

# IMPROVING MOTIVATION IN BUILDING PHOTOPRENEUR CHARACTERISTICS

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## ABSTRACT

Until now, it is still rare to find people who want to start their life when they graduate from school or college by becoming an entrepreneur. Generally, graduates who have successfully completed their education prefer to be able to immediately work in a company compared to working independently or starting their own business. In fact, graduates should be more encouraged to dare to try entrepreneurship, one of which is to become a Fotopreneur. The so-called Fotopreneur is a photographer or videographer who has an entrepreneurial spirit.

Due to the still enactment of restrictions on community activities caused by the outbreak of the Covid-19 virus in Indonesia, especially what happened in the city of Bandung and its surroundings, the Community Service event held this time was still carried out virtually (online) using the Zoom application. To avoid saturation of the participants in participating in this PkM activity, the program does not only contain the presentation of material presented by the resource persons, but the program is combined with a talk show style, so that the program can become more interesting and interactive.

When viewed from the number of participants, the material presented and the objectives of the activities to be achieved, it can be said that the PkM activities that have been carried out have been able to achieve the expected targets. By holding this PkM event, it is hoped that the participants who follow it can understand well about what photography is which can be one of the opportunities in business, so that it raises the interest of the participants to become a photopreneur.

**Keywords:** Photopreneur, Motivation, Interest in Entrepreneurship

## 1. PRELIMINARY

Until now, entrepreneurship is still often discussed by many people [1]. It is undeniable that entrepreneurship can play a very important role in improving the socioeconomic status of a country [2]. However, at this time the number of entrepreneurs in Indonesia is still relatively minimal with a percentage of no more than 3.47 percent of the total population of Indonesia, which amounts to more than 250 million people, or only around 7.5 million. Only people who are able to work as an entrepreneur. When compared with other countries, for example with neighboring countries such as Malaysia and Thailand, where the level of entrepreneurship has been at 4.74% and 4.26%, it can be seen that the number of entrepreneurs in Indonesia is still lower or even very far behind. Especially when compared to Singapore which has a number of entrepreneurs of 8.76% of the total population. Therefore, in order for Indonesia to become a developed country that is able to compete with other countries, it is necessary to have as many as 4 million new entrepreneurs who can encourage the strengthening of the economic structure of the Indonesian state even though the ratio of entrepreneurs in this country has exceeded international standards which amounted to by 2%. [3].

To encourage college graduates to want to work independently or intend to become an entrepreneur is not an easy thing to do. This is because there is still a tendency to show that graduates who have completed their studies at universities prefer to work as employees in government or private companies. That way, it can be seen that there is still no high motivation possessed by students to be able to become a successful entrepreneur due to the absence of an entrepreneurial mental attitude that should be able to be grown in these students. A useful encouragement is needed in shaping entrepreneurial character which has an impact on the emergence of high self-confidence in students to want to try to carry out entrepreneurial activities.

Generally, motivation is defined as a condition that encourages or causes someone to do an action or job. As stated by [4] which states that motivation is a force, both from within and from outside, that encourages a person to achieve certain predetermined goals. Thus, it is stated that motivation is a process that influences a person to act or do a job he wants. A similar opinion was also expressed by [5] which states that motivation is the willingness to do something, while the motive is a need, desire, urge, or impulse. That way, it can be said that motives with high strength can be a factor that determines a person's behavior or motivation in carrying out an activity or activity. Meanwhile, entrepreneurship can be defined as creative and innovative abilities that are used as the basis, tips, and resources to find opportunities for success [6]. Thus, in general it can be stated that entrepreneurship motivation is a willingness or encouragement possessed by a person to carry out activities or activities related to seeking opportunities for creative and innovative success by utilizing various existing resources. Several dimensions are useful in measuring the level of motivation of a person to become a successful entrepreneur, including [7] Ambition for freedom, with indicators in the form of: a) Freer activity; b) Own your own business; c) Become more respected; d) Leading in applying theoretical ideas; and e) Develop a hobby in business; 2) Self-realization, with indicators in the form of: a) Obtaining a better position in society; b) Feel the challenge; c) Motivating and leading others; d) Continuing the family tradition; e) Implementing ideas or innovating; and f) Following others; and 3) Pushing factors, with indicators such as: a) Job loss; b) Get a better opinion; and c) Dissatisfied with work [8].

Motivation can foster a person's interest to want to become an entrepreneur. This is evidenced through the results of previous research which states that high motivation can have a significant influence on a person's desire to start a new business [2]. It is stated that what is meant by interest is an act that leads to a goal and is an impetus for these actions. In humans there are impulses (motives) that encourage humans to interact with the outside world. And what has become a person's interest encourages him to do more and do better [9]. Meanwhile, explained that interest in entrepreneurship or becoming an entrepreneur is a person's desire to work independently (self-employed) or run his own business [10]. Several categories that can be used to measure the level of a person's interest in entrepreneurship, including [7] 1) Not yet interested in becoming an entrepreneur; 2) Already interested, but not yet started; 3) Already own and run a business; and 4) Have had a business before, but failed. It is also known that when viewed from the perspective of time, interest in entrepreneurship can be divided into several categories, including [7] 1) Interest in entrepreneurship in the near future/after graduation; 2) Interest in entrepreneurship in the next two years; 3) Interest in entrepreneurship in the long term/in the future; and 4) Have not determined the time to start [11, 12].

Becoming a photopreneur is an alternative in developing the talents and interests of students to be willing to carry out entrepreneurial activities. What is meant by Fotopreneur is a photographer (and videographer) who has an entrepreneurial spirit, or a photographer and videographer who has creative and innovative nature, has the courage to do something better or different than before, so that through that mental attitude makes that person able to provide more value that is useful for himself, as well as a positive effect on the environment [6]. It was also stated that a Fotopreneur is someone who is able to effectively and innovatively empower photography by utilizing information and communication technology that can create business opportunities. [13].

## **2. IMPLEMENTATION METHOD**

Due to the implementation of restrictions on community activities caused by the outbreak of the Covid-19 virus outbreak that hit the country of Indonesia, especially what occurred in the city of Bandung and its surroundings which are still in the orange zone, the implementation of community service activities (PKM) this time is still carried out regularly. virtual (online) by using the Zoom application facility. In this way, the implementation of PkM is different from the PkM activities that have been held previously, which are more often carried out through observation by providing counseling or training directly to the community [14, 15].

To prevent boredom or the emergence of boredom from the participants in participating in this PkM activity, the program was held in the form of a talkshow style. That way, the event that takes place can become even more interesting and interactive, so it is hoped that the participants can better understand the material that has been presented by the resource person. In the PkM event, the presenters not only explained the material, but also provided opportunities for the participants to ask questions and discuss [16, 17].

So that the implementation of this PkM activity can be attended by many participants, information regarding the implementation of the PkM event is disseminated through posters distributed to students of the Faculty of Economics & Business, Widyatama University, as well as students from MAN 1 Bandung City and the Milkyway Photography Community. The PkM event which was held on Friday, date. October 1, 2021, was attended by 45 participants with participants consisting of

students from MAN 1 Bandung City, students from the Widyatama University campus, and several students from other campuses in Bandung City.

In general, the material presented by the speaker or resource person is more about his experience in doing business, especially the story about the beginning of the speaker who had a hobby of photography which later turned it into an opportunity in business. In addition, the presenters also talked about how to start a photography business, his tips in the photography business, and his motivation to become a photopreneur. We hope that the material presented by the presenters can motivate and inspire the participants to dare to start working independently or own their own business [18].

The speaker or resource person at this Community Service (PkM) event was a young man named Dhany Headian, a graduate from the Parahyangan Catholic University campus, who is currently the CEO, as well as the Founder, at Nesnumoto Dayana Inc. Dayana Inc. is a group of companies engaged in photography and videography that has been running for approximately 11 years. As a market leader in the wedding photography business, this company is also developing its business by establishing several new brands, with specific themes and characteristics of services, consisting of: 1) Nesnumoto which is positioned by strengthening services to wedding photography vendors with a series of services. in the form of pre-wedding, pre-wedding recitation, pre-wedding splash culture, wedding and post-wedding activities; 2) Estuary which is positioned with strengthening in a production house, brand campaign, photo and video creative content, event documentation, and management of social media platforms; 3) Kumara who is positioned as a Photography and Video service vendor with the theme of Family Life Cycle such as maternity, birth process, new baby born portrait, pilgrims birth party, birthday party, graduation, family gathering, and family portrait; 4) KEIA which is positioned as a packaging support system for the output of all photography and videography products, especially physical output in the form of albums, frames, and souvenirs; and 5) Kintaka is positioned with strengthening services for wedding photography vendors, but with marketing in Garut City/Regency.

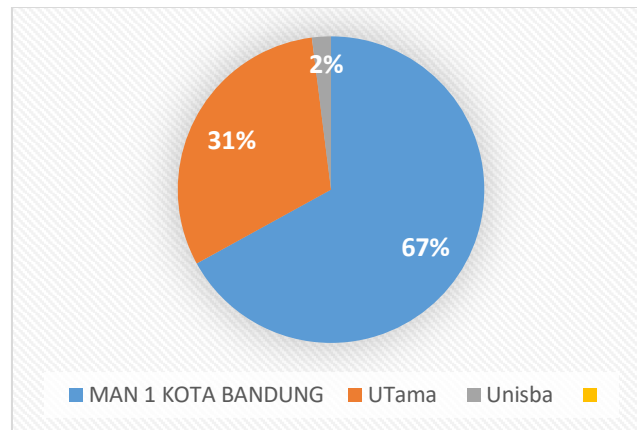
In the PkM event, there was a talk show session that allowed each participant to ask questions to the speakers via live chat which was delivered directly by the moderator. That way, the Pk Mini event becomes even more interesting because the participants can still interact directly with the speakers even though it is done virtually [19, 20].

### **3. RESULTS AND DISCUSSION**

The following is an explanation of the results of the PkM activities that have been held which are assessed based on the achievement of the target number of participants, the achievement of the planned material targets, and the achievement of activity objectives.

#### ***Achievement of Target Number of Participants***

When viewed from the number of participants who took part in this PkM event, it can be said that this PkM event has been able to meet the desired target number of participants because previously it was hoped that this event could be attended by at least 30 participants. However, in its implementation this event has been able to attract the interest of many participants with the number exceeding the previously planned target of 45 people. The profiles of participants who attended the PkM event can be explained as follows:



Source: Data Processing, 2021

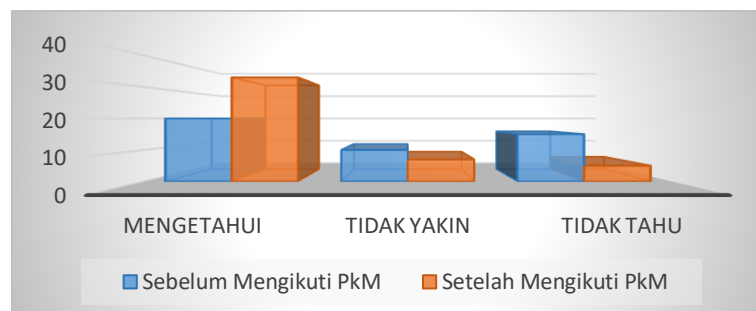
Figure 1 Participant Profile Based on School/Institution Origin

By referring to the data shown by the figure, it is known that most of the participants who took part in this PkM event, with a percentage of 67%, were students from MAN 1 Bandung City. Meanwhile, 31% or as many as 14 other people are students from Widyatama University (UTama) and the rest, with a percentage of 2%, are students from other universities.

In addition, it was also said that this PkM event had met the expected target of participants in relation to the professions possessed by the participants, all of whom were still working as students and students who did not have experience in entrepreneurship. That way, because none of the participants have ever started, or established a profitable business, this PkM event has been able to achieve its desired goal, namely to introduce and increase the interest and motivation of students in entrepreneurship, especially in the photography and videography, or what is commonly called a photopreneur.

#### ***Achievement of Material Target***

To measure the success of the PkM event as seen from the achievement of the material targets, this can be assessed through the responses of participants who were asked to fill out several questions or statements in the distributed questionnaire, especially those related to questions about the photography and videography business.



Source: Data Processing, 2021

Figure 2 Participants' Knowledge Level of Photopreneurs Before and After PkM Activities

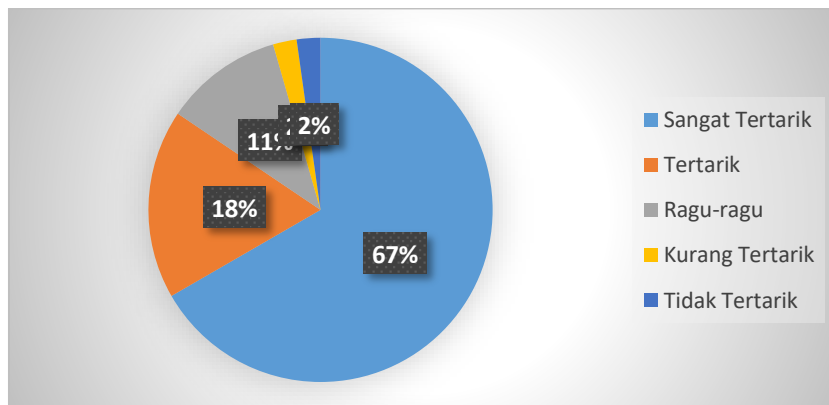
Referring to the data shown in the picture, it is known that before the PkM event was held there were still few participants who knew what it meant by Fotopreneur, with a percentage of 44% or as many as 20 people, then 22% or as many as 10 participants who felt they did not sure or maybe know Fotopreneur, and there are still many participants who do not know it with a percentage of 33% or as many as 15 people. Then, when the PkM event was completed, the participants who initially did not know the photography and videography business were reduced compared to before, with a percentage of 11% or as many as 5 people. Meanwhile, the number of participants who know about it is increasing with a percentage of 73% or as many as 33 people, and the number of participants who may know about it is 16% or as many as 7 people or less compared to before the PkM event was held. This shows that the achievement of the material presented has been able to achieve its target as seen from the increasing number of participants who understand what is called a Photopreneur.

In addition, the increasing understanding of the participants was also due to the question and answer session between the presenters and the participants, so that the participants could directly ask questions to the presenters related to the material they had delivered.

**Achievement of Activity Goals**

The main objective of holding this Community Service (PkM) event is to increase the motivation that affects the participants' interest in entrepreneurship, especially in the photography and videography business, or becoming a photopreneur. To determine the achievement of the objectives of this PkM activity, the measurement was carried out through the distribution of questionnaires which were distributed to the PkM participants as respondents at the end of the PkM event.

What is meant by entrepreneurial motivation is an urge or willingness possessed by a person to carry out creative and innovative entrepreneurial activities by utilizing various available resources to seek opportunities for success. Everyone who wishes to become a successful entrepreneur must have high work motivation so that the person at work does not easily give up in the face of all obstacles or obstacles in running his business which has become a risk in doing business. That way, without a high motivation to run a business, that person's interest in becoming a successful entrepreneur will never be realized.



Source: Data Processing, 2021

Figure 3 Respondents' Responses Regarding the Desire to Become an Entrepreneur



By referring to the data shown in the figure, it is known that basically the respondents who are participants in this PkM event have a high interest in becoming a successful entrepreneur. This can be seen through the answers of the participants, most of whom stated that they were very interested in becoming successful entrepreneurs with a percentage of 67% or a total of 30 people. This condition is certainly in line with the desired goal of this PkM activity which aims to increase entrepreneurial motivation which has an impact on interest in becoming a successful entrepreneur, especially in the photography and videography business, or becoming a photopreneur.

#### 4. CLOSING

It can be said that the PkM activities that have been carried out have been able to achieve the expected goals, especially if it is measured by the number of participants, the material presented, and the objectives of the activities. By participating in this PkM event, the participants can understand that basically someone's passion for something, or what is often called a hobby, can be a business opportunity that can be done by anyone who wants to become an entrepreneur. This includes a person's penchant for taking pictures or photos, and/or videos, which makes that person a photopreneur. What is meant by a photopreneur is a photographer, and/or videographer, who has a strong entrepreneurial spirit who is able to create business opportunities from his hobby. Through this PkM event, the motivation of the participants to become entrepreneurs is getting higher.

#### 5. SUGGESTION

Even though this PkM event has been well organized and runs according to the schedule of events that have been previously planned, it does not mean that there is no evaluation of activities that can measure the extent to which the PkM event was held, so that in the future this PkM event can be continued with mentoring or other activities. counseling was held directly for the participants, especially for participants who felt interested in getting into the business of photography or becoming a photopreneur.

#### *Thank-you note*

We hereby express our gratitude addressed to the parties who have assisted in the implementation of this Community Service (PKM) activity, especially to the Widyatama University campus through the Institute for Research and Community Service (LP2M) for the funding it has provided in accordance with the Contract. Implementation of Community Service Work for Fiscal Year 2021, so that the implementation of PkM activities in the form of this Webinar can be carried out properly and smoothly.

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