

The Effectiveness Student Entrepreneurship Program in Realizing Entrepreneur Stikom Indonesia

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ABSTRACT

This study aims to determine the effectiveness of the student entrepreneurial program in realizing entrepreneurial students of STMIK STIKOM Indonesia. The type of data used is secondary data. The data collection technique used was direct observation into the field. Research using a qualitative approach is descriptive, making a systematic picture, according to the facts in the field, the nature of the relationship between the phenomena being investigated. Collecting data using observation (direct observation in the field), interviews with related parties, and documentation. The data analysis used interactive model data analysis. This study uses the theory of program evaluation concepts, collects information about the work of something, which is then used to determine the right alternative in making a decision. With indicators of achievement of program evaluation indicators: achievement with a predetermined plan, supporting and inhibiting factors for the program being carried out, guidance and evaluation on subsequent activities, as well as supported by the theory of program effectiveness, achieving goals correctly or choosing the right goals from a series of alternatives or choice of means and choose from several other options. Effectiveness can also be interpreted as measuring success in achieving predetermined goals. Indicators of achievement: whether PMW has helped students hone skills in the field of entrepreneurship, appropriate that PMW is carried out at STMIK STIKOM Indonesia, the influence of entrepreneurial developing young entrepreneurs. The research results of the student entrepreneurial program have not been running optimally, due to the shortcomings in this business assistance that the period is considered unsustainable. The skill factor and the limited number of jobs are often the important issues behind it.

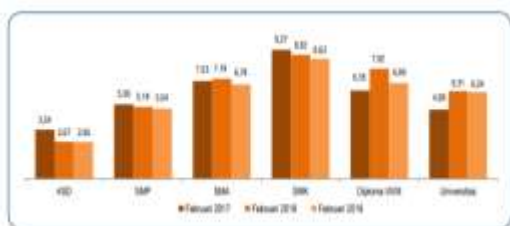
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INTRODUCTION

In February 2019 Central Statistics Agency published 6.24 percent of the total open unemployment were university graduates. The skill factor and the limited number of jobs are often important issues behind it. The large number of college graduates who are not absorbed is due to a mismatch of competencies with those required by the company. This is of course very unfortunate considering that students are educated human resources who are assets of

the State and have great potential to advance their nation. The large number of students continues to increase every year, which means that it shows the increasing public awareness of education and their expectations about education itself. Higher education has a role in improving the quality and quantity of educated entrepreneurs, especially among young people, namely students.



Source: BPS 2019

Figure 1. Open Unemployment rate

The skill factor and the limited number of jobs are often important issues behind it. The large number of college graduates who are not absorbed is due to a mismatch of competencies with those required by the company. This is of course very unfortunate considering that students are educated human resources who are assets of the State and have great potential to advance their nation. Moreover, the large number of students continues to increase every year, which means that it shows the increasing public awareness of education and their expectations about education itself. Higher education has a role in improving the quality and quantity of educated entrepreneurs, especially among young people, namely students.

The question is how to be able to create a climate for University graduates to become job seekers compared to job creators? Is this just a student task or is it our duty to resolve the existing unemployment factor? Therefore, this study analyzes the effectiveness of PMW Dikti in creating strong entrepreneurs. Several studies have proven that at first glance the determination between the work plan stipulated in the PMW and its implementation in the field looks good and useful. However, after conducting an evaluation, certainly, the things that have become shortcomings and obstacles in the implementation of the program will be identified. By studying the data from the 2009 Unhas Entrepreneurial Student Program committee implementation report document, as well as the results of interviews with informants, it can be said that it is not the implementation of the problematic program but the models and procedures set out in this program that is not suitable to achieve the desired impact. (Andi, 2012).

Other researchers suggest that entrepreneurs can recognize their abilities, the

line of business they are running, can make decisions appropriately and quickly, and can achieve predetermined targets, and know how to deal with risks. Skills are not only known, but it requires effort and training that is conducive to being able to hone our abilities again, if we need training, it is hoped that we can sharpen the skills we have which will determine the success of our business (Suwena, 2016).

Previous research, evaluating the 2018 entrepreneurial student program at Padang State University explained the ineffective implementation of PMW in creating entrepreneurs at UNP. This ineffectiveness is based on the participants' self and PMW's social environment, namely mental attitude, commitment, application of other entrepreneurial values, such as creativity, innovation, and courage to take risks, limited preparation of participants in entrepreneurship, while the implementation of PMW facilitation and entrepreneurship training at UNP is quite good but the improvement is the average entrepreneurial ability of UNP students in program implementation is lacking. So it can be said to be less effective (Endriani, 2020).

The study was conducted to determine, describe, and analyze the effectiveness of PMW at the Indonesian Stikom in 2019, analyze the presence of supporting and inhibiting factors for PMW, and determine the impact of PMW on student Stiki Indonesia. One of the Entrepreneurial Student Programs that are in great demand by Stikom Indonesia students is the KBMI (Indonesian Student Business Competition) held since 2017 which is managed directly by lecturers through the Business Incubator Institute. This is enough to grab the attention of students, which is shown by the high interest of students to take part in KBMI. Each year there is an increase in the number of business plans submitted by students. This is driven by the desire of students to carry out activities that can provide more value in the self-development process in addition to their competence in the field of science they are doing.



Source: Processed Data

Figure 2. Research Model of Student Entrepreneurial Program Effectiveness in Realizing Indonesian Stikom Stikom Entrepreneur Students

The Entrepreneurial Student Program is a government policy through the Directorate General of Higher Education which facilitates higher education students to develop entrepreneurial skills and talents with various current developments in science, entrepreneurship can be combined with science, technology, and art with facilities in the form of entrepreneurship education and training. internships, preparation of business plans, capital support, and business assistance as well as business sustainability. PMW has been held since 2009 by the government through the Directorate General of Higher Education. This program is only given to PTN and PTS that have been determined by Kopertis and the implementation is delegated to the Higher Education itself. The Entrepreneurial Student Program is held because the government needs a program to accelerate the growth of new entrepreneurs. To be able to support more realistically the application of entrepreneurial students, every PTN or PTS certainly has entrepreneurial UKM (Student Activity Units), which will later take part in Dikti program events to get more intensive assistance and be able to develop their own business or business ideas.

LITERATURE REVIEW

Program Evaluation Theory

The concept of evaluation collects information about the provisions that must be implemented in carrying out activities, then the information that has been obtained is used to determine the appropriate and fast alternative way of making decisions.

Effectiveness

The aspect of effectiveness is explained from other aspects such The duties and functions of the institution can be said to be effective if they carry out activities well, without obstacles, and can also make policies that are deemed necessary for the smooth running of a program and also achieve predetermined goals. Program work plan in business development that has been determined and implemented without any constraints, even if there are obstacles, it must be quick and precise. Provisions and regulations can be said to be effective if the rules that have been set are carried out and function properly. Everything described above covers the rules relating to education as well, to work together to be effective in implementing the program to run well and the results achieved as expected. The assessment of this aspect is a benchmark that must be achieved by entrepreneurial students Muasaroh (2010: 13).

Entrepreneurship

Entrepreneurship like others can be studied, formed, and can also be a talent from (Rodrigues, 2012). Other researchers explained that the French word entrepreneur, entrepreneur, means an adventurer, a risk-taker. Entrepreneurs can develop their business, not only focus on one area. But an entrepreneur is free to determine what business to do, many industrial fields can be developed. The key to being a reliable entrepreneur and able to survive in all situations is to be flexible, innovative, and creative and be able to read every opportunity that exists. And also must know exactly what the advantages of the product created, as well as the advantages of competitors (Andi, 2012).

Students and Entrepreneurial Education

Educational background can influence the success of an entrepreneur, and knowledge about entrepreneurship needed to run a business in developing a business. Reason implementation of the entrepreneurial student program is interesting to study because normatively this program is quite ideal. It can be said that it is ideal because this program is

intended for college students who of course already have the basics and interest in certain businesses. Also, PMW includes education and training activities on entrepreneurship which mean increasing knowledge. In this program, there is also capital assistance that is used to start or develop a business, so that PMW participating students can immediately take action to become a superior entrepreneur.

KBMI (Indonesian Student Business Competition)

Quoted from SIM-PKMI Kemdikbud, the Indonesian Student Business Competition Program is implemented with the hope of being able to support the government's vision and mission as stated in the Ministry of Research, Technology and Higher Education's Strategic Plan. Entrepreneurship development efforts in students through the KBMI scheme are expected to have a positive impact on students in developing their business. From various views, the Indonesian Student Business Competition is also expected to be able to produce creative, innovative work in opening business opportunities that are useful and beneficial to the wider community. This program focuses on student orientation in developing business ideas, business processes, and profit-oriented results (Uniqueness & Digital, 2019). The KBMI program focuses on development orientation, processes, and business results (profit). The scope of KBMI includes: proposing proposals, determining grant recipients, entrepreneurial assistance, as well as monitoring and evaluating KBMI activities.

RESEARCH METHODS

Research Location

The research took place at the STMIK STIKOM Indonesia campus located at Jalan Tukad Pakerisan No. 97 Denpasar, Bali.

Population and Sample Determination Method

The research used a descriptive qualitative approach, making a systematic description, according to the facts in the field, the nature of the relationship between the phenomena being investigated. Collecting data using observation (direct observation in

the field), interviews with related parties, and documentation.

Operational Definition of Variables

Effectiveness can be measured by indicators, namely: carrying out activities well, solving problems swiftly, rules that have been set are carried out, and functioning properly.

1. Entrepreneurship is measured by indicators, namely: entrepreneurial interest, having creativity, having a unique purpose of use.
2. Student and Entrepreneurial Education
Students and Entrepreneurial Education are measured by indicators, namely: the action of solving problems, emphasizing alternative skills based on science, leaving work, seeking information about other companies.
3. KBMI
The KBMI aims to foster entrepreneurial character, develop innovative entrepreneurs, increase the chances of business success.

Types of Data and Data Sources

The type of data used in this research is descriptive qualitative data, making a systematic description, according to the facts in the field, the nature of the relationship between the phenomena being investigated. Collecting data using observation (direct observation in the field), interviews with related parties, and documentation.

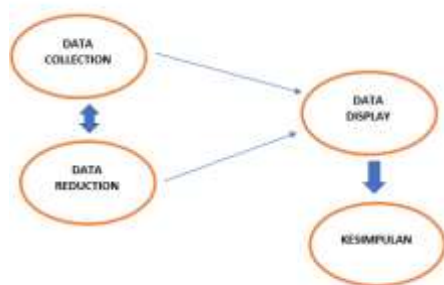
Data Collection Method

The data collection method used was to distribute questionnaires to prospective respondents, after which they were collected and analyzed. The questionnaire was distributed directly to auditors in Denpasar City.

Data analysis technique

The analysis technique used is: data triangulation.

DISCUSSION



Source: Processed Data

The description is in the form of collecting research data using 3 stages, namely direct observation of the field, interviews with related parties, and documentation of each activity carried out. Data analysis using Interactive Model data analysis, the process of collecting data from various sources and working mechanisms from KBMI are combined, analyzed, and reviewed so that it becomes valid data to be processed. Furthermore, the data display functions to filter data, analyze it, so that it can sort out the required data, arrange it into a rational and logical order and relate it to other aspects that are related. The result is a conclusion about the research understudy (Suharsini, 2017). The interviews conducted involved several parties, namely: the head of the incubator, the deputy head of student affairs, the head of student assistance, as well as students who will take part in the KBMI program.

PMW student coaching begins when students are in the socialization stage in the form of seminars and focus on provisioning in the form of self-sufficient mental training. The coaching referred to here is divided into two, namely coaching by providing training and coaching in the form of business assistance.

Entrepreneurship training

When the author asks about "whether the impact of entrepreneurship training, can help develop the business units owned by

students, if seen from the ability of STIKI students themselves. The following is the answer of Deputy Chairman 3 STIKI Indonesia: "I think it is very possible, with entrepreneurship training those who already have a business, so they know what to prepare, what they have to do or develop when their business is running. An example is for example how marketing for example, or anything related to entrepreneurship. In my opinion, it has an impact on students, maybe at first it was just trying to do business but you know how come my business is working, or what can I do again so that my business can still run like this or can develop better, now with entrepreneurship development training, he will be able to get information or things he can later get information or things that can be done to develop the business he already has" (28 April 2020)

Comparable to the answers given by the Chairman of the STIKI Business Incubator who is directly involved in the management of KBMI every year, namely: "For the training conducted by INBIS, it is very helpful in developing both in terms of human resources, finance, and networks. This is evident in part of the efforts of students who received training or mentoring from Inbis who were successful in winning the national level grant competition, namely the Indonesian Student Business Competition (30 April 2020)

Suitability of Training Materials

Entrepreneurship Student Program training is conducted in the form of seminars and business assistance. The materials were chosen to prioritize character development in entrepreneurship. At STIKI itself, it has implemented entrepreneurship courses. This course usually uses the term Business Model Canvas". Incidentally, in this course session Mrs. Wilda as the vice-chairman 3 has experienced several times teaching students to use the BMC method: "Ma'am, how effective is BMC in exploring students' interest in owning a business?"

"In my opinion, BMC is used to explore students' interest in owning a business, I can't see it yet. Why is that because

until now we are only at BMC, we only pour out the business ideas they want to do, they pour it out, then they try to implement it, whether it will work or not, right like that. Well, we're just pouring out ideas, what to do and what to prepare, so if it's your interest, I don't know yet, but if you have a business idea, you can do it with BMC, but if it's my interest I can't be sure. We first look at the independence and progress of his business in one semester" (28 April 2020).

Coaching Acceptance Coverage

Business assistance that is carried out in the form of counseling. In this activity, usually, not all participants take part and indeed there are no sanctions for those who do not attend. Even so, students can still consult with the mentor/facilitator informally outside the schedule considering that each business group has different needs.

When talking with the vice-chairman. 3- The researcher also asked whether or not there is a need for entrepreneurship management in universities for students?

"It is very necessary, why do we in student affairs open, build new SMEs, namely entrepreneurship UKM, the aim is to see how much interest students who already have a business or have a business, whether they are small or medium-sized or large. So here we are collaborating with inbis with the UKM itself "

Now because this has something to do with Inbis, I immediately asked the head of the business incubator with the same question, is it necessary or not in Higher Education to have entrepreneurship management for students?

"It is very necessary, one of the indicators of developed countries is the percentage of entrepreneurs compared to the population in that country. We know that in Indonesia the percentage of entrepreneurs is still very low, it has become an obligation for PT to create new entrepreneurs to help the government in increasing the percentage of entrepreneurs. Entrepreneurship management institutions in a PT such as the Business

Incubator can be a forum for students to learn entrepreneurship by using the business space facilities owned by the Incubator, participating in mentoring/mentoring activities, accessing capital, and developing student business networks.

This is considered very helpful for students in developing their business, especially when they experience difficulties in their business so that these facilities outside the schedule are often used by students. Like one of the students participating in the 2019 KBMI.

Students : "I used to often meet (mentors) from business assistance for questions (business problems). Usually later told, you (Bidara) should do this (take action).

Student coaching "in my opinion, very effective and very suitable to be applied to students, because there may be students who have businesses and want to register but cannot write their proposals. So this is what this training is for, helping students in making proposals and giving examples and pictures of what will be obtained if they succeed in getting the money so that they will be more enthusiastic for it "

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that in every activity, of course, there are supporting and inhibiting factors. Support from the leadership of STMIK STIKOM Indonesia, such as from the Deputy Chair III who is authorized as the person in charge of the process of the Entrepreneurial Student Program, the infrastructure provided, for example, such as buildings with wifi, funds/grants The inhibiting factor for student entrepreneurs who are still lacking in doing their business so that in the middle of their business stops, this business assistance is that the period is considered unsustainable, and does not carry out in-depth data collection to be able to visit students and monitor students at their place of business. Based on the results of the research, some suggestions that can be conveyed include being well-liked and interested by

STIKI Indonesia students, which is held annually, namely KBMI can help students in realizing their dreams if they want to become an entrepreneur. It is necessary to hold regular monitoring for students who run their businesses, so that later when their businesses experience problems they know how to find the right solution for the business they are running. Like other studies, this study is also inseparable from limitations, including focusing on one campus, namely STMIK STIKOM Indonesia. Maybe if it is combined with KMBI from private campuses in Bali it will become a gathering center for prospective entrepreneurial students so that they can share and share their experiences.

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