

Vocational School Student Entrepreneurship Strategy

¹Laila Lupita Ardhiyanti, ²Tri Kuat*, ³Muhammad Sayuti,

Universitas Ahmad Dahlan, Indonesia.

Email: ¹lailalupitaa@gmail.com, ²tri.kuat@mpgv.uad.ac.id*, ³muhammad.sayuti@mpgv.uad.ac.id

* Correspondence author

ARTICLE INFO

Article history

Received Apr 04, 2023

Revised May 15, 2023

Accepted May 30, 2023

Keywords

Entrepreneurship Strategy

Business

Vocational High School

ABSTRACT

This study aims to analyze the strategies used by a successful vocational high school student in entrepreneurship. This research is a qualitative type of research with phenomenological research methods. This method approach uses the development of the Post-modern Phenomenology specification paradigm. Phenomenology is presented descriptively. Phenomenological research data collection was carried out using in-depth interview techniques. The results of this study reveal the strategies used by Ayu in the form of expanding the reach of promotions, forming networks, and paying attention to sales prices.

This is an open access article under the [CC-BY-SA](#) license.



Introduction

The high unemployment rate in Indonesia occurs due to an increase in the working age population which is not balanced with the creation of new jobs (Kartika & Muslim, 2021). High competitiveness and insufficient job vacancies have encouraged some Indonesians to increase their entrepreneurial knowledge and open their own businesses (Gunawan, 2020). Unfortunately, the number of entrepreneurs in Indonesia is still very low compared to a number of countries in Southeast Asia (Kemenkopukm, 2020). Vocational education aimed at producing graduates who are ready for work and entrepreneurship cannot be said to be successful. Vocational High School graduates are in fact the 2nd highest unemployed based on educational completion (BPS, 2020). No previous studies have examined the success stories of vocational students in entrepreneurship. Researchers found the phenomenon of Ayu Irma Suryani (Ayu) as a successful entrepreneur who needs to be described, analyzed, and replicated her success process.

The researcher reviews previous studies in the country, such as research conducted by Rifalzi (2020), Isnaini (2021), Atika (2017), Syopiarni (2021), Ramadhan (2020), Novianti (2021), and Ahmadi, et al. (2022). These studies reveal the background and characteristics of successful entrepreneurs as well as strategies for developing their entrepreneurship. Researchers also reviewed similar studies abroad, such as studies conducted by (Catana, et al., 2021), Solem (2018), and (Genus, et al., 2021).

Researchers see Ayu's phenomenon as a unique, interesting phenomenon, and needs to be studied. None of the other entrepreneurs in the teenage student category were as successful as Ayu. Ayu, who is still a student, has successfully started an entrepreneur and has maintained her business to this day. The income generated is also on par with other entrepreneurs who are more mature in age. Ayu even has the opportunity to generate a much larger income when she gets older if she continues to pursue her entrepreneurship.

Method

This research is a qualitative type of research with phenomenological research methods. This method approach uses the development of the Post-modern Phenomenology specification paradigm. Phenomenology is an analytical method used to examine human experience regarding something that appears or phenomena that occur around us (Farid, 2018). Phenomenology is presented descriptively by revealing how the subject experiences and makes sense of his experience (Hamzah, 2020). Phenomenology is the best method chosen by researchers to explain something about the general and in-depth description of the subject to be studied.

The main data collection in the phenomenological method research was carried out by interview techniques. This interview uses a list of questions that have been prepared in the interview guide according to the interview grid. The interview guide is first tested for its validity or credibility by entrepreneurship experts or authorities. In-depth interviews were conducted using semi-structured interviews. Interviews were conducted using open ended questions directly or face to face using one-on-one interview types. Data acquisition begins with first approaching the informant or research subject. The main subject is Ayu Irma Suryani, the supporting subject is Ayu Irma Suryani's mentor (mother), father, friends, and neighbors.

The data obtained is then collected for further analysis. This analysis initially consists of developing a general understanding of the data and after that coding the descriptions and themes about the central phenomena (Creswell & Poth, 2018). Data analysis begins with organizing data, grouping data based on categories, themes, and patterns of answers, testing existing assumptions or problems with the data, looking for alternative explanations for the data, then writing down the research results and ending with the data validation process.

Result and Discussion

1. Expanding the Promotion Range

Ayu shared the strategy she used in running her entrepreneurship. Social media is used to market the products he sells. His Whatsapp, which has many friends, is a social media that is used to market his products. Ayu also markets via Facebook which she considers to have a very broad marketing reach. The way to extend that reach is done by accepting all friend requests that come into his account.

This strategy is an important basic strategy in entrepreneurship, but not all entrepreneurs know how to make it happen. Entrepreneurship education can help provide a way by teaching these strategies to students. For example, by giving sales practice assignments whose promotions are carried out through online shopping platforms, uploading products on various social media by paying attention to the number of followers, advertising on social media, expanding your network of friends, and so on.

The results of research related to the strategies used by Ayu are also in line with the strategies used by other successful entrepreneurs in previous research. Isnaini (2021) reveals that Linda Purnama uses a marketing system strategy which is carried out by means of promotions through exhibitions, E-Commerce, social media. Atmojo (2022) states that e-commerce in the form of social media and the Grab application is an effective strategy for entrepreneurship. Rosmadi (2021) concluded that to maintain the continuity of Small and Medium Enterprise (SME), the use of the internet and social media is a very appropriate strategy for entrepreneurship.

Miharja (2018) also formulates a strategy used for entrepreneurship in the form of a diversification strategy where companies are required to make changes in order to cover weaknesses and pursue available opportunities, one of which is by increasing promotional activities and expanding distribution areas so that products are better known by the wider community so that they can take advantage of great opportunity. Yunaz, et al. (2022) concluded tips that can be used in processing and developing their business, one of which is by using social media for promotion.

2. Forming a Network

Another strategy used by Ayu in entrepreneurship is by empowering other people to sell her products. These people buy Ayu's products at lower prices and then resell them. This kind of thing is commonly known as 'kulakan' in Javanese. Ayu here acts as a middleman. This popular activity is called open reseller. The resellers who picked up products from him numbered about 30 resellers at that time. Each reseller usually takes at least 10 pieces of products from Ayu. Products sold in one transaction can reach 300 pieces from Ayu's statement.

Entrepreneurship education can teach this strategy by giving assignments regarding increasing the number of friends, then forming a group that works together to market sales. Another example is giving assignments that position students as middlemen like Ayu did, or what is popularly called an open reseller.

Increasing or forming networks as a strategy in entrepreneurship has also been revealed in previous studies. Atika (2017) also reveals Fatimah's strategy of forming a network by partnering with her first daughter named Gusfarita. Genus, et al. (2021) stated that networking is a strategy that facilitates and provides many opportunities to share ideas and practices between members of perma culture in the community. Ahmadi, et al. (2022) found that improving networking is one of the five business innovator skills possessed by entrepreneurs. Oh (2017) also reveals an entrepreneurial strategy in his research derived from the growth process after starting a fashion business, one of them namely by building systems that respond to changes in the market environment and thrive through win-win growth with members in the network. Budiningsih, et al. (2017) stated that the entrepreneurial strategy is based on the experience and enthusiasm of entrepreneurial actors as well as being supported by the potential of local resources so as to influence the improvement of partnership relations between entrepreneurs.

3. Paying Attention to Sales Prices

Apart from these two strategies, Ayu also revealed that profit-taking is also the strategy she uses. Ayu admits that she has no ambition to make big profits like other sellers. Small profits are not a problem for him, the most important thing is the smooth running of the entrepreneurship he is running. Ayu prefers to maintain customer loyalty by not looking for too high profits, but rather by increasing the number of buyers.

Price is something that is taken into consideration by potential consumers. This of course departs from good financial management in entrepreneurship. Students can be assigned to practice selling by surveying product prices on the market first. The specified price is at least the same or even cheaper than the market price.

Isnaini (2021), Miharja (2018), and Yunaz, et al. (2022) also revealed the selection of selling prices as a strategy in entrepreneurship. The price selection strategy that is carried out is oriented towards the interest in subscribing to future buyers (Isnaini, 2021). One of the diversification strategies in which companies are required to make changes in order to cover weaknesses and pursue available opportunities is to maintain selling prices (Miharja, 2018). Realistic prices are said to be one of the tips used to process and develop their business (Yunaz, et al., 2022).

Conclusion

Based on this discussion, it can be concluded that Ayu uses three kinds of strategies in running entrepreneurship. The entrepreneurial strategy used by Ayu is in the form of expanding the reach of promotions, forming networks, and paying attention to selling prices. Ayu broadens her promotional reach by utilizing social media. The network formed by Ayu is in the form of reseller formation. The selling price is also considered to be oriented towards maintaining customer loyalty by not seeking too high profits, but rather to increase the number of buyers.

References

- Ahmadi, R. D., Suhartadi, S., & Nurhadi, D. (2022). Strategi lulusan SMK menjadi wirausaha otomotif. Evaluasi: Jurnal Manajemen Pendidikan Islam, 6(1), 185. <https://doi.org/http://dx.doi.org/10.32478/evaluasi.v6i1.918>
- Atika, U. (2017). Fatimah: Biografi pengusaha rumah makan Sederhana Padang tahun (1940-2007) [Master's Thesis. STKIP PGRI Sumatera Barat. Sumatera Barat]. <http://repo.stkip-pgri-sumbar.ac.id/id/eprint/1926>
- Atmojo, C. T. (2022). Efektivitas penggunaan e-commerce sebagai strategi berwirausaha pedagang kaki lima di Jombang. BISEI: Jurnal Bisnis dan Ekonomi Islam, 7(1), 1-8. <https://doi.org/https://doi.org/10.33752/bisei.v7i1.2695>
- BPS. (2020). Jumlah sekolah, guru, dan murid sekolah menengah kejuruan (SMK) di bawah kementerian pendidikan dan kebudayaan menurut provinsi, 2020/2021 Badan Pusat Statistik. <https://www.bps.go.id/indikator>
- Catana, Toma, S.-A., Gradinaru, S.-G., & Catalin. (2021). Larry Page and internet entrepreneurship. Ovidius University Annals, Economic Sciences Series, 21(2), 239-243.
- Creswell, J. W., & Poth, C. N. (2018). Qualitative Inquiry and Research Design Choosing Among Five Approaches (4th Edition ed.). Sage Publishing.
- Farid, M. (2018). Fenomenologi dalam penelitian ilmu sosial. Prenada Media.
- Genus, A., Iskandarova, M., & Brown, C. W. (2021). Institutional entrepreneurship and permaculture: A practice theory perspective. Business Strategy and the Environment, 30(3), 1454-1467. <https://doi.org/https://doi.org/10.1002/bse.2708>
- Gunawan, A. (2020). Pelatihan digital entrepreneurship mewujudkan generasi milenial berjiwa wirausaha di sekolah SMA Desa Karangasih Cikarang. Jurnal Abdimas Kartika Wijayakusuma, 1(1), 38-45. <https://doi.org/https://doi.org/10.26874/jakw.v1i1.11>
- Hamzah, A. (2020). Metode penelitian fenomenologi: Kajian filsafat & ilmu pengetahuan. Literasi

Nusantara.

- Isnaini, P. (2021). Biografi Linda Purnama: Pengusaha La'Linda Boutique di Kelurahan Kayu Kubu Kecamatan Guguk Panjang Kota Bukittinggi tahun 2002-2018 [Master's Thesis. STKIP PGRI Sumatera Barat. Sumatera Barat]. <http://repo.stkip-pgri-sumbar.ac.id/id/eprint/13094>
- Kartika, R., & Muslim, I. (2021). Analisis faktor-faktor yang mempengaruhi pengangguran di Indonesia [Unpublished doctoral dissertation. Universitas Bung Hatta.
- Kemenkopukm. (2020). Kemenkop dan UKM berharap lulusan perguruan tinggi dituntut berkarya kreatif dan inovatif. Kementerian Koperasi dan UKM. <https://kemenkopukm.go.id/read>
- Miharja, K. (2018). Analisa SWOT dalam menentukan strategi bisnis Susu Murni Q-Milk. *Jurnal Ecodemica*, 2(1), 30-38.
- Novianti, S. (2021). H. Ramli: Dari pedagang asongan menjadi pengusaha optik tahun 1952-2008 [Master's Thesis. Universitas Negeri Padang. Sumatera Barat]. <http://repository.unp.ac.id/id/eprint/34694>
- Ramadhan, A. (2020). Wirda Hanim: Dari pengrajin bordir menjadi pengusaha batik tahun 1994-2018 [Master's Thesis. Universitas Andalas. Sumatera Barat]. <http://scholar.unand.ac.id/id/eprint/58913>
- Rifalzi. (2020). Biografi Anismar Asri: Pengusaha sulaman Ambun Suri di kelurahan Tarok Dipo kecamatan Guguk Panjang kota Bukittinggi tahun 1975-2005 [Master's Thesis. STKIP PGRI Sumatera Barat. Sumatera Barat]. <http://repo.stkip-pgri-sumbar.ac.id/id/eprint/11894>
- Rosmadi, M. L. N. (2021). Penerapan strategi bisnis di masa pandemi Covid-19. *IKRAITH-EKONOMIKA*, 4(1), 122-127.
- Solem, E. G. (2018). Werner Plumpe, Carl Duisberg. 1861–1935: Anatomie eines industriellen, München (CH Beck) 2016. *Francia Recensio*, 4, 19-21. <https://doi.org/https://doi.org/10.11588/frrec.2018.4.57568>
- Syopiarni, N. S. (2021). Biografi Zuraini: Pengusaha makanan ringan ladu arai pinang "Rumah Tabuik" Kelurahan Kampung Perak, Kecamatan Pariaman Tengah, Kota Pariaman 1992-2018 [Master's Thesis. Universitas Andalas. Sumatera Barat]. <http://scholar.unand.ac.id/id/eprint/98580>
- Yunaz, H., Putri, & Mulyati. (2022). Strategi peningkatan SDM wirausaha kue coklat berbahan dasar lokal. *Jurnal Abdi Masyarakat Multidisiplin*, 1(2), 34-41. <https://doi.org/https://doi.org/10.56127/jammu.v1i2.188>