

STUDENT ENTREPRENEURSHIP: MOTIVATION AND CHALLENGES¹

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ABSTRACT

In an effort for Universitas of Slamet Riyadi (UNISRI) mission is to provide education, to the spirit of entrepreneurship, the development of entrepreneurship for students will be developed within the University of Slamet Riyadi. To create an independent entrepreneur based accordance with the field of science and technology, mentoring and entrepreneurial training activities for students must be done with planning and commitment. Therefore, through the implementation of The Grant Program for Entrepreneurship based Science and Technology of the University of Slamet Riyadi (Iptek bagi Kewirausahaan “IbK” UNISRI) has the goal of creating new entrepreneurial independent, professional and business ethics-based science and technology in accordance with the study of scientific fields, improving business management skills for students, and create entrepreneurial training methods that are appropriate for students or graduates so that they can develop themselves in industrial societies.

Methods for achieving the objectives and specific targets include entrepreneurship training, and practice in the field or internships, as well as study visits. Entrepreneurial training conducted by resource persons on a scheduled basis according to their expertise, whether originating from inside or outside the UNISRI. This training is intended to provide knowledge of entrepreneurship, encourage the growth of entrepreneurship motivation, increase understanding of management in the organization, production, finance or marketing, creating a business plan or feasibility study, and provides an understanding of business ethics for students. While apprenticeship implemented to give practical experience of entrepreneurship to students through the daily work involved in a business unit. In addition to students who have begun or alumni who are interested in entrepreneurship or new alumni pioneering efforts, it will further improve the entrepreneurial activity that has been previously occupied.

Based on the objectives, specific targets for entrepreneurial science and technology program for students Unisri can produce independent entrepreneurs and science and technology-based professional and business ethics and young entrepreneurs who are ready to move in society. It also produces a more diverse business cluster with the products or services produced by the students have the advantage of science and technology and be able to compete, the business cluster food (fruit juice, a variety of snacks), services (computer, photography, rental ornamental).

The activity of IbK UNISRI that have been implemented in 2014, the results can be summarized as follows: the necessary business who genuinely requires careful planning through a blend of academic and student activities at universities, recruitment of tenants (participants) takes techniques and strategies, tenant assistance should always be done in a sustainable manner, the tenant must be motivated by examples of real entrepreneurs, and tenants need to be given incentives venture capital and technology as a trigger to immediately take actions in self-employment.

Keywords: student entrepreneurship, independence, professionalism, and ethical entrepreneurship

A. INTRODUCTION

As one of the efforts to realize the vision and mission of the University of Slamet Riyadi that organizes learning, and develops the spirit of entrepreneurship, the entrepreneurial activities of students at the University of Slamet Surakarta (UNISRI) as an institution has been embodied in a student activity unit (SAU) that was established in 2010. Adjacent continuously to motivate entrepreneurial activities have been conducted by university students both through the field of academic and student affairs. Through academic, entrepreneurial material has been incorporated into one of the compulsory subjects in each study program. Whereas through student affairs, conducted regular training in entrepreneurial activity by inviting speakers who are competent in their field.

Through entrepreneurial mentoring both at faculty and university, almost every academic year, there are always students who achieve the student creativity program funds, especially in the field of entrepreneurship both of National Education Ministry and Higher Education. Until the year 2013, Unisri has won funds for "PKMK" 7 groups, "PKMP" 12 groups, 15 groups "PKMM", "PKMGT" 4 groups, and "PKMAI" 3 groups. Against the background of the existence of the study program and the potential economic value of the products students of "PKMK" or other "PKM" quite varied. Solo as a cultural city with batik has led to the idea of students FKIP UNISRI through entrepreneurial creativity program that puzzle batik. While Food Technology Department, in PKMK or other PKM often proposed theme of processed functional foods. For example PKMK of purple sweet potato steamed sponge, PKMK fruit dumplings, potato dumplings PKMK purple, PKMM rice milk, processed "bakatul" and so forth. While the theme PKMM Law Departemen on land titling and there is also the theme of PKMM about jamkeswan, example animal health guarantees.

Partisipants product excellence in program "IbK" quite competitive and have the efficiency in the community. This is because the source of ideas in the manufacture of products based on the study of the science of each Departement of UNISRI, so the theme is always dynamic. Furthermore, in product development is also supported by the existing laboratory.

The UNISRI has facilitated student entrepreneurship with entrepreneurship laboratory equipped with internet access, multimedia and others. Entrepreneurship laboratory can be used by all students of all department and its use is governed by the Student Development Office of University (BINWA UNISRI). There was also a single unit of Business Students as a business center that facilitate marketing of products of the creativity of students. Products sold in the business center is quite varied, not only food and drinks but also agricultural products and handicrafts.

In connection with efforts to develop a culture of knowledge-based economy that utilizes knowledge, education and research with the Higher Education program (IbIKK), until the 2013/2014, UNISRI have never received funding. However, the UNISRI through the Institute for Research and Community Service is always working to motivate lecturers to be more active in Research and Community Service program, among others, discussions or workshops to bring in speakers who are competent in their fields

B. OUTCOMES

In accordance with the mission of IBK program that guides the College in carrying out entrepreneurial professional services, independent and sustainable, and insightful knowledge-based economy, then the target will be achieved through the implementation of IBK program is the creation of new entrepreneurship among students and graduates, independent and based science and

technology in accordance with the field of science. Therefore, the expected outcomes through the implementation of the activities IBK are:

- a. Sustainable entrepreneurial motivation awakened based student intellectual products in campus;
- b. Improve understanding of entrepreneurial management for students either in the organization, production processes, financial management, and product marketing activities;
- c. Students have the ability and skills in planning a business plan because it comes with the preparation of feasibility studies;
- d. New entrepreneurs realized that students and graduate as a tenant, so that independent and professional business ethics, as well as the competitive spirit in the field of entrepreneurship.

In accordance with the potential and facilities owned by UNISRI, in the first year (2013/2014), “IbK UNISRI” program should result in 5 tenants who prepared independently entrepreneurship, business ethics and also produces a wide range of business cluster.

C. IMPLEMENTATION METODOLOGY

In accordance with the targets and outcomes achieved through the organization of activities of IBK, the method of implementation of the program the first year (2013/2014) is as follows:

- a. Recruitment of students, graduates as participants

Tenant in the implementation of program activities IBK in 2014 is as many as 20 tenants. Tenant recruitment pattern performed by the method of selection. First, students who have been active in the Student Activity Unit of Business Students Center will automatically become be as tenants. The number of those who are active in this activity there are 5 students. While 15 other tenants, using the recruitment pattern selection method that tenants were taken from a selection of students who are members of the Student Creativity Program (PKM) in particular PKM-Enterprise, or more and students are generally interested and graduate.

Technically stages of the recruitment is done through a socialization program, selection and administration, and selection by interview. Socialization program, preceded by notice to each faculty and through the leadership of the faculty are expected to disseminate to students and alumni. Besides socializing is over on the web of unisri (<http://www.unisri.ac.id>). The next stage of the selection and administration is to fill a documents that has been provided by the implementation team as well as requirements gathering supporting evidence. The last stage in this recruitmen namely the selection interview by Ibk Team. Furthermore, based on the results of each stage in the selection process, the verification and eventually obtained a number of 20 tenants. With the provision of the basic tenants of the Unit of Student Activity and Academic Activity that as many as 5 students, alumni 5, and 10 of the Students Activity Unit.

In addition, the results tenant from first year who do not have an independent business, given the opportunity to follow the stages of the 2nd year, while the 5 tenant who has been elected as an independent tenant, serve as a mentor and facilitator in the effort recruitment of new tenants in the second year. Thus in first year of 20 participants will be expected to produce at least 5 new entrepreneurs or and will serve as a mentor for the 2nd year (2015/2016)

- b. Applied Method

In achieving program objectives implementation of the 2014 “IbK UNISRI” applied approach include:

1. Entrepreneurship training

Entrepreneurship training conducted through meetings in class scheduling structured activities. According to Sherwood (2006), In starting a business we need 3M term, which is a strong motivation,

proper Mindset (productive, creative, positive), and Make it, do just that. Therefore the form of activities in entrepreneurship training, among others, lectures, discussions, questions and answers and guidance by mentors who are competent in their field. The expected goals, after the completion of this stage tenant has been able to prepare properly how to plan funding of creative entrepreneurial activity. Thus the planned business plan can be applied according to the study of science. Entrepreneurship training concludes with the presentation of the study results of each tenant in accordance with the business and science fields.

2. Internship in industry

Internships industry in this activity will be adapted to study the topic of business that has been planned in accordance with the business plan by each tenant. Through industry intern is expected tenant will increasingly understand the business plan

3. Patterns guidance

Pattern guidance for tenants in these activities tailored to the themes raised by each tenant. In accordance with the field of study in the study program, then the planned entrepreneurial mentoring divided in various areas, namely food processing, agro technology fields, which include non-food industry, and services and creative economy. Each tenant will be accompanied by a mentor who has expertise in the field, so there will be mentoring and intensive discussions related to the problems faced during the phase of coaching in this activity.

4. Monitoring tenant

Tenant supervision carried out directly by mentor each field and subsequently reported to the personnel in charge of overall coordinator of activities IBK. To facilitate the supervision of participants in the activities Ibk tenants are grouped into five areas of business group, with members of each group of 4 tenants. Overall indicators to assess the success of each phase in the stages of activity, then made a presentation and discussion is scheduled with a mentor and also tenants and responsible activity every fourth week at the end of the month.

5. Technique for tenant business financing

Tenant financing techniques in this activity is done with an open system of capital investment. Investors who would involve themselves governed by agreements with the Constitution and legality suit prevailing in Slamet Riyadi University. Membership investors may come from a mentor, tenant, or it can be possible for a single angel investor investor or industry or Students Units who are interested.

This activity is focused in year 2 (2015/2016), so that the tenant has the ability and the gain of the source of funding so that entrepreneurial activity run in accordance with business planning and sustainable.

6. Pattern aid technology

Pattern aid in the development of technology tailored to the needs of tenants and the tenant will then be arranged according to mutual agreement between the investor with the organizers. As for technological assistance in this activity is expected to continue to develop its sustainability. For example, the marketing and advertising through blog and facebook, expected to continue to develop its sustainability so as to have more selling points as a means of promotion of other products.

7. The method of problem solving

The Methods of solving problems that occur in this activity will be solved by consensus and also with familial involving all parties, and in accordance consistent with applicable laws and regulations. Therefore, in the event there is a team that will be tasked to supervise the dispute.

8. Cooperation network

The “IBK UNISRI” is an entrepreneurial professional services unit, independent, business ethics, and sustainability, as well as insightful knowledge based economy. With the creation of new entrepreneurs among students and graduates, based Science and Technology in accordance with the scientific field. This is the potential for collaboration with similar institutions outside the campus. The agencies include offices Disperindag Surakarta, Department Dispora, Solo Technopark, Business Incubator program, the Department of Labor, Department of Agriculture, Food Security Office, or NGOs. The principle of cooperation organized pattern is a relationship of mutual synergy in the institutional building.

9. Preparation, implementation, and evaluation of The IbK UNISRI activities

Referring to the method of implementation of the activities in this IBK activities carried out in several stages, namely: The first is the preparation phase that begins from socializing for recruiting tenants; The second is the implementation phase which includes entrepreneurship training, training on packaging technology, online marketing training, and mentoring activities; The third stage of the evaluation conducted since the beginning of assistance is through the presentation of each completed phase or presentations detailing activities to attract investors and also evaluation through workshops and expo of products so that production can be introduced to partners and the general public. In building the sustainability of the program IbK tenants need to be equipped with the right marketing strategy. The strategy in general is a way to achieve the goal. To achieve that goal, then first of all we need to know where we are and what we will achieve the goal (Sutojo and Kleinsteuber, 2002).

10. The number of tenants who become entrepreneurs per year and the strategy of filling back

In accordance with the rules in the conduct of IBK, the number of tenants is 20 in all in the first year of implementation. It is expected per year will awaken the entrepreneurial equal number of tenants. While the strategy for recharging tenant, referring to the method of implementation of the First Year. It is what distinguishes the 2nd year and 3rd, the coordinator of a group of tenants (5 people) is expected to be able to be a mentor for the following year.

11. IbK Unit Development plan in subsequent years

In building sustainability activities the IbK Unisri, organized by Forum Group Discussion regularly from membership tenant and also the institutions that have have been formed networks so that business operations can continue dynamically and responsive to consumer preferences. The event was held under the coordination of the Unit of UNISRI Entrepreneurship.

D. RESULT DAN DISCUSSION

Tenant recruitment of student element carried by the University involve elements of leadership and faculty. The result was obtained by 20 tenants from a variety of courses, from the 2nd half of semester 6. Implementation Team encountered many obstacles and constraints. The obstacles are reluctant students to enroll a participant (tenant) directly to the executive team, most do not know the IbK program, and for some reason that is not clear from the students. Of the 25 students who enrolled, only about five students who are interested in or register directly to the Executive Team, 15 students to register for the encouragement and Dean assignment. This shows that the interest and motivation of students to participate in activities in the field of entrepreneurship needs to be encouraged and given clear and concrete benefits of entrepreneurial activity.

While the recruitment of graduates element through existing Alumni Organization and also through individuals, and contacted directly by the Executive Team. This is due to the limitations of the data of alumni who are interested in entrepreneurial activities. Of the 10 graduates who were

invited there were only 5 people who are interested to participate. It shows in addition to the limitations of data and information on the alumni, also due to the interest of graduates become entrepreneurs still low..

Entrepreneurship training conducted through face to face meetings in class scheduling structured activities. Training activities begins with the material on students and entrepreneurs by the Rector, and the direction of entrepreneurship development strategy in UNISRI by the Vice Rector for Student Affairs. It is intended for students as participants understand about his position as a student, student affairs and activities. The training material is based on entrepreneurship module of Directorate of Higher Education, and the practical experience of the principals of entrepreneurship.

The content of entrepreneurial training for these students is not based on the most powerful tool for the pursuit of wealth, and not as an attempt to make money or a quick way to become rich. But entrepreneurship offered a choice of life, which is inherent throughout one's life. The material is presented to students in the form of entrepreneurship that seeks to uphold ethical values early on, build character and has a reputation.

The purpose of this training for tenants able to prepare properly how to plan creative entrepreneurial activity, and entrepreneurial funding plan. In addition, the training that tenants have mental entrepreneurial spirit and ethical, innovative, and creative. Thus the planned business plan can be applied according to the study of science and specialization. Entrepreneurship training concludes with the presentation of the study results of each tenant in accordance with the business and science field.

Constraints by the participants during the training is liveliness, passion and doubt to start entrepreneurship. Activeness of participants clashed with academic activities, such as exams, lab. It encourages the implementation team to continuously provide services to the participants as well as possible, and provide motivation for the trainee to be active and serious training.

From the results of the assessment through the pre-test and post-test, the results obtained by the level of training better understanding between before training to after training. However, the provision of understanding, encouragement and motivation so that tenants have mental and entrepreneurial spirit needs to be done in stages through a heart-to-heart approach.

Conducted a field study visit to the business units in Surakarta and surrounding area. The goal of this field study to add insight, perspective and way of thinking on the tenant as a potential new entrepreneurs and independent professionals. This field study visit enthused by most participants. This shows that students as prospective entrepreneurs still have a desire that tends to compare the various types of businesses, students still nervous to determine the type of business that will be practiced.

After the field study visit, followed by industry internship. Through industry intern is expected tenant will understand in the business plan. Tenants who are interested in the business of making batik and batik techniques, are given intensive training in a Sentra of Batik Industri that is in Kampung Batik, Sondakan Laweyan. In addition, internships are also carried out in places taa-dressing services, typical hawker center Solo, and manufacture of a variety of processed foods from catfish and tilapia.

Product exhibition has been held in the University Student Business of University of Slamet Riyadi, in the month of September 2014, both by the tenant, From 20 tenants there are 8 people who participated in the exhibition of products. Exhibition of various products such as processed foods, batik weaving, and various crafts ..

Before carried out the exhibition of products of the tenant, conducted coaching and mentoring. Team mentoring comes from the implementation team, and coach or professor appointed.

Mentoring implemented in each group of tenants in accordance with the business that occupied cluster.

In the group of tenants in addition to do coaching, supervision, also given the help of technology. Technology is given in the form of web site creation to marketing, and some equipment. Besides, given the incentives in the form of materials for entrepreneurship or expo products.

During the exhibition of products, tenants do not just peddle their products, but actively tenants offer their products to everyone on campus or peddling products. This shows that the tenants who have been following these events have mental entrepreneurship, and does not have a sense of inferiority again, no shame though as a student selling campus environment, tenants feel happy and enjoy it, and the tenant has entrepreneurial experience.

E. CONCLUSION

After complete stages of the IbK activity since recruitment until the expo product can be concluded that:

1. The tenant recruitment of students and graduates as many as 20 people are in need of the involvement of elements of university leaders and faculty. The involvement of elements of leadership is required to provide motivation for students to realize the entrepreneurial spirit, and setting a schedule of activities between lectures and entrepreneurial activities.
2. Participants obtain benefit and advantage from entrepreneurial training with various topics of entrepreneurship. Learning achievements obtained as the basis for implementing entrepreneurial business after they graduate, and become an entrepreneur all his life.
3. Implementation of internship in industry or the Business Students Units need better handling related to the cooperation between the UNISRI with partners and stakeholders
4. Implementation of the expo products require more intensive management including coaching or mentoring so that tenants in implementing the product expo obtain benefits and advantages as well as sustainable. Product expo participants need to be given incentives in the form of venture capital help of technology, equipment and materials.
5. Sustainability entrepreneurial activities contained in the Business Students Unit, thus the involvement of the leadership of UNISRI against Academic Direction of the Student Unit development policy is indispensable.

F. SUGGESTIONS

1. In order for the program to produce students who have the entrepreneurial spirit and mental environment of the campus, the necessary cooperation between the Executive Team IBK Unisri with faculty and university leadership in sustainability follow IBK program at the University of Slamet Riyadi
2. It takes the commitment of all the elements of leadership in developing entrepreneurship with the planning and implementation-oriented partnership with stakeholders.

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