

Community Services Program, Small Medium Enterprises, and Entrepreneurship in Indonesia

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Abstract

This study aims to describe the Thematic Community Service Program (KKNT) activities that have been carried out by Maarif Hasyim Latief University (Umaha). This research uses a descriptive qualitative approach. Collecting activities are carried out using documentation, namely collecting various information, data, and documents that support thematic KKN activities. Data collection is also done using interviews. Interviews were conducted with students and field assistant lecturers who were involved in thematic KKN activities. Data analysis was carried out using qualitative descriptive analysis. KKNT's activities in the field of digital entrepreneurship are in line with current conditions. Digitizing MSMEs is the process of using technology and information in business processes, so business processes are not just reported on what MSME business processes are, starting from analysis, design, promotion, marketing, transactions, and customer satisfaction. Learning in the Merdeka Campus, especially the KKNT program provides challenges and opportunities for the development of creativity, capacity, personality, and student needs, as well as developing independence in seeking and finding knowledge through realities and field dynamics such as ability requirements, real problems, social interaction, collaboration, self-management, performance demands, targets, and achievements.

Keyword:

Community Services Program, Small Medium Enterprises, Entrepreneurship, digitization, Indonesia