

ENTREPRENEURSHIP TRAINING FOR MEMBERS OF THE BAITUL QURAN SCHOLARSHIP COOPERATIVE IN THE COVID-19 PANDEMIC

Oleh: Mustofa, Suyanto, Nita Kusumawardani, Lilia Pasca Riani, Sugiharsono

ABSTRAK

This Community Service Program (PPM) is entitled "Entrepreneurship Training for Members of the Baitul Quran Scholar Cooperative in the Era of the Covid-19 Pandemic". The objectives of this PPM activity include increasing the participation of cooperative members, increasing the entrepreneurial spirit, and formulating business strategies for cooperative members in the era of the covid-19 pandemic. This PPM program is a form of collaboration between the PPM Team in the Economic Education Study Program, Faculty of Economics, Yogyakarta State University with the Baitul Quran Cooperative partner. scholar. The target audience for PPM activities are 25 cooperative members who are registered, active and take part in the Annual Membership Meeting (RAT). PPM methods used include lectures, discussions, and mentoring. From the PPM activities that have been carried out, it seems that the participants were very enthusiastic about participating in the activities. The existence of a high level of satisfaction can also be seen from the evaluation of the suitability of PPM activities with the needs of the target community. Cooperative members are present and active in RAT activities. In addition, there has been a joint venture with members of the Baitul Quran Cendekia Cooperative in the form of bread and pizza products. The strategy taken so that the Baitul Quran Cendekia Cooperative's business can survive during the pandemic is to carry out digital transformation. The use of websites, marketplaces, social media, and chat commerce has been carried out, although not optimally.

Kata kunci: Entrepreneurship, Cooperative, Pandemic