

# **SOFT SKILLS TRAINING FOR ENTREPRENEURS**

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## **ABSTRACT**

The aim of entrepreneurship training activities for mendong craft entrepreneurs in Rajapolah District, Tasikmalaya Regency is to help handicraft business groups in developing their businesses to be more advanced and increase so that they can prosper. The method used is training. The results obtained from this training activity are an increase in understanding in entrepreneurship with the support of soft skills of 34%. The conclusions are through entrepreneurship training, handicraft entrepreneurs get clear information about the knowledge and skills to develop their business supported by solid soft skills. The implication is that through this training, mendong weaving handicraft businessmen will become competent, progressive and able to prosper themselves and the community.

**Keywords:** entrepreneurship, training, soft skills

## **INTRODUCTION**

McClelland (in Trang, 2016) explains that a country is said to be prosperous if it has a minimum of 2% of the number of entrepreneurs from the total population in that country. Therefore, to support the economy of a country and the progress of whether or not a country is supported by the existence of an entrepreneur or entrepreneur in a country. Ciputra (in Nugroho, 2013) explains that entrepreneurs are individuals who are able to turn waste into gold, Gabage In Gold Out (GIGO), and strive to contribute to the good and welfare of the community. In addition, entrepreneurship is a way of thinking, studying, and acting based on opportunities in doing business using a holistic approach and supported by balanced leadership to achieve success (Timmons & Spinelli, 2004, p. 31). Thus, the entrepreneurial process requires individual willingness to take risks with full calculation so that they can overcome obstacles by using their ingenuity to utilize limited resources supported by adequate and adjusted competencies based on their development.

The development of MEA brings significant changes to information development and quickly brings change towards positive and negative. Therefore, the maturity of a nation is needed in choosing, processing, interpreting and utilizing

information by preparing superior and dignified human resources and having soft skills. This is in accordance with the Era of Asean Economic Community (AEC) according to Trang (2017, p. 96), explaining that business entrepreneurs must have creativity and innovation and initiation of new businesses that are able to change these potentials into products and services needed by the market so get added value from its potential by having soft skills, having the ability to communicate, being a good citizen, and having high responsibility. This is because business development, especially by having soft skills, is one of the driving forces to advance.

Based on the results of observations and interviews with menong weaving businesses, namely UKM CV Saputra Handycraft and Risma Handycraft CV in Tasikmalaya regency, information was obtained that they experienced obstacles in their business activities, difficulties in getting networking with partners, lack of capital, narrow marketing and mental effort. still immature. Thus, training is needed to develop its business supported by the development of soft skills.

Mertens (2003) states that soft skills or soft competency are very important to be owned by seserong to jump into the world of work and that is the supporting factor in the expectations of the workforce. This is because companies that have competent personnel will be able to improve company performance, in the era of globalization that demands productivity and competition in the workplace. In addition, Bartetzko (2004) suggests that important competencies that must be possessed by individuals and made key in the world of work are having the ability in teamwork and communication. If someone has this competence well, then someone will excel more than someone who does not have soft skill competency. Thus, soft skills are very important to have someone in entrepreneurship as a capital to develop their business to be more advanced and developing.

Based on these problems, to overcome the problems faced by the two actors of Mendong Matting UKM in Tasikmalaya Regency, the community service team from Pasundan University conducted a Community Partnership Program (PKM) through entrepreneurship training to improve the soft skills of SMEs. The output of the results of this training is that business actors are able to develop their business supported by mature soft skills.

## **METHOD**

The method used is training. The training participants consisted of CV Saputra Handycraft and Risma Handycraft CV. The number of participants consisted of 16 people who worked as employees and business owners

The training starts from, 1) giving pre test for participants 2) explaining about entrepreneurial tips, motivation to advance in entrepreneurship, the importance of soft skills in entrepreneurship, 3) limited discussion about understanding insights and skills that participants have mastered, question and answer and 4) evaluation phase, by giving post test results of the training.

## **RESULTS AND DISCUSSION**

The results of this training are participants have an understanding of tricks in entrepreneurship supported by the development of soft skills of business people. The results of the pre-test given were that the trainees had an understanding of 42% and after being given training the post-test results were 76%. Thus there is an increase in training participants' understanding of 34%. Therefore, from the results of the training, the trainees get the benefits gained from continuing to strive to develop their business and be able to compete with other entrepreneurs with their soft skills. This is because the entrepreneurial process requires a willingness to take risks with full calculation so that it can overcome obstacles to achieve the expected success. In general, entrepreneurs use their ingenuity to use limited resources (Aprilianty, 2012, p.312). Thus, businesses must be clever in taking opportunities and independently in making decisions.

One of the keys to the success of entrepreneurs is having a superior personality. An ideal picture of an entrepreneur according to Alma (2010, p. 21) is that people who, in the event of an emergency, are still able to stand on their own ability to help themselves out of the difficulties they face, including overcoming poverty without anyone's help. Even in ordinary circumstances (non-emergency), able to make himself advanced, rich, successful physically and physically. Therefore, in entrepreneurship, the ability of superior human resources is needed by having soft skills to be able to fight in developing their business

## CONCLUSION

From the description above, it can be concluded that based on the results of entrepreneurship training can improve soft skills of mendong weaving businesses in Rajapolah District, Tasikmalaya Regency. Thus, to improve entrepreneurial skills must be supported by competent and superior human resources within and have soft skills.

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