

## Socialization of Public Space Utilization Patterns as Business Opportunities in Makassar City

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**Abstrak:** *Pelaksanaan kegiatan pengabdian kepada masyarakat ini dilakukan dalam model sosialisasi dan simulasi pola pemanfaatan ruang publik sebagai peluang bisnis. Sebuah fakta menarik dari kehidupan perkotaan di Indonesia dewasa ini, antara lain adalah bergesernya fungsi ruang public dimana tidak hanya dijadikan sarana bersantai (nongkrong maupun jalan), tetap kini telah menjelma pusat aktivitas ekonomi. Tak terkecuali di kota Makassar, aktivitas ruang public juga sekaligus diramaikan oleh aktivitas jual-beli sehingga bagi banyak orang hal ini menjadi peluang bisnis. Adapun sasaran pelaksanaan sosialisasi ini adalah kalangan remaja atau pelajar agar memiliki jiwa entrepreneur.*

**Kata Kunci:** sosialisasi, peluang bisnis, ruang publik

**Abstract:** The implementation of this community service activity is carried out in a socialization model and simulation of patterns of utilization of public space as a business opportunity. An interesting fact of urban life in Indonesia today, among others, is the shift in the function of public space where it is not only used as a means of relaxing (hanging out or walking), but has now become a center of economic activity. Not least in the city of Makassar, public space activities are also enlivened by buying and selling activities so that for many people this becomes a business opportunity. The target of this socialization is teenagers or students to have an entrepreneurial spirit.

**Keyword:** socialization, business opportunities, public space

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## Introduction

The ability to take advantage of business opportunities (Jenkins, 2009) is an integral part of marketing activities (Ginevičius, Podvezko, & Ginevičius, 2013) both at the company and individual levels. When referring to product marketing strategy, there are at least six important points that are key factors for its success, namely: product, customer, message, marketing team, promotion, and analysis. Three important factors of the marketing strategy (Miracle, 1965) in relation to the utilization of business opportunities are the marketing team where they determine the achievement of the target market through the strategies implemented. Then the promotion strategy (Hultman, Katsikeas, & Robson, 2011) what and how is applied is also the key to success in marketing activities, and analysis, namely the ability to read the accuracy of the target market.

The last three factors of marketing strategy (Ferrell, Hartline, & Hochstein, 2022) are part of the problems and conditions experienced by teenage businessmen who are classified as beginners in Makassar city. The businessmen have so far been selling in their own ways, such as: selling directly at traffic lights, utilizing bazaar events, selling with a reseller system on the marketplace, selling the dropshiper system, and others. The majority of them sell products owned by other companies or people and do not have the confidence to sell their own products. As a result, the amount of income they earn from sales is minimal. If this condition continues, it is certain that these creative entrepreneurial candidates (A. Ahmadin, 2023a) will eventually become bored and may switch professions.

On the other hand, there are business opportunities that can be utilized in activities in public spaces. A fact shows that in Indonesia today, there is a fundamental change in the function and utilization of public space by the community. Public space (A. Ahmadin, 2024) which was originally planned to function as a place to relax and unwind after working for days, then slowly turned into a sports venue. In its development, public space (A. Ahmadin, 2023b) also became a place for buying and selling transactions where public spaces were then enlivened by sellers. As a result, the public space then changes its characteristics into a market. Although it is a bit troubling, but that is the reality in cities in Indonesia, including the city of Makassar.

One of the fundamental problems faced by sellers in Makassar city, especially teenagers, is the lack of knowledge about how to take advantage of business

opportunities or target markets. As a result, they only sell what they can without having a clear target market and strategic location to market their products. Through this Community Partnership Program activity, it is hoped that it can be one of the solutions to the problems of these teenage sellers. In addition, through this socialization activity, it is hoped that it can create and improve the dual abilities of online sellers (Misbawati Misbawati, 2021), namely the skill to plan marketing targets and the ability to take advantage of marketing opportunities at various events and public spaces. In order for the implementation of this socialization activity to run effectively, it was carried out during several activities in series with coffee drinking activities with teenagers who later joined a small group of these sellers.

## **Method**

The implementation of this Community Partnership Program activity is organized in the form of Participatory Action Research activities (Kemmis et al., 2014), which is a data collection model carried out through a participant model where the observer participates and becomes part of the implementation of the activity. The subjects of this community service activity are teenagers in Makassar city who are randomly selected with different types of selling products. The implementation of this partnership activity begins with a series of identification of the types of problems faced by teenage sellers, both product owners and resellers or dropshippers. Furthermore, training is carried out in the form of socialization and simulation activities, starting from the skills of designing product images for sales promotion, how to package products, how to pack professionally, and strategies for utilizing public spaces and situations to become business land that can bring financial benefits.

## **Discussion**

The process of implementing the Community Partnership Program with the theme "Socialization of Public Space Utilization Patterns as Business Opportunities in Makassar City" took place in stages of activity. First, conducting a series of preparatory activities, such as: confirming partners' willingness to cooperate in activities, preparing stationery, HVS paper, banners, banners, attendance lists of participants, activity certificates, LCD/Projector, and others. Second, the implementation of this socialization activity does not only take place in one place,

but is carried out in various locations and series with other relevant activities. This was intended to make it easier to get training participants and obtain the right targets in accordance with the previously designed activity targets. The socialization activities in a limited number of participants were carried out at Red Corner Coffee Shop on Jalan Yusuf Dg. Ngawing, Turatea Coffee Shop on Haji Bau Street, and several other places.

The implementation of socialization activities on the utilization of business opportunities in public spaces for teenagers in Makassar city was carried out in the form of semi training and free discussion. Some supporting equipment used in this activity, such as: a laptop that functions as a tool for compiling designs, scenarios, and training implementation materials, a number of reference books as support for strengthening the concept of business opportunities and the concept of public space (M. Ahmadin, 2024), LCD/projector to display socialization materials in activities, printers to print administrative and training materials, HVS paper and Ballpoints, as stationery during the implementation of activities.

The process of implementing the socialization of the utilization of business opportunities (Mrs Misbawati, 2022) on activities in public spaces in Makassar city, basically ran smoothly in accordance with the previously determined planning. The participants of the socialization activities also seemed to follow the activities seriously, marked by their activeness in asking questions. This also shows that their enthusiasm to follow the material is very large and is also evident in their activeness in discussing various matters related to the strategy of utilizing business opportunities. This socialization activity did not take place in full in one day but in the form of part time with a duration of three to four hours per meeting. This activity took place in several parts of time, namely on April 21, 2024, May 5, 2024, and May 16, 2024.

In this activity, it was also seen that the participants paid serious attention to the material while occasionally asking questions and there was a discussion of various experiences. Through a series of initial identification processes in the discussions in this socialization, it was found that the factors causing the lack of interest and tendency among teenagers to have their own selling products were due to the lack of knowledge and skills in utilizing business opportunities in representative places. In addition, their lack of motivation is due to the absence of partners or associates who serve as motivators that stimulate them to make sales

creations.

The lack of maximum utilization of colleagues/partners as motivating parties in developing knowledge and skills related to the world of marketing and the utilization of business opportunities is also caused by the lack of extensive connections to various institutions or organizations and socialization service providers in Makassar City. Some examples of cases among teenage online sellers are still doing their own activities according to the limited knowledge and skills they have. It can be predicted that if the large number of online sellers have become business people who are able to take advantage of business opportunities and master the market, they can certainly maximize their marketing and obtain large profits. On the other hand, the ability to read business opportunities and market targets with the display of product images with attractive designs will appear professional so that this can increase consumer confidence in product providers (sellers).

The process of presenting the socialization material was carried out by presenting the material in a variety of methods, such as: varied lectures and questions and answers (discussions) in accordance with the orientation and objectives of the implementation of this activity. Various narratives/examples of stories about people who are successful in doing business were also part of the material that was intended to motivate the participants. In addition, in this socialization activity, several strategies for utilizing business opportunities and utilizing the right time were explained and even a series of simulation activities were carried out so that the participants understood in depth. To complete their knowledge about good marketing, they were also given an understanding of the importance of using social media such as Youtube for self-study purposes in various matters both concerning how to take advantage of business opportunities both in the aspect of place/location and the strategy of monitoring the right time.

The facilitators in this activity in addition to the Community Partnership Program implementation team or service providers are business people or sellers in Makassar city who are skilled in making promotional materials and utilizing business opportunities (Spitsberg, Verti, Brahmandam, & Coulston, 2015). In addition, this activity also utilizes peer tutors from training participants who already have selling experience or have the basics of the ability to utilize events and the right time to sell products. The socialization practice also takes place in the process of guided practice and discussion so that this activity is truly effective and directly useful in

spurring creativity and improving participants' skills. The next step after the socialization process is carried out in the form of material presentation, namely the stage of giving assignments and practice of designing one type of product for all participants, with the intention that the results can be varied. The next step is a question and answer session, which is intended so that participants who still do not understand can be given enlightenment/explanation or there are among the participants who have interesting ideas that can be adopted as tips for other participants. The last stage was a reflection activity which was intended so that participants could freely convey what useful things could be obtained from this activity and what things were still their personal weaknesses and could be developed again in the future.

## **Conclusion**

The results of the implementation of the Community Partnership Program, which chose the theme "Socialization of Public Space Utilization Patterns as Business Opportunities in Makassar City", proved to be effective, marked by its success in inspiring business enthusiasts and enthusiasts among teenagers. In addition, this socialization activity proved to provide very important benefits for teenagers who have so far only tried to get financial benefits from bazaar activities, selling cakes and drinking water at traffic lights, resellers in the marketplace, and other types of simple online sales. Although some public spaces in Makassar city are limited in access time and activities, at least it is an opportunity not only to sell directly in the place but also to promote certain products to visitors. Finally, socialization activities like this are expected to become similar activities in other places in the form of partnerships that provide mutual benefits for the implementers and users (partners).

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