

Exploratory Study of Student Entrepreneurial Interest in the Digital Era

Menik Kurnia Siwi^{1*}, Tri Kurniawati²

^{1, 2} Universitas Negeri Padang, Padang, Indonesia

*Corresponding author. Email: menikkurnia@gmail.com

ABSTRACT

This study aims to describe the entrepreneurial interest of UNP students from various departments and study programs. This research is an exploratory research which functions to find the initial data of a research object so that a general description can be obtained which will be used as a guide in further research. The research method used is a descriptive survey. The population in this study were all UNP students in 2018-2019. The sampling method used was purposive sampling of 190 students. The results showed that students have a great interest in becoming entrepreneurs, especially in the digital era. The factors that encourage interest in entrepreneurship include self, family, the demands of the times and education. Meanwhile, more than 50% of the inhibiting factors felt by students when they became entrepreneurs stated that lack of capital and education as the main obstacles. Based on the results of this study, it can be concluded that whatever the background of the student's expertise, the desire to become entrepreneurial and successful is very high. Therefore, it is hoped that through entrepreneurship education and the provision of business development facilities, it can help students succeed in entrepreneurship.

Keywords: *Interest, Entrepreneurs, Digital era.*

1. INTRODUCTION

In the modern and digital era, Indonesia is still faced with various problems such as unemployment. Unemployment is seen as the cause of poverty in Indonesia. The government has made various efforts to overcome unemployment, one of which is through education. Based on data from BPS, the unemployment rate in Indonesia in 2018-2019 actually comes from higher education and vocational levels [1].

Higher education is one of the contributors to the amount of unemployment in Indonesia because of the mismatch between existing job vacancies and the skills or abilities of college graduates. This is the basis of the thinking of the minister of education, Nadiem Makarim, who stated that there must be independence in learning. Freedom in learning means that students should be able to get more than one competency as long as they are in college. [2] To answer these challenges, UNP has adopted a policy of making entrepreneurship a compulsory subject at the University.

Entrepreneurship education is the study of values, abilities and behavior in facing life's challenges. The teaching of entrepreneurship education as a scientific

discipline because it has a complete and real body of knowledge, has two concepts, namely venture start-ups and venture growth and has its own object, namely the ability to create something [3]. Directly entrepreneurship education can change the mindset, attitude and behavior of a person to become an entrepreneur which leads to choosing entrepreneurship as a career choice [4].

Entrepreneurship education is a help to teach Indonesian people so that they have dynamic and creative personal strengths in accordance with the Indonesian personality based on Pancasila [5]. Entrepreneurship education is an effort to internalize the spirit and mentality of entrepreneurship either through educational institutions or other institutions such as training institutions, training and so on [6].

Interests or desires are closely related to the attention they have. Because attention directs desire to someone. Interest is a powerful motivational process that energizes learning, guides academics and careers, and is essential to student success [7]. Besides that interest in entrepreneurship can also be influenced by attitudes and motivation.

Entrepreneurship is the act of reviewing an existing business or establishing a new business so that it can take advantage of new opportunities. Entrepreneurial interest is the desire of individuals to take opportunities and open their own businesses by creating new products or services [8]. Entrepreneurial interest is defined as the tendency to own your own business or intend to create your own company. The way to generate interest is by understanding the ways in which students' express curiosity about the nature of an object, phenomenon or a particular topic. [9].

Entrepreneurial interest can be seen from two main indicators, namely: 1) how strong is someone's efforts to dare to try entrepreneurial activities, 2) how much effort a person plans to carry out entrepreneurial activities.

Previous research identified several factors that might influence entrepreneurial interest. One of the important factors in entrepreneurial interest is attitude and motivation. [10] Interest in entrepreneurship is the tendency to own your own business or intend to create your own company.

2. METHOD

This research is an exploratory research that wants to describe and explain a research object and phenomenon. This research used descriptive survey applied method. The research instrument used a questionnaire distributed online. The population in this study were all UNP students that registered for the 2018-2019. Sampling in this study using purposive sampling, namely sampling aimed at students taking entrepreneurship courses, amounting to 190 people. The construct validity of the instrument was tested by means of expert judgment.

3. RESULTS AND DISCUSSION

Respondents of this study were UNP students in 2018-2019 who took entrepreneurship courses and those who were sampled in this study came from various majors including Economic Education, Tourism, Catering, Accounting, Management, Mechanical Engineering, Hospitality Management, Welfare Science Family, Educational Administration, Outside School Education, PG Paud, Mining Engineering, Tax Management, Automotive Engineering Education, Fashion, Economics, Electronic Engineering, Guidance and Counseling, Civil Engineering and Cosmetology and Beauty.

According to Fuadi, entrepreneurial interest is the desire, interest, and willingness to work hard or have a strong will to try maximally to fulfill his life's needs without feeling afraid of the risks that will occur. Entrepreneurial interests include: willingness to work hard, diligently to achieve his business, willingness to handle various risks related to his business actions,

willingness to live frugally and willingness to learn from his failures. So, the intention of entrepreneurial interest is the desire, interest and willingness to work hard to be independent in meeting his life's needs.[11]

The high interest of students in entrepreneurship is driven by several dominant factors. The first is self which is represented by the indicator of the desire to be independent, obtaining a score of 64.7% of the total respondents and success at a young age gets a score of 62.1%. The second factor is family, the family background of entrepreneurs and the support of parents to become entrepreneurs, showing that 49.5% of students are very much supported by their parents. Although as many as 66.1% of students do not come from entrepreneurial families. The third is the educational factor or knowledge related to entrepreneurship, from 48.9% of students stated that entrepreneurship education is very much needed and the main material needed is related to business management, financial management, time management and marketing. The last driving factor is the development of the digital world which has led to a lot of e-commerce and business start-ups, as many as 50.5% of students stated that it could open up quite a large business opportunity for anyone, especially students so as to encourage 58.2% of students to be entrepreneurial 54.2% of students said that e-commerce is a profitable business.

Meanwhile, the inhibiting factors for starting a new business that can be identified are the problem of capital or lack of capital, lack of confidence, limited knowledge related to starting a new business which is very much needed by students.

The desire to be able to have their own business and be independent without being dependent on other people in pursuing careers of UNP students is in the high category, namely 64.7% and supported by the desire to be successful at a young age makes them confident and aware of the importance of entrepreneurship. This also shows that most students are very open-minded about entrepreneurship and the benefits of entrepreneurship in their lives. The level of awareness of entrepreneurship is the biggest indicator compared to other indicators. High awareness is usually obtained from trainings and entrepreneurship seminars [12].

The second factor is family, the family background of the entrepreneur and the support of their parents, showing that 49.5% of students are very much supported by their parents. Although as many as 66.1% are not from entrepreneurial families. Not coming from an entrepreneurial family does not mean that the support and motivation of parents for their child's choice of career is low but on the contrary this support will be a useful provision for the development of their entrepreneurial spirit. Although children with an entrepreneurial family background have a higher chance

of becoming entrepreneurs [13]. Meanwhile, the son stated that the family environment influenced the interest in entrepreneurship. The family environment is very necessary to foster a student's interest and enthusiasm to become a successful young entrepreneur [14].

The third is the educational factor or knowledge related to entrepreneurship, from 48.9% of students stated that entrepreneurship education is very much needed and the main material needed is related to business management, financial management, time management and marketing. Sufficient insight and knowledge will guide students in starting their own business. In accordance with Julianingsih research states that entrepreneurial knowledge shows a significant and positive relationship to interest [15]. Meanwhile, according to Zimmer et al. [16] many academics and universities are haunted by reduced employment opportunities in companies and less promising career paths, making the number of students who want to venture into their own business as a career to increase rapidly. According to Trisnawati [17], having sufficient and sufficient knowledge is one of the important aspects of entrepreneurial knowledge for developing a business properly. The right material and the right delivery are certainly needed in increasing student knowledge related to entrepreneurship. Then supported by the practice of directly managing the business will certainly be a valuable experience and learning.

Student expectations of the development of the digital era for the opening of many opportunities show that they are very interested in doing business using e-commerce. Attraction is the most basic feeling before being able to like something. The feeling of being interested in entrepreneurship using e-commerce in UNP students is quite high. From the data shows that more than half of students have feelings of being interested in developing a business using e-commerce in their respective fields. High student feeling of pleasure means that they already have the pleasure of entrepreneurship, but in this study it is still in the dimension of expectancy feeling. Expectancy feeling is a feeling that can be experienced by an individual as something that is not yet real, something that is still in hope. In this digital era, it is easier to promote products, and it opens up many job opportunities. Technological advances can be used in entrepreneurship, for example using social media, digital marketing and other networks so that our reach becomes wider.

In addition to the driving factors above, this study also identifies several obstacles that are felt by students in starting a new business. The most dominant obstacles are the problem of capital and lack of confidence. Self-confidence is someone's belief about the opportunity to succeed in achieving a certain task, in which a student must have high self-confidence to be able to achieve his

later career [18]. Confidence is the first asset that must be owned for someone to dare to be an entrepreneur. Students must be nurtured to increase their self-confidence so that they are not afraid to try entrepreneurship [19]. Therefore, business practice is needed as an experience as well as removing obstacles for students to start their own business.

According to Kasmir to be a successful entrepreneur, the main requirement that must be possessed is an entrepreneurial spirit and character. The soul and character are influenced by skills, abilities and competences. Competence itself is determined by business knowledge and experience. An entrepreneur must be able to create and innovate. Realistic creative and innovative abilities are reflected in the ability and willingness to start a new business (start-up) to do something new (creative), willingness and ability to seek opportunities (opportunities) and the ability and courage to take risks (risk bearing). The ability possessed by an entrepreneur is obtained through entrepreneurial education which is currently being intensified by the government through the world of education. [20].

4. CONCLUSION

The results showed that students have a great interest in becoming entrepreneurs, especially in the digital era. The factors that encourage interest in entrepreneurship include self, family, the demands of the times and education. Meanwhile, more than 50% of the inhibiting factors felt by students when they became entrepreneurs stated that lack of capital and education as the main obstacles. Based on the results of this study, it can be concluded that whatever the background of the student's expertise, the desire to become entrepreneurial and successful is very high. Therefore, it is hoped that through entrepreneurship education and the provision of business development facilities, it can help students succeed in entrepreneurship

ACKNOWLEDGMENTS

This is the original article on our results, and we say that we are responsible for the content of this article, and we stated that the article had never been to a conference or send it to another journal. Thanks are due to Rector of State University of Padang, Prof. Ganefri Ph.D have supported us to participate in this conference, Thank you.

REFERENCES

- [1] BPS, "Tingkat Pengangguran di Indonesia 2018-2019" [Online]. Tersedia: <https://www.bps.go.id>. [Diakses 16 Desember 2020]
- [2] Antaranews. "Mendikbud Luncurkan Kebijakan Kampus Merdeka", [Online]. Tersedia:

- www.antaranews.com/Berita/1263855/Mendikbud-Luncurkan-Kebijakan-Kampus-Merdeka. [Diakses 16 Desember 2020]
- [3] S. Nursito, & A.J.S. Nugroho, "Analisis Pengaruh Interaksi Pengetahuan Kewirausahaan dan Efikasi Diri Terhadap Intensi Wirausaha", *Kiat Bisnis*, 2013.
- [4] R. B. Lestari, "Pengaruh Pendidikan Kewirausahaan Terhadap Minat Berwirausaha Mahasiswa di STIE MPD, STMIK MDP dan STIE MUSI," *Forum Bisnis Dan Kewirausahaan Jurnal Ilmiah STIE MDP H*, 2012.
- [5] R. Kadarsih, "Faktor-Faktor Yang Mempengaruhi Minat Berwirausaha Mahasiswa Program Studi Pendidikan Ekonomi Fkip Uns", *Jupe UNS*, Vol, 2 No, 1 Tahun 2013, Hal, 95-106, 2013.
- [6] B. Wahyono, "Pengaruh Pendidikan Kewirausahaan Terhadap Niat Berwirausaha Siswa Smk Negeri 1 Pedan Tahun 2013," *Masters Thesis*, Universitas Sebelas Maret, 2013
- [7] B. Anggraeni, dan H. Harnanik, "Pengetahuan Kewirausahaan dan Lingkungan Keluarga Terhadap Minat Berwirausaha Siswa Kelas XI SMK Islam Nusantara Comal Kabupaten Pematang", *Jurnal Pendidikan Ekonomi Dinamika*, 10 (1), 42-52, 2015.
- [8] R.A. Permana, T. Permana, A.H. Sasmita, "Eksplorasi Minat Bekerja, Berwirausaha, Dan Melanjutkan Studi Mahasiswa Program Studi Teknik Mesin Upi", *Journal Of Mechanical Engineering Education*. 4(1), 108-112. 2017.
- [9] D.I. Setyowati, "Pengaruh Pekerjaan Orangtua dan Keyakinan Diri Terhadap Minat Berwirausaha Siswa Di SMK Negeri 10 Surabaya", *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*. 1(2), 121-129, (2017).
- [10] N. Primandaru, "Analisis Faktor-Faktor Yang Berpengaruh Pada Minat Berwirausaha Mahasiswa", *Jurnal Economia*. 13(1), 68-78. 2017.
- [11] I.F. Fuadi, "Hubungan Minat Berwirausaha Dengan Prestasi Praktik Kerja Industri Siswa Kelas XII Teknik Otomotif SMK Negeri 1 Adiwerna Kabupaten Tegal" *Jurnal Ptm*. Vol.9. Hal, 92-98, 2009.
- [12] R. Rosmiati, D.T. S. Junias, M. Munawar, "Sikap, Motivasi, dan Minat Berwirausaha Mahasiswa," *Jurnal Manajemen Dan Kewirausahaan*. 17(1), 21-30. 2015.
- [13] S. Sherlywati, R. Handayani, A. Harianti, "Analisis Perbandingan Kemampuan Kewirausahaan Pengusaha Perempuan dan Laki-Laki: Studi Pada UMKM di Kota Bandung," *Jurnal Manajemen Maranatha*. 16(2), 155-166, 2017.
- [14] I.P. Putra, "Analisis Faktor-Faktor Yang Mempengaruhi Minat Berwirausaha Mahasiswa Fakultas Ekonomi Universitas Islam Indonesia" UII Yogyakarta. P. ISSN 1978-6751. 2018.
- [15] I.P. Yulianingsih, Susilaningsih, Jaryanto, "Hubungan Pengetahuan Kewirausahaan dan Persepsi Peluang Kerja di Bidang Akuntansi Dengan Minat Berwirausaha", *Jupe UNS* Vol. 2, No. 1, Hal 131-145, 2013.
- [16] T.W. Zimmerer, et al, *Kewirausahaan dan Manajemen Bisnis Kecil Edisi 5 Buku 1*. Salemba Empat. Jakarta. 2008.
- [17] N. Trisnawati, "Pengaruh Pengetahuan Kewirausahaan dan Dukungan Orang Sosial Keluarga Pada Minat Berwirausaha Siswa SMK Negeri 1 Pamekasan," *Jurnal Ekonomi Dan Pendidikan Dan Kewirausahaan Unesa*. Vol.,2. No,1. Tahun 2014
- [18] L.V. Yuhendri, "Perbedaan Minat Berwirausaha Mahasiswa Ditinjau Dari Jenis Kelamin dan Pekerjaan Orang Tua", *Prosiding Snema*, 2, 244-249. 2015.
- [19] W. Soemanto, *Pendidikan Wiraswasta*. Jakarta: Bumi Aksara. 2006.
- [20] Kasmir, *Kewirausahaan*, Rajagrafindo Persada, Jakarta, 2011.