

Contribution of Entrepreneurship Education and Entrepreneurship Training in Entrepreneurship Skills Based on “*Ecopreneurship*”

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ABSTRACT

The purpose of this study is to determine the contribution from entrepreneurship education and training in building and developing-based entrepreneurial skills *ecopreneurship*. The research method used is descriptive analytical associative and correlational. Respondents consisted of 72 people with different educational and occupational backgrounds. The results showed that the influence between the variables "Entrepreneurship Education" on "Entrepreneurial Skills *Ecopreneurship*" is shown by the regression coefficient $R_{y1,2,3} = 0.621$ with a determination of 38.60% and there is a significant relationship between entrepreneurship education and entrepreneurial skills with a correlation coefficient value. $r_{xy} = 0.620$ with $p < 0.01$ (very significant). In the variable "Entrepreneurship Training" to "Ecopreneurship Entrepreneurial Skills" is shown by the regression coefficient $R_{y1.2} = 0.653$ with a determination of 42.70% and there is a significant relationship between entrepreneurship education and entrepreneurial skills with a correlation coefficient value $r_{xy} = 0.621$ with $p < 0.01$ (very significant). Thus it can be concluded that among entrepreneurship education with entrepreneurship training that has a higher relationship with entrepreneurial skills is entrepreneurship training.

Keywords: *Ecopreneurship, skills, training, and education.*

1. INTRODUCTION

Entrepreneurship is one of the strategic concepts used to increase economic growth and development because it is able to reduce the number of unemployed, and also acts as an opening or provider of employment. In this case, entrepreneurship is also the answer to the growing disparity between population growth and the population of productive age because there are still people of productive age who have not fully entered the world of work. The increasing number of entrepreneurial activities will have many impacts, one of which is improving one side of the community's economy along with the development of the entrepreneurial world. But this is inversely proportional to the circumstances or environmental impacts resulting from entrepreneurial activities, especially those related to the industrial sector. Some people think that small industries do not have the potential to cause damage to the environment, therefore the responsibility to protect the environment is often neglected.

Nowadays entrepreneurial activities also prioritize and emphasize the amount of profit or profit generated. So that sometimes good ethics in producing and distributing products is less or even irresponsible. Facts in the field have proven that many entrepreneurs use raw materials that are not suitable for use, this illustrates the act of fraud with the aim of reducing production costs and increasing the amount of profit generated. In addition, entrepreneurial development leads to the exploitation of existing resources which tends to damage the existing ecology.

Entrepreneurship education and training is one way to reduce or even prevent the problems described above. With entrepreneurship education, it is hoped that it will be able to develop ethical behavior as an entrepreneur or aspiring entrepreneur and the need for protection both in social and environmental aspects, it is necessary to have an entrepreneurial concept that is oriented not only to profit, but also ethically and morally to be socially and ecologically responsible. This concept is called *ecopreneurship*. Besides that, entrepreneurship training is also important. Why should you take entrepreneurship training? Because training is closely related to the skills they have. When entrepreneurs are less skilled in running their business, there will be more negative impacts from an economic, social, and ecological perspective. Thus, entrepreneurship education and training plays an important role in fostering or developing entrepreneurial skills where these entrepreneurial skills are based on *ecopreneurship*.

2. LITERATURE REVIEW

2.1 *Ecopreneurship*

What is *Ecopreneurship*? According to Kainrath [1], *ecopreneurship which are the world's increasing environmental problems and their causes, they make clear the demand for more environmentally friendly ways of doing business, the entrepreneurship and sustainability disciplines. Ecopreneurship is an emerging concept, and it may become one way of doing business in more*

environmentally friendly ways. How can ecopreneurship be defined in theory and understood in practice?

Kainrath [1] states that there are three ecopreneurship concepts, namely: *Eco-Innovation, Eco-Opportunities, and Eco-Commitment*. *Eco-innovation* is an action that contributes to reducing environmental loads, *eco-opportunities* are the ability to take advantage of or exploit market failures due to environmental aspects, and *eco-commitment* is the willingness to work hard and provide energy and time for work or activities that are environmentally friendly.

Ecopreneurship is an enterprise or entrepreneurial activity that carries out various efforts aimed at protecting the environment both water, land and air. An ecopreneur sees the environment as something that must be maintained and preserved, even increased in strength so that from these activities, an ecopreneurship can generate income so that its activities are sustainable. So, ecopreneurs are entrepreneurs who care about environmental issues or environmental sustainability. Thus, in carrying out their business activities, they always pay attention to the environment and try to minimize the impact of their activities on the environment.

2.2 Entrepreneurship Education

Entrepreneurship education is defined as an educational program that is a source of entrepreneurial attitudes and overall interest in becoming successful entrepreneurs in the future. Budiarti [2], and Bukirom et al. [3], to measure entrepreneurship education variables based on the following indicators: 1). Entrepreneurship education programs grow the desire for entrepreneurship, when students have taken entrepreneurship courses, they feel a growing desire to become entrepreneurs. 2). The entrepreneurship education program adds knowledge and insight into the field of entrepreneurship. After taking entrepreneurship education, students feel they have more knowledge in the field of entrepreneurship. 3). Entrepreneurship education programs raise awareness of business opportunities. After taking entrepreneurship education, students are aware of existing business opportunities. Entrepreneurship education has been considered as an important factor for fostering entrepreneurial passion, spirit and behavior among the younger generation [4]. Entrepreneurship education is an important component and provides a stimulus for individuals to make career choices, thereby increasing the creation of new businesses and economic growth Alhaji [5]. Wijaya [6] Entrepreneurship education is a learning process to change students' attitudes and mindsets towards entrepreneurial career choices.

Entrepreneurship education in this paper includes three concepts, namely: 1). Entrepreneurial values consisting of risk-taking, creativity, responsibility and leadership. 2) Entrepreneurial knowledge which includes entrepreneurial concepts, recognizing business opportunities, and entrepreneurial character. 3) Educational environment that includes family, school and community environments.

2.3 Entrepreneurship Training

Entrepreneurship training is the process of transferring knowledge, experience, and skills from professionals in a relatively short period of time, to form productive attitudes and behaviors as an effort to implement work practices in running a business [7]. Entrepreneurship training is measured based on two indicators, namely mentor teaching which includes mastery of the material and the accuracy of guidance and practice that includes designing products and being brave to appear. The advancement of insight is influenced by the improvement of psychological capacities [8].

2.4 Entrepreneurial Skills

Entrepreneurial skills are a person's ability to combine ideas, innovation, and creativity through behavior to be able to run a business that has more value by using techniques, management, and careful planning. The indicators for this variable of entrepreneurial skills consist of 1) basic skills, which include the skills to work together, manage finances, and communicate. 2) *management skills*, including managing resources, marketing and controlling the business and 3) personal maturity skills include skills to be responsible and have entrepreneurial insight. Entrepreneurial skills refer to activities or knowledge that can build and operate a company successfully [9].

3. METHOD

The research used in this paper uses a quantitative approach with descriptive analytical methods which aims to describe entrepreneurship education and training and to find out how big the correlation between entrepreneurship education and training and entrepreneurial skills. The respondents in this paper consist of 72 people who have not and have also entered the world of work with different educational and occupational backgrounds.

This can be shown in the image below:

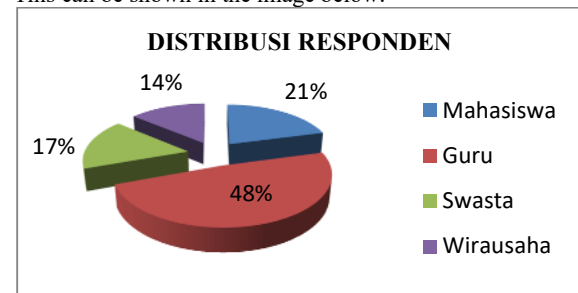


Figure 1 Distribution of Research Respondents

4. RESULTS AND DISCUSSION

An overview of entrepreneurship education in general according to respondents with varied educational and occupational backgrounds, it is stated that entrepreneurship education contributes quite a lot in the formation and development of-based skills *ecopreneurship*. Judging from the first supporting factors, namely entrepreneurial values which are more dominant is the value of creativity with a

percentage of 57.10%, then the value of taking risks is 37.50%, while the value of responsibility and leadership is 3.60% and respectively. 1.80%. Based on the results of these percentages, it can be concluded that entrepreneurial values in entrepreneurship education are more dominant and prioritized are creativity and the courage to take risks. Creativity is indispensable in entrepreneurial activities and also things that need to be owned and developed in entrepreneurship for the development and success of a business. Creativity is seen as the ability to develop new ideas and to find new ways of looking at problems and opportunities. On-based entrepreneurship *ecopreneurship* The value of creativity can be reflected in the ability of an entrepreneur to be creative in how to utilize production materials from the environment and also utilize waste from production to produce something of value and reduce pollution and environmental damage.

The second supporting factor is entrepreneurial knowledge which consists of the ability to understand entrepreneurial concepts, recognize business opportunities, and entrepreneurial character. According to respondents, understanding the concept of entrepreneurship and recognizing business opportunities has a 100% percentage. Which means that in starting and running a business, an

entrepreneur is very important to understand the concept of the business to be run. As for the third factor, namely the educational environment which consists of the school environment, family environment, and community environment. These three educational environments also play an important role in entrepreneurship. The family environment as the main motivator, the school environment as a formal provider of entrepreneurship knowledge, and the community environment as a support in the process of entrepreneurial activities.

Based on the results of the descriptive analysis above, it can be seen in general how the description of entrepreneurship education according to respondents. The results obtained state that entrepreneurship education plays a very important role and is in the high category in shaping entrepreneurial skills. If the analysis is continued to find out how much influence and contribution of entrepreneurship education and training is in shaping and developing-based entrepreneurial skills and to determine how the *ecopreneurship* strength of the relationship between the independent variables and the dependent variable, it is carried out by multiple regression analysis and correlation analysis with the summary results in the table. below:

Table 1 Comparison of the Results of Analysis of the Influence and Contribution of Entrepreneurship Education and Training on Entrepreneurship Skills Based on *ecopreneurship*.

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Based on the contents of the table above, it can be seen clearly when viewed from the Entrepreneurship Education variable in entrepreneurial skills *ecopreneurship*, the value of r_{xy} is 0.620 with $p < 0.01$ (very significant) the value of $R_{Y123} = 0.621$ with a correlation value Simple, the highest is 0.627 with $p < 0.01$ (very significant), namely from variable X2 (Entrepreneurial Knowledge). The value of the partial correlation of each variable can be seen that the highest value lies in variable X2 (Entrepreneurial Knowledge), namely 0.29 with a determinant of 8.41%, so it can be concluded that according to the entrepreneurship education variable which gives the largest contribution to entrepreneurial skills is entrepreneurial knowledge. The concept of entrepreneurial knowledge is an important part of entrepreneurship education. Indicators on entrepreneurial education are very dominant is know who or self-actualization of entrepreneurship and know how or knowledge of how to entrepreneurship [10]. This knowledge will be the basic capital in taking action for entrepreneurship, be it entrepreneurial knowledge in general or entrepreneurial knowledge in particular, which is related to *ecopreneurship*.

In the entrepreneurial training variable in entrepreneurial skills, it *ecopreneurship* can be seen that the value of r_{xy} is 0.621 with $p < 0.01$ (very significant), the value of $R_{Y12} = 0.653$ with the highest simple correlation value of 0.608, namely from the Xvariable,2 namely practice in training entrepreneurship. The pure correlation value of each variable can be seen that the highest value lies in the Xvariable2 (Practice), namely 0.30 with a determinant of 9.00%, so it can be concluded that the entrepreneurial training variable that makes the biggest contribution to entrepreneurial skills is practice in training. Entrepreneurship training is a non-formal education that is used to develop entrepreneurial skills possessed by an entrepreneur and aspiring entrepreneur. In the training, there are mentors who share experiences and also provide input regarding how to be good and responsible entrepreneurship. Sometimes mentors even invite them directly to the field so that the training participants see first hand how the strategies are used in managing the business. Based on the two variables above, namely entrepreneurship education and entrepreneurship training, when combined, the R_{Y12} value is 0.640 with a value of $F = 23.883$ and $p < 0.01$ (very significant). Thus, entrepreneurship education and training contributed 64% to entrepreneurial skills based on "*Ecopreneurship*". While the remaining 36% is influenced by other factors not included in this study. The example is technology, because of the speedy move to internet learning and showing techniques, the computerized interruption to instruction has been stimulated. This presents an interesting occasion to fuse greater inventiveness and advancement into instructive encounters, consequently encouraging the change to computerized innovation [11].

5. CONCLUSION

Based on the data obtained and the results of the analysis used, it can be concluded that entrepreneurship education

has a relationship of 0.621, while entrepreneurship training has a relationship of 0.653 to entrepreneurial skills. Thus it can be concluded that entrepreneurship education and training have a very significant influence on-based entrepreneurial skills *ecopreneurship*.

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