

PERCEPTION OF STUDENTS IN STIE MAHARDHIKA SURABAYA ON ENTREPRENUERSHIP PROGRAMS' BENEFITS

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**PERCEPTION OF STUDENTS IN STIE MAHARDHIKA
SURABAYA ON ENTREPRENEURSHIP PROGRAMS' BENEFITS**

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ABSTRACT

STIE Mahardhika Surabaya Entrepreneurship Program is conducted to foster the spirit of entrepreneurs, as well as to foster the creativity of students to open business opportunities. This research was conducted with a qualitative description method to determine student perceptions of the benefits gained from the implementation of the Entrepreneurship Program. The results of the study are the benefits that students' got, so that they can practice theory that has been accepted in several semesters, both in managing finances, how to collaborate with other people / teams, and understanding the character of team members. able to communicate better. Get learning how to take advantage of the opportunities that exist, open opportunities for work / business, how they must always be creative and innovative in making products that are preferred by consumers, understand the market environment, how to compete in fair way , and understand risks, and of course they can establish cooperation with there are many parties with the opportunity to expand the link / relationship with certain parties. In addition to feeling the benefits they also get the experience of how to block their efforts. The perceived obstacles include their confusion to share profits, the problem of distributing production results, the problem of maintaining quality, lack of experience ranging from product selection, conducting production processes, and market search.

Keywords : perception, entrepreneurship, benefits

INTRODUCTION

Emerging the spirit of entrepreneurship is not as easy as turning your palm. It takes a process to learn and gain experience in the field so as to know more about entrepreneurship and become interested in entrepreneurship. Currently learning about entrepreneurship is mostly done in education life (campus). This is driven by the desire of being independent students and can create an educational field, which can help reducing unemployment.

Experiential with campus environment adaption is an important dimension of perception, because according to Ivancevic et al. (2006) perception is the process by which an individual gives meaning to the environment. This involves organizing and translating various stimuli into psychological experiences. In relation to the increasing importance of the campus environment, it requires a support of student independence in responding or reacting to various campus programs, including entrepreneurship programs for students who have been rolled out since 2009 by the government. In order to develop the potential of young entrepreneurs, so that later after completing, studies are able to create employment opportunities. student responses to entrepreneurship programs interpreted through stereotypical translation, impression

management, and emotion as a perceptual element become important to be considered as a barometer of the smoothness of entrepreneurship programs on campus.

From the description in previous the problem formulation is found as ; How is the Student Perception of Mahardhika Surabaya High School of Economic Entrepreneurship Program benefit ?

10 LITERATURE REVIEW

Entrepreneurship is the process of creating something new with risks and benefits (Robert D. Hisrich and Michael P. Peters, 2003). While Stephen Robbins and Mary Coulter (2002) define entrepreneurship part of the process of an individual or group using organized efforts and means to pursue opportunities to create value and grow by fulfilling desires and needs through innovation and uniqueness, about what resources are currently controlled. (Takdir, Mahmudin, Zaid, 1: 2015).

To be succeed performing the process of creation, innovate to meet the wants and needs some factors, namely (1) Ability and willingness, people who do not have ability, but have many will and people who have will, but do not have ability, both will not be successful entrepreneurs. Conversely, a person who has the will equipped with the ability will be a successful person. As willingness stands alone is not enough if it is not equipped with ability. (2) Strong determination and hard work, people who do not have strong determination, but have the courage to work hard and people who like to work hard, but do not have strong determination, they will not be successful entrepreneurs. (3) Opportunity and chance, as there is a solution, there will be an opportunity exist, otherwise, when there is no solution, there will be no opportunity. Opportunities exist if we create the opportunity itself, not looking for or waiting for opportunities come to us. So, entrepreneurial ability is a function of entrepreneurial behavior in combining creativity, innovation, hard work and courage to face the risk of gaining opportunities. (Suryan (2014: 108).

Luthans (2006) states that perception is a unique interpretation of a situation, not a recording of a situation. In short perception is a complex cognitive process that produces a unique world picture, which may be somewhat different from reality, or perception is considered a filter. Robbins and Timothy (2008) say perception is a process by which individuals regulate and interpret management impressions of their sensory impressions to give meaning to their environment. give meaning to their environment.

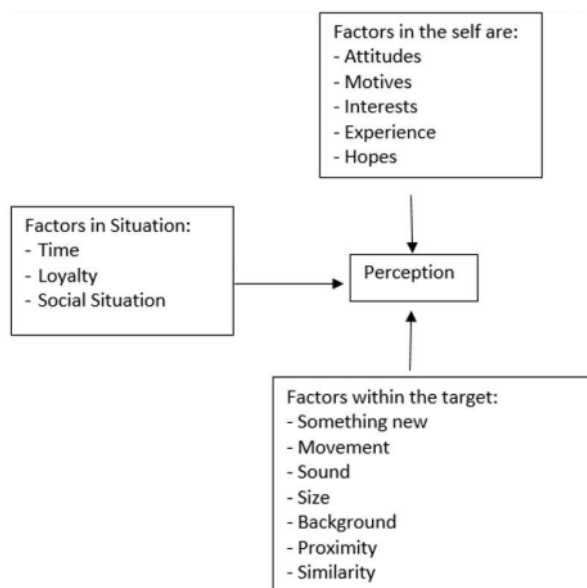


Figure 1. Factors that Affecting Perception
Source : Robbins and Timothy (2008)

According to Ivancevich et al. (2006) have determined eight primary primary emotions: fear, surprise, sadness, pleasure, disgust, anger, anticipation, and acceptance. The eight major emotions can vary in intensity. The common form of emotion is called mood (mood). mood is a low-intensity, long-lasting emotional state. To run an entrepreneurial program does require a pleasant mood. Therefore, entrepreneurship programs in the campus should be run in a conducive situation, so as to provide an emotional response that is always fresh in carrying out entrepreneurial activities.

Another study of student perception of entrepreneurship program conducted by Soenartomo Soepomo, Faculty of Economics and Business, Ma Chung University resulted in conclusion, that student perception toward entrepreneurship program in college is positive. From result of data analysis of student perception give contribution equal to 66%. The perception of stereotyping contributes 20.50%, which means that if stereotyping is increased by one unit then the entrepreneurship program will increase by 20.50%. Impression management perception contributes 27.70%, which means if impression management is increased by one unit, the entrepreneurship program will increase by 27.70%. Perception on emotional intensitas contributes 28.30%, which means that if the emotion is increased by one unit then the entrepreneurship program will increase by 28.30%. Recommendation of this research is the implementation of entrepreneurship development program in campus can be followed up in the form of giving working capital to student in group to open business according to their wishes, which management keep monitored by campus.

RESEARCH METHODS

This research is a qualitative descriptive study with a population of fifth semester students of Mahardhika Surabaya High School of Economic, which presents a detailed picture of a

particular situation, social setting, or relationship (Silalahi, 2009, .27; 2006), qualitative research that used in this study to obtain actual data, the exact data which has its value of visible data. Therefore, in qualitative research does not emphasize generalization, but rather emphasizes meaning. The determination of informants in this study was determined using purposive sampling technique,

Analysis and discussion

1. Problem Encountered

Based on the data obtained, that the seven groups of student entrepreneurship programs said there were some problems in carrying out this entrepreneurial process, doing the production process, and market search

Starting to market products that are already available is not as easy as they learned in marketing theory. Finding the right market share with the products they produce is a new experience that is a little difficult. This is related to the location search for their business. Survey is needed to get the perfect location for their business. The cost of renting in the right location is also a consideration because it deals with existing capital. Surveys about competition in selected locations are also new things that they have to face. Often they are faced with a problem of rejection of new traders in the locations they choose. They must really maintain good relations with competitors who have already been in that location. Even if it is not a matter of not receiving them in the location that has been chosen, they must also look for other locations because they are faced with a decrease in income.

Team work is an obstacle that arises, communication that is less effective among group members can be a big obstacle. Schedule arrangements and division of labor which sometimes do not correspond to each group member making the production process until the distribution becomes obstructed. This is a loss for them.

Besides that, the obstacles that can make the level of loss also are the weather. Especially for those who produce more variety of cold drinks product for hot weather. So that when the weather of rainy season starts, the sales amount of their products decline.

The last obstacle they face is good raw materials at a low cost, things that cannot be avoided because they must maintain the quality of their products.

2. Benefits

Many of the benefits they got from the results of the student entrepreneurship program are experiences to practice the theory that has been obtained, in managing finances, learning to collaborate with other people / teams and understanding the character of team members. As well as learning to communicate well

Another benefit they got is how to get and open business opportunities. It requires hard work, creativity and innovation to be able to start and run a business well. Understanding the desires of consumers and understanding the location of businesses is important to show their income increase.

Competing in a fair manner is also part of their learning in doing entrepreneurship, besides facing the risks that must be faced. Bringing up the existing strengths and business opportunities to compete fairly will reduce the risk they will receive.

Collaboration among group members is very useful because it is part of internal strength. In addition, maintaining external forces, one of which is cooperation with many parties, will be an opportunity to expand links with certain parties.

From the data obtained by students' perceptions of the benefits of this entrepreneurship program is to grow the character of entrepreneurs, opening jobs and the most precious benefits are getting experience and the ability to manage finances and maintain team work as a force to be creative, innovate to maintain the business life they run together.

Table 1
Respondents' answer data on obstacles and benefits

2018 Student Entrepreneurship Program			
PROBLEM	AMOUNT	BENEFIT	AMOUNT
SHARING PROFITS	1	FAIR COMPETITION EXPERIENCE	2
DISTRIBUTION	1	UNDERSTANDING THE PRODUCTION PROCESS	3
QUALITY	1	UNDERSTANDING RISK	4
LACK OF EXPERIENCE	1	ADD LINK	7
LACK OF RESEARCH	4	COMMUNICATIONS	8
MARKETING	4	UNDERSTANDING MARKETING	8
LOCATION	6	FORMING ENTERPREUNEUR CHARACTER	10
CUSTOMER	6	RESPONSIBILITY	10
COMPETITORS	7	CREATIVE	11
SALES DECENDING	9	UNDERSTANDING OF TEAM CHARACTER	12
PRODUCTION PROCESS	12	PROFIT GAINING	13
DISTANCE	13	SET JOB VACANCIES	17
COMMUNICATION	16	KNOWING OPPORTUNITIES	18
ACCOMMODATION OF	20	TEAMWORK	26
LESS HUMAN RESOURCE	23	MANAGING FINANCE	30
TEAMWORK	27	EXPERIENCE	64
TIME MANAGEMENT	30		
WEATHER	31		
RAW MATERIAL FACTORS	42		
TOTAL RESPONDENT	71 PEOPLE (7 GROUP)		

Source: Processed data

CONCLUSION AND SUGGESTION

Conclusion

The Student Entrepreneurship Program provides many benefits that students' got, such as being able to practice theories that have been received several semesters, both in managing finances, how to do teamwork, and understanding the character of team members. Able to communicate better. learning how to take advantage of existing opportunities, setting job vacancies, how they must always be creative and innovative in making products so that consumers like, understanding the market environment, how to compete fairly, and understanding risks, and of course they can establish cooperation with many parties thus there is an opportunity to expand links / relationships with certain parties.

In addition they understood how the problems / obstacles confront their efforts. their confusion of sharing profits, the problem of distributing products, the problem of maintaining quality, lack of experience ranging from product selection, production processes, and market search.

Suggestion

For getting better students' perceptions of entrepreneurship programs on campus, seminars or briefings should be held regarding:

1. Entrepreneurial spirit
2. Good entrepreneurship
3. What business is
4. The importance of innovation
5. The importance of finance
6. Marketing
7. The importance of teamwork

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