

Strategic Planning as a Determinant of Business Unit Success at AMGPM Ranting Sion Jemaat Poka

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Received: August 13, 2024
Revised: September 17, 2024
Accepted: September 27, 2024
Published: September 30, 2024

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DOI: [10.29303/ujcs.v5i3.699](https://doi.org/10.29303/ujcs.v5i3.699)

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Abstract: The aim of implementing this community service activity is to provide an understanding of the importance of strategic planning for the success of adaptive and sustainable business units. The Youth of the Maluku Protestant Church (AMGPM) Zion Branch, Tiberias I, Poka Congregation. Presenting Gen Z who are in the AMGPM Zion Branch, Tiberias I, Poka Congregation, this activity is expected to be the answer to the lack of education related to strategic planning, seeing more than 34% who failed to run a business. This activity is in the form of socialization on topics raised according to the theme "Creating an Adaptive Generation Z in the Digital Era", specifically on strategic planning. The average satisfaction of this activity is very good with the number of presentations very satisfied and satisfied at 96.6%. Thus, this activity is expected to be an initial collaboration for the implementation of the knowledge transfer process why the younger generation.

Keywords: Generation Z; Business Unit; Strategic Planning; Adaptive

Introduction

Born in 1995-2010, Generation Z (Gen Z) has the ability to deal with technology in the digital era. This has a big impact on the openness of the mindset that makes Gen Z tend to think critically and creatively and have adaptability skills, as well as a keen eye for seeing new opportunities, and a desire to try new things (Pohan & Novien Rialdy, 2024). Gen Z grew up with open access to information globally through the internet, leading to broader perspectives on a variety of issues. The nature of respecting diversity and social justice and values that support balance or harmony underlie Gen Z's social responsibility (Diaconu, M., & Dutu, 2018). More concerned with personal experiences that are considered valuable to each individual, this leads to a commitment to seek an environment that supports mental well-being sustainably. One of them can be seen from the work that is pursued, not only a high salary but also the suitability with the values held (Dwidienawati & Gandasari, 2018;

Jagielska, 2023). Therefore, although change is inevitable, Gen Z remains an interesting object to study, especially when.

Gen Z is at the age of entering the world of work and is starting to become aware of the need to enter the world of entrepreneurship, starting their own business or making the decision to be tied to a particular field of work (Benítez-Márquez et al., 2022). Often using technology to interact, Gen Z is connected to every aspect of work as well as opportunities that allow them to build businesses independently or collaboratively (Hudson, 2018). Especially for pioneering business units, utilizing the right social media platforms such as Instagram, TikTok, Facebook and LinkedIn allows Gen Z to be actively involved in reaching a wider audience (Pohan & Novien Rialdy, 2024). In addition, the availability of e-commerce such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak facilitates sales methods with unlimited reach. Gen Z is full of creative ideas capable of creating strong values and self-images to

How to Cite:

Waileruny, H. T., & Hadinda, H. (2024). Strategic Planning as a Determinant of Business Unit Success at AMGPM Ranting Sion Jemaat Poka. *Unram Journal of Community Service*, 5(3), 240-245. <https://doi.org/10.29303/ujcs.v5i3.699>

differentiate themselves. The purpose of doing business is also born from Gen Z's concerns about social or environmental problems that become the basis for pioneering business units, so that they can have a positive impact on the surrounding community (Jayatissa, 2023). Unwittingly, these things shape Gen Z's ability to continue to adapt to changes and face various conditions that occur, especially in building business units.

To achieve success, the most basic factor is strategic planning, especially in business units (Andreis, 2019; Gumel, 2019). There needs to be a deep understanding of strategic planning which is very useful for the success of a sustainable business unit. In general, strategic planning has five characteristics, including: As a future thought; controlling the future; decision making; integrated decision making; formal procedures (Gumel, 2019). Strategic planning significantly influences the growth and success of a business unit. However, it should be noted that strategic planning is an adaptive learning model. In accordance with the development of time and the needs of the business unit, strategic planning needs to be modified and developed periodically (Andreis, 2019; Gumel, 2019).

Being in an educational environment, the Young Generation of the Protestant Church of Maluku (AMGPM) of the Zion Branch of Tiberias I Jemaat Poka is one of the social responsibilities for Pattimura University. Unwittingly, the university's direct

contribution is by providing knowledge support and involvement in social activities. Initial observation of the partner's profile is very important in order to understand the situation and its needs. It was found that out of 34 people, 30 people or 88.2% were in the age range of 15 to 28 years who were categorized as Gen Z, in other words, Gen Z dominates the total members compared to Gen Y as many as 4 people or 11.8%. Through a brief interview, it was obtained that as a spiritual organization, the AMGPM Zion Branch of Tiberias I Jemaat Poka has pioneered a business unit in almost 1 year. It is also interesting to find that most of the members and administrators have been directly involved in business even though it is still categorized as a small business as many as 21 people or 61.8, and from the presentation it is regrettable that currently the number of failed businesses as many as 10 people or 34.5% is almost the same as those who are still running a business up to 11 people or 27.6%, while those who do not have a business are 37.9% or 13 people.

Based on the explanation, activities are needed that can contribute directly to educating Gen Z regarding strategic planning. Therefore, this community service activity is expected to be one of the media for transferring knowledge in forming new insights of AMGPM Zion Branch Tiberias I Poka Congregation related to strategic planning for the sustainable success of business units.

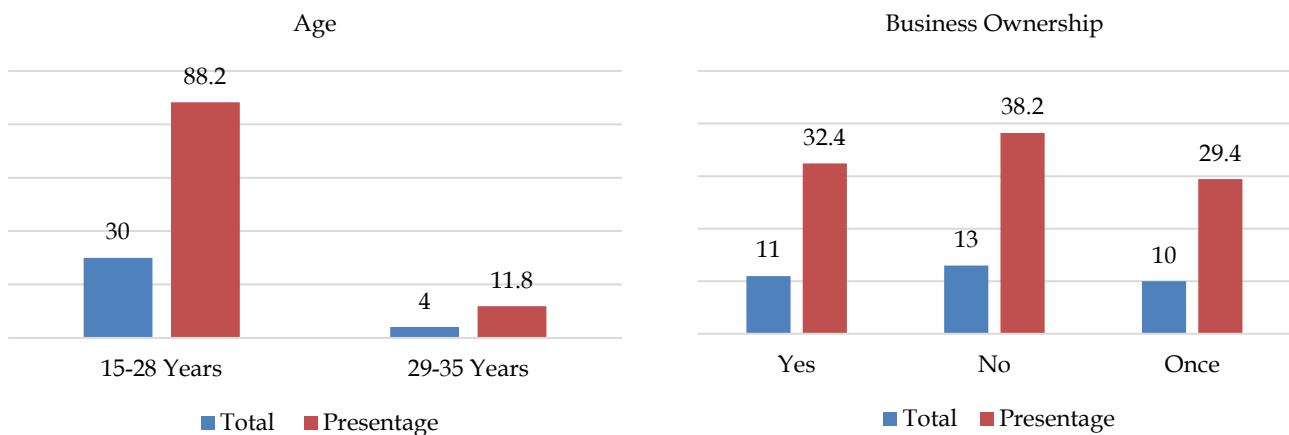


Figure 1. Initial Data

Method

In order to carry out community service activities, it is planned through two stages, namely preparation and implementation. In this preparation stage, it begins with interviews and observations of prospective partner profiles, then approaching the specified activity time, the implementing team coordinates with prospective

partners through the person in charge, in this case the Chairperson of the Maluku Protestant Church Youth Force (AMGPM) Sion Branch, Tiberias I Jemaat Poka to ensure the implementation of activities such as the participants involved and the activity mechanism. Furthermore, in the implementation stage, using the socialization method. The team delivers the prepared material directly to the participants.

Results and Discussion

This community service activity was carried out on Sunday, September 1, 2024, at the Bethesda Church Building of the GPM Poka Congregation. Carrying the theme "Creating an Adaptive Generation Z in the Digitalization Era", this community service activity is a collaboration of teams representing four concentrations, namely Marketing Management, Human Resource Management, Financial Management, and Operational Management. Involving 30 participants consisting of members and administrators of the AMGPM Ranting Sion, Tiberias I Branch, Poka Congregation in the Gen Z age category.

The activity began with remarks from the Chairperson of the AMGPM Ranting Sion who said that this activity was expected to be the first step in the collaboration process to help the younger generation of the church in recognizing potential and seeing opportunities that can be managed to become successful individuals. Furthermore, the moderator divided the activities into four sessions, including: Optimizing Instagram as a Marketing Media; Visionary Leadership to Build an Innovative Generation Z; Generation Z Investment Trends in the Digitalization Era; Strategic Planning as a Determinant of Business Unit Success.

Based on the needs of AMGPM Ranting Sion, Tiberias I Branch, Jemaat Poka, the presentation of the four topics is expected to increase the knowledge of the participants. The first speaker emphasized that Optimizing Instagram as a marketing medium includes utilizing interactive features such as Stories, Reels, and Shopping to increase consumer engagement and expand marketing reach. Through a targeted content strategy and comprehensive data analysis, the use of Instagram can contribute to increasing brand awareness and sales conversion effectively. (Alalwan et al., 2017; Bazi et al., 2020). Furthermore, the second speaker explained that the ability to adapt to technology makes Gen Z able to become a visionary leader.

The characters possessed by Gen Z answer every criterion of a visionary leader, so there needs to be development of skills and motivation in order to create innovative solutions that are adaptive and oriented towards the future. (Yılmaz et al., 2024). The third speaker continued by introducing current investment trends, in depth technological advances and digitalization have made all economic activities including investment activities experience significant changes. Investment is basically done with the aim of

making a profit. Gen Z is a generation that is instant in all aspects of life, including activities to earn income. So that investment by utilizing digitalization is a solution and trend for Gen Z. (Fadhil & Fariska, 2020).

As a speaker in the last session related to the concentration of Operational Management, the material presented focuses on the introduction of strategic planning models that are adjusted to the scale of business studied by the participants. This material combines previous materials as subjects that cannot be separated from strategic planning itself. More deeply conveyed the essential process that should be observed when implementing strategic planning. When compiling strategic planning allows for a broader assessment of future actions (Ben Messaoud, 2022). Strategic choices are formed when knowledge about strategic planning is mapped correctly. (Al Swaidi, 2022; Kalkan & Bozkurt, 2013).

The activity continued with a parallel Q&A session, the speaker gave direct answers to the participants. This became an open discussion between participants and speakers to mature the material that had been presented. In addition, as evaluation material, the speaker and team distributed 30 questionnaires which were expected to be feedback on the implementation of this community service activity. A total of 29 respondents had provided answers while 1 other questionnaire was considered defective.

Understanding of strategic planning by participants can be categorized as good with the number of participants who understand very much as many as 9 people or 31%, the number of participants who understand as many as 16 people or 55.2%, and the number of participants who understand quite as many as 4 people or 13.8%. Understanding of the importance of strategic planning by participants can be categorized as good with the number of participants who understand very much as many as 14 people or 48.3%, the number of participants who understand as many as 12 people or 41.4%, and the number of participants who understand quite as many as 3 people or 10.3%. Interest in trying to do business again can be categorized as very good with the number of participants who are interested as many as 21 people or 72.4%, and the number of participants who understand as many as 8 people or 27.6%. Satisfaction related to the socialization of strategic planning with the number of participants who are very satisfied as many as 16 people or 55.2%, the number of participants who are satisfied as many as 12 people or 41.4%, and the number of participants who are quite satisfied as many as 1 person or 3.4%.

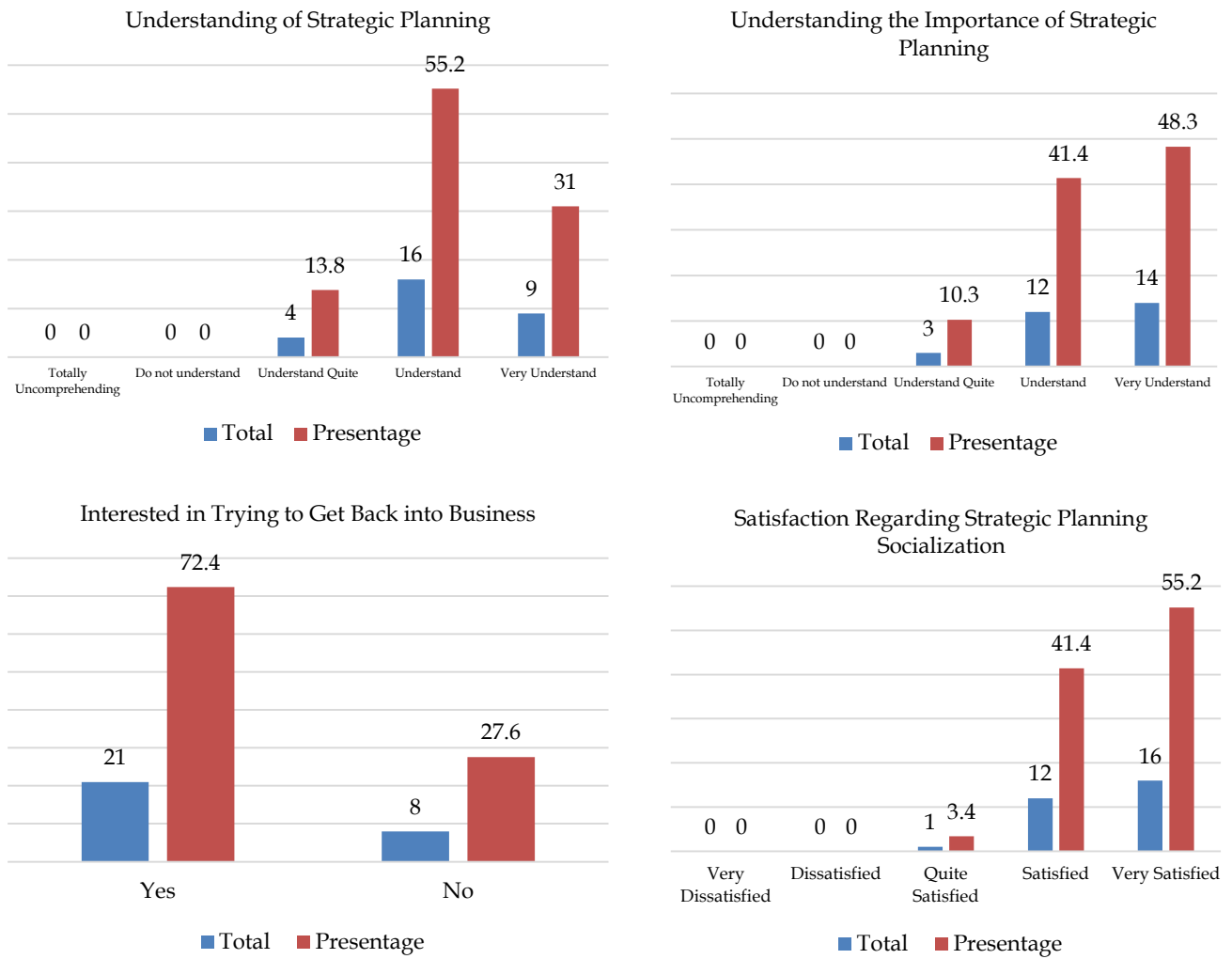


Figure 2. Evaluation Results

In general, there was a significant change in participants' understanding of strategic planning for the success of sustainable business units. The evaluation results showed that there was interest from participants to try to do business again considering that some of them

had done business but experienced various obstacles. It is hoped that community service activities will provide new motivation and deep insight to each participant who attends.



Figure 3. Opening of Socialization Activities



Figure 4. Delivery of Socialization Material



Figure 5. Q&A Session and Participant Enthusiasm



Figure 6. Group Photo After Completion of Activities



Conclusion

The implementation of this community service activity is a manifestation of the Tri Dharma of Higher Education in the form of socialization. Aiming to see the capacity of the current young generation, especially the Generation Z category, this activity is expected to occur sustainably.

Acknowledgements

The support of the Youth Generation of the Maluku Protestant Church, Zion Branch, Tiberias I, Poka Congregation played a very important role in the implementation of this community service activity..

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