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Market Day Activities as an Effort to Build the Character and Entrepreneurial Spirit of UPT SPF SD Inpres Mariso 2 Students

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Abstract

One of the qualities that is considered to show a person's ability and resilience in facing difficulties is his character and entrepreneurial spirit. People with an entrepreneurial spirit must be the ones who encourage nation building. The Market Day event is designed to foster creativity and growth for children while preparing the minds of business people and helping them understand the business world. It is hoped that this study will observe how market day activities help students develop their entrepreneurial spirit. This research was conducted at UPT SPF SD Inpres Mario 2 and used a qualitative methodology. Five students from the high grades, namely grades 4, 5 and 6 of the school, participated in the interview process. Data is collected by interviews and observations, and data coding methods are used for analysis. The results of this study aim to show that market day activities provide space for students to build their character and entrepreneurial spirit through direct buying and selling. Active participation of students in overcoming existing obstacles can encourage critical thinking, innovation and increase collaboration between students thereby stimulating the growth of their creativity.

Keywords: Market day, Character building, Entrepreneurial spirit.

INTRODUCTION

The child's age is around 0-6 years, during this period, it is very important to provide adequate training, so teachers or guardians, with the support of the government, must provide

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adequate educational opportunities to determine the significance and impact on the status of children to continue their schooling. Education for children not only aims to grow mentally, but also knowledge, development and character of children according to their age, thus affecting the performance of educators in making children dignified. One way to foster the personality of the younger generation is through business training (Putri Pratiwi, 2019).

Learning entrepreneurship makes children become businessmen, but also instills pioneering values such as freedom, imagination, courage to face challenges, spirit of initiative and hard work, so as to form strength for a person to adjust to natural conditions (Ersanti Ningrum, 2020). The meaning of entrepreneurship includes psychological and spiritual dispositions that are equipped to produce something of value to a person and others. Entrepreneurship is also characterized as abilities in terms of imaginative and creative mentality, high inspiration, readiness to face danger, and taking advantage of opportunities to gain profits (Weinard, 2022).

However, the development of the business world in Indonesia is still relatively weak. Mufida revealed, from a psychological point of view, the absence of a desire to become a free business visionary is caused by a mindset that is not well implanted. The attitude of business people has not been ideally formed so that the encouragement to become an innovator is still lost (Mufida, 2024). Many people believe that entrepreneurship is an innate skill. However, the basic capital needed for it is a prolonged engagement with creativity. However, another point of view states that education plays an important role in entrepreneurship and that entrepreneurship can be taught in a formal setting.

Developing an entrepreneurial spirit is a process that takes time and cannot be achieved instantly, but building a strong character and entrepreneurial attitude requires a long time and effort with training or workshops. One way to start is to participate in Market Day activities (Kusuma, 2021). Elementary school is the most crucial stage of education and is considered suitable for implementing creative learning. An example of business growth in a regular classroom environment is the "Market Day" exercise where all students participate in the process of designing, interacting with each other, and utilizing it.

Various studies conducted on market day activities, for example those researched by Boiko, show that this movement brings out innovative traits of students, such as freedom, creativity, courage to face challenges, administration, activity and hard work (Boiko, 2019). Then the results of the research of Asafri et al. show that market day activities affect the character and entrepreneurial spirit for students, for example fostering honesty, discipline, skills, development,

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courage and a sense of responsibility (Asafri, Pitriyani P, 2021).

Meanwhile, Muslikhah and Daud Kosasih assessed that the implementation of the market day program can foster a healthy school climate and encourage children to be frugal, reliable, and able to overcome current challenges (Muslikhah, Daud Kosasih, 2020). Given the above, experts need to determine the extent to which market day events can develop students' spirits, characters, and entrepreneurial spirits. One of the educational innovations in the Market Day activity of UPT SPF SD Inpres Mariso 2 is designed to foster the entrepreneurial spirit and character of students from an early age. Students can learn a lot about the business world and the values of life through Market Day, which is more than just a buying and selling event held at school.

To help students better understand and apply the knowledge they have acquired, this project incorporates the various topics they have learned in class into practical applications. The Market Day was held with the participation of all students at all grade levels to engage in active participation. They receive guidance on how to design, manufacture, and market their own goods. Through this process, they learn the value of careful planning, the inventiveness of creating visually appealing items, and successful marketing techniques. Students gain more independence and responsibility for the tasks assigned through this exercise (Dina, 2021).

Regardless of its business focus, Market Day strives to encourage the development of student character. The value of cooperation, honesty in business affairs, and sound business ethics are all emphasized on students. Students are also challenged to solve challenges and use critical thinking skills as they prepare for and execute Market Day. As a result, students gain important practical experience and academic understanding, Market Day offers hands-on exposure in all aspects of business operations, including product sales, production, and planning. It helps children learn the importance of honesty, hard work, and innovation in business, which in turn helps shape their character positively (Rusyda Hudiya, 2023).

Market Day serves as a platform to improve the quality of students as well, i.e. when they are able to sell their goods and make money, a good reaction from customers, which will increase their confidence and sense of satisfaction. They will find that their efforts are paying off positively. Students need this experience to develop a strong and optimistic mindset. This exercise also instills in students the value of money management. Students acquire the skills necessary to calculate capital, set selling prices, and keep an eye on their income (Asafri, 2021).

This basic understanding of finance will be of great help to them in the future. They will have better financial management skills and be aware of the value of every rupiah they earn. It is

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also important for parents to participate in Market Day. Parents have the ability to encourage and guide their children. Students will feel more encouraged and excited to complete all Market Day Activities with the help of their parents. Collaboration between parents and schools will also improve communication and foster healthy relationships.

Students can also practice the theories they have learned in class by participating in Market Day activities. They gain knowledge on how to find market needs, set up marketing plans, and communicate with clients. Furthermore, the division of tasks into groups, which serves as a means to teach students the value of collaboration and accountability. In addition to fostering an entrepreneurial spirit, this experience reinforces moral and ethical principles such as independence, justice, and self-confidence. As a result, the Market Day activities of UPT SPF SD Inpres Mariso 2 can build character and entrepreneurial spirit (Setiawati, 2022).

Overall, the Market Day at UPT SPF SD Inpres Mariso 2 is an activity that provides many benefits for students. In addition to developing an entrepreneurial spirit, this activity also shapes the character of students to be better. With various experiences and lessons learned through Market Day, it is hoped that students will grow into creative, independent, responsible, and ready individuals to face future challenges (Suhartini, 2021). Therefore, this study aims to find out whether the existence of Market Day activities can build the character and entrepreneurial spirit of UPT SPF SD Inpres Mariso 2 students, this research is studied by a descriptive approach.

RESEARCH METHODS

This study uses a qualitative research methodology. A research technique known as the qualitative method provides descriptive data from people's written or spoken words or from observed activities (Kilenthong, 2015). This study aims to find out whether Market Day activities can help students at UPF SPF SD Inpres Mariso 2 improve their entrepreneurial spirit and character, so that it can be a solution for students in strengthening their character and entrepreneurial spirit. The research was carried out at UPT SPF SD Inpres Mariso 2, with high class students, namely grades 4, 5 and 6 as informants involved in this research.

A research informant refers to an individual who has the ability to provide information related to the context of the research.

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Table 1. Research Informant

No.	Name	Status	Age	Class
1	Nur aini	Student	12 Years	5
2	Ayatul Husna	Student	12 Years	4
3	Aqsa marhaban	Student	13 Years	5
4	Annisa Putri	Student	14 Years	6
5	Fani rezki	Student	13 Years	6

The researcher selected the informants in the table to be used as a representation of UPT SPF SD Inpres Mariso 2 high class students. Using a random sampling approach, everyone from the population has an equal chance of being selected to participate in these interviews.

To obtain data for this study, interviews and observations were used. The data analysis technique is carried out using data coding techniques that involve the process of grouping and discovering themes from the information that has been collected. Coding or coding of Qualitative data is the process of labeling different parts of qualitative data to identify, tag, and group related data to find themes and make data more manageable. The results of this study can provide concrete recommendations to build the character and entrepreneurial spirit of students in market day activities.

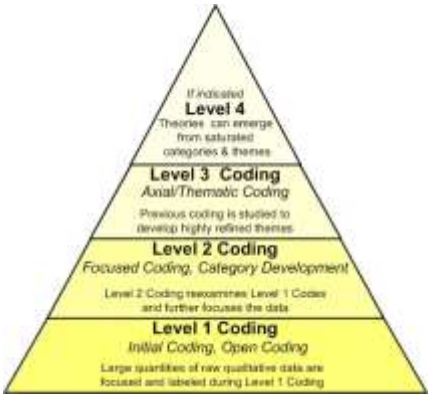


Figure 1. Stages of Data Coding

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RESULTS AND DISCUSSION

Results

1. Market day activities

Market Day is a very beneficial activity for elementary school students. In addition to providing practical experience in entrepreneurship, this activity also teaches important skills such as financial management, communication, cooperation, and creativity. Through Market Day, students can develop character and entrepreneurial spirit that will be useful in their lives in the future (Cornelissen, 2021).

Table 2. Market Day Activity Interview Results

Research Focus	Question	Informant's Answer
Market day activities ***Coding A***	How did Market Day change your outlook on entrepreneurship? Are you interested in entrepreneurship? If yes, give the reason! ***Coding A1***	"With the existence of a market day, it can open up a lot of knowledge about buying and selling, namely transacting like in the market, yes, I am interested in entrepreneurship because it is a great opportunity to meet the needs of life" (S/NA/01-07-2024). ***Coding A1.1***
	What did you learn from Market Day that can help you become a successful entrepreneur? ***Coding A2***	"What I learned is that first we have to pay attention to things that are the main urgent needs or have a lot of interest so that they become our target market." (S/FR/01-07-2024). ***Coding A2. 1***
	What were the biggest challenges you faced during Market Day and how did you overcome them? ***Coding A3***	"The merchandise I sell only sells a small amount and that becomes a very big problem for me, then after getting directions from my teacher I know we have to identify the needs of

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		consumers to match the target market." (S/AH/01-07-2024). ***Coding A3.1***
	How do you feel when interacting with buyers and directly becoming a producer or distributor in this market day activity? ***Coding A4***	"I am very happy and proud to be able to participate in this extraordinary activity because I can experience firsthand what it is like to be a producer." (S/NA/01-07-2024). ***A4 coding. 1***

Source: Primary Data, 2024

During an event called Market Day, students get the opportunity to run a small business in a real-world environment. Each group or individual student who participates in this activity is entrusted with creating, making, and marketing a good or service to other students, instructors, and the school community in general. Market Day aims to cultivate a wide range of abilities in students, including creativity, financial management, sales, and collaboration, while providing them with hands-on exposure to the world of business and entrepreneurship. This is in line with studies that show the educational value of Market Day, which encourages students to explore their potential and be entrepreneurial in addition to providing teaching (Mohamad Hasun, 2009).

2. Building entrepreneurial character through market day activities

Building entrepreneurial character through Market Day activities for elementary school students involves developing skills such as creativity in designing products, initiatives in running small businesses, responsibility in managing business processes, and the development of communication and cooperation skills.

Table 3. Interview Results Building Entrepreneurial Character Through Market Day Activities

Research Focus	Question	Informant's Answer
Building entrepreneurial character through market day activities	What do you think about the relationship between market days in fostering your entrepreneurial character? ***Coding B1***	"In my opinion, this activity has a great influence on my current thinking and desires because it really motivates me in entrepreneurship."

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Coding B		(S/AM/01-07-2024). ***Coding B1.1***
	Are there any aspects of Market Day that make you feel more confident in facing challenges? ***Coding B2***	"There is that when selling my products, I almost broke up because my merchandise was barely selling but with a strong determination I carried out another strategy." (S/AH/01-07-2024). ***Coding B2. 1***
	What is your strategy when the trade is not sold out? ***Coding B3***	"From the teacher's instructions, I would go around in each class and offer my products." (S/NA/01-07-2024). ***Coding B3.1***

Source: Primary Data, 2024

Building entrepreneurial character through Market Day activities is a process in which elementary school students learn first-hand about aspects of entrepreneurship such as creativity, initiative, responsibility, and communication skills. Through practical experience designing, producing, and selling products, they not only develop an understanding of simple financial management but also internalize values such as courage, perseverance, and innovation. This activity helps students prepare themselves as independent, creative, and ready individuals to face challenges in the business world in the future (Bhidé, 2022).

3. Building an entrepreneurial spirit through market day activities

Building an entrepreneurial spirit through Market Day activities involves developing a spirit and attitude that encourages students to become entrepreneurs. Through this activity, students learn to hone creativity in designing products or services, develop initiatives in taking action, and foster resilience in facing challenges (Day & Professor of Marketing, 2019).

Table 4. Interview Results Build Entrepreneurial Spirit Through Market Day Activities

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Research Focus	Question	Informant's Answer
Building an entrepreneurial spirit through market day activities ***Coding C***	What did you learn about the importance of having creative ideas in designing products or services for Market Day? ***Coding C1***	"It is very important that creative ideas can produce products that are attractive and in accordance with the needs of buyers." (S/AM/01-07-2024). ***Coding C1.1***
	What did you learn about money management and the importance of managing your finances well from the Market Day experience? ***Coding C2***	"I can manage the finances of my product sales well and also make sure how big a profit I get." (S/AP/01-07-2024). ***Coding C2. 1***
	Are there any new things about entrepreneurship that you learned from the Market Day experience? ***Coding C3***	"I came to know how to make products and also sell them." (S/FR/01-07-2024). ***Coding C3.1***

DISCUSSION

1. Market Day Activities

Based on the results of the research that has been carried out, it was found that market day activities are considered an activity that can strengthen the development of entrepreneurial skills relevant to the 21st era. Market day activities build the active role of students in increasing entrepreneurial motivation, encouraging students to become entrepreneurs from an early age. Market Day also provides an activity where students, both individually and in groups, design, produce, and sell their own within the school environment. This activity not only teaches practical skills such as simple financial management and communication skills, but also builds important entrepreneurial aspects in students (Bressler, 2020).

This finding is in line with the findings of Oguntimehin (2014) who defines a market day as an activity that provides real-world opportunities for students to use the skills they have acquired in the classroom or through hands-on experience. They acquire knowledge of planning, time management, and handling and problem-solving in practical settings. Similar results were also shown from other researchers, such as (Munawaroh & Marmoah, 2019); (Nur Dean Maharani,

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2020) ; (Ghafur, 2019). However, there are also results that are not in line with this, such as (Taufikin, 2024) who said that some students have difficulty in integrating the implementation of market day due to the lack of parental participation so that they are sometimes confused about what kind of product they want to sell, and this also makes them hesitant to participate in market day activities.

2. Building Entrepreneurial Character Through Market Day Activities

The results of the interview show that market day activities are considered an effective activity to build the entrepreneurial character of students, students learn to take the initiative in designing unique and interesting products or services. They are invited to think creatively in identifying opportunities and creating new solutions to existing needs or problems (Putri Pratiwi, 2019). Market Day provides real-world experience in designing, managing, and marketing a product or service. This improves their understanding of the company's procedures and increases their confidence in handling upcoming difficulties.

Given this, the conclusion of the interview shows that the market day serves as a means of selling products and an effective teaching tool to develop students' entrepreneurial spirit. Along with acquiring useful skills, they also imbibe virtues such as initiative, accountability, creativity, and teamwork which are all essential in equipping students to succeed in a hurdle-filled and fast-paced workplace (Boiko, 2019)

This research is in line with several previous studies such as (Mufida, 2024), it can be said that market day activities are beneficial for students by fostering more teamwork, a deeper understanding of basic entrepreneurial ideas, increased creativity, and this discovery is intended to help students get ready for future business prospects.

3. Building Entrepreneurship Through Market Day

The results of the interview show that the market day activity is considered a successful activity in building the entrepreneurial spirit of students. Through Market Day, students learn to take initiative in starting and managing their own small business (M. Day, 2019). They are responsible for every aspect of the business, from planning to production, which builds a sense of responsibility and independence.

The final results of this interview show that the market day activities encourage students

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to become superior entrepreneurs but give them the opportunity to overcome challenges. With the exception of some current challenges, this research is considered to offer great benefits in helping students develop their mindset, character and entrepreneurial spirit.

This research is also in accordance with several previous studies such as (Mufida, 2024) and (Kusuma 2020), so it can be concluded that market day activities are beneficial for students because they can develop leadership skills, expand their understanding of learning ideas, and increase creativity in preparing them to overcome existing obstacles.

CONCLUSION

In closing, the following is a conclusion about market day activities as an effort to build the character and entrepreneurial spirit of UPT SPD SD Inpres Mariso 2 students, namely, market day activities are a very valuable educational step for elementary school students in building character and entrepreneurial spirit. Through practical experience in creating, manufacturing and marketing their own goods, students acquire an entrepreneurial mindset such as initiative, creativity, responsibility, perseverance and practical skills such as communication as well as financial management.

As such, Market Day is not just a school event, but an investment in the formation of the character and entrepreneurial skills of elementary school students, providing them with a solid foundation to develop their potential as future leaders and entrepreneurs

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