

Fashion Student Skill as Millennial Entrepreneur

Ma'rifatun Nashikhah

*Department of Home Economics
Universitas Negeri Surabaya
Surabaya, Indonesia
marifatunnashikhah@unesa.ac.id*

Mochammad Bruri Triyono

*Department of Technology and Vocational Education
PPs Universitas Negeri Yogyakarta
Yogyakarta, Indonesia
bruritriyono@uny.ac.id*

Abstract—Fashion student in Senior Vocational High Schools (SMK) are middle schools that prepare their graduates for working in certain field of work. This research to know fashion skill student prepared their skill as the graduate school not depend on position as industry and services but it is possible can open business opportunities or entrepreneur. They must have skill to be an entrepreneur in millennial era that viewed from soft skill and technical skill. The research focused on the skill of fashion student in the process of learning in the school. A quantitative method was employed to collect data by the proportional random sampling technique with questionnaire. The results of the research show that (1) there is a significant effect of soft skill on the success of entrepreneurship students of fashion program at Yogyakarta, (2) There is not significant effect of technical skill against the success of entrepreneurship students of fashion program Yogyakarta.

Keywords—Fashion student, soft skill, technical skill, entrepreneurship.

I. INTRODUCTION

The progression of technology and economy has been increasing, make human more modern and advanced. Indonesia as developing countries must have a reliable strategy for national progress, Indonesia has to compete on free trade and industry 4.0. Based on the agreement countries of ASEAN has done free trade, goods, services, capital and investment move freely between countries in ASEAN that called with ASEAN Economic Community in 2015 since 31 December 2015[6]. Another strategy must develop human skill that prepared for industry 4.0 was soft skill. Rojko [15] said The first industrial revolution began with the mechanization and mechanical power generation in 1800s. It brought the transition from manual work to the first manufacturing processes; mostly in textile industry. An improved quality of life was a main driver of the change.

The quality of human resources Indonesia show a lack of readiness to compete on the global ASEAN Economic Community 2015. Based on Central Bureau of Statistics data in 2014 showed that the domination unemployment rate in Yogyakarta city is the high school that reached 55.28%. While the open unemployment by level of education, vocational high school experiencing is the highest percentage 19.47%, senior high school was second percentage by 16.41%, and the last of junior high school by 17.78%. The unemployment percentage shows human resources in Indonesia must be improving in the quality o. The increasing of percentage unemployment rate should be minimized, in order to reduce the unemployment rate in Indonesia [2].

Senior Vocational High Schools (SMK) as one of the government program create an independent entrepreneur that make 10 % student will be an entrepreneur. If all of the student of Senior Vocational High Schools (SMK) have advanced

business knowledge, active, conceptual and supported with motivation to be an entrepreneur. Economy of Yogyakarta supported that more increasing, make prospect an entrepreneur to built industrial. Besides that, an entrepreneur had given opportunity in work experience, according to the result [7] indicates that work experience and university education may jointly result in opportunity recognition. In contrast to work experience, a relatively better grade is not significantly related to the likelihood of entering self employment. This may be due to the aforementioned contrasting arguments that better graduates may, on the one hand, be more capable of finding business opportunities while, on the other hand, having better outside options on the labor market.

According to manpower planning of DIY province 2012-2016. The role of the trade sector on the establishment of Gross regional domestic product (PDRB) is expected that increased every year. In 2012, the contribution of the this sector was 20.95 percent and in 2016 increased to 21.62 percent. This sector was contributed Gross regional domestic product (PDRB) the largest than the others [5].

The trade sector has opportunities to fashion student with specially skill in fashion to create products for their own business. Training and learning of independent entrepreneurs prepare students to be fashion entrepreneur after graduated from school. Training and guidance do to strengthening for students to expand their entrepreneurial skill.

In this case, entrepreneurial skill is expertise to prepared students to start provision entrepreneurship, an entrepreneur is someone who creates a product, process, know market of needs and supplies of goods [13]. Fashion student are fashion entrepreneur that have this skill to creating a business. In the current study Lang & Liu., fashion entrepreneurs are defined as those individuals who have the capacity and are willing to start businesses providing any fashion-related products or services for a profit, such as the sale of new and used fashion products, fashion-related services (e.g. fashion style consultancy, fashion bloggers, etc.) [14].

Entrepreneurial skill is guidance to support entrepreneur on Senior Vocational High Schools (SMK). This skill consists from several components, as like soft skill that supported of built the personality of an entrepreneur. Student that would be entrepreneur must have motivation. The results from Entrepreneurial motivations [7] show that the need for accomplishment in the context of motivation makes entrepreneurs not able to accept a possibility of failure, thereby blinding the entrepreneurs to their own limits of capacity. The need for accomplishment moderates the level of confidence that can be excessive in entrepreneurs.

The importance of soft skill must supported with specific skills, as like technical skill that using to start business.

Technical skill is important for student because with this skill that makes product to start business.

Technical skill is a skill that must be possessed, with the purposes that Thompson said, the purposes for vocational education is learning student to product, improving people needed [3].

So that focus of study is related to the success of factors entrepreneurship student of fashion program at Yogyakarta in some aspect from soft skill and technical skill.

II. METHODS

The research was a quantitative method was employed to collect data by the proportional random sampling technique with questionnaire. Data was taken from vocational high school students of the class 12 and the total of sample 68. The research was done in three vocational high school with same classify in fashion program. In addition, the respondent was to identify specific skill of soft skill and technical skill, With using list of questions about variables soft skill which is measured by structuring plan to describe conditions of student. Instrument is measured by likert scale to know a positive response and negative from statement.

III. RESULTS AND DISCUSSION

a. Entrepreneurship

Entrepreneurship is one of solutions in graduated school to make a new business, Frederick and friends have given statement a dynamic process of vision, change and creations. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions [8].

Lambing and Kuehl said [13] recently though, the entrepreneur must be focus by entrepreneurial behaviour and actions, this skills are process school of thought. As early as 1934, Joseph A. Schumpeter had described an entrepreneur as a person prepared skill to support their business who carries out new combinations, which may take the form of new products, processes, markets, organizational forms, or sources of supply. Another more recent definition states that entrepreneurship is the creation of organizations.

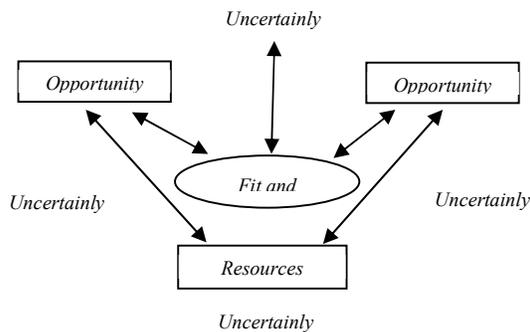


Figure 1. Three Driving Forces (Source: Bygrave on Buchari Alma, 2014:14)

Entrepreneurship is process of someone life to join relationship each other, understood in a wide social, cultural and economic context, as well as being innovative at home, school, leisure and at work. Beside that, entrepreneurship was

about life attitudes, including the readiness and the courage to act in the social, cultural and economic context [8].

Entrepreneurship must be concept with accurate and individual motivations so that maximum result. In research of Lang & Liu [14], entrepreneurship was research started exploring the role of human agency in the process and success of entrepreneurship with specific focuses on individual motivations, and personal traits to enhance understanding of the entrepreneurial phenomenon.

There is main component that researched an entrepreneur to open a new business, see Figure 1. This figure showed that uncertainly opened a new business, uncertainly between entrepreneur on new business with opportunity, and resources. So that arranged fit and gaps to describe deliberateness that happened with utilize opportunity and take initiative.

b. Soft Skill

Soft skill student for entrepreneurship supported to make a new business to be an entrepreneur, hence fashion student in school must guide by teacher or school to prepare it. Soft skill was skill that giving motivation student to growth attitude to be an entrepreneur.

In several place, soft skill was very importance at the workplace, presents a mechanism through which soft skill development can be attempted by institutions that show interest in soft skill orientation. a soft skill measure someone to reach relationship with intelligence quotient or emotional intelligence quotient [1].

Soft skill has some meaning in some countries of the world, because soft skill very wide meaning, for example the Australian Chamber of Commerce and Industry and Business Council of Australia define these skill as employability skills, skills required not only to gain employ contribute successfully to enterprise strategic directions [15].

c. Technical Skill

Technical skill was skill that needed student to exercise capability in specific skill in one of knowledge. In fashion, technical skill used to making product like design, sewing skill, pattern making and giving accessories.

Histric, Peters, and Shepherd [10] said there are skills required by entrepreneurs can be classified into three main areas: technical skills, business management skill, and personal entrepreneurial skill. Technical skill that own student was proficiency competence on vocational, as Mayer said that "the technological key competence prepare student in industry, for example focuses on the capacity to use technological processes, systems, equipment and materials and the capacity to transfer knowledge and skills to new situations" [17].

on this, it is purported that currency in industry, or technical skills, has become increasingly more relevant given advances in technology, the restructuring nature of work, and an increase in work-based learning practices [16].

Yosie [19] said that technical skills associated with metrics and measurement are important to the understanding of the scientific and business rationale behind corporate sustainability initiatives, but improved management and communication skills are key in order to explain and garner support for sustainability initiatives throughout one's company and externally.

Technical skill is knowledge about and proficiency in a specific type of work or activity. It includes competencies in a specialized area, analytical ability, and the ability to use appropriate tools and techniques [11].

d. Description of data research

Soft Skill Data

Data on soft skill from respondents, the lowest score is 64 and the highest score is 100. The data using SPSS v.23 program, with the value of mean 81.79, median of 81, mode of 89, and standard deviations of 7.761, with the total of score of 5.562. Distribution of data soft skill presented in the form of a frequency distribution in figure follows:

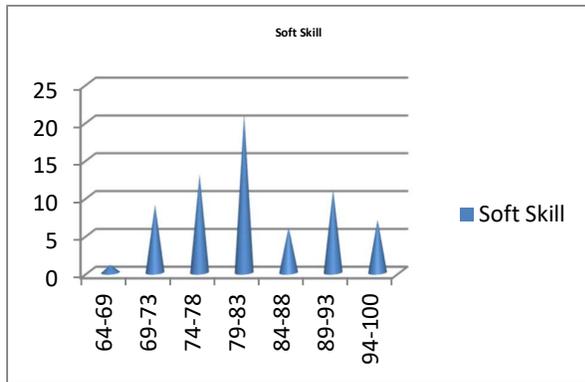


Figure 2. The Distribution of Data Frequency of soft skill

The description of soft skill on success entrepreneurship student of vocational school, show that counting by average score. From the result of the data was obtained the mean value of 82 and SD 8. So a tendency of soft skill on the success of entrepreneurship student will based on categorization as follows:

TABLE 1. THE CATEGORY OF SOFT SKILL

The Formula	The Range of The Score	Score	Category
$X \geq \bar{X} + 1.SBx$	$X \geq 82 + 1.8$	$X \geq 90$	Very High
$\bar{X} + 1.SBx > X \geq \bar{X}$	$82 + 1.8 > X \geq 82$	82-89	High
$\bar{X} > X \geq \bar{X} - 1.SBx$	$82 > X \geq 82 - 8$	74- 81	Medium
$X < \bar{X} - 1.SBx$	$X < 82 - 1.8$	<74	Low

The result from the table category of soft skill on success entrepreneurship students of vocational school, from 68 the students were as follows: 1) there are 10 students (10.3%) as low, 27 students (35.4%) as medium, 22 students (27.9%) as high, and 9 students (26.4%) as very high, so that soft skill of students on success entrepreneurship were the category of high.

Technical Skill Data

Data on technical skill from respondents, the lowest score is 64 and the highest score is 100. The data using SPSS v.23 program, with the value of mean 80.81, median of 80, mode of 78, and standard deviations of 5.852, with the total of score of 5.495. Distribution of data technical skill presented in the form of a frequency distribution in figure follows:

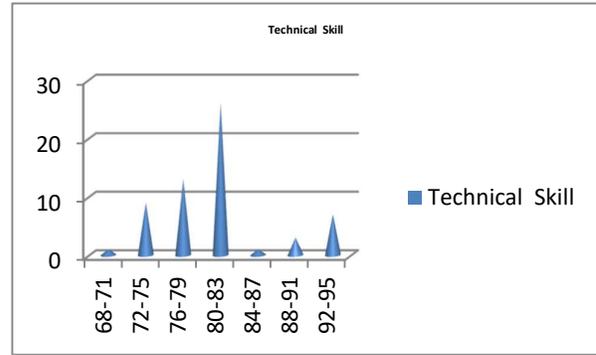


Figure 3. The Distribution of Data Frequency of technical skill

The description of technical skill on success entrepreneurship student of vocational school, show that counting by average score. From the result of the data was obtained the mean value of 81 and SD 6. So that know a tendency of technical skill on the success of entrepreneurship student will based on categorization as follows:

TABLE 2. THE CATEGORY OF TECHNICAL SKILL

The Formula	The Range of The Score	Score	Category
$X \geq \bar{X} + 1.SBx$	$X \geq 81 + 1.6$	$X \geq 87$	Very High
$\bar{X} + 1.SBx > X \geq \bar{X}$	$81 + 1.6 > X \geq 81$	81-86	High
$\bar{X} > X \geq \bar{X} - 1.SBx$	$81 > X \geq 81 - 6$	75- 80	Medium
$X < \bar{X} - 1.SBx$	$X < 81 - 1.6$	<75	Low

The result from the table category of technical skill on success entrepreneurship students of vocational school, from 68 the students were as follows: 1) there are 5 students as low, 45 students (66.2%) as medium, 8 students (11.8%) as high, and 10 students (11.8%) as very high, so the technical skill of students on success entrepreneurship were the category of medium.

e. The significant effect of soft skill and technical skill on the success of entrepreneurship

The result of data soft skill and hypotheses shows (Ho) Rejected and (Ha) accepted. Based on data of the research was resulted the value of t count 7.104 > t table α (0.05) 1.645, it shows contribution of dependent variable (X) on (Y) variable against the success of entrepreneurship student of fashion program is 43.3%.

Based on the results was suspected that the variable soft skill influence on the success of student to be an entrepreneur. The result same with the result of Al Abduwani research [1] As the field of research surrounding project management continues to grow, soft skill is skill that needed some one evident when they success in the role of project manager cannot be attained with a technical skill set only. The need for excellent interpersonal, or soft skills that supported this skill, are necessary requisites for success and although some would disagree, making relationship with someone else, others advocate that these are skills that can be taught (and learned) rather than skills that are innate or genetic.

As entrepreneur, we must have skill that supported our business, how to create a good planning in business. According the research form Lang & Liu [13] in business of

fashion is a specialization sector requiring aspiring entrepreneurs to have the skills to develop a style that is distinctive and unique from competitors, the skills to manage businesses strategically, and the skills to communicate with customers regarding fashion styles and brand positioning.

Skill that prepared in business not only soft skill but technical skill must have own by entrepreneur. Technical skill supported to make a good product and development the product.

The result of data technical skill and hypotheses shows (Ho) Rejected and (Ha) accepted. Based on data of the research was resulted the value of t count $0.903 > t$ table α (0.05) 1.6645, it shows contribution of dependent variable (X) on (Y) variable against the success of entrepreneurship student of fashion program is 1.2%.

Based on the results was suspected that the variable technical skill influence on the success of student to be an entrepreneur, do not influence directly on the success student. but expected variable technical skill it would influence when supported other variables. There are several reasons why variable technical skill does not influence directly, because in entrepreneurship an entrepreneur not only was required to have technical skill but how can we take the idea to draw in creating business. Technical skill very important that owned students because these skills was the core of begin an entrepreneur. Technical skill should be owned, in accordance Thompson said that the purpose of vocational education is teaches students to producing, prove in accordance with the needs of the society [3].

IV. CONCLUSION

The result of research show that soft skill against on success entrepreneurship students of vocational school. Implication of student soft skill has a high soft skill so they can successful in business. An entrepreneur must has a good soft skill to make a good business. Soft skill useful to someone make a business, like interpersonal and intrapersonal skill. This skill was used to make a relation with the others, so an entrepreneur can make communicate and corporate with other entrepreneur.

Student have a high soft skill can make business to be better. According Estay research [7] The need for accomplishment moderates the level of confidence that can be excessive in entrepreneurs. Independence, associated in our definition with the objective of results, leads to risk taking (0.41), which makes possible taking new opportunities with already acquired skills (0.29) and ends in the valorisation logic suggesting that a prudent entrepreneur does not look for adventure (new skills associated with new markets). it show that soft skill becoming opportunity to built in fashion business.

On technical skill do not influence directly on the success student. Implication of student technical skill has a high technical do not can make successful in business, because technical skill is not important skill. This skill must be supported by another skill to built a business. Soft skill and technical skill together influence on success entrepreneurship students of vocational school, because that skill can not separated. An entrepreneur has several skills to built a business to make opportunity on successful business.

Fashion skill student was skill that prepare they create a individual business to give solution for unemployment in city, with soft skill and technical skill. In accordance Krabel [14] The latter finding may have several important implications. First, from a university perspective, this result provides evidence that universities' entrepreneurial activities and initiatives lead to higher exploitation of entrepreneurial opportunities by graduates. This result also indicates a "cultural" effect of universities in the sense that supporting and educating entrepreneurial activity affects employment choices of graduates.

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