



Strategy Development of Young Entrepreneurship Motivation through the Hand Sanitizer Development at Masjid Al-Ittihad Griya Mustika Bekasi

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ABSTRACT

Preventing the spread of Corona Virus Disease 2019 (Covid-19) is the obligation of every resident in Indonesia. People who live in Griya Mustikasari Housing, Mustika Sari Village, Mustika Jaya District, Bekasi City also feel obliged to themselves, their families, and the surrounding environment to prevent the spread of Covid-19. One of the efforts made by implementing health protocols when you have to move outside the home. The health protocol that needs to be done is washing hands with hand sanitizer. The need for hand sanitizer needed to wash hands is very large, besides the price of hand sanitizer during the Covid-19 Pandemic is also very expensive. The number of people who wash their hands using a hand sanitizer and the price of hand sanitizer is too high, it can be ascertained that many people are looking for alternatives to get a hand sanitizer easily and at an affordable price. This opportunity needs to be used by the 10C IBM Bekasi Real Work Lecture Group in carrying out the Community Service program to provide training to make hand sanitizer. The short term goal is for their own consumption, while in the long term they can sell it to residents in Griya Mustikasari Housing who have the potential to need hand sanitizer.

Keywords: Entrepreneurship, Community Development

RESEARCH BACKGROUND

Since March 2020, the world began to contract Corona Virus Disease 2019 (Covid-19), precisely on Thursday, March 12, 2020, Covid-19 was designated as a pandemic in Indonesia and throughout the world. The Covid-19 pandemic spread quickly, making everyone worried. Anyone gets a chance to contract the virus. Therefore, it is very important to carry out various prevention efforts to anticipate the transmission of Covid-19 by each individual. The Covid-19 pandemic, which has spread to various countries, including Indonesia, should always be vigilant (Mubarak & Fauziana, 2021).

Covid-19 prevention can be done in many ways. Ways that can be done include always wearing a mask when going out of the house, always washing hands, maintaining immunity, living a healthy lifestyle, maintaining body hygiene, eating healthy food, exercising, maintaining distance, and staying at home if there is no interest. Preventing Covid-19 by habitually washing hands using hand sanitizers regularly is one of the most effective ways and the best defense. Because hand sanitizer is an alcohol-based hand

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washing liquid that effectively kills viruses, germs, and bacteria that enter through the mouth, nose, or eyes (Dewi et al., 2021).

Maintaining hygiene, especially hands, when at home, office, school, or anywhere else is highly recommended, if you want to avoid viruses. Maintaining cleanliness is very important, because viruses and germs that cause dangerous diseases are all around us, such as doorknobs, desks, cash and other items that often move and change hands that hold them. To maintain palm hygiene, washing hands using hand sanitizer can be an option (Wahyuni et al., 2022). Hand sanitizer was chosen because it is easier to use, simpler, and stored in a tightly closed container. This causes hand sanitizers not easily contaminated by microscopic organisms, but during this pandemic, the price of hand sanitizers is much more expensive than expected.

One approach to reduce the rate of spread of Covid-19 is to use hand sanitizers to wash hands. People are expected to make their own hand sanitizers and can sell these hand sanitizers to increase their income. This is reinforced by the location of Al-Ittihad Mosque in housing which of course many houses live, and they need hand sanitizers that comply with the provisions of the World Health Organization (WHO) at affordable prices and suitable for washing hands. Hand washing is a must for everyone who carries out outdoor and indoor activities during the current pandemic (Maesaroh, Nuryadin, Prasetyo, & Swardana, 2021).

This condition is an opportunity to produce hand sanitizers in addition to the needs of use in the mosque area can also be sold and the proceeds can increase the source of cash income for mosque teenagers in Al-Ittihad Mosque without having to bother looking for it outside the housing complex and interfere with school or college time. In addition, the process of making hand sanitizers is an opportunity for mosque teenagers to produce their own and sell them to residents of Griya Mustikasari housing complex. Looking at the study of this situation, the author considers it important to provide direction on the best way to reduce the spread of Covid-19 and entrepreneurship training and the practice of making hand sanitizers that can increase the cash income of mosque teenagers at Al-Ittihad Mosque, Griya Mustikasari Housing.

The increasing number of Covid-19 victims has caused all levels of society, including mosque teenagers, to be responsible for inhibiting/reducing the rate of spread, one way is to consistently wash hands using hand sanitizers. Teenagers are required to have the ability to make their own hand sanitizers, in addition to their own use, the hand sanitizers they make can also be traded so that they can increase the cash income of mosque teenagers (MUBAROK & SUSANTI, 2021). One potential mosque teenager who can be encouraged to earn extra income is the Al-Ittihad Youth Mosque in Mustika Sari Village, Mustika Jaya District, Bekasi City.

Problems Identification

Judging from the background of the problems described above, the problems that can be identified are as follows:

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1. The widespread spread of Covid-19 so that victims exposed to Covid-19 continue to increase.
2. Many people want to fill their free time during the Pandemic with useful activities.
3. The need for hand sanitizers that comply with WHO provisions and can be produced alone and can prevent the spread of Covid-19.

Research Objectives

Given the identification of the above problems, the purpose behind this writing is to: analyze the needs of the local community, especially mosque teenagers in the Griya Mustikasari Housing Complex, Mustika Sari Village, Mustika Jaya District, Bekasi City during the Covid-19 Pandemic.

1. For the author, increasing knowledge and insight into entrepreneurship and the process of making hand sanitizers that can help the process of preventing the spread of Covid-19 in the community.
2. For Al-Ittihad Mosque Youth, it can be used as a source of knowledge about the process of making hand sanitizers and as an effort to increase income to fill the Mosque Youth cash.
3. For readers, it can be used as reference material to find out one way to prevent the spread of Covid-19 and how to make your own hand sanitizer at home and make it one of the business products during the Covid-19 Pandemic.

LITERATURE REVIEW

Building Entrepreneurship Motivation

In the Big Indonesian Dictionary (KBBI) in the network (online), build which is a verb (verb), comes from the root word "build" which means: establish, build, and repair. In this case, building is meant to build has the meaning of fostering. According to psychology, the soul refers to all elements of the human mind, conscious and unconscious. In everyday usage, the term is sometimes associated with a person's emotions. In online KBBI, soul means the spirit or human life that exists in the body and causes the human being to live. In addition, the soul is the entire inner life of humans that occurs from feelings, thoughts, wishful thinking, and so on (Fauziana & Rizkia Budi, 2023).

The word entrepreneur, in Indonesian rule, is classified into the class of nouns (nouns). In online KBBI, entrepreneurship means self-employment. Self-employed means a person who is smart or talented in terms of: knowing new products, determining production quantities, preparing production plans, procuring products, marketing, and managing capital. In general, entrepreneurship means an independent business by deploying various kinds of resources and businesses owned (Taib & Supriana, 2020).

From the above understanding, what is meant by building an entrepreneurial spirit is fostering human inner life (Al-Ittihad Mosque Teenagers) with the provision of knowledge and understanding of entrepreneurship which includes: managing capital, how to determine the amount of production, compiling production planning to market the products they have produced.

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Hand Sanitizer Production

Hand sanitizer is a term for alcohol-based hand sanitizers in liquid or gel form that are currently widely used around the world. Hand sanitizers are carried effectively to kill bad microorganisms such as viruses, bacteria, and germs during the Covid-19 pandemic. The United States Food and Drug Administration (FDA) allows alcohol-based hand sanitizer products to be widely produced if the product has evidence of efficacy and safety of the product issued by the manufacturer. Hand sanitizers containing alcohol are included in the World Health Organization (WHO) list of Essential Medicines as the safest and most effective drugs that are needed in the health system.

RESEARCH METHODOLOGY

The implementation of Community Service began with field observations carried out by Supervisors and Student Members of Group 10C of IBM Bekasi Thematic KKN 2021. This observation activity is needed to communicate with potential activity partners and identify potential surrounding resources to assist in program implementation. The implementation of Community Service was carried out by presenting Mosque Youth at Al-Ittihad Mosque, Griya Mustikasari Housing Complex, Mustika Sari Village, Mustika Jaya District, especially young people who want information about entrepreneurship and have the desire to make hand sanitizers as a tool for washing hands during the pandemic. Community Service is carried out by delivering entrepreneurship material and training in making hand sanitizers.

The operational steps to carry out the delivery of entrepreneurship materials and training on making hand sanitizers are as follows (Soegiyono, 2011):

1. Identify the problems faced by partners.
2. Conveying messages about the importance of implementing health protocols, one of which is hand washing, can reduce the spread of Covid-19.
3. The practice of making hand sanitizer as hand washing liquid.
4. Adolescents understand and understand entrepreneurship training materials and the practice of making hand sanitizers.
5. Teenagers can make hand sanitizer, hand washing liquid.
6. Teenagers can sell hand sanitizer and earn income for cash.

RESULTS AND DISCUSSIONS

Entrepreneurship training activities, which are one of the agendas of IBM Bekasi Thematic KKN 2021 activities, in its implementation use two rooms in Al-Ittihad Mosque, namely: the main room of the mosque for providing training materials in the form of entrepreneurship theory and the terrace of the mosque is used to carry out practical activities for making hand sanitizers. Although still in the Covid-19 Pandemic period, training activities are held offline. This is carried out on the consideration that the implementation of practicum for making hand sanitizers is easy to understand and understand by training participants. In addition, in the implementation of PKM, health protocols are still implemented, including by providing a minimum limit on the number of entrepreneurship training participants.

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At least 25 teenagers from Al-Ittihad Mosque Griya Mustikasari Housing Complex, Mustika Sari Village, Mustika Jaya District, Bekasi City will receive entrepreneurship training and practice making hand sanitizers. After the training, it is hoped that all participants can make hand sanitizers and market them to residents in Griya Mustikasari Housing. Before conducting entrepreneurship training, IBM Bekasi KKN 10C Group first identified the area that will be used as a training place.

The discussion with the Head of DKM Masjid Al-Ittihad Griya Mustikasari Housing is part of the efforts of Group 10C KKN IBM Bekasi to collect accurate information so that PKM activities can provide appropriate entrepreneurship training. After that, Group 10C KKN IBM Bekasi planned a schedule of Community Service events.

The first stage of entrepreneurship training activities is to provide material on entrepreneurship theory (Nilam & Aga, 2022). The second stage is the practicum for making hand sanitizers. This activity began by providing an explanation of the ingredients and tools needed to make hand sanitizers, with 96% ethanol for the final results of 1 liter of hand sanitizer, the following ingredients are needed (a) 96% Ethanol as much as 833 ml, (b) Glycerin as much as 14.5 ml, (c) Hydrogen peroxide as much as 41.7 ml, (d) Sterile distilled water (distilled) or boiled drinking water added until the solution reaches 1 liter in a measuring cup (110 ml). In the manufacturing process, the tools needed are as follows: (a) Measuring cup, (b) Funnel (c) Pipette, (d) Bottle or pumpkin glass 1 liter, (e) Small bottle to store hand sanitizer liquid. The third stages are processing the hand sanitizer production as follows are the steps for making hand sanitizers according to WHO guidelines, namely: measure the existing ingredients according to the dosage; put ethanol (isopropyl) alcohol into clean bottles; put hydrogen peroxide into jerry cans/bottles filled with alcohol; Put glycerin in the bottle.

Keep in mind that glycerin liquid is sticky and viscous, so make sure nothing is left in the measuring cup by rinsing it with distilled water; After all ingredients are collected in jerry cans/bottles add distilled water up to 1 (one) liter; Close the jerry can/bottle immediately after all ingredients have been inserted to avoid evaporation of alcohol; Mix all ingredients by shaking the bottle gently until it can be ascertained that all ingredients are well mixed; immediately distribute the hand sanitizer mixture into smaller bottles for easy use; keep the bottles for 72 hours to ensure there is no microorganism contamination from the bottle container; and hand sanitizer ready to use.

If you make hand sanitizer at home, it is recommended to pay attention to the following: make hand sanitizer in a clean place. First clean the surface of the table with a cloth soaked in bleach before use; clean hands before making hand sanitizer; Mix the ingredients with a spoon and stirrer cleanly. Wash both of these tools before use; make sure the alcohol used is not diluted alcohol; mix all ingredients thoroughly; and do not touch the mixture by hand until it is ready to use.

Community Service Goals

The target to be achieved from Community Service activities in the context of implementing the Real Work Lecture is the Al-Ittihad Mosque Youth located in the Griya Mustikasari

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Housing Complex, Mustika Sari Village, Mustika Jaya District, Bekasi City in the form of entrepreneurship training activities (theory) and practice of making hand sanitizers. The number of participants in the activity was 25 people consisting of teenagers and mothers who coached the Youth activities of Al-Ittihad Mosque.

Output and Outcome

The outputs of IBM Bekasi Thematic KKN 2021 activities in the form of Community Service are as follows:

1. Entrepreneurship trainees gain new insights into entrepreneurship theory and how to make their own hand sanitizer at home both individually and in groups.
2. Entrepreneurship training can provide new understanding and skills in making hand sanitizers and distributing them to family members in Griya Mustikasari Housing Complex and can make them as products that can be traded to increase the source of financial income for Mosque Youth Cash or individuals.
3. Evaluation and assessment of the implementation of entrepreneurship training activities and the practice of making hand sanitizers is carried out by providing several questions that must be answered by participants and those who ask are given souvenirs as a form of appreciation for the questions submitted.

Outcome

Outcome from IBM Bekasi Thematic KKN 2021 activities in the form of Community Service are as follows:

1. Participants in entrepreneurship training and the practice of making hand sanitizers are expected to increase their knowledge in entrepreneurship and making hand sanitizers and can increase the source of cash income for teenagers Al-Ittihad Mosque, Griya Mustikasari Housing Complex from the sale of hand sanitizers made by themselves.
2. Entrepreneurship training and the practice of making hand sanitizers are expected to have an impact on participants' awareness of entrepreneurship as a teacher of individual and family life and participants are aware of the importance of being able to produce their own hand sanitizers for their own use and trade to people who need them during the current Covid-19 Pandemic.
3. Muhammadiyah Bekasi Business Institute, especially the Faculty of Economics and Business, Management Study Program is increasingly known by the public related to its concern in providing entrepreneurial insight and knowledge and the practice of making one of the tools to break the chain of spread of Covid-19 in the form of hand sanitizers.

CONCLUSIONS AND SUGGESTIONS

In the early days of the Covid-19 Pandemic, it was very difficult to obtain this hand sanitizer, with the IBM Bekasi 2021 Thematic KKN activity in the form of Community Service, it is hoped that it will be able to provide insight for Al-Ittihad Mosque Teenagers that this hand sanitizer can be made at home and can be a product traded by Al-Ittihad Griya Mustikasari

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Mosque Youth to increase their cash income. Participants in entrepreneurship training and hand sanitizer manufacturing practices hope that activities like this can be carried out in a sustainable manner.

In addition, they also proposed other entrepreneurship training activities needed by Mosque Youth and DKM Administrators as a whole, so that it is expected to help support the economy of the organization and its household. Suggestions for future research, using quantitative or mixed methods analysis, by adding variables such as self-efficacy, parents support and enlarging the number of respondents from some Karang Taruna or youth groups nearby.

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