SCHOOL PROGRAM FOR CREATING ONLINE BUSINESS ENTREPRENEURS TO IMPROVE THE QUALITY OF GRADUATES

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Abstract:
This research is titled "Program Sekolah Pencetak Wirausaha Bisnis Online dalam meningkatkan Kualitas Lulusan SMK Muhammadiyah 1 Wonosobo." The research aims to determine how the use of social media as a business strategy by several online-based entrepreneurs impacts the graduates of SMK Muhammadiyah 1 Wonosobo. This research employs a quantitative descriptive method, and data collection is conducted using SWOT analysis techniques.

Keywords: *School for Printing Online Business Entrepreneurs*

INTRODUCTION

SMK Muhammadiyah 1 Wonosobo produces graduates every year. In the academic year 2020/2021, SMK Muhammadiyah 1 Wonosobo had 20% of graduates working, 23% continuing their studies, 15% becoming entrepreneurs, and 42% undergoing job training or still unemployed.

In the current era, often referred to as the era of Industry 4.0, the millennial era, the digital era, the Internet of Things (IoT) era, the disruption era, and still in the context of the COVID pandemic, a program is needed to improve the quality of graduates. One initiative that can address the above issues is SMK Muhammadiyah 1 Wonosobo preparing graduates who can become entrepreneurs. In order to cultivate and develop entrepreneurial spirits, SMK Muhammadiyah 1 Wonosobo has established the School for Printing Online Business Entrepreneurs program.

RESEARCH METHODS

This research employs a descriptive research method, which is a research approach that seeks to objectively describe the object or subject under investigation. The aim is to systematically depict facts and the characteristics of the object, as well as the frequency studied accurately. Generally, findings from descriptive research are in-depth, comprehensive, and detailed. It is comprehensive because descriptive research is not only conducted on the problem but also on other variables related to the problem. The implementation of structured, systematic, and controlled descriptive research is because the researcher starts with a clear subject and conducts research on the population or sample of the subject to accurately describe it.

The data collection method used is literature study, examining various data sources from books, research, the internet, websites, social media, and others. The collected data includes information on digital marketing, WhatsApp, Facebook, Instagram, online businesses, marketplaces, and other supporting data.

The research analysis employed in this study is SWOT analysis. SWOT analysis consists of four main components: Strengths, Weaknesses, Opportunities, and Threats. "SWOT analysis is the identification of various factors systematically to formulate

company strategies. This analysis is based on logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats." (SWOT Analysis Business Case Technique - Freddy Rangkuti - Google Books, n.d.)

This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities while minimizing weaknesses and threats. When applied accurately, this simple assumption has a significant impact on the design of a successful strategy, and industry environmental analysis provides the necessary information to identify opportunities and threats present in the company's environment.

RESULTS AND DISCUSSION

This research is expected to provide input for entrepreneurship teachers at SMK Muhammadiyah 1 Wonosobo and other schools, especially vocational high schools (SMK), that aim to create online business entrepreneurs using social media as a promotional medium for services and products. The study aims to understand how social media is used as a business strategy by online entrepreneurs who are graduates of SMK Muhammadiyah 1 Wonosobo.

Literature Review, Due to the large percentage of graduates who cannot find employment, SMK Muhammadiyah 1 has introduced the Entrepreneurship School Program, including Online Business/E-commerce. E-commerce is an abbreviation for Electronic Commerce, which means transaction systems using electronic media. The following definitions of e-commerce are provided by experts: E-commerce is the process of buying and selling transactions conducted through the Internet, where websites are used as a platform for these processes. (Ummah, 2018) E-commerce is the process of buying and selling transactions conducted through the internet, where websites are used as a platform for these processes. (Aco & Endang, 2017) E-commerce is a consequence of changes in consumer shopping behavior, exploited as a business opportunity. Indonesia is a country that quickly embraces change, leading to the emergence of various e-commerce platforms, both from abroad and domestically. E-commerce platforms include: WhatsApp: An instant messaging application that utilizes the internet for communication, allowing users to send instant messages and various document types. Instagram: A social media platform known for sharing instant photos, inspiring users, and enhancing creativity. Facebook: A social networking service used for finding new friends, reconnecting with old ones, and online business. Marketplace: An online platform for marketing products or services through the internet.

Problem-solving methods theory: Foundational theories used in this research include: Marketing: Involves creating, communicating, delivering value to customers, and managing customer relationships. Concepts include needs, wants, demand, production, utility, value, satisfaction, exchange, transaction, market, and marketing. Digital Marketing: Involves introducing something through digital distribution channels to attract consumer attention relevantly. Social Media: Generally defined as online media supporting social interaction. Popular social media sites include blogs, Twitter, Facebook, and Wikipedia.

This research analyzes the application of social media in marketing using platforms such as WhatsApp, Facebook, Instagram, and marketplaces in online businesses. WhatsApp: An instant messaging app with a large user base, advanced technology usage, free for users, a top-rated messaging app, available on all platforms, and an early adopter advantage. Facebook: A free and integrated social media platform with easy login, numerous features, connection with other media, and a global user base. Instagram: Strengths include being free, focusing on visual content, and connecting with other social media. Weaknesses include the need for regular updates, susceptibility to spam, and less practical transactions. Marketplace: Strengths include unlimited market reach, lower system costs, zero maintenance, and low publication costs. Weaknesses include no quality standards, price competition, and potential threats of fraud and system breaches.

Research Article Generation Method: This research employs a descriptive research method, aiming to objectively describe the object or subject studied

systematically. Data collection involves a literature review, analyzing various sources such as books, research, internet, websites, and social media. The data collected includes information on digital marketing, WhatsApp, Facebook, Instagram, online business, marketplace, and other supporting data. The research analysis method used is the SWOT analysis, focusing on Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis systematically identifies factors to formulate company strategies, maximizing strengths and opportunities while minimizing weaknesses and threats.

CONCLUSION

The conclusions that can be drawn from the above research are as follows: Social media plays a crucial role in digital marketing for online businesses today, especially in the promotion of products and services.

The social media platforms currently highlighted by consumers and business owners are WhatsApp, Facebook, Instagram, and Market Place. These four social media platforms provide specific platforms and features to support digital marketing activities, such as WhatsApp Business, Facebook Ads, Instagram Ads Sponsored, and Market Place platforms like Shopee, Lazada, Tokopedia, etc. Users can explore and utilize these facilities to promote their products and services, both through free and paid promotions. With an increasing number of consumers getting to know their services and products through social media, these products and services become more popular, leading to business growth. Promoting through social media can save business budgets for promotional purposes, which can be redirected to increase production.

Several strategies that can be applied in promotion and marketing through social media include: Endorsement: Providing samples of services/products to public figures and then requesting testimonials to attract the buying interest of consumers. Free Shipment: Offering free shipping or subsidized shipping costs to consumers. Giveaway or Quiz: Organizing prize quizzes to attract followers on social media and enhance consumer trust. Discounts: Providing periodic discounts or price reductions on the marketed services and products. Connecting Social Media: Linking various social media platforms under one admin, for example, linking Instagram to WhatsApp, from Instagram to the marketplace, etc.

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