

## Training and Mentoring Students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to Awake the Entrepreneurial Soul and Become Successful Entrepreneurs

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### ABSTRAK

The aim of training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students is to awaken the entrepreneurial spirit and become successful entrepreneurs is to foster an entrepreneurial mentality, improve practical skills, and have the knowledge to access resources and encourage innovation in developing new products. The methods used the theoretical presentation sessions, questions/answers and discussions for online training and discussions, FGDs, workshops and case studies for offline mentoring at the Surabaya Institute of Health and Business which were conducted on 92 Entrepreneurial students of Institut Kesehatan dan Bisnis Surabaya (IKBIS). The result is community service through training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs, receiving an enthusiastic and positive response from the participants present. It is hoped that graduates of the Entrepreneurial Institut Kesehatan dan Bisnis Surabaya (IKBIS) students will have a deep understanding of the market, have strong practical skills in establishing or managing a business, have the ability to think creatively and innovatively and contribute positively to society, especially through the creation of new jobs.

## **INTRODUCTION**

Growth in the business world in Indonesia is very rapid and contains strategic values that an entrepreneur needs to anticipate, especially in terms of maintaining his business. The number of entrepreneurs still needs to be increased because it is considered very low in Indonesia, namely not commensurate with needs. In addition, the success of a business does not depend on the size of an entrepreneur's business, but is more influenced by how it is managed and entrepreneurs must also be good at seeing existing opportunities. If they are not good at managing it, many Indonesian entrepreneurs will be forced to close down before their business can develop. To prevent this from happening, successful entrepreneurs must awaken their entrepreneurial spirit (Anggraeni, 2017). An entrepreneurial spirit is a spirit that is able to create added value from limitations in an effort to create or capture business opportunities and manage resources to make them happen (Hartanti, 2008). With a creative, innovative and competitive entrepreneurial spirit, entrepreneurs will be able to produce new ideas and creating unique solutions to problems or market needs. The entrepreneurial spirit not only grows from society at large, but also from the educated young generation such as students who are known as young entrepreneurs. One of them is a student at Institut Kesehatan dan Bisnis Surabaya (IKBIS).

Institut Kesehatan dan Bisnis Surabaya (IKBIS) is a health and business education institution that excels in Interprofessional Education (IPE). Currently, IKBIS continues to train its students' entrepreneurial and competitive skills in the international arena with independence and foreign language skills. This is proven by the existence of several IKBIS students who have passed strict selection and successfully participated in internship programs, especially those related to entrepreneurship abroad with the largest percentage in their class (IKBIS, 2024). To support the increase in the number of young entrepreneurs in Indonesia, one way that can be done is to encourage students to become successful entrepreneurs at a young age, supported by good and competitive skills and expertise. Students' mindsets need to be improved so they can better understand how big a role entrepreneurship plays in everyday life. The role of education, especially in higher education, is very important to foster students' interest in entrepreneurship so that limited job opportunities are no longer a big problem because students are able to run their own businesses (Computer Science, 2021).

Based on this, community service is carried out through training and mentoring of Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs with the theme " Becoming Great Entrepreneur: Awakening the Spirit of Entrepreneurship for the Future" using the Zoom application or online. Aimed at Institut Kesehatan dan Bisnis Surabaya (IKBIS) Entrepreneur students with a total of 92 people and accompanied by lecturers as resource persons and the committee involved. This training and mentoring activity aims to foster an entrepreneurial mentality (including the courage to take risks, innovation and business resilience), improve

practical skills in managing a business, have knowledge of accessing resources and encourage innovation and creativity in developing new business products.

## IMPLEMENTATION AND METHODS

Community service through training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs with the theme " Becoming Great Entrepreneur: Awakening the Spirit of Entrepreneurship for the Future" is carried out online via the Zoom application (for training) which implemented on June 8, 2024 . This training and mentoring activity was attended by 92 Entrepreneurial students from Institut Kesehatan dan Bisnis Surabaya (IKBIS), Institut Kesehatan dan Bisnis Surabaya (IKBIS), and lecturers as resource persons. Meanwhile, mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs are carried out offline within Institut Kesehatan dan Bisnis Surabaya (IKBIS) for 6 months starting from January 2024 to June 2024. Timeline of training activities and this assistance is carried out in the stages shown as follows:

### 1. Preparation includes:

- a. Carry out planning and coordination with Institut Kesehatan dan Bisnis Surabaya (IKBIS) for the implementation of training and mentoring activities for students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to awaken the entrepreneurial spirit and become successful entrepreneurs.
- b. Form an organizing team that is responsible for implementing activities and appoints a coordinator and divides tasks clearly.
- c. Designing training materials such as the basics of entrepreneurship, business management, marketing strategies, financial management, product development and those related to the training theme.
- d. Identify target training participants, especially students majoring in Entrepreneurship or entrepreneurship.
- e. choose resource persons who are experienced in the field of entrepreneurship and have the skills to guide students.
- f. Providing facilities that support the training and mentoring process by providing zoom meetings (for online training) and classrooms (for offline mentoring).
- g. Determine the appropriate duration of training and mentoring time, including theory and practical sessions.
- h. Provide e-certificates for participants who successfully complete training and mentoring.

### 2. Training Activities

Participants in training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs were 92 entrepreneurial students from Institut Kesehatan dan Bisnis Surabaya (IKBIS) using the Zoom application as an online face-to-face forum for training activities. What to do next includes:

- a. Prepare material that will be presented in the zoom meeting in sharescreen mode so that participants can see it on their respective zoom screens.
- b. The lecturer as resource person opened the training activity by introducing himself to all participants who attended the training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs. Then, the resource person began to provide an introduction about the goals and importance of students as the young generation becoming young entrepreneurs. The resource person explains what points will be discussed and provides a brief overview of what will be learned during the zoom meeting session.
- c. The resource person explained what entrepreneurship is, the importance of innovation and the role of entrepreneurship in the economy. Then, the resource person explained the basics of business including marketing, finance, operations management, product development, market analysis, business strategy and negotiation as well as leadership management in becoming a successful young entrepreneur. Apart from that, the resource person also talked about the importance of networking with investors, business professionals or other entrepreneurs and provided motivation to take intensive guidance regarding easier access to resources.
- d. After finishing explaining the presentation of the material on the zoom screen, the resource person opened a question/answer and discussion session with the participants and facilitated discussions regarding matters that should be prioritized. The resource person reminded the importance of training students at Institut Kesehatan dan Bisnis Surabaya (IKBIS) to awaken the entrepreneurial spirit and become successful entrepreneurs to foster an entrepreneurial mentality, have practical skills and knowledge of accessing resources and encouraging innovation.
- e. The resource person closed the training activity session.

### 3. Mentoring Activities

Mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs are carried out offline within Institut Kesehatan dan Bisnis Surabaya (IKBIS) for 6 months which includes the following activities:

- a. Discussion: Discussion activities in mentoring for participants and resource persons usually discuss methods designed to help students develop the skills, knowledge and mindset needed to be successful in the world of entrepreneurship. Then, set business goals that are specific, measurable, achievable, relevant, and time-bound. In business planning, discuss the importance of business plans such as market analysis, marketing strategies, financial projections, product or service design processes that suit market needs and product prototype testing.
- b. Workshop: In the workshop, the resource person accompanies participants in design thinking to design innovative products or services and create simple prototypes and discuss the feedback obtained.

- c. FGD: In the FGD, the resource person invites participants to brainstorm to discuss potential business ideas, identify market opportunities and share views. Additionally, analyze the strengths, weaknesses, opportunities and threats (in SWOT form) of each proposed idea. Then, the participants were invited by resource persons to present to the large group the results of the business plans created by each small group so as to get optimal feedback.
- d. Case Study: In a case study, the resource person provides an assignment to apply the learning from the case study into a real project or simulation of their own business and the resource person provides further guidance for the implementation of a real project based on the learning from the case study. The participants were also asked by resource persons to discuss the findings from the case study and provide their views regarding the case study.

The method used in Institut Kesehatan dan Bisnis Surabaya (IKBIS) student training activities to awaken the entrepreneurial spirit and become successful entrepreneurs is a material presentation, question/answer and discussion session conducted online via the zoom meeting application. Meanwhile, the methods used for mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs are discussions, workshops, FGDs and case studies conducted offline within Institut Kesehatan dan Bisnis Surabaya (IKBIS).

Some of the equipment used for online training activities via the Zoom meeting application is a laptop, laptop web camera, external microphone, headphones or headset, stable internet network, zoom background control and recording equipment. Meanwhile, some of the equipment used for offline mentoring activities at Institut Kesehatan dan Bisnis Surabaya (IKBIS) are laptops, projectors, whiteboards and markers, microphones, and simulation rooms for mentoring, including workshops, FGDs and case studies. The materials used in training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs are presentation materials in the form of powerpoints (online) and offline are guidebooks and simulation rooms to support mentoring activities for 6 months. This training and mentoring activity is carried out to improve practical skills and knowledge of accessing resources as well as encouraging innovation and creativity in developing new business products.

## **RESULTS AND DISCUSSION**

Community service through training and mentoring activities students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to awaken their entrepreneurial spirit and become successful entrepreneurs carried out online and offline, namely theory presentation sessions by holding online meetings via zoom meetings and mentoring with offline meetings in the environment Institut Kesehatan dan Bisnis Surabaya (IKBIS). In carrying out online activities, activities are guided by lecturers who are sources for training and mentoring activities

students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to awaken their entrepreneurial spirit and become successful entrepreneurs namely Dr. Teguh Setiawan Wibowo, MM, M.Si., M.Farm., Apt., AIFO. who serves as Chair of the Surabaya Indonesian Traditional Medicine and Herbal Medicine Association. The second speaker is Dr. Ahmad Hariyanto, M.Si. and the third speaker is Mrs. Ir. Hj. RR. Nurul Hidayati, M.Si., A.Md.Akup (akupuncturist practitioner) The resource person entered the zoom meeting room accompanied by the committee and then the participants began to enter the zoom meeting room one by one, up to 92 students. After all participants entered the complete zoom meeting, the participants began to listen to the speaker's presentation regarding students who awaken their entrepreneurial spirit and become successful entrepreneurs.

Wibowo, *et al* (2024), The resource person explained that entrepreneurship is related to a person's courage to carry out business activities independently and does not have to continue creating products, but tends to create value. Then, the source said that entrepreneurship is very necessary because someone who works for a company will only benefit the company, not the workers. The workers are blackmailed by their superiors so that the profits received by the company become even greater. This will not benefit the workers. Not to mention, there are fewer job vacancies than the booming number of job seekers. The resource person also explained about the use of hard skills and soft skills to support creativity in creating new products or improving the quality of old products. The resource person's statement regarding people who find it difficult to succeed was also discussed and the resource person gave the example of an entrepreneur who was once insulted because he wanted to sell bottled water. Entrepreneurs are always required to think outside the box. Don't forget, the resource person provided encouraging images in the zoom meeting to make participants not give up easily. Confidence added with action is success in entrepreneurship. The resource person reminded us again that the entrepreneur determines the profits and losses of a business. After giving an explanation at a meeting like that, the resource person closed the theory presentation session and opened a question/answer and discussion session (Wibowo and Negara, 2024). After that, take a group photo at the zoom meeting. Then, the zoom meeting session ended.

During the implementation of training and mentoring activities for students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to awaken the entrepreneurial spirit and become successful entrepreneurs, participants in training and mentoring activities totaling 92 students of the Entrepreneur Institut Kesehatan dan Bisnis Surabaya (IKBIS) were placed in a simulation room for mentoring. For 6 months and accommodated by zoom meetings for training activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their entrepreneurial spirit and become successful entrepreneurs. Based on the results of the training and mentoring activities, the participants were very enthusiastic and enthusiastic in listening to the material presentation session on entrepreneurship and received positive responses from the participants present. Documentation related to the process of training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken their

entrepreneurial spirit and become successful entrepreneurs is shown in the following picture:

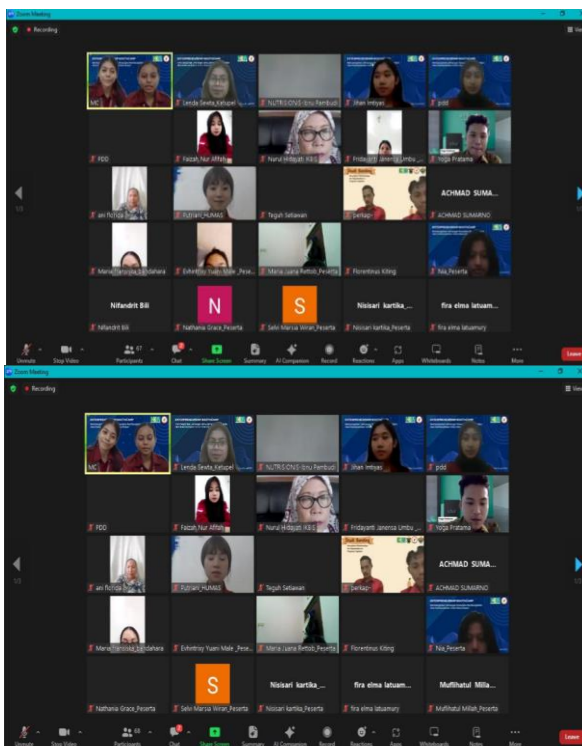


Figure 1. Training Participants and Student Mentoring at Institut Kesehatan dan Bisnis Surabaya (IKBIS) to Develop Entrepreneurial Spirits and Become Successful Entrepreneurs  
(Source: Personal Documents, 2024)



Figure 2 e-Certificate from Training and Mentoring Activities for Students of Institut Kesehatan dan Bisnis Surabaya (IKBIS) to Develop an Entrepreneurial Spirit and Become a Successful Entrepreneur  
(Source: Personal Documents, 2024)

## CONCLUSIONS AND RECOMMENDATIONS

Community service through training activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs which is carried out online using the zoom

meeting application and offline in the environment Institut Kesehatan dan Bisnis Surabaya (IKBIS) includes presentation of material, questions/answers and discussions (via zoom meeting) and includes discussions, FGDs, workshops and case studies (via offline mentoring) led directly by lecturers as resource persons and supported by related parties. help prepare the equipment and needs of participants during training and mentoring activities. This training and mentoring activity was attended by a total of 92 Entrepreneur students from Institut Kesehatan dan Bisnis Surabaya (IKBIS) to foster an entrepreneurial mentality, improve practical skills and have the knowledge to access resources and encourage innovation and creativity in developing new business products. It is hoped that the training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students will awaken the entrepreneurial spirit and become successful entrepreneurs as an effort to increase entrepreneurial awareness and encourage the development of independence in thinking and acting as well as have a positive impact on economic empowerment locally or broadly. Training and mentoring activities for Institut Kesehatan dan Bisnis Surabaya (IKBIS) students to awaken the entrepreneurial spirit and become successful entrepreneurs , it is hoped that graduates of Institut Kesehatan dan Bisnis Surabaya (IKBIS) Entrepreneur students will have a deep understanding of the market, have strong practical skills in establishing or manage a business, have the ability to think creatively and innovatively and contribute positively to society, especially through the creation of new jobs.

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