



## Entrepreneurship Training for Kampung Pisang Nagari Koto Panjang Kecamatan IV Koto Communities

### Pelatihan Kewirausahaan Bagi Masyarakat Kampung Pisang Nagari Koto Panjang Kecamatan IV Koto

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<b>Article History:</b> Received: diisi oleh editor Revised: diisi oleh editor Accepted: diisi oleh editor Published: diisi oleh editor	<b>Abstract</b> Kampung Pisang is included in Nagari Koto Panjang, District IV Koto, according to its name, bananas are the main product of this village. Bananas with a distinctive taste are mostly sold to Bukittinggi in unprocessed raw form. The people in Nagari Koto Panjang are MSME actors engaged in selling bananas, but there is a lack of motivation for the people in Nagari Koto Panjang in developing their business. The implementation of PKM in Pisang Village aims to increase the creativity and innovation of MSME actors in Nagari Koto Panjang to create a wide variety of varied products and market their products to a wider network. It is hoped that in the future the people in Nagari Koto Panjang will be able to increase the variety of their products.  <b>Keywords:</b> entrepreneurship, creativity, innovation, village of bananas, small and medium enterprises (SMEs)  <b>Abstrak</b> Kampung Pisang berada termasuk dalam Nagari Koto Panjang Kecamatan IV Koto sesuai namanya pisang merupakan produk utama dari kampung ini. Pisang dengan rasa khas sebagian besar di jual ke Bukittinggi dalam bentuk mentah yang belum di olah. Masyarakat di nagari koto panjang merupakan pelaku UMKM yang bergerak dibidang penjualan pisang, namun kurangnya motivasi bagi masyarakat di nagari koto panjang dalam pengembangan usahanya. Pelaksanaan PKM di Kampung Pisang bertujuan untuk meningkatkan kreatifitas dan inovasi pelaku UMKM di Nagari Koto Panjang untuk menciptakan berbagai macam produk yang bervariasi dan memasarkan produknya ke jaringan yang lebih luas. Harapan ke depannya masyarakat di Nagari Koto Panjang dapat memperbanyak variasi produknya.  <b>Kata Kunci:</b> kewirausahaan, kreativitas, inovasi, kampung pisang, Usaha kecil menengah (UKM)
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## INTRODUCTION

Nagari Koto Panjang is one of the villages in the IV Koto district, Agam district, West Sumatra. Kampung Pisang is one of the villages in Nagari Koto Panjang, namely. Why is it called Kampung Banana because this village is known as a producer of bananas. "Bananas with a distinctive taste from the village of bananas are usually sold to Bukittinggi in raw, unprocessed form." The people in Nagari Koto Panjang are MSME actors engaged in selling bananas, but there is a lack of motivation for the people in Nagari Koto Panjang in developing their business.

According to Mr. Wali Nagari, Drs Yunarson, the problems faced by the people in Nagari Koto Panjang in general are:

1. There is still a small variety of products processed by the people of Kampung Pisang
2. The lack of breadth of product marketing and farming products of the Kampung Pisang community
3. lack of human resources who can focus on managing an MSME yang ada di Nagari Koto Panjang

Based on the above problems, the Management Study Program of the Haji Agus Salim Institute of Technology and Business (ITB HAS) Bukittinggi is working together with the ITB HAS Student Association, lecturers at Andalas University and lecturers at the Imam Bonjol College of Social and Political Sciences to conduct training so that they can provide ideas and motivation to the people in Nagari Koto Panjang. Efforts to increase the creativity and innovation of MSME players in Nagari Koto Panjang to create a wide variety of varied products and market their products to a wider network. It is hoped that in the future the people in Nagari Koto Panjang can increase their product variations.

Entrepreneurship is a creative business that is built on innovation to produce something new, has added value, provides benefits, creates jobs and the results are useful for others. (Soegoto, 2009). Basically, extension activities are the introduction of new things to the community so that they can follow and implement them in the daily life of the community. It is also necessary to pay attention to how the target of the extension can understand, understand, and follow the contents of the counseling properly and correctly, and how they want to apply new ideas or ideas in their lives. Therefore, an extension requires careful planning, directed, and sustainable.

Considering this, this counseling and training is carried out in an educative manner in which a series of activities are carried out in a systematic, planned and also directed manner with the individual participation of the Nagari Koto Panjang community group to overcome obstacles in their business. From a technical point of view, the language and facilities used must be adapted to the individual reasoning power of the community groups in Nagari Koto Panjang so that the entrepreneurship motivational training carried out can increase knowledge about how to create creativity and innovation in developing their business.



Figure 1. Office of the Wali Nagari Koto Panjang



Figure 2. PKM ITB TEAM HAS Bukittinggi

## METHOD

The implementation of community service activities for SMEs and Farmer Groups in Kamang Magek District is carried out using the following method:

- a. Submission of material: in the form of delivering material on entrepreneurial motivation to create creative and innovative entrepreneurs and how to market products so that their reach is even wider.
- b. Discussion: in the form of questions about the obstacles faced by the Kampung Pisang community.
- c. Distribution of food aid to the community.

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## **RESULTS AND DISCUSSION**

This community service was carried out for the people of Pisang Nagari Koto Panjang Village, on January 6 2023 in the MDA meeting room of the Jihad Mosque in Pisang Nagari Koto Panjang Village. This community service partner is a group of Kampung Pisang communities for 1 day equivalent to an effective time of 3 hours.

To overcome a number of problems faced by this group, solutions are needed to provide ideas and strategies for marketing their products to a broad network and increase creativity for business actors from the Nagari Koto Panjang community in preparing themselves for creative and innovative businesses in Kampung Pisang Nagari Koto Panjang, District IV Koto, Agam Regency, West Sumatra.:

1. Increasing the knowledge, skills and potential creativity of individuals and groups for the people of Kampung Pisang Nagari Koto Panjang, District IV Koto, Agam Regency, West Sumatra. So as to increase the understanding, motivation, creativity of the workers. And you can also add a variety of products that are popular with the community, but still don't leave the distinctive taste of bananas produced by the people of the banana village. In terms of increasing product marketing in Nagari Koto Panjang, what really needs to be considered is social networks so that products can penetrate a wider market. No matter how good the product is, but if there is a lack of social networks from marketing these products then the product with the characteristic delicious taste of this banana village will be less widely known to other outsiders. Expand research on the constraints faced by consumers related to the products offered, in terms of price, taste, and others.  
Furthermore, for places of sale that can be practical and efficient online to sell their products, they must use digital promotional media, for example using marketplaces or social media for beginner businesses because for the current conditions consumers only need fast transactions and fast delivery, goods arrive well and according to consumer wishes.
2. For sales outside the city, a PO (pre-order) system is carried out so that product quality is maintained until it is in the hands of consumers.





Figure 3. Greeting and Opening of the Mayor of Nagari



Figure 4. Provision of counseling materials

From the counseling and training materials provided, it can be seen that there are some new materials that have never been obtained before by the training participants, including seeing whether the creativity of the participants in marketing their products has done or used IT such as: computers. hp, join the marketplace or social media. The direct assessment of the participants' absorption of the material provided was quite good, this can be seen from the ability. The direct assessment of the participants' absorption of the material provided was

quite good. This indicates that the training participants are able to properly digest and understand the concepts, materials and practices provided. An interesting condition in this activity was the extraordinary enthusiasm of the participants by seeing the interest and seriousness of the participants in listening, understanding and enthusiasm in the material giving session.

The factors that support the implementation of this community service activity are the amount of interest and enthusiasm of the participants during the activity, so that the activity takes place smoothly and effectively. While the inhibiting factors are the limited time for counseling and the lack of internet connection availability in the area to realize the results of this post-counseling and training activity.



Figure 5. PKM TEAM and Community

## CONCLUSION

From this community service activity it can be concluded that the knowledge and understanding of the community in Nagari Koto Panjang regarding entrepreneurial motivation in designing and marketing creative and innovative products so that they can be recognized and reach a wider market. And become a superior product and compete in the world of economy and business.



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