The Actualization of Pancasila Values in Digital Entrepreneurship Activity of SMKN 1 Garut Students

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Abstract. Pancasila is the ideology of the nation. There are possible values actualised in life society. The nation tries not to split everyone, which can be detrimental to the State of Indonesia. Every day, there are possible values in life; for example, the implementation of entrepreneurship in the digital environment to students of SMKN 1 Garut. This study aimed at actualising contained values in Pancasila on each of the details in the digital entrepreneurship program based on students of SMKN 1 Garut. The study employed qualitative studies using interviews, observation, documentation and triangulation as a data analysis technique. It can be concluded that research results show that students of SMKN 1 Garut notice contained values in Pancasila as (1) values of divinity, (2) humanity, (3) unity, (4) cooperation and (5) social in running an entrepreneurship program digital-based. It motivates students to be responsible in carrying out activity entrepreneurship digital-based.

Keywords: Digital Platforms, Entrepreneurship, Pancasila Values.

1   INTRODUCTION

The challenges of developing technology and information in this digital era are enormous, especially in terms of cultural shifts, fading national character, weak local wisdom values, and not understanding the identity of the Indonesian nation itself, which will have fatal consequences for Indonesian society at large. More specifically, the younger generation encounters free sex, westernisation, hedonism, and apathy, not examples of the nation's personality values. This is not just a challenge but will only become an obstacle or even a threat. towards the ideology of the Indonesian nation, namely Pancasila, which should be a guideline in carrying out activities in the life of the Indonesian nation and state, including the aspect of the development of information technology which is the most critical aspect in the era of globalisation.

The opportunities for developing technology and information in this digital era are tremendous, especially in economic activities, creativity and innovation, enabling entrepreneurship for all capable people. Understanding digitalisation and having competence in the digital field is an excellent opportunity to build entrepreneurship that utilises digital social media. As a tool for entrepreneurship, we often encounter opportunities for entrepreneurship by utilising digitalisation in various aspects of Indonesian

society, starting from entrepreneurship, the private sector, even in formal education environments, and vocational education schools that organise competencies and skills as the inner focus of carrying out the learning process. Environmental schools are no exception. Currently a student at SMKN 1 Garut, he is organising a digital-based entrepreneurship program.

According to [1],technopreneurship or digital entrepreneurship is using technology and information in entrepreneurial activities. In this case, information technology is defined as the process starting from the production process (using renewable machines and technology) to marketing (using social media, online platforms, applications, etc.). Another term more commonly used by the millennial generation is a start-up or business beginner. Start-ups are starting a business with a planned information technology business model and utilising information as a platform or funding application [2]. Entrepreneurship is the ability to turn every opportunity into a commensurate economic challenge. When this ability is synergised with competence in the technology field, entrepreneurial abilities in information technology are born, commonly known as technopreneurship. Suparno explained that technopreneurship originates from research and new findings in the field of technology that are carefully developed so that they can provide benefits to their creators and the user community. It was further stated that entrepreneurship began to develop not only based on mere imitation but also following three stages of the spectrum, namely the spectrum of discovery, innovation and imitation. The discovery spectrum is the highest level of entrepreneurship, after innovation and imitation, where on the imitation spectrum, the perpetrator's business only relies on imitation products or existing businesses. There is to gain product market share. Meanwhile, the innovation spectrum is interpreted as an entrepreneurial activity that touches on changes in various aspects, thereby giving rise to new values. The view expressed by Bryd & Brown (2003) in [3] is that innovation can be carried out gradually or radically. The final spectrum is the discovery or discovery of something new that has not been discovered.

In organising digital-based entrepreneurship, SMKN 1 Garut opens up opportunities for innovation and creativity for students to carry it out in accordance with conditions and situations in the digital era, namely utilising social media to promote various entrepreneurial products in addition to creating various kinds of online shop platform accounts as a form of collaboration with all parties involved. Things with digitalisation developed to make entrepreneurship easier. However, there are immense challenges from various communications, cooperation, creativity, innovation, and various forms of digital entrepreneurship that must be supported by filters and norms related to life values as guidelines. Maintain the ideology of one's national identity as the root of culture.

2   METHODS

The problems referred to in this research are taken from events occurrng in society today and have even become hot issues that are often discussed by the public because they are related to advances in information technology, globalisation and the impact of

the Industrial Revolution 4.0 which will most likely occur on the majority of people who use and utilise digital. All aspects of life then develop into social needs, but cases of complex problems will emerge in the social order of Indonesian society. This includes students at SMKN 1 Garut who are trying to carry out digital-based entrepreneurship but need to pay attention to Pancasila values as a guide for updating activities. This aligns with Stake's view (in [4], p. 13) that "a case study is an investigative strategy in which researchers explore in depth a program, event, activity, process, or one or more individuals based on time. Furthermore, researchers collect detailed information using a variety of data collection procedures over a continuous period.

A case study is in-depth research about a particular case, the results of which are a complete and organised description. These studies cover the entire life cycle, sometimes covering only specific segments of the case factors. Thus, the research carried out is only limited to the unit studied. Both as a whole and certain segments have special and unique characteristics. Reference [5] explains that in case studies, researchers try to collect relevant data from individuals or research units regarding the symptoms that existed when the research was conducted, past experiences, environment, life and how these factors relate. Based on the various views of the experts above, researchers chose to use the case study method for several reasons.

First, this research is an effort to study and explore the actualisation of Pancasila values in carrying out digital-based entrepreneurship among students at SMKN 1 Garut. Therefore, research is only limited to specific units. Second, this research thoroughly examines the factors inhibiting the actualisation of Pancasila values in carrying out digital-based entrepreneurship among students at SMKN 1 Garut. Third, this research seeks to collect data regarding efforts to actualise Pancasila values in carrying out digital-based entrepreneurship among students at SMKN 1 Garut. These are some reasons why researchers used the case study method.

3   RESULTS AND DISCUSSION

3.1   Explore updating Pancasila values in digital-based entrepreneurial activities at SMKN 1 Garut.

Pancasila, which has five principles, is a philosophical system. A system is defined as a unified element of several correlated components that work together to achieve a particular goal and, as a whole, is something intact. The primary substance of Pancasila is unity. The basic philosophy of the Indonesian state is none other than Pancasila itself, composed of five elements, each of which is a principle of civilisation. However, the principles contained in Pancasila together constitute unity and wholeness. Every request is an absolute component of the unity of Pancasila. The basis of the state philosophy of Pancasila is a single compound entity so that, as a result, each essence cannot stand alone and be separated from the essence of others. Pancasila has a discrete substance structure, where the substance of the Pancasila structure is hierarchical and has the shape of a pyramid itself. The definition of pyramidal mathematics is used as an element of something. To explain the correlation hierarchy, please use Pancasila alone and its contents, including the calculated area (quantity) and deep nature (quality). If

investigated based on its basics, the order of the five precepts describes a Suite level in its breadth and content, which is only a specialty based on its details. If the order of the five precepts takes into account their meaning and intent, then among the five precepts, there is a reciprocal connection between one and the other. Therefore, Pancasila is something unanimous. The series is judged by something that is not absolute, and then Pancasila will merge and become scattered. If everyone wishes, it can be interpreted in a number of interpretations with various types of meanings, so this is the case with No Pancasila. The unity of the essence of the principles of Pancasila itself is a system that is hierarchical and pyramidal. The basis of God's existence is because of Himself. God is the leading cause. Every form that forms, including the form of humans (humans), exists because it was created by a prima causa, namely God Almighty. Thus, it is good to say that humans exist as a result of the existence of God (Principle 1). Humans are a milestone in the history of a country because the state is nothing but an institution of humanism; a state is committed to living for the community and with the people within it, which contains a person or group of people (Principle 2). The state is influenced by human unity (Principle 3), giving rise to social life with what is called society. The people are a complete collection of individuals in a united and united nation (Principle 4). In the important sense, justice has its vision to be fair (no one party is heavy-handed) in carrying out life together and upholding mutual equality, such as social justice (Principle 5).

Pancasila is the foundation of the state for the Indonesian nation. Pancasila, as the country's basic guidelines, has a philosophy that has taken root within the Indonesian nation. Pancasila has moral elements, a value system, a spirit of development, and a system in the Pancasila economy. The moral and economic philosophy of Pancasila can be interpreted as a unified measure or something that regulates the norms, patterns of thinking and patterns of action of economic actors in the Pancasila economic system. The implementation of Pancasila economic development can be realised in real terms through Pancasila entrepreneurship. This is more in line with the characteristics of Indonesian society, which has developed social and cultural values within Indonesian society. Values are embedded in society and are realised in detail. Separate Pancasila values: Pancasila entrepreneurship is the right and relevant solution to be implemented [6].

Entrepreneurship is a process of mental attitude and spirit that is active, creative, and innovative, as well as the enthusiasm and ability to look for something new, different, valuable and useful for oneself and others to become rich. People who do this are called entrepreneurs or entrepreneurs (Meredith, 2000:5 in [6]). Based on the internal role aspect, entrepreneurs can reduce dependence on other people in seeking income and work, increase trust in the perpetrators and increase purchasing power. Meanwhile, from the external aspect, an entrepreneur provides employment opportunities for job seekers [6]. Collaborations created with entrepreneurs will ultimately be able to reduce the national unemployment rate. Growing and developing Pancasila entrepreneurship in the existing people's economy can directly touch small communities; even if small businesses are numerous and significant nationally in a country, it will undoubtedly be able to reduce a large number of unemployed. The existence of entrepreneurship in the civic business economy and the absorption of unemployment impact increasing per

capita income and people's purchasing power. In the end, slowly, the economy will move and grow. Entrepreneurship development, even small efforts in economic citizenship, will encourage national economic growth. The growth of the national economy and reduced unemployment will naturally indirectly encourage growth in crime rates, which are usually triggered by high unemployment rates [6]. Based on the above, the role of entrepreneurs in the country's economy is enormous [6]: 1. Reducing the number of unemployed; 2. capable in the field of creating jobs for yourself and others; 3. increase people's income; 4. drive the national economy; 5. combining all the potential of natural resources, aspects of workforce readiness and quality work skills and capital; 6. increase national productivity; 7. Look for opportunities that exist within the country to be explored by themselves.

Digital-based entrepreneurial activities or skills are mandatory competencies for students at SMKN 1 Garut. This aims to increase student productivity in facing challenges and opportunities in the digital era. It also helps strengthen the independent and family shiva economy and ultimately advances SMEs and the creative economy. Many exciting things can be learned from this digital-based entrepreneurial activity, apart from various advances and the emergence of various student innovations and creativity, one of which is technology use. In this case, it is understood starting from the production process (using renewable machines and technology) to marketing (using social media, online platforms, applications, etc.). Another term more commonly used by the millennial generation is a start-up or business beginner. A start-up starts a business with a planned business model and uses technological information as a funding platform or application. Apart from that, Creation is an alternative entrepreneurial solution to various societal problems such as poverty and inequality, increasing social unemployment, aging productivity, and the dwindling supply of energy reserves, all requiring creative and innovative action. Entrepreneurs can turn an opportunity into a profitable business, which is processed through creativity, innovation and uniqueness in producing a product that dares to take all the risks that may accompany it and does not easily give up if they experience failure. In building the business. Digital-based entrepreneurial activities at SMKN 1 Garut apparently help local people who have the opportunity to get jobs, so they are helped economically through collaboration with the development of start-up business actors. Local and short-term businesses will be able to reach more markets at large through personalised apps and services and the convenience of connectivity. Related to this, entrepreneurship can expand the reach of sales, and people will quickly find out about the goods to be sold so that the target or profit will be greater.

Implementing entrepreneurial activities must be digitally based, seen and explored from various angles, not just fulfilling the economy and digitalisation of development in reaching consumers. There is value in communication or personal and team attitudes, which are seen as a national identity, in speaking and conveying something. They then wrote down various things on product promotion in the form of content that looks attractive to consumers but must pay attention to polite manners as a characteristic of the nation's cultural values. Then, understand what is seen in digital-based entrepreneurial activities at SMKN1 Garut. We have paid attention to the problematic things. This is compared directly with various responses and assessments from all stakeholders, such as teachers, school principals, the community and consumers. However, it is still visible

that the main goal is to focus on efforts to digitise entrepreneurship. There has been no actualisation of Pancasila values. The factors that become obstacles to actualising Pancasila values in digital-based entrepreneurship for students at SMKN 1 Garut are very diverse and complex. Because students tend to lead to situations and conditions that focus on free digital entrepreneurial activities, thus ignoring the values of the principles. Pancasila, such as (1) divine values, (2) humanity, (3) unity, (4) cooperation and (5) social values in carrying out digital-based entrepreneurship programs. The following are six factors that cause problems in actualising Pancasila values in digital-based entrepreneurship for students at SMKN 1 Garut. (1) Indonesian students and young people experience disorientation but have not yet internalised the values of Pancasila as the nation's philosophy and ideology. In utilising digital (2), there are still limited integrated policy tools for digital entrepreneurship based on the true values of Pancasila. (3) Shifting values and ethics in life, society, nation and state. (4) Fading awareness of the nation's cultural values. (5) the threat of national disintegration, and (6) the weakening of national independence [7].

Entrepreneurship while adhering to the Pancasila ideology, which is oriented towards entrepreneurship, belief in the one Supreme God, Just and civilised humanity, The unity of Indonesia, Democracy led by the wisdom of deliberations among representatives, and Social justice for the whole of the people of Indonesian. Entrepreneurship based on Pancasila values is related to and cannot be separated from the spirit of building a much better economic order in the future while still adhering to faith in God Almighty. Trusting God in developing the economy is based on an entrepreneurial spirit with faith. This means that the wealth sought must be stored in a way acceptable to Allah. This is followed by serious effort through surrendering the total results to God. Then, the entrepreneurial spirit is no less important by glorifying as many people as possible through alms and forming new entrepreneurial individuals. Pancasila entrepreneurship, fostered by cultivating Pancasila entrepreneurs in an economy with unique Indonesian citizenship characteristics, is expected to proliferate because it is in accordance with the culture, customs and local character of the Indonesian nation. Study of efforts to actualise Pancasila values in carrying out digital-based student entrepreneurship at SMKN 1 Garut. Value comes from Latin _ from the word Valere, which means strong, good and valuable. Value is something that is useful, valuable and good for human life. Fundamental values are principles that are absolute and cannot be changed; this includes the basic signs stated in the Preamble to the 1945 Constitution. Instrumental values are the general implementation of the fundamental values (Pancasila) embodied in social and legal norms. Practical values are real values held in reality. This practical value will prove whether it marks the basis and instrumentality of life in society. Pancasila is the crystallisation of the noble values of the Indonesian people from time immemorial, which originate from the ancestors of the Indonesian people who came at any time. A suitable Mark bases or marks instruments where everything is abstract, so it needs to be implemented in real life in everyday life. Following the values contained in Pancasila.

First principle: Belief in the Almighty God - One (Divine Values).

— Be confident and devoted to God Almighty per your religion and beliefs.
— Mutual respect and freedom to carry out worship in accordance with religion and belief.
— Respect every form of religion and other people's beliefs.
— Do not force a religion or belief on other people.
— Stop hurting each other, and start appreciating each other.
— Stop each other with humility, and start respecting differences.
— Stop being greedy; start being grateful.

Second principle: Just and Civilised Humanity (Human Values).

— Recognising equality, equal rights and equal obligations between human beings.
— Each other loves fellow human beings.
— Develop an attitude of tolerance.
— Not being arbitrary towards other people.
— Uphold human values.
— Likes carrying out humanitarian activities is defined as liking carrying out humanitarian activities so that every human being can live a decent, free and safe life.
— Dare to defend truth and justice.
— The Indonesian nation feels itself as part of the whole

Third principle: Indonesian Unity.

— Prioritise unity, integrity, interests and safety of the nation and state above personal and group interests.
— Willing to sacrifice for the interests of the nation and state.
— Love the homeland and nation.
— Be proud as an Indonesian nation with Indonesian water.
— Promote social relations for national unity and integrity with Bhinneka Tunggal Ika.
— Stop fighting, start uniting.
— Stop forcing, start making sacrifices.
— Stop looking for differences, start joining hands.

Fourth principle: Democracy is Led by Wisdom in Deliberation/Representation.

— Prioritise the interests of the state and society.
— Do not impose your will on other people.
— Prioritise discussion in making decisions in the common interest.
— With faith, good answers and responsibility, accepting and implementing the results of decisions through deliberation.
— Stop conflicting opinions, start looking for consensus.
— Stop big heads, start thinking big.
— Stop arguing, start consulting.

Fifth principle: Social Justice for All Indonesian People.

— Maintain a balance between rights and obligations.
— Behave fairly.
— Respect other people's rights.
— Do not behave wastefully.
— No luxurious lifestyle.
— There is nothing wrong with the public interest.
— Like working hard.
— Strive together to realise equitable progress and social justice.
— Stop being lazy, start working hard.
— Stop discrimination, start tolerance.
— Stop winning yourself, start sharing.

Ideas about digital entrepreneurship have already developed long enough. According to [8], digital entrepreneurship is a practice that creates new opportunities for businesses that are capitalised by new media and internet technology. A characteristic that is an absolute must in digital entrepreneurship is the use of Internet technology in business processes. This is different from entrepreneurship, which does not always utilise Internet technology. In conclusion, the main difference between digital and traditional entrepreneurship is the use of deep digital technology and various activity chain marks from business [9].

The process of digital entrepreneurship gives birth to digital businesses. According to [10], We can observe various digital businesses from the trading website simple to development device complex software and multimedia as well as solution computing cloud (cloud computing). Use deep internet technology digital entrepreneurship varies according to the extent of integration use deep internet technology activity business every day. According to [11], in general, digital entrepreneurship can be categorised as light (mild), medium (moderate) and extreme (extreme). Meanwhile, the digital entrepreneur website is light and complementary to the physical. Type digital entrepreneurship light (mild) generally uses internet technology as complementary business physical, for example, the use of the website for selling or showing existing effort. The entrepreneurship type makes moderate use of internet technology for digitisation function marketing. In contrast, the digital entrepreneurship type uses the website as one between various place digital interfaces rather than digital products alone. Figure 1 shows category chart based on digital entrepreneurship integration technology Internet.

INTERNET TECHNOLOGY INTEGRATION LEVEL

EXTREME LEVELS SELLING DIGITAL PRODUCTS

MODERATE LEVELS DIGITALISATION OF THE MARKETING FUNCTION

LIGHT LEVELS COMPLEMENTARY PHYSICAL BUSINESS PRESENCE

Fig. 1. Level of Integration Deep Internet

Pancasila contains values such as (1) divine values, (2) humanity, (3) unity, (4) cooperation and (5) social values in carrying out entrepreneurial programs based on these, which motivate them to be responsible in carrying out digital-based entrepreneurial activities.

4   CONCLUSIONS

Digital-based entrepreneurship activities are the right forum to channel various student creativity and innovation who can utilise technological information in this material, starting from the production process (using renewable machines and technology) to marketing (using social media, online platforms, applications, etc.). Another term more commonly used by the millennial generation is a start-up or business beginner. Start-up is the activity of starting a business with a planned business model and utilising information technology in the form of a funding platform or application to develop competencies and skills in dedicating oneself to the world of work.

The actualisation of Pancasila values is something that must be planted and maintained in various activities of Indonesian national and state life aimed at balancing various good and negative influences from outside as well as their impacts, the development of information and communication technology and the growth of digitalisation which threatens the identity of the Indonesian nation as a nation rooted in both culture and goodness that have been passed down from ancestors. Actualisation of Pancasila Values Digital-Based Entrepreneurship Activities at SMKN 1 Garut There are still various obstacles, one of which is (1) Indonesian students and young people are disoriented but have not yet internalised the values of Pancasila as the nation's philosophy and ideology. In utilising digital (2), there are still limited integrated policy tools for digital entrepreneurship based on the true values of Pancasila. (3) Shifting values and ethics in life, society, nation and state. (4) Fading awareness of the nation's cultural values. (5) There is a threat of national disintegration—and (6) weakening of national independence. However, from a different perspective, we can see the fruits of various collaboration programs, learning, curriculum modifications, and creative school content in designing and actualising Pancasila values in various processes and digital-based entrepreneurial activities. This is marked by students' motivation to be responsible in digital-based entrepreneurial activities.

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