

Digital Entrepreneurship Education and Mentoring for PGRI Gumelar High School Students to Enhance Entrepreneurial Skills in International Markets Using Digital Media

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ABSTRACT

The development of information technology continues to increase and has reached all levels of society, including the younger generation. This generation is present as a cohort with superior personalities and the ability to comprehend knowledge and technology, enabling them to compete locally and globally. Technological advancements also catalyze innovations, fostering creativity in the economic and business fields. SMA PGRI Gumelar is a private school in Gumelar District, Banyumas Regency, which offers various life skill activities such as graphic design, foreign languages, photography, videography, and more. However, the existing activities have not yet yielded works that can be marketed internationally. This service aims to optimize graphic design life skills training for students so that they can produce work that is marketable on overseas platforms, namely Envato. This marketplace has specific standards for works that will be sold; therefore, education and assistance are provided to enhance motivation for digital media-based entrepreneurship in the international market. This beginner community service activity will be conducted from July to October 2023 at SMA PGRI Gumelar. The outcome of this activity will be graphic design work ready to be uploaded to the Envato marketplace. Based on the results of the questionnaire distributed to participants, there was an increase in motivation as a designpreneur, increasing by 35%, Figma skills increasing by 45% and Photoshop skills increasing by 35%. Another output of this project is a graphic design tutorial book with an ISBN number.

KEYWORDS

design grafis;
bootcamp;
community services;
entrepreneurship;
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1. Introduction

The development of information technology continues to increase and has permeated all levels of society, impacting the younger generation [1] [2] in various facets of life [3] [4]. This younger generation is characterized by superior personalities and possesses the capability to comprehend knowledge and technology, enabling them to compete both locally and globally [5][6]. Technological advancements are also closely linked to enhanced economic improvements [7]. The improvement of human resources quality and technology stands as a critical factor in fostering economic growth [8][9]. Consequently, this trend instigates entrepreneurial education and training that leverages digital media for the younger generation. The overarching goal is, of course, to stimulate the development of ideas and generate opportunities [10][11][12] for economic enhancement.

PGRI Gumelar High School is a private institution situated in Gumelar District, Banyumas Regency. Given its geographical location, which can be considered quite distant from urban areas, there has been limited implementation of digital entrepreneurship training. This high school serves as an ideal target for intervention to ensure that the benefits of digital entrepreneurship training reach the younger generation in that area. The majority of students at SMA PGRI Gumelar are from families engaged in farming and market trading. This background contributes to the hesitation of PGRI Gumelar High School students to pursue higher education. They are in need of motivation and skill enhancement to compete effectively in the industrial sector upon graduation. Developing Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state is a key component of the nine Nawacita programs outlined by the President and Vice President of Indonesia [13].

PGRI SMA incorporates a life skills program that mandates students to excel not only academically but also in various other areas of expertise. This program encompasses a range of life skills, such as courses in Korean, Japanese, graphic design, and photography. Despite the inclusion of these life skills, none of them have achieved international recognition as of yet, indicating that the current program serves as conventional training for students. It is imperative to introduce new innovations to ensure that the outcomes of this life skills initiative possess economic potential not only within the local market but also on an international scale.

From an early age, it is essential for the younger generation to prepare themselves for the development of intellectual, emotional, and spiritual intelligence [14], along with fostering an interest in entrepreneurship, particularly in comprehending the concept of digitalization within the evolving business landscape [15]. Digital entrepreneurship encompasses various activities, such as digital marketing programs [16] for both physical and digital products, conducted through Internet media [17]. The prevalence of digital entrepreneurship has notably surged in Indonesia, particularly since the onset of the Covid-19 pandemic [18], exemplified by the heightened popularity of e-commerce among entrepreneurs [19]. This entrepreneurial interest can be instilled in PGRI Gumelar High School students through innovative entrepreneurial practices, optimizing several existing life skill activities for international marketability using digital media. Training initiatives play a crucial role in achieving this goal [20]. Through such training, the aim is to enhance the quality of human resources [21][22], consequently impacting economic progress positively.

An opportunity identified through partner analysis in this empowerment initiative is the optimization of one of the graphic design life skill activities. The objective is to ensure that PGRI Gumelar High School students not only create standard designs but also designs suitable for the international market. Typically, this life skill involves learning how to design effectively, including creating logos, business cards, website designs, flyers, posters, book covers, and more. Graphic Design Life Skills are typically imparted in the second year or in class XI (Eleven). It's crucial to recognize that graphic design plays a pivotal role in various aspects of life [23], particularly in the realm of marketing [24][25][26], where digital marketing [27] is a well-known facet. Proficient graphic design skills are indispensable to support these marketing endeavors [28]. Graphic design is a sought-after skill [29] vital for the younger generation [30]. In today's digital era, graphic design skills have evolved into a lucrative ability and represent a promising opportunity [31][32].

One international marketplace that serves as a platform for marketing graphic design work is Envato [33]. Envato operates a website called graphicriver.net, where various types of design categories, including business cards, web designs, logos, flyers, posters, book layouts, and more, can be marketed. Each item sold is priced in dollars based on its license. Envato, particularly through GraphicRiver, is an excellent avenue for selling design works created by PGRI Gumelar High School students. With its international reach, Envato caters to a broad market, featuring products from graphic designers worldwide and attracting buyers from diverse regions. This presents a significant opportunity for students to utilize their design skills as a source of income [34][35], concurrently enhancing their proficiency in product marketing [36].

Envato maintains specific standards when accepting design work for sale on its platform. This implies that not every design can be freely offered for sale. Envato enforces rigorous rules for designers seeking to sell their work, aiming to ensure that the quality of the designs meets international standards. Consequently, individuals aspiring to sell their designs on Envato must adhere to these guidelines. Specialized education and training become crucial, ideally provided by individuals who have previously achieved success on this marketplace.

Various graphic design training initiatives have been implemented in community service activities, such as the one conducted by Lisnawita [37], who provided graphic design training for students at Madrasah Aliyah AL-Fajar. A similar service was also conducted by Budiarto [38], offering graphic and multimedia design training at the Indonesian Republic Teachers Association Banyuputih Situbondo Vocational High School. Another relevant service was undertaken by Sakinah [39], involving graphic design training using the Canva application at the vocational school level at SMKN 1 Gunung Putri Bogor. Additionally, Desnelita [40] carried out a service known as PKMS Graphic Design Training towards Entrepreneurship for Youth in Rt. 03 Rw. 04 Umban Sari Village. In light of these diverse

service activities, our contribution in this service takes a distinctive approach. Specifically, our focus is on how this activity can yield graphic design work with international selling potential.

Within the MBKBM program, our endeavors to empower students are strategically maximized. Students engage in hands-on teaching experiences directly within the community, aligning seamlessly with the campus teaching program. Beyond that, students receive advantages in the form of the practical implementation of their chosen courses, extending beyond the confines of the campus. Moreover, students gain firsthand knowledge from experienced practitioners within their respective fields. This multifaceted approach ensures that students not only contribute to community learning but also benefit from real-world applications and insights from seasoned professionals.

This Community Service Activity is funded through the 2023 Beginner Community Service Grant (PMP) scheme from the Ministry of Education, Culture, Research, and Technology (KEMDIKBUDRISTEK) under the Main Contract Number 070/E5/PG.02.00.PM/2023, along with Derivative Contracts 026/LL6/PkMB.2/AL.04/2023 and 004/LPPM/PENG/07/2023.

2. Method

This community service activity involves several implementation stages, including:

2.1. Analysis of Partner Problems

The service team conducts research using interview and observation techniques with the Principal of PGRI Gumelar High School. The educational institution fully supports the involvement of a Community Service Team willing to collaborate in conducting community service activities. The principal of PGRI Gumelar High School is well-informed about the Independent Campus program and expresses hope for the participation of students from Purwokerto campuses in Teaching Campus activities. The service team responded positively to this, recognizing the obligation of the campus side to engage in similar activities.

2.2. Identification of Partner Problem

Following the research, the service team identified a partner problem, specifically that graphic design life skill activities were considered suboptimal and had potential for further optimization. The principal of SMA PGRI Gumelar proposed the idea of conducting an internal seminar for SMA PGRI Gumelar students focused on exploring career prospects in the digital entrepreneur field. The implementation of this seminar marks the initial stage in providing education and assistance for graphic design life skills activities, with the aim of enabling the results of the design work to reach the international market. The service team observed the students' enthusiasm firsthand during the seminar. Upon its conclusion, the Service Team and the Head of PGRI Gumelar High School decided to organize follow-up activities to ensure that the students not only gained motivation but also received direct education from experienced graphic design instructors with international work marketing expertise.

2.3. As a result of the research

The service team identified a partner problem specifically, that graphic design life skill activities were considered suboptimal and had untapped potential for further enhancement. In response, the principal of SMA PGRI Gumelar proposed the idea of organizing an internal seminar for SMA PGRI Gumelar students focused on exploring career prospects in the digital entrepreneur field. The implementation of this seminar marks the initial stage in providing education and assistance for graphic design life skills activities, aiming to enable the results of the design work to penetrate the international market. The service team observed firsthand the students' enthusiasm during this seminar. Following its conclusion, the Service Team and the Head of PGRI Gumelar High School decided to organize follow-up activities. The goal is to not only motivate the students but also provide direct education facilitated by experienced graphic design instructors with expertise in international work marketing.

2.4. The partner's problem is then addressed through a plan for community empowerment activities led by the Community Service Team

The team has decided to execute activities under the theme "Digital Entrepreneurship Education and Mentoring for PGRI Gumelar High School Students to Enhance Entrepreneurial Skills Based on Digital Media in International Markets." The specific target market for international exposure in graphic design is Envato, a popular platform for selling various digital works, including graphic design. The

selection of Envato is based on prior research conducted by the team. Additionally, a member of the Service Team is a digital creative industry professional who has firsthand experience earning income in dollars from selling graphic design work. This experience motivates the service team to directly impart this knowledge to the younger generation specifically, the students of SMA PGRI Gumelar, who are children with backgrounds in farming families.

2.5. This education and mentoring activity is conducted using the bootcamp method.

The activity adheres to a regular schedule aligned with the life skills program, ensuring minimal disruption to students' study hours. The bootcamp takes place weekly and spans a full 6 months, encompassing a total of 12 sessions, with each session lasting a minimum of 2 hours. The service team, comprising experienced individuals in the field of graphic design with a proven track record of selling design work on the international market, will lead this activity. PGRI Gumelar High School played a role in selecting potential students, limiting the participation to a maximum of 20 individuals due to the laboratory's capacity constraints. The selected graphic design software for the training is Adobe Illustrator and Adobe Photoshop, adhering to the standard requirements of the international marketplace Envato.

2.6. Harapan Bangsa University

Particularly the informatics study program, offers an elective course in graphic design worth 4 credits. This course is highly favored among students. The graphic design course within the informatics study program serves as a complementary course, enhancing skills in User Interface (UI), which proves beneficial for other courses. This recognition aligns with the curriculum requirements of the informatics study program and the student KRS program. Given the 6-month duration of this activity, it is well-suited and does not disrupt the regular lecture schedule. Importantly, students actively engage in campus teaching activities as part of this course.

2.7. Monitoring and evaluation of the bootcamp are conducted every week following the mentoring sessions

The instructor utilizes a monitoring tool in the form of a form to collect the design work completed. Each piece is assessed, and feedback is provided to ensure it aligns with standards suitable for marketing in the international marketplace.

3. Results and Discussion

This beginner community service activity was executed according to the planned schedule, taking place from July to October 2023 at SMA PGRI Gumelar. The activity involved three supervisors, two students, and an instructor, and it progressed smoothly. The initiative received an opening and full support from the Principal of SMA PGRI Gumelar, Mrs. Wihartati, S.E., S.Pd. She emphasized the significance of this activity, noting its potential to furnish students with foundational knowledge about existing digital opportunities. Mrs. Wihartati expressed expectations for students to actively engage in the activity, emphasizing that being accompanied by a Service Team, primarily consisting of lecturers, is an uncommon and valuable opportunity.



Fig. 1. Opening of PMP Activities by the Principal of PGRI Gumelar High School

As part of the implementation of the Independent Campus initiative, the Service Team received assistance from students in the Informatics Study Program at Harapan Bangsa University who actively participated in this educational activity. The two students involved were Lutviana and Dimas Febri Kuncoro. Within this activity, students acquire skills in effective teaching. Guided by the service team, these students instruct others on techniques for utilizing the Figma website to create web designs, whether working individually or collaboratively in groups.



Fig. 2. Students Engaged in Teaching Beginner Community Service Activities

The main material taught is organized graphic design techniques so that they can be accepted on the Envato marketplace. The presenters played more with photo processing applications such as Adobe Photoshop because they were considered easier and more potential for beginners. Graphic designs such as banners, flyers, illustrations, business cards, book covers are design works that sell quite well. This design is apparently easier to implement with Photoshop. PGRI Gumelar High School students who are quite familiar with this application can certainly adapt quickly.



Fig. 3. Graphic Design Training Assistance Process

This service activity also supplied five design tools to facilitate the creation of image sketches in the form of illustrations. These tools are valuable for design planning in the early stages. To enhance the drawing process, an authentic software license for Adobe Photoshop Premium is provided, allowing its use on four computers. The provision of original software ensures that training participants use legitimate, non-pirated software, fostering an understanding of the importance of respecting others' work.



Fig. 4. Delivery of Technology Tools

On the last two days, students participating in the training were granted full freedom to unleash their creativity in producing digital works. Accompanying instructors made every effort to ensure that the students' creations could successfully enter the international market. The works produced during this period can serve as a portfolio that students can take pride in. As part of the community service, the PMP program also provided assistance with technological tools to support the ongoing development of graphic design life skill activities. This support extends until SMA PGRI Gumelar establishes a graphic design entrepreneur group, facilitated by digital drawing tools and an Adobe Creative Cloud Premium license. These two technological tools serve as valuable resources for PGRI Gumelar High School students, enhancing their training experience.



Fig. 5. Example of Activity Results Design

As part of the evaluation for this activity, the service team administered a questionnaire consisting of questions related to the activity and the skills acquired. The distributed questionnaire revealed a 70% increase in design skills and an 85% boost in interest as a designpreneur. A pivotal aspect of this activity is the enhancement of graphic design skills on an international scale. Participants who initially possessed only standard skills for local design are now equipped to explore opportunities in the international market. The partners, specifically SMA PGRI Gumelar, express a desire for more frequent and extensive iterations of such activities with increased participation to provide broader benefits.

4. Conclusion

The beginner community service activities conducted at PGRI Gumelar High School, titled "Digital Preneur Education and Mentoring for PGRI Gumelar High School Students to Improve Entrepreneurial Skills Based on Digital Media in International Markets," have been successfully implemented. Based on the results of the questionnaire distributed to participants, there was an increase in motivation as a designpreneur, increasing by 35%, Figma skills increasing by 45% and Photoshop skills increasing by 35%, as reflected in the post-exposure, demonstration, and direct practice questionnaires administered during the service activities. The expectation is that this activity will equip participants with the necessary skills to create graphic design work that meets the standards for acceptance on international digital marketplaces.

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Author Contribution

The community service activities for beginners took the form of digital preneur education and mentoring for PGRI Gumelar High School students to enhance digital media-based entrepreneurial skills in the international market. This initiative encompasses various stages, beginning with the analysis of partner problems, which was well-received by SMA PGRI Gumelar. The implementation of service activities involved a service team consisting of both lecturers and students from Harapan Bangsa University. Additionally, a comprehensive explanation of the activity flow was provided to ensure that all parties fully comprehend the sequential implementation of activities from start to finish.

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Conflict of Interest

The authors declare no conflict of interest.

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