

Luwuk Muhammadiyah High School Students' Entrepreneurship Capability

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Abstract. *Communication training is a common sort of education, particularly in the business world. The purpose of this exercise is to assist SMA Muhammadiyah Luwuk students in developing their business skills. The problem is that students do not have access to entrepreneurship education communication resources at school. The training method is divided into four stages: displaying a video about the significance of communication, offering material and business communication simulations for communication skills training, and drawing conclusions from all of the training supplied. The results of the corporate communication training program have helped SMA Muhammadiyah students improve their communication skills and gain confidence in public speaking.*

Abstrak

Pelatihan komunikasi adalah jenis pendidikan yang umum, khususnya di dunia bisnis. Tujuan dari latihan ini adalah untuk membantu siswa SMA Muhammadiyah Luwuk dalam mengembangkan keterampilan bisnisnya. Permasalahannya adalah siswa tidak memiliki akses terhadap sumber komunikasi pendidikan kewirausahaan di sekolah. Metode pelatihan dibagi menjadi empat tahap yaitu penayangan video tentang pentingnya komunikasi, penawaran materi dan simulasi komunikasi bisnis untuk pelatihan keterampilan komunikasi, dan penarikan kesimpulan dari seluruh pelatihan yang diberikan. Hasil dari program pelatihan komunikasi korporat telah membantu siswa SMA Muhammadiyah meningkatkan keterampilan komunikasi dan memperoleh kepercayaan diri dalam berbicara di depan umum.

Kata kunci: Pelatihan, Komunikasi, Bisnis, Kewirausahaan

INTRODUCTION

Communication is essential for businesses and potential entrepreneurs. The ability to communicate in business is critical for any entrepreneur looking to grow their business. Entrepreneurs can improve skills through entrepreneurship education, which benefits everyone

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(Sitepu, 2021). One of the learning subjects in entrepreneurship education is The most critical aspect is commercial communication. According to Purwanto (2011), business communication is a sort of communication utilized in the business world that spans a wide variety of types of communication, including verbal and nonverbal communication. Entrepreneurship education can have a good impact. Which

The issue with SMA Muhammadiyah pupils is that they have not gotten fundamental material communication and in a specific method business on eye lesson entrepreneurship. Learning business communication provides students with insight towards becoming entrepreneurs. Business communication, like effectuation, communication, leadership, creativity, and innovation, is an intriguing talent. Muhammadiyah high school students do not yet know how to speak effectively in everyday situations as a starting point for improving communication skills in the company.

The solution to Muhammadiyah high school students' problems is to provide training in business communication. Communication materials include: communication basics and communication business. The tools and methods provided to effectively communicate (verbal or nonverbal). The goal of business communication training is to give students at Senior High School Muhammadiyah more confidence to speak up and express themselves in public. Participants in training are anticipated to be able to develop communication business models for can pitching about jobs in global company.

IMPLEMENTATION OF A METHOD

UML Goes to School is a community service project. UML Goes to School consists of five meetings, each of which contains the fundamentals for improving entrepreneurial abilities. Muhammadiyah high school students received business communication training on the second meeting from Suite UML Goes to School. Participants in the program were 78 students from SMA Muhammadiyah's class XII. The committee consisted of 35 batch students from Muhammadiyah Luwuk University 202 1 and 202 2, as well as 5 teachers. On May 1 5 -1 7 June 202 3, I will be doing training for the communication business.

Table 1 shows the process of training and communication in the business.

Participant Training Communication Business Students Class XII SENIOR HIGH SCHOOL
Muhammadiyah Luwuk

Pre-Training	Process Training	Post Training
Observation School Research material Making simulationAnd look for videos	Playback videos "nurse communication" Presentation of Communication Materials and <i>business Communications</i> with title "Speaks Up!" Game games " <i>can't talk!</i> " <u>4. Conclusion material</u>	1. Making role material model for <i>pitching</i> in meeting fifth.

DISCUSSION AND RESULTS

SMA Muhammadiyah was chosen by observation. Communication training is required for students to get new insights and add entrepreneurship skills. The observation process was followed with the creation of a cooperation plan with relevant schools that included meeting dates, time frames for each meeting, and requirements that schools might supply. Along with collaboration during the drafting phase, the speaker prepares content and activities for support delivery. The preparation material communication company began with the creation of terms of reference, which contained the points that would be transmitted in the sharing material. Preparation of materials, including activity elaboration material communication business in accordance with entrepreneurial principles (including theory, examples, role models, and business communication advice). Making last form activity in form games Which title can't talk, and the business of video communication.

Communication Training

After the film has finished playing, students will be asked to give their thoughts on what they learned from watching it. An introduction to communication is the second training process from business communication training. According to (Abdullah, 2010), a person's success in business is determined by how well they communicate. Everyday communication skills can help with business communication abilities. On the part introduction This, a participant is asked,

"According to You, Why Do We Need to Communicate?" The goal is to promote their growth mentality regarding communication, which is beneficial not only for conveying knowledge, but also for meeting their everyday requirements and building healthy relationships with other humans. According to Chrisantiana and Sembiring (2017), pupils that have a growth mindset would accept and carry out challenges and feel that intelligence, talent, and qualities are not functions of heredity/heredity. According to Hidayat et al., (2022), communication is highly important since no man can live a perfect life without communication.

The third category is one-way communication, which is a method of delivering information without receiving feedback, such as voice, broadcast radio, and so on. The inverse of one-way communication is two-way communication, which is a method of transferring information that requires bait to return from communication, such as a daily discussion. In this portion, the speaker also recounts a story about a communication blunder based on personal experiences that may connect to an incident that a participant in everyday life has experienced, so that they can better comprehend the forms of communication. Participants went deeper into the material of public speaking, which is a type of communication in front of a large group of people for the aim of informing, entertaining, or influencing someone else. Public speaking is not only limited to speaking in front of an audience, but also to how someone can express nonverbal communication in front of an audience. This includes how to dress cleanly and nicely and correctly continuous activities as well as acceptable body language in disposition public speaking, because things like this have a big influence on how people perceive what is being presented. Aside from that, participants were also given a variety of public speaking strategies, such as taking notes on crucial topics to transmit and using intonation as well as correct cutting words (no rigid, no too low or too tall, and no too long or short in cutting say). Examples of public speaking are provided to supplement the topic. Steve Jobs was designated as a role model for public speaking.

All of the current material boils down to business communication, or the process of sharing information with partners both inside and outside the company. Business communication is used to improve company performance and eliminate miscommunication. There are several tips for conducting business communication, including 1) prioritizing communication over assumptions, 2) using appropriate expression when communicating (more smiling and friendly), 3) learning to

listen and pay attention, 4) remembering and making things memorable (like a small surprise for a coworker/business that birthday, etc), 5) knowing the other person, and 6) avoiding dictating. As a result, participants can learn to truly comprehend how to apply in the future other people in terms of actual business communication plays a crucial function, but they realize this during This Possible No.

Fourth, the process training concludes with an exposure conclusion from the speaker, followed by presentations from various participants on the insights learned during the training business communication. During the training, the participants were enthused about the content presented, and practically all of them could answer the presenters' questions. After discussing public speaking and playing games, most students begin to understand the essence of the entire curriculum. All training communication business results used For becoming material drafting pitching about roles model in final UML Goes to School meeting.

Post-Training Stages

Muhammadiyah high school students were then instructed to implement the information following the execution of business communication training. Business communication training for creating a design pitching about responsibilities in a meeting final program UML Goes to School. The following are the training results received by the participants:

1. Participants gain a grasp of the value of communication, which is useful as a support skill in business communication.
2. Participants practice direct communication; they are not constrained to accepting material in only one direction.
3. Participants may classify and differentiate between daily communication, public speaking communication, and business communication.
4. Capable of compiling a material presentation with a basis communication business related to role models.
5. Participant quality in conveying information versus becoming more Good And in accordance with communication principle.

Wrong One UML member goes to school named Ricko state flavor thankfully on training

which has been provided. Ricko is the chairman of the Student Council at Muhammadiyah Senior High School, and he believes that business communication training is the most memorable type of training. This is because, as student council president, Ricko frequently has trouble speaking in front of all of the student council members due to impediments such as being drowsy, stiff, and so on. Ricko will be more confident in public speaking after completing the business communication program. According to Ricko, practically all Muhammadiyah high school students attended corporate communication training and experienced improvements in communication, both with the teacher and with their peers. By using the language Indonesia Which Good, information submission becomes clearer, and self-discussion in class becomes more credible.

Another attendee, Sri, stated that business communication training was the most memorable training for him. In a recap of the fourth meeting's conclusion, Sri became more courageous in speaking in front of friends and classmates to present insights gained during the UML Goes to School program. Sri expresses that training in the communication business will help him communicate more effectively and fluently. All suggestions were adopted in Sri's communication such that it became a habit.

Changes in communication among Muhammadiyah SMA students who participate in UML Goes to School demonstrate the training's success. Business communication training can help improve negotiation abilities (Nasution et al., 2021; Dwinarko et al., 2020). Forms of corporate communication are no longer confined to material sent in one route, but have evolved to include direct Good between committees, participants, organizers, and participants. As participants, Muhammadiyah high school students not only gain communication skills, but they also gain self-confidence and a growth mentality in thinking, acting, and communicating with others. This is in accordance with the purpose training communication business.

CONCLUSION

Muhammadiyah high school students' knowledge and practical communication abilities have improved as a result of the business communication training program. Knowledge enhancement is demonstrated through adding insight into the notion of communication. Daily

communication day or business communications specifically utilized to express ideas business from Muhammadiyah high school pupils show improved practical communication skills. Spirit students from Senior High School Muhammadiyah are successfully improving their business communication skills.

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