



Counseling Regarding The Use Of Social Media As An Entrepreneurship Opportunity Among Secondary School Students At MMA UISU Medan Vocational School

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ABSTRACT

Opportunities to run an online business are increasingly opening up, not only for business people, all levels of society can take advantage of this opportunity. Online shopping makes it easier for consumers to shop without spending time and energy. People can take advantage of social media in entrepreneurial activities. Social media has become an interactive marketing tool or tool, a service for building communication with customers and potential customers, as well as a tool for selling and buying products online. Providing exposure regarding counseling on the use of social media as an entrepreneurial opportunity among high school students at SMK MMA UISU Medan .The methods or ways of solving problems used in carrying out this community service are through training/counseling, discussions, and simple application practices regarding social media and entrepreneurship. Before the activity is carried out, the following preparations are made: Carrying out internal activities with the school principal to obtain permission to carry out community service activities. Preparing tools and materials for the presentation of an explanation regarding the use of social media as an entrepreneurial opportunity among high school students at SMK MMA UISU Medan. Determine the place, time and duration of community service activities. The service activities took place on January 11 2022, at SMK MMA UISU Medan. It is hoped that this activity will be useful for students of SMK MMA UISU Medan so that they are able to instill an entrepreneurial spirit and can use social media wisely and be able to take advantage of the opportunities that exist around them, so that it is very helpful in opening up employment opportunities and improving a better standard of living.

Keywords:

Utilization of Social Media, Entrepreneurship Opportunities, SMK.

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INTRODUCTION

The internet is an access that can be used positively which can provide profits or income for its users and can open up opportunities for business actors to develop business

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activities through electronic media. The internet provides advantages for producers in introducing new products to potential consumers, marketing their products quickly and minimizing costs. Meanwhile, for consumers, the internet makes it easier for consumers to get the products they want quickly, can save time and energy and create a feeling of joy and comfort. Technology, the internet and social media are an interrelated or connected unit and are a very important need for today's society.

Opportunities to run an online business are increasingly opening up, not only for business people, all levels of society can take advantage of this opportunity. Online shopping makes it easier for consumers to shop without spending time and energy. Because of this convenience, online shops are becoming increasingly popular. Through the online shop, buyers can see various products offered via the web which are promoted by the seller. Online shopping allows both buyers and sellers not to meet face to face, so this allows sellers to have the opportunity to get buyers from abroad. People can take advantage of social media in entrepreneurial activities. Social media has become an interactive marketing tool or tool, a service for building communication with customers and potential customers, as well as a tool for selling and buying products online. Social media can be accessed by anyone, any group of people, as long as they have a device that can be used to access social media. the media. Based on the description of the analysis results above, a problem formulation was prepared, namely "How is social media used as an entrepreneurial opportunity among high school students at SMK MMA UISU Medan?"

METHODS

This research uses a qualitative approach with descriptive methods to explore the use of social media as an entrepreneurial opportunity among students at SMK MMA UISU Medan. This approach was chosen because it allows researchers to explore a deep understanding of students' perceptions, experiences and application of social media in entrepreneurship.

The research was conducted at SMK MMA UISU Medan, a vocational high school located in Medan. Research activities were carried out for one month, starting from January 1 2022 to January 31 2022. The subjects of this research were 50 students in classes XI and XII. Subject selection was carried out using purposive sampling, taking into account students who have interest and potential in the field of entrepreneurship and have access to and basic knowledge about social media.

Data was collected through several methods, namely observation, interviews, questionnaires and documentation. Researchers conducted direct observations during training and counseling activities to see student participation and interaction. In-depth interviews were conducted with several students involved in the activity to obtain more detailed information about their experiences in using social media for entrepreneurship. Questionnaires were distributed to all participants to collect data about their understanding of the concept of entrepreneurship and use of social media before and after the training. In addition, researchers collected documentation in the form of photos, videos and notes on activities during the training.

The research procedure was carried out in several stages. First, at the preparation stage, the researcher coordinated with the school to obtain permission to carry out the research and determine the activity schedule. Preparation of tools and materials for training is also carried out at this stage. Second, training and counseling regarding the use of social

media as an entrepreneurial opportunity was carried out for three consecutive days. The material presented includes online marketing strategies, sales techniques, creative content creation, and basic financial management. Third, after the material is presented, students are divided into small groups to discuss and practice what they have learned. Each group is given the task of designing a marketing strategy using social media. Fourth, evaluation is carried out through questionnaires and interviews to measure the effectiveness of training as well as changes in students' understanding and skills in entrepreneurship using social media.

The collected data was analyzed qualitatively using thematic analysis techniques. Data analysis steps include transcription, coding, and interpretation. Interview and observation data were transcribed into text form, then marked and grouped based on relevant themes or categories, and finally conclusions were drawn based on the themes that emerged to answer the research questions.

To ensure the validity and reliability of the data, researchers used method triangulation, namely combining several data collection methods (observation, interviews, questionnaires, and documentation) to get a more comprehensive picture. In addition, member checking is carried out by confirming interview results with respondents to ensure data accuracy.

Researchers ensure that all research activities are carried out in compliance with research ethical principles, including obtaining written consent from the school and participants, as well as maintaining the confidentiality of personal data. With this comprehensive approach, the research is expected to provide in-depth insight into how social media can be utilized as an entrepreneurial opportunity by secondary school students.

RESULTS AND DISCUSSION

This research aims to explore the use of social media as an entrepreneurial opportunity among high school students, especially at SMK MMA UISU Medan. In today's digital era, the internet and social media have become an integral part of everyday life. This technology is not only used for communication and entertainment but has also opened up many new business opportunities. Through service activities involving counseling, training, discussions and simple application practices regarding social media and entrepreneurship, this research seeks to provide students with practical understanding and skills in utilizing social media for entrepreneurship.

Opportunities to run online businesses are increasingly opening up, not only for large business people but also for individuals and small groups, including high school students. Online shopping makes it easier for consumers to shop without having to spend time and energy, which makes it increasingly popular with the wider community. Social media plays a key role in this by being an interactive platform that allows sellers to market their products more widely and efficiently. Platforms like Instagram, Facebook, and TikTok have become very effective tools in reaching potential customers at a relatively low cost.

In the context of entrepreneurship education at SMK MMA UISU Medan, this service activity is designed to instill an entrepreneurial spirit in students and provide them with the skills needed to utilize social media as a business tool. Through the training provided, students learn about various online marketing strategies, product sales techniques, and how to interact effectively with customers. This training also includes the use of various social me-

dia features to increase product visibility, such as the use of hashtags, paid advertising, and collaboration with influencers.

Before carrying out the activity, the research team made thorough preparations which involved coordinating with the school, preparing tools and materials for the presentation, as well as determining the place and time for the implementation. This service activity was carried out on January 11 2022, at SMK MMA UISU Medan, with the hope that students can understand and implement the entrepreneurship concepts taught. This activity is also expected to increase students' awareness of the importance of using social media wisely and ethically in entrepreneurship.

The results of the service activities show that the students are very enthusiastic and able to absorb the material presented. They demonstrate good skills in designing digital marketing strategies and utilizing social media features for business purposes. Students also understand the importance of building good communication with customers and creating interesting content to attract the interest of potential buyers. In addition, they learn about the importance of market analysis and how to identify business opportunities that exist around them.

In the long term, it is hoped that the knowledge and skills obtained through this activity can help students of SMK MMA UISU Medan in opening their own businesses, creating jobs, and improving their standard of living. This activity also shows that entrepreneurship education accompanied by the use of modern technology can be an effective solution in overcoming the problem of unemployment and improving the local economy.



One key aspect is a change in the educational paradigm that emphasizes the development of practical skills relevant to current industry needs. Through this approach, stu-

dents are not only equipped with theory but also with practical experience that prepares them to face the challenges of the real world of work and business.

The digital entrepreneurship training provided in this service activity also emphasizes the importance of creativity and innovation. In the digital era, the ability to think creatively and innovatively is the key to success. Students are taught how to create interesting and unique content that can differentiate their products from competitors. This includes an understanding of basic graphic design, promotional video creation, and persuasive writing techniques. This creativity is not only important in attracting customer attention but also in building a strong and memorable brand.

Apart from that, the training also covers basic financial management which is very important in running a business. Students learn how to manage a budget, calculate the cost of goods sold, determine selling prices, and understand the concept of profit and loss. This understanding helps them make better business decisions and avoid common mistakes that budding entrepreneurs often make. With good financial management skills, students can ensure that their business runs healthily and sustainably.

Another important aspect discussed is business ethics and social responsibility. In the digital era, where information can be easily accessed and disseminated, it is important for students to understand and apply ethical principles in business. This includes honesty in communicating with customers, transparency in transactions, as well as responsibility for the social and environmental impact of their business. Through this training, students are expected to become entrepreneurs who are not only financially successful but also socially responsible.

The results of this service activity also show that support from the school environment and community is very important in developing entrepreneurship among students. Schools that are proactive in providing facilities and moral support can increase students' motivation to actively participate in entrepreneurial activities. In addition, collaboration with local communities, including business actors and local government, can provide opportunities for students to practice their skills in real contexts and gain valuable experience.

Evaluations carried out after the activity showed that the majority of students felt more confident in starting their own business after attending the training. They also stated that the material presented was very relevant and useful in helping them understand the concept of digital entrepreneurship. Some students even started small businesses using social media as their main platform, showing that the knowledge and skills they acquired can be implemented effectively.

This research also opens up opportunities for further research that can further explore the long-term impact of digital entrepreneurship education on student business success. Longitudinal studies can be conducted to see how students who have taken this training develop in the business world, as well as what factors influence their success. Apart from that, this research can also be a model for other schools that want to implement similar programs to improve entrepreneurial skills among their students.

CONCLUSION

In conclusion, this research confirms that social media has great potential as a tool for developing entrepreneurship among secondary school students. With the right guidance, students can learn how to utilize this technology to run a successful and sustainable business.

This research also provides real examples of how community service programs can have a significant positive impact on students and the surrounding community.

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