

# Developing Human Resources Through Mandiri's Mind Patterns and Entrepreneurship for Students (Case Study of Banten Jaya University Students in Serang-Banten City)

1<sup>st</sup> Sukarta Atmaja  
*Faculty of Economics and Business*  
*Banten Jaya University*  
 Serang, Indonesia  
 sukarta.tata@unbaja.ac.id

2<sup>nd</sup> Achmad Rifa'i  
*Faculty of Economics and Business*  
*Banten Jaya University*  
 Serang, Indonesia

**Abstract**—The creation of college graduates who become entrepreneurs is not necessarily easy to implement. Based on empirical evidence in the field, there is a tendency that college graduates prefer to choose to work with a level of comfort / safety and reliability in a short time. This is due to the increasing number of registrants of civil servants (PNS) who come from PT every year. Although every year the government opens registration, but it cannot be denied that most of those who register experience disappointment because they failed to graduate. Opportunities to become civil servants are even smaller after the government decides on a temporary moratorium on additional formation for PNS. The limitations on absorbing tertiary graduates in the government sector cause attention to shift to opportunities to work in the private sector, but the severity of the requirements sometimes makes it possible to work in the private sector as well. Increasingly limited. The only opportunity that is still very large is to work by starting an independent business. It's just rarely found someone who wants to start his life after graduating from college by starting a business. Such a tendency results in high labor force residues in the form of educated unemployment. The number of tertiary education graduates is increasing every year. This condition is not proportional to the increased availability of job opportunities that will accommodate them.

**Keywords:** *HR development, mindset, entrepreneurial soul, students*

## I. INTRODUCTION

### A. Background

Education is the key to all quality advances and developments, this is in accordance with the objectives of the National Education System Law No. 20 of 2003 It needs to be recognized, the reality that occurs in the academic paradigm of all parties concerned without exception must start to improve a mindset that is useful. How to realize entrepreneurial interest for students? how to develop entrepreneurship for students? and What are the strategies of the college to realize campus entrepreneurialism? and this is the question for us why until now still very constrained printing of highly-educated entrepreneurs who are not comparable with the number of university graduates.

Entrepreneurship Development is one of the programs of the Ministry of National Education. The program was

followed up with efforts to integrate learning methodologies in higher education. Expanding Entrepreneurship is expected to make students ready to work, both filling existing job openings and working independently.

### B. Purpose

The objectives to be achieved through this research are certainly in line with what is meant by the National Education System Law No. 20 of 2003 in Article 3 that:

"National education functions to develop capabilities and shape the nation's character and civilization with dignity in order to develop the life of the nation, aiming at developing the potential of students to become human beings who believe in and devote to God Almighty, noble, healthy, knowledgeable, capable, creative, creative, be independent and be a democratic and responsible citizen ".

From the foregoing, students are expected to be able to understand applying and making entrepreneurial lifestyles with the ability to communicate lead and apply business management in managing their businesses properly and correctly.

Innovative thinking is needed so that humans always excel in social interaction. Not all university graduates must find work, but they must be able to create productive and innovative employment opportunities and opportunities so that they can make a major contribution to the change in orientation of tertiary education graduates to people who have competitiveness, creativity with other countries.

## II. METHOD

The method used in this research is Study literature which is a search of literature sourced from books, media, which aims to compile the theoretical basis that we use in conducting analysis. Literature study covers general processes such as: identifying theories systematically, and analyzing documents that contain information related to the topic of the paper.

Data collection techniques used by the writer to identify various books, article papers, the internet and the concept of thought and make an analysis of these data so that the writer can get a conclusion.

### III. DISCUSSION

The strategies that can be taken to realize entrepreneurial character, and to build a new paradigm of higher education in facing global competition are as follows:

#### *A. Foster Entrepreneurial Interest for students.*

In this context, the true leaders of higher education institutions need to understand the importance of business simulation exercises that take place during entrepreneurship lectures as part of how to shape the spirit of student entrepreneurship. Through directed and systemic entrepreneurship education with the commitment of all academics in higher education is expected later S1 graduates are able to create jobs for job seekers or at least for themselves (self employed).

#### *B. Developing an Entrepreneurial Soul for Students.*

The things below can be done to develop the entrepreneurial spirit for students, namely:

- 1) *Promote the importance of entrepreneurship.*  
Awareness of the importance of entrepreneurship can be done by conducting entrepreneurship seminars and training.
- 2) *Dispel the Myths that Developed in Students.*  
Myths that have been developing such as not talented, do not have time, and are not the right majors should be eliminated and substituted with the word enthusiasm, "I can because I try".

#### *C. Increasing Entrepreneurship in Higher Education.*

There are at least six attempts / ways to increase entrepreneurial echoes for students.

- Establishment of a campus entrepreneurship center
- Entrepreneurship Priority.
- Student Entrepreneurship Program Development (PPMW).
- Independent Entrepreneurship Program for Students.
- Workforce Competency and Productivity Improvement Program for Students.

#### *D. Higher Education Strategy Realizing*

Entrepreneurial Campus. Strategies undertaken by tertiary institutions can be carried out by changing and compiling higher education curricula, enhancing lecturers' HR, forming entrepreneurship centers, collaborating with stakeholder components, forming student business units, and entrepreneurship awards.

### IV. SUMMARY

Strategies that can be taken to realize 'entrepreneurial character, and build a new paradigm of higher education in the face of global competition are:

- Need to understand the importance of business simulation exercises that take place during entrepreneurship lectures as part of how to shape the

spirit of student entrepreneurship, with the commitment of the entire academic community in higher education.

- An independent entrepreneurship program for students to become entrepreneurs requires 90% practice and 10% theory.
- The education curriculum system in Indonesia should refer to the needs of graduates ready to open new jobs in global competition.
- Higher Education as long as it is very rare to have a university curriculum pattern that provides alumni ready to become entrepreneurs.
- Entrepreneurship Award.

### V. CONCLUSION

The results of the study said that there were 3 most dominant factors in motivating scholars to become entrepreneurs, ***namely the opportunity factor, the freedom factor, the life satisfaction factor.*** These three factors make them true entrepreneurs.

### REFERENCES

- [1] Eman, Suherman. (2008). *Entrepreneurship Learning Design*. Bandung, Alfabeta
- [2] Endang, Made. (2011). *Entrepreneurship*. Jakarta. Sukarmita.
- [3] Purnomo, Bambang Hari. (2005). *Building a spirit of entrepreneurship*. Yogyakarta. Laks Bang Pressindo
- [4] *Entrepreneurship Learning Module UNBAJA Directorate of Learning and Student Affairs Directorate General of Higher Education Ministry of Education and Culture 2013 (2018).*
- [5] Suit, Y. and Almasdi. (2000). *Mental Attitude Aspects in Human Resources*. Jakarta. Ghalia Indonesia.