# Learning Module

## Courses

EGKB 302 : 2(2-0)

# COOPERATIVES AND AGRIBUSINESS INSTITUTIONS

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# FOREWORD

Praise the Author for Thanking the Author to the presence of Allah SWT. because thanks to His grace and wisdom, the Cooperative and Agribusiness Institutional MK Lecturer Team was able to complete the Cooperative and Agribusiness Institutional module. This module can be structured and completed properly thanks to guidance, prayer, and support from various parties directly or indirectly. Therefore, on this occasion the author expresses his gratitude and appreciation to:

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The author realizes that this module still has shortcomings and limitations. Therefore, constructive suggestions and criticisms are highly expected. However, it is the hope for the author if this module can increase knowledge and become a useful work.

Banjarbaru, June 2022

Drafting Team

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# MODULE 1
# UNDERSTANDING AND DEVELOPMENT OF MSMES IN INDONESIA

## A. Introduction

The module on understanding and development of MSMEs in Indonesia is a description of the meaning or understanding of MSMEs according to Law No. 20 Year 2008 and undeniable facts about MSMEs and the negative image of MSMEs that need to be straightened out.

MSMEs are the backbone of the national economy with a dominant business population (99.9%), generating GDP of 57.94% (Rp.4,303.57 trillion), with a growth rate of 6.4%, absorbing the largest workforce, MSME businesses are labor-intensive and absorb 97.24% (101.72 million) of the workforce, geographically spread throughout the country, in all sectors, and seedbeds for the creation of new entrepreneurs. MSMEs are an experimental vehicle to open startups that are suitable for new entrepreneurs, including the younger generation.

The main problem for MSMEs today is access to capital, especially to banking.

Therefore, this module will discuss the understanding and development of MSMEs in Indonesia and its problems from financial and non-financial aspects.

## B. Basic Competencies

Students are able to understand the understanding, problems, and development of MSMEs in Indonesia

## C. Learning Outcomes

1. Students are able to explain the meaning of MSMEs.
2. Students are able to explain the problems and opportunities / developments of MSMEs.

## D. Learning Activities

1. Learning is organized to understand the material with a Contextual Instruction approach.
2. Students learn material explanations about the understanding, problems, and development of MSMEs in Indonesia and examples of real MSMEs in the business world for 100 minutes

E. Study Materials

**Definition of MSMEs**

Micro Enterprises based on Law No.20 of 2008 concerning MSMEs are productive businesses owned by individuals and / or individual business entities that meet the criteria for micro enterprises, have a net worth of at most Rp.50.000.000,- (fifty million rupiah) excluding land and buildings for business premises or have annual sales proceeds of at most Rp.300.000.000,- (three hundred million rupiah).
Small Business according to Law No.20 of 2008, Small Business is a productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or become part either directly or indirectly of medium enterprises or large businesses that meet the criteria for small businesses. Have a net worth of more than Rp.50.000.000,- (fifty million rupiah) excluding land and buildings for business premises or have annual sales of more than Rp.300.000.000,- (three hundred million rupiah) up to a maximum of Rp.2.500.000.000,- (two billion five hundred million rupiah).
Medium Enterprises According to Law No. 20 of 2008, Medium Enterprises are productive economic enterprises that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or become part either directly or indirectly with small businesses or large businesses. Have a net worth of more than Rp.500.000.000,- (five hundred million rupiah) up to a maximum of Rp.10.000.000.000,- (ten billion rupiah) excluding land and buildings for business premises or have annual sales proceeds of more than Rp.2.500.000.000,- (two billion five hundred million rupiah) up to a maximum of Rp.10.000.000.000,- (ten billion rupiah).

Table 1. Criteria for Micro, Small and Medium Enterprises

| Business Size | Criterion | |
|---|---|---|
| | Assets | Turnover |
| Micro | Maximum 50 million | Maximum 300 million |
| Small Business | > 50 million – 500 million | > 300 million – 2.5 billion |
| Medium Enterprises | > 500 million – 10 billion | > 2.5 – 50 billion |

Source : Law No.20 of 2008

Characteristics of MSMEs:

- Management depends on the owner,
- Capital is provided by the owners themselves,
- The scale of the business and the amount of capital are relatively small,
- The area of business operation is local,
- The human resources involved are limited,
- Usually related to the needs of daily life,
- Employees have emotional kinship, and
- The majority of employees come from economically disadvantaged circles.
- Disadvantages of UMKM:
- Limited capital,
- Credibility
- Employee problems,
- High direct costs,
- Too many eggs in one basket,

 Product quality limitations.

Strengths of MSMEs:

- Higher motivation
- High flexibility,
- Minimal bureaucracy
- Serving local/domestic market,
- The product/service does not attract attention (not conspicuous).

**PROBLEMS OF MSMES:**

1. MSME development faces several obstacles, including low access to MSME financing for the banking industry, which is around 30%, while 70% of MSMEs depend on loan sharks with high interest rates.
2. MSMEs cannot access banking, the main problem faced is the problem of collateral / guarantees.
3. Lack of education and entrepreneurial development, so that school graduates tend to want to become employees, especially civil servants.
4. There is piracy of copyright of creative industry products, such as in Bali and Yogya by unscrupulous Chinese importers.
5. Lack of implementation of applied management.
6. A less conducive climate for starting and running a business including regulatory disharmonciation.

**Undeniable Facts about MSMEs:**

1. The backbone of the national economy. Represents the dominant business population (99.9%),
2. Generate GDP of 57.94% (Rp.4,303.57 trillion), with a growth rate of 6.4%,
3. Contributing export volume reached 16.01% (Rp.202.97 trillion) of total national exports,
4. National Gross Fixed Capital Formation (PMTB) of 52.33% (Rp.830.9 trillion),
5. Absorb the most manpower. MSME businesses are labor-intensive and absorb 97.24% (101.72 million) of the workforce.

6. Geographically spread throughout the country and in all sectors. Providing basic needs services with a high multiplier effect. It is a necessity for community instruments, income equality and reducing inequality in public welfare.
7. Seedbed fields for the creation of new entrepreneurs. MSMEs are an experimental vehicle to open startups that are suitable for new entrepreneurs

including the younger generation.

8. Proven to be resilient and resistant to crisis. Flexible in capital, flexible in entering all sectors, and quick to adapt. There are no barriers to entry/exit. Can be done individually or in groups in production centers.

9. Dependence on imported components is minimal. Utilizing local raw materials and resources that are easily found and available around so as to save foreign exchange

Negative Image of MSMEs that need to be straightened out:

1. Work ethic and spirit of effort are low. MSMEs are tenacious workers, resilient, without office hours, able to work in any working atmosphere / condition.
2. Less efficient and less productive. MSMEs are creatively able to combine the most efficient production inputs, including employing fixed-paid workers. The business tends not to be formal, thus reducing transaction costs.
3. Have low competitiveness. The competitiveness of MSMEs is reliable because they are free to enter the mass and customized product market. MSMEs dare to compete fairly, as long as they are not rigged.
4. The ability to innovate is limited. The technology adopted is economical, available and easily accessible. It does not require complex and specialized skills. MSME innovation is carried out from upstream to downstream.
5. Has a High risk. There are no facts that prove that the risk of failure of MSMEs is higher than large businesses. When it fails, MSMEs can open other businesses faster. Non-performing loans of MSMEs have proven to be lower than large-scale commercial loans.
6. Difficult to organize/organize. As long as there are role models and clear rules of the game, MSMEs are compact and easy to organize to take collective action, or cooperate with other business actors
7. Less able to produce quality products on an ongoing basis. Many MSMEs have produced export-quality goods/services, exclusive, and in demand by the domestic and international markets.
8. Dependence on the Government. The government and MSMEs are two parties that need each other, strengthen and complement each other. The dilemma of dependence is gradually reduced.

9. Unable to grow big. There is no obstacle for superior MSMEs to become large. There is more and more evidence of successful MSMEs crawling from small scale to large entrepreneurs.

MSME Problems and Opportunities:

Why small businesses need to be developed:

-  MSMEs absorb the most workers,
-  Proven to reduce the number of poverty,
-  Can provide equity in income distribution,
-  Rural economic development will be achieved,
-  MSMEs can empower local resources.

Problems of MSMEs in capital:

The fundamental question is access to sources of capital or entrepreneurial spirit?

- Business profits are exhausted for consumptive needs,
- Business capital is used not for business purposes,
- Don't dare to owe.

Constraints on Access to Capital Resources are business feasibility, collateral, and business legality.

Characteristics of MSMEs in general:

-  Management management is still simple,
-  Low access to financial/credit institutions,
-  Do not yet have legal entity status,
-  Concentrated on a specific business group.

Micro:

-  The type of goods/commodities of the business is not always fixed, at any time it can change,
-  The place of business is not always settled, can move at any time, has not done even simple financial administration, and does not separate family finances from business finances,
-  Human resources (entrepreneurs) do not have an adequate entrepreneurial spirit,

- The average education level is relatively very low,
- Generally not yet access to Banking, but some have access to financial institutions

Non-Bank (such as Cooperatives),

- Generally do not have a business license or other legality requirements including NPWP.

Examples of Micro Enterprises:

- Farm business owners and individual cultivators, ranchers, fishermen and cultivators,
- Food and beverage industry, wood and rattan processing furniture industry, blacksmith industry tool maker,
- Trading businesses such as street vendors as well as traders in markets etc.,
- Chicken, duck and fishery farms,
- Business services such as workshops, beauty salons, motorcycle taxis and tailors (convection).

Viewed from the interests of Bank and Non-Bank Financial Institutions, micro businesses are a market segment that is potential enough to be served in an effort to improve their intermediation function (Bank) because micro businesses have positive and unique characteristics that are not always owned by non-micro enterprises, including:

- Business turnover (turnover) is quite high, its ability to absorb expensive funds and in situations of economic crisis business activities are still running and even continue to grow,
- Not sensitive to interest rates,
- Keep growing even in situations of economic and monetary crisis,
- In general, they are honest, tenacious, innocent, and can receive guidance as long as they are done with the right approach.

Small Business:

- The type of goods / commodities cultivated generally remains not easily changed,
- The location / place of business is generally settled not moving,
- In general, it has carried out financial administration even though it is still simple, company finances have begun to be separated from family finances, have made a business balance,

- Already have a business license andother legality requirements including NPWP, 
- Human resources (Entrepreneurs) have experience in business entrepreneurship,
- Some have access to Banking in capital needs,
- Most have not been able to make business management well, such as business plan.

Small Business Examples:

- Farm business as an individual landowner who has labor,
- Traders in wholesale markets (Agents) and other collecting traders,
- Craftsmen of food and beverage industry, furniture industry, wood and rattan, household appliance industry, and apparel industry and handicraft industry,
- Chicken, duck and fishery farms,
- Small-scale cooperatives.

Medium Enterprises:

- Generally have better management and organization, more organized and even more modern, with a clear division of tasks among others, finance, marketing, and production,
- Have carried out financial management by implementing an accounting system regularly, making it easier for auditing and assessment or examination including by Banking,
- Have carried out rules or management and labor organization, there has been BPJSTenaga

Work, health maintenance, etc.,

- Already have all legality requirements including Neighbor permits, business licenses, place permits, NPWP, environmental management efforts, etc,.
- Already access to Banking funding sources,
- In general, they already have trained and educated human resources.

Examples of Medium Enterprises:

- Medium-scale agriculture, livestock, plantations, and forestry businesses,
- Trading business (wholesale) including export and import,
- EMKL (Marine Cargo Expedition), garment and intercity interprovincial taxi and bus transportation services,
- Food and beverage, electronics, and metal industry business

- Mountain stone mining business for construction and artificial marble.

Financial Matters:

- Lack of compatibility (mismatch) between available funds that can be accessed by MSMEs,
- The absence of a systematic approach in funding MSMEs,
- High transaction costs, caused by credit procedures that are complicated enough to take a lot of time while the amount of credit disbursed is small,
- Lack of access to formal sources of funds, either due to the absence of remote banks or the unavailability of adequate information,
- Credit interest for investment and working capital is quite high,
- Many MSMEs are not yet bankable, either due to the absence of transparent financial management or lack of managerial and financial capabilities.
- Non-Financial Issues:
- Lack of knowledge of production technology and quality control caused by lack of opportunities to follow technological developments and lack of education and training,
- Lack of knowledge about marketing, which is caused by limited information that can be reached by MSMEs about the market, in addition to the limited ability of MSMEs to provide products/services that are in accordance with market desires,
- Limited human resources (HR) and lack of resources to develop

SDM,

Lack of understanding of finance and accounting.

Internal problems of the Bank:

The problems faced by MSME actors in obtaining credit loans from banks cannot be separated from the problems faced by internal banks:

- The Bank does not yet have competent human resources to handle micro and small business debtors,
- The Bank is more oriented and focused on credit services in the corporate segment,

Thedistribution has not been evenly distributed, including rural banks (BPR),

-  Banks still have a misperception by considering micro and small businesses as troublesome, high-risk, and less profitable debtors,
-  Banks face difficulties in reaching remote areas or centers of micro and small enterprises,
-  Most banks still have limited understanding of the characteristics of micro and small enterprises,
-  There is no Credit Insurance Institution that can function optimally.

Problems of MSMEs in accessing capital sources from banks:

-  Micro and small business actors generally do not have good and clear bookkeeping, making it difficult for the Bank to find out complete information about their business,
-  Micro and small business actors have not registered their business as an official business entity,
-  Micro and small business actors still have limited human resources who are able to manage their business well,
-  Micro and small businesses still face problems in marketing their products,
-  Micro and small business actors have difficulty in providing collateral as determined by the Bank,
-  Micro and small enterprises still have difficulty meeting the administrative requirements and procedures for lending loans as stipulated by the Bank,
-  Business and small businesses object to the burden of interest rates that are felt to be too high.

Benefits of Banks as Creditors for MSMEs:

-  In terms of loan congestion risk, lending credit to MSE players is relatively small. This is because MSME actors have a relatively high level of compliance compared to large businesses,
-  Lending to MSME customers is a risk spread strategy, because usually the nominal credit given is relatively smaller with a large number of customers so that credit is not concentrated in one group or business sector only,

 Lending rates that tend to be higher than market interest rates allow banks to earn adequate interest income.

MSME Financing System:

- The Microfinance System consists of financing with the pattern of arisan and mutual assistance, and joint responsibility, etc.,
- Special products in accordance with the characteristics of the micro business to be financed (interest, fees, documentation, requirements, etc.),
- A system of procedures specifically adapted to the characteristics of the micro business to be financed, but still does not eliminate the precautionary principle (technical analysis, disbursement, monitoring, etc.),
- Credit management in accordance with the characteristics of the micro business to be paid (credit arrangements are neatly arranged from the beginning of the process to the end).

## F. Summary

MSMEs are the backbone of the national economy. Representing a dominant business population (99.9%), MSME businesses are labor-intensive and absorb 97.24% (101.72 million) of the workforce, geographically spread throughout the country and in all sectors, MSMEs are experimental vehicles to open startups that are suitable for new entrepreneurs including the younger generation, and have proven to be resilient and resilient to crises. Flexible in capital, flexible in entering all sectors, and quick to adapt. There are no barriers to entry/exit. Can be done individually or in groups in production centers.

This material discusses the definition, characteristics, characteristics, weaknesses, strengths, financial and non-financial problems, MSME opportunities, and also MSME problems in accessing capital sources from the banking industry, including the MSME financing system.

## G. Learning / Exercise Evaluation

Question:

Answer the practice questions below:

1) Explain the meaning of Micro, Small and Medium Enterprises?
2) What are the characteristics of MSMEs?
3) Explain the weaknesses and strengths of UMKM?
4) Why do MSMEs need to be developed?
5) Explain the financial and non-financial problems of MSMEs?

6) Give examples of MSME businesses!
7) What is the MSME financing system?

b. Answer key

Answer the exercise above briefly and clearly and then match your answer with the material above. The answers to all the questions are in the material at

**MODULE 2**

**ENTREPRENEURSHIP**

## A. Introduction

The entrepreneurship module is an elaboration of the basic meaning or understanding of entrepreneurship which is a scientific discipline that studies the value, ability, and behavior of a person in facing life's challenges to obtain opportunities with various risks that he may face.

"An entrepreneur is a person who is willing and able to develop new ideas or inventions into successful innovations, while creating new products and business models that contribute to the long-term growth of industrial and economic dynamism." (Joseph A. Schumpeter).

Therefore, this module will discuss the most basic entrepreneurial concepts, namely innovation, innovative behavior (creativity and risk taking). This entrepreneurial concept will initiate a person's understanding to enter the business world, especially in initiating the business management process which includes planning, organizing, mobilizing and supervising aspects of entrepreneurship.

## B. Basic Competencies

Students are able to understand the concept and management of successful entrepreneurship.

## C. Expected Final Capability

Students are able to explain the concept of successful entrepreneurship with innovation and innovative behavior.

## D. Learning Activities

1. Learning is organized to understand material 1 with a Contextual Instruction approach.

2. Students learn material explanations about the basic concepts of entrepreneurship for 100 minutes.

## E. Study Materials

### Understanding Entrepreneurship

Hero = Brave.
effort = effort.
Entrepreneurship means literally, hero means courage and effort means effort or in other words entrepreneurship is the ability or courage possessed by someone to see and assess business opportunities, to take the right action in order to achieve success.
"An entrepreneur is a person who is willing and able to develop new ideas or inventions into successful innovations, while creating new products and business models that contribute to the long-term growth of industrial and economic dynamism." (Joseph A. Schumpeter).
Entrepreneurship is things related to a person's courage in running a business
Entrepreneurship is a discipline that studies the Ability (Abilidtayn) of a person's behavior in facing life challenges to obtain opportunities with various risks that may be faced.
Object of study Entrepreneurship:

1. Self-motivating ability.
2. The ability to take initiative.
3. Ability to formulate business goals.
4. Ability to form capital / capital goods.
5. The ability to manage time and get used to always stayingat bay
6. The ability to get used to taking lessons from experience.

The essence of entrepreneurship according to Drucker is an ability to create something new and different (Ability to create the new and diffferent).
The Nature of Entrepreneurship according to Thomas W. Zimmerer is the application of creativity and innovation to solve the problem and to exploit opportunities that people face everyday.

An entrepreneur has a different way of thinking from humans in general, namely the ability to be CREATIVE and INNOVATIVE which is used as a basis for finding opportunities to SUCCESS.

What is the difference between ENTREPRENEUR and Entrepreneur?

- CREATIVE thinking and
- act INNOVATIVELY.

CREATIVENESS:

Ability to "develop new ideas and ways" of solving problems and finding opportunities.

→ THINKING NEW THINGS

INNOVATION:

-The ability to "Apply Creativity" in order to solve problems and find opportunities.

→ DOING NEW THINGS

I D E to create something new and different.

a. Original

b. Imitation or imitation.

To develop a creative way of thinking, it can be done by:

a. Have a dream,

b. Train yourself to think differently (out of the box), c. Have time to think,

d. Get used to frequent discussions, e. Keep learning.

Innovation is a process that transforms a new idea into something new and useful. While the innovative ability of an entrepreneur is the process of turning ideas into business opportunities (an idea and ideas that can be sold).

- Something NEW and DIFFERENT is an added value (Value Added) which is a source of excellence to be used as an OPPORTUNITY.

Mastery of Management concepts:

- Organize and direct others to achieve organizational goals.
- Know the basics of business management, for example how to design a business, organize, and control a business.
- Understand Marketing strategies (Product, Price, Place, Promotion).

-  The ability to motivate and control people (HR) in running the company.
- Ability to manage/manage finances effectively and efficiently.
- Entrepreneurship Goals:
- Increase the number of qualified entrepreneurs.
- Sensitize the community or provide strong and strong entrepreneurial awareness to the community.
- Produce progress and welfare of society.
- Cultivating the spirit, attitude, behavior and ability of entrepreneurship among the community.
- Benefits of Entrepreneurship:
- Increase the capacity of the workforce.
-  As a generator of environmental, personal, distribution, environmental maintenance and welfare.
- Giving examples of how to work hard, be diligent and have an exemplary superior personality.
- Educating employees to be independent, disciplined, diligent, honest in facing work.
- Educating people to live efficiently and simply.

Traits of Entrepreneurship:

- Have the nature of confidence, independence, individuality and optimism
- Always strive to achieve, profit-oriented, have perseverance and fortitude, have strong determination, like to work hard, energetic and have initiative.
- Have the ability to take risks and love challenges.
- Behave as a leader, get along with others and love suggestions and constructive criticism.
- Have high innovation and creativity, flexible, versatile and have an extensive business network.
- Have achievements and a future-oriented perspective.
- Have the belief that life equals hard work.

Characteristics of Entrepreneurship:

- Have a clear vision and business goals.
- Dare to take risks.
- Have courage and confidence.
- Has creative power.
- Have passion and willpower.
- Have a precise analysis.
- Not consumptive.
- Have the soul of the leader.
- Future-oriented.
- Honest and diligent.

Advantages of Entrepreneurship:

1. Wide open opportunity to become a Boss in the company.
2. Open opportunities to obtain maximum benefits and benefits.
3. Open opportunities to show full entrepreneurial potential.
4. Open opportunities to help the community in business.
5. Open opportunities to achieve the desired business goals.

Disadvantages of Entrepreneurship:

1. Responsibility is very large and heavy in dealing with business problems.
2. Work hard and the time is very long.
3. Obtaining uncertain income and having a very large risk.

There are 3 (three) types of Wirauasaha (Ir. Ciputra):

- Necessity Entrepreneur is to become an entrepreneur because of the forced and urgent needs of life.
- Replicative Entrepreneur, who tends to imitate trending businesses so that they are prone to competition and fall.
- Innovative Entrepreneur, innovative entrepreneurs who continue to think creatively in seeing opportunities and improving them.

FOCUS on One BUSINESS OPPORTUNITY.

By focusing on one opportunity, the entire IDE and mind to develop the business will be more focused. This will make it easier to IMPLEMENT all these ideas.

Initiative = the desire to always seek and start with strong determination. Opportunities are obtained if there is initiative. Initiative is obtained from training and development experience by means of self-discipline, creativity, responsiveness, passion, and a spirit of achievement.

Steps to start a business:

1. Entrepreneurship Assessment (Self Assessment).
2. Identify Business Opportunities.
3. Business Project Screening & Selection.
4. Business Planning.
5. Business Organization.
6. Business Management:
7. Analysis of Business Development.
8. Business Expansion & Diversification Development.

Stages of starting an Entrepreneur

1. Stage starting.

The stage where someone who intends to do business prepares everything needed, begins by looking at new business opportunities that make it possible to open a new business.

2. The stage of carrying out the business.

This stage an enptrepreneur manages various aspects related to his business, covering the following aspects:

HR, ownership, organization, leadership which includes how to take risks and make decisions, marketing, and conducting evaluations.

3. Maintain business.

The stage where entrepreneurs based on the results that have been achieved analyze the progress achieved to be followed up in accordance with the conditions faced.

4. Develop a business

The stage where if the results obtained are positive, progress, and can

Survive then business expansion is one of the possible choices taken.

Entrepreneurial Qualities:

1. Confidence.
2. Create.
3. Leader.
4. Opportunity seeker.
5. Durable / resilient.
6. Fulfill promises/contracts.
7. Risk takers.
8. Love quality &; efficiency.
9. Have a purpose.
10. Information seeker.
11. Plan and control systematically.
12. Cleverly convince people.
13. Healthy body and mind.
14. Have skills.
15. Knowledge of entrepreneurship.

Basic concepts of Entrepreneurial development:

1. The entrepreneur must make his own decisions and take personal responsibility for his decisions and actions.
2. Entrepreneurs should not be fed with service, but should learn to become independent as quickly as possible.
3. Entrepreneurship relies on its own energy, creativity, and strength to solve the problems faced.
4. Entrepreneurship must be innovative.

Characteristics of successful Entrepreneurship:

1. Lover of change.
2. See differences as opportunities, not difficulties.
3. Not easily saturated, likes to experiment (innovative – dynamic).
4. See failure as delayed success.
5. Failure is normal, keep trying, it's Wonderful.

The Role of Entrepreneurship in the Economy:

-  Increase economic growth.
-  Developing raw material sources.
-  Expanding the market.
-  Increase the production efficiency of an item.
-  Innovate (change) in a product.

## F. Summary

Entrepreneurship is a discipline that studies the value, ability, and behavior of a person in facing life's challenges to obtain opportunities with various risks that may be faced.
An entrepreneur has a different way of thinking from humans in general, namely the ability to be creative and innovative which is used as a basis for finding opportunities to succeed
In this material discussed about the objectives, benefits, properties, characteristics, advantages & disadvantages of Entrepreneurship, steps to start a business, stages of doing entrepreneurship, quality of entrepreneurship, basic concepts of business development, characteristics of successful entrepreneurship, operational foundations of entrepreneurship, and the role of entrepreneurship in the economy.

## G. Learning Evaluation

Exercise

1. Problem

Answer the practice questions below:

1. What is the role of entrepreneurship in the economy to increase the efficiency of production of goods? How tall?
2. Differences between Entrepreneurs and Self-Employed?
3. The role of entrepreneurship in the process of advancing the nation
4. Does education affect the growth of entrepreneurial spirit?
5. How to increase the number of qualified/resilient entrepreneurs?
6. Why is Indonesia still lagging behind neighboring countries regarding entrepreneurship?
7. How to get rid of insecurity in starting entrepreneurship?
8. How to bring awareness to the community about strong and strong entrepreneurship?

9. How to introduce entrepreneurship in Indonesia where the majority of the population mostly chooses to become employees?
10. How can you become an Entrepreneur?

2. Answer key

1. Efficiency: a way to achieve a goal using minimal resources but maximum results. Or the ratio of output and input (High output / input ratio then higher efficiency).
Creating quality products and also cost savings will then increase competitive advantage and ultimately have an impact on company performance (increasing production efficiency).
Process innovation will increase efficiency in the production process, so it will minimize production costs, such as: complaint costs, return costs, etc.
Generally, production increases efficiency due to:

a. The use of modern management.
b. Use of non-human resources.

c. A mechanism that itself can adjust.
d. The use of parts2 tools that are standardized and interchangeable with each other. e. Abandon complex production processes and replace them with jobs and
repetitive production.
f. Specification of tasks2 and division of labor &; authority.
Technical efficiency: maximum productivity/output of 1 set of inputs.
Allocative efficiency (price): at a given price, the proportion of input use is not optimal (Marginal revenue is not equal to the marginal cost of the inputs used.
The scale of small businesses and low production quantities result in high average production costs2.
Economic efficiency: technical efficiency is part of economic efficiency, so economic efficiency is only achieved if technical economics has been achieved.

Note:
1. Innovation (starting or introducing something new) and creative (introducing a new product or with new qualities and introducing new production methods).

2. If the entrepreneur is a person who certainly has his own job and business and does not work on others.
3. While the term Self-employed can be used for people who work for a company or other people or it can also be people who have their own business.
4. Entrepreneurship can spur innovation and technological advancement, generate competition, and create jobs that lead to economic growth and community welfare. One of the requirements for a country to become a developed country is if the number of entrepreneurs reaches 14% of the total population.

# MODULE 3

# Business Opportunities

## A. Introduction

Building a business requires careful planning, especially if you previously did not know various things related to the business that will be undertaken. As a beginner, you must be more careful to make plans and strategies because if not, the results of your hard work will not bring the slightest profit. It can even be far from the actual goal that has been determined from the beginning. If you do not want to experience mistakes, it is very important to analyze business opportunities so that they can provide greater success.

Nowadays business is being looked at by many people. Not a few who build their businesses so that it makes competition stronger. If at the beginning you do not anticipate, you will lose competitiveness with those who are able to read the opportunities. Because this is where it will be seen how much benefit your product is and what the quality looks like. If something does not suit consumers, then you must fix it so that it can be accepted by all circles. That is the great merit of the analysis.

In order to open a business, an entrepreneur is required to have knowledge about Business Opportunities, because the ability to identify Business Opportunities will be the initial capital in opening a business to be run.

Knowledge of business opportunities that must be owned for every entrepreneur who wants to open a business, including they must understand the ins and outs of what exactly is meant by a business opportunity, how to see it, how to determine it, to how we can analyze the business opportunity. When an entrepreneur can master the above knowledge, then the entrepreneur can open and run a business that wants to be opened.

## B. Basic Competencies

Students are able to understand knowledge about business opportunities and analyze business opportunities.

## C. Expected Final Capability

Students are able to find business opportunities in accordance with dynamic market demand and supply.

## D. Learning Activities

1. Learning is held with a Contextual Instruction approach and a Discovery Learning approach.
2. Students learn material explanations about business opportunities and real examples in the business world for 70 minutes.
3. Students study the explanation of the task of looking for business opportunities for 30 minutes, before going into the field to search, collect and compile ideas about possible business opportunities that can be realized.

## E. Study Materials

**Business Opportunities**

A business opportunity is the right opportunity or time that should be taken or utilized for an entrepreneur to make a profit.

According to experts.

1. Arif F. Hadipramata

Business opportunity is a risk that must be taken and faced to manage and manage all affairs that have to do with finance

2. Thomas W. Zimmerer

Business opportunity is an application consisting of creativity and innovation to solve problems and see opportunities faced every day

3. Robin dan Coulter

Business opportunity is a process that involves individuals or groups. The goals to be achieved can be in profit, money, wealth, inner satisfaction, popularity, social status and others. To achieve this goal, one can utilize the resources owned. These resources can be in the form of money / capital, knowledge, skills, extensive relationships, experience and others. This means that these resources include everything that can be used to support business activities. An entrepreneur must think about what a good business opportunity looks like.

Here are the characteristics of a good business opportunity:

1. Be original.
2. Must be able to anticipate competition and market needs.
3. According to interests.

In reality, good opportunities are not enough, but they must also be potential. The number of business opportunities around us requires an entrepreneur to be careful in assessing which business opportunities are potential.

The characteristics of potential business opportunities are as follows:

1. Has a selling point.
2. Business is not just a personal ambition, and is real.
3. The business can last a long time in the market.
4. Do not spend capital, because the investment is too large.
5. Can be scaled to industry.

Business opportunities that have selling value have the following characteristics:

1. Able to meet consumer needs.
2. Have a competitive advantage.
3. Not temporary.
4. There is value for money.
5. Meet creative and innovative aspects.

Determining Business Opportunities:

In the perspective of sociology, the ability to find opportunities is highly dependent on human interaction to obtain and access the information needed related to existing leisure. While in a psychological perspective, a person's ability to find and take advantage of opportunities is very dependent on the personality character he has.

The ability to see opportunities is capital in coming up with initial ideas for entrepreneurship. Not everyone is able to see opportunities let alone take advantage of them, just as the ability to see opportunities is not the same between everyone. Someone who already knows their potential is more likely to have the ability to see and take advantage of existing opportunities.

1. The level of business feasibility is tested.
2. Creative ideas.
3. There is confidence to manifest.

4. There is a sense of excitement when running.

Finding Business Opportunities:

Business opportunities originate from the needs of individuals or communities. Therefore, if you want to start realizing entrepreneurship, you should first answer the question: "What are the needs of society or most members of society today or in the future?". To understand the needs of the community requires a diagnosis of the business environment as a whole, which includes economic, political, market, competition, suppliers, technological, social and geographical factors.

Departing from the question above by utilizing our potential, then in finding a suitable business opportunity, we can use two approaches, namely:

a. An in-side-out approach that success can be achieved by meeting current needs.
b. An out-side-in approach that success can be achieved by creating needs.

Choosing a Business Field and Developing Ideas:

After knowing the needs of the community and successfully finding various business fields and business ideas, the next step is to answer the question: "Which of these business fields and business ideas is most appropriate and suitable for me?" This question is very appropriate, considering that everyone has different potential. Of course, in choosing a business field and developing business ideas, we need to adjust to the potential we have. Mistakes in choosing caused by incompatibility or discrepancy will eventually bring difficulties or even failure in the future.

Therefore, in choosing the business field that we will be involved in, it is necessary to consider the following:

a. A business field that is suitable for others is not necessarily suitable for us.
b. Business fields that were profitable in the past, are not necessarily still profitable at this time, or business fields that are profitable today are not necessarily profitable in the future.
c. Business fields that develop well in one region, may not necessarily be able to develop well in other regions, and vice versa.

2. Capital, whether initial capital is available or not, both in the form of money and goods / machines

d. Departing from these considerations, in choosing a business field, we need to re-look and examine our internal conditions and the external conditions where our business runs, because these internal and external factors will greatly determine our success in running a business. Internal factors in question such as control of resources (land, buildings, equipment and finance), technical mastery or skills, mastery of management and social networks that we have. While external factors such as government regulations, levels of demand and supply, competition, risks and economic prospects both locally, regionally, nationally and globally. Thebusiness chosen is an idea that has economic prospects which can be in the form of consideration that the products produced are vital needs for humans with a relatively adequate level of demand and price. Furthermore, alternative choices are further reduced by choosing several business ideas by considering our potential (internal factors).

Business Opportunity Analysis.

Back by considering internal factors in the form of strengths and weaknesses that we have if we choose the business idea concerned, and external factors in the form of opportunities and threats that will be faced if we make a choice on the business idea concerned. This analysis is often known as SWOT analysis. It is not impossible, after doing this analysis step, we will make a choice on business ideas that are the second or third priority from the results of the previous analysis.

Analyzing Business Opportunities:
For entrepreneurs or businessmen, analyzing business opportunities is one of the important things to do so that a business becomes successful. Moreover, not every opportunity can be prospective to run. The following are some business opportunity analyses, consisting of:

Analysis of business opportunities based on the type of product/service.
1. A person's interests, for example in the world of trade, services or other fields
3. Relationships, whether there are family or friends who have already pursued the same business.
In addition, having a business field must also consider the following:
- The influence of the surrounding environment.
- There is a lot of little public demand for the type of business we will choose.
- Compatibility between the needs of the community with certain types of businesses.

-  Many competitors are few.
-  The ability to survive and win the competition. 

Business opportunities in the field of services that are needed by the community, including the following:

1) Service services.

Many people want to follow technological developments so that there are many sophisticated tools such as televisions, VCDs, computers, vacuum cleaners, washing machines, motorcycles, and even cars.

2) Entertainment Services.

To reduce the tension of the mind due to busy work, examples are cinemas, discotheques and karokean.

3) Transportation Services.

Example: providing shuttle transportation for school children, car rental and so on.

4) Health services.

Examples provide fitness, health, and beauty facilities such as finess, SPA, reflexology and alternative medicine.

5) Other services.

Examples of childcare services, catering, cleaning staff, writers or typing papers and so on

While the selection of products, in the form of goods that can create business opportunitiesis by considering products that:

1. Easy to use.
2. Efficient in use.
3. Product quality is guaranteed.
4. Save on usage.
5. There is a guarantee of safety in use.

Analysis of business opportunities based on consumer interest and purchasing power:

To find out the magnitude of public interest in the business we founded, we can make observations.

This observation can be done by:

-  Make direct observations of the market.
-  Conduct interviews.
-  Provide questionnaires to be filled out by potential customers.

Likewise, to find out how much the power of consumer purchasing power. We must research who consumers will use our products:

1. Are they upper, middle, or lower-class?
2. Are they high, medium or low income?
3. Are they children, teenagers or adults?
4. Are they people who live in cities, villages or coastlines?

Consideration of analyzing the interests and purchasing power of consumers so that the implementation of business opportunity analysis runs smoothly, the requirements for making products or services need to consider the following:

- Create a rough model of the product or service that consumers are interested in and adjusted to their purchasing power
- Compile a list of components of products or services that are of interest to consumers both in type, quantity and purchasing power
- Utilize the implementation of the product or service manufacturing process and supervision who are responsible for the company's program

Attention in analyzing the interests and purchasing power of consumers. In analyzing their business opportunities, entrepreneurs must pay attention to the following:

1. Make service products that are quality, useful, and salable in accordance with consumer purchasing power.
2. Create or design products or services with new materials or combinations of interest in accordance with consumer purchasing power.
3. Make products or services faster, more useful, and cheaper according to their purchasing power.
4. Maintain and repair work facilities, workplaces, work equipment, etc.

Analyzing Business Opportunities with SWOT Analysis:

To be able to analyze business opportunities can be by using SWOT analysis,
that is:

- Strength

is what strength will support our efforts to achieve our goals.

- Weakness

is what weakness limits or hinders our efforts.

- Opportunity

is any business opportunity that is profitable and in accordance with the ability

- Threat

is any threat that occurs when we try.

Analyzing Business Opportunities with 5W1H Analysis:

In preparing a business plan, there is a formula that can help make it easier for all of us, namely the formula 5 W + 1 H. This formula will make it easier for us to answer questions that are included in business planning:

The formula 5 W+1 H, namely:

- Apa (what).
- Who (who).
- Where (where).
- When.
- Why (why).
- How (how).

1. Apa (what)

In the first question this will help us in answering these questions:

– What is the name of your business?

For example: Bolu Manis Jogja, Pisang Cheese Juara, Jilbab Syar'i Milenial, etc.)

– What is the legal entity of your business?

For example: In the form of PT, CV, Cooperative, etc..

What kind of products or services are offered?

Example: producing Shar'i Hijab for millennial generation.

– How much funding does your business need?

Example: for production costs at the beginning of the business requires funds of Rp.50, - million.

– Do you need loan funds for business capital? How much is the amount and what are the loan funds for?

Example: You need a loan of Rp. 30 million to buy equipment.

2. Who (who)

In the second question answer questions about:

– Who are the people you will hire to help run the business

You?

Example: You will hire 3 employees with details; 2 for production, 1 administrative and marketing person.

– Who will be your business partner?

Examples: Stores in your city, Online resellers, etc..

3. Where (where)

On the question of where to answer questions about:

– Where is your business located?

Example: business location on Jl. Kaliurang, Sleman, Yogyakarta.

4. When

On the question of when to answer questions about:

– When will you start your business?

Example: You plan to run this business in September 2019.

– When do you plan to borrow business capital?

Example: You need the loan funds a month before the business starts.

4. Why (why)

On the question why answer questions about:

– Why do you need loan funds for this business?

Example: to purchase additional equipment

5. How (how)

On the question of how to answer questions about:

– How to return the loan capital?

Example: loan refunds are obtained from net income or from allowance for monthly income.

## F. Summary

A business opportunity is the right opportunity or time that should be taken or utilized for an entrepreneur to make a profit.

In reality, good opportunities are not enough, but they must also be potential.

The number of business opportunities around us, requires an entrepreneur to be careful in assessing which business opportunities are potential.

How to see it, how to determine it, to how we can analyze the business opportunity. When an entrepreneur can master the above knowledge, then the entrepreneur can open and run a business that wants to be opened.

To be able to analyze business opportunities, you can use SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). SWOT analysis is just one tool to improve analysis in a strategy-setting effort to prioritize the work that needs to be done to grow the business.
In addition, in preparing a business plan, there is a formula that can help make it easier for all of us, namely the formula 5 W + 1 H. This formula will make it easier for us to answer questions that are included in business planning.

**G. Evaluation of LearningExercises**

1. Problem

Answer the practice questions below:

1. How do you find out which business opportunities are very profitable during a pandemic like today?
2. Explain internal and external factors2 in determining business opportunities?
3. What do you need to know for Beginner Business Actors in choosing and developing business opportunities during this COVID-19 pandemic?
4. What business is profitable in the future besides business through online, explain?
5. The impact of Covid Corona on business opportunities?
6. Does passion for the business/product affect the success of a business?
7. How to survive in the midst of such high competition?
8. Which one has more business opportunities, online or offline business?
9. In looking at business opportunities, when do we decide to innovate and when to follow existing trends?
10. For Beginner Business Actors, should you franchise or create your own business/brand?

2. Answer key

1. How to find out a very profitable business opportunity during a pandemic like today:

This pandemic brought changes in business, especially in consumer behavior and consumption. Therefore, the importance of identifying consumption and consumer behavior.
Characteristics of Potential Business Opportunities

There are several characteristics of potential business opportunities, including:

- Has a high selling value,
- Not just ambition but must be real,
- Can last a long time or be sustainable in the market,
- The scale of that effort can be enlarged or increased,
- Not too much capital used, the investment is not too large but very potentially profitable and so on.

Characteristics of a Good Business Opportunity

While the characteristics of a good business opportunity are as follows:

- Business opportunities do not imitate others but are original results of research and self-thought,
- Opportunities must be able to anticipate changes in competition in the market,
- The existence of confidence can make it happen,
- The opportunity must be according to the will,
- The feasibility of the business has been tested,
- There is a sense of pleasure when running it.

Source of Business Opportunities

A business opportunity has its resources that can arouse the spirit of business, including:

Yourself

Business opportunities that have high potential are sourced from oneself, such as from hobbies, knowledge expertise and from research or environmental observations. The reason why good opportunities come from oneself is because:

- To run a business must be consistent and have commitment,
- To run a business requires a long process, until the business is successful,
- To run a business requires continuing to try and never give up, supported by creativity and also have enough knowledge to achieve success.

From the Environment

There are many sources of business opportunities obtained from the surrounding environment, such as:

-  The business owned by parents that continues to be developed, making it bigger and wider,
-  In the neighborhood around the house,
-  Self-habit.

From Consumers

Consumer requests, complaints, suggestions or expectations on goods or services in the market can be a source of ideas for creating a business.

From the changes that occur

Business opportunities can arise from various changes in the environment if the person can read the situation to be used as a business opportunity.

Examples of Business Opportunities

Like doing business online, when doing business online it turns out to be very promising as long as you keep trying, always innovate and can compete with many sellers in the market.

Online businesses that can be pursued include, such as:

1. Affiliate marketing,
2. Copywriter,
3. Freelancer,
4. Influencer (Blogger, Youtuber, Selebgram),
5. Online consulting services,
6. Article writing services,
7. Buy and sell domains,
8. Create online courses/digital products,
9. Dropshipping,
10. Write indie books,
11. Ad publishers,

12. Sponsored Post.

Industries that depend on imported and exported raw materials are avoided, as well as tourism.
The business prospects are goods and food delivery services, frozen food products, health sector, online education, innovative products (disinfection chamber, portable hospital, isolation portable room), in the long term online-based industries (games, educational software, digital learning and entertainment media, and online shopping), healthy lifestyle services, health and psychology, pharmaceuticals, herbs, and health food,  cloth mask business (SENSI, Nexcare, ALTAMED), hand sanitizer, into graphic design (visual content for various interests both commercial and / or non-commercial), create YouTube channels, groceries, video creation services, sell clothes online, and invest money into the capital / money market (stocks, cryptocurrency, blockchain)
Online business: the system is very flexible: selling at home, transactions through m-banking, and goods are ready to be sent, can sell goods and services,

2. Internal and external factors2 in determining business opportunities:

a. Internal factors are factors that come from within a person as a subject which includes knowledge / expertise possessed, individual experience, interests, experience seeing others solve problems and intuition in the form of thoughts that arise from individuals.
b. External factors are factors or things that a person faces and is an object to get a business inspiration including problems faced and unsolved, difficulties faced daily, unmet needs both for an individual and others as well as great thoughts to create something new.

Internal Factors Are factors that originate from within / oneself, including:

-  Insight or knowledge that exists in oneself.
-  Experience in the business or business world.
-  Experience and ability when solving a problem.
-  Ability or understanding of something or condition situation.

External factors

External factors are factors sourced from outside, including:

-  Issues that arise and are encountered and have not been resolved.

- Difficulty in finding solutions to problems.
- A good thought to make something new out of a condition.
- Needs that have not been achieved or fulfilled for oneself or others.

3. What you need to know for Beginner Business Actors in choosing and developing business opportunities during this COVID-19 pandemic:
Make a mature business plan with the funds / resources owned. Don't just focus on the problem but also focus on the solution (business throughonline), a great opportunity for online entrepreneurs to increase sales through online transactions.
Business is about how we help people, and sell solutions, barter solutions with money (don't oppose 2 then set prices that are too high), adjust to capabilities (can be outsourced, dropshipper (sellers send goods directly to customers from suppliers as third parties / vendors, no need to stock goods and participate in the process of shipping goods / all processes are carried out by vendors or we only convey purchases to vendors, or reseller (selling having stock and reselling goods from the supplier),
4. Profitable business in the future other than business through online:
Offline businesses, such as food stalls, taverns, haircut/salon services,.

Education also serves to shape a person's personality to be stronger and more resistant to blows.

Passion is not as simple as motivational words.
Human life is a complex thing. Pursuing passion is not wrong, but don't equate passion with hobbies or pleasure. But it would be better if combining what you like with improving your skills, coupled with recognizing the x factor, will result in a way of life that can be pursued without hesitation and without feelings of regret, because passion is not as simple as motivational words.

7. How to still exist in the midst of such high competition?

Without passion, hard work, and strong determination, any pattern we use as a business format can be a mistake.

Record all administration well (the main foundation in running any business to be successful and grow), hard work and passion, determine the mission & vision and direction of the business.
The future is the era of digital, creative, and innovative economy.
To start an online business: start immediately without having to think complicated about profit or loss, selling well or not, because all means already exist (the store does not need to have, the market space is wide, goods also do not have to have (can be dropshipper / reseller), consistent and responsive (try every day to post or promote at least 1 information about the product (the store must always look open), and withstand the test (not give up easily).
There are many business management service providers without face-to-face, such as: Paper.id, business platforms for invoicing, accounting, and inventory, etc..

8. The more business opportunities, online or offline business: In the future is online business.
Online utilizes technology, with limited social activities and transactions and a wide marketspace is a great opportunity for online business entrepreneurs.

9. In looking at business opportunities, when do we decide to innovate and when to follow existing trends:
The Covid 19 pandemic has also changed old habits in the business world by forcing the

Business actors to make innovations based on demand in the market.

Never choose a business opportunity just because someone else is doing that, listen to your true calling to be a successful Entrepreneur. Maximize talents and interests.

Innovation is Larsen, P and Lewis, A, (2007) stated that one of the very important characteristics of entrepreneurs is their ability to innovate. Without innovation, the company will not be able to survive for long. This is due to changing customer needs, wants, and demands. Customers will not always consume the same product. Customers will look for other products from other companies that are perceived to satisfy their needs. For this reason, continuous innovation is needed if the company will continue to continue and remain standing with its business. Innovation is something related to goods, services or ideas that are perceived as new by someone. Although the idea has been around for a long time, this can be said to be an innovation for people who have just seen or just felt it. Indicators of innovation are being able to analyze opportunities, understanding what to do to seize opportunities, thinking simply and purposefully, attaching importance to steps rather than thinking too complicated, and being able to direct others.

The educational factor is the influence of education on the development of a person's psyche (including the entrepreneurial spirit) is actually different from other external influences.
In general, the influence of the surrounding environment (physical and social) is passive, in the sense that the environment does not provide a coercion to the individual. The environment only provides opportunities or opportunities for an individual.
In contrast to environmental factors, education is carried out consciously, has certain goals, targets, and objectives and is given systematically to develop existing potentials. With education, individual insights become more confident, can choose and make the right decisions, increase creativity and innovation, foster morals, character, intellectuals, and improve the quality of other human resources so that they are finally able to stand alone.

Education indicators are education has provided entrepreneurial knowledge, education forms entrepreneurial character, education helps increase self-confidence, education increases knowledge, moral / moral education, education increases creativity and innovation abilities.

10. For Beginner Business Actors, you should franchise or create your own business/brand:
For people who want to start a completely new business, of course, many things are still floating and full of uncertainty. We must have a broad insight into the business we will be involved in, besides that the large risk of business failure is one of the biggest barriers for the community to start a business.

Even for fear of risk, many people stop halfway and even worse many of them retreat before they try.
The risk of failure can arise because the business is still trial and error and it takes a very long time for the business to survive. Related to these obstacles, Franchise / Franchise can be an alternative to start a business.

In principle, a franchise business is a business arrangement in which a company (franchisor) gives the right to an independent party (franchisee) to sell the company's products or services with regulations set by the franchisor.

Franchisees can use the name, goodwill, products and services, marketing procedures, expertise, operational procedure systems, and supporting facilities of the franchisor company.

Conversely, the franchisor will receive rewards from the profits obtained by the franchisee in accordance with the initial agreement between the Franchisor and the Franchisee. In the franchise business, the Franchisor has provided a blue print of the business model implemented.

Franchise business opportunities are actually quite potential for novice entrepreneurs. The franchise system promises a lot of benefits, especially for new entrepreneurs. As a learning medium, the franchise system is quite interesting.

Why? The system is well organized from the franchisee center so that it can absorb the knowledge. A good franchise package can make the right person able to operate a business successfully even without prior knowledge of the business. The franchise business is a mutually beneficial symbiosis between the two parties involved.

There are many choices about business patterns and formats that we can use to start a business. These various choices will certainly lead us to achieve success as long as it is carried out wholeheartedly in accordance with the passion we have.

Without passion, hard work, and strong determination, any pattern we use as a business format can be a mistake.

11. Meaning of business opportunity:

The definition of a business opportunity is an opportunity that comes, making it usable to make a profit. Or it can also be interpreted as an opportunity that arises at a certain time that can provide a great opportunity to benefit if an action is done on that occasion by directing energy and thoughts.

3. Tasks

a. How to Work

1) Look for some business ideas or ideas, then give a score or assessment number using the micro and small business screening table.

2) After completion, select the business field that obtained the highest score.

3) Then do a SWOT analysis of the midwifeg

laundry (where the majority of the surrounding community are employees / students), grocery stores / basic necessities, agriculture / plantations, farming, fisheries, and cottage industries related to health and food and beverages (such as: cloth masks, medicine, tempeh / tofu industry, and cakes / bread).

But in the future, the digital, creative and innovative economy will be very developed. People have begun to get used to and involved in digital consumption patterns. Dropshipping (the concept where sellers get products in bulk/low prices from suppliers and further sell them to end users: eBay, Aliexpress) by checking out the best-selling products2 on leading e-commerce websites like Amazon.

5. Impact of Covid Corona on business opportunities:

It creates economic uncertainty and also makes changes in consumer behavior and consumption. Must be creative and innovative, such as: Kope seliter @home, travelogistics, on-demand cleaning services, home leisure wear, untouchable products, coronassurance for fear customers, frozen food / ready to eat, work from hotel, beauty on-demand, and restaurant experience
@home.

Other impacts, such as:

- Leads to an increase in entrepreneurial activity.
- Increase the creativity of a number of people in business.
- Businesses and individual companies and corporations must devise new ideas to respond to existing needs or which meet needs that are not adequately addressed by the Government and Institutions in power.
- Shows the importance of small businesses with a more sophisticated approach to innovation.
- Most startups may see shifting business focus as a short-term opportunity or solution, a survival strategy.
- The crisis can negatively affect entrepreneurship, others may suggest that the changes we observe today can change the perception of entrepreneurship for the better.
- The creation of business opportunities, where many industrial supply chains or global businesses become disrupted, this clearly opens up business opportunities for other countries (incl. Indonesia), to offer solutions to the disruption of the supply chain.

6. The influence of Passion on the business/product on the success of a business:
By utilizing technology and the internet, we can start a business according to our passion and hobbies. Hobby is a sense of liking for something and when doing it causes a sense of pleasure. But in hobbies there are no achievement targets
Hobbies also undergo changes caused by several factors such as close friends, facilities and opportunities.

Passion is a very deep passion or interest. Or it can also be said to be a strong hastrat (not just liking). In doing activities in which there is passion, the activities will include activities that 'cannot be not done', or must be done because if you don't do it there is something you feel lacking.
If a hobby only contains a sense of liking. If you have done it, there will be a sense of pleasure and satisfaction. But if passion is not just like, but there will be a desire to achieve better and even he will learn more so that what he does meets the competition target for himself.

There are several reasons why passion does not determine success.
The passion that exists in a person is not necessarily the same as the expertise possessed. It's possible to have an interest in many things, but the effort and time dedicated to that interest aren't necessarily equal. Therefore do not pursue what is only liked, but pursue something that can motivate to spend time and effort to do it continuously.
In life there is an X factor.

Despite trying your best, sometimes there are internal factors that cannot be controlled, and can even be difficult to explain. Like one person's effort is the same as someone else's effort. With the same level of effort, the chances for success are not necessarily the same. Not to mention the influence of external factors such as luck or geographical conditions around.

The influence of talent is smaller on mental activity.
Speaking of mental activity, the role of talent has a smaller portion. This is because what is actually called talent is the result of a training activity, whether intentional or unintentional. Good exercise is an exercise that can correct your shortcomings. Someone who can dedicate his time to practice something, then willdefinitely reap success.