

Efforts to Improve the Entrepreneurship Character of Students in Ma Al-Mahrusiyah through Studentpreneurship in Facing Changes in the Industrial Revolution 4.0

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Efforts to Improve the Entrepreneurship Character of Students in Ma Al-Mahrusiyah through Studentpreneurship in Facing Changes in the Industrial Revolution 4.0

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ABSTRACT

This research is motivated by the changing era of the industrial revolution which continues to grow and humans are required to have the ability to use cyberphysical systems in all aspects, especially in the entrepreneurial aspect. However, the condition of students at MA Al-Mahrusiyah still lacks the expertise to become entrepreneurship, this condition is because students prioritize their religious values more than their external values. So from this condition, deeper research is needed to solve problems about students in order to get the provision of entrepreneurial skills through studentpreneurship in order to face the industrial 4.0 changes out there.

The aims of this study include: (1) knowing the implementation of the studentpreneurship work program at MA Al-Mahrusiyah which is held once a year and (2) knowing the improvement of entrepreneurial character in students through studentpreneurship in facing the era of the industrial revolution 4.0. The research method used is qualitative research with a phenomenological approach to field studies. Data collection using observation and documentation techniques. The results show that entrepreneurial activities with studentpreneurship run smoothly and have a positive impact on students by creating an entrepreneurial spirit by making such as dowries, screen printing skills and bread making. The role in entrepreneurship is expected to be able to equip students after

graduation and face entrepreneurial competition in the era of the industrial revolution 4.0

Keywords: [Studentpreneurship, Character of Entrepreneurship, Industrial Revolution 4.0]

INTRODUCTION

In developments in the 21st century, humans have to develop cooperation with cyberphysical systems in all aspects, especially aspects in the field of entrepreneurship. Because with the existence of entrepreneurship, humans will have the opportunity to compete in getting jobs and will even create jobs. Seeing these conditions, the government wants to increase the number of new entrepreneurs up to million people and create shortcuts from entrepreneurship by using digital systems. To realize this desire, an entrepreneurial spirit or character is needed in the younger generation. Entrepreneurial character can be given at school as a model of studentpreneurship at various levels, from elementary school to university level.

There are several problems faced in improving the entrepreneurial character, including the lack of skills, interests, talents and the environment that exists in these students. The most important thing in increasing entrepreneurial success is increasing entrepreneurial success is expertise or skill. With the lack of expertise

possessed by students, it can cause slow success to be achieved. In addition to expertise, other factors that influence are interests and talents. Interest is a person's belief to start a business and talent is an ability that is still hidden in students and requires encouragement or practice to turn talent into reliable expertise. The last factor is the environment, entrepreneurial success cannot be separated from the influence of the environment, a good environment will encourage someone to start a business and provide enormous motivation in developing a great entrepreneur. But the opposite can happen, if a bad environment will prevent someone from starting a business. So, to grow all the factors of entrepreneurial character, it is necessary to build from an early age through the studentpreneurship work program for 12th grade students.

In addition to the problem of entrepreneurial factors, there are problems in developing an entrepreneurial spirit in a student. namely there are still at least students who do not know the importance of being an entrepreneur at this time, many students are still focused and complacent about the activities they do. Meanwhile, when they graduate from school, students must indirectly enter into social life and compete for jobs. Especially in the era of the industrial revolution 4.0, students must be able to become a balancer for new lives and be able to work together with changing times according to existing needs (Lase 2019). Not all schools teach about entrepreneurship, so far entrepreneurship is more emphasized at the vocational level such as automotive, sewing, catering and others. Therefore, research is needed on how to improve the entrepreneurial character in the Madrasah Aliyah (MA) environment through the studentpreneurship model.

The aims of this study include: (1) knowing the implementation of the studentpreneurship work program at MA Al-Mahrusiyah which is held once a year and (2) knowing the improvement of entrepreneurial character in students through

studentpreneurship in facing the era of the industrial revolution 4.0.

LITERATURE REVIEW

The Concept of Building Entrepreneurial Characteristics Through Studentpreneurship.

Entrepreneurship is a field that can see and create new challenges in getting the finances they want. In the process, the implementation of entrepreneurship does not always run smoothly and smoothly, but also has its own obstacles and challenges for a person. Even the challenges he goes through can lead to failure. To reduce the impact of these challenges, superior and strong characters are needed in maintaining their business. Characters that can reduce failure include: 1) the desire to get achievements, 2) be responsible in business, 3) can see which risks are high and which are low, 4) think always succeeds, 5) get feedback, 6) are always energetic in doing business. activities, 7) future-oriented, 8) can be skilled in managing the organization or organizing, 9) more concerned with achievement and goals than financial gain (Rusdiana 2018).

In carrying out entrepreneurial activities, one must be equipped with courage and a desire for higher achievements because this is one of the most important things to get good profits. In entrepreneurship, it is better for someone to also have targets for success and while someone who can achieve their desired target, they consider this as an achievement. The character that a person needs to have in creating good entrepreneurship is the desire to have the nature of responsibility. What is meant by responsibility is someone who always adheres to what he does and behaves to have high confidence that all decisions taken are good decisions. On the other hand, if someone who does not have a good sense of responsibility can result in failure to achieve a superior entrepreneur and over time, his customers will be left behind.

A person's intelligence in seeing various medium and high risks can cause

something undesirable in running entrepreneurship. So that someone will be more confident in developing character traits to get success with the various efforts they have. But besides that, what is more important is that someone must have the stimulus to get feedback from consumers in order to get good results according to their goals.

A good entrepreneur will have broad insight and can predict or you can be long term oriented, so someone must have an energetic activity. What is meant by energetic is the nature to exert all energy, thought and time to build his business. Someone who owns and carries out activities well and is future-oriented, which will produce a vision and mission to manage the entrepreneurial field.

An entrepreneur certainly cannot be separated from other people, so that in his social life also requires a collaboration to get mutual benefits, profits can be obtained maximally if entrepreneurs have a strong character. The strength of the character cannot be separated from one's ability to develop organizational skills.

In running a business, the most important thing is the achievements and successes he has achieved. Because success will definitely have an impact on profits as well. If this success continues, then an entrepreneur will not go directly to his business activities, but the system of the business itself will run and the wheel of profit will run itself.

The entrepreneurial aspect of students is an existing and emerging phenomenon (Muchson and MM 2017) . The opinion that the entrepreneurial phenomenon is caused by a number of factors such as: 1) providing various needs for friends and other communities through entrepreneurship,) the desire for entrepreneurship that is embedded from an early age with orientation to the future, 3) economic conditions that do not cause students or someone to generate their own finances and do not depend on their parents. To create students or students who have an

entrepreneurial spirit, of course it must start from the closest people, such as teachers or parents. In creating young entrepreneurs by a teacher, a curriculum is needed to design and design so that the implementation of giving the entrepreneurial spirit can run smoothly and can create excellent entrepreneurs or teacherpreneuers.

Before giving birth to studentpreneur, it is necessary to form a teacherpreneur. The word teacherpreneur consists of 2 words, namely the word teacher which means teacher and entrepreneur which means entrepreneur. The word teacherpreneur means that a teacher must also have an entrepreneurial spirit, while the word entrepreneur can become entrepreneurship which means entrepreneurship (Ahmadi and Ibda 2018).

Teacherpreneur can be said to be a teacher who has entrepreneurship. Meanwhile, teacherpreneurship is a teacher who carries out entrepreneurial activities, especially in the field of education. Teachers who have a soul and are teacherpreneuers are educators who have leadership qualities, can apply various strategies, have high innovation and creativity, and have a high commitment to disseminating their expertise to other communities (Ahmadi and Ibda 2018). From this explanation, that studentpreneur, a teacherpreneur is needed in an education.

Studentpreneurship in the Industrial Revolution 4.0

In our environment, there are many opportunities for people to become a Studentpreneur, a Studentpreneur is someone who runs two activities at once. That is someone as a student or student and as an entrepreneur. The most difficult of the two activities is how to carry out the two roles simultaneously, namely being a student as well as being an entrepreneur. Because in today's era or the era where we are entering the era of the industrial revolution 4.0, students will find it difficult if they only rely on their diplomas, many industries have switched from human labor

to system-based technology. So that students will be better equipped with their skills or expertise to be able to develop the potential that exists in themselves and can create their own jobs or even create jobs for others (Gaffar and Hendrayati 2019). However, this goal is not easy to implement if students do not develop their entrepreneurial character. So, the entrepreneurial character in the industrial era 4.0 can be started early.

Entrepreneurship activities in schools are Entrepreneur Day activities, these activities are usually carried out at certain times according to the school program, where activities are carried out once a week, once a month or even once a year. The target of this activity is all students in the school institution or only representatives from each designated class. To achieve a successful c in the industrial era 4.0, an entrepreneur is expected to have a character that is in line with these conditions. Therefore, studentpreneurs are required so that students have these characteristics.

In the era of the industrial revolution 4.0, the characteristics that must be possessed by an entrepreneur are: 1) making contextual the first thing and being able to see consumer targets, 2) being able to use digital technology as a communication tool in marketing, and 3) always being innovative and creative in promoting its products. The phenomenon that exists in the era of the industrial revolution 4.0 is a situation where the consumer is someone who is busy with his work or activities. The density of activities and work makes the community or consumers not have much time to choose their respective needs, they are focused every day on work and looking for good finances. With this condition, an entrepreneur can use it to offer his products according to the needs of consumers without having to struggle to reduce his working time. For example, entrepreneurs can offer their goods through digital or system-based media (Megracia 2021).

The development of the industrial revolution 4.0 is so fast and an entrepreneur must be able to prioritize digital systems in his business activities, both in communication and marketing. Many social media provide pages for buying and selling transactions such as marketplaces on Facebook, Instagram and others. Entrepreneurs must also establish and build relationships who are members of social media groups. Almost every day people cannot be separated from communication tools and the internet world, in the internet world we must recognize digital platforms as a forum or place to facilitate the meeting between sellers and buyers such as Bukalapak, Tokopedia, Shoppe and others. Because the digital platform makes it easy for consumers to buy the things they want without having to leave the house or at work.

Product promotion is not only on social media or internet media, but can be done by introducing products through certain activities or can be entered as a collaboration between activity providers and business owners such as bazaar activities, carnivals, music concerts or seminars. In addition to introducing business products, what is no less important in participating in activities or events is establishing a relationship between other entrepreneurs and the creation of a certain community to obtain maximum information.

MATERIALS & METHODS

The research method used is qualitative research with a phenomenological approach to field studies on the implementation of studentpreneurship at the Madrasah Aliyah level (Rahardjo 2011). Collecting data using observation and documentation techniques during the activity. The population used in the study was grade 12 students at MA Al-Mahrusiyah, while the research sample was representative of the department with a total of 30 students for boys and 30 students for girls.

RESULT

Studentpreneurship activities are carried out once a year and run well and smoothly, this activity is a continuation of the previous Studentpreneurship activities. Studentpreneurship activities have a goal to build an entrepreneurial spirit since they were in school. In addition to building entrepreneurial character, Studentpreneurship also aims to: 1) introduce various types of businesses that can be run upon graduation, 2) grow students' interest in becoming entrepreneurs, 3) provide students with options to continue to higher education or become an entrepreneur. , 4) create an honest, independent and responsible character (Megracia 2021).

Studentpreneurship activities are carried out for 3 days with different participants. The first of these activities was held on Tuesday, March 22, 2022, participants or students who took part in this activity were representatives of class 12 majoring in mathematics and natural sciences. In this activity the type of entrepreneurship that is taught to students is making dowries from coins and making money cakes. The reason why this type of business is taken is because there are often many requests for dowry for weddings, while money cakes are more often used for birthdays and other activities. The materials used in making dowry and money cakes are very simple such as: synthetic flowers, toy money, dried leaves, beads, cardboard, seeds, manila corkat, tissue paper, colored paper, ribbons, dowry containers made of glass, decorative lights and others. While the tools used are: paper glue, scissors, insulation, plastic glue, ruler and others.

In making it divided into 5 groups with 6 people per group, making dowry and money cake takes about 3-4 hours for beginners and when you are used to it, it only takes about 1 hour. In the process of making dowries and money cakes, it is very exciting, this condition is caused because so far students have only concentrated on lessons and religious activities at the

cottage. So that students can feel a new atmosphere and can develop their creativity. The products produced by the students are quite good and can be said to be able to compete with the dowry and money cakes sold in the market.

Market demand for dowry is very diverse, there is Rp. 150,000 for the cheapest and the price of money cake is Rp. 100,000 for the cheapest. Marketing of dowries and money cakes can be done offline or can open a simple shop for sales, but along with the development of the digital world in the industrial era 4.0, selling is easier with online media such as in the facebook marketplace, instagram and digital platforms.

The Studentpreneurship activity on the second day was carried out on Wednesday, March 23, 2022, participants or students who took part in this activity were representatives of class 12 majoring in social sciences and religious studies. In this activity the type of entrepreneurship that is taught to students is making hamburger buns, the place for making hamburger buns is the madrasah foundation's own business with the Rona Roti business brand. The reason for taking hamburger buns is because this bread is one of the modern breads at an affordable price when sold in the community, besides making hamburger buns is also easier than other breads.

The ingredients used in making hamburger buns consist of two types, namely the type of burger bun which includes (wheat flour, tapioca, butter) and the type of hamburger filling which includes (beef or chicken, tomatoes, lettuce, onions, cheese, sauce, mayonnaise). and other toppings). In making it divided into 3 groups with 10 people per group, in 3 groups divided into several tasks such as the burger bun processing section, the meat processing section and the burger filling or topping section. Making hamburgers takes about 4 hours starting at 08.00 until 13.00. The length of time for making hamburgers is because students still do not understand at all about bread making, the student's

condition is caused because so far students have only focused on lessons and religious activities at the cottage. So that when making hamburger buns, students can get new experiences and can develop their creativity in the culinary field. The products produced by the students are quite good and the taste is also delicious.

Making hamburger buns is actually very promising for entrepreneurs, because the initial capital required is very pocket-friendly and the profit for every 1 hamburger bun can be between Rp. 3000 to Rp. 7,000, it also depends on the size of the bread we produce. If a student wants to be a hamburger bun entrepreneur in order to get a big profit is to reduce costs on hamburger fillings and toppings. So, the profit every day if you can produce 100 loaves of bread, the profit can reach Rp. 600,000 a day, provided that the price per bread is around Rp. 10,000 (said the instructor for making hamburger buns). Marketing of hamburger buns can be done using an offline system or you can open a simple shop in sales as is done by the Rona bread brand, but along with the development of the digital world in the industrial era 4.0, selling is easier with online media such as the Facebook, Instagram and WhatsApp marketplaces.

Studentpreneurship activities on the third day were carried out on Saturday, March 26, 2022, participants or students who took part in this activity were representatives of class 12 from various majors with a total of 30 children. In this activity the type of entrepreneurship that is taught to students is screen printing training on T-shirts, screen printing training takes place in the classroom. This screen printing training is in collaboration between Madrasah Aliyah institutions and vocational high schools, so that the presenter or instructor is someone who is an expert in his field and also has a t-shirt screen printing business and mug screen printing.

The reason for taking screen printing training on T-shirts is because male students or male students spend more time making calligraphy or making illustrated comics. So

that the madrasah has an idea so that the talents that exist in male students can be channeled to other media such as screen printing.

In the screen printing training, 40 plain t-shirts and screen printing equipment need to be prepared such as (screen printing table, screen printing, rakel, screen printing film, afdruk medicine, coater, hair dryer, screen printing ink, fabric glue). Screen printing requires a large amount of capital, because it requires tools to support the success of the screen printing itself, for example, the smallest screen printing table is around Rp. 4,000,000. and usually the screen printing table used in general contains 12 t-shirts at a price of Rp. 17,000,000. However, with the amount of capital spent, you will be able to return it in a short period of time, depending on the person who can get a relationship or not.

The screen printing training is divided into 2 stages, the first stage is that students are given material in advance about the introduction of screen printing and the steps. After that students enter into the practice of making t-shirt screen printing which takes about 5 hours to make 40 t-shirts. The length of the screen printing training is because the screen printing media used is about 3 colors, so the screen printing films that are made are also about 3 kinds and the most difficult thing is to combine 1 film with other films.

The steps in screen printing t-shirts include: 1) students are provided with a film in advance, 2) apply afdruk medicine to the screen printing, 3) the screen printing is dried with a hair dryer, 4) make film marks with sunlight or ultraviolet light, 5) remove former film with hot water or water spray, 6) put the t-shirt on the screen printing table, 7) apply ink to the screen-printing on the t-shirt, 8) t-shirt screen printing is dried with a hair dryer to get maximum results. Screen printing entrepreneurs are very profitable for this type of long-term business, because the capital for medicine and screen printing ink is not so expensive. Every 1 screen printing for 1 t-shirt can be charged Rp.

15,000 and if 1 package with a t-shirt can get a price of Rp. 80,000 for this type of cotton fabric. If students after graduating can open a convection business, then the profit per 1 package of 12 shirts is around IDR 960,000 for the price per 1 shirt of IDR 80,000. and this is the purpose of madrasahs holding t-shirt screen printing training, in addition to providing choices in work, students can also develop entrepreneurial character.

Screen printing entrepreneur marketing can be done anywhere, apart from using an online system. Marketing can be done by establishing relationships in certain schools or agencies. Usually the screen printing business will be flooded with orders when approaching the independence day of the Republic of Indonesia or approaching semester 1 in school institutions such as making t-shirts for sports and others.

Documentation of entrepreneurship debriefing activities for grade 12 students include:



Dowry and money cake making activities



Hamburger bread making activities



Screen printing training on T-shirts

CONCLUSION

From the research that has been done, it can be concluded that there are several aspects in growing entrepreneurial character, including: 1) studentpreneurship activities can run well if guided by experienced speakers, participants in this activity are representatives of grade 12 students who will later determine their choice after graduate from school. In addition, students who take part in studentpreneurship activities can develop an entrepreneurial character that has been hidden for so long because of the dense activities in schools and Islamic boarding schools. 2) changes in the industrial revolution 4.0 cause forcible changes to students or students. Because students will not continue to depend on opportunities to work as employees due to the shift from labor-intensive to cyber-based companies. So it is hoped that with the provision of entrepreneurship, it can grow the character and spirit of entrepreneurship, successful entrepreneurs will create new jobs for other communities.

From these conclusions, it is necessary to have a mutually interconnected and sustainable effort so that several other parties can improve the entrepreneurial spirit, especially for grade 12 students. The effort that needs to be done is to hold an entrepreneurship briefing program to improve the entrepreneurial spirit of students.

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