



Creative business in the mindset of PGSD University PGRI Palembang students towards an interest in entrepreneurship

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ABSTRACT

In order to fulfill the desire for entrepreneurship in tertiary institutions, a mindset is needed for PGSD students, so that students can have knowledge and skills. The mindset and entrepreneurial spirit of students can ultimately foster student entrepreneurial interest. The formulation of the problem is how students think in creative endeavors. The aim of this research is to find out the mindset of PGSD students at PGRI Palembang University towards their interest in creative endeavors. The research method used is descriptive qualitative. With data collection techniques using a questionnaire via Google Form to second semester PGSD students. The results of this study indicate that entrepreneurship education, entrepreneurial mindset, and creativity have a positive and significant effect on students' creative business mindset in entrepreneurial intentions in PGSD University PGRI Palembang students. The conclusions of the research are economic factors consist of capital and opportunities to meet economic needs.

Keywords: *Creative business, Mindset, Interest in entrepreneurship, Students*



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INTRODUCTION

Entrepreneurship is not just working to make a living, but is an independent business to make ends meet. Ratumbuysang (Setia, 2022), entrepreneurship is considered as a single mistake in the component that sustains the Indonesian and global economy. The ability to foster creativity and the ability of PGSD students to communicate their ideas and creations. For example, if you are a civil servant (PNS) from the government and have a successful entrepreneurial spirit, you can also attract foreign investors to invest in Indonesia. Universities must play a role in providing entrepreneurship education as a means to promote entrepreneurship (Hidayat et al., 2021). Entrepreneurship is expected to foster an independent attitude and a will to live a better life without depending on others. Arousing interest in entrepreneurship is one step to advance entrepreneurship. Entrepreneurial interest raises the determination to become entrepreneurs. Entrepreneurship is about the desire, interest and willingness to work hard or have a strong will to be independent or try not to be afraid of future risks, and a willingness to learn from mistakes (Yimamu, 2018). Interest in entrepreneurship is not born, but grows and develops depending on influencing factors. Edy (2015) The factors that influence the interest in entrepreneurship can be broadly classified into two factors, namely: The first are internal factors and external factors. Internal factors are factors that arise through stimulation from within the individual, namely income, self-esteem, feelings of pleasure (Wiani et al., 2018). External factors are factors that influence individuals through external stimuli, namely the family environment, community environment, opportunities and education. Economic factors indicate that the availability of capital encourages students' interest in entrepreneurship. Entrepreneurial intentions must be cultivated in current students, but several programs offered by universities and the state fail to foster the theme of entrepreneurship among students (Sandi & Nurhayati, 2020). Entrepreneurship education courses are courses that students must complete (Indahsari & Puspitowati, 2021). Universities have a responsibility to educate their students about entrepreneurial skills and encourage them to dare to choose an entrepreneurial profession (Ridwan & Ulwiyah, 2020). These problems are related to what factors influence students' entrepreneurial intentions to pursue entrepreneurial careers after graduation. Another factor that influences intention in entrepreneurship is mindset creativity. In general, creativity refers to

creative and innovative ideas when starting a new business. Creativity refers to the skills and abilities of a person. Creativity provides the ability to think creatively and innovatively by identifying opportunities, designing products or services, and solving problems. A student with high creativity combined with growing entrepreneurship and entrepreneurship education increases the enthusiasm for entrepreneurship.

Entrepreneurship education is a type of education, according to Diagbonya (Katz, 2014) explaining that education is given to someone with the aim of developing entrepreneurial qualities with support for smoothness and success in running a business. Entrepreneur is a translation of the word entrepreneur. Entrepreneurs are people who are capable of starting new businesses and people who are usually exposed to the immediate risks that may be associated with success (Rahmadi & Heryanto, 2016). Entrepreneurs can identify different deals and use all their resources to turn opportunities into profitable businesses. Mahmuddah (2019) Entrepreneurship is the ability to add value to the initial utility value of an object in various ways, such as: Find scientific knowledge, improve existing technology, and find new ways to produce products with more efficient resources and better results.

Prophet et al. (Ramadani, 2021) Entrepreneurship is defined as a sense of developing critical thinking skills. Entrepreneurship refers to one's commitment to entrepreneurial activity (Ramadani, 2021). Entrepreneurial people tend to have entrepreneurial intentions as well.

Interest is a continuous tendency to pay attention to and remember certain activities (Wardana et al., 2020). Furthermore, interests tell us what people want, what they do, and what they enjoy. Someone who is interested in something is guided by that interest through every action and deed (Hidayat et al., 2021). On the other hand, there are three key factors that play a role in the interest in entrepreneurship. Namely: relating to aspects of individual personality (emotions and feelings, perceptions, motivation, learning (attitudes). For students who are entrepreneurs, their interest is to identify business opportunities and use them to create new jobs. Entrepreneurship allows us to show others that we are real people by tapping into the entrepreneurial potential within us. Entrepreneurship also helps people achieve a better position in society and overcome challenges.

Indicators of interest in entrepreneurship are as follows (Jiatong et al., 2021): a. There is a feeling of pleasure towards entrepreneurship. b. Statement of preferring entrepreneurship over others c. There is a sense of interest in the world of entrepreneurship d. actively involved in entrepreneurial activities e. Always pay attention to something related to entrepreneurship. Students develop a strong entrepreneurial spirit when individuals or groups of students have a strong interest in entrepreneurship. With this interest, it will encourage students to do something or activity which contains a motivation that causes doing something or activity in accordance with the goal. Interest does not just appear and form in a person, but interest arises from several factors, namely things that attract attention to an object of desire, encouragement from within a person and encouragement from outside. The development of interest is influenced by factors that are interrelated and influence each other, namely physical, psychological, and environmental factors. With a strong push, an ideal or desire for entrepreneurship will begin to materialize so that the fulfillment of this desire brings its own pleasant satisfaction.

RESEARCH METHOD

The research design in this research is a qualitative descriptive research, in which a study is designed to investigate a situation, or other things stated and the results are presented in the form of a research report (Arikunto, 2019). The approach in this study uses a quantitative approach. Creswell (2012) explained that quantitative research was conducted to explain how one variable influences other variables. This research also aims to determine the effect of one variable on other variables, namely creative efforts in the mindset of PGSD students at PGRI Palembang University on entrepreneurial interests. This research was conducted by distributing questionnaires asking for student opinions or arguments through Google Forms for PGSD students in semester 2 where data collection was carried out only once and at the same time.

This research includes field research, namely research on cases that occur in the field or occur in PGSD students at PGRI Palembang University. Determination of subjects or respondents in research using questionnaires. The sampling technique used in this study is purposive sampling, which is a sampling method that is carried out based on the considerations of carefully selected researchers who have certain criteria according to research needs, and are easily accessible to researchers. In this method, the method of selecting samples is random. (random). In this study, the samples were 20 informants

and PGSD students at PGRI Palembang University with a population of 160 people each in class 5 people. Those who have internal factors namely Emotional, Perception and Mastery of knowledge as well as the existence of External Factors namely environment, culture and economics Interest in Entrepreneurship. Assuming that on average they are still carrying out their roles as students. The data collection technique used was observation (field observation) and the dissemination of argument questionnaire instructions. The population used as subjects in this study were students of the Teaching and Education Faculty by taking a sample of PGSD PGRI Palembang University students in the second semester. In this study, researchers took a sample of 20 respondents with 10 questions via the Goggle Form with the link provided.

RESULT AND DISCUSSION

Tabel 1. Indicators research

Research Indicators	Triangulation Patterns
Environmental Factors	<p>From the results of the questionnaire arguments against 20 research subjects, the pattern of comparison (source triangulation) of information on environmental factors obtained is:</p> <ol style="list-style-type: none"> 1. The environment greatly determines a person's factor in determining interest in entrepreneurship, determining innovative businesses, both the internal family environment and the external environment. 2. For education is also one of the determinants of interest in entrepreneurship 3. People who are starting a business need to have a lot of relationships to increase motivation in product development, this increase is necessary and of course based on the surrounding environment.
Cultural Factors	<p>From the results of the questionnaire arguments against 20 research subjects, the pattern of comparison (source triangulation) of information on cultural factors obtained is:</p> <ol style="list-style-type: none"> 1. Entrepreneurship knowledge has been instilled on average since childhood, and bazaars have even been implemented at the junior high school level with local content subjects 2. The culture of managing the finances of business results is still carried out conventionally and continues to grow today 3. Interest in entrepreneurship at PGSD University PGRI Palembang students is quite high
Economic Factors	<p>From the results of the questionnaire arguments against 20 research subjects, the pattern of comparison (source triangulation) of information on economic factors obtained is:</p> <ol style="list-style-type: none"> 1. Consists of capital and opportunities to meet the economic needs of generators from a developed business.

Table 2. Trangulation of student argument results

Indicators Research	Triangulation Patterns
Emotional Factors	<p>From the results of distributing the Armunet questionnaire to 20 research subjects, the pattern of comparison (triangulation of sources) of information on emotional factors obtained is:</p> <ol style="list-style-type: none"> 1. Emotional factors greatly determine a person's interest in entrepreneurship. Because happiness will determine success as well as building a business is very necessary. 2. For entrepreneurs, emotional factors can also affect other factors Perception factors and mindset

Indicators Research	Triangulation Patterns
Perception factors and mindset	From the results of distributing the Armunet questionnaire to 20 research subjects, the pattern of comparison (source triangulation) of information on perception factors and mindset obtained is: 1. Their perception of business in entrepreneurship development apart from being a student is a promising alternative livelihood 2. Lecturers or senior level students are expected to pay attention to lower level students by providing the assistance and training needed by them.
Knowledge Factor	Mastery From the results of distributing the Armunet questionnaire to 20 research subjects, the pattern of comparison (source triangulation) of information on the knowledge mastery factor obtained is: Most of those who have a business or who don't have a business conduct training or outreach about young entrepreneurs so that with that knowledge they can take it by participating in webinars, and focusing on entrepreneurship courses.

After presenting the data that the authors describe from the results of distributing the questionnaires asking for arguments with the respondents concerned, the authors can analyze that in practice there are many factors that can affect the continuity of the business carried out by students, including:

1. External Factors

a. Environmental factors related to its relationship with the environment

It states that environmental factors include opportunities, activities and circumstances, and are also influenced by competitors, resources and government policies. As in any city or area with many entrepreneurs. Indeed, due to the influence of many diligent students, other students followed suit. The role of the family is very important to increase children's interest. Parents are the first caregivers and the main focus of teaching attachment. so parents give children a lot of influence and personality color. Given the importance of education in the family environment, the influence of the family environment on children can influence what children are interested in. In relation to the family environment, the role of the family in advancing the interests of the child is very important. Parents are the first caregivers and the main focus of teaching attachment (Siswiandini, 2020). Thus, parents give children a lot of influence and personality color. Thus, given the importance of education in the family environment, the influence in the family environment on children who are interested in entrepreneurship can develop their talents through education. An entrepreneur is someone who recognizes potential, learns to capitalize on it, capitalize on opportunities, and manages a company in a way that achieves goals. So from the data above it can be seen that environmental factors affect students' interest in entrepreneurship because the environment is the space occupied by a living thing along with living and non-living things in it.

b. Cultural Factors

Cultural Factors (Kultur) are matters relating to the problem of the relationship between customs and culture in the surrounding environment, of course the people who are members of it are entrepreneurs. However, this cultural tendency is still unclear, because not every individual from a cultural group becomes an entrepreneur, but rather the most influential indicator of cultural factors. Based on the research conducted, cultural factors were found to have a significant influence on students' interest in business. The dominant factor is family and parents. According to the results of the argument, students and students who do entrepreneurship are influenced by family and parents and are not influenced by responsibility. So from the data above it can be seen that cultural factors consisting of family indicators influence the interest in entrepreneurship at PGSD PGRI Palembang University students.

c. Economic Factors (Financial)

Financial Factors Based on the results of the study consists of capital and opportunities to meet financial needs. Economic factors are matters related to economic relations that affect students' interest in entrepreneurship, for example the existence of a building in a strategic location raises someone's interest in entrepreneurship to start a business. With entrepreneurship students can meet their needs.

Interest in entrepreneurship can be seen that students are categorized as very interested in entrepreneurship, because it is proven by the majority of answers from the opinions of students by stating, they have a very big desire to run a business to become entrepreneurs because it promises sizable profits. According to Maslow (Rahayu & Laela, 2018), the notion of economics is a field of study that seeks to solve the problem of the basic needs of human life by mobilizing all existing economic resources based on principles and principles.

2. Internal Factors

a. Emotional factors

These emotions and feelings affect objects, for example a successful journey used by people in certain activities, can also cause a feeling of pleasure and increase. On the other hand, perceived failure increases one's interest. The emergence of interest. In other words, there is an attention that is the cause and effect of attention and that interest arises. Someone who pays attention to what they learn, has a positive attitude and enjoys it. On the other hand, feelings of dissatisfaction will hinder. Desires arise because there are internal and external factors that determine a person's desires (H.C. Wetherrington, 1983:136 in Khairani, 2014:140).

b. Perception factors and mindset

Their perception of starting student entrepreneurship is a promising alternative livelihood. Lecturers are expected to pay more attention to business actors, especially students by providing assistance, training and opportunities needed by them, by participating in entrepreneurship webinars and other business activities. With an assessment view that occurs in the social sphere, an income assessment view is formed which will be different in each person. According to Slameto (Jannah & Nurlina, 2023) perception is a process involving the entry of messages or information into the human brain and mindset is a mindset in one's identity to start and make a new innovation and make changes by thinking about what concept will be developed.

c. Mastery of science

Most of whom have a side business, many of whom attend training or education so that they can integrate the knowledge they want to manage with that knowledge. According to Sondang Siagian (2016: 06), science is a scientific subject with a set of principles, theorems, formulas, by which systematic experiments are carried out. Again and again, systematic experiments are carried out, the truth of which has been verified, which statements, principles and formulas can be taught and learned.

CONCLUSION

Based on the research results of the analysis and discussion that have been described previously, the conclusions of the research that can be described are as follows economic factors consist of capital and opportunities to meet economic needs. Economic factors are topics related to economic relations that influence the interest of PGSD students in entrepreneurship. Interest in entrepreneurship is reflected in PGSD students who are considered to have a strong interest in entrepreneurship, as evidenced by the majority of responses from student interviews indicating that they have a very high interest in running a business to become entrepreneurs because it promises sizable profits.

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