



The Relationship between Transforming Product Ideas from Social Problems to the Feasibility of Entrepreneurship Products in the Market from Management Students of University of PGRI Argopuro Jember

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ABSTRACT

The hope of studying entrepreneurship is to provide benefits for students and the surrounding community to reduce poverty and unemployment. However, in reality, students are less able to realize the goal of learning entrepreneurship, namely turning risks or problems into product ideas that are viable on the market. Based on the problems above, the aim of this research is to see the relationship between the transformation of product ideas from social problems and the feasibility of entrepreneurial products in the market of 31 Management Students at PGRI Argopuro Jember University. To realize the objectives of this research, a quantitative research method was carried out with a cause and effect type, testing the reliability and validity of the questionnaire which was used as a data collection tool. The result of this research is that there is a relationship between transforming product ideas from social problems to product feasibility in the market at value 0.896 (89.6%) with a significant value $t = 0,000 > 0.05$ (standard error). The value of this relationship is high because the product idea from the social problem was realized before writing the business plan. The recommendation from this research is to discover product ideas from social problems first, before writing a business plan. Business plans are easier to narrate in written form if students' imaginations are helped by the form of products that are real and marketable. Real products will increase students' creativity and innovation to be more productive so that the Indonesian economy will advance and reduce unemployment and poverty.

Keywords: *Problem, Ideas, Product, Market.*

1. INTRODUCTION

1.1. Background of the Research

An entrepreneurial student can mention the problem of social problems but cannot turn the social problem into an order of good product ideas in the market. A true entrepreneur is always looking for opportunities by finding ideas and ideas of social problems that can be described by the theory of supply and demand. The validity of ideas and ideas of solving social problems requires rational imaginative visualization in the mind. The weak imagination of the student will affect the product plan to be realized and the viability of the product in the market. Certainly in mind will be a lot of questions

to be answered before making a decent product on the market. The potential idea of a worthy product in the market must have these criteria: product advantages, designs that are easy to use, products that are unique and different from the similar product in the Market, and many need products from different segments of the market. Other opinion [1] of a decent product on the market is: "introducing innovation, creating change, creating and enhancing competition all the above criteria will be imaginable if often using the method of 5 W + 1 H which relates to social problems and processes in realizing the ideal potential product worthless in market. Answering all questions for social problems and the process of creating potential ideas for products that are present in the market allows students to be motivated and

can also make students lazy to pursue the idea into a real and worthy product form on the market. Students see obstacles that will be faced based on the result of the process of thinking, for example, the lack of capital available, so students reduce their intention to realize the idea of the product. The student's capital is the financial capital, while the more important is the capital of creative ideas and innovations as the initial capital to promote the dream of success in the future. Supriyanto [2] mentions that many successful entrepreneurs start from scratch. Students are reluctant to present the idea of the product because they do not want to take risks in a way that does not wish to make a decision to continue the idea to the real order. Students understand that by making a decision to transform the idea of a product into a decent product on the market, they must dare to take risks. Students who refuse to take risks for lack of self-confidence. A confident student will dialogue to himself that the risk is one becoming a business opportunity rather than an obstacle. Turning risk into opportunity is one of the creative ways of thinking. Nasution [3] mentions that creative patterns discover and transform. Finding new ideas, opportunities for inspiration, innovative solutions and new technologies while turning problems, difficulties and failures into great ideas, limitations into modesty and excellence.

Putting social problems into a decent product in the market by doing training making herbal products for blind eyes and make herbal remedies for skin care. All of this training is done in class and done in two groups. After being trained to make a herbal product, the next step is making a business plan. The business plan was implemented after the product was produced.

The novelty of this study was that students who studied entrepreneurship became student centered and writing business plans became easier and students gained a lot of experience running their business over a semester as a start-up business.

1.2. Objective

The objective of this research is to look at the relationship of transformation of product ideas from social problems to the viability of entrepreneurial products of PGRI Argopuro university management students Jember in the market.

1.3. The benefit of this research

The benefit of this research is for students, so that the students interested to practice entrepreneurship by practicing creating product ideas of social problems and help their imagination to think about the viability of their entrepreneurial products worthy of acceptance or rejection in the market

2. REVIEWED LITERATURE

2.1. Potential Ideas Products of Social Problems

Dedi Rianto and Ety Susilowaty [4] need real solutions to tackle the problems of unemployment and poverty that undermine the development and stability of the country. Social problems arise from the imbalance of the phenomenon of demand and supply to meet its needs, so there is competition to obtain that need, because the potential product or service is not available in the market and requires higher sacrifices to obtaining it. Realizing the idea of a product or service of a social problem will create a new market for a new product. New product ideas for new markets due to the existence of entrepreneurial expertise in realizing "value added" through the process of managing creative and innovative resource [3]. Sri Harini [5] mentions that entrepreneurship boosts productivity that will further boost the country's economic growth.

2.2. Value Added from Creativity and Innovation

The added value mentioned by Nasution is, if the solution to the social problem is acceptable to the market. A product or service worthy of acceptance in the market requires a long process of thinking as it requires 5 W + 1 H questions on social problems and ideas of a product or services worthless in a market. According to Nasution [3], creativity is the skill of creativity that gives birth to new ideas and ways of solving problems and finding opportunities.

2.3. Student thinking entrepreneurship: Money must have from the starting business

Josia Sanchaya Hendrawan, and Hani sirine [6] said "knowledge of entrepreneurship affects students' entrepreneurial interests". Hendrawan quotes opinions from Winarsih [7] Learning entrepreneurship emphasizes the formation of a person's way of thinking, and Hendrawan also quotes the opinions of Limbong [8] someone who has a broad knowledge of entrepreneurialism is sure they are not afraid to take a risk to run an entrepreneur. Tedy Ardiansyah [9] "The level of ability and transformation of entrepreneurs has a correlation of change of risk to success".

Through the creative thinking process above, the student minimizes his intention to realize the product or service of the potential idea of a product or a service that is derived from a social problem because of the mentality of the lack of initial capital for realizing the idea as a business opportunity. The mindset that needs to be built is the initial capital is the idea of his creativity, his motivation, his experience and his knowledge not his financial capital. Ardita Imara Intan Sanggel [10] mentions several capitals: "Social capital (social

interaction), Cultural capital (behavior and habits), Human capital (capacities, skills and capabilities), Financial capital (monetary instruments), infrastructure capital, natural and environmental capital (wealth of flora and fauna and landscape), political capital (influence), moral/ethical capital (responsibility)". Creative capital is the idea that can bring students as self-employed entrepreneurs that are beneficial to society: "can change the mental pattern of society especially students to be able to self-reliance and benefit both themselves and others in their environment that also affect economic growth [11].

2.4. Innovation

Saiman [12] innovation occurs because of a feeling of dissatisfaction with existing conditions and situations as well as the opportunity to improve existing situations, and the aim of an innovation is to change or improve the existing condition to the better.

Value added derived from creativity and innovation, with ideas of creativity thinking and product or service creation skills (innovation).

1. A trademark is a name, symbol or symbol, term, color, design, movement, or combination of other attributes of a product that is expected to give a product identity and differentiation to a competitor's product [13].
2. A label that provides objective information about the use, construction or manufacture, care or attention and performance of the product, as well as other characteristics related to the product [14], [15].
3. This packaging as a product identity (image), instructions for use, content information, reuse, attractiveness, protection, distribution guidance and reflection of product innovation [14].
4. Product quality becomes a product image-forming feature related to its ability to satisfy customer needs [16], [17].

3. RESEARCH METHODS

The research method uses a data collection method with a questionnaire tested with validity and reliability tests. The value of an alpha value is above 6.00 then the survey tool used to collect the data is declared reliable. Deign's research uses quantitative methods and has a combination of causal and population studies of 33 people.

4. DATA ANALYSIS & INTERPRETATION

Table 1. Our group is very easy to formulate a business plan in written form after we can create a product first that originates from social problems,

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not easy.	2	6.5	7.1	7.1
	Moderate	2	6.5	7.1	14.3
	Easy	9	29.0	32.1	46.4
	Very easy.	15	48.4	53.6	100.0
	Total	28	90.3	100.0	
Missing	System	3	9.7		
Total		31	100.0		

Source: Primary Data that Processed, 2024

Create a product that comes from social problems and is easy to understand business plans at a very easy level of 85.7%. The score is 85.7% already high because students have already created the product in advance before formulating their business plans.

Table 2. Your group can imagine the potential of the product that we're creating to be accepted by the market.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderate	3	9.7	11.1	11.1
	Can imagine	12	38.7	44.4	55.6
	Very imaginable.	12	38.7	44.4	100.0
	Total	27	87.1	100.0	
Missing	System	4	12.9		
Total		31	100.0		

Source : Primary Data that Processed, 2024

Student can imagine about the potential of the product that they create and the innovation will be accepted by the market at a very level and can imagine 88.8%. The value is very and can be imagined will be the benefit of the products that they create and innovation. If they do not appreciate the product they create, they will innovate again and add value to the benefits of the product that will be marketed. In conjunction with Supriyanto's opinion [2] that the barrier to realizing a product lies in the courage to start something that doesn't exist or does not exist. The survey results in table 1 above also describe that.

Table 3. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.541	3.740		.679					
	X	.896	.160	.760	5.609	.000	.760	.760	1.000	1.000

a. Dependent Variable: Y

Source: Primary Data that Processed, 2024

Table 3 shows that the value of the entrepreneurship product eligibility coefficients in the market reached the

value 0.896 (89.6%) with a significant value $t = 0,000 > 0.05$ (standard error).

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.760 ^a	.578	.559	1.14976	.578	31.465	1	23	.000	2.362

a. Predictors: (Constant), X
b. Dependent Variable: Y

Source: Primary Data that Processed, 2024

The correspondence between the descriptive values that create first will be very and can imagine the viability of the producers they create in the market and make it easier for them to arrange a business plan. If the idea of first creation is in accordance with the opinion of Keller [18] published by Dimiyati [19], it mentions that the development of intuitive training exercises that can take place in a specified situation, which can give skills and can be used creatively in its own endeavors. Setting up a business plan easily means that the viability of a business in the market will be tested critically thinking rather than an unfinished product. According to Supriyanto [2], ideas that have commercial value should be written in a business plan.

Creating a product from social problems is the most sensible marketing strategy because social problems are potential markets in which there is the theory of supply and demand. Being able to deduce the product of social problems means providing needs to people in need to meet their needs. It is supported by Supriyanto's opinion [2], sensitivity to the environment and the ability to turn challenges into opportunities.

The business plan itself is also a prerequisite for business operations whether the product can be sold on the market or not. It depends on the validity of one product. Supriyanto [2] mentions that a business plan that is worthy of implementation, profitable and promising is bright, so that the results will eventually be able to give birth to successful entrepreneurs. On the other hand, Prakosa [20] mentions that not only stop at the stage of drafting a business plan alone, entrepreneurship education must also be able to turn ideas into practical things with real goals.

AUTHORS' CONTRIBUTIONS

The authors' contributions of this study are:

1. There is a relationship between the transformation of product ideas from social problems to the viability of entrepreneurial products in the marketplace.
2. Significant relationship between product ideas transformation from social issues to entrepreneurship product viability on the market.

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This research uses only one class of respondents, the other easy-to-use researchers use methods of transforming product ideas from social problems into real product forms before coordinating business planning to acquire more young entrepreneurs to engage in poverty reduction and unemployment.

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