

THE EFFECTIVENESS OF THE ENTREPRENEURSHIP PROGRAM (ENTREPRENEUR SHIP) TO INCREASE STUDENT MOTIVATION THROUGH EDUCATIONAL TOURS AT SMK ISLAM TERPADU FITRAH HANNIAH BEKASI

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ARTICLE INFO

Keywords:
Motivation,
Educational Tourism,
Entrepreneurship

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ABSTRACT

This study aims: Obtaining empirical evidence regarding the effect of motivation on Entrepreneurship of Students of the Integrated Islamic Vocational School Fitrah Hanniah Class XII. This study uses a quantitative approach because the focus of this research is to measure the extent to which the effectiveness of the entrepreneurship program to increase motivation through educational tourism activities will be more in line with the quantitative approach, using numbers and statistical formulas to measure results, so as to obtain results that are valid. Simultaneously the motivational factor, Educational Tourism, has a positive and significant influence of 29.6% on Student Entrepreneurship at the Integrated Islamic Vocational School Fitrah Hanniah Class XII, while the remaining 70.4% is determined by other variables not mentioned in this model. Partially, the Entrepreneurship variable has a positive and significant influence on Student Motivation in Class XII Integrated Islamic Vocational Schools Fitrah Hanniah, namely 0.344 or 34.4% with a significance value of Sig 0.006 <0.05. Partially the Educational Tourism variable has a positive and significant influence on the Entrepreneurship of Students of the Class XII Integrated Islamic Vocational School Fitrah Hanniah, namely 0.315 or 31.5% with a significance value of Sig 0.011 <0.05. Planning Entrepreneurship is a stage to clearly define what is expected and what will be obtained by students through a strong commitment, because without this commitment it will be difficult to get help from available sources to achieve the expected results.

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1. INTRODUCTION

Education is the right of every citizen without exception, because the 1945 Constitution has mandated that every citizen has the right to education to improve his quality of life. Improving the quality of education is the main key to achieving the nation's goal, namely "educating the nation's life" and as the most valuable form of future investment (Human Investment) for nation building, the creation of economic growth, social transformation, and ultimately the formation of an educated, modern, independent, civilized, democratic, prosperous and civilized Indonesian society.

Schools are educational institutions that are expected to be able to produce quality human resources, and SMK is one of the alternative places to produce quality graduates. Based on the Government Regulation of the Republic of Indonesia number 19 of 2005 concerning National Education Standards Article 26 paragraph (3), the purpose of establishing SMK is to increase intelligence, knowledge, personality, noble akhlaq and skills to live independently, as well as attend further education in accordance with its vocational.

One of the lessons at SMK is Entrepreneurship, with this subject can cultivate the spirit of creative and innovative young entrepreneurs. It is hoped that after graduating from school, it can create jobs in the community and its environment.

Interest in entrepreneurship in Indonesia is still very low. The number of entrepreneurs in Indonesia is only 1.18 percent of the total population of Indonesia, which is still very far when compared to Malaysia which is already more than 2 percent and Singapore is already 7 percent of the total population. A country will stabilize its economy if entrepreneurs/entrepreneurs number more than 2 percent of its population.

Vocational high schools (SMK) have the opportunity to build an entrepreneurial spirit during the time when they are still students, in adolescence where at that time they still have the opportunity to develop their own potential and a lot of energy to be creative and innovative so that it is hoped that SMK

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graduates can create new jobs after being in the community because currently the number of graduate students produced is not balanced with the number of available jobs.

In order for these young entrepreneurs to be more confident and more understanding of their entrepreneur abilities, it is very necessary to provide a synergistic debriefing between the industrial world and schools. Actually, this briefing about entrepreneur is not only given by the world of industry and schools but must also be supported by the role of the family, in this case the habit of oragtua in fostering entrepreneurial interest in their children, this can greatly affect the mindset of students about entrepreneurial ability.

Speaking of entrepreneurs then there will actually be a lot of character built into students in order for them to be true resilient entrepreneurs. The real character becomes a demand so that the spirit wants to be a successful human being in the world and the hereafter.

The concept of entrepreneur itself actually began to be introduced in the eighteenth century (18th century) in France when an economist named Richard Cantillon linked the burden of risk to be borne by the government with the entrepreneurs in running the wheels of the economy. In the same period, in England there was also an industrial revolution involving a number of entrepreneurs. At that time they were key actors of the revolution especially when it was associated with its courage in risk-taking and resource transformation (Kirzner 1979). At that time, many economists have tried to formulate the meaning contained in this term entrepreneur. By the 1950s there had been a number of definitions and references and most of them were the fruits of thought contributed by economists. For example, Cantillon (1735), Jean Baptiste Say (1803) the famous French economist at the time, Josep Schumpeter (1934) the genius economist of the 20th century. They have all written about entrepreneurship and its impact on economic development. In the next decade, a number of efforts have also been made to describe and define what entrepreneurship really is, for example, here we put forward some of the limitations of entrepreneurship. (Darajat & Sumiyati, 2015, p. 1.7)

Educational institutions take the science of entrepreneurship as an elective subject or a majoring course. The Educational Institution began to introduce and explore the science of entrepreneurship as the focus of excellence in the field of entrepreneurship. These institutions offer entrepreneurship as another academic field that plays an important role in the future for a better life of society.

School and parents are the key to the success of the entrepreneurship program from an early age, school as a place for children to gain knowledge and apply their knowledge to train and develop their Entrepreneurship spirit, parents as motivators for children. If this can be realized in all or most of the communities and schools in Indonesia, a strong generation of entrepreneurs will be created, and Indonesia will not lack reliable entrepreneurs who make this nation more firmly maintain its economic stability. Schools must provide support for teachers in creating entrepreneurship ideas for children through various programs. The program can be through educational curriculum or student activities that lead to entrepreneurship. School support is the key to teacher success because how can teachers instill an entrepreneurial spirit in children if the school where they teach does not have a curriculum or student activities related to entrepreneurship. According to Hento (2008) in kompasiana.com education, the inclusion of entrepreneurship values in the school curriculum requires teachers to always associate the lessons taught in any field of study with entrepreneurship.

Vocational high schools (SMK) have the opportunity to build an entrepreneurial spirit during the time when they were still in school in adolescence where at that time they still had free time to develop their own potential and energy so that they could be more creative and innovative, in the future it is hoped that SMK graduates can create their own jobs, after being in the community because currently the number of student graduates produced by SMK / SMA is not balanced with the number of jobs that available. Vocational schools are not only introducing about entrepreneurship but must practice it and be thoroughly educated and trained to have ideas and strategies trying to get the entrepreneurial spirit to grow in the younger generation. In accordance with government regulations on SMK that the development of the SMK curriculum must refer to national education standards to realize national education goals, and the curriculum at all levels of education is developed with the principle of diversification in accordance with the education unit, regional potential, and students themselves. The new paradigm of curriculum development in 2013 SMK is to develop a balance of spiritual and social attitudes, curiosity, creativity, cooperation with intellectual and psychomotor abilities. Schools are part of a community that provides a planned learning experience, where students apply what is learned in school to be applied in the middle of society, for that there needs to be a new breakthrough in the world of education in Indonesia that is able to provide enlightenment for students, namely education that is more open, directed and not only discusses scientific technical matters, However, an education that is able to provide inspiring stimuli for changes in

the character of students. Alternative education services programmed outside the school system can serve as a substitute, enhancer, or complement to formal education. Therefore, compulsory education must be able to provide general knowledge that can develop the cognitive, affective and learning skills needed for lifelong learning.

School activities related to entrepreneurship are a balance for children to apply what they have gained from the lessons taught by the teacher. Entrepreneurial education programs must be given a very wide and free space by the government, in this context local governments play an important role in promoting entrepreneurship education, and overshadow vocational schools under the direct control of the city / district education office. The government's political commitment is very much in order to realize this concrete support for vocational schools, therefore, the vocational program is a priority program of the Ministry of Education and Culture.

In 2018 the Ministry of Education and Culture established four priority areas of expertise, namely: marine, tourism, agriculture, and information and communication technology (ICT). In addition, vocational strengthening programs are carried out with a teaching factory / techno park approach, cooperation with industry, and vocational alignment with professional certification.

The tourism sector in Indonesia has grown and developed into a very important industry, because of the rapid number of connoisseurs of tourism places in Indonesia, the tourism sector can be relied on to increase the country's foreign exchange. Although the tourism industry was shaken by the prolonged pandemic in Indonesia since early 2020 until now, in fact the Ministry of Tourism and Creative Economy has succeeded in dealing with this problem gradually, namely with the implementation of the Covid-19 vaccination which has been imposed as a condition for traveling, and currently tourism activities have begun to recover and tourism activists have also begun to carry out their activities.

Education and tourism are two different things, but they can be in line, synergize and complement each other. The educational process carried out in tourism activities is an active and creative learning method, and is an effective learning method, also a means of socializing and fostering a love for nature and knowledge. Educational tourism has different characteristics from other tourist activities, the activities are more varied, ranging from getting to know other schools or comparative studies, culture, language learning, spiritual activities, research activities and seminars. Almost all schools have educational tourism programs that must be followed by all students, but not all schools that prepare one activity so that their students have savings for educational tourism costs through entrepreneurship programs. The educational tourism activity itself is the final part of the student's entrepreneurship program. This entrepreneurship activity is the flagship program at the Integrated Islamic Vocational High School (SMK IT) in Bekasi, in which researchers will discuss it into a scientific paper. This entrepreneur program must encourage students to become entrepreneurs, schools must be able to create young entrepreneurs who are ready to compete in the community, so the school must also provide debriefing and training so that the entrepreneurial activity process runs effectively, and students are motivated to become true and qualified entrepreneurs.

2. METHOD

This research uses a quantitative approach because the focus of this research is to measure the extent of the effectiveness of entrepreneurship programs to increase motivation through educational tourism activities, which will be more in line with the quantitative approach, namely using numbers and statistical formulas to measure results, so as to obtain valid results.

The type of research that will be used is a type of descriptive research that aims to describe various situations or various variables that arise in the students who are the object of the study.

In addition, the method used in this study is also a survey method, namely research that takes samples from one population and uses questionnaires and documentation as the main data collection tool. And also interviews and direct observations to find out the effectiveness of entrepreneurship programs through educational tourism activities for students of SMK Islam Terpadu Fitrah Hanniah Bekasi. With this Research is to know empirically about:

1. There is a significant and positive relationship between Student Motivation (X1) and Entrepreneurship (Y).
2. There is a significant and positive relationship between Educational Tourism (X2) and Entrepreneurship (Y) in Students of Integrated Islamic Vocational School Fitrah Hanniah Bekasi.

Data taken from interviews, documentation, observations, questioners and pictures / photos of Entrepreneur activities from students of SMK Islam Terpadu Fitrah Hanniah Bekasi class XI and class XII majoring in Industrial Mechanics Engineering (TMI), Motorcycle Business Engineering (TBSM) and Institutional Financial Accounting (AKL), namely from November 2022 to January 2023.

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SMKIT Fitrah Hanniah was founded in 2013. Under the auspices of the Fitrah Hanniah Foundation. SMKIT Fitrah Hanniah was founded from the foundation's concern about the condition of the surrounding community who have teenage children who have dropped out of school. On the other hand, the Cibitung area itself is located in a strategic area adjacent to the largest Industrial area in Southeast Asia such as the MM 2100 Industrial area, Gobel Industrial Estate, Jababeka Industrial Estate, EJIP. It is ironic that in the midst of the rapid industrial and business world in the Bekasi Region, local residents do not have the opportunity to work on this opportunity.

SMKIT Fitrah Hanniah has three concentrations of expertise, namely Accounting and Financial Institutions, Industrial Mechanical Engineering and Motorcycle Engineering. The three expertise programs are very relevant to the economic potential of the community, especially the communities around the school, generally the people of West Java and Indonesia. SMKIT Fitrah Hanniah Bekasi is a vocational school that produces entrepreneurs and students with character.

According to Sugiyono (2016; 298) states that the unit of analysis is a unit under study that can be an individual, group, object or a background of social events such as the activity of an individual or group as a research subject.

In this study there are 2 types of analysis requirements tests, namely;

1. Validity testing is carried out to find out which instrument items are valid and or invalid instrument items. The statistical formula used for validity testing is the statistical correlation coefficient of product moment. The function of this formula is to find out the validity of each research questionnaire item that is distributed to students.
2. Reliability testing is carried out to determine the consistency of the measuring instruments / instruments used, so that the results of a measurement can be trusted. The statistical formula used is the Alpha Cronbach reliability analysis technique.

In this study The population is divided into target population and affordable population. The target population is students of SMK Islam Terpadu Bekasi Fitrah Hanniah which amounts to 206 The population is affordable 35 students. The method that will be used to determine the number of sampel members in this study is as stated by Arikunto, that is, if the population size is large enough (hundreds or thousands) then the sample size can be taken 10-15%. For this study was taken 10%, so the sample size was:

$$n = 10\% \times N = 10\% \times 206 = 35$$

$$n = \text{sample size}$$

$$N = \text{population size}$$

Data collection is carried out by disseminating quizator instruments to collect information data on the variables of Entrepreneurship (Y). and questionnaires consisting of Student Motivation (X1) Educational Tourism (X2)

Operationally Entrepreneurship (entrepreneurship) (Y). Students of SMK Islam Terpadu Fitrah Hanniah Bekasi are realistic or constructs that can be learned through an intensive learning, training, simulation, and internship process. Ability is defined as knowledge, experience, adaptability, entrepreneurial ability, and digital marketing ability.

Motivation Students are willing to do something because of direction or purpose. That moves people to change because of the motivational drive to achieve a result of a goal. which is expected to meet needs and satisfaction. The indicators of service quality in this study are

Table 1. Results of the Student Motivation instrument trial

No	INDICATOR	Item Number Statement	Initial amount	Valid	Tidak Valid
1	the need for Achievement	2,3,4,5	5	3	1
2	The Need for Power	6, 7, 8, 9,10	5	5	0
3	Affiliate needs	12,13,15	5	3	2
4	Shaping self-concept	16,17,18,19,20	5	5	0
Sum			20	17	3

To test the validity and reliability of the instrument items used in this study, an instrument trial was carried out on 35 students of SMK Islam Terpadu Fitrah Hanniah Bekasi

Operational Definition

An operational Educational Tour of the learning process of a person or group with teaching and training in a tourist attraction that allows one to build knowledge outside of school

3. RESULT AND DISCUSSION

The results of research and data analysis are the stage of inductive inductive research through empirical tests on Class XII Students of SMK Islam Terpadu Fitrah Hanniah Bekasi. In this section, the results of general research will be described on the variables Entrepreneurship (entrepreneurship) towards the Variables of Student Motivation and Educational Tourism. Meanwhile, data analysis will be described data processing to test reliability, validity, testing regression equations based on classical assumptions, compiling models in order to test research hypotheses.

This study was conducted to independently test dependent variables using questionnaire instruments that have been prepared. The number of questionnaires is 60 with details of the Entrepreneurship variables of 20 questionnaires and motivational variables of 20 and educational tourism variables of 20 questionnaires. The object of the study is that the names of these variables will be circulated to respondents of Class XII Students of SMK Islam Terpadu Fitrah Hanniah Bekasi. Based on the sampling selected in this study, the results of data collection can be presented in table 2. the following

Table 2. Research Respondent Participation

Date	Sent	Return	Return Do not Complete	Can be processed
Second week of December 2022	35	30	5	30
Third week of December 2022	20	17	3	17
First Week of January 2023	24	23	1	24
Sum	79	70	9	70
Percentage	100%	87,40%	7,09%	80,31%

Table 2 shows the number of respondent returns participation at 87.40% and the data that can be processed at 80.31%. The percentage figure shows that this study meets the prerequisites for analysis at a later stage, meaning that the percentage of returns can be processed because the data is greater than those that do not return. In this study using probability sampling with the formula:

$$n = \frac{N}{1 + N e^2}$$

Slovin . , = 166 = 166 samples

Information:

n = sample size

N= population size

e= the percentage of intolerable inaccuracy allowances is usually used at 5%.

Thus in this study can be measured the number of research samples 70 people. The respondents in this study were students of SMK Islam Terpadu Fitrah Hanniah Class XII non-academic Sahid University Jakarta. Respondents in this study can be categorized into several characteristics of respondents, namely based on age, gender, final education, class, length of service and status. The following description is an explanation of the demographic characteristics of the respondent.

Table 3. Characteristics of Respondents By Age

Age	Sum	Percentage (%)
17 years	81	43,54
18 years	40	23,39
19 years old	55	29,92
Total	166	100

Based on Table 3. It can be known that the age of Class XII students of SMK Islam Terpadu Fitrah Hanniah Bekasi. The majority are over 17 years old. In detail, respondents aged less than 35 years were 4 people or 3.15%, those aged 35-35 years as many as 17 people or 13.39%, those aged 36-45 years as many as 68 people or 53.54% and those aged 46-55 years as many as 38 people or 29.92%. Based on the age of the Students of SMK Islam Terpadu Fitrah Hanniah Class XII, it shows that Class XII Students of SMK Islam

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Terpadu Fitrah Hanniah Bekasi. has a productive age so it is still very possible to always improve Entrepreneurship (entrepreneurship).

The gender of the respondent consisted of two, namely male and female. The characteristics of respondents by sex can be shown in table 4. as follows:

Table 4. Characteristics of Respondents By Gender

Gender	Sum	Percentage (%)
Man	79	45,00
Woman	87	55,00
Total	166	100

Based on the data above, it shows that the majority of Class XII students of SMK Islam Terpadu Bekasi are male, namely 79 people or 50.00% and the remaining 87 people or 55.00% are women. This is because of the work in Class XII Students of SMK Islam Terpadu Fitrah Hanniah Bekasi. more need students of Integrated Islamic Vocational School Fitrah Hanniah Class XII men because it is field or operational, while for Integrated Islamic Vocational School Students Fitrah Hanniah Class XII women are usually placed in the field of administration and finance.

Data Analysis

Data Validity and Reliability Test

Competency Data Validity Test

Validity is a measure that shows that the variable being measured is really the variable that the researcher wants to study (Cooper and Schindler, in Zulganef, 2006). Research requires data that is perfectly valid. In the context of this urgency, the questionnaire as primary research data, was tested on a research test sample. This test is carried out to obtain evidence of the extent of the accuracy and accuracy of the measuring instrument in performing its measuring function. Will be tested for the validity of the Competency variable. This variable amounts to 3 indicators including Motivation, Educational Tourism, Entrepreneurship. The scale used is a Likert scale of 1 – 5 with a total of 166 respondents. Based on the validity test, the KMO value of 0.839 indicates that the instrument is valid because it has met the limit of 0.50 ($0.839 > 0.50$).

Anti-image correlation results in a fairly high correlation for each item, i.e. 0.814 (X1), 0.878 (X2), 0.806 It can be stated that the 4 items used to measure the construct of intrinsic satisfaction meet the criteria as a constituent of the construct. By looking at the component matrix, it can be seen that all items including Motivation 0.956 (X1), Educational Tourism 0.918 (X2), have a large loading factor that is above 0.50. Thus it can be proved that 3 items are valid Reliability testing is related to the issue of the existence of trust in the instrument. An instrument can have a high level of confidence if the results of testing the instrument show a fixed result. Thus, the issue of reliability of the instrument relates to the problem of the accuracy of the results. The reliability analysis of this study used Cronbach Alpha to identify how well the items in the questionnaire relate to one another. According to Sugiyono (2001) A factor is declared reliable if the Alpha coefficient is greater than 0.6.

The testing of classical assumptions with statistical programs carried out on this research includes:

Normality Test

The Normality Test aims to test whether in a regression model, bound variables and free variables both have a normal distribution or not. A good regression model is to have a normal or close to normal data distribution. To test whether the data distribution is normal or not, the data in this study used the Kolmogorov-Smirnov Test (K-S Test) with a summary of the analysis results as presented in table 4. the following.

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		166
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	5.59412187
Most Extreme Differences	Absolute	.061

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	Positive	.021
	Negative	-.061
Kolmogorov-Smirnov Z		.788
Asymp. Sig. (2-tailed)		.563
a. Test distribution is Normal.		
b. Calculated from data.		

The results of the data normality test using the Kolmogorov-Smirnov Test (K-S) obtained the Asymp value. Sig. of 0.563 The value is above the significance level of 0.05 so it can be concluded that the data is normally distributed.

Autocorrelation Test

An autocorrelation test is an assumption test in regression where a dependent variable does not correlate with itself. The point of correlation with oneself is that the value of the dependent variable does not relate to the value of the variable itself, either the value of the previous variable or the value of the period after it (Santosa&Ashari, 2005:240). One way to detect the presence or absence of autocorrelation in this study was used the Durbin Watson (DW) test by looking at the DW test. The basis for its decision-making is as follows:

- A D-W number below -2 means there is a positive autocorrelation
- The number D-W between -2 and +2 means that there is no autocorrelation
- A D-W number above +2 means there is a negative autocorrelation

The results of data analysis using the output of a static program are shown in Table 6 as follows:

Table 6. Autocorrelation Test Results

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.780 ^a	.608	.603	5,62834	1,685	
a. Predictors: (Constant), WisataEdukasi, Motivasi						
b. Dependent Variable: Entrepreneurship						

From the table above, the Durbin-Watson (DW count) value is 1.685. Based on the criteria that have been determined by DW, the calculation is between -2 and 2, namely $-2 \leq 1.685 \leq 2$, this means that no autocorrelation occurs. So the conclusion is that the Autocorrelation Test is fulfilled.

Table 7. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Itself	Tolerance	BRIGHT
(Constant)	5,279	4,428		1,192	.235		
Motivation	.305	.053	.333	5,792	.000	.730	1,370
Educational Tourism	.648	.067	.553	9,632	.000	.730	1,370

a. Dependent Variable: Entrepreneurship

The results of the multicollinearity test obtained a Tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value of less than 10.00. So it can be concluded that there is no correlation between independent variables or regression models in this study do not occur multicollinearity and regression models are worth using.

4. CONCLUSION

This study aims to obtain empirical evidence regarding the influence of Motivation on Entrepreneurship of Students of Integrated Islamic Vocational School Fitrah Hanniah Class XII. The conclusion is that Simultaneously the Motivational factor, Educational Tourism, has a positive and significant influence of 29.6% on the Entrepreneurship of Students of Integrated Islamic Vocational School

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Fitrah Hanniah Class XII, while the remaining 70.4% is determined by other variables that are not mentioned in this model. Then partially the Entrepreneurship variable has a positive and significant influence on the Motivation of Students of SMK Islam Terpadu Fitrah Hanniah Class XII, which is 0.344 or 34.4% with a sig signifiancy value of $0.006 < 0.05$. This can be understood because with good direction, students of SMK Islam Terpadu Fitrah Hanniah Class XII can work optimally so that their Entrepreneurship increases. And inpart, the educational tourism variable has a positive and significant influence on the entrepreneurship of students of Integrated Islamic Vocational School Fitrah Hanniah Class XII, which is 0.315 or 31.5% with a sig signifiancy value of $0.011 < 0.05$. Planning Entrepreneurship is a stage to clearly establish what is expected and what will be obtained by students through a strong commitment, because without this commitment it will be difficult to get help from available sources to achieve the expected results This can be understood because with a high commitment it naturally triggers the birth of high Motivation of Students of Integrated Islamic Vocational School Fitrah Hanniah Class XII which is also high so that gave birth to an extraordinary Entrepreneurship. Then thepartial variable Motivation has a positive and significant influence on the Entrepreneurship of Students of Integrated Islamic Vocational School Fitrah Hanniah Class XII, namely (-0.191) or -19.1% with a significance value of Sig $0.114 > 0.05$. This incident can be understood because not always Motivation can produce something positive (Hasibuan, 2004). And the Motivation Variable has a stronger influence on the Entrepreneurship of Students of Integrated Islamic Vocational School Fitrah Hanniah Class XII than the influence of the educational tourism variable. And based on the results of hypothesis testing, it is known that: a. Motivation Variables (X1) there is a positive and significant influence on the Entrepreneurship of Class XII Students of SMK Islam Terpadu Fitrah Hanniah Bekasi. (Ho REJECTED and H1 ACCEPTED). b. Educational Tourism Variable (X2) there is a positive and significant influence on the Entrepreneurship of Students of Integrated Islamic Vocational School Fitrah Hanniah Class XII (Ho REJECTED and H1 ACCEPTED).

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