



# INOVASI

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### OPTIMIZING WASTE MANAGEMENT IN AN EFFORT TO IMPROVE STUDENT'S UNDERSTANDING OF ENTERPRENEURIAL COMPETENCE

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#### ABSTRACT

Community Service (PkM) this time will provide an understanding of waste management so that it can generate income. In addition, we provide an understanding of entrepreneurial competence to students at Al-Husainy IT High School to be able to increase its compatibility, especially in the field of entrepreneurship where currently the application of entrepreneurship among high school students must be taught, so that students can understand that entrepreneurship does not require too much capital, with waste capital can make money so as to reduce waste in the environment around the school and the student's residence. SMA IT AL-Husainy is located in Lengkong Wetan Village, Serpong District, South Tangerang City. The strategic location makes AL-Husainy IT High School one of the paforit IT High Schools around BSD Serpong, South Tangerang because this IT High School offers complete facilities where some students are all Mondok (Mesantren) and some go home too, so many parents make Al Husainy IT High School the right choice to provide complete education both in terms of science in general and from complete religious education. Students at Al-Husainy High School number 108 students with 11 teaching staff. Students at Al Husainy IT High School have high creativity, but the channeling of students' creativity is sometimes confused in what media and how to utilize the results of this creativity. So, our PKM team consisting of 3 lecturers and 5 students will provide input to students on how to use waste so that it can be used properly and has a high selling value that is learned in entrepreneurial competence and makes students confident in marketing the products that have been produced at school. Therefore, we are very enthusiastic in providing enthusiasm and encouragement by helping to provide students with an understanding of entrepreneurial competencies that must be possessed so that they not only do business but can give priority to students what must be prioritized in increasing sales, so that the profit obtained is even greater. The implementation of this PKM aims to: 1) increase students' confidence, 2) provide student briefing on entrepreneurial competencies, 3) provide direction and a broader view of the potential possessed by students at AL-Husainy High School, 4) provide assistance in increasing creativity in every product produced by students at AL HUSAINY IT High School, 5) Provide knowledge to be able to make a marketing strategy in seeing opportunities from the remaining waste in the school area, 6) Provide insight in the ability to organize every work that will be carried out in developing a business. This service activity involves students of Al-Husainy IT High School, Mahaiswa to jointly collaborate on actions in increasing students' knowledge related to waste management and how to use it so that it has a high selling point by providing knowledge of what competencies must be possessed by an entrepreneur. The method of implementing Community Service (PkM) is divided into several stages, namely: 1) the stage of forming a Group, 2) The comprehensive stage in making grouping waste that will be used in making student creativity, 3) the mentoring stage in making crafts as a form of utilizing waste made creations according to student wishes, 4) the Monitoring and Evaluation Stage of activities. Through this activity, it is hoped that students at Al-Husainy IT High School will be able to make products from waste around the school with their creativity so that they become valuable and can be sold

as an implementation of the material for understanding entrepreneurial competencies. Results and Outputs targeted by the service team this time each group of students makes creativity from waste paint cans in the school to be painted according to student wishes, the results of student creativity are then offered to local residents to be sold and can be used as trash cans so that they can simultaneously provide education to keep disposing of waste in its place and keep the environment clean. In addition, students can understand and understand entrepreneurial competencies so that they can implement business design strategies that will be carried out from the results of student creativity as a whole. The output from the lecturer side targets that the results of PKM this time will be disseminated and published in the form of a journal accredited by SINTA.).

***Keywords: Entrepreneurial Competence, Waste, Student Creativity***

## **INTRODUCTION**

Community service (PKM) is a concept or practice in which individuals or groups give their time, energy, or resources to improve social, economic, or environmental conditions in their community. It involves various activities aimed at providing direct benefits to the community, such as providing health services, education, infrastructure development, skills training, and social assistance. Community service is not just about providing material assistance, but also about strengthening the capacity and resources of local communities so that they can become self-reliant in solving their own problems. It involves a collaborative and sustainable approach that takes into account the needs and aspirations of the communities served.

Community service is important because it can help improve the quality of life and overall welfare of the community, strengthen social bonds between community members, and build social justice and inclusion. In addition, community service can also provide personal satisfaction and a sense of social responsibility to the individuals or groups involved.

Referring to law number 20 of 2003 concerning the national education system article 20 paragraph (2) which states that universities are obliged to organize education, research and community service. Entrepreneur in Indonesian is called Entrepreneurship, according to the spelling of Indonesian, entrepreneurship consists of several syllables, namely Entrepreneurship, according to Entrepreneurship, the term Entrepreneurship is: someone who is able to see an opportunity then create an organization to take advantage of the opportunity to start a new business. Or the ability of everyone to seize every business opportunity, and use it as a business land, or business and all his time is devoted to finding business opportunities.

Waste is waste material or waste material that is no longer used from the results of human activities both on a household, industrial, and mining scale. At certain concentrations, the presence of waste can have a negative impact on the environment and on human health, so it is necessary to carry out proper handling of waste. Household waste is waste that comes from kitchens, bathrooms, laundry, waste from household industries and human waste. Too much household waste if it cannot be tackled has the potential to pollute and poison the environment. This household waste treatment aims to avoid pollution to the environment which can have an impact on public health. Proper household waste treatment is needed to avoid pollution to the environment. The good treatment of household waste is adjusted to the type of household waste produced.

The issue of waste and its impact on the environment is increasingly becoming a global concern. By teaching students about waste management in a business context, they can develop better environmental awareness and understand the role of entrepreneurship in maintaining

environmental sustainability. Waste management can also be a promising business opportunity. By understanding how to manage waste effectively, students can identify new business opportunities in recycling, processing organic waste into value-added products, or waste management consulting services. Understanding waste management also involves developing entrepreneurial skills, such as innovation, risk management, market analysis, and marketing. By teaching students to develop businesses related to waste management, they can hone their entrepreneurial skills practically. Lack of skills and knowledge of business management, marketing, and finance is also a problem for some entrepreneurs, especially those who are just starting a business.

Entrepreneurial competence is knowledge, attitudes and skills that are connected to each other, which entrepreneurs need to be trained and developed in order to be able to produce the best performance in managing their business (Zuhriyah et al., 2013). According to Suryana in Dian Retnaningsih (2017) stated that the core competency of entrepreneurship is creativity and innovation in order to create added value to achieve excellence, which is created through the development of knowledge, skills and abilities in this case the ability of students to increase their creativity so that it becomes more optimal. Therefore, entrepreneurial competence is important to be able to increase self-confidence in students by making a business plan so that targets and goals from the beginning of the business can be formed. In addition, in entrepreneurial competence students are required to continue to innovate products by minimizing the potential of student creativity and will help in efforts to have strong bargaining power in the face of competition.

Creativity according to Yuniarto in Dian Retnaningdiah (2017) is the ability to develop new ideas and find new ways of looking at problems and opportunities. Creative thinking is at the core of business skills, and entrepreneurs become leaders in the effort to develop and apply those skills. Creativity is essential to developing competitive advantage and is a necessity for survival. Creativity can be grown from entrepreneurs who are not creative to creative or from entrepreneurs who are already creative to be more creative.

Innovation is a must for business actors and SMEs to be able to overcome competition and business development. Innovation is carried out and directed to be able to meet consumer needs and drive market direction by making products that are unique, superior and not easy to imitate. Innovation is the ability to apply creative solutions to problems and opportunities faced to improve the quality of life of Yuniarto people in retnaningdiah (2017). Innovation is the ability to apply creative solutions to problems and opportunities to improve or to enrich people's lives. Innovation is a special instrument of entrepreneurs, a means by which they use to exploit changing opportunities for different businesses or services (Stewart, 1996 in Zimmerer and Scarborough, 2008). Innovation can be obtained through three stages of business innovation, namely (Affandi, 2011). 1) Innovation to survive, 2) innovation to increase competitiveness, 3) innovation as a national asset (innovation should be patented).

In today's era, the lack of interest of young people to do entrepreneurship, especially by utilizing used goods is very beyond the minds of young people because of prestige or lack of creativity and cannot pour their ideas to innovate to start a more valuable business, to foster a sense of interest in entrepreneurship, teachers provide efforts through entrepreneurship lessons about practice and making crafts that produce beauty so that students and students can be more happy and think positive about entrepreneurship.

Based on the results of observations that have been made at SMA IT AL-HUSAINY BSD shows high creativity but lack of interest in entrepreneurship, therefore to collaborate between creativity and interest to maximize entrepreneurship, a solution is needed, namely by providing

ways to implement Crafts and Entrepreneurship learning in creating new businesses that are more high-value, namely making garbage can crafts from used paint cans and then painted with paint Acrylic, where participants are free to express their ideas and creativity. Garbage cans with attractive images will attract buyers and will have high selling power and also make human resources better.

## **METHOD**

The implementation method on Community Service (PkM) begins with approaching and analyzing the situation on the creativity of Al-Husainy IT High School students and entrepreneurial interests. The preparation of a bermakud program to carry out Understanding, Counseling, training and mentoring activities in an effort to increase sales from the business is being carried out. This activity is carried out with several approaches together, namely:

- a. Group-based, all community service activities are carried out using groups as a medium of learning and mentoring, planning, monitoring and evaluating all community service activities. On this occasion, the students of AL-Husainy High School were given counseling on household waste management, especially in schools, providing an understanding of entrepreneurial competencies that must be understood and understood as a basis for making business plans and increasing self-confidence so that students can sell their products happily to the community around the school.
- b. Comprehensively, all community service activities are carried out simultaneously related to waste management, understanding entrepreneurial competencies applied through training and mentoring by students and lecturers who understand how to manage household waste in the school environment and how to understand all entrepreneurial competencies, especially in the business planning and product sales section.
- c. Furthermore, the above method is implemented in 5 (Five) stages, namely:

- (1) PKM socialization

Higher education institutions are obliged to carry out research and community service in addition to carrying out education as mandated by Law Number 20 of 2003 concerning the National Education System Article 20. In line with these obligations, Law Number 12 of 2012 concerning Higher Education Article 45 affirms that research in universities is directed to develop science and technology, as well as improve community welfare and national competitiveness. In the article, it is also affirmed that community service is an activity of the academic community in practicing and cultivating science and technology to advance general welfare and educate the nation's life.

Furthermore, in Article 1 of the Regulation of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 44 of 2015 concerning National Standards for Higher Education has also stated that National Standards for Higher Education are units of standards that include National Standards for Education, plus National Standards for Research, and National Standards for Community Service.

In the article, it is also explained that the National Standard for Research and Community Service is the minimum criterion regarding the Research and Community Service system in Higher Education that applies in all jurisdictions of the Unitary State of the Republic of Indonesia.

Presidential Regulation Number 13 of 2015 concerning the Ministry of Research, Technology and Higher Education stated in article 2 that the Ministry of Research, Technology and Higher Education has the task of carrying out government affairs in the fields of research, technology and higher education to assist the President in organizing the government of the country.

- (2) Socialization regarding household waste management in the school environment.
- (3) Socialization on understanding Entrepreneurial Competence
- (4) Increasing competence by carrying out waste management practices and entrepreneurial competence in planning and sales
- (5) Assistance
- (6) monitoring and evaluation

It is hoped that socialization and training to optimize waste management in an effort to increase students' understanding of entrepreneurial competence can be a solution for schools in optimizing the results of student creativity so that they can increase school income in general.

## RESULT AND DISCUSSION

The definition of waste is regulated in Law No. 18 of 2008 concerning Waste Management, the waste in question is the rest of human daily activities or the rest of natural processes that can be solid or semi-solid, can be in the form of organic or organic substances, and can be decomposed or non-decomposed which is considered useless and disposed of into the environment (Law No. 18 of 2008, n.d.)

Waste management is one of the problems that is still difficult for schools to overcome. If not handled properly, it will cause garbage that will pollute the school environment. Teachers and students as a school community have a significant role in waste management in schools, especially Al-Husainy IT High School is being renovated so that waste or garbage will be more diverse such as used paint bucket cans that accumulate.

In this PKM activity, we recycle by utilizing used paint cans made into aesthetic trash cans. The garbage cans will be sold by offering them to the school and the surrounding community as an implementation of students' understanding of entrepreneurial competence by processing waste or waste into high-value items.

Students will be divided into 3 groups and will show their creativity on the trash can using oil paint. Here is the work of AL-Husainy High School students:



Utilizing used goods, can reduce consumptive behavior. Where unused used goods are recycled into items that are more useful and have high value. Providing training and education to

students to make crafts from waste will increase student creativity and will increase school income by selling the results of this creativity.

This activity has a very positive impact, one of which is to instill students' sensitivity and concern for the environment for a healthy and comfortable atmosphere. In addition, it will show the existence of a learning process including the use of media from the surrounding environment can stimulate students in learning and create various creative things and increase learning achievement. Using the environment as inspiration in carrying out learning activities by utilizing waste around can form a good personality by prioritizing behavior in caring for the environment.

## CONCLUSION

The Community Service (PkM) activity carried out by lecturers and students of Economic Education at Pamulang University with the title "Optimizing Waste Management in an Effort to Increase Student Understanding of Entrepreneurial Competence" was held on Friday, March 1, 2024 at Al-Husainy IT High School. The series of activities in implementing community service carried out are delivering material on the introduction of types of waste, waste utilization, understanding entrepreneurial competence. Furthermore, students were made into groups with 1 group of 5 students to see teamwork in decorating used paint can waste, after painting according to the creativity of each group. Where the results of this activity will be offered to the school and the surrounding community for sales as an implementation of understanding entrepreneurial compatibility.

This community service activity was carried out well and smoothly and received very good appreciation from the school and the surrounding community with the sale of the garbage cans.

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