

Entrepreneurship Training and Voice Production Skills as Creative Industry Business Opportunities

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ABSTRACT

The problem that needs to be resolved through this service activity is that there is still a lack of students who are aware of the profit opportunities from sound production on the economy; There are students who do not understand how to produce sound production independently, and students who do not know the various types of sound production can be learned and obtained into a product that can be traded. The main target in this voice production training is student members from the University. Entrepreneurship and Sound Production Training uses training methods or workshops related to sound production. There are two main types of workshops, namely; Voice Production workshop, and Voice Production entrepreneurship workshop. The workshop included podcast, dubbing, voice over, and narrator training, as well as entrepreneurship training. The stages that will be carried out in training are preparation, training, and evaluation. The preparation stage discusses event preparation, time preparation and preparation of activity material content. Voice production training on indicators and can mention the various hardware used in voice production recording is in the good category.

Keywords: Entrepreneurial Skills; Business Opportunities; Creative Industries

INTRODUCTION

Social media and the internet have developed very rapidly so that it is getting easier to access. The use of social media and the internet makes it easier for us to find information very quickly and within a very wide range of information dissemination. In this global era, the sound production business will have considerable potential in influencing society. This is because the voice production business can be used as a medium or introduction to information that is fast, interactive, and relatively cheap and easy. In line with this opinion, Kusumaningrum (2003:26)

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stated that radio should not only broadcast but also receive. This means that radio not only makes listeners listen to a broadcast but must be able to make its listeners speak. In addition, this voice production business has various types, ranging from VO (Voice Over), dubbing, narrator, podcast, and so on. Thus, sound production has its own characteristics and uniqueness so that it will be increasingly in demand by the wider community.

Based on data from the Community Radio Network, it is said that currently, community radio has spread in every region. In addition, (Prakoso & Nugent, 2007; Haryanto & Ramdojo, 2009:16) also said that sound production also uses equipment that is easily accessible and can be used as a creative field. This proves that producing sound production will provide profit opportunities for the economy. This opportunity is still not captured by many students. Even if there are, there are students who have not been able to produce voice production independently. For this reason, training and guidance are needed so that students get the skills to be able to do voice production and can develop these skills as income considering the many types of voice production that can be learned and processed into a product that can be sold. Based on these problems, researchers are motivated to create a training for the community for students.

In the training, various types and activities in voice production will be taught: (a) Podcasts, in this digital era, podcasts are one of the types of voice production that are in great demand by the wider community which contains a conversation in it. Podcasts can also be done by one person, two people, or more, and can talk about anything interesting in it. Podcasts are audio content that is still relatively new in the world of broadcasting or radio; (b) Dubbing, is one of the techniques of dubbing in an animation or movie. Dubbing requires the voice actor to synchronize his voice with the mouth movements of the animation or film he or she is working on; (c) Voice Over, almost the same as dubbing, both work from behind the scenes. However, voice over does not require the voice actor to synchronize their voice with mouth movements because voice over is usually used to fill an advertisement; (d) Narrator, is a voice-over technique that is usually used to announce announcements. Narrators usually fill out train announcements or broadcasts in stores.

The main target of this voice production training is Radio members who are students from the University. Radio itself is currently quite well known to the student community, but there are still some parts of voice production that are not mastered by Radio members, such as voice over, dubbing, or narrator. Therefore, with this voice production training, it is hoped that Radio members will be able to understand and be able to practice voice production in the world of broadcasting and be able to process it into a source of income and business opportunities. Based on this background, some of the problems that need to be solved through this service activity are still a lack of student understanding related to sound production; there is still a lack of students who are aware of the opportunities to profit from the production of votes to the

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economy; There are students who do not understand how to produce sound production independently, and there are students who do not know the various types of sound production that can be learned and turned into a product that can be sold.

RESEARCH ELABORATIONS

Recording is the process of recopying an object, whether the object is in the form of a sound image or anything, using a certain recording medium or device whose results can be stored in a storage medium or not. The concept of human recording can be broadly described as the process of recording sound means entering sound through an input medium and storing it in a storage medium. The process of recording sound on a computer device uses a microphone as an input tool and then processed by computer components for voice recognition is called a sound card. A sound card is a sound card that functions to convert sound data from analog to digital form. This tool will connect between microphones and users in their interaction through voice.

Podcasts came into existence in 2005 but only began to be glanced at by listeners in 2007. At that time, there were not many podcast uploaders who made many variations of podcasts according to their categories (Lundström and Lundström, 2021). Podcasts can be listened to in any atmosphere, because they have many criteria in the content of an audio recording uploaded in a podcast. There are several platforms that support podcasts, such as: iTunes, Stitcher, Google Play, and Spotify. There are three types of podcasts, such as (Jham, et al. 2008), namely Podcast Interview, this type is the most commonly encountered in podcast content. A podcast interview is a broadcast conducted between two broadcasters and discusses a certain topic. This type of podcast is usually conducted by one broadcaster and one guest star. The content of this podcast usually adjusts to the guest stars invited during the broadcast. The recorded chat also does not need to be prepared too much because the broadcaster will reflexively explore the guest star as if inviting a discussion. Many podcasters are engaged in this type of podcast because it is easy and can use a wider range of issues. Jham, et al. 2008 explained that the second type of podcast is Solo Podcast. One of these types of podcasts is engaged by new podcast users. This type makes it easier for new podcasters to learn the process of building podcast content. By starting with this type of solo podcast, it is only done by one broadcaster. There is not much that a solo podcaster needs to prepare, just a recording tool and an idea to be recorded to be uploaded in a podcast. Finding podcast content ideas is also made easier without keeping up with the interlocutors in the broadcast. The ideas used are more often to discuss the anxiety of the podcast account owner, tell about opinions from personal experience,

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and discuss certain issues. Furthermore, Jham, et al. 2008 explained the third type of podcast, namely the Multihost podcast. This type of podcast is carried out dynamically because it is hosted by two broadcasters. Multi-Host podcasts also present discussions about a topic with more mature readiness than podcast interviews. The two broadcasters expressed their respective opinions in terms of the theme that had been determined. It is not uncommon for Multi-Host Podcasts to also invite guest stars to express their opinions.

Voice Over or often referred to as VO is a news format that is led in and the news body as a whole is read by the presenter on duty. When reading the news, an image is inserted whose content is in line with the news being read by the presenter or host. However, currently the development of voice over is not only in the news, but in advertisements, movies, videographics, and so on. The voice over actors also often appear in the filling in of suras or voiceovers on characters in movies. In the field of film, dubbing or known as dubbing is the process of recording or replacing the voice for a character. The term is most often used to refer to recorded voices that do not belong to the original player and speak a different language than the original player. The purpose of voice counseling is to adjust the conversations of the figures so that they can be more accepted according to the culture of the local community. However, this method is often opposed by young audiences because the voice of the film character in question can damage the background and character of the film character. In another sense, voice-over is also done by incorporating human voices into animated films and fables.

RESULTS AND DISCUSSIONS

In the Entrepreneurship and Sound Production Training, we will use training methods or workshops related to sound production. There are two main types of workshops, namely; Voice Production Workshop, and Voice Production Entrepreneurship Workshop. The workshop included podcast, dubbing, voice over, and narrator training, as well as entrepreneurship training. The stages that will be carried out in the training are preparation, training, and evaluation. At the preparation stage, the researcher will review general and special needs, as well as observe the basic skills possessed by students, then develop the required concepts and collect data on trainees. In the second stage, namely the training stage, the researcher will deliver material according to the concept that has been made. Then, in the evaluation stage, the researcher will conduct an assessment of the training process measured from the multimedia products that have been made by the trainees.

The main target of the Proposal itself is a Radio organization or it can be called campus radio, with a total of ± 120 people and actively participating during the activity, for the sake of

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smooth together. Our consideration to reach the target audience is that one of the efforts of this activity is running smoothly, by making alternatives to make our target understand more deeply about the mechanism of the radio world, such as voice production consisting of podcasts, narrators, voice overs, and so on. Our target audience does it by paying attention to the situation factors and also the condition factors that have been observed in the past few months. Members have not developed much about voice production, except for podcasts, so we will do service by inviting speakers to be able to better understand and explore voice production. Some of the goals that determine the target audience are the existence of a reference for the activity, one of which is the scheduling of the activity itself; Achievement of an affordable audience comes from the members themselves There are various kinds of activities that have not been carried out, due to limited time, members, and also the tools used. Then communication that is difficult to establish also affects the situation and conditions of activities that are vulnerable to be carried out properly, and also causes discourse or unplanned failures; To measure as well as success in the activity itself; And the last is to adjust to existing or current funds, with considerations from demographic, psychographic, and geographical scales. The activity we made also aims for members to understand much more about voice production, because there is very little knowledge about voice production itself. Therefore, training is very important for members to better understand voice production in terms of theory and techniques. After that, communication must be maintained, from members to other members, which will then be passed on to prospective members in the next period. Communication is also one of the benchmarks that affect the success of these activities or not.

The stages of implementing activities that have been carried out by researchers in Entrepreneurship Training and Voice Production Skills as Business Opportunities in the Creative Industry Sector are by carrying out preparatory activities, carrying out training, and conducting training evaluations. Training participants from students conveyed information on the preparation of the training program which was coordinated in the UKM management meeting. The team discussed the preparation for the material and time of the event as well as the purpose of the training in the context of community service activities in order to increase the capacity and capabilities of students in the field of business and media production. The team carried out two Entrepreneurship and Voice Production Skills Training as Business Opportunities in the Creative Industry. The first training was held online through the zoom application.

In the first material, students are trained to be able to understand and practice voice production consisting of podcasts, dubbing, voice overs, and narrators. In the second material, the students are trained to be able to understand and practice related to speaking skills consisting of speaking elements, speaking processes, speaking techniques during presentations,

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and presentation success faktor In the third material, students are trained to be able to understand and practice related to entrepreneurship consisting of innovation, entrepreneurship, marketing management, market potential analysis, Canvas's marketing mix and business model. In the second session of training, the delivery of material and voice production practices consisting of podcasts, dubbing, voice over, and narrators were held. Then the delivery of material and practice is related to speaking skills consisting of speaking elements, speaking processes, speaking techniques during presentations, and presentation success factors. Furthermore, the delivery of materials and practices to understand and carry out practices related to entrepreneurship consists of innovation, entrepreneurship, marketing management, market potential analysis, marketing mix and canvas business models.

After the preparation and implementation of the activity is completed, then the research team conducts an overall evaluation of community service in the form of Entrepreneurship Training and Voice Production Skills as a Business Opportunity in the Creative Industry Sector, the evaluation is carried out on the preparation, implementation, process and results of training activities. At this evaluation stage, the research team distributed a questionnaire to see the profile or identity of the training respondents, the training respondents' experiences related to entrepreneurship and voice production, and the respondents' responses to entrepreneurship training and voice production. The material in this community service program is carried out in the form of Entrepreneurship training. The research team discussed the material theoretically and carried out entrepreneurial practice activities consisting of innovation, entrepreneurship, marketing management, market potential analysis, marketing mix and canvas business model. The materials carried out in the training support students to increase Business Opportunities in the Creative Industry Sector which has an impact on economic growth. The results of this service are in line with the thinking of Bing Xu, Haijing Yu & Lili Li (2021) that entrepreneurship has a positive role in promoting economic growth. Entrepreneurship is the entrepreneurial spirit of adventure, reform, and innovation, to maximize profits and introduce new economic opportunities and economic ideas to the market under uncertain risk conditions (Marshall, A. 1961).

A study conducted by Wentao Yu (2019) explains that the Creative Industry can stimulate regional innovation and overall entrepreneurial growth. The creative industry, both specialization and concentration, has a positive and significant effect on two types of entrepreneurship, namely need-based entrepreneurship and opportunity-based entrepreneurship. The study conducted by June Gwee (2009) explained that the creative industry has a long-term goal to create system innovation that supports policy formulation, directed to create new and sustainable value. Furthermore, the creative industry is indispensable to achieve sustainable economic success through the creation of a virtuous

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society, the innovation cycle because it allows the creation of an innovation system that utilizes creativity for discovery and supports the development and implementation of supporting policies to further strengthen the system (June Gwee, 2009). Speaking skills consisting of speaking elements, speaking processes, speaking techniques during presentations, and presentation success factors Strengthening entrepreneurship training materials and voice production has a great impact on increasing students' entrepreneurial intentions and is useful as a business opportunity in the creative industry. The following is a table of responses from community service program participants in increasing entrepreneurial intentions and taking advantage of business opportunities in the creative industry.

CONCLUSIONS

Entrepreneurship and Voice Production Skills Training as a Business Opportunity in the Creative Industry Sector has been carried out well starting from preparation, carrying out training, and conducting training evaluations. The preparation stage discusses event preparation, time preparation, and preparation of activity material content. The team has carried out two Entrepreneurship and Voice Production Skills Training as a Business Opportunity in the Creative Industry Sector, namely training, after the preparation and implementation of activities are completed, then the research team conducts an overall evaluation of the service to see the extent of the achievements that have been made from the preparation, implementation, process and results of training activities. Voice Production training on the indicator of knowing and being able to mention the various hardware used in voice production recording is in the good category.

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