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# **The Impact of *Course Brand and Content Marketing Expert for SME* in Increasing Student Entrepreneurship (Study on Alumni Students of the Indonesian Student Micro Credential Program, Makassar State University)**

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## ABSTRACT

This study aims to find out how the impact of the Course Brand and Content Marketing Expert for SMEs in Increasing Student Entrepreneurship (Study on Alumni Students of the Indonesian Student Micro Credential Program, Makassar State University) and to find out what factors hinder and support training. This study uses a qualitative research method with a case study type of research. Data collection techniques used were observation, interviews and documentation with 10 informants. Data analysis techniques in this study used data analysis techniques in the form of data condensation, data presentation and drawing conclusions. The results showed that the goals and objectives of this training in the form of creating novice entrepreneurs among students had been achieved but were still not optimal. However, this training had a positive impact on most of the participants in the form of adding new knowledge and skills in starting a business as well as in running and developing a business by utilizing various knowledge and skills acquired during the training, both in terms of planning, packaging to technology and internet-based marketing. The inhibiting factors for the training were that the training was carried out online, there were difficulties for participants in participating in the training, especially during packaging design practices, the short training only lasted for a month, the participants did not pay attention to the detailed attendance and class schedules so that it was necessary to control the level head, the tasks quite a lot with close deadlines, tight schedules in one week and the distance between one material and another close together. While several supporting factors in this training include the balance of the training material provided both in theory and practice, the instructor or teacher is someone who has competence in the business field, the presence of trainers or presenters who are entrepreneurs or practitioners, the knowledge and skills acquired are related to the modern era by utilizing technology and the internet as well as compensation for converting course grades, certificates and some pocket money.

**Keywords:** Training, *Course Brand and Content Marketing Expert for SM E*, KMMI Program, Entrepreneur

## INTRODUCTION

The State of Indonesia in essence has a very large population and has abundant natural wealth, therefore Indonesia is often said to be a country with abundant resources, both in terms of natural resources and human resources. The large number of

high school and university graduates each year should be an advantage for the country in the economic sector. The rapid population in Indonesia means that more and more human resources need jobs. The number of unemployed in Indonesia reached 8.40 million people as of February 2022. (BPS, 2022). The unemployment rate continues to be an evaluation for the Government and Universities in preparing students to become resources with skills and competitiveness so as to be able to create more jobs.

Universities really support and emphasize students so that they can become entrepreneurs and be able to open the widest possible employment opportunities, this can be seen from the many programs or seminars on the theme of entrepreneurship, as well as the existence of tertiary institutions that specifically make entrepreneurship as part of the vision and mission of higher education. The Makassar State University (UNM) is one of the tertiary institutions that makes entrepreneurship a part of its vision and mission. UNM has a vision as a center for education, study and development of education, science, technology, and art with educational and entrepreneurial insights. As well as one of its missions, namely organizing tridharma activities to produce professional human resources in the educational and non-educational fields who have an entrepreneurial perspective.

"The role of entrepreneurship is very important and necessary in economic growth and provides opportunities to create new jobs, reduce unemployment and empower the community" (Firdaus & Hasanah, 2018). The Ministry of Education, Culture, Research and Technology (Kemdikbudristek) through the Directorate General of Higher Education launched a program called The Indonesian Student Micro Credential Program (KMMI) is aimed at Undergraduate or Undergraduate students to carry out training or courses off campus.

"The KMMI program in general is an activity that provides opportunities for students to study off campus and as a medium in bridging the gap between higher education and the world of work or industry ." (Hendayana, 2021). Business Administration Science, Makassar State University is one of the study programs selected as one of the organizers of the The KMMI program, with the *Course Brand and Content Marketing Expert for SME ( Small Medium Enterprise )*. Brand and Content Marketing Expert Course training for SME ( *Small Medium Enterprise* ) is a training that offers *soft skills* that are relevant to today's *digital era* .

"*Brand* or brand is an identifier related to a symbol or name, as well as being a perception from consumers regarding a product or service and its performance" (Sumiati et al., 2016). *Content Marketing* or content marketing is a business carried out by sellers or producers in attracting and creating consumer buying interest which functions in educating consumers and as a bridge between producers and consumers in order to create an interesting and fun communication process through information in the form of images, videos, audio and etc. that come from content owned by that producer (Yusuf et al., 2020).

Procurement of this training is useful in pioneering Small and Medium Enterprises, especially among students so that it is hoped that there will be an increase

in entrepreneurship among students. *The Brand and Content Marketing Expert for SME course* was attended by 320 participants consisting of students from various majors and various universities in Indonesia. The participant data from the Business Administration Study Program, Makassar State University, namely:

Table 1. Data of Business Administration Study Program Participants  
Makassar public university

Study program	Number of participants
Business Administration Science Makassar public university	218
Participants from outside the Business Administration Study Program, Makassar State University	102
<b>Total</b>	<b>320</b>

(Source: KMMI Course Brand and Content Marketing Expert Certificate Data for SME 2021 )

Based on the initial data obtained by distributing questionnaires via *google form* to Makassar State University Business Administration Students who have participated in the KMMI program, especially in the *Course Brand and Content Marketing Expert for SME* , the following results were obtained:

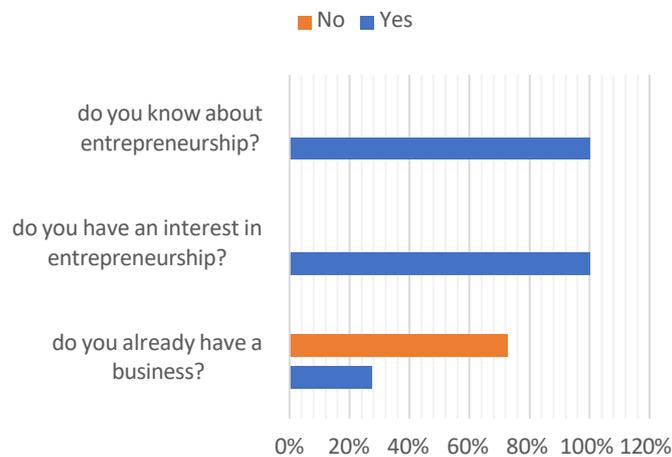


Figure 1. Student Entrepreneurial Observation Results

The results of the initial data obtained illustrate that 100% of respondents have an interest in entrepreneurship, as many as 27.30% of students have run their businesses and as many as 72.70% of students have an interest in entrepreneurship but have not run their own businesses.

*The Course Brand and Content Marketing Expert for SME* The Indonesian Student Micro Credential Program (KMMI) is expected to have an impact in the form of creating an increase in knowledge, skills and attitudes so that participants are able to apply the learning outcomes from the training in managing their own business which is marked by changes in living standards in the form of earning income and or creating new jobs with entrepreneurship, resulting in an increase in entrepreneurship among students.

Based on the results of *participant observation* in September 2021, during the training, some of the problems that occurred and were encountered included, namely, there were training participants who did not participate actively in class and participants who did not focus on adding knowledge and skills but on other *benefits* from the KMMI program such as certificates, giving pocket money and converting 3 (three) credits in courses so that the training is not carried out in earnest.

Departing from the thoughts above, and the absence of an evaluation regarding the *Course Brand and Content Marketing Expert for SME* , then this becomes the material and basis for a deeper study of the Impact of the *Course Brand and Content Marketing Expert for SME* in Enhancing Entrepreneurship Student Study Program Alumni Students Micro Credentials for Indonesian Students, Makassar State University.

## RESEARCH METHODS

The type of research used in this study is a type of case study research with a qualitative approach, aiming to find facts or symptoms regarding the impact of the *Course Brand and Content Marketing Expert for SMEs* in increasing student entrepreneurship. Case study research is a type of qualitative research, in which researchers conduct in-depth exploration of programs, events, processes, activities of one or more people (Sugiyono, 2019 ) . This research was conducted at the Business Administration Study Program, Faculty of Social Sciences and Law, Makassar State University, which is located at Jalan AP Pettarani, Tidung Village, Rappocini District, Makassar City 90222. The research was conducted in the even semester of the 2022 school year.

The focus of this research is the impact of *Course Brand and Content Marketing Expert for SME* in increasing student entrepreneurship in alumni students of 29 Indonesian Student Micro Credential Programs with training indicators according to (Mangkunegara, 2015) namely goals and objectives, trainers, materials, methods, and participant.

The stages in this study are as follows: Description stage or orientation stage. At this stage, the researcher describes what he saw, heard and felt. The researcher did a cursory data collection about the information he got . reduction stage. At this stage, the researcher reduces all the information obtained at this stage The first is to focus on a particular problem. 3. The selection stage. At this stage, the researcher outlines the focus that has been set in more detail and then conducts an in-depth analysis of the research focus or problem focus. The result is a theme that is constructed based on the data obtained into new knowledge, hypotheses and even theories .

Data collection techniques used in this study were observation , interviews and documentation. In this study, researchers used participatory observation, where researchers participated in the *Course Brand and Content Marketing Expert for SME training* for the Indonesian Student Micro Credential program which had been held previously . In addition, this study used a structured interview technique, which is one of the data collection techniques used in research by conducting interviews with informants to obtain the required data and information related to the focus of the research . Documentation is a record of events that have passed which can be in the form of writing, drawings, or monumental works of a person. Document study is a complement to the use of observation and interview methods in qualitative research.

The data analysis technique used is a three-step analysis. The stages of data analysis used in this study refer to the theory of Miles, Huberman and Saldana as follows, namely data condensation refers to the process of selecting, pursuing, summarizing, simplifying and transforming data contained in field notes and transcripts in this study. The next step is presenting the data. Presentation of data is interpreted as a collection of structured information that provides the possibility of drawing conclusions and taking action . The third step in qualitative data analysis is drawing conclusions and verifying the analysis that has been carried out and re-checking with the evidence that has been found in the field .

## RESULTS AND DISCUSSION

Makassar State University (UNM) is one of the tertiary institutions that passed after going through a number of selection stages. KMMI is an Independent Learning Campus program (MBKM) through short course learning that covers *hard skills* and *soft skills* for students. Consists of four courses offered, namely Stock Data Analysis for Business and Offices (8 classes), Digital Content Specialist (7 classes), Brand and Content Marketing Expert for SME (8 classes) and Computer Hacking Forensic Investigator (8 classes) with a quota that available for the four KMMI UNM courses as many as 1,240 students with 10% of them being given to students outside the Makassar State University campus. To find out the impact of the *Course Brand and Content Marketing Expert for SMEs* in increasing student entrepreneurship, researchers collected data by conducting interviews with respondents, in this case alumni students of the Indonesian micro-credential program, especially students of the Business Administration Study Program, Faculty of Social Sciences and Law, State University. Macassar. The results of this study are as follows:

### 1. Implementation of Training

Training in English is translated as the word *training*, which means giving practical lessons, making them develop in the desired direction. According to Kasmir (2019)"Training is a process that aims at forming and providing provision to someone in the form of adding skills, abilities, knowledge and attitudes or behavior". This training activity is carried out by the Business Administration Study Program, Faculty of Social Sciences and Law, Makassar State University, under the name *Course Brand and*

*Content Marketing Expert for SME*, held for approximately one month, where in one week there are 3 (three) day class schedules, consists of 8 (eight) classes from AH. In this study, researchers also wanted to know about how the *Course Brand and Content Marketing Expert for SME training* was carried out by the UNM FIS-H Business Administration Study Program. Based on the results of the interviews that were conducted with the training participants, namely as many as 10 informants, information was obtained as many as 5 informants stated that the implementation of this training was going well, while several other informants each thought very well (1 informant), quite interesting (1 informant), very interesting (1 informant), the implementation of the training was positive (1 informant) while 1 other informant was of the opinion that the implementation of this training was still not effective because it was carried out online (in a network). The implementation of the Course Brand and Content Marketing Expert for SMEs training program has been carried out well and interestingly, as well as providing benefits and positive values to participants from various aspects related to one of the most important concentrations in the Business Administration Study Program, namely the process of planning and managing business including strategy marketing in the form of content by utilizing technology and the internet. This is in line with Larasati's opinion (2018) regarding the benefits that can be obtained by implementing a training, one of which is to assist in the improvement and self-development of participants. There are various opinions and refers to one opinion which states that the implementation of the training is still not effective, so the implementation of further training needs to be further improved in order to obtain a training program and even better results, then good results also depend on how the trainees apply and accept what is taught. have been given in this training program

## **2. Goals and Goals**

Goals and objectives become standards for an activity or program for an individual, because if the goals are not achieved then it can be said that the training program has failed. Therefore, the need for goals and objectives that are clear, measurable (Mangkunegara, 2015) and meet the expected needs, one of which is the creation of beginner entrepreneurs among students. There are not a few understandings or definitions that concern and describe the word entrepreneurship or entrepreneurship. According to Suryana & Bayu (2011, p. 45) " Entrepreneurship is a creative and innovative ability that is used as the basis for creating something new and different, while the concept of entrepreneurship refers more to the nature, character and characteristics inherent in someone who has a strong will to realize innovative ideas into the real world of business and can develop it resiliently, with reference to people carrying out the process of ideas, integrating resources into reality ". Entrepreneurship can also be interpreted as "creative and innovative ability in creating opportunities to achieve the expected success. (Widnyana et al., 2018)." beginners among students have been reached, 1 (one) informant stated that the training objectives had been achieved but not optimal, 1 (one) other informant stated that it was sufficiently achieved and 2 (two)

informants stated that it had not been achieved. So it can be concluded that the goals and objectives of the *Course Brand and Content Marketing Expert for SME training* in the form of creating novice entrepreneurs among students have been achieved but are still not optimal. , quite a lot of students took part in the training not because of their own desire but because by participating in the training students could convert 3 credits into required courses at that time, also because there was pocket money given to the training participants, but this happened before the training was carried out , different opinions occur after the training takes place, a lot of new knowledge both in theory and practice is obtained and can be applied in business, so that the training is no longer attended to obtain other *benefits* but to build and develop the business that has been planned right. In addition to the creation of novice entrepreneurs among students, this training is also a place for students to develop participant businesses that have been running before attending the training, so that it can be said that there is an increase in knowledge and skills for participants related to entrepreneurship or the business being run. In line with the theory (Firdaus & Hasanah, 2018)that training is one of the activities that aims to provide skills, foster interest and motivation in entrepreneurship in order to gain increased knowledge, skills, abilities and experience. So the goal of increasing the knowledge and skills of student entrepreneurship has been achieved.

### 3. Trainer

The trainer is one of the training elements that has an important role in achieving the expected training objectives. Therefore, it is necessary that a trainer or instructor who is qualified in the field that the (Mangkunegara, 2015),trainer wants to teach is in charge of delivering the material, determining the appropriate training method and providing evaluations and assignments to the participants, and ensuring that the participants actively participate during the training process. To find out how the trainers were in the *Course Brand and Content Marketing Expert for SMEs training*, the informants were asked whether the instructors/trainers in the training were able to invite participants to actively participate during the training process. Based on the results of interviews with research informants regarding the trainers or instructors in this training, it was found that as many as 9 informants stated that the trainers had been able to invite participants to participate actively during the training process, while 1 other informant stated that the trainer was still not able to invite participants to participate actively. So it can be concluded that the trainers are quite capable of inviting participants to participate actively, most of the informants stated that the trainers in this training were experienced and competent people in the field of entrepreneurship/business. This is in line with the theory (Mangkunegara, 2015)related to one of the training indicators which states that trainers must be experts in their field who are adequately qualified or professional.

#### **4. Training materials**

Training materials are an important part of any program or activity that involves knowledge acquisition and retention. The material provided should be in accordance with the objectives to be achieved so that it can meet the needs of participants regarding one of the most important concentrations in the Business Administration study program, namely business planning and marketing content to help formulate and run the desired business. Based on the results of interviews with various informants regarding the training materials, most of the informants believed that the training materials were appropriate and able to assist them in formulating and running their businesses. In terms of designing logos, packaging designs, creating marketing content through introduced applications as well as materials regarding digital marketing and managing business licenses which provide many benefits for participants. Marketing content be one of the strategies that can be implemented in obtaining content that is valuable and relevant to consumer needs to provide information regarding aspects related to the product (Pega, 2021). The training provides an overview or new knowledge regarding the steps that need to be prepared to start the business that has been planned. In addition, the training material obtained contributed quite a bit in running and developing the participants' businesses because it was given in stages. This is in line with the theory of training principles (Mangkunegara, 2015) which states that training materials must be given systematically and according to the stages, and adapted to the training objectives to be achieved.

#### **5. Training Methods**

The method is the accuracy of the delivery method used during the training. The training method used can be in the form of training methods with participatory techniques, namely group discussions, conferences, simulations, role playing (demonstrations) and games, classroom exercises, tests, teamwork and comparative studies. (Afandi, 2017). Based on the results of interviews conducted with research informants, in this case training participants regarding the suitability of the training methods applied, the results obtained were 6 (six) informants stating that the training methods applied were appropriate so that understanding regarding the material provided to participants was able to be conveyed properly, 3 (three) informants stated that the training method applied was quite good but the assignment method and deadline given were very close between one task and another, while 1 (one) other informant stated that the training method applied was still not appropriate because the output or activity objectives have not been fully achieved. Based on most of the opinions expressed by various informants regarding the appropriateness of the application of the training method, it can be concluded that the training method used is quite in accordance with the participant's level of ability and is quite good at conveying understanding of the material. This is in line with the opinion of Mangkunegara (2015) regarding training indicators, especially in training methods which states that the method used must be adjusted to the ability level of the participants.

## 6. Training Participants

Implementation of this training through a selection process for students who wish to register as training participants, this is in line with the opinion Maulida (2019) which states that it is necessary to prepare and plan regarding the selection of training participants, so that participants participating in the training are more targeted. The training participants are the people who will carry out every training process and receive every material that will be provided in the training so that the participants are the key to whether this training can have an impact on them. Therefore, participant participation is also an indicator that needs to be known in this study. Based on the results of interviews with various informants, the results obtained were 2 (two) informants stated that most of the participants participated actively during the training process, 1 (one) informant stated that the participants participated very actively, 2 (two) informants stated that the participants participated actively either from In terms of attendance and participation in class, 2 (three) informants stated that the participants were quite active and 3 (three) other informants stated that the participants were quite enthusiastic. Based on the results of interviews conducted with various informants, it can be concluded that the participants participated actively and were quite enthusiastic both in terms of attendance and participation or interaction in class. Participants have good enthusiasm in undergoing the training process with interesting material and in accordance with the scientific concentration needed and desired by the participants, especially for participants from the Business Administration study program. In fact, in several meetings with interesting material, it was able to increase the enthusiasm of the participants to participate actively in class. This is in line with opinion (Maulida, 2019) which states that participants must be able to actively participate in training and the need for linkages to needs analysis. It is intended that the training program be able to solve problems in accordance with the analysis of the needs of the participants, such as interesting material that matches the knowledge needs of the participants regarding the training material they are interested in, so as to encourage the enthusiasm and participation of the participants.

## 7. Training Impact

This training is expected to increase knowledge and skills in building a business or own business, especially for the majority of participants who are students from the Business Administration Study Program, so that this training can have an impact on increasing student entrepreneurship. Based on the results of interviews with various informants who were training participants regarding whether after attending the *Course Brand and Content Marketing Expert for SME training* had an impact on starting a business for the participants, the results were obtained where all informants stated that this training had an impact on themselves in starting and run the business they want. The Big Indonesian Dictionary defines impact as a collision or influence that brings positive or negative consequences. The results of the interviews show that the *Course*

*Brand and Content Marketing Expert for SME* training This has had a positive impact on the participants, mostly in the form of adding new knowledge and skills in starting participants' businesses as well as in running and developing businesses by utilizing various knowledge and skills acquired during the training, both in terms of planning, packaging to technology and internet-based marketing . The new knowledge and knowledge gained can provide an overview and motivation for participants in planning and preparing for the business they want to run, especially knowledge about *brands* and marketing content. With brand-related knowledge, participants can determine at what level they will instill brand identity and build as much brand equity as possible (Kotler dan Keller, 2019). Not only in terms of business planning but also in developing the business that has been carried out by utilizing the applications that have been introduced and taught during the training process. Businesses that were previously run sober have begun to be developed by implementing a marketing strategy in the form of content which is an effort to increase consumer awareness in various market segments of the impression of a product or brand to influence consumer purchasing decisions with different marketing concepts (Nuryakin & Pribadi, 2021) by consistently providing information through relevant content and having score . In addition, participants can add to relations from students outside the Business Administration study program and outside the Makassar State University campus.

#### **8. Inhibiting and Supporting Factors**

The word inhibition in the Big Indonesian Dictionary is translated as a thing, condition or other cause that hinders (obstructs, holds back, hinders). While inhibiting factors are factors that hinder the running of a program or activity. Several inhibiting factors were felt by the trainees during the training process, namely:

1. The training is carried out online so that participants cannot be controlled directly by the trainer.
2. There were difficulties for participants in participating in the training, especially during packaging design practices that were carried out *virtually* .
3. The implementation of a very short training only lasted for a month.
4. Participants do not pay attention to the details of the attendance schedule and class schedule so that it is necessary to control the level head.
5. There are quite a lot of assignments with close *deadlines* and a busy schedule in one week and the distance between one material and another is close together.

In addition to obstacles related to the training process, there are also obstacles that come from the participants themselves, for example in terms of quotas or networks and the training schedule that coincides with the internship schedule. While the supporting factors, according to the Big Indonesian Dictionary, are factors that support, support, help and so on. Based on the results of interviews with various informants, several supporting factors in this training include:

1. Balanced training materials provided both theoretically and practically.
2. Instructors or teachers are people who have competence in the field of business.

3. Presenting trainers or presenters who are entrepreneurs or practitioners.
4. The knowledge and skills acquired relate to the modern era by utilizing technology and the internet.
5. There are rewards for converting course grades , certificates and some pocket money .

## CONCLUSION

Based on the results of research on the impact of the *Course Brand and Content Marketing Expert for SME* in increasing student entrepreneurship (Study on Alumni Students of the Indonesian Student Micro Credential Program, Makassar State University), it can be concluded that the aims and objectives of this training in the form of creating beginner entrepreneurs among students has been achieved but is still not optimal, this can be seen from the large number of alumni participants who have started entrepreneurship but there are still many who have not. However, this training had a positive impact on the participants mostly in the form of adding new knowledge and skills in starting a participant's business as well as in running and developing a business by utilizing various knowledge and knowledge gained during the training, both in terms of planning, packaging to technology-based marketing and internet .

The inhibiting factors for the training were that the training was carried out online, there were difficulties for participants in participating in the training, especially during packaging design practices, the short training only lasted for a month, the participants did not pay attention to the detailed attendance and class schedules so that it was necessary to control the level head, the tasks quite a lot with adjacent *deadlines* , tight schedules in one week and the distance between one material and other adjacent materials. While several supporting factors in this training include the training material provided both in theory and practice, the instructor or teacher is someone who has competence in the business field, the trainer or presenter is an entrepreneur or practitioner, the knowledge and skills acquired are related to the modern era by utilizing technology and the internet as well as compensation for converting course grades , certificates and some pocket money .

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