

The Influence of Entrepreneurship Education in Growing Students' Interest in Become Entrepreneurs

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ABSTRACT

Advances in technology and science have contributed to encouraging entrepreneurial practices, leading to various new product and service inventions for consumers. This, of course, opens up new job opportunities and markets, and in the long term, will be able to create business growth in various sectors. This study aims to describe and analyze facts with the correct interpretation of efforts to improve soft student skills through entrepreneurship education. So, the most appropriate research approach is a qualitative approach. After attending entrepreneurship education, students generally have the courage and self-confidence to increase and are more confident and vital to enter the world of entrepreneurship/business.

ABSTRAK

Kemajuan teknologi dan ilmu pengetahuan turut mendorong praktik kewirausahaan sehingga melahirkan berbagai penemuan produk dan jasa baru bagi konsumen. Hal ini tentunya akan membuka lapangan kerja dan pasar baru, dan dalam jangka panjang mampu menciptakan pertumbuhan usaha di berbagai sektor. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis fakta dengan interpretasi yang benar terhadap upaya peningkatan soft skill mahasiswa melalui pendidikan kewirausahaan. Jadi, pendekatan penelitian yang paling tepat adalah pendekatan kualitatif. Setelah mengikuti pendidikan kewirausahaan, mahasiswa secara umum memiliki keberanian dan rasa percaya diri untuk meningkat dan semakin percaya diri serta vital untuk memasuki dunia wirausaha/bisnis.

1. Introduction

Students have a vital role related to change or agents of change, which is one of the forces that are expected to build the nation to the fullest. With the ability to reason, think, and have knowledge capable of escorting this nation towards a better future. Youth should be full of productivity and work so that it will improve people's quality of life. Data on the number of unemployed shows the number of graduates at higher levels of education but with poor skills or expertise. This is in line with what Tukiran said; unemployment is mainly dominated by subjects graduating from high school/equivalent and tertiary institutions who lack soft skills, so they do not meet the job market [1]. Produced by universities, the ability is insufficient when applied to work.

The phenomenon of unemployment in Indonesia is still dominated by young people and will become a severe problem in the future. If this phenomenon is not handled thoughtfully, it will impact the emergence of social issues. The government makes every effort to

reduce the number of unemployed by assisting and training, but the material presented often not following the needs of employment and business [2]. With this phenomenon, the government and its staff are trying to overcome the unemployment problem by spreading this entrepreneurship virus so that job seekers change their intention to become entrepreneurs by creating businesses, so they no longer exist as job seekers but become job creators. Here the importance of tertiary institutions produces graduates who have an insight into entrepreneurship education and must synergize with the business world [3]. The critical thing to do to overcome the unemployment rate (youth) and its impact is to encourage the spirit of entrepreneurship in students.

According to McClelland, entrepreneurship is an activity that is very important for the progress of this nation, by having 4% of the total population. Entrepreneurship is a soul that can be learned and taught [4]. Entrepreneurs are usually characterized as having an entrepreneurial spirit, but that does not necessarily mean that those with an entrepreneurial

spirit have the potential to become entrepreneurs. In general, every entrepreneur has a qualified entrepreneurial spirit. The essential things that an entrepreneur has are hard skills and soft skills. Hard skills that are learned and trained, this ability is more emotional and insightful in treating other people.

Meanwhile, soft skills are abilities that cannot be measured and have no form. The smooth skill expertise includes leadership, time management, decision-making, problem-solving, conflict resolution, adaptability, work ethics, and communication skills. It is hoped that with this ability, young people, including students, will become highly qualified entrepreneurs [5]. An incubation institution formed in tertiary institutions that prepares student startups is guided and mentored by experts in the field of business, who will prepare students to become entrepreneurs so that when they graduate, they don't think about being a job but are already determined to be entrepreneurs. The need to find a job can be seen in the number of job seekers at each job exchange or job fair. Even job fairs have become the most exciting exhibitions to attend. For example, several students were entrepreneurs at STIE AMA Salatiga, according to the researchers' notes. This was done because of the flexible time to study while doing entrepreneurship. They use it as a learning opportunity to start a business while busy with their studies. However, some students only focus on studying on campus. A preliminary study of a student who is an entrepreneur shows that there are solid reasons for entrepreneurship. In addition to the reasons for earning income, empowering one's potential and being an example in the community will be successful in running a business. After the researcher has analyzed the subject matter, the researcher will develop this research on the effect of entrepreneurship education on students' interest in becoming entrepreneurs. Researchers will examine what entrepreneurial spirit develops within students and what things are done to develop it after taking entrepreneurship education in class—case studies on STIE AMA Salatiga students who are taking entrepreneurship courses and have businesses.

Entrepreneurship is an art and science that significantly contributes to the business world [6]. Another definition of entrepreneurship is someone who can create opportunities and take advantage of them with limited resources but can master and utilize the production process for the future [7]. Following the course material taught, entrepreneurship education includes It is hoped that this course material will inspire students to study then and train themselves to try entrepreneurship, with the guidance of lecturers, and the business incubation unit owned by STIE AMA is expected to be able to give birth to proud startups. In this way, graduating from tertiary institutions will not increase the number of educated unemployed or job seekers (job seekers). Still, graduates will already have

business skills, which can create job opportunities and help the government reduce poverty.

Interest is a high tendency to like something. Interest is the essential basis for the success of the learning process. In this case, it is the interest in learning to become an entrepreneur. According to Fu'adi, the interest in entrepreneurship is the desire, interest, and willingness to work hard or the firm will to be independent or try to make ends meet without feeling afraid of the risks that will occur, and the firm will learn from failure [8].

Entrepreneurship education is a way of overcoming illness and poverty. It is a ladder towards the dream of every community to be financially independent, could build individual prosperity, as well as participate in building community welfare [9]. High schools have also done these economics at AMA Salatiga, and each study program must include entrepreneurship courses students must take. The purpose of this lesson is to equip students with entrepreneurship which consists of 12 chapters, including an introduction in the introductory material, namely growing interested in entrepreneurship, the need for entrepreneurship, encouragement to start a business, critical factors beginning a business, and an entrepreneurial process model. Next, explain the meaning of entrepreneurship and entrepreneurship. Explained the concept of self-identification, which is related to productive personality, character and temperament. It also describes the steps towards successful entrepreneurship. This material contains eight steps to success and the characteristics of a successful entrepreneur.

2. Research Method

This research used a qualitative method with a case study on STIE AMA Salatiga students taking entrepreneurship courses. A qualitative approach is used to get answers to research questions that require the researcher to function as a critical instrument to explore in depth the problems posed, and data are collected by the triangulation method; data that has been entered from one party is then checked with data from other sources, this is in line with what conveyed by Nasution [1]. General case studies are used when the behaviour of the subject to be studied cannot be manipulated. The third reason relates to the focus on the contemporary. Yin explained that case studies focus on examining relatively modern phenomena. Therefore researchers use case studies because entrepreneurship is becoming a topic of concern for various groups and is becoming a growing trend in society [10].

Collecting data in this study will use in-depth-focused interviews. The interview begins with finding the required respondent. Researchers use a strategy to disseminate to many people regarding the desired

respondent criteria. This research is transmitted orally and through other sources such as the business community, student activity units, and social media. Furthermore, the researcher made an interview guide with questions about business ideas or ideas and how to run their business. This question relates to the subject matter of entrepreneurship education. Then the results of the interviews will be analyzed again based on the theory and previous studies. This study will use a theoretical coding data analysis model, an analytical model often used to develop grounded theory. This is intended to obtain a purely theoretical construct derived from the respondent's data and test existing hypotheses. Theoretical coding is divided into three types: open coding, axial coding, and selective coding. The analysis continues until the researcher finds the central phenomenon, a meeting point of data that can answer the research question.

3. Result and Discussion

The description of the results of this study reveals entrepreneurial activities carried out by students taking entrepreneurship education courses at the AMA Salatiga high school of economics. The impact obtained from entrepreneurship education activities is according to the research conducted.

The following are the results of interviews with students who have businesses:

3.1. Starting a Business Early

The Covid-19 pandemic has had a significant impact on the national economy. The first impact is the limited number of new jobs, which impacts the open unemployment rate (TPT). The subsequent impact is the widening expenditure inequality figure because the number of people who find it challenging to find work increases, plus workers who are laid off. This made me want to be an entrepreneur, to continue my mother's basic food stall, which has been running for dozens of years. Because as time went on, my mother got older, and I wanted her old age to rest, and one of the other reasons was that when I finished college, my sister was not allowed to work. So, I decided to become an entrepreneur. Looking at today's business world, more and more successful young entrepreneurs are running it. I want to expand my business by adding to the fashion business because my house happens to be close to a junior high school. That inspires me to do business as if marketing locations are no longer a problem. With the hope of opening this business, I want to create jobs for people in my environment. People are still unemployed because they are laid off from factories and there are also people who have just graduated from school and still need their living expenses.

Even though the job will only help my business to look after the shop, pick up and pick up goods, or sell goods on social media, at least it will help a little. Because of that, nowadays, the world of technology is also quite

sophisticated, for buying and selling goods transactions can be done through a cell phone as a sign of direct interaction; this has become an opportunity to attract the interest of other people to become resellers. On the other hand, I have also marketed merchandise through social media, not only goods at the shop, but I have also sold avocado seeds from my father's business, which has been running for a long time. What is essential in entrepreneurship is being honest, patient, thorough, always thinking positively, confident, having a strong will and high enthusiasm, daring to take existing risks, having the spirit of a leader, looking for new opportunities, learning continuously, being able to make decisions wisely and responsible, totality to the business he runs, always forward-oriented and result-oriented.

There are many advantages can become an entrepreneur, namely being able to manage finances, determine my income, develop my potential, do things I enjoy doing, help open jobs, increase the number of relationships with consumers, can set my profit targets, train leadership, create positive change, expanding horizons, and efforts can be inherited. The hope of carrying out entrepreneurial activities is that people's welfare can be raised because the sluggish economy due to the pandemic has resulted in an increase in the poverty rate in society and can foster a spirit of innovation when a person is under certain conditions of pressure it will sometimes trigger a spirit of thinking that is different from before. Not infrequently, innovations will emerge from situations like this. So, if interpreted positively, this pandemic also has a role in shaping a person's personality to move forward. Thus, if this entrepreneurial goal is achieved, the national economy will grow.

Respondent 1, starting the business in July 2021, has a significant effect on studying entrepreneurship education on campus, namely:

- a. Maintaining personal growth and development: by meeting new people on campus, there are automatically many different social and economic backgrounds because it teaches people to develop unique skills, creating opportunities, instilling trust, guaranteeing social justice that stimulates the economy. Entrepreneurship education also equips novice entrepreneurs, like respondent 1, with the skills and knowledge to generate ideas and develop businesses. This includes helping to learn about core businesses such as finance, sales, marketing, management, and accounting that you have received during the last three semesters.
- b. Think critically: critical thinking skills are essential for success in the business world. Not to mention the very fierce competition, studying entrepreneurship expects students to have many opportunities to learn how to think critically and

analyze material presented by lecturers to be applied in their businesses.

Before receiving entrepreneurship education materials:
- Lack of confidence and lack of confidence in doing business, because of the risk of loss if you have poor management, it can be at risk of income, - Always afraid and thinking negatively, - Not able to cultivate a good mindset, - Not yet can strategize.

After receiving entrepreneurship education materials:
Nurturing personal growth and development: meeting new people on campus automatically many different social and economic backgrounds because it teaches people to develop unique skills, create opportunities, instil trust, ensure social justice and stimulate the economy. Entrepreneurship education also equips entrepreneurs.

Respondent 2, Becoming a successful entrepreneur is everyone's dream. I decided to start selling when I was still in college by seeing the opportunity for many students to graduate who needed a graduation sash to complement the gown or just an accessory.

AKM saw an opportunity that, at that time, in the city of Salatiga, there were no shops selling graduation sash, so I took the initiative to offer it to my friends, and many of them were interested. From there, it turned out that unconsciously I had built my own business and didn't have to bother looking for work. The proceeds from the sale again to increase capital.

With the business I pioneered, I can produce something that can be useful and bring satisfaction to the company that is being built, which can bring pride from within. This has motivated me to be able to create a business so I can compete in this increasingly global and advanced era.

There are several ways I reach target consumers, including: word of mouth promotion (conversational marketing), ibi's marketing strategy relies on conversations from potential customers to be able to directly get the information they want, ask questions and make the proper transactions; promotion through social media (Instagram), marketing strategies through social media are straightforward to use, cost-effective, and can target many targets.

The influence of entrepreneurship courses, Entrepreneurship courses play an essential role in fostering interest in entrepreneurship aimed at providing practical experience to students from large, medium and small-scale business actors. With the existence of entrepreneurship learning, it is hoped that it will reduce the high unemployment rate, especially among the educated (undergraduate and diploma). Entrepreneurship education is to increase enthusiasm and develop skills and knowledge among students so that they will have provisions after graduation.

AKM started selling in 2018, and since AKM is still in the diploma course, AKM's motivation to start a business was because he saw an opportunity for many friends to graduate. They needed a sling to complement the gown or accessories and as a gift to fellow friends. AKM's innovation in developing products is that the products that AKM produces are of high quality because they are made with computer embroidery, can be custom written, and have customized colours according to what prospective customers want. Selling directly can also increase AKM's creativity to continue to produce new variations so that consumers don't feel bored.

Every business has risks, mainly from external factors such as price competition, but AKM believes in good quality and friendly and fast service. Consumers will choose AKM products. Our courage to compete with other products; as long as we think the products, we produce are good, quality and comfortable, the market is on our side.

Respondent 3, Toko Sanjaya, is the name taken from the first letters of the father, mother and three children. Sanjaya shop is located at Jalan Nakula Sadewa Rt.07 RW 3, Dukuh Village, District of Sidomukti, Salatiga City. Toko Sanjaya stands in the middle of a pandemic that everyone is experiencing, where all traders struggle to get up during a pandemic that doesn't stop. This store has a unique principle "Help people even if not directly". This means that with the establishment of this Sanjaya shop, we hope to help traders who have been affected by the pandemic and want to start their business again by selling cheaper goods.

This Sanjaya shop is a renewal of a grocery store that has been established since 1999. This grocery store opened early in 1999 on Jalan KH Zaenudin Raya rt 08 citizens Association 01, Karang Roto Village, Genuk District, Semarang City. This shop provides all kinds of needed things, including telecoms, photocopies, volumes, gas, cigarettes, rice, laundry, gasoline etc. Anyway, this store always provides what its customers need.

As time passed, this shop had to move to Salatiga for some reason. And our family decided to open a grocery store from 0 back, starting with a 3x3 store size, from which only two coffee and prtilan cigarettes, but we still live it patiently, and Alhamdulillah Allah always helps us from adversity so that every year there must be a business that continues to increase. Like gasoline, which used to be bottled and now uses Mini POM. Plus, there are payments for electricity, water, telephone, and additional typing effort. Until one day, many mini poms, PPOB and typing customers wanted a wholesale and retail store close by. At first, it was just wishful thinking because if you want to open a more significant business, you must have a lot of capital. There are many considerations to think about.

Finally, we were determined to open a more significant business to help many traders who wanted to get back on their feet. We started making goods shelves and our counters to save costs, looking for products to sell, going to large wholesale shops where we could resell at low prices, looking for sales, etc. On November 1, 2021, we will start opening wholesale and retail stores with the goods we have prepared, even though they are incomplete. With the hope that later it will begin to fill up with time.

The influence of entrepreneurship education for me as an entrepreneur is significant because it can help me in various ways, such as strategy, employee selection, etc. The chapter that impressed me the most was the chapter on Managing Human Resources.

I can learn how to choose good employees in this chapter on managing resources. Incidentally, I plan to have employees who can help me, and my family manage this business. Because this business is increasingly crowded and has become a subscription for the surrounding community, it is necessary to select excellent and diligent employees according to the standards that apply to entrepreneurship.

Respondent 4, Copyright printing is a home-based business that sells design services and prints various examples: MMT, brochures, invitations, photos, stickers, business cards, labels, notes, certificates, posters, etc. This printing press can be said to be still small or a printing press that is pioneering to become a larger and more advanced printing press. Printing "Cipta Karya", which is located at in. Amarta RT.04 RW 01 Randuares, Argomulyo, Salatiga City.

The points that I always prioritize when running my business are: Having lots of ideas in making designs for customers so that customers are delighted because customer satisfaction is essential in the design service business, Prioritizing quality product quality, Providing affordable prices, Providing exemplary service, fast and the best for costumers, and always make more friends to increase your fortune.

3.2. The Beginning of Creation

In the beginning, my husband and I only had a computer with graphic design skills that my husband owned. Motivated by wanting to change my family's lifestyle, I casually posted my initial design services on social media. A reasonably good marketing strategy is through online media such as Instagram, Facebook or Whatsapp. With no enthusiasts, I'm still determined to post and keep posting. As time went on, one or two people became interested in using my husband's design services with little initial income. The initial communication was still through social media because there was no place for business. With the beginning of the pandemic, many customers are interested because, for the capital, they offer their products on social media, especially on Instagram and Shopee. I mainly

made videos, photo designs, online invitation designs, and other designs. The package design system makes the customer more profitable because it is cheaper. The package design applies to entrepreneurs in the online sector who have to change plans or change products daily. One person from Kalimantan offered to design a decal with a package system paid once a month without hesitation.

My husband and I accepted the offer at the risk of not being born with that person but with trusted capital without guarantees. It turned out that this person became a business partner. To date. With very little money, I developed my business with additional printing services: MMT, brochures, invitations, photos, stickers, business cards, labels, notes, certificates, posters, etc. Next, I looked for references for several well-known printers whose prices were lower so that I could make a meagre profit. I thought the important thing was to move forward. I offer a free shipping system for the Salatiga area without a minimum order for the Salatiga area for free shipping; thank God, at the start of Covid, with the government's suggestion to stay at home, many customers were interested because without having to leave the house, orders arrived home without having to pay for shipping costs. My target market is for all groups, both teenagers and the elderly and for individual businesses and companies. Because of that, I didn't have a printer in my initial business. I bought one printer and also looked for raw materials for some paper from my CV in Jogja so that the price was lower and my expenses were less. For home printing photos, printing, printing invitations, and business cards. For others, there is no machine yet at home. I am still printing at one of the printers in Salatiga.

At the beginning of the vaccine, I added that I could print vaccine cards, which was an excellent additional sales opportunity. With a lot of orders, primarily when I work at PT. SCI also adds to my customers, especially my friends. And even PT.Sci also printed several MMTs at my place. For print sales, I am still around the city of Salatiga, but for design services, I have arrived at Kalimantan, Sumatra. Until now, I didn't even have employees, and I do everything with my husband. For packing and delivery, it's still my husband and me, and I'm still alone for the admin.

The purpose of entrepreneurship education is to provide knowledge, attitudes, and skills to students so that they become students who have a strong entrepreneurial spirit. Through this entrepreneurship education, students are expected to be able to utilize, organize, and direct human resources and production tools to create a product where the product is marketed. Thus, students have direct experience in entrepreneurship, not just theory. Entrepreneurship subject material taught by supporting lecturers includes: Fostering entrepreneurial interest, the concept

of self-identification, steps towards successful entrepreneurship, basic entrepreneurial activities, business profiles, increasing business productivity through motivation, capital planning company capital planning, establishing small businesses, managing corporate marketing and managing human resources [1]. From this learning material, it is expected to be able to motivate students to become entrepreneurs, and this is in line with the results of Solomon's research [11] namely, practice in entrepreneurship education, students are to make business plans, which they then carry out. Furthermore, risk management and individual personality greatly influenced student motivation in the expo activities [12]. Still, in this case, the researchers chose respondents who were students who had started businesses; some of these business startups continued their parents' efforts, and some also built themselves with the family.

Several factors, including government policies, determine student motivation for entrepreneurship, and university policies must support student motivation to entrepreneurship [13]. Another factor is intention, attitude and self-efficacy in management, finance, and marketing, which also determine student motivation in entrepreneurship.

4. Conclusion

Based on the results of the respondents' presentation by the researchers, it can be concluded that in the development of entrepreneurship at STIEAMA Salatiga through entrepreneurship education courses, there is something significant, namely student motivation. Therefore, in entrepreneurship learning, it is essential to bring up ideas in entrepreneurship courses which are continued by expos on campus. To be a successful entrepreneur, you must have the main characteristics, from the power of dreams to becoming an accomplished creator. Entrepreneurship does not only focus on profits but also thinks about the social environment like a social entrepreneur (social entrepreneur), where the results of their efforts can be felt directly by stakeholders.

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