

Preparing Young Entrepreneurs, UPNVJ Career UPT Together with the Founder of Kopi Nyai Holds a Young Entrepreneur Seminar

Tuesday, 10 November 2020 15:01 WIB



HumasUPNVJ - Creating graduates who have an entrepreneurial spirit and can create jobs in the future is an achievement desired by all tertiary institutions, including UPN Veteran Jakarta. By providing various supplies and providing various opportunities for students to be interested in and develop knowledge in the field of entrepreneurship, all efforts are made.

On that basis, UPN Veteran Jakarta through UPT. Career Development and Entrepreneurship held an online student entrepreneurship seminar on Tuesday (10/11/20) with the theme "Ready to Become a Creative, Innovative and Independent Young Entrepreneur" with Ratu Nabilla, the founder of Kopi Nyai.

Queen Nabilla, 32 years old. Has worked in journalism since 2010. Had worked at several television stations until finally joining CNN Indonesia as a News Anchor 5 years ago.

The world of journalism has brought Nabilla to various places and experiences, such as meeting big figures, covering various sectors; economy, humanity, culture and traveling to various regions inside and outside the country. Apart from his busy work, Nabilla also has a hobby and is a trainer of Indonesian traditional dances, has participated in various dance festivals in various countries around the world.

With a passion for drinking coffee, Nabilla and her best friend started to open a small shop in the Radio Dalam area in July 2017. With the specialty of milk coffee with creamy milk coffee and thick coffee taste.

It didn't stop there, according to information from the wartakota.tribunnews.com page, Nabilla and her friends had a new idea to spread ethnic Indonesia. Nabilla, besides business, she has her own mission in building a coffee shop. For him, the coffee shop being built now is a bridge to spread his admiration for the diversity and beauty of Indonesia's ethnic groups.

With the various experiences she has, Ratu Nabillah today has the opportunity to share her experiences with UPN Veterans Jakarta students.



Previously, in his remarks the vice chancellor for student affairs and cooperation dr. Ria Maria Theresa expressed her gratitude for the time given to the resource persons to share their extraordinary knowledge and experiences.

"This pandemic situation does not make us unable to do anything, but the current conditions give us the opportunity to think about and start running a business. I'm sure Nabilla is not someone who is directly at this stage, it is not easy in the process Nabilla goes through the ups and downs. Nothing is impossible, do innovation that is different from the others in order to survive. I hope that the business that you are convinced of can continue and don't forget to continue to innovate, said dr. Ria.

In this online seminar which was attended by 200 UPNVJ students, Nabilla said "opportunities are not expected but must be created" from wherever we can learn, the seven characteristics that a person needs to start their first business do independently, creatively, willing to learn, good at seeing opportunities, focus and enthusiasm also never give up.

“Don't be shy about asking, don't be shy about seeking learning and experience. have management skills, networking skills, and marketing skills, Public Relations Skills”

Nabilla has a Nyai coffee shop with the idea of bringing together Indonesian culture and Indonesian coffee and T&H Burger with a food idea that fits urban culture.



“Right now there are lots of competitors, but everyone has their own tastes and what I prioritize is decorations that are typical of Indonesian culture. Thank God, until now the Nyai coffee shop brand is still a favorite”

The current conditions certainly had an impact on Nabilla, but this incident made her think about surviving.

"During this pandemic, we made a one-liter pack at the coffee shop, this is very helpful for my business, by ordering online and using online motorcycle taxis. Alhamdulillah, our coffee can be enjoyed by customers who are at home. In this condition, our new products also appear, thereby increasing the variety of coffee shop menus.”

From now on, make our goals to earn independent income, create jobs and provide benefits to others.

"In conclusion, don't hesitate to start a business, focus on developing your own potential, set goals, set a strategy, failure is part of the process."

there is a message that Nabilla conveyed "pessimists see difficulties in every opportunity, optimists see opportunities in every difficulty".

This two-way seminar provides opportunities for students to interact directly with resource persons. Even though it is done online, it does not dampen the enthusiasm of students to increase their knowledge of entrepreneurship.

One of them is Endang, a student at the Faculty of Health Sciences, who asks how to manage yourself when you are bored with entrepreneurship. In this case, Nabilla said to increase networking, ask lots of experienced people and review the business we are in.



Export tanggal : Friday, 10 January 2025 Pukul 17:10:50 WIB.

Exported dari [<https://upnvj.ac.id/en/berita/2020/11/preparing-young-entrepreneurs-upnvj-career-upt-together-with-the-founder-of-kopi-nyai-holds-a-young-entrepreneur-seminar.html>]