



Social Dynamics of Entrepreneurship among Students of the Public Administration Study Program, Tadulako University

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ABSTRACT

The author examines this issue with the aim of implementing the Tridharma of higher education through entrepreneurial socialization, which aims to develop entrepreneurial insights for students of the Public Administration Study Program, Faculty of Social and Political Sciences, so that it can be of benefit to society. This research is focused on knowing the interest in entrepreneurship among students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, and is expected to make a theoretical contribution to the development of student entrepreneurial interest. This study uses a qualitative descriptive method, and the results show that there are still many students who do not understand entrepreneurship; there is a lack of material to foster interest in entrepreneurship in lecture material; there is no proper role model for students; and there is a lack of space to hone knowledge about entrepreneurship. Therefore, further efforts are needed to increase understanding and interest in entrepreneurship among students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, through providing relevant material and developing appropriate platforms to facilitate entrepreneurial learning.



INTRODUCTION

Development will be more successful if it is supported by the role of new entrepreneurs who can create jobs because the government's capacity is very limited (Simanihuruk 2021). In the last two decades, the world of entrepreneurship has attracted quite high interest (Ardiyani and Kusuma 2016). Starting in the 18th century, entrepreneurship was introduced with the aim of innovation and creativity to improve and develop an organization. In the Reformation era, the meaning of entrepreneurship changed to entrepreneurship (Purnomo 2010). Simply put, entrepreneurship is a high-risk activity that aims to increase the selling value of a product through innovative and creative processes that are beneficial to society and beneficial to business actors (Ramadhan and Putra 2022). In entrepreneurship, entrepreneurs must dare to take risks in optimizing existing resources, be they material, intellectual, time, or creative, to produce a product or business that is useful for themselves and others (Syaifudin and Sagoro 2017). So entrepreneurship is the process of creating something different by devoting all the time, energy, and enthusiasm to taking financial, psychological, and social risks and then receiving rewards in the form of money and personal satisfaction (Kuncoro and Rusdianto 2016).

Unemployment and poverty are two problems that still haunt people in many developing countries, including Indonesia today (Pratiwi and Wardana 2016). Unemployment among college graduates has long been a concern. In general, young workers hope to find promising civil service or private sector jobs after graduation. This is because the realistic notion that the purpose of going to school is to make it easier to find a job is still strong (Setyawati et al. 2021). Therefore, university graduate graduates need to be directed and supported so that they are not only oriented as job seekers but can and are ready to become job creators (Kusumo and Setiawan 2017; Natasha, Safar, and Nurdin 2021). The influence of entrepreneurship education so far has been considered as one of the important factors for growing and developing entrepreneurial passion, spirit and behavior in students (Sembiring et al. 2022). Higher education is a continuation of secondary education organized to prepare students to become members of society who have academic and professional abilities and can apply, develop, and create science, technology, and art. Every college graduate certainly has the hope of being able to apply the knowledge and skills they have acquired during their studies to their chosen profession (Yusuf, Natsir, and Kornelius 2017). Universities have an important role in creating qualified and skilled human resources in certain fields of knowledge, so that they are able to compete in the job market. Students who successfully complete their studies at tertiary institutions and earn bachelor's degrees will face stiff competition in finding jobs that match their competence (Darmawan 2022).

The role of the university alone is not enough; students must also be willing to progress. Students must have a high interest in the world of entrepreneurship. Interest does not appear like that either, but interest grows and develops according to the factors that influence it (Febrianurdi and Kurniawan 2017). This entrepreneurial spirit is very important to grow in order to produce young entrepreneurs (Kurniawan, Nopriyanti, and Darlius 2021). Interest in entrepreneurship can be seen from the availability to work hard and to achieve business progress, as well as the willingness to bear various risks related to the actions it takes (Hariyani and Wibowo 2020). In fostering interest in entrepreneurship there are many ways that can be done, one of which is the ease of accessing information (Fadhilah and Putra 2022). As well as developing cooperatives in the realm of students, this is an important lesson for developing a business spirit in organizations in the economic sector (Astuti and Bukhori 2018).

Research on the Social Dynamics of Entrepreneurship among Students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, was conducted to understand the factors that influence students in the department to become entrepreneurs. This research was conducted considering the importance of entrepreneurship in advancing the economy in Indonesia as well as the role of students as the younger generation who are expected to be able to create jobs through innovative businesses. In the Indonesian context, entrepreneurship is still considered a less desirable career choice, especially among university students. Various social and cultural factors that exist in society, such as the stigma against entrepreneurship and distrust of one's own abilities, as well as the uncertainty and risks associated with entrepreneurship, are factors that influence students' interest in entrepreneurship. Therefore, this study aims



to explore the factors that influence students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, to become entrepreneurs so as to provide a more comprehensive picture of the social dynamics of entrepreneurship among students. It is hoped that the results of this research can contribute to the development of entrepreneurship among students as well as become a reference for entrepreneurship development programs held by universities and the government.

METHODS

This research uses a qualitative-descriptive approach through field studies. A qualitative-descriptive approach is a research method that aims to describe phenomena or events that occur in a particular case or research object. Field study is one of the data collection techniques in qualitative research that is carried out by observing and obtaining data from the environment or situation where the phenomenon occurs. In this study, field studies were conducted by means of in-depth interviews. In-depth interviews are a qualitative data collection technique used to obtain in-depth and detailed information about the views, experiences, attitudes, and knowledge of informants related to the research topic.

This study aims to gather information about the research center through in-depth interviews with faculty leaders, lecturers, entrepreneurs, and students. Primary data sources in this study are informants or resource persons who are knowledgeable about the problem, have data, and provide complete and accurate information. Primary data was collected through in-depth interviews, and secondary data was collected in the form of documents needed to support research. Key informants were selected because they had knowledge and experience relevant to the research topic.

The data that has been collected is tested for validity by using construct validation techniques and internal validation. Construct validation is carried out by collecting as much evidence as possible and verifying it with key informants, while internal validation is carried out by matching, explaining, and analyzing the time of the incident. This is done to ensure the accuracy and reliability of the data that has been collected. After the data is validated, it is analyzed using qualitative data analysis techniques. Qualitative data analysis is the process of processing and interpreting qualitative data by identifying, classifying, comparing, and interpreting it. The qualitative data analysis techniques used in this study are not explained in more detail, but there are various qualitative data analysis techniques that can be used, such as content analysis, narrative analysis, grounded analysis, and so on.

RESULTS AND DISCUSSION

Causes And Consequences of Lack of Interest In Entrepreneurship Among Students

Entrepreneurship can be influenced by several factors that can motivate or restrain someone from starting their own business. These factors can be grouped into internal factors and external factors. Internal factors include individual abilities and skills, such as the ability to think creatively, the ability to take risks, the courage to face failure, self-confidence, the ability to lead, and the ability to adapt to change. In addition, internal factors also include individual values, attitudes, and personal interests in certain business fields. External factors, on the other hand, consist of environmental factors and situational factors. Environmental factors include economic, political, social, and cultural conditions in the surrounding environment that can affect opportunities and risks in entrepreneurship. Meanwhile, situational factors include market opportunities, availability of capital, access to technology, support from family and friends, as well as support from the government or financial institutions.

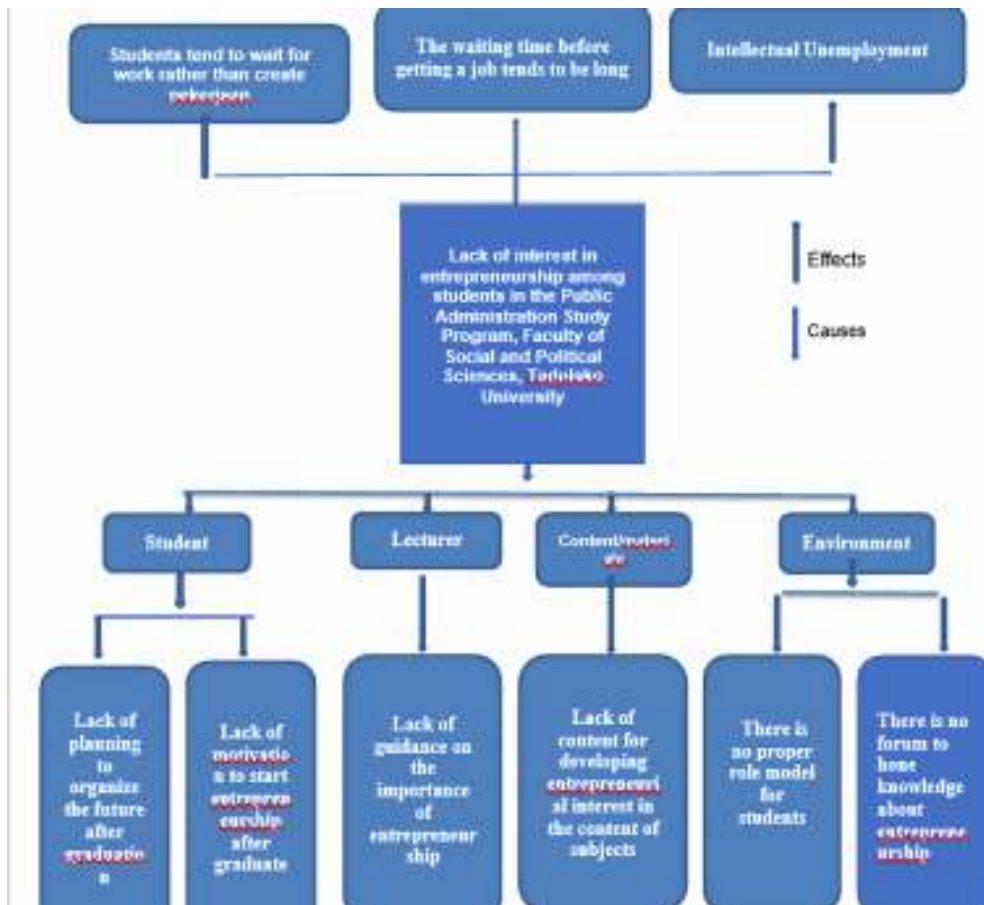
Zhao and Seibert (2006) found in their research that there is a relationship between personality status and entrepreneurial status. Ngoc and Huu (2016) state that the external environment and perceived feasibility are independent variables that significantly influence positive perceptions of entrepreneurship and have a positive impact on entrepreneurial intentions. On the other hand, perceived personal worthiness and traits significantly influence negative perceptions of entrepreneurship and have a negative effect on entrepreneurial intentions. Farouk, Ikram, and Sami (2014), found that motivation, work experience, and teaching have a



significant impact on entrepreneurship. Crasrud and Brannback (2011), explain that entrepreneurial motivation is an important explanatory mechanism for various entrepreneurial behaviors. Crasrud and Brannback conducted a study where motivation could influence subsequent intentions and behavior. The need for achievement was found to be positively related to entrepreneurial persistence (Wu, Matthews, and Dagher 2007).

Utami and Istiqaroh (2017), in their research results, said that socio-demographic factors (gender, parents' occupation, and entrepreneurial experience) had no effect on students' entrepreneurial intentions. Contextual factors (academic support, social support, and business environment support) influence students' entrepreneurial intentions. Partially, academic support variables have no significant effect on students' entrepreneurial intentions. Sarwoko (2011), who examined empirical studies of entrepreneurial intention in students, obtained the results that subjective norms and self-efficacy had a positive impact on entrepreneurial intentions, besides the fact that entrepreneurial intentions were higher when subjects had entrepreneurial families. Entrepreneurial learning requires the support of a strong attitude from entrepreneurial actors. The attitude of business actors is a pattern of behavior or anticipatory readiness, a predisposition to adapt to social situations (Suryanto, Widiastuti, and Sugito 2020). Based on the explanation above, it can be concluded that the factors that influence entrepreneurship are individual factors related to personality, experience, and motivation. While the factors from outside the individual are environmental factors and learning.

Problem Description





Referring to the description of the problem above, it can be concluded that the lack of interest in entrepreneurship among students can be caused by several factors, including a lack of optimal administrative management, especially in the management functions of planning, organizing, and executing work. This can then lead to several detrimental consequences, such as students preferring to wait for work rather than create jobs, waiting time before getting a job, working periods tending to be long, lots of intellectual unemployment, unproductive workers, and nowhere to apply the knowledge gained.

The results of the study show that there are still deficiencies in students' understanding of entrepreneurship, which are caused by several factors, such as a lack of appropriate material and examples in their study program. Students do not fully understand the meaning and importance of entrepreneurship in advancing business and improving the economy. In some cases, students do not realize that entrepreneurship is a viable and promising career choice. In addition, research shows that the lack of material about entrepreneurship in study programs is one of the factors that influences students' interest in entrepreneurship. The lack of emphasis on entrepreneurship in the academic curriculum results in students not getting adequate knowledge about entrepreneurship.

Research also shows that the lack of proper role models for students is a factor influencing interest in entrepreneurship. This is because students do not yet have a role model that shows that entrepreneurship can be a successful and satisfying career choice. Finally, the lack of a place to hone knowledge about entrepreneurship is also a factor that influences students' interest in entrepreneurship. Students need to engage in activities that allow them to practice and hone their entrepreneurial skills. To overcome this deficiency, further efforts are needed to increase understanding and interest in entrepreneurship among students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University. One way is by providing relevant materials on entrepreneurship in their curriculum and developing appropriate platforms to facilitate entrepreneurship learning. In this way, it is hoped that students' interest and motivation in entrepreneurship will increase, and more opportunities will be created for them to create jobs and improve the economy.

Efforts to Grow Student Entrepreneurial Interest and Motivation

The higher the intellectual level of a country, the more unemployment there is, and the more valued the business world is. Development will be more successful if it is supported by entrepreneurs who are able to create jobs because the government's capacity is very limited. Therefore, entrepreneurship has potential that can be developed, both in quantity and in itself. At present, we are faced with the fact that the number of Indonesian entrepreneurs is still small and the quality cannot be said to be prime, so efforts to develop entrepreneurship in Indonesia are very urgent for the success of national development. Therefore, students are required to be able to develop their entrepreneurial talents in order to be able to adapt to the development needs of the world of work.

Basically, students have great potential to become successful entrepreneurs in the future. However, to achieve this, proper efforts are needed to foster interest and motivation in entrepreneurship among students. The following are some efforts that can be made to foster interest and motivation in entrepreneurship among students:

1. Provide training and assistance
Entrepreneurship education can help students develop the skills and knowledge needed to become successful entrepreneurs. Training and mentoring can provide students with an understanding of the concepts of entrepreneurship, business strategy, financial management, and product development. In this case, universities can provide entrepreneurial training programs and also offer mentors who can help students build their businesses.
2. Provide access to resources



Students need access to the necessary resources to start their businesses. This can include access to the necessary capital, networks, and human resources. Universities can help students by providing access to funding, business networks, and human resources such as experienced entrepreneurs or business consultants.

3. Providing Business Contests

Business contests can be an effective way to foster entrepreneurial interest and motivation in students. These business contests can give students the opportunity to present their business ideas and also provide prizes that can help them start their business. In addition, business contests can also be a place to interact and exchange ideas with other students and experienced entrepreneurs.

4. Holding seminars and conferences

Holding seminars and conferences on entrepreneurship can help students broaden their knowledge of the business world. These seminars and conferences can also provide opportunities for students to meet successful entrepreneurs and hear their experiences and inspirational stories.

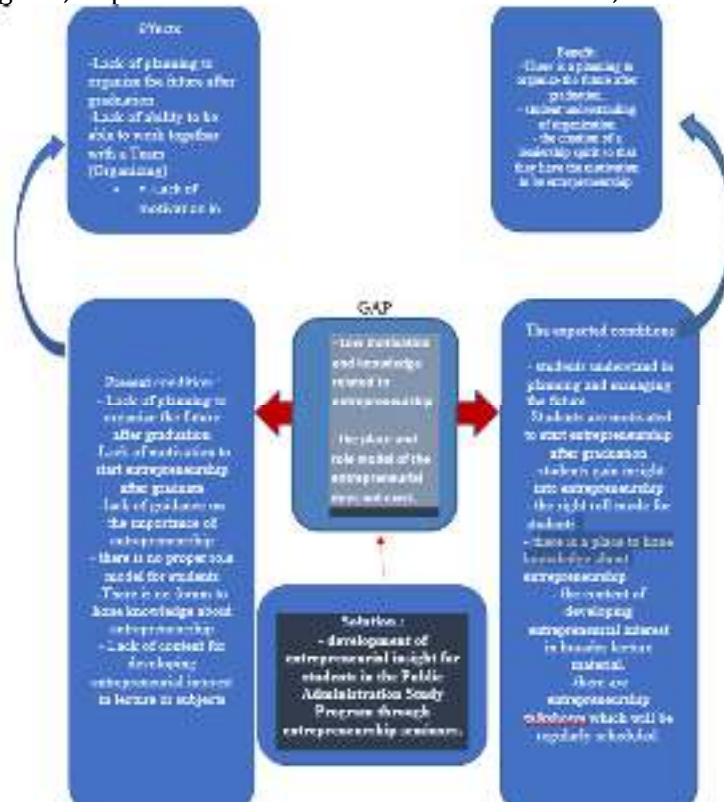
5. Encouraging creativity and innovation

Creativity and innovation are the keys to becoming a successful entrepreneur. Therefore, universities can encourage creativity and innovation among students by providing challenging assignments and projects and giving them the freedom to explore new ideas.

By making the above efforts, it is expected to foster interest and motivation in entrepreneurship among students. This can help students prepare themselves to become successful entrepreneurs in the future.

Idea (Initiative) Problem Solving

Based on the results of problem analysis using the USG analysis method, the problem that will be raised in this actualization activity is the problem of a lack of interest in entrepreneurship for students of the Public Administration Study Program, Department of Social and Political Sciences, Tadulako University.





Taking into account the problems faced by students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, the problem solving idea that the authors are planning is to hold an Entrepreneurship seminar related to the development of entrepreneurial insights for Tadulako University students. public administration study program to train their understanding in entrepreneurship so that management functions are embedded in the form of planning, organizing, actuating and controlling each individual to face the world of work. By carrying out entrepreneurial activities such as entrepreneurship seminars and exhibitions, students will be more motivated in developing their entrepreneurial talents so that they can produce graduates who are professional, independent and have socio-cultural sensitivity and are able to compete in the global era.

CONCLUSION

Based on the research results, there are several factors that influence the lack of interest and motivation in entrepreneurship among students of the Public Administration Study Program, Faculty of Social and Political Sciences, Tadulako University. Some of these factors include a lack of understanding of entrepreneurship, a lack of material to foster interest in entrepreneurship in lecture material, the absence of proper role models for students, and a lack of a place to hone knowledge of entrepreneurship. Therefore, further efforts need to be made to increase understanding and interest in entrepreneurship among students, such as by providing relevant materials and developing appropriate platforms to facilitate entrepreneurial learning. By making these efforts, it is hoped that it can increase interest and motivation in entrepreneurship among students, so as to create young entrepreneurs who have the potential to improve the economy and progress of the nation.

With the completion of this research, the authors hope to be able to assist work units, especially in the State Administration Study Program, Faculty of Social and Political Sciences, Tadulako University, to achieve the mission of the Administrative Sciences Study Program, namely to produce graduates who are professional, independent, and have socio-cultural sensitivity and are able to compete globally, as well as create alumni who are able to adapt to the needs of the development world of work and are professional and dedicated.

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