



## New Entrepreneurship Creation Model In The Community Of Kebonagung Village, Ploso District, Jombang Regency As A Form Of Puskad Business Incubator Collaboration

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***Abstract:** This community service activity shows that the Puskad business incubator as part of the community can remain closely connected with the community that gave birth to it. For example, the problem of poverty which continues to haunt social life must continue to be eradicated. This can be alleviated, for example, by entrepreneurship or business development. Meanwhile, business development continued to develop over time, resulting in the rise of social media. With this service, we can see that people must share knowledge and experience with each other so that we can develop together. Therefore, answers from academics to problems and society can be displayed here. Using the participatory action research method, it was found that the way to increase the younger generation's understanding and knowledge of social media is to start with interaction. The differences that arise from social media training can be seen through the accuracy of conveying information to the appropriate target audience, equipment and communication facilities between creative actors, and budget conditions to meet the training and creativity needs of the community. The results of content creator training for entrepreneurs are: 1) Improved Communication Skills; 2) Increased Brand Awareness; 3) Increase interaction with customers; 4) Increase Conversions and Sales; 5) Marketing Cost Savings*

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### Abstrak

Kegiatan pengabdian masyarakat ini menunjukkan bahwa inkubator bisnis Puskad sebagai bagian dari masyarakat dapat tetap terhubung erat dengan masyarakat yang melahirkannya. Sebagai contoh, masalah kemiskinan yang terus menghantui kehidupan bermasyarakat harus terus diatasi. Hal ini dapat diatasi misalnya dengan kewirausahaan atau pengembangan bisnis. Sementara itu, pengembangan bisnis terus berkembang seiring berjalannya waktu, sehingga muncullah media sosial. Dengan adanya layanan ini, kita dapat melihat bahwa masyarakat harus saling berbagi ilmu dan pengalaman agar dapat berkembang bersama. Oleh karena itu, jawaban dari para akademisi terhadap masalah dan masyarakat dapat ditampilkan di sini. Dengan menggunakan metode penelitian aksi partisipatif, ditemukan bahwa cara untuk meningkatkan pemahaman dan pengetahuan generasi muda tentang media sosial adalah dengan memulai interaksi. Perbedaan yang muncul dari pelatihan media sosial dapat dilihat melalui ketepatan penyampaian informasi kepada target audiens yang tepat, peralatan dan fasilitas komunikasi antar pelaku kreatif, dan kondisi anggaran untuk memenuhi kebutuhan pelatihan dan kreativitas masyarakat. Hasil dari pelatihan content creator bagi para pelaku usaha adalah: 1) Peningkatan Kemampuan Komunikasi; 2) Peningkatan Brand Awareness; 3) Peningkatan interaksi dengan pelanggan; 4) Peningkatan Konversi dan Penjualan; 5) Penghematan Biaya Pemasaran.

**Kata kunci:** Pemasaran Digital, Pengusaha, Komunitas Alam, Penyiar Media Sosial.

## **INTRODUCTION**

To increase new entrepreneurship in Indonesia, the Government of the Kebonagung Village Community, Ploso District, Jombang Regency is implementing the New Entrepreneur Creation Program for the Kebonagung Ploso Village Community. Jombang Regency in accordance with the program they proposed during the development plan deliberation. The aim of this program is to increase the number of entrepreneurs in order to improve community welfare, increase the competitiveness of MSMEs and reduce unemployment (Rosalina, 2023). This activity was carried out in collaboration between the Kebonagung village government, the labor department as a representative of the Jombang district government and the Puskad business incubator. Nationally, Indonesia still has a lot of progress. Namely, with increasing economic growth. In terms of economic growth, the percentage has also increased, reaching 6.4% in 2011. This can be quite encouraging news. Poverty conditions have also begun to decline. However, in 2010, poverty still existed at 31 million people (13.5% of the total population). The bad news is that 60% of poverty is in rural areas (Prihartono, 2012).

In terms of regional development, the Kebonagung Village Community, Ploso District, Jombang Regency has development potential that can be developed into potential that can provide prosperity for the community. The potential of the people of Kebonagung Village, Ploso District, Jombang Regency, which is so rich in natural and human resources, is interesting because these potentials still need to be explored and developed optimally so that they can provide maximum benefits for welfare. Community development naturally has a beneficial orientation for welfare. The issue of globalization in various aspects, the problem of poverty and unemployment, the problem of natural destruction, and so on are an inseparable unity, when various ways of finding solutions are carried out, including the use of the latest technology. This is because according to Sholeh, (2007), differences in wages and practices in the labor market are more due to the implementation of new technology.

The existence of digital fever is indeed on the rise in Indonesia, almost no aspect of human life is separated from the presence of information technology, the presence of television, cellphones, computers and the internet are various information technology devices that are rapidly changing people's life patterns and lifestyles. From there, various developments in the creative industry emerged. The process of symbolic interaction through socialization is a more dynamic process that allows humans to develop the ability to think, to develop their own way of human life. Socialization is not simply a one-way process in which actors receive information, but is a dynamic process in which actors construct and adapt that information to

their own needs. All types of interactions are not only interactions during socialization, but also increase our ability to think beyond that (Ritzer, 2014: 274).

So, we can see the process of symbolic interaction that exists in the reciprocal relationship between creators and the community in Kebonagung Village, Ploso District, Jombang Regency. The relationship between the two arises as an associative relationship, namely cooperation (Co-operation), cooperation can occur because it is driven by the same goals or benefits to be obtained within the group. According to Laberge, (2023), cooperation arises when people realize that they have sufficient knowledge and control over themselves to fulfill these interests through cooperation, awareness of the existence of common interests and the existence of an organization are important facts in cooperation useful. This happens because both creators and participants have the same goals and missions in developing passion. By holding events or training, creators have the opportunity to build wider relationships to introduce their work, while participants gain insight and experience about the field they will pursue (Ramdhani et al., 2022).

The target audience for this service in the form of training is the learning community group, namely the young generation of Kebonagung Village, Ploso District, Jombang Regency. The condition of society in rural areas means that the younger generation is often confused because they do not have permanent work.

However, there are potentials that can make the young generation in this village progress, namely the potential of the "workforce" itself which still has a lot of energy and thoughts to take positive steps for their future provision. The second is the agricultural and natural conditions of the surrounding villages which have the potential to be developed into materials for social media or content.

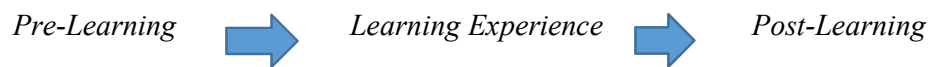
From the situation analysis above, several problems can be formulated as follows: 1) "How to increase the understanding and knowledge of the younger generation regarding social media or become content creators?; 2) How to overcome obstacles that training participants may face in mastering digital marketing skills?; How to adapt content creator training to the latest trends and innovations in the field of technology and digital media?

### **Problem Solving Framework**

Social media training programs can refer to "instructional communication based on the S-O-R theory or S-O-R Theory which stands for Stimulus - Organism - Response" (Effendy, 2000: 254). The expected response in instructional communication is in accordance with

Bloom's taxonomy, based on three domains, namely "increasing knowledge, forming attitudes and providing skills (cognitive, affective and psychomotor)" (Yusup, 1990: 22), so that the manifestation can be: " Cognitive, namely adding knowledge material in the form of facts, information, principles, procedures, mastery of thinking patterns, remembering or re-recognizing; Affective, namely attitudes of appreciation; and Psychomotor, namely expressive skills" (Makmun, 2002: 160-161).

Thus, it is hoped that this training participants will be able to increase their insight, have attitudes and skills related to how to use social media. This instructional communication will not get a response that meets expectations if it does not contain dialogical elements and similarities between the communicator and the communicant, because the learning process does not occur in one direction but is reciprocal (interactive, two way traffic system) so that both parties play an active role and act in it. in a framework (frame work) using a framework of thought (frame of reference) that is mutually understood. Instructional communication in the form of learning and training emphasizes the meaning of learning. According to Crow & Crow (Makmun, 2002: 157), "learning is the process of changing a person's behavior or personality based on certain practices or experiences." Di Vesta & Thompson (Makmun, 2002: 157) describe the change process as follows:



Source : (Makmun, 2002: 157)

Figure. Learning Process

In the learning process, as occurs in this social media training, the elements of source and reception are involved as an inseparable unit. A source is a speaker or instructor who provides knowledge and transfers expertise to those being taught. McCroskey defines the quality of a speaker or instructor as the speaker's credibility (DeVito, 1997: 459). Communicants will not believe the content of the message conveyed by a communicator who is considered to have no credibility, so in every communication process the credibility of the communicator will affect the effectiveness of conveying the message to the communicant.

The three main quality aspects of credibility are competence, character and charisma which can be described as follows: "Competence, refers to the knowledge and expertise that the audience thinks the speaker has; Character, refers to the speaker's intentions and attention to

the audience; Charisma refers to the speaker's personality and dynamism" (DeVito, 1997: 459). Thus, through this training, it is hoped that the training participants will be able to increase their insight, have attitudes and skills related to how to use social media. This is where the speaker's competence must include the qualities "knowledgeable, experienced, confident and informed, while those included in the character aspects are fair, concerned, consistent and similar, the last aspect which is an element of charisma includes positive, assertive, enthusiastic and active" ( DeVito, 1997: 460-461). Thus, the elements of knowledge, experience, self-confidence, informativeness, fairness, caring, consistency, equality, positive attitude, firmness, enthusiasm and activeness are the elements that communicants see in an instructor.

Referring to the theoretical background and discussion above, for this social media training, speakers or instructors should be selected who have knowledge, experience and skills in establishing good relationships with the public, as well as experience or at least know about the ins and outs of social media. This means that people can benefit more fruitfully, and can even put this knowledge into practice directly in their daily lives.

## **METHOD**

This service requires support from development actors carried out in rural areas. Apart from that, many parties who are closely related to the service program in that place are also involved, namely community leaders in the area, local residents who directly make the activity a success, village officials, to the Culture and Tourism Office or other relevant government or private parties who actively support it. in these service activities.

- 1) In-Class Training: Through Inclass Training, a transfer of learning process will be carried out between the trainer and the training participants or between fellow training participants themselves. This is because the pattern used here is an adult learning pattern which takes place in a spirit of togetherness and equality, in this case between the trainer and the participants. This Inclass Training is carried out 1 (one) time in this Community Service activity. Thus, this is the essence of this Training.
- 2) Fieldwork: In this stage, participants are required to perfect the media work models that have been prepared during in-class training and then apply them in their respective school environments. In its implementation, a monitoring and evaluation team will be formed by the committee to directly monitor and evaluate the implementation of the field project. Later, this activity continued until a Fieldwork Results Seminar was held.
- 3) Mentoring (Assistance): This mentoring activity will last as long as the fieldwork exists.

One time assistance is carried out for 2 days. In this mentoring, participants bring problems that they identify as a result of putting into practice the theoretical knowledge they have obtained in the previous Inclass Training stage.

This activity is primarily intended to increase appreciation of knowledge related to the ideal qualifications of a community empowerment worker (empowering generator). In the field, they are expected to be able to combine ideal concepts with reality demands, so that in this way, they will be able to formulate realistic empowerment patterns in accordance with local demands. In each mentoring activity, the participants in the class are guided by a facilitator and a resource person to help solve problems brought by empowerers from their respective communities.

Data collection before the social media training event was carried out in two ways. Namely, questionnaires for basic data and observations and interviews for secondary data. The overall techniques are observation, interviews and documentation studies. Observations were carried out when the researchers went directly to the research location, namely conducting exploration and observation of the research object, namely the rural community in Kebonagung Ploso Jombang. Meanwhile, interviews were carried out as an effort to obtain data by means of in-depth interviews with government officials, community leaders, traditional leaders, and others. Finally, a documentation study was carried out to collect materials in the form of writings related to service issues.

## **RESULT**

Content creator skills training is carried out using effective methods. The following are training methods used to develop digital marketing skills:

### 1) Seminars

Seminars are seminars that are held online. Industry experts or content creator instructors can lead webinar sessions that cover specific topics. Webinars can include presentations, panel discussions, and interactive question and answer sessions. Typically, these webinars are free or low cost and can provide valuable insights.

### 2) Self-Training (Self-Training)

Many online resources are available for free to help you learn digital marketing. This includes guides, tutorials, blogs, videos, and community forums on the internet. By conducting research and learning independently, you can develop your content creator skills with greater time flexibility.

### 3) Collaboration and Discussion with Professionals

Connecting with professionals or practicing content creators can provide valuable insight. You can join online groups or communities that focus on digital marketing. Participating in discussions, asking questions, and sharing knowledge with fellow professionals can help you expand your understanding and network.

It is important to note that content creator skills training is an ongoing process. Always strive to stay abreast of the latest developments in the industry and hone your skills through practice and implementation.

## **DISCUSSION**

Content creator training activities for entrepreneurs are programs designed to help entrepreneurs learn and develop skills in creating interesting and relevant content to promote their business. This training aims to teach entrepreneurs about effective content marketing strategies and how to produce engaging content to attract attention and retain their audience. The following are several descriptions of activities that may be carried out in content creator training for entrepreneurs :

#### 1) Understanding of Content Goals

Training participants will learn about the importance of having clear goals in content creation. They will be taught how to determine specific content marketing goals and how to plan relevant content to achieve those goals.

#### 2) Market and Audience Research

Participants will be taught the importance of conducting market research and understanding their target audience. They will learn how to analyze their audience's needs and preferences to produce content that suits their interests.

#### 3) Content Ideation Development

Training will cover techniques and strategies for developing creative and unique content ideas. Participants will learn how to create content that is engaging, informative, and useful for their audience.

#### 4) Content Writing and Editing

Participants will be given guidance on effective writing techniques for online content. They will learn about writing styles that suit different platforms, as well as the importance of editing and revising content before publishing.

5) Use of Visual Media

Training will involve understanding the use of visual media, such as images, infographics, and video, in marketing content. Participants will learn about tools and techniques for creating engaging, high-quality visual content.

6) SEO Optimization

Participants will be introduced to the basic concepts of search engine optimization (SEO) and how to apply them in their content. They will learn about keyword usage, link structure, and other factors that can help increase the visibility of their content in search engines.

7) Content Performance Analysis

Training will cover how to analyze content performance using analytical tools and relevant metrics. Participants will learn how to measure the effectiveness of their content and make adjustments based on the data obtained.

8) Content Marketing Through Social Media

Participants will be taught strategies for promoting their content via social media platforms. They will learn about using various social media channels and tactics to increase audience reach and engagement.

9) Content Ethics and Law

Training will include an understanding of the ethics and laws associated with content creation. Participants will be provided with information about best practices in terms of copyright, use of imagery, sponsor disclosures, and other applicable regulations.

10) Practice and Feedback

Participants will be given the opportunity to practice creating content and get feedback from instructors and fellow participants. This will help them refine their skills and apply the knowledge they have learned during training.

During the training, participants will be involved in presentations, discussions, case studies, individual and group assignments, as well as question and answer sessions. This training aims to provide entrepreneurs with the knowledge and practical skills to become effective content creators in promoting their business through interesting and relevant content.

The following is documentation of our activities on YouTube

[https://www.youtube.com/watch?v=Fd6GYE4I6\\_4&t=4s](https://www.youtube.com/watch?v=Fd6GYE4I6_4&t=4s)

Data on the results of content creator training in 4 teams :

**1. Horror Receh**

Tik tok : <https://vt.tiktok.com/ZSLHYa4RX/>

Instagram : <https://www.instagram.com/reel/CvGsYZ...>




Youtube :  • [Auto njingkat!!!](#)  
Whatsapp : 087863069459  
Fiverr.com <https://www.fiverr.com/hororrecehhoror>

## 2. Empong Chanel

Tik tok : <https://vt.tiktok.com/ZSLHFvGqu/>  
Instagram : <https://instagram.com/empongchanel?ig...>  
Youtube : <https://youtube.com/@EmpongChanel?si=...>  
Whatsapp : 085812729729  
Fiverr.com <https://www.fiverr.com/Ravandraali>

## 3. Tim Pejuang Receh

YouTube :  / [@pejuangtawahaha](#)  
TikTok : <https://www.tiktok.com/@pejuangtawaha...>  
Instagram : <https://instagram.com/pejuangtawahaha...>  
WhatsApp Business : +62 878-5956-2451  
Fiverr.com <https://www.fiverr.com/Pejuangtawala2>

## 4. Sobat Kata

YouTube :  • [self reminder\\* #disnakerjombang #incu...](#)  
TikTok : <https://vt.tiktok.com/ZSLHjFn52/>  
Instagram : <https://www.instagram.com/reel/CvGyO2...>  
Fiverr.com : <https://www.fiverr.com/Sobatkataa>  
WhatsApp Business : +62 852-3124-7326

## CONCLUSION

Conclusions from the results of content creator training for entrepreneurs can vary depending on several general conclusions that can be drawn:

### 1) Improved Communication Skills

Training as a content creator can help entrepreneurs improve their communication skills. This includes the ability to package messages in a way that is interesting, engaging, and relevant to their target audience. Strong communication skills are essential in today's business world, where digital content is becoming increasingly dominant.

### 2) Increased Brand Awareness

By becoming a content creator, entrepreneurs can take advantage of digital platforms to increase their brand awareness. By spreading quality and relevant content, they can expand their reach and increase their brand visibility among a wider audience. This can help in building and strengthening a brand image as well as achieving their marketing goals.

### 3) Increase interaction with customers

Through engaging content, entrepreneurs can build stronger relationships with their customers. Content creator training helps entrepreneurs to create relevant, informative, and entertaining content, which can motivate customers to interact more with their brand. With increased engagement, entrepreneurs can gain valuable insights into customer preferences and increase customer retention.

#### 4) Increase Conversions and Sales

Effective content can be a powerful tool for turning prospects into actual customers. By training as a content creator, entrepreneurs can learn how to produce content that drives action from their audience, such as clicking a link, signing up, or making a purchase. By using the right marketing strategies, entrepreneurs can increase their conversion rates and sales.

#### 5) Marketing Cost Savings

Developing and publishing content regularly can be an efficient and low-cost marketing strategy for entrepreneurs. In content creator training, entrepreneurs can learn how to create content independently or collaborate with an internal team. By reducing reliance on third parties for content creation, entrepreneurs can save costs and have more control over the messages they want to convey.

However, it is important to remember that the results of training as a content creator for entrepreneurs will vary depending on the implementation and efforts made. Consistency, quality content, and a deep understanding of the target audience will be important factors in achieving success as a content creator and entrepreneur.

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