

# THE IMPLEMENTATION OF ENTREPRENEURSHIP DEVELOPMENT PROGRAM IN UNIVERSITAS MURIA KUDUS

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# THE IMPLEMENTATION OF ENTREPRENEURSHIP DEVELOPMENT PROGRAM IN UNIVERSITAS MURIA KUDUS

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**Abstract—**Dealing with Entrepreneurship Development Program issued by the Ristekdikti DPRM, there are more opportunities for the academic community in higher education to foster entrepreneurial spirit for students. It is in line with the tagline of Universitas Muria Kudus (UMK) that is "polite, smart and entrepreneurial". UMK graduates are expected to independently create their own jobs. This is expected to prepare students to be financially independent before they graduate so they do not depend on jobs provided by the government or the industry. Another objective of this program is to create new entrepreneurs such as English course, snacks, scarf and fashion, nursery, etc. The method which is used in this program is coaching technique with 4 stages, namely orientation, clarification, solving (change) and closing. At the orientation or introduction stage is the stage of getting to know each other between the proposing team and the tenants and program socialization by the proposing team to the tenants. Knowing each other is expected to establish two-way communication & mutual trust between two parties. In the clarification phase, tenants are guided to explore their potential, including their interests and talents. So they can determine the type of entrepreneur in

accordance with their competencies, talents and interests. The third stage is the solution (change), where the tenants take action, applying knowledge about entrepreneurship in real terms by establishing an education business in accordance with their wishes so that their dreams as successful young entrepreneurs can be realized. The final stage of closing is an evaluation of the steps that the tenant has taken in running his new business. In this stage, the problems and shortcomings faced by tenants are discussed to find a solution, improvements are made for the smooth running of their business. From this program, it is expected that 5 new businesses will emerge annually within a period of three years as a form of the realization & application of entrepreneurial theory & knowledge to achieve success so that these tenants will inspire other students to participate in entrepreneurship. Goods and services produced by tenants are also other targets to be realized. No less important is the work of the tutoring application and translation work will be registered as intellectual property rights.

**Keywords—**entrepreneurship, business, coaching

## I. INTRODUCTION

Teacher Training and Education Faculty Universitas Muria Kudus (UMK) is located in Kudus regency, Central Java, Indonesia. It is an industrial town which has several terms as Kretek town, Jenang town and religious town. In addition, it has a local philosophy named Gusjigang. This local wisdom has some values, i.e: good attitude, smart and entrepreneurial. Entrepreneurial means having the spirit of entrepreneurship. As the UMK tagline polite, smart and entrepreneurial, the university try to always develop the spirit of entrepreneurship to all students. It is implied in the curriculum that all of them must enroll Entrepreneurship course. Therefore its graduates must satisfy the qualification based on the tagline and Kudus local wisdom.

One of concrete effort to realize the entrepreneurial students is obliging students to do an entrepreneurship activity as the course project. However, after they graduate, most students do not continue their project as their prospective job. To minimize this, they should have a skill to take the chance of business and to get motivation and support to realize their business.

There are some prominent additional values that exist in the products produced by the students of UMK joining the Entrepreneurship Development Program, such as flavour variety of traditional food, Karakress. Usually, it is only crispy, but with the innovation of hot and extra hot, customers may have more variant to choose. Later, more innovations will be conducted as well as cheese and barbecue flavor. The next product which is specifically

made for those who are writing skripsi or thesis at campus, they can consume many coffee variants. They may try Jetak coffee, Muria Coffee, Flores Coffee and so on, supported with free internet access. This student group name their food stall SEKOPPI (Secangkir Kopi Para Pencari Inspirasi). Another business run by an alumni is Adenium

flower. It grows flowers have several color combination, such as pink, red and white combination, etc. The brand name is DB Flora. DB stands for David (the owner's name) Breakthrough. The prospective thing is school visit to DB Flora where students got different learning experience and learned how to survive in their life. The business is very prospective later since it will be developed as an education site visit for students to see, observe and experience how to grow Adenium and some other kinds of flowers. The other business of mushroom farm. It is run by another alumnus of agritechology of UMK. The product is genuinely organic because he does not use any addictive things. Later this farm is targeted to be another educational site visit for students from any level. They can visit as well as cook mushroom they pick and bring home mushroom as a souvenir.

The out put of this program are : 1) realize 5 new independent start up , 2) Guide innovative and creative students and alumni to establish a legal company, 3) Mentor and coach tenants who are establishing new business start up, 4) Introduce technological tools to each business, 5) Register legal right (HAKI) of product brand, 6) guide and motivate tenant who do not successfully run the new start up business.

The outcomes which have been set to achieve in this first year are: 1) National journal publication (ABDIMAS), international seminar proceeding, 2) Mass media publication, both offline and online and 3) Realizing 5 new start up business.

## II. METHOD

Before the program is run, the initial step to do is program socialization. It has it has several phases to do, i.e.: informing PPK both offline and online. The information is published in the website of Teacher training and Education Faculty with the link <http://fkip.umk.ac.id/.../fkip/1429-program-pengembangan-kewirausahaan-ppk> and Tracer Study and Career Unit (PKPA) with the link <http://pkpa.umk.ac.id/?p=2629>.

The second phase is recruitment of tenant through a selection. Students who have registered via on line and offline, then meet the team to have an interview to dig information whether they are really motivated to be entrepreneurs or not and the possible business they want to establish.

To run this program, the team have 4 steps to do, they are review, innovation development phase, mentoring and coaching and the last is workshop and evaluation. The method is described in table 1.

The first phase is review. Review is aimed at identifying and catch the business opportunity, which means to scrutinize the idea of tenants' business. The business idea is then written on a proposal of business plan. The next phase is innovation development. Visiting incubation centers and prototype facilities may inspire tenants to innovate the product they yield later. The third phase is mentoring and coaching. In this phase, tenants do management planning. And the last phase is workshop and evaluation. There are 8 workshops which were conducted, covering from program orientation, motivation training, workshop on designing business plan, workshop on online business, workshop on business management, workshop on customer targeting and marketing, workshop on labeling, and Englishpreneurship workshop.

TABLE 1. METHOD OF RUNNING PPK PROGRAM

| 1   |  |   |  |  |   |
|---|--|---|--|--|---|
| year  |  |   |  |  |   |
| 2<br>1<br>month   | 1 month                                  | 2 months  | 4 months                                 | 1 month                                  | 1 month   |
| PRE-<br>ACTIVIT<br>Y  | Step 1:<br>Review                        | Step 2:<br>product<br>innovation<br>developmen<br>t                   | Step 3:<br>Mentoring an<br>Coaching      | Step 4:<br>workshop<br>and<br>evaluation | POST-<br>ACTIVITY                                       |
| Tenant<br>selection   | Business<br>chance<br>identificatio<br>n | Developing<br>creative<br>ideas,<br>internship,<br>introducing<br>HKI | Business<br>plan, run<br>the<br>business | Workshop,<br>evaluation                  | Releasing<br>independe<br>nt tenant,<br>new start<br>up |
| Program Mentoring: consultation and coaching, production<br>technology, management, marketing, budgeting. |  |   |  |  |   |

### III. RESULT AND DISCUSSION

Entrepreneurship development program (PPK) is organized by Team of Community Service of Teacher Training and Education Faculty of UMK from June - December 2019. The program is conducted through several phases. It begins from program socialization, which is followed by tenants recruitment and the implementation of the program. Socialization is conducted both on line and offline. The team publish recruitment announcement in the website of Teacher training and Education Faculty with the link <http://fkip.umk.ac.id/.../fkip/1429-program-pengembangan-kewirausahaan-ppk> and Tracer Study and Career Unit (PKPA) with the link <http://pkpa.umk.ac.id/?p=2629>.

The recruitment process has some selection. The first selection is administrative, such as fulfilling the form. Firstly, there were more than 40 students registered, but they were naturally selected and only 20 tenants stay joining the program until they become independent start ups. They also had an interview with the team to dig information about organization experience, their motivation to join the program, managerial experience, entrepreneurship experience and their attitude. The next selection is by writing proposal of business plan. Tenants were previously trained how to write business plan. Then, they make it both individually and in group, depending themselves. Then they present their proposal in front of the

team and other tenants. The team evaluate their proposal, which one has the biggest manageability to run and deserve to be facilitated. There were 10 proposals of business plan presented by the tenants, but only 7 proposal which are facilitated by the team due to several consideration. They are business on mushroom farming (Rumah Jamur), flora commercial business (DB Flora), coffee drink (SEKOPPI = SECANGKIR KOPI PARA PENCARI INSPIRASI), veil business (AWE HIJAB), Sushi & Steak (So Ju), traditional snack (Karakress), and Printing business (USAB= USAHA SABLON KREATIF). The following table describes the tenants' product.

TABLE 2. THE OUTCOMES OF THE PROGRAM

| No | Status                              | Nama  | Produk  |
|----|-------------------------------------|---|---|
| 1  | Alumni PBI                          | David Mauliniam   | Adenium, lily, dll.                             |
| 2  | Mahasiswa PBI                       | Wahyu KartikaPutri  | Karakress                                       |
| 3  | Mahasiswa PBI                       | Dayu Kusumaningtyas   | Ewa Hijab                                       |
| 4  | Mahasiswa Teknik Elektro, Manajemen | Dany Cahyanto, Bagus Putra Pratama, Putri Nurul Utami                       | USAB (Usaha Sablon Kreatif)                     |
| 5  | Alumni Agroteknologi                | Dzulkifli   | Jamur tiram                                     |
| 6  | Mahasiswa PBI                       | Rahayu Fitriani   | So Ju (Sushi & Steak)                           |
| 7  | Mahasiswa PBI                       | M. Hedi Firmansyah, Fatihah Romdoni, Fiqih Ilmansyah, Sahayana Putri Mahmud | SEKOPPI (Secangkir Kopi Para Pencari Inspirasi) |

Family who have value and norm and entrepreneur spirit generally get more potential to result in natural entrepreneur. With proper program support, students will get conducive habitat to grow and develop their talent. Therefore, this entrepreneurship development program is expected to provide chance and challenges for them to express their ideas and grow in supportive environment. Choosing the right place to grow and interact will completely support to develop the spirit, motivation, talent of entrepreneurship which yield benefit and financial result.

There are only 50% students who can survive and have big commitment to do entrepreneurship based on their interest and competence. Thirteen students with 5 different business start up show that they are greatly encouraged that they are actively engaged in every activity held by the entrepreneurship development team. The students having Flora business start up, mushroom, sushi and steak are derived from very supportive family who give motivation to run the business. Some family of them have run some business as well, where they have experience and have had conscious entrepreneur motivation. Thus, through this

entrepreneurship development program, students have wide opportunity to actualize doing entrepreneurship.

Another factor succeeding the program is the good relationship between the lecturers team and students. They both should support each other to be synergy in doing their own capacity so that new business start ups are established. The team regularly and intensively coach the tenants to make them solid and confident in running their business. Students factor in this case is high internal motivation and good support system from their co-tenants and family. By motivating each other and sharing, tenants from different group strengthens and inspire them to have other creative ideas in developing their business. In addition, family support is a very important factor to sustain the continuity of their business start up.

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