

Socialization in Creating Young Entrepreneurs in Villages to Increase the Purchasing Power of Village Communities When Budget Efficiency Occurs

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ABSTRACT

Sosialisasi ini dilakukan oleh penulis di beberapa desa yaitu desa Karanganyam Banyumas, desa Mendalo Indah Jambi Luar Kota, dan desa Wonorejo Bantur Malang dengan jangka waktu sosialisasi minimal tiga kali dalam satu bulan. Hasil dalam simpulan ini menunjukkan bahwa apabila sosialisasi meningkatkan minat berwirausaha maka dapat menciptakan wirausahawan muda, terciptanya wirausahawan muda dapat meningkatkan pendapatan, peningkatan pendapatan dapat meningkatkan daya beli masyarakat. Dengan meningkatnya daya beli masyarakat, meskipun terjadi efisiensi yang berdampak pada dana desa atau bantuan lainnya, masyarakat desa akan tetap mampu bertahan dan berjuang untuk kelangsungan hidupnya.

This socialization was conducted by the author in several villages, namely Karanganyam Banyumas village, Mendalo Indah Jambi Luar Kota village, and Wonorejo Bantur Malang village with a minimum socialization period of three times in one month. The result in this conclusion show that if socialization increases interest in entrepreneurship, it can create young entrepreneurs, the creation of young entrepreneurs can increase income, increasing income can increase people's purchasing power. With increasing people's purchasing power, even if there is efficiency that has an impact on village funds or other assistance, rural communities will still be able to survive and fight for their survival.



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INTRODUCTION

According to (Purnama 2016), purchasing power is the ability of people as consumers to buy goods or services they need. This purchasing power is marked by an increase or decrease, where purchasing power increases if it is higher than the previous period, while purchasing power decreases when the purchasing power of the community is higher than the previous period. (Pawenang 2016) states that purchasing power is the ability of people as consumers to buy goods or services they need. According to (Pawenang 2016), the theory of purchasing power parity focuses on the relationship between inflation and exchange rates, that exchange rates will adjust over time to reflect the difference in inflation between two countries, as a result of which consumer purchasing power to buy domestic products will be the same as their purchasing power to buy foreign products. This means that the exchange rate of a currency will change in response to the difference in inflation between the two

countries and consumer purchasing power when buying domestic products will be the same as purchasing power when importing from other countries.

Factors that can affect people's purchasing power include (Rosyadi 2019) : a. Income Level Income is a reward from someone for the energy or thoughts that have been contributed, usually in the form of wages or salary. The higher a person's income, the higher their purchasing power and the more diverse the needs that must be met, and vice versa. b. Education Level The higher a person's education, the higher the needs they want to meet. For example, a graduate needs a computer more than someone who graduated from elementary school. c. Level of Needs Everyone's needs are different. Someone who lives in the city will have higher purchasing power compared to someone who lives in the village. d. Community Habits In this modern era, there is a tendency for consumerism in society. The application of an economic lifestyle, namely by buying goods and services that are really needed, has indirectly increased the welfare of life. e. Price of Goods If the price of goods increases, consumer purchasing power tends to decrease, while if the price of goods and services decreases, consumer purchasing power will increase. This is in accordance with the law of demand f. Fashion Goods that have just become fashionable in society will usually sell well in the market so that consumption increases. Thus, fashion can influence consumption.

Recently, there has been a frequent issue of budget efficiency in several sectors to fulfill several priority policies. According to (Purnama 2016), efficiency measurement is done through a comparison between the output produced and the input used. The operational activity process is said to be efficient if a certain product or work result can be achieved using the lowest possible resources and funds. According to (Rifani 2021), efficiency is related to the relationship between output in the form of goods or services produced and the resources used to produce the output. With this policy, it can indirectly reduce the injection of funds that are usually in villages which lead to difficulties in meeting primary needs and decreasing the purchasing power of rural communities. To avoid this risk, rural communities must be independent and increase their sources of income. To achieve this, the author conducted socialization to rural youth to increase their interest in entrepreneurship.

According to (Fuadi 2009) "Entrepreneurial interest is the desire, interest and willingness to work hard or have a strong will to try their best to meet their life needs without being afraid of the risks that will occur. Interest is a set of mentalities consisting of a mixture of feelings, hopes, attitudes, prejudices, fears or other tendencies that direct individuals to a choice. Interest in becoming an entrepreneur is defined as a person's desire to work independently (self-employed) or run their own business (Rosmiati, Donny, Munawar).

In the research of (Permatasari 2016) entitled *Fostering Entrepreneurship Among Finnish Business Students: Antecedents of Entrepreneurial Intent and Implications for Entrepreneurship Education* there are three dimensions in entrepreneurial interest, namely: a. General b. High growth c. Lifestyle. General entrepreneurial interest is interpreted as a person's interest in starting his own business where this desire is also automatically driven by the hope of getting economic benefits. The second entrepreneurial interest is related to a person's interest in starting his business and his great hope to grow it perhaps into an industry leader, international business or public company. The third entrepreneurial interest is the interest in starting a business to gain autonomy and a certain lifestyle, they tend to seek autonomy and a certain lifestyle such as doing what they like without the desire for quick investment returns and also without the desire for high growth.

METHOD

This socialization was conducted by the author in several villages, namely Karanganyam Banyumas village, Mendalo Indah Jambi Luar Kota village, and Wonorejo Bantur Malang village with a minimum socialization period of three times in one month. The flow of the problem finding method and solutions in this article are as follows :

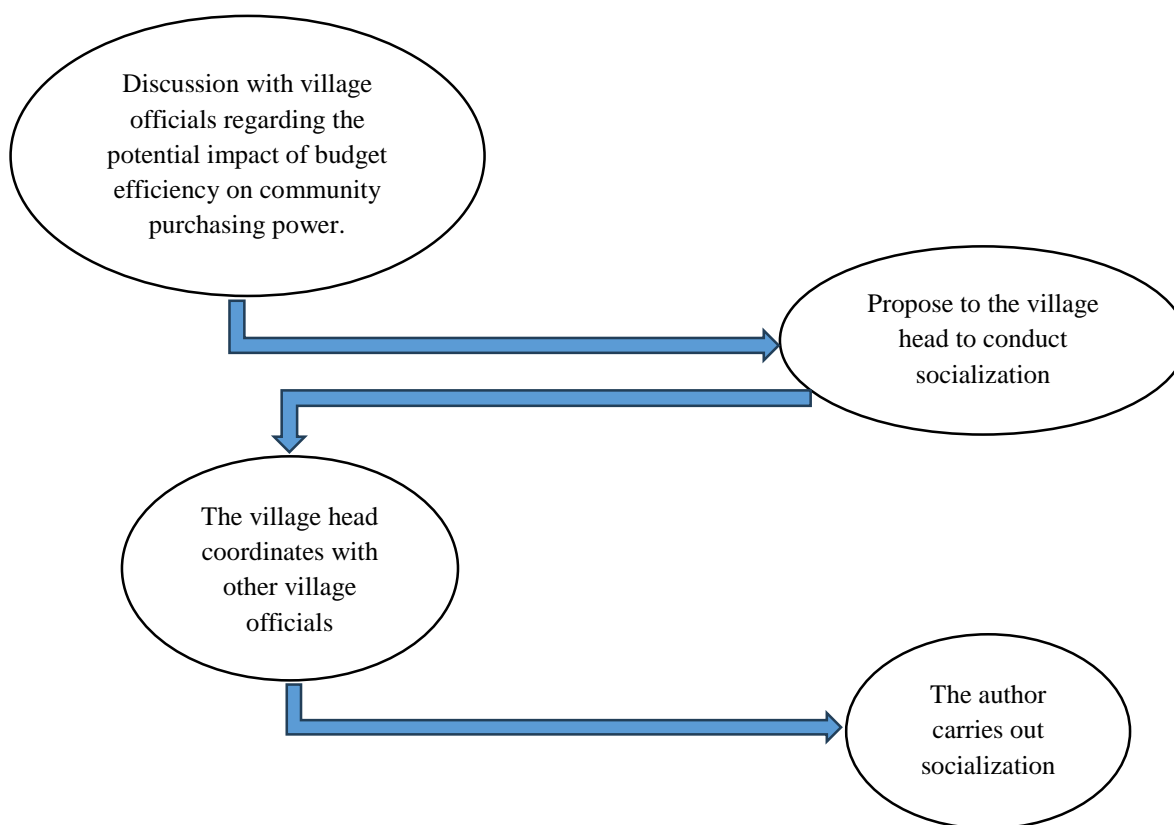


Figure 1. Socialization Flow

RESULT AND DISCUSSION

Purchasing Power, Budget Efficiency, and Entrepreneurial Ability

According to (Purnama 2016), purchasing power is the ability of people as consumers to buy goods or services they need. This purchasing power is marked by an increase or decrease, where purchasing power increases if it is higher than the previous period, while purchasing power decreases when the purchasing power of the community is higher than the previous period. (Pawenang 2016) states that purchasing power is the ability of people as consumers to buy goods or services they need. According to (Pawenang 2016), the theory of purchasing power parity focuses on the relationship between inflation and exchange rates, that exchange rates will adjust over time to reflect the difference in inflation between two countries, as a result of which consumer purchasing power to buy domestic products will be the same as their purchasing power to buy foreign products. This means that the exchange rate of a currency will change in response to the difference in inflation between the two countries and consumer purchasing power when buying domestic products will be the same as purchasing power when importing from other countries.

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- Level of Needs** Everyone's needs are different. Someone who lives in the city will have higher purchasing power compared to someone who lives in the village.
- Community Habits** In this modern era, there is a tendency for consumerism in society. The application of an economic lifestyle, namely by buying goods and services that are really needed, has indirectly increased the welfare of life.
- Price of Goods** If the price of goods increases, consumer purchasing power tends to decrease, while if the price of goods and services decreases, consumer purchasing power will increase. This is in accordance with the law of demand.
- Fashion Goods** that have just become

fashionable in society will usually sell well in the market so that consumption increases. Thus, fashion can influence consumption.

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The grand theory or main theory used in this study is the theory of entrepreneurship, namely the theory of John A Pearce and Richard B. Robinson which states that entrepreneurship is Entrepreneurship is the process of combining imaginative and innovative ideas and actions with the management and organizational skills needed to organize people, money, and appropriate operations in order to obtain a need to be recognized and create wealth in the process. Literally Wira means brave while Usaha is effort. Entrepreneurship is an attitude, soul and ability to create something new that is very valuable and useful for himself and others. Entrepreneurship is a mental attitude and soul that is always active or creative, empowered, creative, working and modest and trying in order to increase income in his business activities (Wibowo 2011).

Entrepreneurship is the role of the word entrepreneurship in English, the word entrepreneur comes from French, namely *entreprende* which means adventurer, risk taker, contractor, entrepreneur (People who undertake certain jobs), and creators who sell their creations. So it can be concluded that entrepreneurship is a creative and innovative ability in creating something new and different which is used as a basis, tips in business or improving life. The basic nature of entrepreneurship is creativity and innovation. According to Richard Cantillon Entrepreneurship or entrepreneurship is a job or profession of an entrepreneur whose activities are buying goods and selling them back at uncertain or fluctuating prices. The word uncertain here refers to risk and uncertainty. Meanwhile, according to Hisrich, entrepreneurship is a field of science that has developed over the years and is interesting to develop, he also stated that individuals who study entrepreneurship will have three to four times greater chances of starting their own business, even having an income of 20% to 30% higher compared to those who study other fields (Fahmi 2013).

Entrepreneurship means an effort to move a business independently, either by individuals or groups (as long as they have the same goals and perceptions); by finding ideas and creativity to create or obtain products or services that are then utilized in order to achieve goals (profits) both commercially

and socially. Entrepreneurship is a science that is very useful for supporting the economy in a region, entrepreneurship will be run or developed by an entity called an entrepreneur. According to Scarborough, Zimmer, and Wilson, entrepreneurs are people who create new businesses by taking risks and uncertainties in order to achieve significant profits and growth by identifying opportunities and combining the necessary resources so that these resources can be capitalized. According to Joseph Schumpeter, entrepreneurs are people who break through the existing economic system by introducing new goods or services, by creating new forms of organization, or processing new raw materials (Kasmir 2006).

According to Muhammad Dinar, et al. Entrepreneurial interest is the desire, interest and willingness to work hard or have a strong will to be independent or try to meet their life needs without feeling afraid of the risks that will occur, and always learning from the failures experienced, which can be measured through: a. Having self-confidence, b. Being able to take risks, c. Being creative and innovative, d. Being disciplined and working hard, e. Being future-oriented, f. Being curious, g. Being honest and independent. Mopangga refers to the research of Gorman et al. and Kourilsky and Walstad in stating that entrepreneurial interest in students is a trigger for the formation of new businesses. Entrepreneurial interest, or entrepreneurial intention, is defined as the initial stage in the process of establishing a business that is generally long-term. Based on these various definitions, it can be concluded that entrepreneurial interest includes pleasure, desire, and a tendency to have a business or business. This involves the ability to see opportunities, organize, and be willing to take risks related to the business to be built (Astamoen 2005).

Interest in entrepreneurship is a desire that exists in an individual in terms of innovation and creativity in creating a business. someone who has an interest in entrepreneurship has initial capital in starting a business. This socialization aims to increase interest in entrepreneurship in Indonesia. With the increasing interest in entrepreneurship will increase young entrepreneurs, with the increase in young entrepreneurs in rural areas resulting in the purchasing power of rural communities (Hasan 2021).

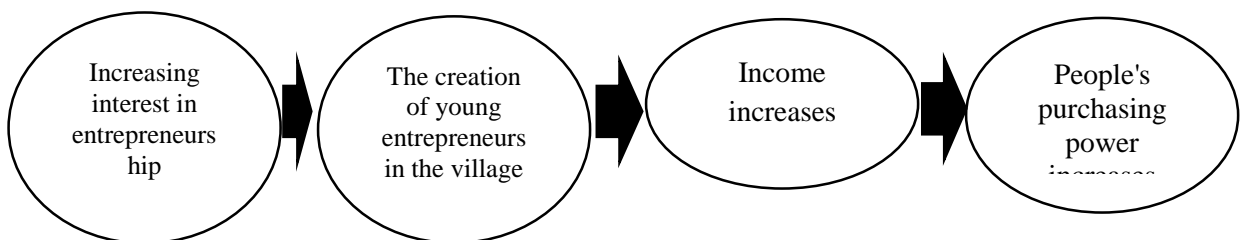


Figure 2. Purpose of Socialization

Based on the second picture above, it can be concluded that if socialization increases interest in entrepreneurship, it can create young entrepreneurs, the creation of young entrepreneurs can increase income, increasing income can increase people's purchasing power. With increasing people's purchasing power, even if there is efficiency that has an impact on village funds or other assistance, rural communities will still be able to survive and fight for their survival.

CONCLUSION

Based on the second picture above, it can be concluded that if socialization increases interest in entrepreneurship, it can create young entrepreneurs, the creation of young entrepreneurs can increase income, increasing income can increase people's purchasing power. With increasing people's purchasing power, even if there is efficiency that has an impact on village funds or other assistance, rural communities will still be able to survive and fight for their survival.

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