

Digital Era Entrepreneurship Training for Indonesian Migrant Workers

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ABSTRACT Entrepreneurship in the digital age is partly a way to address the economic and social challenges faced. Entrepreneurship can potentially boost economic growth in developing or poor countries. Migrant workers in Malaysia often face various problems, including employment, immigration, and education. Therefore, it is important to hold community service activities with a focus on digital era entrepreneurship training. This community service aims to increase the motivation and entrepreneurial skills of migrant workers in Malaysia in the digital era. PKM activities are carried out with a community development approach, PKM steps include interviews, motivational lectures, training with case studies and simulations, discussions, and mentoring. The results showed that this service activity succeeded in increasing the motivation and entrepreneurial skills of PMI from creating attractive products, as well as providing an understanding of the media, ideas, and opportunities for digital era entrepreneurship. This article reflects a positive effort in empowering PMI to achieve a better life through entrepreneurship.

Keywords: *Entrepreneurship, Digital Age, Indonesian Migrant Workers, Malaysia.*

1. INTRODUCTION

The digital era is no longer strange to hear about. Since the beginning of the 21st century, advances and developments in digital technology such as the internet, mobile devices and artificial intelligence have opened up many new and unprecedented opportunities. The digital era is a time where the majority of people use digital systems in their daily lives (Rumapea, 2019). This era makes it easier for humans to access information and use digital technology without being limited by space and time. The digital era has changed many aspects of life, such as communication, education, work, entertainment, transportation, government, and even economic activities. The rapid development of digital technology with new functions has changed the environment to be competitive and produced new forms of previously traditional business strategies, structures and processes (Bharadwaj et al., 2013). It can be seen that currently many small organizations are developing with one-person company owners, this is because they use an economy supported by

digital technology (Zhao & Collier, 2016). According to (Kasidi, 2020), the digital economy is characterized by the increasing development of business or trade transactions that use the internet as a medium for communication, collaboration and cooperation, both between companies and individuals for the purpose of marketing a product.

The progress of the digital economy era coincides with the issue of entrepreneurship which has become important in the era of global trade because it is related to aspects of economic growth and employment (Achmad et al., 2016). The word entrepreneur itself comes from the English translation, namely entrepreneur means a person who has the ability to see and assess business opportunities. In terms of the Big Indonesian Dictionary, an entrepreneur is defined as someone who is talented or skilled in identifying new products and determining how to produce and organize new products (Aprica Isabella & Sanjaya, 2021). According to (Fiandra et al., 2022) entrepreneurship is a creative effort packaged based on innovation to create something new, has added value, contributes benefits, opens up employment opportunities, and the results produced are useful for other people. So, it can be concluded that entrepreneurship is an effort to create creative and innovative new products, which can provide value and benefits for many people and is carried out by someone who is good at seeing opportunities.

The digital era is changing many aspects of human life, including changing how business is done. Digital era technology provides many opportunities for entrepreneurs from various groups to get involved in the business world independently. So, entrepreneurship can develop rapidly by taking advantage of various opportunities in the current digital era. So, entrepreneurship can collaborate with various kinds of technology in this digital era. Digital entrepreneurship is a phenomenon that emerges through technological assets such as the internet and information and communication technology (Tobing, 2023). The definition of digital era entrepreneurship can be interpreted as a term that includes online businesses created and run by someone. (Kinasih, 2023) states that digital entrepreneurship is an entrepreneurial opportunity created through the use of technology platforms and other information communication equipment. In general, any entrepreneurial activity that transfers assets, services or a large part of the business to digital can be categorized as digital entrepreneurship. For example, there is now a transaction that uses internet media which connects producers and consumers or better known as e-commerce (Ratama et al., 2022). According to (Tobing, 2023), digital entrepreneurship in the last decade has become a new way of running a business and has had a huge influence throughout the world.

Entrepreneurship or entrepreneurship in the digital era is becoming increasingly important in facing various life challenges, where currently business people can develop creative ideas and use digital technology as a means to start a business. Entrepreneurship has great opportunities to

provide economic, social and educational benefits for those who do it. Entrepreneurship driven by digitalization can contribute to economic growth in a country, especially developing or poor countries. A study from (Ambarita et al., 2018) states that a developed country is generally a country that has many entrepreneurs who provide jobs, thereby reducing unemployment and contributing income to the country. Limited job opportunities in Indonesia often cause people to seek work abroad. Reporting from the mass media written by (Javier, 2022) based on the Central Statistics Agency, unemployment in Indonesia will reach 5.83% in 2022. This large percentage illustrates the number of job competition in Indonesia.

Therefore, many Indonesians are more interested in looking for work in other countries or becoming Indonesian Workers (TKI). The main factors apart from the limited employment space are also economic, seeking experience, and encouragement from the family (Nurjan et al., 2023). One of the countries where many Indonesians go to work is Malaysia. There are several reasons why Indonesian Migrant Workers (PMI), another name for TKI, is because of higher income, cultural similarities and geographical proximity. If we look at the field of work, PMIs work in oil palm plantations, construction and household assistants (ART). (Bank & BNP2TKI, 2022) stated that there were 1.63 million PMI working in Malaysia in the second quarter as seen from Indonesian financial economic statistics data. This amount is an accumulation of PMI in the category without official documents or Permitted Foreign Immigrants (PATI). This category causes many problems, both employment and immigration and education. The complexity of the problems is a big challenge in realizing the mission to make the nation's life intelligent. The Indonesian government's movement to facilitate education for people living abroad still leaves problems due to immigration status where the Malaysian state prohibits non-professional PMIs from getting married, bringing families and even giving birth to children in Malaysia. However, the fact is that PMI still come to Malaysia to seek a better life in their hometowns, so the problem is not easy to resolve.

One of the government's steps in facilitating education in Johor Bahru, Malaysia is the establishment of the Johor Bahru Indonesian School (SIJB), which is a school for the children of PMI. SIJB began providing teaching and education on January 5 2014, an initiative of the Johor Bahru Consulate General Taufiqur Rizali for the attention and concern of the central ministry. The SIJB building was established in 2015 and was inaugurated directly by the Minister of Education and Culture at that time Anies Baswedan. The Johor Bahru Indonesian School aims to provide protection for the children of migrant workers in the form of fulfilling their basic rights to education.

Based on the background described above, it is important to carry out Community Service (PkM) activities in Johor Bahru, Malaysia with a focus on digital era entrepreneurship studies. The millennial generation may have received education about entrepreneurship in achieving a better future. However, many young people are not yet equipped with the courage and entrepreneurial skills, such as still having pride, limited knowledge, and a lack of implementation training. The majority of PMI who live in Malaysia do not have access to formal education due to the complex problems of living as a Foreigner (WNA). Therefore, the presence of Community Service (PkM) activities is expected to be a means of non-formal education that can provide a valuable contribution for PMI in Malaysia, where it will equip them to be able to fight in Malaysia and when they return to Indonesia have better abilities. in entrepreneurship to improve a more decent life without risking fate in other people's countries.

2. METHOD

Community service is packaged in qualitative descriptive terms. The approach applied is through a community development approach, which is an effort to provide confidence and strength to be creative and innovative, which focuses on empowering communities to become socially and economically independent (Olahkarsa, 2022). There are five steps in carrying out community service, namely as follows:

1. The first step is an interview to observe and analyze common problems that occur with partners.
2. The second step is to provide lectures in the form of life struggle motivation so that participants have the desire to become entrepreneurs independently.
3. The third step is carrying out training by providing a case study and simulation.
4. The fourth step is discussion
5. The final step is to facilitate participants who already have a business by providing further assistance.

This community service activity is carried out offline by involving expert lecturers. The aim of this PkM is to increase motivation to desire entrepreneurship, know media, ideas and business opportunities for the digital era generation, and know the challenges that must be faced in carrying out business. The main target of this PkM activity is Indonesian Migrant Workers in Johor Baru, Malaysia. The number of participants who attended this activity was 61 people, consisting of teachers and students. This PkM will be implemented on June 18 2023, for one day.

6. RESULT AND DISCUSSION

In the first step, the team carried out observation and analysis interviews regarding community service plans with the Consulate General of the Republic of Indonesia (KJRI) Johor Bahru and obtained activity permits. The Indonesian Consulate General also expressed his warm welcome to the PkM team with the urgency that Indonesian Migrant Workers in Johor Bahru, Malaysia, often cause many problems, such as workers not getting their salary rights, not being given access to communication, running away from work, and even cases of being abandoned. Therefore, PkM activities that carry the theme of digital era entrepreneurship will open and expand new insights for PMIs so they can make better life decisions.

The second step, the PkM team gave a lecture with motivational material about life's struggle. The speaker stated that the actions taken by PMIs to work in Malaysia were a big risk taken in order to get a more decent life than their life in their homeland. The speaker also provided other motivation to achieve their dreams, namely that participants could try entrepreneurship. With that, so that participants can better understand what and how to do entrepreneurship, the presenters explain in detail general knowledge, how to start, and the use of digital era technology for entrepreneurship. The speaker gave an illustration that in the current digital era, entrepreneurship is very easy, with many existing platforms that can be used as a place to market the products produced. In fact, entrepreneurs are spoiled by technology so that selling now no longer requires a shop, inventory and large amounts of capital. Entrepreneurs only need to create a shop through an account on social media or a marketplace that is currently popular and can market their products to various places online from home.

To provide more understanding to PkM participants, the third step is to carry out a training session filled with case studies about building creativity in making a product as a solution to consumer needs. The case study provided is entitled "A woman who lost her wallet and plans to buy it again". After the presenter tells the case, the participants are divided into groups and carry out a simulation by making products that consumers need based on the case that occurred. Then, each group was given the opportunity to present the products they produced and choose which products were most attractive for consumers to buy. From the simulation given, each group produces an attractive product (wallet) with its own advantages. Finally, the speaker concluded that with creativity and innovation that is owned and continues to be developed, entrepreneurship becomes easy and can generate promising income. The following are pictures related to digital era entrepreneurship training activities:



Figure 1. Activity Documentation

As a form of confirmation and strengthening understanding, the fourth step of PkM is carrying out discussions. This session was held in a question and answer format, so that there could be two-way communication between the presenters and the participants.

The final step of this PkM activity is to register participants who already have previous businesses to carry out a more intensive mentoring process using an online scheme, because this PkM is limited by the distance between two countries, namely Indonesia and Malaysia.

All PkM activities can be carried out very well by the team. The success of the activity can be seen from the enthusiasm and activeness of the PkM participants during the training. From the PkM activities, it is hoped that participants will be able to start taking action in entrepreneurship that utilizes technology in the digital era. This PkM can increase motivation to create a better life in the future through entrepreneurship.

7. CONCLUSION

The results of the service implementation in Johor Bahru, Malaysia for Indonesian Migrant Workers (PMI) can generally be concluded that the participants have high enthusiasm in participating in PkM activities. Apart from that, this PkM can provide new motivation for participants to create a better life in the future through entrepreneurship in this digital era. PkM activities also increase participants' insight regarding media, ideas and business opportunities that can be implemented further. Apart from that, participants are able to make a product according to consumer needs, so that the product will attract buyers. Based on the PkM activities that have been carried out by the team, it is hoped that the participants will understand that entrepreneurship in the digital era is a new way to improve living conditions to be more decent. The existence of high enthusiasm and desire, creativity and innovation that continues to be developed by each individual will be able to provide benefits not only for themselves, but for the environment by successfully

opening up new job opportunities. In the long term, it will reduce the level of problems that often occur among Indonesian Migrant Workers.

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CONFLICT OF INTERESTS

The author declares that there is no conflict of interest whatsoever in this article. The author states that the article I wrote above is his own original work. The author does not adapt or translate from other sources. This article has also never been published in any media. The author is willing to take responsibility if any party feels personally aggrieved or demands legal action due to the publication of this article.

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