

IMPLEMENTATION OF ENTREPRENEURSHIP COURSES IN INCREASING STUDENTS' INTEREST IN ENTREPRENEURS

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ABSTRACT

This article aims to describe the impact of entrepreneurship courses on increasing students' interest in developing businesses. This research uses a qualitative descriptive research type. Data was collected through observation, in-depth interviews and documentation. Data collection techniques in this research include observation and in-depth interviews. The results of this research include that students are starting to understand what entrepreneurship is well. So far they have been afraid of entrepreneurship because they don't know or don't understand entrepreneurship itself. By studying entrepreneurship courses they have good knowledge and knowledge, increasing their interest in becoming an entrepreneur. After understanding entrepreneurship well, they are interested in becoming entrepreneurs because they know the various advantages and benefits of being an entrepreneur and also students think they can create their own business opportunities and the ability to innovate, namely the ability to work and be creative, many students have the skills to create skills after taking part in Entrepreneurship courses, they are enthusiastic about developing their skills and want to sell their work. Some students are motivated to want to take part in training. And there are students who immediately want to try making products.

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1. INTRODUCTION

In the current era, various business fields are developing rapidly. Not only in the field of information technology which is developing rapidly nowadays, but also in other business fields. One of them is in the field of entrepreneurship, but currently it is very difficult to foster interest in entrepreneurship among the community, more precisely among students, because it is caused by a lack of knowledge and a lack of ability to start entrepreneurship itself. In fact, it is hoped that the existence of entrepreneurship will be able to reduce unemployment which is currently occurring. The more advanced a country is, the more people are educated, and the more people are unemployed, the more important the world of entrepreneurship is felt. Development will be more successful if it is supported by entrepreneurs who can create jobs because the government's capacity is very limited. The government will not be able to work on all aspects of development because it requires a lot of budget, personnel and supervision.

The main capital for building a business is having the courage to act or "action" without action, you are not a businessman. As the saying goes "Brilliant thinking no action is only words" (Fahmi I, 2016). There is a lot of natural potential around where we live that can be utilized as a business opportunity. In the Koran itself it is explained that Allah created the earth as a source of life and so that humans could utilize existing resources. The Word of Allah (QS: Al-A'raaf: 10).

"Indeed, We have placed you all on the face of the earth and We have provided for you on the earth (a source of) livelihood. You are very grateful."

Developing an entrepreneurial spirit is the gateway to forming and growing a tenacious, responsible and qualified personality which leads to the realization of work competence. Higher education plays a role in creating or providing a conducive space to foster the spirit of entrepreneurship by strengthening mentality and sharpening interests through the learning process (Rinto Yulham, 2016). Linguistically, entrepreneurship comes from the words entrepreneurship and business. Hero means opportunity, hero, superior human being, role model, virtuous, brave and of great character. Meanwhile,

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according to the Big Indonesian Dictionary, an entrepreneur is a person who is clever or talented at recognizing new products, determining new production methods, arranging operations to produce new products, managing operational capital, and marketing. (Rusdiana, 2014).

Entrepreneurship is efforts related to creating business activities or business activities based on one's own will, or establishing a business/business with one's own will and ability (Indriyatni, 2013). Sumardi (2007) explains that an entrepreneur or entrepreneur is someone who creates a venture or business that is expected to involve risk and uncertainty in order to gain profits and develop the business by opening up job opportunities for other people. Entrepreneurship can also be interpreted to mean efforts related to creating business activities or business activities based on one's own will, and establishing 13 businesses/businesses with one's own will and ability. Because when someone has done entrepreneurship, then that person has set up a business with their own abilities without having to use other people's abilities. The term entrepreneurship comes from the translation entrepreneurship ". Epistemologically, entrepreneurship is a value that is needed to start a business or a process of doing something new or different. Entrepreneurship is a combination of creativity, innovation and courage to face risks which is carried out by working hard to form a new business (Suwinardi, 2018).

So an entrepreneur is a person who has an entrepreneurial nature and generally has the courage to take risks, especially in managing his business or company, based on his own abilities and/or will. Astuti Mulia Islamic College (STAIMAS) Wonogiri is the first Islamic College in Wonogiri Regency, where one of the profiles of its graduates is business entrepreneurship. In its development to become an entrepreneurial business that is absorbed by higher education requires quite a lot of time. For this reason, it is necessary to provide a learning climate that has entrepreneurial nuances, so that students can have an entrepreneurial spirit and spirit. The Entrepreneurship course is a mandatory course that students take in the second semester.

Entrepreneurship courses really need to be taught in universities with the hope that after students get Entrepreneurship courses after graduating from college they will be interested in becoming entrepreneurs. Because nowadays finding work is also increasingly difficult. Becoming a civil servant is also difficult, if students only hope to work and become civil servants, it is likely that they will become unemployed because of the large number of competition from students from other universities. Where only a few job vacancies are needed but there are many job applicants. Entrepreneurial knowledge supports entrepreneurial values, especially for students, so it is hoped that it will foster an entrepreneurial spirit for entrepreneurship. Student interest is really needed for entrepreneurial students to be able to identify business opportunities, then utilize business opportunities to create new job opportunities. It is hoped that students' interests and knowledge about entrepreneurship will shape their tendency to open new businesses in the future.

Entrepreneurs are people who create a business that is faced with risks and threats, aiming to gain profits and experience growth by identifying opportunities and utilizing the necessary resources. Nowadays, there are many opportunities for entrepreneurship for everyone who is keen to see these business opportunities. An entrepreneurial career can support the welfare of society, namely producing real financial imbalances (Agustina & Sularto, 2011). There are six benefits if someone becomes an entrepreneur, namely (Zimmerer and Scarborough, 2005):

- a. Provides opportunities and freedom to control one's own destiny
- b. Provide opportunities to make changes
- c. Provide opportunities to reach your full potential
- d. Have the opportunity to achieve optimal profits
- e. e. Have the opportunity to play an active role in society and gain recognition for their efforts.
- f. Have the opportunity to do something you like and develop a sense of enjoyment at work

To make entrepreneurship develop and produce many successful entrepreneurs, it must be done by cultivating and stimulating interest in entrepreneurship, which can start from college. The real way is to start by moving on or starting to move and not staying still, not waiting for college to finish then looking for a job or building a business. Because creativity is also close to the world of students, namely they like to do new things (Inspirasibangsa.com, 2017). Students who have the entrepreneurial ability to build their business will also improve their leadership in taking risks (risk taker), in facing problems (problem solver), making decisions (decision marker), and creating innovation or creativity (innovation maker) in finding new opportunities. There are hadiths related to entrepreneurship.

"From 'Ashim ibn 'Ubaidillah from Salim from his father, he said that Rasulullah SAW. Said: "Indeed, Allah loves believers who work" (HR. Al-Baihaqy).

In this hadith, it is explained that Allah SWT loves believers who work hard. Working hard is something that is included in entrepreneurship because in entrepreneurship, a person must have a soul to work, and someone who has work must have a hardworking soul that is always loved by Allah. When carrying out work, we must do it sincerely in accordance with the guidance and not conflict with the provisions of the sharia so that every work we do will have the value of worship, because everything we do in entrepreneurship will be accountable before Allah.

The research is descriptive qualitative research. The subjects in this research were 2nd semester students of the Sharia Economics Study Program who were taking the Entrepreneurship course. Data collection techniques in this research include observation and in-depth interviews. Here the researcher is involved in learning activities so that the researcher really knows how enthusiastic the students are in participating in the Entrepreneurship course. Interviews were conducted with student representatives to obtain in-depth information on learning. Considering that they know more about this. Data analysis in this research was carried out in four stages according to Miles and Huberman in Suprayogo and Tobroni (2001), namely data collection, reduction, and drawing conclusions.

2. METHOD

The research is descriptive qualitative research. The subjects in this research were 2nd semester students of the Sharia Economics Study Program who were taking the Entrepreneurship course. Data collection techniques in this research include observation and in-depth interviews. Here the researcher is involved in learning activities so that the researcher really knows how enthusiastic the students are in participating in the Entrepreneurship course. Interviews were conducted with student representatives to obtain in-depth information on learning. Considering that they know more about this. Data analysis in this research was carried out in four stages according to Miles and Huberman in Suprayogo and Tobroni (2001), namely data collection, reduction, and drawing conclusions.

3. RELUST AND DISCUSSION

The Entrepreneurship course is a work behavior course, namely a group of study materials and lessons which aim to form the attitudes and behavior needed for a person to work according to the level of expertise based on the basic knowledge and skills mastered. The curriculum created must be adjusted to the goals the educational institution wants to achieve. Considering this, every student is required to take Entrepreneurship courses. Entrepreneurship courses are a real practice field for students to apply previously acquired knowledge. Students will get many benefits that they experience while carrying out business practices. This course has a weight of 3 credits at STAIMAS Wonogiri, the Entrepreneurship course in the Sharia Economics study program is given in the Even semester.

There are several Sharia Economics Study Program students who have their own businesses because one of the profiles of Sharia Economics study program graduates is sharia business entrepreneurship. So it is hoped that graduates of the Sharia Economics Study Program, apart from understanding the system and principles of Islamic Economics well, also have the soul, courage, skills, enthusiasm and character as an entrepreneur and are able to read opportunities in carrying out Islamic business activities.

Based on research results, learning Entrepreneurship courses has many benefits for students. Judging from the learning of the Entrepreneurship course as a whole which consists of an understanding of the subject, the practice of Entrepreneurship triggers students to apply it so that it can grow students' interest in entrepreneurship. Before students take the Entrepreneurship course, they always think about what job they will do after graduating from college, whether they have to work in an office, wear a tie, become a teacher, civil servant, basically clean work. After taking the Entrepreneurship course, their mindset is different. Based on the research results, there are several benefits of studying Entrepreneurship courses, namely:

- a. students are starting to understand entrepreneurship well. So far they have been afraid of entrepreneurship because they don't know or don't understand entrepreneurship itself. By studying entrepreneurship courses they have good knowledge and knowledge,

- b. Increase interest in becoming an entrepreneur. After understanding entrepreneurship well, they are interested in becoming entrepreneurs because they know the various advantages and benefits of being an entrepreneur and students also think they can create their own business opportunities.
- c. The ability to innovate, namely the ability to work and be creative, many students who have skills in creating skills after taking the Entrepreneurship course are enthusiastic about developing their skills and want to sell their work. Some students are motivated to want to take part in training. And there are students who immediately want to try making products.

4. CONCLUSION

In the implementation of learning activities for Entrepreneurship courses, the process of learning activities for Entrepreneurship courses in the Sharia Economics Study Program from the beginning of the meeting to the end went smoothly. The curriculum, facilities and infrastructure support the process of teaching entrepreneurship courses in the Sharia Economics Study Program. Students' mastery of entrepreneurship theory material is quite good, there are several respondents who tend to feel bored with theory learning because of the media used in learning and their lack of awareness of the importance of entrepreneurship theory material. The benefits of learning the Entrepreneurship course are seen from the learning of the Entrepreneurship course as a whole which consists of understanding the subject, entrepreneurial practices triggering students to apply it so that it can grow students' interest in entrepreneurship, Students begin to understand the ins and outs of entrepreneurship well, increasing interest in becoming an entrepreneur, and students' ability to innovate. Although there are still some students who are still not confident in starting a business.

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