ENTREPRENEURSHIP-BASED WORK PARTNERS OF EDUCATION BOARD THROUGH REGIONAL TECHNICAL IMPLEMENTATION UNIT (UPTD) OF MEDAN LEARNING ACTIVITY CENTER (SKB) AS A REALIZATION OF WORK EXPERIENCE AND POOR HOUSEHOLD CONSUMPTION MANAGEMENT

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Abstract

Medan city Learning Activity Center (SKB) is responsible in conforming programs from North Sumatera Province as the efforts to improve the quality of Human Resources and economy by giving work experience and learning on poor household consumption management. By using SKB, it is expected that the improvement programs can keep running, therefore to run those programs it is necessary to have a mutual integration and strengthening budget management. Once there is an inconsistency and ignorance of the amount of budget to be received by Medan SKB to realize its entrepreneurship base. The results of the study show that the government of Medan city did not let Medan Entrepreneurship-based SKB remove and create programs which “carelessly run”, but they are still implemented with the scale of needs and priorities. The results of the research show that there was a cooperation of Medan Entrepreneurship-based SKB and network to realize the programs with synchronization and mutual benefits. It made Medan SKB openly and honestly gave information that society needed and the network along with transparency and strategic management. It produced excellence, where SKB had “offer”, because the excellence of the SKB programs were able to give solution of the needs and network in doing social marketing. Thus, the relationship between institutions basically strengthened their own identity and personality.

Keywords: SKB; Economic Education, Entrepreneurship; Microeconomics; Human Resources; Strategic Management; Medan.

Background

As an Entrepreneurship-based Learning Activity Center (SKB), Medan SKB is responsible to conforming programs from North Sumatera Province, which along with the programs it has several missions, the first mission is “To foster stability, partnership, participation and togetherness from all of city development stakeholders.” And the second mission is “To improve efficiency through deregulation and debureaucracy and to create more conducive investment climate including creativity development and innovation area in order to improve competitive skill and comparative area.”

It has been known that some activities in realizing the program from last 10 years, since Medan2007SKB, have tried to give work experience and learning on poor household consumption management by doing some efforts to conform the visions and slogan. The activities including PKM on “Processing of Fishery Products with Various Processed Products”, Parenting Education, Rural Entrepreneurship Course (KWD), and even conducting Package A program since 2007.

All of the programs have been realized as the real works of Medan Entrepreneurship-based SKB by partnering with other parties. However, during the time the writer finds some findings that can be more maximized to give work experience and learning on poor household consumption management, one of them is “partnering power”. Business partnering or building relationship with other parties is considered as an important way by Medan Entrepreneurship-based SKB
because optimizing work partnering power will make Medan Entrepreneurship-based SKB more independent and there are more programs that will be planned and realized. To date, Medan Entrepreneurship-based SKB has not been maximal in building partnership, it is identified from the allocation of funding sources of each program which awaits from APBM and APBD. For example, life skill training of computer course that has been waiting from APBM II is just realized recently, Functional Literacy has been waiting from APBN in 2012, and even the newest is Basic Functional Literacy in 2014 is no longer getting funding from APBM so that it must be implemented with funding from APBD of North Sumatera Province.

The inconsistency and ignorance of the amount of budget to be received by Medan SKB do not mean that Medan SKB removes and creates programs which “carelessly run”, but they are still implemented with the scale of needs and priorities. As in the previous year there was Basic Functional Literacy Program implemented in some subdistricts with the number of participants was 10 to 100 people, but in the following year the program has been removed. It should be noted that the program has been removed because there is no allocation from APBN, however because the program is needed in the following year with the funding from allocation of APBD of North Sumatera Province the program is re-realized. It shows that there is a renewed spirit from Medan Entrepreneurship-based SKB management.

The optimization will increase the tasks and functions of Medan Entrepreneurship-based SKB in realizing the programs. Partnership will make Medan Entrepreneurship-based SKB an independent and good corporate and it is expected to be followed by other SKB as an effort to increase tasks and functions of SKB. The purpose based on the problem statements above is to make Medan Entrepreneurship-based SKB a good corporate so that it is able to realize the work programs independently through partnership, where Medan Entrepreneurship-based SKB will strengthen and optimize management in networking. Based on the background, Medan Entrepreneurship-based SKB will implement good corporate process through partnership by partnering with other institutions. Therefore, this paper will discuss the real works of SKB and its efforts in reaching microeconomics sector management and role development from Education Board through the functions of SKB.

Discussion

Generally, a program will be implemented by clear planning. During the time the writer feels that the budget allocation to implement the programs from Medan Entrepreneurship-based SKB is often problematic when it collides with proposed programs. Therefore, as a base of entrepreneurship, SKB is asked to be independent and to maximize its strategic management to build partnership. For example, when Medan SKB is conducting Package A Equivalence Test program, it can be partnered with related education board, when it is conducting Vocational program, it can be partnered with agriculture board and some institutions both under government and private supervision through their CSR program.

In partnering with other relations to implement work programs, the head of Medan Entrepreneurship-based SKB will face challenges in making strategic management in order to make Medan SKB get an image/brand especially as an institution which is able to “work” on informal education sector, such as conducting life skill education, entrepreneurship, community reading park and other sectors based on the programs that have been realized and will be planned together with the partners. Implementing more programs, filtering and improving public welfare are the indications of SKB which is independent and able to partner with other institutions.
Problem Solving Strategies in Economic Management from Medan SKB in order to Give Work Experience

Problem solving strategies in making Medan SKB which is trying to give work experience and learning on poor household consumption management is expected to be able to realize the work programs independently by using network, then Medan SKB will do some basic steps, including:

1. Performing internal revitalization in Medan SKB management, through the focus of mindset change to improve public services of Medan SKB by arranging organizational culture and how the communication is created and to encourage job opportunities.
2. Making a strategic plan to understand the position and potential of programs from Medan SKB before merging with the needs of network.
3. Running the programs with a potential to improve the image of Medan Entrepreneurship-based SKB as a good corporate by giving work experience.
4. Reforming budget from Medan SKB, where it raises a new paradigm in formulating budget which puts forward the principle of public accountability, public participation, and budget transparency as the learning on poor household consumption management.
5. Communicating with networks from Medan Entrepreneurship-based SKB to improve social name and image from a corporation value of Medan Entrepreneurship-based SKB.
6. Synchronizing Medan Entrepreneurship-based SKB programs with the needs of networks, such as private sectors oriented with social marketing in the learning on poor household consumption management.

Optimization of Management by Using Networks is able to Give Work Experience

As an institution that has the potential to “work” on informal education sector, Medan Entrepreneurship-based SKB will get around on how the purposes are in the long term, through the focus of management optimization to utilize network which is able to absorb labors and give work experience for poor community. In implementing the partnership, SKB as an independent institution will be required to do the governance so that when partnering with other institutions it will be easier and have a beneficial “offer” for work partners.

It is recognized that the existence of Medan SKB will independently run together with networks, because the partner has a position to continue the process of institutions, programs and follow up and therefore SKB and its partners will think about how the aspects are able to give influence to the partners, especially for their own benefits which can be accepted from related institutions. Partnership program has several steps so that Medan SKB will have brand and “offer” towards community to get opportunity of work experience and learning on business household consumption management:

Medan SKB will do governance of strategic management internally with its focus is on the improvement of some aspects which have to be concerned, it is started from a mindset of the existence of Medan Entrepreneurship-based SKB and the willingness of an independent management and all staff for the sustainability of Medan SKB itself, including leadership, condition and management of community needs and other similar institutional programs to be synchronized, organizational culture in Medan SKB and how the communication is between ranks in Medan SKB intern which has been created.

The focus of mindset becomes an important as the first step, because all aspects will be integrated in influencing corporation brand from Medan Entrepreneurship-based SKB. It makes Medan SKB has a deep role to improve a value to support the excellence of competitive in a completion to partner with networks and also to keep and even improve the company or institution’s name which will be partnered with SKB.
Hence, if the name of Medan SKB is good seen by its public services then public trust will be increased. There will be also willingness and trust from other institutions and companies to engage with Medan SKB in realizing the programs of Medan Entrepreneurship-based SKB by giving work experience and learning on MSMEs household consumption management.

Medan Entrepreneurship-based SKB management needs to involve itself in formulating strategic plans, understanding the position of SKB and networks, and uniting in consensus. SKB management needs to understand the conflicts of parties in a network and the plans had by each part of the network.

**Medan SKB also needs a large number of real and potential resources from both SKB and network.**

Medan SKB is taking part in forming the direction of partnership by giving its views about the future and opinions from orientation of community needs. As when Medan SKB understood the needs and potential of Medan City on the implementation of goat farms through Vocational village in 2014 by engaging with private companies. To realize the programs and make the planned programs are a form of something valuable, therefore Medan SKB has some steps in conducting the programs explicitly to improve the image of Medan Entrepreneurship-based SKB and the networks as a good corporate through the relation of all networks, so that there are wide work opportunities.

Budget management to increase network trust is done by using several ways including managing the budget with performance oriented, using principal of efficiency and effectiveness (Value for Money), using justice and welfare, and adjusting the management based on the principle of budget in order to learn about business household consumption management. The implementation of budget reformation upholding public accountability, community participation and transparency needs good internal and external control that can be accounted for. Related to the implementation, the role of community and network to trust SKB in running its programs will be increased.

The writer gives suggestions in budget process by using budget management run by Medan SKB to be responsible on the structural and external factor to realize the public transparency and accountability as a good corporate. Internal factors are factors had by Medan SKB which directly influence the supervision from the leader. One of them is knowledge about budget. While external factors are influences from other parties on the function of supervision that will strengthen or weaken the function of supervision from the community and networks, the factors including public accountability, community participation and transparency of public policy.

In getting around a value of Medan Entrepreneurship-based SKB and keeping the good name of institution or company that are partnered, the public communication has strong role, which the strategic communication to be built will relate to how to improve social name and image from a value of cooperative. Medan SKB, together with the networks, is able to have communication related to strategic things, including securing the direction and purpose of work partnership to be achieved.

Some things need to be recognized in networking for Medan Entrepreneurship-based SKB is that in the process there are many possibilities which can stop or turn work partners or their interest so that work programs of Medan SKB run to “the other direction”. Hence, before the parties take harmful steps for the image of Medan KSB, the power of principal is needed on values cultivated in programs of Medan SKB by holding to the visions and missions from local government. As by maintaining the image, it will keep the related parties from changing their attitude, because legality and realization are based on local government programs.
The role of Medan SKB in building a cooperative image for network is not only on how to build communication through the offered programs, but also how to create excellence and qualified training for the community through human resources management in each program, such as entrepreneurship program. Programs of SKB which empower the community by giving work experience are an asset from Medan SKB with the networks to be developed deeply and have vital role in developing microeconomics.

Besides, for the community it is an important component to build a brand. Registration is simply a network in implementing programs from Medan SKB which will depend on the success reputation of the community empowerment program and how the delivery of experience is from the success of people who get the program can be a supplementary value for SKB and the network as a good corporate. When the programs of Medan SKB were synchronized with the needs of networks to conduct social marketing, there would be more networks which continuously cooperated in long term period. As for the MSMEs pioneer in 2010 which was synchronized with social marketing from private companies and Local MSEs, it would encourage the success of programs of Entrepreneurship-based Medan SKB.

Besides, synchronization with related networks has a potential to avoid conflicts that may arise from community to the networks with the status as consumers, while in other side the mission parties of Medan SKB try to improve community welfare and fulfill the rights of the people. As in MSMEs pioneer program, people complained the creation of Deed of Incorporation of MSMEs to be facilitated as consumers and Medan Entrepreneurship-based SKB succeeded in facilitating the rights of community. It is a form of mutually beneficial partnership.

Conclusion

As a conclusion, Medan Entrepreneurship-based SKB through strategic management with partnership programs able to solve problems of budget program implementation so that it can give work experience and learning on business household consumption management from previously poor household to entrepreneurship-based household (MSMEs). It is implemented by mutual benefiting the networks with other work partners, so that SKB is in a condition which has a clear value, identity and personality as a capital to implement programs planned in RAPBD.

The cooperation between Medan Entrepreneurship-based SKB and networks to realize the programs with synchronization and mutual benefits will improve the values of cooperative image. Medan Entrepreneurship-based SKB should be ready to openly and honestly give information and work experience needed by the community and networks in order to increase revenue. At this point, communication of Medan SKB has met the strategic management, where it has a strong relation with the excellence from an SKB which has “offer”, because the excellence is able to give solution needs on the networks in conducting social marketing. Thus, the relationship between institutions generally strengthens the identity and personality of each institution.

Thus, through tasks from independent Medan SKB on its program realization, then a suggestion from the writer is that programs of Medan Entrepreneurship-based SKB can be optimized as a potential of a government institution in non-formal education together with the networks by giving work opportunity, experience and learning of household consumption management. It aims to explore values of the programs from SKB and give benefits through the mutual implementation between SKB and the networks, both from related companies and government institutions. After the values of communication with networks are formed, Medan SKB will have values in microeconomics development.
References


