

Building an Entrepreneurial Spirit for The PCIA Board and Members in Malaysia

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Abstract. Entrepreneurship can be one of the keys to improving a country's economy and creating new jobs. However, in its implementation there are still many challenges faced by the community, such as lack of knowledge, enthusiasm, business capital, etc. Therefore, this community service conducted at PCIA Malaysia has an important role. The purpose of this activity is to provide training, mentoring, motivation and effective strategies in building entrepreneurial spirit in PCIA Malaysia. The method used in the implementation of activities is through direct delivery of material, practice and questions and answers to all administrators and members of PCIA Malaysia. The results of this activity are expected to increase the knowledge, confidence and enthusiasm of participants on how to become and build the attitude of a successful entrepreneur either as a foodpreneur, traderpreneur, sociopreneur, ecopreneur, etc. Giving pre-test, post-test, and dialogue through questions and answers to participants showed that participants understood and were increasingly eager to start and become a successful entrepreneurs in the future.

Keywords: Entrepreneur, Building Spirit, PCIA Malaysia.

1 Introduction

The development of information and communication technology progresses rapidly in this era of globalisation [1]. In the midst of rapid technological development and innovation, entrepreneurial spirit is a quality that is increasingly needed in modern society. Entrepreneurial spirit is the spirit and ability to identify opportunities, take risks, and create value through innovation. People who have an entrepreneurial spirit will have an independent mentality, will not see difficulties as obstacles that arise [2]. Now, in the digital era and globalisation, being an entrepreneur is not just about being a businessman, but also a catalyst for economic and social growth. Because entrepreneurs or entrepreneurs are able to create jobs so that they no longer cause dependence on existing jobs [3].

The conventional view of careers has changed. Most people no longer focus on conventional jobs with fixed salaries and long-term stability. Instead, more and more individuals want to take

control of their own destiny by building businesses or startups based on innovative ideas. In fact, the development of technology and the internet has opened up new opportunities for anyone to become an entrepreneur. Starting a business no longer requires huge capital or complicated physical infrastructure. With easy access to information and resources online, one can build a business from their garage or by working with a team spread across the globe. As entrepreneurs are driven by innovation and creativity to bring positive change to their environment [4].

However, there are challenges for those who want to foster an entrepreneurial spirit. Conventional education has not fully provided a holistic approach to developing entrepreneurial skills. The education system often emphasizes on compliance and standardized curriculum rather than teaching creativity, innovation, and problem-solving.

To create an environment that stimulates the growth of entrepreneurial spirit, there needs to be a change in the educational approach, support from the government and related institutions, and public awareness of the importance of entrepreneurship as an economic and social driver. The cultivation of entrepreneurial spirit needs to be done by adjusting to empirical circumstances [5]. In addition, cooperation between the private sector, government, and educational institutions can create an ecosystem that supports and empowers aspiring entrepreneurs. Training, mentorship, and access to extensive networks can help them overcome obstacles and optimize their creative potential. Technology also plays a key role in fostering entrepreneurial spirit. Developments in digital technology provide access to global markets and enable more efficient product and process innovation. It also enhances the ability to collect data and analyze market trends, allowing entrepreneurs to make smarter and more strategic decisions.

In this context, efforts to promote entrepreneurship are not only important for individual development, but also for economic growth, job creation, and improving the overall quality of life of society. Entrepreneurship is a driving force that can bring positive change and provide solutions to current challenges. By promoting entrepreneurship, we can create a better and more competitive future. The objectives of this community service activity are: Increase awareness of the benefits of failure: educating the community on the importance of learning from failure and seeing it as an opportunity to grow and develop will help overcome the fear of risk. Empowerment through technology: encouraging the use of technology in business can help overcome resource limitations by utilizing digital platforms to seek opportunities and reach global markets. Creating entrepreneurial communities: encouraging active and inclusive entrepreneurial communities will help inspire and support individuals to share ideas, support and experiences. It is hoped that the work program offered or implemented can benefit all participants, both administrators and members of PCIA Malaysia. Not only during implementation, but afterwards it can leave memories of the program created

2 Methodology

This community service activity is carried out by providing assistance and training related to building an effective spirit and strategy in the entrepreneurial spirit of PCIA Malaysia. Before carrying out this activity, the community service team first made an activity plan to ensure that the implementation of community service activities would be smooth and systematic. The stages in the implementation of community service activities are as follows:

2.1 Identification of location and target

The Community Service team conducted surveys and research to identify areas or communities in need of entrepreneurship development. After identifying the target, the community service team then contacted relevant parties to establish contact and introduce the theme of the activity and its benefits to participants. This stage involves related parties such as the PCIA Malaysia Board and other elements that are considered to be able to help create support and active participation from the community. The next stage, once an agreement has been reached, is to set the implementation date.

2.2 Implementation

The community service activity was conducted offline on Sunday 15 October 2023 at PRIM/PRIA Kampung Pandan, Kuala Lumpur, Malaysia. The activity started by assessing the participants' interest in becoming entrepreneurs through a pre-test. The trainer then provided material on how to start a business for beginners, an introduction to types of businesses, then how to determine the type of business that suits your interests, how to determine the target market and how to conduct marketing activities using digital platforms. The speaker was given 20 minutes to present the material. The rest of the time was for discussion and questions on the material presented.

2.3 Evaluation

Evaluation is carried out by giving a post-test to participants to determine the extent of participants' understanding of the material that has been delivered. In addition, evaluation is also carried out by providing opportunities for participants to provide criticism and suggestions for activities that have been carried out, with the aim of becoming material for improvement and improvement of the service team when carrying out similar activities.

3 Results and Discussion

The Community Service Activity was held at PRIM-PRIA Secretariat, Kampung Pandan, Kuala Lumpur, Malaysia on Sunday 15th October 2023 at 20.00 - 22.00 MYT. The number of participants who attended this activity was 27 people, where the number of female participants was 17 people and the number of male participants was 10 people. The following graph shows the comparison of the number of participants who participated in community service activities

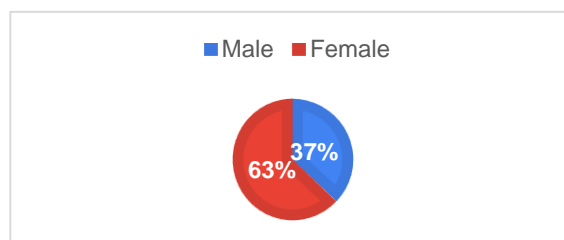


Figure 1. Percentage of Community Service Participants by Gender

The community service activity began with the opening and delivery of the rundown by the MC. The MC opened the activity by saying greetings and thanking PCIA Malaysia for being willing to organize this activity. Then continued with remarks by the chairman of PCIA Malaysia and representatives of the service team. After the remarks, the MC asked the participants to fill in the pre-test that had been prepared by the service team in order to find out the extent of the participant's understanding and interest in entrepreneurship.

The next activity was for the MC to invite the speakers to present their material. The time given to present the material is 20 minutes. The material presented by the speakers related to why participants should become entrepreneurs, how to foster the entrepreneurial spirit, the types of entrepreneurs today, and how to utilize digital platforms to become entrepreneurs.



Figure 2. Presentation of Material from the Speaker



Figure 3. Participants listening to speaker material

During the implementation of the program, we involved active participation from the participants by opening discussion and question and answer sessions guided by the MC. In the discussion and question and answer session, there were several questions addressed to the speakers. This showed that the participants were quite enthusiastic. One of the questions asked by the participants was how to maximize the sales of their products. Because one of the participants already has a business, and the marketing is still done using conventional methods. The questions that have been asked by the participants were then answered directly by the resource person clearly so that the participants could understand it.

Furthermore, to see how the participants' understanding and knowledge of the material that has been delivered has increased, the service team gave a post-test to the participants. The following is a graph showing the comparison of the pre-test and post-test results.

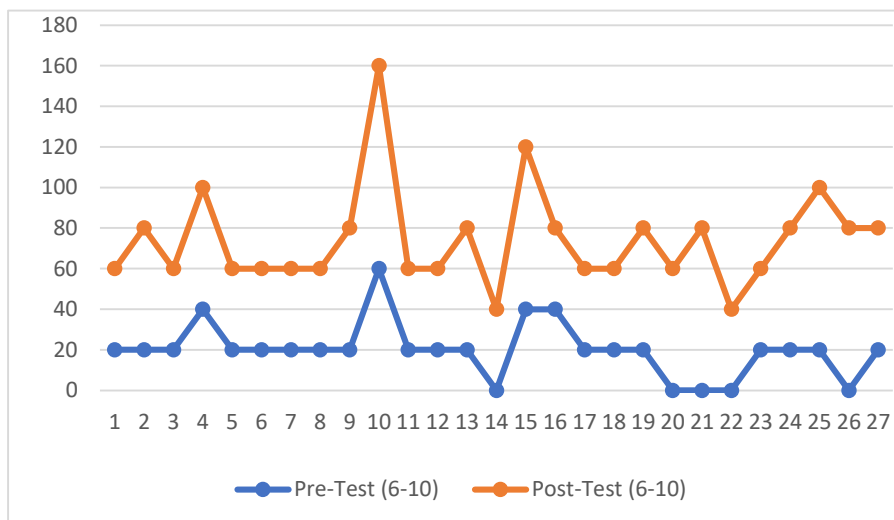


Fig. 4. Results of Pre-Test and Post-Test

Based on Figure 4. above, shows an increase in the understanding and knowledge of entrepreneurship among the members of PCIA Malaysia. Thus, it is hoped that this activity can promote the spirit of entrepreneurship and the knowledge of the participants on how strategies to become an entrepreneur.

4. Conclusion

This community service activity has been successfully implemented, as indicated by the number of participants who are actively involved in the activities organized. The participants' responses to the activities were generally very positive. Most participants stated that they received

significant benefits from the activities organized. In addition, it was also shown that there was an increase in the results of the pre-test and post-test that had been carried out. In the future, it is hoped that service activities will be organized in collaboration with related parties to support increased access to markets and capital.

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