

THE CONCEPT OF DEVELOPING BUKIT PENGHARAPAN CHRISTIAN BUSINESS AND TECHNOLOGY INSTITUTE STUDENT'S ENTREPRENEURIAL ACTIVITIES (CASE STUDY OF FRUIT BOBA BUSINESS DEVELOPMENT)

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Abstract. Entrepreneurship is an innovative and creative activity that forms the basis for developing human resources to improve the quality of life. Improving economic conditions in Indonesia is very dependent on the amount of business development because conducting business activities plays an important role in increasing economic income. Institut Teknologi dan Bisnis Kristen (ITBK) Bukit Pengharapan has a learning and teaching strategy by creating an Entrepreneurship Development Program through Backbone courses that teach all students to create, develop, and run a business. From this background, it is necessary to plan a concept for developing entrepreneurial activities for ITBK Bukit Pengharapan students. "Bowah Boba Buah Naga" is a form of developing entrepreneurship activities carried out by ITBK Bukit Pengharapan students who are engaged in the culinary field, namely food and beverages, where this business is developing with an innovation in dragon fruit processing. The purpose of this research was to find a concept that students can use to increase entrepreneurial opportunities. The method in this study uses a qualitative approach in which the research approach is carried out through field observation and an intensive study of the business development background that has been developed. The concept used in the development of "Bowah Boba Buah Naga" entrepreneurship is by implementing the 7P marketing mix, namely Product, Price, Place, Promotion, People, Process, Physical Evidence, by implementing this marketing mix it can help to form a concept to increase and develop activity opportunities ITBK Bukit Pengharapan student entrepreneurship.

Keywords: Bowah Boba Buah Naga, Entrepreneurship, Innovative, Students

1. INTRODUCTION

Improving the quality of life requires innovation and creativity to seize opportunities. Entrepreneurship is a source of innovation, job creation, and economic growth because it is essential for attracting young and educated people into the entrepreneurial profession (Budiyanto et al., 2017). The growth of entrepreneurship in the wider community is essentially related to the role of tertiary institutions, which are responsible for educating their students and preparing them for entrepreneurship development as well as encouraging entrepreneurship.

Institut Teknologi dan Bisnis Kristen (ITBK) Bukit Pengharapan is one of a private tertiary institution located in Karanganyar regency with the vision of "making higher education institutes produce graduates with Christian character, entrepreneurial spirit, mastering science and technology, and playing a role in sustainable national and global development", which will prepare students to become entrepreneurs. In an effort to improve the ability to develop students' entrepreneurial interests after graduating from tertiary institutions, mentoring and training in entrepreneurial skills must be provided to

students while taking their first level of education. The Entrepreneurship course is aimed at providing students with knowledge and insight into entrepreneurship as well as providing motivation for students to be directly involved in the world of entrepreneurship as young entrepreneurs who are resilient and able to take advantage of available opportunities, so that students are able to contribute to implementing entrepreneurial activities (Malik & Mulyono, 2017).

Entrepreneurial activity, which is translated as an active individual in starting a new business and is expressed as a percentage of the total active working population, is still relatively low. This condition occurs due to the fact that most university graduates tend to be more job seekers than job creators. This is because the learning system implemented in various tertiary institutions is currently still focused on how to prepare students who graduate quickly and get jobs, not prepare graduate students who are ready to create jobs.

Bowah boba buah naga is a business engaged in the culinary field, namely drinks, which began to be established in 2021 and is located at Grojogan Sewu RT/RW 01/04 Kalisoro, Tawangmangu, and Karanganyar. In 2022, Bowah managed to qualify for the Student Entrepreneurial Development Program Fund. Based on this background, the question can be formulated as "How to develop opportunities for entrepreneurial activity in the new normal era at Bowah place of business as it is today?" After knowing how to develop opportunities for entrepreneurial activities at Bowah's place of business, tertiary institutions in particular can help and encourage students to take advantage of current business opportunities.

The results of this research are expected to help the education sector, especially in the field of entrepreneurship, understand how to create opportunities for entrepreneurial activities. -All parties participating in this study anticipate the beneficial effects of future research findings, especially (1) researchers who will help advance their understanding of how to provide possibilities for entrepreneurial activity. (2) Universities can help students build the skills needed to take advantage of economic opportunities in the new normal era.

2. LITERATURE REVIEW

2.1 Concept

Siswono argues that the concept "is a set of interrelated concepts and definitions that reflect a systematic view of a phenomenon that explains the relationship between variables with the aim of explaining and animating the phenomenon." Budiarto (2002: 60) provides the limitation that the concept is an understanding or understanding of reason or the human ratio of facts, which must be visualized in written form so that it can be understood by others. A concept is said to be clear when it can adequately distinguish the intended object from other objects (Bagus, 2005: 481). How important is the explanation of the concept when faced with the same words or expressions, but the meanings they have are different? Of course, it cannot be denied that this kind of thing often happens in the field, including at the research location where it is being carried out. For this reason, the explanation of the concept is very urgent, especially in relation to the issues raised. The understanding of the concept according to experts is:

- a. Soedjadi, the interpretation of a concept in a form or something that can be classified abstractly, which is then stated in certain terms.
- b. Bahri, A concept is a representation of many objects that have the same nature and have an abstract image.
- c. According to Singarimbun and Efendi, the concept is a generalization of several groups that have a certain phenomenon so that it can be used to describe other phenomena in the same way.

2.2 Student Development

The development of awareness and motivation for entrepreneurship among students is a prerequisite for improving the quality of human resources, so that in the future, apart from education, they are also independent, persistent, hardworking, never give up, responsible, dare to take risks, have financial motives, value time, and use all opportunities, and are productive, creative, and innovative.

Entrepreneurship development among students requires a variety of success factors (Widayati et al., 2019). Until now, various efforts to develop student entrepreneurship throughout the country have been pioneered through various internal and external programs. The most serious challenges faced when developing entrepreneurship among students stem from limited business continuity, production capital, work skills, product quality, product market guarantees, and minimal partnerships. Of course, these various problems are a tough challenge for students who want to develop an entrepreneurial spirit. The results of the preliminary survey report on Tracer Study activities at Jenderal Soedirman University in 2012 show that the development of entrepreneurship among students actually has high potential because now there has been a shift in interest and perceptions of students, who were originally only interested as job seekers but are now perceived as job creators or providers (job creators). Of course, this is something that is highly anticipated and really exciting.

2.3 Entrepreneurial

Entrepreneurship is a dynamic process that creates value in goods, services, and wealth. Peter F. Drucker (1994) defines entrepreneurship as the ability to create something new and different.

Thomas W. Zimmerer et al. (2005) formulated the benefits of entrepreneurship as follows:

1. Give the opportunity and freedom of self-determination.
2. Offer opportunities for change: Entrepreneurs find ways to combine the manifestations of various economic and social problems with hope for a better life.
3. Provide opportunities to reach your full potential: Having your own business gives you strength and a spiritual awakening, and it gives entrepreneurs the opportunity to pursue their own interests or hobbies.
4. You have the opportunity to get optimal benefits.
5. They have the opportunity to be involved in the community and get recognition for their efforts. Have the opportunity to do something you like and grow a sense of fun doing it.

According to Cantillon, an entrepreneur is a person who is able to transfer or change economic resources from a low level of productivity to a higher level of productivity. Another opinion from Suryana defines an entrepreneur as a person who is confident; according to Schumpeter, an entrepreneur is an innovator who implements market changes through new combinations. This combination can be in the form of introducing new products or functions, introducing new processes or production methods, opening new markets, or acquiring new sources of supply for new materials or components in the field. Schumpeter associated entrepreneurship with the concept of innovation applied in the business environment and associated it with a combination of resources.

3. RESEARCH METHODS

The method used in this study is a qualitative method, which is a scientific way of thinking to obtain and process data with specific goals and uses. Bowah, Dragon Fruit Boba. Methods Data collection was carried out by means of observation, interviews, and in-depth reviews regarding the development of entrepreneurial activities in students. This research was carried out for 6 months, starting from May to November 2022, with the object and location of this research being Bowah Boba Buah at Warung Sadean IKBP

with the address Jl. Grojogan Sewu, Kalisoro, Kec. Tawangmangu, Karanganyar Regency, Central Java 57792. Involved in this study were lecturers, staff, students, and the entire Bowah Boba Dragon Fruit Team who had attended guidance and entrepreneurial activities at the Christian Business and Technology Institute (ITBK) in Bukit Harapan and also participated in and passed funding for the Entrepreneurial Student Development Program (P2MW) in 2023.

4. RESULTS AND DISCUSSION

This research involved the entire Bowah Boba Buah Naga team, consisting of 3 students from the ITBK Bukit Pengharapan who had carried out entrepreneurship and business development activities. This research involved the ITBK Bukit Pengharapan entrepreneurship group to qualify for the 2023 Student Entrepreneurial Development Program (P2MW) funding with increasing sales revenue as long as students do this business. Observations were made in May using financial report data from May to November and studying the process of implementing business processes. Data collection by means of observation was carried out by conducting interviews with team members according to their respective fields regarding the concept of entrepreneurial development carried out in the Bowah Boba Buah Naga business.

a. Product Differentiation

Differentiation is the process of differentiating a product to make product innovations more attractive to certain target markets (Usman et al., 2018). The boba business idea is currently in great demand due to increasing market demand. However, boba businesses in general all have something in common with each other, so Bowah wants to adopt the trending boba business and make a differentiation with similar businesses. Product differentiation from Bowah is changing the main raw material for boba in general from palm sugar to dragon fruit. The selected dragon fruit is red dragon fruit, which contains many benefits and can be useful for health.

b. Product diversification

Product diversification is an activity to expand the types of products to be sold and a business strategy to increase the target market (Tengku Putri Lindung Bulan, 2017). Bowah's flagship product is plain boba. Bowah uses full-fat fresh milk, so this product is safe for health observers. Due to the large number of requests from customers, Bowah has added flavor variants, namely, taro, vanilla, strawberry, bubble gum, and red velvet. By adding to the existing flavors, we are trying to attract customers.

c. Branding

Branding is a name or term that is made specifically to identify the product offered by the seller (Tengor et al., 2016). Product branding has several important uses for businesses, such as building a brand image, increasing consumer trust, and differentiating the brand from competitors. Some of the branding activities that have been carried out by Bowah are:

1) Social Media Activity

Bowah utilizes social media, such as Instagram, to interact with consumers and introduce the Bowah brand with interesting content.

2) Packaging

Introducing Bowah products to a wider market through attractive product packaging. The packaging used is a cup featuring the Bowah logo and mascot as well as some company information such as a telephone number and Instagram username, which can provide company information for consumers.

d. Marketing Mix

The 7P marketing mix is a framework used by companies to plan marketing strategies so that they can create products that appeal to consumers. The 7P marketing mix consists of product, price, place, promotion, people, process, and

physical evidence. The following is the 7P marketing mix for Bowah's business:

1) Products

The product is the thing that can be offered in a market to attract attention, be used, and satisfy a consumer's desires (Nurhayaty, 2022). Bowah has product differentiation, namely by changing the raw material for palm sugar to dragon fruit so that the resulting boba is healthier and lower in sugar. Bowah also offers various flavors of boba drinks, namely fresh milk, taro, vanilla, strawberry, bubble gum, and red velvet, with several kinds of toppings to support the taste of Bowah products.

2) Prices

A value that consumers exchange for the benefit of acquiring a good or service (MAS'ARI et al., 2020). The price offered by Bowah is quite affordable for all levels of society. With a unit price of IDR 12,000, consumers will feel that this price is commensurate with the quality and benefits that they will get.

3) Place

Location is a place to carry out entrepreneurial activities to make products available to consumers, who are the target market (Evan & Christian, 2021). The location for selling Bowah is at Warung Sadean, which is located at Jl. Grojogan Sewu, Kalisoro, Tawangmangu, Central Java, and is close to tourist attractions, namely Grojogan Sewu Waterfall and family tourism at New Balekambang Park, campuses, and schools that are easily accessible to consumers.

4) Promotions

Promotion is an activity to make it easier for the public to access information about products through insurance agents' social media and direct promotion to the public (Fernanda & Choiriyah, 2018). Bowah uses various promotional strategies to market its products, both offline and online. Online promotions by distributing brochures during Basar and online events using Instagram ads and endorsements, as well as registering businesses on e-commerce, namely Gojek.

5) People

People are the most important element in the marketing mix, and the harmonization that exists between buyers and sellers is a factor of influence for consumers (Scorita & Handayani, 2022). The Bowah team has their respective roles to run this business, starting with the CEO, head of production, accounting and finance, and marketing and promotion. The Bowah team also strives to provide good service and assist consumers in choosing products.

6) Process

Process is a strategic process approach used by a business to transform resources into a product (Nurhayaty, 2022). The process of making boba pearls into boba drinks already has SOPs to ensure product quality and safety. In addition, Bowah also ensures the speed and quality of service provided to consumers.

7) Physical Evidence

Physical evidence is a geographical situation, institutional environment, decoration, room, placement, and layout that appears as an object in opening a business (Nurhayaty, 2022). Bowah pays attention to the appearance and quality of attractive product packaging as well as product quality that satisfies consumers.

CONCLUSION

Based on the findings of the literature, it can be concluded that the concept of student entrepreneurial activity development can be carried out by conducting product differentiation, product diversification, branding, and marketing mix. Product differentiation from Bowah is changing the main raw material for boba in general from palm sugar to dragon fruit. Due to the large number of requests from customers, Bowah has added flavor

variants, namely, taro, vanilla, strawberry, bubble gum, and red velvet. Bowah utilizes social media, such as Instagram, to interact with consumers and introduce the Bowah brand with interesting content. Introducing Bowah products to a wider market through attractive product packaging Marketing mix or marketing mix 7P is a framework used by companies to plan marketing strategies so that they can create products that appeal to consumers. The 7P marketing mix consists of product, price, place, promotion, people, process, and physical evidence.

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