Entrepreneurship Strategy in an effort to foster young entrepreneurs through Student Creativity Program

Trisninawati

The University is challenged to produced graduates with competences that enabled them to compete globally. This challenges forced universities to adopt new strategy that foster creativity and innovative among students. One of strategy adopted for this purpose is introducing. Entrepreneurial component into learning activity through Student Creativity Program. This Paper is intended to explain the learning strategy. The strategy focus around: 1. Introduction of new product, 2. New product creation and innovation, 3. Finding new market, 4. Finding Investor

Key words: Strategy, creativity and innovative, Student Creativity Program

**JEL Codes: L 26 (Entrepneurship)**

**1. Introduction**

At this time the world of education, especially university is pressurised face to produced an graduates. increasingly stringent demands on the ability of skill against an increasingly global with graduates. The Level of unemployment rate in 2012, according to the National Burreau of Statistics(BPS) May 2012 report is 6,32 percent or 7,61 million people. The 2012-2013 employment data is shown in table (1)

**Table 1. Indonesian Employment Data 2012-2013**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Education Level**  | **Percentage** | **Pearsons** |
| 1 | Primary | 46,66% | 55,7 Million |
| 2 | Senior | 9,66% | 11,53 Million |
| 3 | Higher Education | 9,36% | 11, 17 Million |

 **Cource: National Bureau of Statistic**

If there is no growth on the level of available jobs the level of unemployment and economic inequlity will grows. University should prepare its graduates to be competent in order to compete.

Problems that are often occur in university in Indonesia are:

1. Lack of competency and relevancy of University Graduate
2. Lack of understanding on vision. Mision and objectives of the institution
3. In adequate facilities and infrastructure to support learning activity
4. Lack of concern for the industry to college graduates
5. Still not create a climate conducive academis environment in college

Educational institution and government should find breakthrough solutions necessary to solve the aforementioned problems, such as nurturing the motivation and entrepreneurial spirit. Therefore program that stimulate job creation such as entrepreneurship program

Entrepreneurship is a potential arable fields for people who are interested in running their own business. Those are the people who have the will to manage a business and having a knowledge of what is to be lived. Students are young people who have the potential to become an entrepreneur,is the understanding of entrepreneurship among students is minimal, it is due to the mindset that students after graduation will be a clerk in a government or private agency. Think the pattern like this should be a changed, because in the future proffesion or promising potential entrepreneurs. For that universities need to support the government in disseminating entrepreneurship program.

Being an entrepreneur fits realy well for people who are interested in running their own business. These are people that are willing and knows exactly what they wants. Students are young people who have the potential to become entrepreneurs. However, most of the university fresh graduate prefer to work as civil servant or employee of a well established. Company, this way of thinking should be changed because currently the government expenditure for its civil servants takes more 50 percent of the total expenditure. University must play a bigger role in supporting government entrepreneurship program.

Basically, government and Higher Education are instrument for the growth of national entrepreneurship level. Operationally, there are 3 keys to the successful of entrepreneurship development program in Higher Education , namely: students, curriculum, and entrepreneurship lecturer (Siswoyo, 2009). When all three elements are mutually supportive, the entrepreneurship program for students will be successful.To cultivate entrepreneurship and improve the entrepreneurial activity that more college graduates to be job creators, the Ministry of Education has developed a range of policies such as the Student Creativity Program.

**2. Literature Review**

**a. Student Creativity Program**

Student Creativity Program is a employment program of the Ministry of and Culture, addressed to all universities in Indonesia which consists of 1. PKM-P (Research) 2. PKM-M (Community Services) 3. PKM-K (Entrepreneurship) 4. PKM-AI (Scientific Article) 5.PKM-GT (Written Idea). The program is intended to bridge students into the real business world through the facilities of starting a business. Students, either individually or in groups that have an interest and encouraged entrepreneurial talent to start entrepreneurship with science and technology base that is being studied. In the framework that students who received various types of PKM and successful would be able to grow up to be a young entrepreneur.

**b. Program**

The program can be defined into two terms, namely in terms of specific programs and programs in general. Understanding the general concept can be interpreted that the program is a form of plans to do. In previous studies (Andi Taufik Yusuf: 14) should be emphasized that the program contained three essential elements, namely:

1. The program is the realization or implementation of a policy.
 2. Occurred within a period of time and not singular but plural continuous activity.
 3. Occurs in organizations involving a group of people

A program is not just a single activity that can be completed in a short time, but it is a continuous activity as implementing a policy. So that the program can take place in a period long enough. Understanding program is a unit or entity whose activities do not just once but continuously. Implementation of the program is always going on in an organization, which means always involves a group of people.

**C. Concept and Theory of Entrepreneurship**

Some of the opinions of experts on entrepreneurship, according Suryana (2003:7) as follows :
1. Entrepreneurship is a value that is manifested in the behavior of the resource basis, propulsion, goals, strategy, tips processes and business results
2 .. Entrepreneurship is the ability to create a new and different
3. Entrepreneurship is a process of applying creativity and keinovasian in solving problems and finding opportunities to improve the lives of

 4. Entrepreneurship is a process of doing something new and something different and give it a more useful

Based on some concepts of entrepreneurship can be summarized briefly as an ability to be creative and innovative basic tips, resources, processes and struggles to create value-added goods and services are done with the courage to take risks.

**d. Indicators of program success**

The success of this program can be seen from three indicators:
1. The number of students who successfully run a business as an entrepreneur
2. Establishment of a model of entrepreneurship education in universities
3. The formation of the development of entrepreneurship education and independent and coordinate the various activities related to entrepreneurship at the university in question.

**3.Research Accomplished**

1. Development of Entrepreneurial Spirit among faculty and students (FE Siswoyo Banu Bambang State University of Malang) http://fe.um.ac.id
Development of entrepreneurship faculty can be done through the practice of entrepreneurship that builds on the scientific field. The future will continue to be a brilliant entrepreneur described. Debriefing and the planting of entrepreneurial spirit in students is expected to motivate students to become entrepreneurs are tough, resilient and independent.
2. In a previous study by Banu (Journal of Business Economics: 2009) said that most university graduates are better prepared for seeking employment, rather than as a creator of employment, higher education a person, the lower the self-reliance and entrepreneurial spirit. On the idea of ​​this study is to provide ideas and creative innovation to students or the community to make efforts and reduce unemployment

**4. The Methodology and Model**

In this study the idea started with the idea of ​​socializing the benefits of the idea to the Student Creativity Program Entrepreneurship meter III and IV. Submission of proposals entrepreneurial creativity adapted species that Student Creativity Program: 1.PKM-P (Research) 2. PKM-M (Community Services) 3. PKM-K (Entrepreneurship) 4. PKM-AI (Scientific Article) 5.PKM-GT (Written Idea) done with their area of ​​expertise in which the success rate of the program will be evaluated in accordance with the indicators as well as the competence and scientific background of students expected to be candidates for true entrepreneurs

**FRAME WORK**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Input |  | Process |  | Output |
| Socialization Program Entrepreneurial Creativitymapping students | 🡪 | Proposed Creativity Program (Stage Data Collection) | 🡪 | euntrepreneur strategyBased on competensi and scientific | 🡪  | Young Entrepreneurship |

The design of this model does is to add to the results of previous research and investment briefing entrepreneurial spirit in students, with the addition of the self-employed as a strategy to introduce new products, new production methods, finding new markets is expected to motivate students to become entrepreneurs are resilient, tenacious and independent. Most university graduates are better prepared for seeking employment, rather than as a job creator.

**5. Analysis**

**How to develop a strategy in order to foster entrepreneurship of young entrepreneurs through Student Creativity Program?**

To be entrepreneurial Indonesia have the high competitiveness we need a special strategy. As the generation of the strategic position and role in the life of the nation, the students turned out to play an important role for developing entrepreneurial competitiveness homeland*.* Entrepreneurship development programs such as the Student Creativity Program.(PKM) has been launched by the Directorate General of Higher Education has produced many graduate who proved to be more competitive in the world of work. The results of the work of students through PKM innovation potential is to be followed up commercial business originally based Science Technology and the Arts.

For students who want to build an entrepreneurial spirit, must be able to learn to change the mental attitude is not good and needs to start with awareness and a willingness to learn the science of entrepreneurship then appreciate and apply.
The purpose is to allow students to understand the concepts and characteristics of what a student should be prepared as an entrepreneur and prepare a strategy to start a business entrepreneurship.

1. Characteristics Entrepreneurship

Many experts who bring different characteristics to the concept of entrepreneurship. According to Scarborough and Zimmerer (in Suryana, 2000: 8). Argued entrepreneurial characteristics :

1. *Desire for responsibility:* have a responsibility for those businesses that business
2. *Preference for moderate risk:*  more at risk of moderate means he always avoid high risk
3. *Confidence in their ability to success :* that believe in her ability to succeed
4. *Desire for immediate feed back :* which always requires immediate feedback
5. *High level of energy:* the passion and hard work to fulfill his desire for a better future
6. *Future orientation:* that is future-oriented, perspective and insight far ahead
7. *Skill at Organizing:*  have skills in organizing resources   power to create value-added
8. *Value of achievement over money:* always assess achievement with money

Characteristics of entrepreneurship becomes an essential element and as a first step in implementing entrepreneurship.

**B. Strategy Creation Entrepreneurship**To create entrepreneurial strategies students have much to learn how to anticipate in order to have the sustainability effort. According to Schumpeter's entrepreneurial strategy are:
1. Introduce new products as a result of the creation / innovation
2. Creating a new production methods
3. Finding new markets
4. Finding the new raw material
5. Finding a new organization to other existing

The existence of Student Creativity Program activities at each university, the innovation and entrepreneurial creativity to create one of them is very rewarding entrepreneurial strategies to motivate students. Creativity is a link between knowledge introduction of new ways to combine resources and the development of systematic knowledge into an innovation that is in use in the market. Student Creativity Program is one way to deliver supplies to the students of students reached the level of enlightenment of creativity and innovation based on the mastery of science and technology.

**C. The success of the program Indikator**

Creativity Program Objectives Students can take a look at indicators of success for student entrepreneurs and business units are:
a.StudentEntrepreneurship
1. Having the knowledge and skills of entrepreneurship
2.Having an entrepreneurial mentality
3. Having a network of businesses

b. Business Unit
1. Increased market coverage
2. The controlled smooth cash flow
3. Increasing the quantity and quality of labor
4. Increased turnover and asset
5. The increasing number and variety of inventory

c. University
1. The number of students involved
2. the number of students who start a business (entrepreneurship)
3. number of business units that successfully created and managed
4. sustainability program
5. Effectiveness and efficiency of the use of funds
  The success of the program can be achieved whether or not the program's objectives, the students involved in the world of business is successfully developed, established and growing model of entrepreneurship education in universities and the establishment of institutional entrepreneurship

**5.Conclusion**

The conclusion that can be drawn from the above description is as follows:
1. Unemployment becomes a very serious problem and entrepreneurship as a solution.
2. College can prepare a new strategy that is more creative and innovative in both the field of higher education management
3. One measure of the student to make the young entrepreneurs are providing Student Creativity Program. Students are young people who have the potential to become entrepreneurs
4. Creating a model of entrepreneurial, creative and innovative entrepreneurship is one of the strategies for the students as prospective young entrepreneurs are resilient and true

**Daftar Pustaka**

Andi Taufiq Yusuf, Evaluasi Program Mahasiswa Wirausaha Di Universitas Hasanuddin, Accsess on Februari 27,2013

Direktorat Penelitian dan Pengabdian Masyarakat kepada Masyarakat Direktorat Jenderal Pendidikan Tinggi Kementrian Pendidikan dan Kebudayaan, Pedoman Program Kreativitas Mahasiswa (PKM), 2012

Nurseto, Tejo,2004**,** Jurnal Ekonomi & Pendidikan**,** Volume 1, Nomor 1, Februari

Rahayu Ningsih, Ekawati, Peningkatan Motivasi Mahasiswa Dalam Pembelajaran Wirausaha Berbasis Pada Pendekatan Cultural Fit (Studi Kasus Pada Mahasiswa Program Studi Ekonomi Islam Stain Kudus), access on Februari 27, 2013

Siswoyo, Bambang Banu, 2009, Jurnal Ekonomi Bisnis, Tahun 14 nomor 12, Malang

Sumarwan, Ujang.2002, Perilaku Konsumen: Teori dan Penerapannya Dalam Pemasaran, Ghalia Indonesia, Bogor,

Suryana. . *Kewirausahaan*. 2000, Jakarta: Salemba Empat

Zimmerer, Thomas W,2009, Kewirausahaan dan Manajemen Usaha Kecil Buku 2, Edisi 5, Jakarta: Salemba Empat