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## Digital Business Training as an Effort to Expand Job Opportunities Graduates in Lampung Province

Nur Efendi, Moch Johan Pratama

Universitas Lampung, Indonesia

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### Abstract

Expanding employment opportunities is not only the responsibility of the government but also of university personnel. The job expansion program is oriented towards increasing workforce absorption and efforts to create jobs. The purpose of this Community Service activity is to expand employment opportunities by providing digital business knowledge and skills to university graduates in Lampung Province. The method used is to provide digital business training to target groups. Training activities are provided in the form of lectures and mentoring for 2 months. The target group in this activity is university graduates who are registered as job seekers at the Lampung Provincial Manpower Office. The series of digital business training activities began with training activities on Monday, July 10, 2023, at the UPT PKK Unila Training Room and ended on September 10, 2023. The speakers came from academics and practitioners in digital business and were attended by 30 participants from several universities in Lampung Province. The results of the evaluation of this PkM activity showed that although there was an increase in participant knowledge as a result of the training activities, this activity has not been able to encourage college graduates to pursue careers as entrepreneurs. There are 3.3% of the 30 participants who run digital businesses with an increase in sales turnover of 12% over 2 months.

**Keywords :** expansion of job opportunities, digital business, college graduates

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### INTRODUCTION

Lampung is one of the provinces that has experienced quite good income growth in the last 2 years. However, behind this success, Lampung also experiences the problem of high unemployment rates among college graduates. In 2021, the Lampung Province BPS also recorded a workforce of 4,494,952 people and open unemployment of 210,632 people or 4.69% of the total workforce or 2.32% of the total population of Lampung. The proportion of unemployed with Diploma and Bachelor's degrees reached 9.62 percent of the total unemployed in Lampung. The high unemployment rate among college graduates is certainly a challenge for the Regional Government in developing a program to expand employment opportunities. The conditions of employment and education of unemployed people in Lampung province in 2021 can be seen in table 1 and table 2 below.

Table 1. Employment Conditions of Lampung Province in 2021

Labor Force Status	Amount	%
Amount of work	4,284,320	95.31
Unemployment	210,632	4.69
Number of workforce	4,494,952	100.00

Source: BPS Lampung Province, 2022

Table 2. Last Education of Unemployed in Lampung Province in 2021

Last Education	Amount	%
Elementary school or not finished elementary school	43.415	20.61
JUNIOR HIGH SCHOOL	47,010	22.32
High School/Vocational School	99.944	47.45
PT	20,263	9.62
Total	210,632	100.00

Source: BPS Lampung Province, 2022

The Regional Government has a lot of homework to do to reduce unemployment rates, especially educated unemployment produced by universities. Information gathering conducted by the PkM Team with the Lampung Provincial Manpower Office shows that the Regional Government has made various efforts to reduce open unemployment rates through various programs, including, 1) operating sigajahkerja as an application that allows prospective workers to find jobs online and communicate directly with companies, and 2) providing training to strengthen the competence of job seekers. According to the Head of the Placement and Empowerment Division of the Lampung Provincial Manpower Office, the use of the sigajah application has not been able to reduce the unemployment problem faced due to the low participation of companies in utilizing this application. Most companies in Lampung recruit workers without using the application and do not report to the office. There are many factors that cause companies to be less participatory in programs run by the Manpower Office, one of which is the lack of collaboration between the Government and companies in the context of distributing workers to industry.

The implementation of the function of placement and empowerment of workers is not only channeling prospective workers to industry but must also create a climate where prospective workers can work independently and at the same time open up job opportunities for other job seekers. Information obtained from staff in the field of placement and empowerment of workers shows that the Lampung Provincial Manpower Office has not made efforts towards expanding job opportunities by creating an entrepreneurial climate among job seekers. This is due to the minimal budget of the office to organize various entrepreneurship training for prospective workers. In fact, data from the Lampung Provincial BPS shows that of the 387,005 university graduates who work, 82.81% of them work as professionals and the remaining 17.19% work as entrepreneurs by doing independent businesses. This should be the beginning for the Manpower Office to prepare an entrepreneurship program for job seekers so that the orientation of university graduates is not only as job seekers but also job creators. One of the independent businesses that are widely carried out by graduates and even students is doing business online or digital business.

The purpose of this PkM activity is to expand job opportunities by providing Digital Business knowledge and skills to job seekers who are college graduates in Lampung Province so as to change their orientation from job seekers to job creators. The benefits of PkM activities for college graduates are:

1. Improve job seekers' knowledge of digital business.
2. Improving job seekers' skills about digital business.
3. Increasing the motivation of job seekers to become entrepreneurs in the digital business sector.

## METHOD

Based on the problems that have been described in the situation analysis, it can be seen that the high unemployment rate and the suboptimal efforts to expand job opportunities by the Lampung Provincial Manpower Office, especially in the field of Placement and Empowerment are caused by: 1) the orientation of PT graduates is still as job seekers, 2) lack of knowledge and

interest of PT graduates to run a digital business, and 3) lack of assistance to PT graduates to do digital business. To overcome this problem, the solution offered is to provide Digital Business training to PT graduate job seekers in Lampung Province. Training activities are carried out using lecture and assistance methods. The lecture materials that will be provided include 1) Entrepreneurship, 2) Entrepreneurial mindset, 3) Digital business, 4) Digital marketing.

Digital business training activities for job seekers as an effort to expand job opportunities for college graduates in Lampung Province began with... visit And identify problem Which faced partners in this case are the Lampung Province Manpower Office in expanding employment opportunities in Lampung Province. Activity This Then followed up with socialization program PkM partners. Objective socialization This is For convey information about training activities and mentoring that will be carried out done to group target.

The digital business training activities are planned to last for 2 (two) months, divided into 2 (three) months. activities, namely training and mentoring. Training activities planned done in time One day and mentoring for the target group of digital business actors is carried out for 2 (two) months from the implementation of the training and is accompanied by monitoring and evaluation activities twice, namely in the middle of the first month and the middle of the second month.

Indicator Which used For evaluate success program devotion to public This is :

- a. At least there is 70% participant Which become group target understand material training Which given with mark minimum 70.
- b. 80% participant understand material with Good or equivalent with mark 70 and there were 10% of participants who ran businesses after the training.
- c. 50% of the participants who were assisted were able to show a 10% increase in turnover within 2 months.

## **RESULTS AND DISCUSSION**

### **Implementation of Activities**

Preparation for this Community Service activity has been carried out since February 2023. The preparation stage was carried out by establishing communication with partners, in this case the Lampung Provincial Manpower Office, especially in the field of Manpower Placement. After discussing in the Team, it was agreed to provide digital business training to college graduates. This is based on the increasingly tight competition for jobs so that alternative strategies are needed in an effort to reduce the number of educated unemployed in Lampung Province. The next step taken was to prepare a proposal involving 1 lecturer and 2 students of the Business Administration Study Program.

As a follow-up to the proposal that had been prepared, the Team conducted socialization to partners about the planned activities to be carried out. The socialization which was carried out on June 14, 2023 at the Lampung Provincial Manpower Office, attended by the Head of the Domestic Manpower Placement Section and several staff resulted in several adjustments to the planned activities to be carried out. The most important adjustment was the postponement of the activity time which was originally scheduled for June 26, 2023 to July 10, 2023 and the location of the training which was originally planned at the Lampung Provincial Manpower Office, finally had to be moved to one of the training rooms at the UPT PKK Unila.

The training activity was opened by the Head of Training and Productivity Division of the Lampung Provincial Manpower Office, Tabrizal Satiya, representing the Head of the Manpower Office. In his written remarks, the Head of the Manpower Office conveyed the importance of young people learning digital business because the future prospects are very bright. The Digital Business Training for College Graduates was attended by 30 participants from several colleges in Lampung Province, with details: 21 Unila graduates, 4 Bandar Lampung University (UBL), 3 IAIN Metro, 1 UIN Raden Intan, and 1 Darmajaya. The training activity began by giving a pretest to the participants. The aim is to find out the participants' initial knowledge before receiving the training material. The results of the training participants' pretest showed that the average pretest score was 62.67 with the highest score of 75 and the lowest score of 50.

The presentation of the training material began with the material on the Lampung Province Regional Manpower Information System delivered by Meice Roslina, SE., MM as the Head of the Domestic Manpower Placement Section in the Field of Placement and Expansion

of Employment Opportunities at the Lampung Provincial Manpower Office. In her material, Meice Roslina said that there are several problems faced by the regional government in placing workers, including: 1) Low availability of competent workers, 2) Difficulty in matching the qualifications of the required workforce with the quality/competence of the available workforce, and 3) Lack of information related to job vacancies provided by job providers. In response to this problem, the Lampung Provincial Manpower Office created an employment system application called sigajahkerja. Through this application system, job seekers and employers can meet digitally and the information can be recorded at the Lampung Provincial Manpower Office.

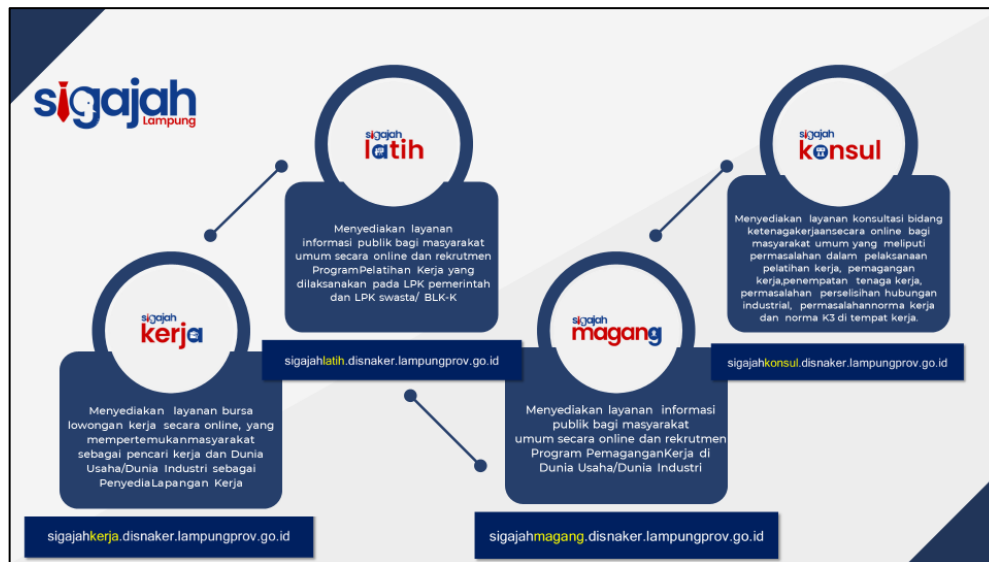


Figure 1. Sigajahkerja application menu.

The next training material presentation was about the entrepreneurial mindset with the resource person Moch. Johan Pratama. M.Psi. In his presentation, Moch Johan Pratama explained the importance of changing the mindset of PT graduates from job seekers to employers. Therefore, PT graduates must have a positive attitude, be responsive, and like challenges. According to Johan, an entrepreneurial mindset can be shown by the formation of several characters, namely: self-confidence, responsibility, and creativity. The material presented by Johan was quite interesting for the participants to listen to because it was supported by Johan's experience as a psychologist.

The third training material given to participants was about entrepreneurship with resource person Dr. Nur Efendi. Entrepreneurship is a compulsory subject at Unila. However, the entrepreneurship material given to students still aims to motivate students. In this material, the definition and profile of a successful entrepreneur are explained. The purpose of providing this material is to motivate training participants to dare to take risks and start a real business, not a speculative business. Here it is conveyed that there are 3 characteristics of a successful entrepreneur, namely:

1. Proactive, namely high initiative and assertiveness.
2. Achievement orientation, namely seeing opportunities and acting immediately, efficiency orientation, emphasizing high quality work, systematic planning, and monitoring.
3. Committed, namely a high commitment to work, and realizing the importance of fundamental business relationships.

In the fourth session, the resource person presented was Ghia Subagja, SE, MM, a lecturer and young entrepreneur who owns the Ragnvald and Ulasan Kopi brands. The material presented by Ghia was Digital Business. There were 3 topics discussed in this session, namely: 1) Fundamentals of Digital Business, 2) Introduction to Digital Business, and 3) Preparing Digital Business. According to Ghia, digital business or online business is a real business that uses internet media. Digital business is a business that uses technology as an advantage in internal and external operations. According to Ghia, building a digital business is not easy, many digital businesses have gone bankrupt or been acquired by other digital

businessmen. Building a business in the digital era has challenges that require insight and its own abilities. There are 4 stages that must be passed in building a digital business, namely:

- 1) Validity of Ideas built on Problems (Behavior), Phenomena, Research to answer needs. Examples: Mind Mapping, Journals, Google Trends, etc.
- 2) Building a Business Plan. Build a network, find your mentor, join a business community. Make your Business Plan as detailed as possible for the sustainability of your business. Design a Business strategy such as, POAC, STP, SWOT.
- 3) Adapt to the Latest. Develop your business on the latest technology and communication.
- 4) Consistency. Sustainability and continuity are the keys to operationalizing digital businesses.

The last session in this digital business training is Digital Marketing material delivered by practitioner Dian Ivo. She is a practitioner who works as a manager at Nutrifood and is very experienced in running digital marketing. The material delivered by Dian Ivo was very popular with participants because it was delivered in a relaxed manner and with the right method. According to Dian, digital marketing is a process of bringing prospects digitally from strangers to loyal fans through a fun customer journey. There are 5 reasons why businesses should do digital marketing, namely:

1. More cost effective efficient
2. More targeted to the consumers we target
3. Timely and Instant
4. Measurable
5. Scalable

At the end of the training activity, the Unila PkM Team evaluated the increase in participants' knowledge after receiving the training by giving a post-test. The post-test results showed that there had been an increase in participants' knowledge as evidenced by the increase in the post-test scores obtained by the participants. On average, the participants' post-test score was 93.83 with the lowest score of 85 and the highest score of 100. Compared to the average pre-test score, there had been an increase in participants' knowledge of 49.73%.

Training activities are not only in the form of lectures but also mentoring for participants . Mentoring conducted for 2 months starting from the training activity given. Monitoring of training participants is done by: 1) Communicating with participants through WA groups that have been created since the training was held. 2) Discussing with participants who have run digital businesses regarding obstacles in running a business. 3) Inviting participants to discuss further about the business they are engaged in. From the monitoring results, information was obtained that there was one participant who had run an accessories business using Instagram social media with the name byme.saystore. During the mentoring, the turnover of the byme.saystore business showed a significant increase, which was 12%. Based on the discussions held during the mentoring, the problem faced by participants in running a digital business is how to create an effective digital marketing program. In addition, there are also training participants who have already got jobs so they have not been able to focus on entrepreneurial activities. While other training participants still do not have an idea to become entrepreneurs and are focusing on applying for jobs.

### **Activity Results**

Based on the evaluation results of all PkM activities that have been carried out, information was obtained that there were 2 (two) indicators whose achievements were in accordance with the target and even exceeded the target that had been set. In addition, there was also 1 (one) indicator that had not been achieved so that it had a major impact on the success of this PkM activity. The achievements of each indicator are as follows:

1. The training participants have understood the training material very well. This is proven by the post-test scores of the participants, namely the lowest score of 85 and the highest score of 100. The average post-test score of the training participants was 93.83. This means that all participants scored above 70 as the lowest score limit.
2. All participants understood the training material well because all participants got a post-test score above 70. From the results of the training activities, it is known that only 1 or 3.33% of participants have run a business under the name byme.saystore. This means that this training activity has not succeeded in creating new entrepreneurs from college

graduates.

3. Overall, the number of participants who were assisted was 30 people, but only 1 person or 3.33% was running a business. Although the increase in turnover after being assisted reached 12%, this PkM activity cannot be said to be successful because the percentage of participants who run digital businesses after training is still far from the target.

## CONCLUSION

Based on the evaluation results of the PkM activities that have been carried out, it can be concluded that the digital business training activities for college graduates have not been fully successful even though several indicators have been met. Of the 30 training participants, only 1 participant is running a digital business, while the other participants are still focused on applying for jobs. This shows that changing the mindset of college graduates from job seekers to employers is not easy and requires a long process. Therefore, the recommendation given is that the learning process in college must be able to motivate students and prospective graduates to become entrepreneurs as a career choice. In addition, colleges must intensively provide various entrepreneurship training to prospective graduates, both in-house training and through entrepreneurship internships. Thus, it is hoped that there will be a change in the mindset of prospective graduates in planning their careers after graduating from college.

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