

ENTREPRENEURSHIP DEVELOPMENT PROGRAM FOR THE IMPROVEMENT OF STUDENT ENTREPRENEURSHIP AT MAHASARASWATI UNIVERSITY DENPASAR

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ABSTRACT

Observing the importance of the role of science and technology Entrepreneurship at Mahasaraswati University (Unmas) Denpasar, the tactical and systematic efforts are needed and even operational to condition the existence of PPK's sustainability in the implementation. In this regard, the problem be answered in practice is (1) How is the implementation of this entrepreneurship in Denpasar Unmas Campus enters the third year 2018? (2)How is carrying capacity of institutions in the implementation is included infrastructure available? and (3) What are the perceptions, responses and implementation of the practice of entrepreneurship on campus Unmas Denpasar.?

Plan for the implementation of activities planned for the year in the form of training in entrepreneurship and business practices (Business Day) and in the form of direct consultation with mentors and practitioners. This is done for students who despite already being followed entrepreneurship courses and do not have an understanding of entrepreneurship theory, but already have a business or student participants. Furthermore internship in industry partners. This is done by bail out of the students who want apprenticeship that interest and responses of students to entrepreneurial motivation is clear. Internships are planned as many as 12 students from as many as 43 students who will be trained. Students will intern for performance evaluation and their interest in training beyond seriousness selected for 4 months internship in the future.

Tutoring pattern made for tenants who want to develop new products or new innovations and the tenant has not understood it. Either in the shape of strategies and techniques of marketing for business financing. This is done to tenants who have excellent business prospects and requires a rapid and substantial costs. The pattern of technological assistance and problem-solving method. This is done if the tenant wants to add new equipment to increase production capacity or improve efficiency. Expected as many as 6 students have become too well tenants engaged in various business sectors.

Keywords: science and technology entrepreneurship, entrepreneurship training, tenant

I. Introduction

National development is carried out to be able to increase economic growth which in 2013 is targeted to average 6.3 - 6.8% per year. While the inflation rate is 4-6% so the unemployment rate is expected not to exceed 5 to 6% per year in 2014 with

a population that has reached 246 million more in 2013. So we can say that the unemployment problem is still a classic problem, but if the amount has been above the tolerance threshold, it will cause serious problems for the economic development of a country / nation, especially among universities both in the state and the private sector. In Indonesia



the phenomenon of unemployment has become a daily consumption of various parties who struggle to reduce the unemployment rate which is allegedly not decreasing in number and even nationally based on data from a number of survey institutions, there are 42 million people. Bali, whose economic growth in 2005 was below the national average, the unemployment rate reached 20% of the total workforce (Simanjuntak, 2006). The very high number of unemployed has a very negative impact on the overall condition of the economy. Therefore, it is urgent that the need for action programs to combat unemployment. Still in relation to unemployment, especially unemployment scholars, Suryanto (2001) states that the number of undergraduate unemployed in our country is more due to the learning process in Indonesian Universities in general only focus on the ability of the left brain. On the contrary, the ability of students' right brain is not developed systematically. This condition also causes PTs to only be able to produce people who are not independent, not creative, do not have self-awareness, are unable to communicate well with the physical, social and cultural environment in their community of life.

Recognizing that scholars play an important role, there are many things that can be done to play the role of Higher Education, according to Wayan Dipta Deputy of Production of the Ministry of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) at the seminar The Role of Universities in growing entrepreneurship and job creation at Faculty Campus The economics of Mahasraswati University Denpasar on Tuesday 5 February 2014 stated that entrepreneurship development programs can be carried out through entrepreneurship programs for existing MSMEs, entrepreneurship programs for investors in research institutions, entrepreneurship development for TKI / TKW. Mentoring and training programs, funding facilities, IPR facilities, domestic and foreign promotional facilities. More than that, the government's efforts in developing entrepreneurship are: Socialization of Selindo's entrepreneurial degree program in collaboration with the University-Industry / other banking institutions, facilitation of socialization "common Curriculum for entrepreneurship at PT; facilitate patent certification or transfer technology; initial venture capital facilities for entrepreneurial scholars through banking and LPDB and facilitation of strengthening business / technology incubators for innovative MSME growth.

Thus the strategic position of MSMEs, especially from educated young entrepreneurs, has a very large role in the national economy. Meanwhile the government's attention has been quite large, but needs to be improved. Likewise, tertiary institutions have a significant role to improve the competitiveness of the nation so that the role of strengthening programs is very important in the

growth of new entrepreneurs and job creation. Related to the efforts to create new entrepreneurs independently in universities in general and private universities in particular, Mahasaraswati Denpasar University has collaborated with various parties such as the Directorate of Higher Education through the Entrepreneurial Student Program (PMW), which has been planned since the beginning of the program has been welcomed so that become the basis for implementing other similar programs. Through collaboration with Bank Mandiri in the form of the Mandiri Entrepreneurial Program (PWM) with Koperasi Krama Bali (KKB) Bali, Regional Development Banks and other related institutions such as the Office of Cooperatives which have also been under the auspices of the Department of Cooperatives and MSMEs. move entrepreneurship activities through training, workshops. Alumni who already have a business and various parties who have concern for the business to develop entrepreneurship.

Based on a study of the role of universities in entrepreneurship growth and job creation, it was concluded that this program was able to motivate and print students to become new entrepreneurs. The presence of entrepreneurs in the PT has acted significantly in the pace of regional, regional and national and even global economies.

II. Literature Review

In developing entrepreneurial interests and talents among students, the spirit of entrepreneurship may not only be grown through teaching, but more than that it must be accompanied by self-training and coaching, debriefing, workshops and intensively through entrepreneurial work. While the opportunity and capital of entrepreneurship will be more easily obtained if you already have practical experience applying the knowledge, technology and art that he understands. Therefore students as prospective graduates need to be equipped with theoretical theories as well as practical abilities which include skills in applying science and technology and the art they understand, and expertise in marketing management and adoption of technological innovations.

During this time in Unmas Denpasar since the last ten years, it has carried out various steps of activities that lead to student entrepreneurship culture with Test, Business Consultation and Job Placement programs and the last of 2017 Unmas through cooperation to become participants in entrepreneurship activities funded by the Directorate of Higher Education through Kopertis Region VIII to implement an Entrepreneurship Training program for students (PMW) who will later become tenants.



Exploring the potential of the campus to create and empower students to become new entrepreneurs is done using the Participatory Rural Appraisal (PRA) method, the strategies used are:

- a) Conduct socialization, coordination and collaboration with relevant agencies / agencies from the provincial level to the village level regarding IBK service programs for students, business people and the general public.
- b) Conduct selection to create new entrepreneurs with entrepreneurship training and internships.
- c) Improving business management skills (marketing practices) in the form of business days for students participating in the training.
- d) 1 month training and internships according to student interests
- e) Guidance and assistance to prospective students and other tenants by simultaneously providing mentors.

In an effort to create new independent entrepreneurs, Unmas collaborates with various parties such as the Directorate of Higher Education C / q Directorate of Learning and Student Affairs through the Entrepreneurial Student Program (PMW), (Co-op / Studying while working) through collaboration with Bank Mandiri in the form of Mandiri Entrepreneurship Program (PWM), Collaboration with Ciputra University for training of trainers for entrepreneurship lecturers; with Koperasi Krama Bali (KKB) Bali, Regional Development Banks and other related institutions such as Alumni who already have businesses and various private parties who have a concern for business to develop student entrepreneurship. Finally in 2014 to 2016 cooperation has been established with the Directorate Research and Community Service through the Unmas Denpasar LPPM have won an Entrepreneurship Science and Technology (IBK) grant.

To facilitate the implementation of the Entrepreneurship Development Program (KDP) and achieve results as expected, student participants are sorted and prioritized for students who have 80 credits or at least in the fifth semester who are interested and come from disciplines relevant to the disciplines needed to overcome the problem of the place of internship industry, and having high motivation to take part in the entrepreneurship program. Likewise the supervisor, consisting of lecturers whose fields of expertise have a high level of relevance with the required field of expertise such as lecturers in Entrepreneurship, Taxation courses; to overcome the problems faced by the Micro, Small and Medium Enterprises (MSME) group.

In addition, priority is given to supervisors who have been proven to have motivation and a high concern for the development of the world of entrepreneurship at this time.

In an effort to create independent new entrepreneurs, KDP, which was once called the IBK Entrepreneurship program, there are several models that can be implemented in the form of entrepreneurship training, placing students to carry out internships in established companies and facilitating (mentoring) student entrepreneurship. One company. In order for the apprenticeship pattern to obtain optimal results, the apprenticeship model must be systematically designed and consistent between what is accepted in the lecture and the skills obtained from the internship company including mentoring. Then a mix of curriculum in universities is needed with the needs of the community. Therefore, the implementation of training / debriefing requires the involvement of universities and practitioners so that there is a combination of entrepreneurial concepts and the needs of the community or graduate users.

III. Implementation Method

In the context of implementing KDP, the recruitment of PPK participants is carried out through three channels, namely:

- a) Students who have completed the implementation of the Alternative Community Service Program
- b) Students who already have a business on / off campus.
- c) Students participating in the Entrepreneurial Student Program (PMW)
- d) Students who have won the Student Creativity Program (PKM)

During the annual implementation, in Denpasar, prospective tenants who have registered from the four lines are selected and at the same time identified their respective needs. From the results of the selection, students were selected who really had an interest in participating in the training because 20 students would be selected to meet the requirements for further apprenticeship. While the number of candidates for the second year tenant is based on the number of those who have graduated from the KDP Unit. Henceforth it can produce a minimum of 5 tenants. Administrative selection is focused on the administrative completeness of prospective tenants, such as:

- a) PKM Winner
- b) GPA until the last semester
- c) Evidence of PKM / proof participants having business / evidence of PMW participants
- d) A statement of commitment to become a UNMAS IbK Unit tenant in Denpasar.



The second selection focuses on the technical capabilities of prospective tenants in running their business.

IV. Results

In the initial stages of this program, socialization was carried out to all parties. The socialization was not only for students but also related institutions both at the Rector and Dean level primarily through WD III in the hope of getting support from students participating in the training. For this purpose the team distributed flyers, other information including banners and socialization to the student lecture rooms as the atmosphere.

To get participants who are really interested in participating in the training, at the initial stage administrative and interest selection was held by measuring the entrepreneurial weight of students. Besides considering their readiness to take part in the training and future internship plans so that as many as 70 students enrolled in the team training looked urgently to introduce a culture of entrepreneurship among students so that we involved as many as 48 students to attend the training.

Departing from the results of the monitoring and the results of the tests conducted during the training, both pre-test and post-test turned out that the students did have a serious interest in participating in the training but the results of monitoring were enough to obtain data from students who really wanted and were interested in joining the apprenticeship fulfilling the requirements for strengthening the interests and talents of students in entrepreneurship.

To fulfill this purpose, the team views the need for rigorous selection by conducting structured interviews by involving as many as 4 lecturers to select students who are interested in internships and entrepreneurship.

Apprenticeship program for SMEs. At this stage the debriefing and orientation of the apprenticeship and the implementation of internships in UKM. Before students go to the field, they are given debriefing to increase their knowledge and skills, especially in fields related to apprenticeship material. Debriefing is given by a Team that has competencies and qualifications and is deliberately prepared in relation to its competence. This briefing is given so that students can be effective and empowered in order to get an initial picture of the intent and purpose of the internship. Students get general information about the potential and problems that exist in the context of entrepreneurship and potential areas, how to analyze and solve them. Students are able to work in a team and are able to compile a work program and ask everything that is deemed necessary in relation to their duties in partner SMEs.

V. Conclusion

Based on the study of the implementation of KDP for Students of Unmas Denpasar, it was concluded that this program was able to motivate and print students to become new entrepreneurs. The presence of these new entrepreneurs has taken part in the pace of regional, regional and national and even global economies.

In this 2018 period, out of 20 students who took part in the internship there were 5 people who were ready for entrepreneurship related to printing services business, home industry (home industry) Bali snacks, Vegetarian food, Consultant services in addition to cellular trading and there also doing business services in the field of tourism, especially in the field of mongoose coffee agro tourism. Related to agribusiness as one of the tourism areas in Bali.

On the way to entering the first year, this effort is still being improved through mentoring and assisted assistance and this year we plot to produce as many as 20% of the total number of trainees so that 5-6 students become prospective entrepreneurs from the campus that we have been preparing so far for the sustainability of this program.

Guidance patterns are carried out for tenants in developing new products or new innovations, business financing techniques, patterns of technology assistance and problem solving methods. For tenants who have very good business prospects and require fast and large costs. The number of students every year is truly tenants. engaged in the business of Printing, Small Industry / Bread Company, Silver Craft, Japanese Food, Cultivation of Mujair Fish in Cages, and Luwak Coffee Agro Tourism which greatly supports the development of Bali Tourism which is cultural tourism.

Thus it appears that this program among students is the center of attention because this program can be a bridge to increase students' interests and talents for training and even to become entrepreneurs born from campus. Based on this, it can be concluded that this program has produced 6 tenants.

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