

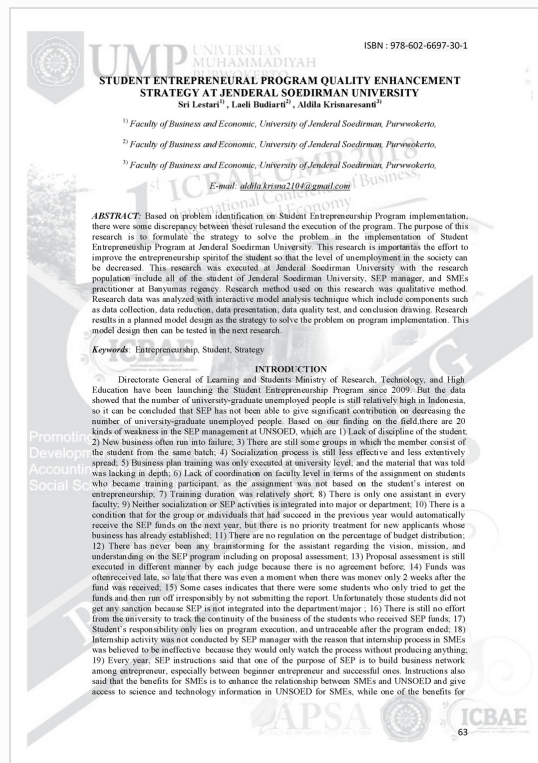


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# STUDENT ENTREPRENEURAL PROGRAM QUALITY ENHANCEMENT STRATEGY AT JENDERAL SOEDIRMAN UNIVERSITY

*by* Sri Lestari

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## STUDENT ENTREPRENEURIAL PROGRAM QUALITY ENHANCEMENT STRATEGY AT JENDERAL SOEDIRMAN UNIVERSITY

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**ABSTRACT:** Based on problem identification on Student Entrepreneurship Program implementation, there were some discrepancy between these rules and the execution of the program. The purpose of this research is to formulate the strategy to solve the problem in the implementation of Student Entrepreneurship Program at Jenderal Soedirman University. This research is important as the effort to improve the entrepreneurship spirit of the student so that the level of unemployment in the society can be decreased. This research was executed at Jenderal Soedirman University with the research population include all of the student of Jenderal Soedirman University, SEP manager, and SMEs practitioner at Banyumas regency. Research method used on this research was qualitative method. Research data was analyzed with interactive model analysis technique which include components such as data collection, data reduction, data presentation, data quality test, and conclusion drawing. Research results in a planned model design as the strategy to solve the problem on program implementation. This model design then can be tested in the next research.

**Keywords:** Entrepreneurship, Student, Strategy

### INTRODUCTION

Directorate General of Learning and Students Ministry of Research, Technology, and High Education have been launching the Student Entrepreneurship Program since 2009. But the data showed that the number of university-graduate unemployed people is still relatively high in Indonesia, so it can be concluded that SEP has not been able to give significant contribution on decreasing the number of university-graduate unemployed people. Based on our finding on the field, there are 20 kinds of weakness in the SEP management at UNSOED, which are 1) Lack of discipline of the student; 2) New business often run into failure; 3) There are still some groups in which the member consist of the student from the same batch; 4) Socialization process is still less effective and less extensively spread; 5) Business plan training was only executed at university level, and the material that was told was lacking in depth; 6) Lack of coordination on faculty level in terms of the assignment on students who became training participant, as the assignment was not based on the student's interest on entrepreneurship; 7) Training duration was relatively short; 8) There is only one assistant in every faculty; 9) Neither socialization or SEP activities is integrated into major or department; 10) There is a condition that for the group or individuals that had succeed in the previous year would automatically receive the SEP funds on the next year, but there is no priority treatment for new applicants whose business has already established; 11) There are no regulation on the percentage of budget distribution; 12) There has never been any brainstorming for the assistant regarding the vision, mission, and understanding on the SEP program including on proposal assessment; 13) Proposal assessment is still executed in different manner by each judge because there is no agreement before; 14) Funds was often received late, so late that there was even a moment when there was money only 2 weeks after the fund was received; 15) Some cases indicates that there were some students who only tried to get the funds and then run off irresponsibly by not submitting the report. Unfortunately those students did not get any sanction because SEP is not integrated into the department/major; 16) There is still no effort from the university to track the continuity of the business of the students who received SEP funds; 17) Student's responsibility only lies on program execution, and untraceable after the program ended; 18) Internship activity was not conducted by SEP manager with the reason that internship process in SMEs was believed to be ineffective because they would only watch the process without producing anything; 19) Every year, SEP instructions said that one of the purpose of SEP is to build business network among entrepreneur, especially between beginner entrepreneur and successful ones. Instructions also said that the benefits for SMEs is to enhance the relationship between SMEs and UNSOED and give access to science and technology information in UNSOED for SMEs, while one of the benefits for



UNSOED is to enhance the relationship with business world. But since 2014 internship activities is dispensed from SEP, which caused inconsistency on the SEP execution phase; and 20) With the dispensation of internship activity, there are lots of purposes and benefits of the program that could not be achieved.

Based on those finding, it can be concluded that the results of identification in the management of Student Entrepreneurial Program are as follows: 1) Students lack of discipline in complying with the rules laid down in SEP; 2) No maximal socialization; 3) Lack of number of supervisors; 4) Frequency of guidance from low monitoring lecturers; 5) Less stringent supervision; 6) There is no SMEs involvement; 7) There are no binding agreements on students and clear sanctions for breach of agreement; and 8) Unclear indicator of valuation for grants so that students are not motivated to make a good business plan (Lestari et al., 2018).

Based on problem identification on SEP the conclusion is that the implementation of SEP at UNSOED was inconsistent with SEP model set by Directorate General Of Learning And Students Ministry Of Research, Technology, and High Education, and also inconsistent with the condition stated in SEP instruction guide book used by UNSOED's SEP manager. This research was trying to formulate a strategy to solve the problem on SEP so that the purpose of the program can be achieved.

## LITERATURE REVIEW

### Entrepreneurship

Entrepreneurship is a skill of an individual that is expressed through the creative and innovative attitude and behavior in conducting activity. Hisrich (2008) said that entrepreneurship is a process of creating something new, something valuable, by utilizing effort and time needed by paying attention on social, physical, and financial risk, and receiving reward as funds and personal satisfaction independently. Entrepreneurship is a dynamic process in creating wealth, and a process of creating something new and valuable by spending necessary time and effort, taking financial, psychological and social risk, and obtaining result in the form of finance, personal satisfaction, and freedom (Susilaningih, 2015). Entrepreneurship is one of the most powerful economic forces in modern societies. Our future well-being thus critically depends on current and future entrepreneurial activities (Sieger et al, 2016). Entrepreneurship is vital for stimulating economic growth and employment opportunities in all societies (Michael and Eric, 2016). Entrepreneurship creates an opportunity for a person to make a contribution. Most new entrepreneurs help the local economy (U.S. Department of State/Bureau of International Information Programs, 2016).

One of the means to improve the entrepreneurship spirit is by entrepreneurship education. Entrepreneurship education is not only enterprise education and not only focused on business (UNESCO, 2008). Raposo (2011) said that entrepreneurship education and entrepreneurship activity has positive relationship. Entrepreneurship education is a form of education and training that enabling its participant to develop and utilize their creativity, taking initiative, risk and responsibility so that by entrepreneurship education an individual can obtain an entrepreneurship spirit. In entrepreneurship education, trainer and teacher play their role as facilitator who create the environment that supports the learning process (Marques, 2012).

### Student Entrepreneurial Program

SEP creates a bridge for student to enter the real business world through start-up business facility and facilitate the students who have passion and talent in entrepreneurship to start their business based on their current study. SEP activities including : entrepreneurship education and training , internship, business planning arrangement, amount of venture/business funding and venture guidance. Meanwhile, the purposes/aims of SEP are (Directorate General Of Learning And Students Ministry Of Research, Technology, and High Education , 2017) : a) To build entrepreneurial motivation among college student; b) To build entrepreneur attitude, which are confidence, have self-awareness, have strong motivation to achieve their ambition, never give up(??), hardworking, creative, innovative, risk-taker, have good leadership skill, visionary, responsive on critique and suggestions, have empathy and good social skill; c) To improve the soft skill competency especially student's skills and abilities regarding sense of business; d) To create new entrepreneurs with high education background; e) To create new business unit with science and technology as its base; f) To build business network and business partner among entrepreneur, especially between beginner entrepreneur and successful ones; and g) To develop entrepreneurship learning model for college student.



SEP give benefits to all parties involved, which are the students, SMEs, and UNSOED. For the students, this program gives them chances to be directly involved with the working world so that their soft skills can be improved while also developing their entrepreneurship spirit so the students dare to start their own venture. SEP also give benefits to SMEs, in which UKM then can strengthen their relationship with UNSOED while also give opportunities for UKM to access the science and technology information in UNSOED. For UNSOED, SEP can increase the UNSOED's ability in entrepreneurship education management so that entrepreneurship education in UNSOED can meet the demand in business world. SEP also able to create young entrepreneurs who will create more employment so that the number of unemployment in Indonesia can be decreased.

## METHODS

### Research Approach

This research is a qualitative research which aim is to yield significant and applicable informations to help solving the problem and increasing the quality of a program.

### Type and Nature of Research

This research is a case study on SEP at UNSOED, resulting in an explanation regarding the best SEP management that can be applied to solve the problem on SEP execution at UNSOED.

### Subject, Object, and Setting of Research

Subject of this research were students at Jenderal Soedirman University, SEP manager, and SMEs practitioner. Object of this research was Student Entrepreneurship Program. This research was conducted in Banyumas regency in general, particularly at Jenderal Soedirman University.

### Data Collection Techniques

Data was collected as primary data and secondary data. Primary data involves opinion and perspective of some parties in relation to SEP Program at UNSOED. Primary data was collected by in-depth interviews, Focus Group Discussion (FGD), survey and observation on the stakeholder of SEP such as student participant of SEP, SEP manager, and UMKM practitioner. Secondary data were SEP guidance book, SEP manager's data, data of UMKM, and SEP implementation in other university beside UNSOED. Secondary data was collected by literature and documentation studies.

### Data Processing Techniques

Data processing techniques was based on interactive analysis model (Huberman and Miles, 1984). In this research, data analysis were comprised of four phases, which are data collecting, data reduction, data presentation, and conclusion drawing.

### Quality Test Data

Quality test data was conducted by source and data triangulations. Source triangulation is a form of quality test data by comparing and checking the confidence level of an information obtained by different tools on different time in qualitative method. Whereas method triangulation is checking the confidence level of research result/finding with several sources by the same method.

## RESULT AND DISCUSSION

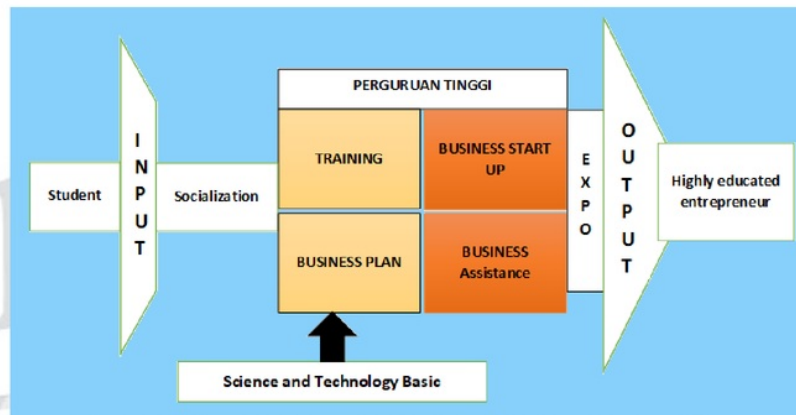
### SEP Model at Jenderal Soedirman University

This research is a follow-up on preliminary study entitled Analysis of the Implementation of Student Entrepreneurship Program at Jenderal Soedirman University. SEP implementation at UNSOED can be summarized in the picture 4.1 below :



Picture 4.1

Current SEP Model



The problems arise are the discrepancy between expectations in the guidelines and the reality on the field. Problems on SEP implementation at UNSOED can be categorized in three groups, in which are the student as the SEP participant, SEP manager, and SMEs practitioner. Details regarding the problems on each group are written in the tabel 4.1 :

Tabel 4.1

Summary of Problems on SEP Implementation at UNSOED

No	Group		
	Student/College student	SEP manager	SMEs practitioner
1.	Lack of discipline	Ineffective socialization process	SEP manager did not involve SMEs as student's internship place
2.	Group member was not in accordance with the rules	Business plan training was only performed at university in a short period of time and lack-in-depth material	
3.	There were still some students who were not responsible regarding the funds they received	Lack of coordination at each faculty	
4.		Internship activity was dispensed	
5.		Incompatibility between the SEP guidelines and the execution of the program on the field	
6.		There was no standardization on proposal assessment method	

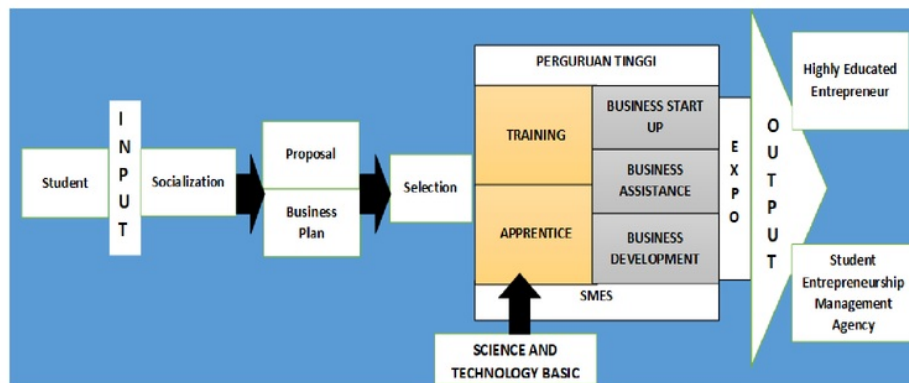
#### Problem Solving Strategy

In order to solve the problems encountered on SEP implementation at UNSOED, a strategy is necessary. Based on in-depth interview and FGD with related parties, a strategy to solve the problem can be arranged. The strategy that can be performed is shown on Picture 4.2:

Gambar 4.2



### Planned Model



Based on planned model, there are nine phases on SEP activity execution : 1) Socialization to all of the student of UNSOED; 2) Business plan and proposal arrangement training; 3) Selection; 4) Guidance for the candidate of SEP participant; 5) Business Fund Granting; 6) Business execution, assistance, and development; 7) money; 8) expo event; 9) final report writing so that the program results the output as entrepreneur with high education background and the emergence of an institution that manage student entrepreneurship. Details on each phases are as follows:

#### 1. Socialization of SEP

Socialization activity involves many parties such as : the leader of university, faculties, and student activity units. Media that can be used in socialization are banner, posterm leaflet, and website managed by UNSOED in any tier in general, from university level, faculty or study program level. Manager should also distribute circular letter regarding SEP execution to all units even to the smallest ones in UNSOED so that the information about SEP can be distributed evenly.

#### 2. Proposal Arrangement Training

After socialization phase, the faculty then collect the data on the students that is interested in participating in SEP. This step can be delegated to study program so that every study program have their own responsibility to collect the data while also motivate their student to participate in SEP. Proposal Arrangement Training analyze the criteria for appropriate proposal in detail and also train the participant about business planning that will be executed. Training participant should also be motivated by presenting successful entrepreneur to tell them the stories on how to execute a good and profitable business.

#### 3. SEP Selection Phase

SEP candidate selection phase is performed in two stages : Admnistration and proposal quality selection (Stage I) and SEP proposal presentation selection for those who passed the first stage (Stage II).

#### 4. Business Guidance

Business guidance phase includes training and internship stages. Training and internship activities is performed based on IPTEK (Science and Technology). Training activities is given to equip the SEP participant on how to manage their business well, including marketing management, human resources management, finance management, and production management so that the business executed may gain profit and be *sustainable*. Besides the training activities, SEP participant also required to go through internship activities at SMEs that is appropriate with the field of their business. Internship activities have the purpose to give each participant a real picture on the business execution while also giving them knowledge on how to execute a business and ways to solve any problems encountered. After internship, every group must handle in a report as a requirement to grant them the business funding.

#### 5. Business Fund Granting

#### 6. Business Execution, Assistance and Development

Business is executed as planned before in business planning. Each team has the right to be accompanied by a lecturer during the business execution. The role of the lecturer must be optimized by determining the minimum amount of assistance activities as the requirement for the funding on the next phase. Intensive assistance is expected to increase the profit and develop the business evenmore.

#### 7. Money and Business Progress Report



Monitoring and evaluation on each SEP team executed after the team has been granted 80% of the funding in phase I. Monev on SEP team conducted by 2018's SEP manager team. Monev comprises of two activities, monev in classes and monev on the field where the business is executed.

8. EXPO event  
Expo event is performed twice, once at UNSOED expo and the other at the student graduation event.
9. Final Report Writing  
SEP team must write and submit a SEP final report on December which contains final report paper, Activities Log Book, Financial Report with copies of bills and receipts attached, and sample of SEP product and/or photos of product/service in accordance to proposal.

#### CONCLUSION

SEP is a form of entrepreneurship education in university as the real manifestation of the effort on creating young entrepreneur with high education background. Based on problems identification, one of the phase that was not conducted in SEP execution was internship at SMEs. This problem caused the purpose of SEP could not be achieved. Strategy that can be applied to solve the problem is to perform internship at SMEs. Other effort to handle the problem is by giving the appropriate training for the participant and the optimization <sup>7</sup> the role of *guidance lecturer* so that the business executed can gain profit and become sustainable. Based on the result of this research, then it is necessary to test the planned model to learn its effectiveness level.

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