



Enhancement of Entrepreneurship Skill for Universitas Muhammadiyah Magelang Students

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Abstract

Universitas Muhammadiyah Magelang (UMMgl) has a vision of "Superior in Science, Islamic in Behavior" which is responsible for providing students with the skills to be independent after graduating from college. To prepare it, UMMgl emphasises to all students to be independent and superior entrepreneurs, to get it is not easy. The processes of the curriculum, internships, and entrepreneurial incubators also need to be prepared carefully and structured. Being an entrepreneur is not easy, requiring the right mentor and guidance to succeed in growing the entrepreneurial spirit, which is essentially the independence of the souls of UMMgl students. The method proposed in this activities through several stages of intensive mentoring, including 1) Classroom training with entrepreneurial speakers and practitioners in the form of lectures, discussions, case studies, discovery of exploration, simulation, and testimonials; 2) apprenticeship in the partner industry to improve managerial, financial, technical, and entrepreneurial skills; 3) comparative study to get an explanation directly in the industrial premises of the owner; 4) guidance pattern, 5) supervision pattern; 6) the pattern of providing financial assistance to tenants. The results of this Program are formed by five selected tenants and are considered capable of being entrepreneurs ready to compete in the community.

Keywords: entrepreneur, entrepreneurship, Universitas Muhammadiyah Magelang

1. Introduction

UMMgl has a vision of "Excellent in Science, Islamic in Behavior" which continues to be applied to make superior and Islamic students according to this vision (UMMagelang,

2017). UMMgl of should equip students later on to become independent in life after graduation, so UMMgl of prepares with a curriculum to support science in each study program and also provides general skills in the field of entrepreneurship to be genuinely independent.

Based on the results of a treasure study conducted by several study programs at UMMgl, there were suggestions for alumni to improve quality by providing the better implementation of entrepreneurial knowledge. It was also found the problem of the incompatibility of graduate work with their scientific fields. Besides, based on treasure study results, many alumni of UMMgl mostly still crave working as civil servants or private employees rather than being an entrepreneur. Even though the opportunity to become a public servant or individual employee is minimal compared to the number of college graduates each year, so the number of unemployed college graduates still occupies the highest place compared to other graduates.

Muhammadiyah University Magelang has socialised the entrepreneurial spirit in almost all academics ranging from lecturers, students and employees through the provision of compulsory entrepreneurship courses in each existing study program, various training and workshops (UMMagelang, 2018) (Kemendikbud, 2014). The Muhammadiyah University of Magelang has several institutions and centres to spur faster in the field of entrepreneurship, among them is Bank BMT LE Syariah for the practice of Islamic banks, PPUB as the centre of business and business development of students and universities themselves, KOMET is a student entrepreneur community formed by students to gather and discuss entrepreneurial students, the Wound Unit is a unit located in the Faculty of Health Sciences which has the role of practising the development of wound care methods, is to incubate for the development of new entrepreneurs who are independent and professional.

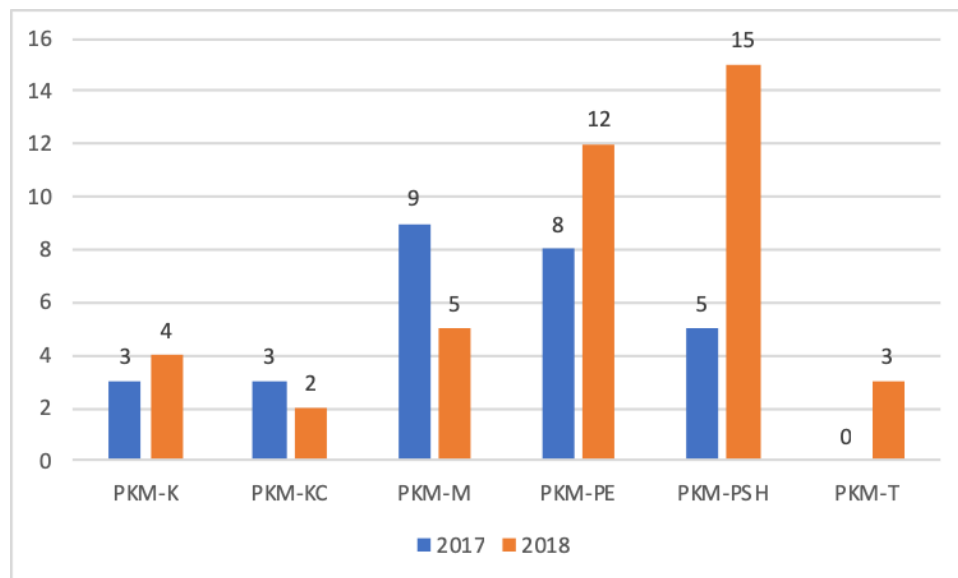


Figure 1. Achievement of UMMMagelang's Student PKM
Source: (Magelang, 2018)

Based on Figure 1, the development of PKM funded by Kemenristekdikti increased from 2017 to 2018. This makes us confident that students are increasingly able to compete nationally. Students, especially in the field of PKM-K, are the forerunners of young entrepreneurs who will become UMMgl's pride. UMMgl starting in 2016 until now 2017 received a PPKIK grant, which was still named IbIKK, with the title IbIKK Campus Business Development "UMMagelang Authorized". This PPKIK has one of the objectives that support this PPK, which is to accelerate the development of an entrepreneurial culture for students to be prepared to become technopreneur after graduation.

However, the enormous potential of students for entrepreneurship according to their knowledge is still not processed and utilised according to existing capacity. Although the potential possessed is sufficient for the development of an entrepreneurial culture, but until now UMMgl does not have a single forum that has the function of providing assistance, coaching, and service on entrepreneurial activities, especially for students. The activity is still limited to each faculty that has a concentration in the field of entrepreneurship.

2. Methods of Implementation

The Entrepreneurship Development Program (PPK) is a program that carries out guidance to tenants through business management training and many other creative activities to produce new entrepreneurs who are independent in science and technology (Ristekdikti, 2017). The PPK program is planned to foster 20 prospective entrepreneurs each year who are the students of the Entrepreneurship and Community Student Creativity Program (PKMK) in 2016, 2017, 2018 as many as 15 people and students who have entrepreneurship or who have started new businesses as many as five people. To get the names of students who have attended PKM K funded by the Director General of Belmawa, PPK program implementers collaborate with the Academic and Student Affairs Bureau, Student and Alumni Development Institutions, Business and Business Development Centers.

The method that will be used for the implementation of community service activities is a participatory community empowerment method with Participatory Rural Appraisal model, which is an approach method in the empowerment process and increased community participation, whose emphasis is on community involvement in the overall activities carried out (Febriyanto, 2015; Novialumi, 2017).

A. Entrepreneurship Training

Training is carried out to provide entrepreneurship knowledge, encourage the growth of entrepreneurial obsessions and motivations, improve management understanding (organisation, production, finance and marketing), change the mindset about entrepreneurship and create business plans or business feasibility studies.

B. Comparative Study

PPK participants after carrying out an entrepreneurship internship also conducted field studies (comparative studies), to several highly prospective industries. Field studies are carried out for one full day accompanied by field supervisors and partner entrepreneurs. Field study material delivered directly by company leaders includes;

production management, human resource management, financial management, marketing management, business development prospects and challenges. Comparative studies are carried out to enrich insight, develop creativity, and sharpen business analysis.

C. Guiding Tenants

Coaching to tenants is done from training, internship in the partner industry, comparative studies, workshops, business plan preparation to business realisation. By interacting and communicating between tenants and mentors, it is hoped that there will be a synergic relationship between the mentor and the tenant.

D. Supervision

Supervisory patterns on tenants are carried out by monitoring and evaluating activities carried out by tenants during the KDP program starting from training activities to the end of KDP activities.

E. Internship in Partner Industry

Internships are conducted by placing tenants in selected companies / SMEs that are established and able to facilitate entrepreneurial students. Apprenticeship activities at the company are carried out to provide practical experience of entrepreneurship to tenants by taking part in daily work at the company. The selection of the place of apprenticeship in the Industry / SME Partner is adjusted to the type of business that is done / in demand by tenants so that there is synergism between UKM Partners and tenants based on the kind of company that has been / will be developed.

F. Cost Assistance

In the first year, at least 20 (twenty) tenants of PPK program participants are expected to be five new tenants to become new entrepreneurs and able to develop entrepreneurial activities for tenants who have started entrepreneurship.

For five tenants whose business plans are selected to be realised, they will be assisted in the form of facilities / supporting, for example, equipment, business location in the campus area, ease of use of various campus facilities as a stimulus for their business/startup business.

3. Result and Discussion

The results of the entrepreneurship development program that we carried out included six activities in the method that had been prepared. The following are the results of each activity:

A. Entrepreneurship Training



Figure 2. In class and Outclass Training

Entrepreneurship training is carried out with a lecture model from experts and KDP teams. Training Materials include the following knowledge and theories:

- Entrepreneurship Landscape
- Entrepreneurial Process, Change Your Mindset and Paradigm
- Inspiration, Creativity, and Business Idea
- Create and Start A New Business
- Quality Concept
- Strategic and Management Concept
- Operational Concept
- Marketing Concept
- Selling Skill

B. Comparative Study

Comparative studies are conducted in an advanced and internationally known MSME. Comparative studies were conducted in Solo, which was training from BUMN Solo Creative House, namely EANK SANGKAR SOLO.



Figure 3. Comparative Study to ENAK SANGKAR SOLO SMEs

C. Guiding Tenants

Guidance patterns the supervision pattern is carried out with a supervisory model from the beginning of the activity to the end of the activity.

D. Supervision

The supervision pattern is carried out with a monitoring model from the beginning of the activity to the end of the activity.

E. Internship in Partner Industry

The interns carried out the tenants accompanied by the accompanying lecturers from the PPK team. Internships are held for five weeks (5 working days) effective one day 8 hours of work. Tenants record activities in the logbook that have been provided. This activity is to provide work experience for tenants in the real world of industry.

F. Cost Assistance

Cost assistance is carried out with the selection model. Selection is made by looking at the progress of tenants. Tenant presented the business plan or entrepreneur that would do after participating in this entrepreneurship development program. The team chose the five best and will be given a cost assistance stimulus.

4. Conclusion

Based on the implementation of PPK activities at Universitas Muhammadiyah Magelang during 2018, it can be concluded that most tenants have not been able to identify their potential to be developed into a productive business activity. Though the natural environment has tremendous potential. Assistance by the PPK implementation team can increase the confidence of tenants to continue to develop entrepreneurship by producing products that are also continuously being developed. There are still many efforts that must be done so that the level of confidence of the tenants is built and able to produce different

thoughts and can create competitive products. The results of exploring the potential possessed by tenants are that they are often afraid of entrepreneurial failure. Tenants still get pressure from their environment to graduate college on time and become employees to get a guaranteed income. So it needs to be continuously motivated for tenants to be sure and able to change this doubtful mindset.

It is expected that the activities that have been carried out can be sustainable and tenants can become independent entrepreneurs/women. Therefore, support from various parties is needed.

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