

## **Training Entrepreneurship For Sustainable Rehab Program Participants For Development Clients Who Receive Monitoring And Assistance From The National Narcotics Agency (Bnn) West Java Province (Business example: Dorokdokcu Business)**

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**Abstract:** West Java Province is one of the highest areas in the abuse and trafficking of narcotics. Especially during the pandemic, the rate of narcotics abuse cases actually increased twofold. Therefore, various strategic steps were taken by the West Java BNNP for thefor Programthe Prevention, Eradication of Drug Abuse and Illicit Drug Trafficking (P4GN). BNN expects a synergistic relationship between related institutions by always supporting the P4GN programs launched by BNN. As one of the steps of concern for the Educational Institution in participating actively in the government program, as an effort to save rehabilitated drug users from returning to the community, Widyatama University, through the Community Service program through Clusters, collaborates with BNN to provide training. Entrepreneurship for assisted clients who receive monitoring and assistance from the National Narcotics Agency (BNN) of West Java Province. Entrepreneurship training is provided with the aim of providing provision in terms of increasing the ability and willingness of BNN-assisted clients to be more ready to go back into the community. This extension activity was held in collaboration with Widyatama University and the National Narcotics Agency of West Java Province, where this training was held on 15-20 February 2021. There are 80 outreach participants. The results obtained from this Community Service Activity are where the participants have motivation and are able to practice and develop what they get during the training, namely starting a business

**Keywords:** Rehabilitation, Entrepreneurship.

### **1. Introduction**

The development of drug trafficking in Indonesia is very rapid. Many things have been done in "fighting" drugs, especially in Indonesia. However, the symptoms of drugs and their victims are increasing (quantitatively), they have even become endemic. Currently, drug dependence abuse in Indonesia is quite high when viewed from the number of cases and users identified. Several incidents caused by drug abuse also make the public feel concerned.

In line with the increasing number of drug abuse, the government has made efforts to crack down on syndicates and dealers by providing severe penalties, even up to the death penalty. As for victims of users or addicts, the government has made efforts to reduce the adverse effects of drug use by providing rehabilitation facilities, both medically and socially. This is done so that victims of drug users can recover, become productive humans, be able to work to meet the needs of life and their families, and become a healthy and strong generation of the nation. One of the efforts made in the rehabilitation phase was providing entrepreneurship training.

In general, entrepreneurship training (how to start a business) is one solution to reviving the community's economy in the midst of an increasingly large economy and increasingly narrow job opportunities. No exception for former drug users who have entered the rehabilitation stage. The provision of knowledge, provision, and entrepreneurial motivation is expected to be a way for them to rise up to enter a new life and prepare themselves in the midst of society.

Entrepreneurship is a process in creating something new, where the process is done creatively and full of innovation. The purpose of entrepreneurship is to create something new that is useful for others and has added value. Entrepreneurship is a mental attitude of someone who has high creativity. Someone who has an entrepreneurial spirit is someone who is active, unique, empowered to make something, and is useful for many people. Entrepreneurial activities have a dynamic process in order to create something that is accompanied by models, resources, time, and risks that may occur. By having knowledge about entrepreneurship, it is hoped that new creative businesses will emerge so that they can be a solution for increasing the economic level of the community which in turn can improve the economic life of the Indonesian nation.

Based on this, the lecturers of the Faculty of Business Economics, Widyatama University in collaboration with the West Java National Narcotics Agency (BNN) held entrepreneurship training for BNN assisted residents in the West Java region by taking the title:

**ENTREPRENEURSHIP TRAINING FOR SUSTAINABLE REHAB PROGRAM PARTICIPANTS FOR DEVELOPMENT CLIENTS WHO LOOK FOR MONITORING AND ADMINISTRATION FROM NATIONAL BODY (BNN) WEST JAVA PROVINCE**

**2. LITERATURE**

**ENTREPRENEURSHIP**

According to Alma (2011: 24), entrepreneurs are people who break the existing economic system with the introduction of the goods and services that are new, by creating new organizational forms or process new raw materials

Factors Driving Success Entrepreneurial According to Suryana ( 2014: 108), success in entrepreneurship is determined by three factors, which include the following:

1. **Ability and willingness.** A person who has no ability, but a lot of will and a person who has will, but does not have the ability, both of them will not be successful entrepreneurs. On the other hand, a person who has the will equipped with the ability will be a successful person. Willingness alone is not enough if it is not equipped with abilities.

2. **Strong determination and hard work.** People who do not have a strong determination, but have the will to work hard and people who like to work hard, but do not have a strong will, both will not be successful entrepreneurs.

3. **Opportunities and opportunities.** There is a solution there is a chance, otherwise there is no solution there will be no chance. Opportunities exist if we create opportunities themselves, not looking for or waiting for opportunities that come to us.

**3. CULINARY BUSINESS The**

**culinary business** is one type of business carried out by someone engaged in the food sector. The culinary business is a very promising business. But for this business a strategy is needed on how to start this culinary business so that it can run well.

**4. METHODS OF COMMUNITYACTIVITY**

**SERVICE**The training refers to the rules of Article 54 of Law Number 35 of 2009 concerning Narcotics, where addicts and victims narcotics abuse must undergo medical rehabilitation and social rehabilitation. The method used in this activity is in the form of:

1) Through training on debriefing for assisted clients who receive monitoring and assistance from the National Narcotics Agency (BNN) of West Java Province,

2) this training is carried out using the method **WEBINAR**

link: **Meeting ID: 83415433503**

**Passcode: PKM1822021**

3) Sharing session namely providing a special time and place to hold sharing activities. Submission materials will be delivered by Tim Cluster University Lecturer Widyatama, the National Narcotics Agency (BNN), Business Owners DorokdokCU, and participants will be given materials on entrepreneurial knowledge

**TIME ACTIVITY SOCIAL RESPONSIBILITY:**

Event Service community is terlenggara from 15 February - February 20th, 2021.

**TRAINING PARTICIPANTS:**

As for the counseling participants in the framework of Community Service Activities are 80 drug addicts rehabilitated. This activity is also followed by drug addicts from all over Indonesia.

**TRAINING RESULTS The**

training was provided by providing material on entrepreneurship delivered by speakers from Widyatama University lecturers and speakers from one of the business actors, Widyatama University Ulfah Febrianti, who is an alumni from who successfully developed a traditional snack business called Dorokdokcu, Ucu started his business with Rp. 1.5 million loans from his parents. The business run by ucu, namely dorokdok snacks, Dorokdok itself is a typical West Javanese skin cracker food that is packaged in the size of a bolster. Ucu started his business with no background, but ucu took risks to develop his skills in that field.



Figure 1: Dorokdokcu business documentation

There are many opportunities to start a business around us, so we must be clever at seizing business opportunities that have the potential in the long term to be profitable.

One of the most challenging businesses to run is a culinary business, many people are interested in a culinary business and usually in the first year fail to run this culinary business, therefore there are several things that must be considered in running this culinary business, including:

1. Determine first what culinary business do you want to run
2. Create a distinctive feature that differentiates your business from others
3. Determine the capital requirements needed
4. Maintain the quality of the products produced
5. Do attractive promos
6. Activate social media as a promotional tool
7. Build Customer Loyalty

when running a culinary business There are several things that must be considered in developing a culinary business including:

1. Take advantage of social media.
2. Cooperation with delivery services.
3. Routinely hold promos and create new innovations.
4. Picking up celebrities and food influencers.
5. Show interesting photos.
6. Show customer reviews or testimonials.
7. food delivery friendly **Online**.
8. Consistent to taste.

Expectations from the results of this training include:

1. Rehabilitation clients from BNN guidance can be accepted back by the community and useful for the community and the surrounding environment.
2. This training is one of the ways that is carried out by providing an overview of how to run a business.
3. This training brings direct business actors who have been successful in doing business online and offline.
4. Examples are: Young entrepreneurs who have successfully developed a culinary business in the form of dorokdok snacks

On this occasion the authors also present documentation of Entrepreneurship Training activities for Participants of the Continuous Rehab Program for Assisted Clients Who Get Monitoring and Assistance from the National Narcotics Agency (BNN) of West Java Province

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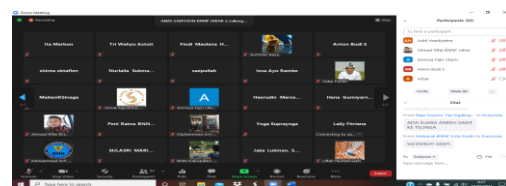
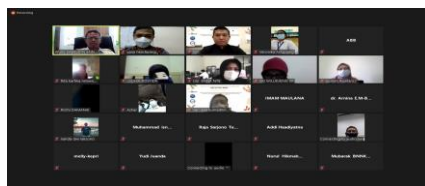
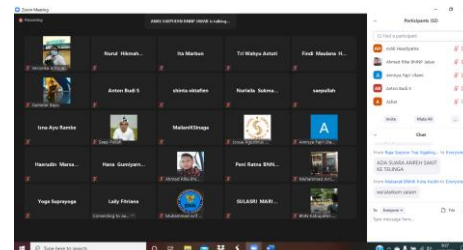
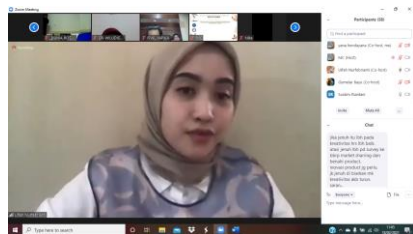


Figure 2: Documentation of Activities Provisioning Keys to Success in Starting a Culinary Business for Rehabilitation Participants in the National Narcotics Agency of Java Province

## 5. conclusion and suggestions

From the results of community service activities that have been implemented, it can be concluded that this activity has positive implications and impacts for participants of the Agency Rehabilitation Client West Java National Narcotics, especially about motivation how to start and develop entrepreneurship in the culinary field.

The suggestions that we can convey are as follows:

1. There is a special entrepreneurship program that can increase skills and knowledge in practicing entrepreneurial activities
2. Clients are provided with assistance when they are about to start entrepreneurial activities.

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