

ENTREPRENEURSHIP TRAINING FOR INDEPENDENT STUDENTS EXCHANGE AND STUDENTS OF FACULTY OF ECONOMICS AND BUSINESS MALIKUSSALEH UNIVERSITY

Zulfan¹, Sari Yulis Terfiadi²

^{1,2}Faculty of Economics and Business Universitas Malikussaleh

Corresponding Email: zulfan.sb@unimal.ac.id

Abstract

Entrepreneurship training has become an important aspect in enhancing entrepreneurial skills and enthusiasm among university students. For this reason, the Faculty of Economics and Business at Malikussaleh University held entrepreneurship training for students. This training presented two lecturers from the Faculty of Economics and Business of Malikussaleh University who have been successful in managing their businesses. The purpose of this training is to increase understanding of entrepreneurship, inspire and motivate students to become entrepreneurs and develop entrepreneurial skills. The number of participants who took part in this training were 108 students consisting of independent exchange students and students of the Faculty of Economics and Business at Malikussaleh University. This training provides opportunities for students to interact directly with presenters so that they can know the steps and strategies for starting and developing business ideas, as well as increasing creativity and effective marketing strategies.

Keywords: Training, Entrepreneurship, Students Exchange.

1. INTRODUCTION

Entrepreneurship is an active factor of production that can mobilize and utilize other resources such as natural resources, capital and technology so that they can create wealth and prosperity through creating jobs, income and products needed by society. Therefore the development of entrepreneurship is a must in development (Jonnius, 2013). In this modern and digital era, entrepreneurship has become an important factor in facing the ever-growing economic challenges. Therefore, it is important for educational institutions to provide entrepreneurship training to students so that they are ready to face the competitive business world. At present we realize that the world of work and the availability of job opportunities is no longer possible to absorb all college graduates, so they are starting to switch to choosing a career as an entrepreneur. This is especially a challenge for educational institutions. In line with this, the government continues to work to accelerate the achievement of the national entrepreneurship ratio target of 3.23% in 2024. Moreover, the peak demographic bonus that is projected to be obtained by Indonesia in 2035 also needs to be utilized and managed as well as possible (Coordinating Ministry for Economic Affairs, 2023). In addition, the Government of Indonesia through Presidential Regulation (Peraturan Presiden) Number 2 of 2022 has a target of creating 1 million new entrepreneurs in 2024.

Following up on this, the Indonesian Ministry of Education, Culture, Research and Technology has launched the Independent Entrepreneurship program which provides opportunities for students to learn and develop themselves to become prospective entrepreneurs through activities outside the lecture class. The Merdeka Entrepreneurial Program collaborates with the Program Implementing Universities to develop entrepreneurial learning that is able to sharpen the entrepreneurial spirit, encourage increased entrepreneurial experience and increase student interest and enthusiasm in entrepreneurship. One of the main focuses of the Merdeka Entrepreneurship Program is to provide comprehensive entrepreneurship education to students. This is done through

holding various workshops, training, and self-development programs that emphasize business and management aspects (Independence Campus, 2023). Students are given knowledge about basic business concepts, business modeling, marketing, financial management, and business growth strategies. In addition, students also gain practical experience in entrepreneurial activities through the process of providing entrepreneurial mindset and competencies, developing and creating business concepts, practices and entrepreneurial development.

This entrepreneurship training is also in line with the 2020-2024 Unimal Faculty of Economics and Business Vision and Mission, namely; (1) Organize quality education services evenly by including all local potentials that exist in the community. (2) Develop research activities based on local potential through the application of industrial technology, agriculture, agribusiness, art and culture, business and sharia economics, social politics, law, health and the environment that are able to compete at the international level. For this reason, the Faculty of Economics and Business Unimal organizes entrepreneurship training which aims to build an entrepreneurial spirit among students. This entrepreneurship training engages successful business practitioners to impart their insights and experiences to students. Participants will have the opportunity to learn directly from those who have succeeded in the business world. The presenters in this training are young FEB Unimal lecturers who have succeeded in running their business. In this training FEB Unimal presented Mr. Sari Yulis Terfiadi, BBA, MBA and also Mr. Zulfan, S.Sy., M.Sc. This training provides an opportunity for students to foster an entrepreneurial spirit and spirit by developing business ideas, increasing creativity, and learning effective marketing strategies. So that students are ready to face the world of entrepreneurship/business in the future.

2. IMPLEMENTATION METHOD

The method used in this training activity uses interactive practical discussions, students can conduct questions and answers directly to presenters regarding how to start and manage a business, challenges and obstacles encountered in business travel, as well as effective marketing strategies. Furthermore, students are able to apply directly and gain a thorough and comprehensive understanding of this entrepreneurship training.

3. RESULTS AND DISCUSSION

The results of the study show that entrepreneurship training provides significant benefits for students of the Faculty of Economics and Business, Malikussaleh University. This training helps improve their skills in planning and managing a business, identifying market opportunities, developing marketing strategies, and building a strong business network. In addition, this training also succeeded in motivating students to innovate and create creative business ideas. Based on the Entrepreneurship training that has been carried out, presenters share experiences in building and managing their business. The first session of this training was delivered by, Mr. Sari Yulis Terfiadi, BBA, MBA. The speaker told about the journey of managing the crystal ice business which is used by fishermen to preserve the fish they catch to keep them fresh. When presenting the material, Mr. Sari Yulis also shared the obstacles and challenges he faced when he first started running his crystal ice business. However, with his persistence and discipline, these failures and obstacles were successfully overcome. He implements a good service system in distributing his crystal ice to fishermen by making it easier for fishermen to always get stock of crystal ice in a timely manner and in accordance with the needs of these fishermen. In this first session the participants were given insight and experience that every business will definitely experience challenges and obstacles on its way and not everything will go as planned. However, if the businessman continues to learn and evaluate the problems faced wisely and precisely, then this will become a stepping stone and the businessman can move forward. This is proven that currently the crystal ice business managed by Mr. Sari Yulis earns hundreds of millions of rupiah in turnover every month.

Furthermore, the material for the second session was presented by Mr. Zulfan, S.Sy., M.Sc who is also a lecturer at FEB Unimal and is now successful in building "Kabi Kopi" as a contemporary coffee shop business. In this second session, the speakers delivered an effective marketing strategy to reach the right target consumers. The speaker said that in today's digital world, a businessman must be able to use social media to implement *digital marketing* strategies. In the second session, participants were shown several posts on social media platforms such as Instagram and Tiktok to see the *digital marketing strategy* carried out by the *food and beverage business*, including the Kabi Kopi social media account. In this case, the speaker wants to show the participants (students) what strategies can be implemented to reach the desired consumers. So that it can remain stable and survive in the face of increasingly fierce business competition.

The third session is a question and answer session and students can interact directly with the presenters to gain more detailed insights and experiences about entrepreneurship and the presenters' business trips. Thus, they will be able to apply the knowledge gained in real business situations. Entrepreneurship training is expected to make a positive contribution to the development of entrepreneurship among students. With this training, it is hoped that more young entrepreneurs will emerge who are able to create new jobs and contribute to the country's economic growth. Of course, the entrepreneurial process demands a willingness to take calculated risks so as to overcome obstacles to achieve the expected success. In general, entrepreneurs use their ingenuity to take advantage of limited resources (Aprilianty, 2012). This is in line with Haryani's research (2012), explaining that someone with an intention to become an entrepreneur will have better readiness and progress in the business being carried out than someone without an entrepreneurial intention. Entrepreneurial intention is believed to be related to proven behavior to be a reflection of actual behavior. Therefore an understanding of one's intention to do business (entrepreneurial intention) can reflect the tendency of people to set up a business in real terms.



Figure 1 and 2: Group photo with the speakers and participants

4. CONCLUSION

Entrepreneurship training for university students is an important step in preparing young people who have an entrepreneurial spirit. With this training, students are expected to understand the importance of entrepreneurship and have the motivation to become successful entrepreneurs. Entrepreneurship training for students of the Faculty of Economics and Business is an important step in equipping them with the entrepreneurial skills needed in the world of work. This training provides students with the knowledge and skills needed to become successful entrepreneurs in the future. Through this training, students are better prepared to face challenges and take advantage of existing business opportunities. It is hoped that this training can continue to be carried out on an ongoing basis to create young people who are entrepreneurs and able to contribute to the country's

economic development. Therefore, there is a need for continuous support from the university and other stakeholders to continue this entrepreneurship training program.

Acknowledgement:

Thank's A lot to the team implementing the training activities to convey to all leaders and staff who have provided material and moral support so that the Entrepreneurship Program Training activities for Independent Students Exchange and the Students of the Faculty of Economics and Business of Malikussaleh University can run well and smoothly as they should. Then Also, thank specially to IRPITAGE Journal who has facilitated the process of publishing this scientific article and also to LPPM of Malikussaleh University.

REFERENCES

- Aprilianty, E. (2012). The Influence of Entrepreneurial Personality, Entrepreneurship Knowledge, and the Environment on Entrepreneurial Interests of Vocational High School Students. *Vocational Education Journal* , Vol 2, Number 3, November 2019.
- Jonnius. (2013). Fostering Entrepreneurial Culture in Society. *UIN Suska Publisher Tower*, Vol. 12 No. 1 January-June, 2013.
<https://feb.unimal.ac.id/profil/visi-dan-misi>. Accessed July 2023
- <https://www.ekon.go.id/publikasi/detail/5001/dindingkan-wirausahawan-di-kalangan-Generasi-muda-government-hadirkan-workshop-naik-class>. Accessed July 2023.
- Haryani, S. (2012). The Influence of Entrepreneurial Environment on Entrepreneurial Development in Sleman Regency. *Journal of Economics and Finance*, 2012.
- Kampus Merdeka. (2022). Program Wirausaha Merdeka. Accessed July 2023.
<https://wirausahamerdeka.kampusmerdeka.kemdikbud.go.id/info/>
- Regulation of the President of the Republic of Indonesia. Number 2 of 2022. Concerning National Entrepreneurship Development. Years 2021-2024.