

Market Day: Sharpening Children's Entrepreneurial Spirit from an Early Childhood in a Fun Way

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Keywords:

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Abstract: Market day is one of the strategies to develop entrepreneurial character in early childhood. This study aims to determine how the Market Day Program develops entrepreneurial character in early childhood. This study uses a literature study method by analyzing literature and relevant sources that discuss the Market Day Program to develop entrepreneurial spirit in early childhood. The results of the literature study indicate that the market day program develops entrepreneurial character in early childhood, including creativity, problem-solving skills, social skills, and a sense of responsibility. The market day program provides children with direct experience in planning, producing, and selling products, which supports the development of their entrepreneurial skills.

Kata Kunci:

Market day, Jiwa Kewirausahaan Anak Usia Dini

Abstrak: Market day adalah salah satu strategi untuk mengembangkan karakter jiwa kewirausahaan pada anak usia dini.. Penelitian ini bertujuan untuk mengetahui bagaimana Program Market Day mengembangkan jiwa kewirausahaan anak usia dini. Penelitian ini menggunakan metode studi pustaka dengan menganalisis literatur dan sumber-sumber relevan yang membahas Program Market Day untuk mengembangkan jiwa kewirausahaan anak usia dini. Hasil studi pustaka menunjukkan bahwa program market day mengembangkan karakter jiwa kewirausahaan anak usia dini, diantaranya adalah kreativitas, kemampuan memecahkan masalah, keterampilan sosial, dan rasa tanggung jawab. Program market day memberikan pengalaman langsung kepada anak dalam merencanakan, memproduksi, dan menjual produk, yang mendukung pengembangan keterampilan kewirausahaan mereka.

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INTRODUCTION

In the era of increasingly rapid globalization, entrepreneurship education is one of the main keys in preparing future generations who are not only academically intelligent but also creative and independent. Entrepreneurship is no longer seen as an ability that is only needed by adult entrepreneurs, but is also an important skill that should be introduced from an early age. Early childhood education is the main foundation in shaping children's personality and character, including entrepreneurial character. Instilling an entrepreneurial spirit from an early age can help children become creative, innovative, independent individuals and able to make decisions in the future. One strategy for developing an entrepreneurial spirit in young children is through a market day program.

Market Day is an activity designed to give children practical experience on how to run a small-scale business through market simulations. This method not only teaches children about the basic concepts of entrepreneurship but also develops their social and communication skills. Entrepreneurship education in



early childhood has various significant benefits. Research shows that introducing the concept of entrepreneurship at a young age can help children develop important skills such as creativity, problem-solving, and the ability to work in teams. According to data from the Ministry of Education and Culture of the Republic of Indonesia, this ability is very necessary to face challenges in an increasingly competitive world (Ministry of Education and Culture, 2020).

Several studies also show that children who are involved in entrepreneurial activities such as Market Day tend to be more confident and have higher motivation in learning (Halim & Nurhadi, 2019). By giving them the opportunity to design, manufacture, and sell products, children learn the value of hard work and perseverance. Market Day is an activity that involves children in planning and implementing a mini market. In this activity, children are responsible for making products, determining prices, promoting their products, and carrying out transactions. This learning model integrates various aspects of entrepreneurship theory with hands-on practice, allowing children to learn through real experience. In the context of Indonesian education, the implementation of Market Day can be an effective means of teaching basic economic and entrepreneurship concepts. According to a study by Anwar and Mulyani (2021), this activity provides children with very useful practical experience and helps them understand basic economic principles in a fun and interactive way.

The implementation of market day in Indonesia can be adapted to the local context and local educational needs. Several schools in Indonesia have begun to integrate this activity into their curriculum as part of entrepreneurship learning. For example, research by Lestari (2022) shows that schools in Jakarta have implemented Market Day as part of a children's entrepreneurship development program, which shows a positive impact on students' social and economic skills.

Market day is a market stimulation activity where children are invited to act as sellers and buyers. Through this activity children not only learn about values, but also how to communicate, negotiate and make decisions. Market day aims to provide real experience to students to foster better attitudes in the future and also in everyday life, and is a strategy to instill/grow character in children from an early age (Setiawati, Syam Nst, et al., 2022). The results of research conducted by Lasmini and Windarsih show that Market Kids is also a process of cultivating an

entrepreneurial spirit, understanding the world of business, training creativity and innovation in children. Market Kids can also grow children's self-confidence, improve children's communication skills and train children's business intelligence (Lasmini & Windarsih, 2020). Therefore, this article will discuss how the market day program develops the entrepreneurial spirit of young children.

RESEARCH METHODS

This research uses a literature study approach. The library study method is a series of activities related to methods of collecting library data, reading and taking notes and processing research materials (Mestika, 2008). Data collection techniques use documentation. Documentation was obtained through theoretical studies obtained from books and journals. This article discusses the market day program to develop the entrepreneurial spirit of young children.

RESULTS AND DISCUSSION

1. Market day program for early childhood

Market day is an entrepreneurial activity where children are taught how to market products to friends, teachers or outside parties. This activity is usually a bazaar or market organized by the school or for outside parties. This activity is usually held in a bazaar or market organized by schools or researchers (Zultiar and Sriwiyanti, 2017).

Market Day is an activity where children can experience firsthand how to run a business, from the production process to buying and selling transactions. According to Lestari and Suryadi (2021), the aim of Market Day is to provide practical experience to children about the basics of entrepreneurship, such as product creation, pricing and simple marketing techniques. Apart from that, Market Day also aims to develop children's social, communication and managerial skills (Lestari & Suryadi, 2021).

According to Zultiar and Siwiyanti, market days also help understand relative life, form a stable mental and emotional structure, and create better daily attitudes and behavior. Market day involves students in marketing products to friends, teachers or other parties in accordance with school policy. Students create and sell their work, with teachers and other students acting as consumers. Parents are also invited to participate in this activity.

Market Day is a learning method that integrates the concept of entrepreneurship into early childhood learning activities. This method aims to introduce and familiarize children with the basic principles of entrepreneurship through direct experience. The Market Day concept involves a mini market simulation where children are given the opportunity to play the roles of sellers and buyers. After participating in market day activities, students are expected to be able to apply entrepreneurial character accompanied by creativity through activities (Hidayah and Ayuningtyas, 2022) as follows:

- a. Students can practice production and market/sell products to friends, teachers or outside parties.
- b. Market day is an education that aims to provide a relatively more complete understanding and awareness about life, form a more stable emotional structure and mentality and build more enlightened daily attitudes from time to time.
- c. The aim of holding a market day is to foster an entrepreneurial spirit, understand the business world, train creativity and innovation in students. Market day can also grow children's self-confidence, improve children's communication skills and train children's business intelligence.
- d. Parents can take advantage of market day activities to show their support for their children's education process.
- e. Teachers and schools can take advantage of market day tools to strengthen the solidity of the school community. If market day runs optimally, then many benefits for educational purposes in schools can be achieved at the same time.
- f. Market day activities also have a control function which aims to teach children to buy and sell well.
- g. Market day activities have many benefits for student education. By holding a market day, students can practice production and marketing, and develop an entrepreneurial spirit. Apart from that, market day also trains students' creativity, innovation and communication skills. This activity can increase children's self-confidence and train business intelligence. Parents, teachers and

schools can also take advantage of market days to support the educational process and strengthen the school community. Overall, market day has a control function that teaches students to buy and sell well, so that educational benefits can be achieved optimally. There are several objectives of market day including cultivating an entrepreneurial spirit (entrepreneur)

- h. Understand the business world
- i. Can foster self-confidence in children
- j. Improve children's communication or language
- k. Learn to count
- l. Cultivate children's creative spirit (Siwiyanti, 2017)

These objectives show that market day is an activity designed to provide practical experience and develop various important skills in students. Market day is an entrepreneurial learning activity. By developing an entrepreneurial spirit, students build self-confidence and an independent attitude starting from familiarization with entrepreneurial ideas from an early age. Apart from that, students will also learn how to manage money well, this is very important to teach from an early age so that later when they grow up they can use money well. There are several ways to play market day in early childhood (Prasetyaningsih, 2016), including:

- a. Groups and individuals: Market day can be held by providing opportunities for children to be able to express themselves freely, their interests and the children themselves, where teachers only provide facilities and infrastructure.
- b. Buying and selling: an integrated educational application regarding entrepreneurship is a market day activity involving all children in the distribution (sales) and consumption process
- c. Other children, including teachers, are responsible as consumers (buyers)
- d. Educators provide a canteen to facilitate children after buying and selling
- e. These methods show that market day is a comprehensive and interactive activity, involving all elements of the school community to support the entrepreneurial learning process in early childhood.

2. Market day program to develop the entrepreneurial spirit of young children

Market day is an entrepreneurial learning activity where children learn to sell goods to friends, teachers or outside parties. This activity usually takes the form of a bazaar or market organized by the school and involves the entire school community. Sometimes, guests from outside the school are also invited to participate in Market Day. Before the event took place, students had participated in designing marketing strategies. Apart from teachers, parents also help prepare products for sale, with mothers usually responsible for providing food or drinks. Buyers at this event are usually students, teachers and parents. Each class usually has its own booth, and often each class displays its own unique theme and products. During market day activities, they can also show off and test their products to visitors. During market day, events are well organized, including various art shows and student performances. Most students are given more pocket money than usual to use for shopping for food, drinks, souvenirs or toys sold on market day. In this context, teachers act as facilitators who guide children through every step of the process, from planning to implementing Market Day.

According to Utaminingsih, there are several steps in market day, including the following

1. Planning

In this step, the time the activity will be carried out is determined. The students were divided into several groups. Each group discusses what product they want to make, how much capital and how much each student will contribute, what the process of making the product is, what each person's tasks are.

2. Implementation

On the appointed day, each group began preparing to sell their wares. Starting with arranging a place to sell, namely arranging tables and chairs on the classroom terraces. Then arrange their merchandise in such a way on the table. At the scheduled time everyone was ready in their respective places. Buyers began to arrive, both teachers, school employees and students

from other classes. Some are tasked with promoting merchandise with interesting words.

3. Evaluation.

After the market day activities ended, the class discussed evaluating the activities. Are activities already underway? According to the plan, each student has carried out their respective assignments well or not, the results of the sale are profit or loss, the product being sold is liked by the buyer or not. The results of this evaluation can be used as improvements in carrying out the next market day activities (Utamingsih, 2022).

Market Day teaches children not only about entrepreneurship but also about social skills, creativity and responsibility. Through Market Day activities, young children demonstrate social and communication skills. They learn to interact with peers, talk about their products, and negotiate buying and selling. This activity helps them to feel more confident in communicating. Market Day facilitates children to think creatively in designing and marketing their products. They learn about various product ideas and how to present them attractively. This helps children to practice problem solving and innovation in a fun way.

Through Market Day, children learn to be responsible for their own products, including preparation, sales and management of sales results. This helps them to feel more independent and responsible for their actions. Thus, Market Day is not only about teaching entrepreneurship directly, but also about building a foundation of skills that support the social development, creativity and responsibility that early childhood children will need in later adulthood.

CONCLUSION

The Market Day program is an effective method for teaching entrepreneurship to young children in a fun and interactive way. Through hands-on experience in planning, producing, and selling products, children not only learn about business but also develop other important skills. Implementing this program in schools can have a long-term positive impact on children's entrepreneurial spirit, preparing them to face future challenges.

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