

## **Student Entrepreneurship Training through Product Sales in the Politeknik Mardira Indonesia Campus Environment**

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### **ABSTRACT**

This community service program is carried out with the aim of developing entrepreneurial spirit and potential among Politeknik Mardira Indonesia students through training activities and practice selling goods in the campus area. In this activity, students are given the subject matter of entrepreneurship, marketing principles, micro business financial management, and practical operational strategies. The implementation of the next process includes educational sessions, interactive training, sales simulations, and student business performance assessments. Based on the results of the evaluation, this activity succeeded in increasing students' understanding of the business world and training their skills in managing small-scale businesses. Furthermore, this program also fosters creativity, initiative, and confidence of students in starting a business independently. This activity is expected to be a sustainable means in producing a generation of young entrepreneurs from the university environment.

**Keywords:** Business Training, Sales Practice, Entrepreneurship Education,

### **INTRODUCTION**

Student empowerment in the field of entrepreneurship is one of the strategies in producing human resources that are independent, creative, and adaptable to the progress of the times. Higher education today is not only recommended to produce excellent graduates in the academic realm, but can also generate opportunities and employment itself. Thus, a structured effort is needed in developing the entrepreneurial spirit in the campus environment, especially through practice-based activities. At the Politeknik Mardira Indonesia, many students do not have direct entrepreneurial experience and are more likely to only prepare themselves to become workers after graduation. The limitations of applicable entrepreneurship training and no place to try real business are one of the obstacles in encouraging entrepreneurial spirit among students. In fact, the campus as a center of academic and social activities has great potential to be used as a place to test and develop small-scale businesses that actively involve students.

Entrepreneurship training through product sales activities in the campus environment is a very effective alternative to provide real experiences to students. Students, together learning business theory, experience for themselves how to design, market, and manage products that are distributed to fellow academics. On that occasion, students can change their ability to think critically, communicate, manage time, and be creative in facing real market obstacles. This training program is expected to be the first step in building an entrepreneurial ecosystem on campus that not only stimulates students to become business actors, but also increases collaboration between units in the campus environment. With the

paradigm of community service, this activity is intended to make a real contribution in anticipating graduates who are not only ready to work, but also ready to open new job opportunities. Therefore, this activity took the title "Student Entrepreneurship Training through Product Sales in the Politeknik Mardira Indonesia Campus Environment".

## **METHOD**

The implementation of this service activity uses a participatory approach with a direct practice-based training method (*learning by doing*), which combines the provision of entrepreneurship materials with real business simulation activities in the campus environment. This activity is carried out in several structured stages so that the learning process can take place optimally and measurably. The first stage is planning and preparation, which includes identifying students' needs for entrepreneurship training, determining the form of products to be sold, and preparing a short training curriculum. The implementation team also compiled relevant modules and presentation materials, including basic techniques in business management, marketing, and simple financial management. The second stage is the implementation of training, where students are given a basic understanding of entrepreneurship concepts, product development strategies, and marketing techniques that are in accordance with the campus environment. The material is delivered interactively through lectures, group discussions, and case studies.

The third stage is the practice of selling products, students are divided into small groups and asked to design and sell products of their creativity in the campus area. Each group manages the business process independently, starting from production, pricing, promotion, to direct sales to consumers. This activity took place for a certain period of time and was accompanied by a facilitator. The fourth stage is evaluation and reflection, which is carried out to assess the effectiveness of the training and identify the learning outcomes of the participants. Evaluation was carried out through observation, brief interviews, and the distribution of questionnaires. From this, it can be seen the extent to which students have increased their understanding and skills in entrepreneurship.

The methods applied in this activity aim to create an active learning atmosphere, encourage students to be directly involved, and provide real experience in managing a business. With this approach, it is hoped that motivation and confidence to start a business independently in the future will emerge.

## **RESULTS and DISCUSSION**

The implementation of entrepreneurship training held on the campus of Politeknik Mardira Indonesia went smoothly and received a positive response from all students involved. This activity successfully attracted the attention of participants from all majors who showed a strong desire to

understand and develop the fundamentals of entrepreneurship. In the early stages of the activity, the majority of participants still do not understand the concept of entrepreneurship in depth, especially in the aspects of business planning, promotion strategies, and business financial management as well as target markets. But after attending the training, their understanding showed a significant improvement. Students are beginning to be able to identify market potential, develop appropriate marketing strategies, and understand the importance of business management and innovation in facing competition.



Figure 1 Briefing of Material on Entrepreneurship



Figure 2 Material Briefing on Entrepreneurship



Figure 3 Briefing of Material on Entrepreneurship

In the practical section, students are divided into small groups and given the freedom to design and execute small businesses directly on campus. Each group determines its own products that it sells, food, drinks, and other creative goods. They also set prices, design marketing strategies, and serve customers directly. The process provides real experience of the difficulties of running a business such as facing market competition, managing stocks and profits, and addressing consumer needs.



Figure 4 Implementation of Entrepreneurship  
of Entrepreneurship



Figure 5 Implementation



Figure 6 Implementation of Entrepreneurship  
of Entrepreneurship

Figure 7 Implementation

From the results of the field examination and the dissemination of the evaluation questionnaire, it was found that most of the participants believed that this training made a real contribution in increasing their understanding and interest in business. More than 80% of students stated that this activity aroused their confidence to open an independent small business at any given moment if the opportunity for business was good. In addition, this activity also increases confidence in doing business, it is not just a concept, but directly carrying out business activities even though it is small in scale.

Overall, this activity can be used as an active learning tool that will motivate students to be better prepared to face the future economy, and at the same time strengthen the position of higher education institutions as builders of the younger generation who have an entrepreneurial spirit.

## **CONCLUSION**

Community service activities in the form of entrepreneurship training in the form of selling products to the Politeknik Mardira Indonesia have succeeded in improving students' insights, abilities, and enthusiasm to become entrepreneurs. This training spreads direct opportunities through opportunities while handling business, ranging from product design to marketing strategies and simple

financial management. The results of the activity show that the direct practice approach in the campus environment can build a stronger entrepreneurial spirit, encourage confidence, and encourage student creativity in creating business opportunities. This activity was carried out when there was a visit of SMA/MA/SMK students to the Politeknik Mardira Indonesia campus. Similar activities are highly recommended as an effort to strengthen soft skills and economic independence of students in the future.

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