

FORMING STUDENT ENTREPRENEURIAL SOUL THROUGH LEARNING MODELS ENTREPRENEURSHIP INTERNSHIP

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ABSTRACT:

The purpose of this study is to form an entrepreneurial spirit among Economics College of Indragiri students. The method used is an entrepreneurship internship for sixty days. Students are required to create a group consisting of several people and then submit a business proposal which is assessed as feasible by the reviewer, after being declared feasible, the business to be opened is bailed out by the Economics College of Indragiri. Students must return the funds after the entrepreneurship internship is complete. The findings of this study are the changing mindsets of students who take part in entrepreneurship internships to be more interested in opening a business than being an employee. This study can be used by college students to form an entrepreneurial spirit. This entrepreneurship internship forms students who have business management experience that will be their basic capital in opening a business after graduating from college.

KEYWORDS: Entrepreneurial Soul, Learning Model.

INTRODUCTION:

To be able to form an entrepreneurial spirit among students, the role of education becomes very important. Students cannot be separated from activities with an educational background, therefore education is one of the driving factors for the growth of young entrepreneurs. Entrepreneurship education aims to change the perceptions and behavior of students in order to have a strong motivation in creating creativity and innovation for the realization of reliable entrepreneurship. A good understanding of entrepreneurial knowledge can foster courage in facing risks and business uncertainties. The influence of entrepreneurship education has been considered as one of the important factors to grow and develop entrepreneurial desires, souls and behaviour among young people (Kourilsky and Walstad, 1998).

The development of an entrepreneurial culture for students is a very appropriate choice to change the mindset of students, so graduating is not focused on applying for jobs but opening up jobs that aim to improve the economy in Indonesia, especially in Indragiri Hulu Regency. As stated by Liunir's research (2010), mentioning the existence of a harmonious

"marriage" between the entrepreneurial spirit and adequate knowledge in their respective fields of study, is expected to be one of the solutions to the problem of economic downturn and the problem of unemployment which is increasingly apprehensive (including intellectual unemployment). Entrepreneurship or known as entrepreneurship that is developed and developed in Higher Education can be one of the "oases" in the midst of arid and dry Indonesian "independent" human resources. Independence is expected to be independent in thinking and acting, able to apply science and technology that it understands to improve the welfare of themselves and the surrounding community.

Economics College of Indragiri (STIE-I) Rengat is one of the tertiary institutions in Indragiri Hulu Regency. Economics College of Indragiri (STIE-I) Rengat is always committed to developing an entrepreneurial spirit for students namely the Student Concentration in Entrepreneurship Management Semester VII through entrepreneurship internship program activities and also is the only entrepreneurship internship carried out by Universities in Indragiri Hulu Regency . The purpose of the student internship concentration is to complete the internship course, while also adding insight and entrepreneurial skills, applying entrepreneurial theories while following the entrepreneurship internship, practicing patience, and most importantly changing the mindset of students that they are not just job seekers, but rather as opening the field of workers for the community.

It is expected that with entrepreneurship internships, students will directly open businesses, be able to hone skills and compete in the actual market. At the time of the internship, certainly many missions were carried out, one of

which formed the entrepreneurial spirit of each individual and group, to be more prepared and brave to take risks that arise in the business world, because there is no guarantee that business will always be successful. Another mission that is carried out is to train cooperation in teams or groups, this is very important considering that success cannot be achieved personally or alone, it requires cooperation from all group members so that the initial goal of forming this entrepreneurship internship group can be realized. This activity seeks to produce graduates of Economics who are new entrepreneurs and reduce unemployment. The specific objectives of this activity are (a) Increasing the potential of students through entrepreneurship internships in accordance with science and technology, (b) to create the new entrepreneurs among students.

LITERATURE REVIEW:

Entrepreneurial values are prerequisites related to entrepreneurial behavior, (Frederick et al., 2006; Kickul and Gundry, 2002; Schein 2004). These values consist of creativity, risk taking, innovation, achievement oriented, ambition, and independence Boohene et al. (2012). The value of running a business contains an element of consideration that develops the ideas of a person or socially, it is preferred over the form of behavior or the final form of the existence of resistance or goodness. Values become the basis in understanding attitudes and motivation and values are able to influence the perception of behavior in running a business, therefore values are very important to learn in managing organizational behavior (Robbins 2015).

One source that is owned by small and medium scale companies is the value of a person's entrepreneurial personality, namely the

personality values inherent in someone who is the owner of the company. The values held in running a business are generally entrepreneurial values (Alma 2013). Entrepreneurship is a creative and innovative ability that is used as a basis, and resources to find opportunities for success. The creative process is only carried out by people who have creative and innovative personalities, namely people who have an entrepreneurial spirit, attitude and behavior, with characteristics: full of confidence, the indicators are full of confidence, optimistic, committed, disciplined, responsible; having initiative, the indicators are full of energy, agile in acting, and active; have achievement motives, the indicators consist of orientation to results and future insights; has a leadership spirit, the indicator is daring to be different, can a group of corporate activities in developing innovation, finding new businesses (venturing), and strategic renewal (strategic renewal) is part of entrepreneurial behavior (Guth and Ginsberg 1990).

The concept of entrepreneurship which is seen as a phenomenon at the company level leads to corporate behavior, risk taking, innovative efforts, and the determination of proactive strategies. Changing customer needs, changing industries, emerging competition, changing social and demographic values, new technology and innovation will create a lot of uncertainties and often require organizations to react by making many changes that increase risk or the possibility of failure. Organizations do not always just passively react to environmental changes, but are also directly involved in environmental changes (Welsch et al., 2003). Sensitivity is defined as the ability of a proactive, reactive to use existing components to make changes in accordance with environmental conditions. Rapid environmental changes and

supported by the information that is easily obtained, companies must build the ability to be prepared and have sensitivity to face it (Zaheer 2001). Organizational sensitivity is defined as how organizations respond to customer needs, both now and in the masses to come, based on information obtained (Kohli and Jaworski 1990). The success of a company in a rapidly changing environment is determined by the ability and speed of responding to make the right decision, along with the information obtained (Eisenhardt and Martin 2000).

Sukirman, 2017 in his research stated that the strengthening of entrepreneurial spirit will have an impact on strengthening entrepreneurial behavior, also increasing the value of entrepreneurship will increase entrepreneurial behavior. Increasing the spirit of entrepreneurship can increase the formation of business independence, but it has not yet become meaningful, meaning that small business actors who are able to improve entrepreneurial spirit will not necessarily form business independence. Setiawan and Masodah, 2013 in their research stated that in order to increase the positive role of entrepreneurship in the economy, it is necessary to follow it by having a strong entrepreneurial character and spirit for the culprit.

Marsellina and Sugiharto, 2018 in their research stated that the entrepreneurial spirit that must be possessed by entrepreneurs is to have self-confidence, task-oriented and results, dare to take risks, have a leadership spirit, have originality, can think creatively & innovative, flexible, versatile and oriented to the future front. Suroto et. al., 2016 in his research stated that the eight dimensions of the entrepreneurial spirit of students' namely strong will, being able to make decisions, be creative, persevere, build togetherness, understand business ethics, make

changes and seize opportunities. Obtained the highest dimension is the willingness to work and also understand sound business ethics. While the lowest dimension is on creative problems and the ability to seize opportunities. Irwansyah and Tripalupi, 2018 in their research stated that entrepreneurship education plays a role in shaping the entrepreneurial spirit of students.

METHODOLOGY:

1. Location and Time of Entrepreneurship Internship:

The Entrepreneurship Internship Program conducted by the Economics College of Indragiri (STIE-I) Rengat began in 2016, the implementation in 2019 was carried out in Indragiri Hulu Regency in 4 (four) Districts namely: Rengat, Rengat Barat, Seberida and Peranap Districts. This Entrepreneurship Internship is conducted for approximately 2 (two) months.

2. Elements of Entrepreneurship Internship:

a. Implementing Elements

Counselor : The Chief of Economics College of Indragiri Rengat

Chief Supervisor : The First Chief Assistant of Economics College of Indragiri Rengat

Members : The Second and Third Chief Assistant Economics College of Indragiri Rengat

The Implementers

Chairman : The Chief of LPPM

Secretary : The Secretary of LPPM

b. Lectures Elements

The implementation of this entrepreneurship internship was guided by 2 (two) Intern Lecturers (DPM) who played a strategic role in the implementation of the internship. To measure the level of achievement of the objectives of the entrepreneurship internship, which is carried out by an internship lecturer, visits directly 1 (one) time a week to see the internship implementation process.

c. Students Elements

Students are participants in entrepreneurship internship activities, in full will be presented in the following table:

Tabel 1. The members of participants in entrepreneurship intership

GROUP	LOCATION	MEMBERS	BUSINESS TYPE	BUSINESS INOVATION
GROUP 1 BTS	Simpang 5	Apriliyani Rahmad Yuni Azzharoh Sri Septi Ingka Pertiwi Aan lishadi Rocky Farma Pirdia	Culinary	Takoyaki dan Ayam geprek Mozarella

GROUP 2 Angkringan S.M	Kampung Dagang, Rengat	Muhammad Prayoga Ambrizal Riki Agustiawan Yan Parta Wijaya Rani Putriani Viviea Rahmawati	Dish	Angkringan
GROUP 3 KUE BALOK EYANG	Jl. Sultan Simpang Kancil Rengat	Ardiansyah Dicky Ardianto Gita Winona Lailati Padliansyah Muhamad Riski Pratama	Culinary	Kue Eyang Balok
GROUP 4 Hananiya kosmetik	Kampung Dagang, Rengat	Devi Anggraini Irta Sagita Juliantono Rangga Saputra Syarifah Zulhayati Wahyuni Mandira	Cosmetics	
GROUP 5 Bakmiku	BLOK A 1, BELILAS	M. Wahyu Sukma Maya Yonita Yolanda safitri Debby Rahmadiani Risnania Fadly Fernandes	Dish	Bakmi dan Jus
GROUP 6 Angkringan 36	Dibawah jembatan Trio Amanah	Dimas Prasetya Linda sari Eis Komala Sari Cecep Ferdiansyah Restu Sinulingga Restu hidayat hasnan	Dish	Angkringan
GROUP 7 Jagubi	Jl. Cokroaminoto	Defrika Lasmita Endah Nurniati Ningsih Rika Yulistia Ningsih Sri Romadona Usmanidar	Dish	Pisang Krispi, Jasuke, Sempul

3. Stages of Implementation of an Entrepreneurship Internship:

The stages of the implementation of this entrepreneurship internship go through several stages in the form of:

Phase I is the preparation stage, in this stage there are several activities carried out, namely: (a) Students take the application letter. (b) Participant registration, at this stage the student registers with LPPM as evidenced by the

payment of an entrepreneurial internship of Rp. 250,000, - (c) Announcement of groups, groups that have been made will be announced by LPPM and elected by the chairman of each group. (d) Making a Business Plan, each group is required to make a business plan through discussion activities. (e) Business Plan Presentation, after the business plan is made, the next activity of each group describes the business plan that has been made before the reviewer. Each element of the executor and lecturer supervisor will give questions, provide input, and provide grades. (f) Announcement of the results of the business plan presentation, LPPM will announce the results of the business plan that has been described and announce the nominal capital to be lent in accordance with the product being traded. (g) Signing the contract, each group represented by the chairman will sign the loan capital agreement. The loaned capital will be returned to the Economics College of Indragiri (STIE-I) Rengat with a profit sharing system, which is 60% for apprentices and 40% for the Economics College of Indragiri (STIE-I) Rengat. Before the implementation of the internship program, the trainees will be given a briefing on entrepreneurship by the Intern Lecturer.

Phase II is the stage of the implementation of the internship. This entrepreneurship internship is held for 2 full months from August 5 to October 4, 2019.

Phase III is the stage of program evaluation and evaluation of the results of entrepreneurship internships. This evaluation was carried out by the leaders of the Economics College of Indragiri (STIE-I) Rengat, LPPM and the Intern Lecturer and the grading by the Intern Lecturer.

DISCUSSION / ANALYSIS:

The role of Economics College of Indragiri (STIE-I) Rengat to improve the entrepreneurial spirit of students through this entrepreneurship internship starts from planning, organizing, implementing and monitoring. Terry (Hasibuan, 2009) defines management as a unique process that consists of planning, directing and controlling actions taken to determine and achieve predetermined goals through the use of human resources and other resources. Furthermore, Terry (Hasibuan, 2009) argues that management functions include planning, organizing, actuating and controlling.

(1) Planning. Planning carried out on the basis of the Senate's decision as outlined in the curriculum that requires an activity outside the classroom to complete the learning process obtained in college in an effort to provide entrepreneurial experience through entrepreneurship internship activities, this will make students aware that entrepreneurship is an activity that has very prospects very nice. Apprenticeship planning conducted by the Management of Economics College of Indragiri (STIE-I) Rengat discusses the stages that must be done, so that the implementation can actually be carried out as expected. Planning activities include: implementation time, lending funds and other planning related to the implementation of this entrepreneurship internship. (2) Organizing. The Management of Economics College of Indragiri (STIE-I) Rengat made this organizing aspect include: making committee arrangements that functioned for the clarity of the management of the implementation of this internship, and assigning lecturers as lecturer supervisors in accordance with the science of entrepreneurship management. (3) Actuating. These aspects are carried out by the Economics College of Indragiri (STIE-I) Rengat: LPPM STIE-I makes a

description of the task of managing the entrepreneurship apprenticeship that functions for clarity of the tasks carried out, making a guide book on the implementation of entrepreneurship that functions so that the implementation of the internship carried out by the executing element and the apprentice participants can run as they should and minimize the occurrence of mistakes, as well as making contracts or apprenticeship agreements between Economics College of Indragiri (STIE-I) Rengat with apprentices that function for clarity regarding funds, refunds, and profits. (4) Controlling. This aspect is the role of the Economics College of Indragiri (STIE-I) Rengat in the implementation of the apprenticeship, there is an evaluation and monitoring carried out by the internship supervisor so that the implementation can be achieved in accordance with the stated objectives.

Based on the results of monitoring and evaluation during the implementation of entrepreneurship internships include: (1) Not yet the maximum implementation of apprenticeships by apprentices in terms of maintaining customer confidence. (2) Cooperation of members is not solid, entrepreneurship requires solidarity from each group member. The solidarity of each member and between groups during the internship process is not solid yet, it can be seen from the resolution of internal problems and must get the guidance of the internship supervisor to resolve the issue. (3) The consistency of student entrepreneurship is not maximal, this is evidenced from the days and schedule of the internship, sometimes on Monday open but Tuesday is not open and also from consumers who order delivery, there are errors in orders and completeness such as spoons and other incomplete materials. (4) Products traded do not

produce superior products, because the products sold by interns are also sold by other producers. (5) The low income earned by apprentices, this is due to the low purchasing power of the community, this is also related to the products sold because it does not match the tastes desired by consumers. (6) There are no services sold yet, whereas in millennial times now services are precisely what consumers need. (7) Promotion has not been maximized, because the business has just begun.

The results achieved by students in this entrepreneurship internship activity are: (1) The entrepreneurial spirit for students will emerge and generate enthusiasm and excitement as entrepreneurs. (2) Students are aware that becoming a successful entrepreneur starts from small things. (3) The ability of students to see opportunities that exist, minimize threats, add strengths and can improve weaknesses and the application of knowledge about entrepreneurship can be increased. (4) Students can change the mindset for themselves and others, that students are not only job seekers but also open up employment opportunities that have an impact on reducing unemployment. (5) Apprentice participants can provide knowledge gained from the implementation of internships to juniors, families and the community that being an entrepreneur is a must. (6) Undertaking entrepreneurship internships can certainly help or reduce the burden of the government in the form of unemployment which is a problem for the government at this time. This finding is consistent with the opinion (Frederick et al., 2006; Kickul and Gundry, 2002; Schein 2004) where entrepreneurial values are prerequisites related to entrepreneurial behavior. These values consist of creativity, risk taking, innovation, achievement oriented, ambition, and independence Boohene et al. (2012).

With the results achieved by students, Economics College of Indragiri (STIE-I) Rengat has a strong commitment in supporting students in terms of entrepreneurship so that graduates can be independent, create jobs so as to reduce the level of dependence on the government (becoming honorary staff and employees civil country). The success of this entrepreneurship internship is a form of application of the implementation of management functions (planning, organizing, actuating, controlling) STIE-Indragiri Rengat as well as high motivation from the trainees. This can be seen from the enthusiasm and discipline of students starting from the initial stage to the final stage and with courage coupled with the knowledge and skills of students can pass this entrepreneurship internship program and students do not feel proud and awkward during the internship.

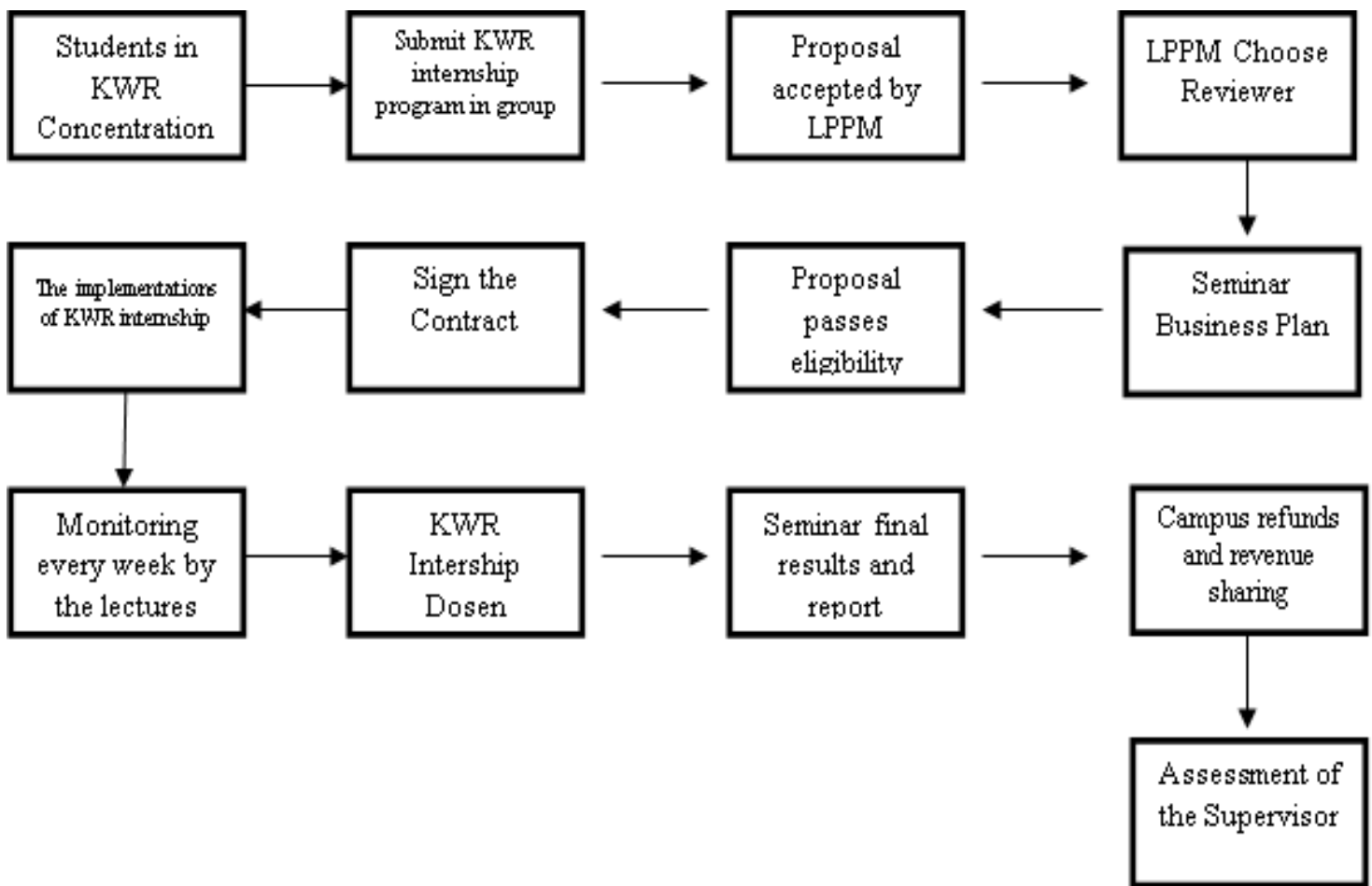
For students who are successful in the internship process, they continue their business even though the schedule for the implementation of the entrepreneurship internship has ended. For students who fail with the implementation of this internship, it is expected to look for product and service innovations that are in accordance with the wishes of consumers and maintain the quality of the product or service.

The solution to the problems or obstacles that occur during the implementation of the entrepreneurship internship namely regarding: (1) Apprentices must maintain and enhance the trust of the Economics College of Indragiri (STIE-I) Rengat and customers. (2) Cooperation between members and between groups needs to be improved by respecting the opinions of each member, conducting effective and intensive communication and increasing the sense of togetherness between members and between groups. (3) In order for student entrepreneurship consistency to be improved, it

is done by establishing a schedule as an executor (in turn), if there are members who violate given penalties such as reports to supervisor lecturers, given sanctions to instill a high sense of discipline, because by discipline makes someone have a sense of responsibility for what has been entrusted to him, and increase accuracy by focusing on what is done and rechecked. (4) In order to be able to produce superior products, the trainees are thinking about product innovation and the benefits that will be received by consumers through brand image that is used as business specialization, thus consumers will be loyal to the products produced. (5) The low income is caused by the lack of sales, for that reason, consumers should be interested in buying products that are in accordance with the income they have and see the current economic situation.

The follow up of the implementation of this entrepreneurship apprenticeship are: (1) Entrepreneurship apprenticeship activities in the next period with better quality and quantity. (2) Bring in experienced resource persons about entrepreneurship, both at public lecture events and as a resource person for entrepreneurship training. (3) Looking for cooperation partners as suppliers to meet the needs of the staple products to be sold so that they get lower prices. (4) So the reference material for conducting research both for the Economics College of Indragiri (STIE-I) Rengat and other parties.

Economics College of Indragiri (STIE-I) Rengat fully supports and facilitates this entrepreneurship internship as a form of commitment to develop an entrepreneurial spirit for students so that employment is created in accordance with the development of science and technology. Next we can see the learning model of entrepreneurship internship at Economics College of Indragiri Rengat:



Picture of Entrepreneurship Internship Learning Model

CONCLUSION:

Entrepreneurial internship is one way to shape entrepreneurial spirit among students, for this reason it is necessary to develop an appropriate learning model so that the entrepreneurial spirit can grow well in students so as to produce entrepreneurs who are able to excel and be strong. Higher education institutions need to use this model of entrepreneurship internship learning as a way to shape student entrepreneurial spirit.

LIMITATION AND STUDY FORWARD:

This study still has many shortcomings, especially in terms of implementation that only lasted two months. In the future it is

recommended that these entrepreneurship internship special courses be given for one full semester so that the results are even better.

ACKNOWLEDGEMENT:

The researcher would like to thank all elements of the leadership and academic community of the Economics College and Indragiri for providing moral and financial support so that this paper can be completed.

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