
CREATE NEW INDEPENDENT ENTREPRENEURS IN THE UNIVERSITY OF PGRI ADI BUANA SURABAYA

Siti Istikhoro

Department of Accounting Science, Faculty of Economics, University of PGRI Adi Buana, Surabaya, East Java, Indonesia

Yunia Dwie Nurcahyanie

Department of Industrial Engineering, Faculty of Engineering, University of PGRI Adi Buana, Surabaya, East Java, Indonesia

Ch. Menuk Sri Handayani

Department of Management Science, Faculty of Economics, University of PGRI Adi Buana, Surabaya, East Java, Indonesia

ABSTRACT: *This article is the result of community service report conducted in fiscal year 2012 to 2014. The purpose of writing reports is referring to community service by the directorate general of higher education to create new independent entrepreneurs from the campus. The method used in community service one of which is entrepreneurship training through campus fairs, MKU, P2KPN, PMW, PKMK, and IbIKK. While the creation of new entrepreneurs conducted through PPM-IbK program. The program was funded by Dikti and implemented in an integrated manner for all students of Unipa Surabaya through training methods of making the products, business management training, internship partners in industry, business gatherings and business consulting. IbK Program of Unipa Surabaya started from 2012 until 2014. Each year, this program guiding 20 tenants who already participated on PMW/PKMK program and still build new business through this program. Through this program, Unipa Surabaya generated new 6 entrepreneurs (2012), 10 entrepreneurs (2013), and 10 entrepreneurs (2014)*

KEYWORDS: *New Entrepreneurs, Independent, College.*

INTRODUCTION

University PGRI Adi Buana (Unipa) Surabaya is the College under the auspices of PPLP PT PGRI Surabaya established since 1998. The College is a merger of the IKIP PGRI Surabaya and STTL Adi Buana Surabaya. Unipa Surabaya has five (5) faculties, namely the Faculty of Economics (FE), Faculty of Civil Engineering and Planning (FTSP), Faculty of Industrial Engineering (FTI), Faculty of Mathematics and Sciences (FMIPA), and the Faculty of Teacher Training and Education (FKIP). As one type of service companies, Unipa Surabaya faced with changes in the global business environment that triggers the intensity of competition among providers of higher education in East Java. To win this competition each university should be able to offer services with high performance as the benchmark performance of the organization. Dill (1999) [1] describe the dimensions of performance measurement university that curriculum design, pedagogic, quality of implementation, the condition of graduates, and the availability of resources. One of the competitive strategy set Unipa Surabaya is to improve the quality of its graduates. Moreover, the study theoretically and practically proved that the

competition will be won by a company that has a high competitive advantage (Oliver C., 1997) [2].

In this case, Unipa Surabaya graduates are expected not only to compete in work but also able to create their own jobs. Responding to these ideals, Unipa Surabaya incorporating elements of entrepreneurs in setting the vision and mission. Various academic policies are set to realize the vision and mission in the entrepreneurial field. For example, set the subjects of entrepreneurship as one of the compulsory subjects to pass on the entire course and establish Entrepreneurship Unit as one of the UPT institutions, it is stated in (university academic handbook PGRI Adi Buana Surabaya.)[3]. While in the field of student affairs, student always encouraged to actively participate in various campus entrepreneurship development programs through a bazaar when the anniversary event and orientation of new students. Students also get guidance from lecturers to submit Dikti entrepreneurship proposals (PMW and PKMK), follows entrepreneur programs from other campus (eg at the University of Ciputra and STIE Perbanas Surabaya). Some PKM Dikti programs themed entrepreneurship successfully implemented by Unipa Surabaya include PKM Internship Entrepreneurship (MKU) - 2008, PMW (Student Entrepreneurial Program) - 2009/2010, PKM-M (Community Service Student Creativity Program) - 2010, and P2KPN / 2010-2013.[4]

All the activities described above aims to develop the spirit of entrepreneurship to students, so they can create their own jobs. But along the way, the policy turned out is not enough. Self-evaluation data indicate in each student graduation event, not more than 10% of graduates open their own jobs successfully. Still needed creativity academic community in creating new independent entrepreneurs, among others, by running the program activities Community Service - science and technology for Entrepreneurship (PPM-IbK). The program is implemented by a team formed by the Rector's Decree number 175/SK/VII/2012 dated July 5, 2012 and Letter of Assignment Agreement LPPM No. 23.2/LPPM/VII/2012 dated July 23, 2012. [6]. PPM-IbK is a community service program that is funded by the Dikti with a maximum term of 3 years in a row by the decree of the directorate general of Dikti. [7]. According to Mullins, Orville, Larreche, and Boyd (2005, p.422) [8] if the company wants to maintain a competitive advantage in the market, companies need to understand aspects of the dimensions are to be used by consumers to differentiate company sold products with competitors' products.

BASIC THEORY

When we talk about the product, let us consider some opinions, Kotler and Armstrong (1996 : 274) [9] : "A product is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need ". This means that the product is everything that is offered to the market to get attention, purchased, used, and which can satisfy the desires or needs of consumers., Stanton, (1996 : 222) [10], "A product is tangible and intangible assets of attributes, Including packaging , color, price quality and brand plus the services and reputation of the seller ". This means that a product is a collection of attributes that are tangible and intangible, including the packaging, color, price, quality and brand reputation coupled with service and sales., Keegan (1997, p73) [11], the product is "a collection of properties – physical characteristic , services, and symbolic that produces satisfaction, or benefits, for a user or buyer. "

According Tjiptono (1999 : 95) [12], conceptually the product is a subjective understanding of the producers on "something" that can be offered as an attempt to achieve organizational goals through the fulfillment of the needs and desires of consumers, according to the competence and capacity of the organization as well as purchasing power. Bilson Simamora (2002, p212) [13], the definition of the product is a collection of attributes that gives the value of the product depends on how well its managed attributes. Product will be successful if it has the attributes as expected by the consumer. Product attributes according Indriyo Sumarno Gil (1994 : 188) [14] is "a component which is the product's properties which ensure that the product can meet the needs and desires of the expected buyer". Mark Gobe (2005 : 7) [15], states that "a good product design should be able to provide an enjoyable experience for the customer touch". MC. Cartny and Philip Kotler (1998 : 88) [16] states that "quality is one of the attributes of the products that consumers consider when choosing a product".

IMPLEMENTATION METHOD IbK AND DISCUSSION

Making Training Products

Training was done in the laboratory manufacturing of products as below and the amount of training for student tenants PMW/PKMK is once a month, whereas for students who already started his new business conducted bimonthly.

- Entrepreneurship Laboratory, and its team used a tenant IbK as space management and coordination of the main activities of the program and business management guidance. Coordination is extremely important because it is able to motivate students to be more eager to do business, do not give up and dare to accept the challenge. While the guidance process conducted in accordance with problems incidental each tenant.

- Arts Laboratory. Art laboratory managed by the department of Fine Arts and was on campus FKIP Menanggal. Entrepreneurship training can be done in the laboratory include batik, painting, sculpture, design decoration.

- Multimedia Laboratory. This laboratory used as supporting online marketing training. The activity can also be carried out in the Computer Laboratory Faculty of Economics.

- Culinary Laboratory, used as a practice of making cakes, pastries, and a variety of household cooking. Processed product of this place is usually used for incidental entrepreneurial activities such as opening a bazaar booth and fill orders in a campus committee. For products that are sold every day in Pujasera Unipa Surabaya, students cultivate in their homes.

- Cosmetology Laboratory, used by the student to manufacture bridal supplies (such as scrubs) and practice putting on makeup, hair and skin care in the supervision of the supervisor.

- Food Technology Laboratory (Biology), used for training students produce yogurt, mustard ice cream, Buto Ireng ice cream, and the other products from Biology Departemen's students. Endog is tracks who became one of the products IbK in 2012 is also still produced routinely in THP Biology Laboratory. As a first step in entrepreneurship activities, the production is sold in Biology Cafeteria.

- Fashion Laboratory, used by students to sew clothes that will be consulted to fashion experts and lecturers (IbK Team). To order a product acceptance, the production process is done at the place of business of each tenant.

- Sisman Industrial Engineering Laboratory. Since 2012, Sisman Industrial Engineering Laboratory used by students to produce Rope Twist Machine and various materials Welding and Machine Tool. The execution of this production tool in collaboration with PPM-IbIKK Industrial Engineering Department Unipa Surabaya. In this case, the student IbIKK Program

participants who have successfully produced independently equipped with entrepreneurship training together with members of other tenants. In 2013 and 2014, the product is successfully developed in this laboratory is not centrifuge paper/plastic and power saving devices.

Incidentally, the students are given the opportunity to market products produced by opening bazaar booth at the anniversary event and orientation of new students. Students are also trained in marketing the product in a real market in strategic locations/crowds (eg terminals, parks, tourist attractions, etc.). Pahl and Beitz propose ways of designing products as described in his book, *Engineering Design: A Systematic Approach* in Ginter (2009) [17]. Pahl and Beitz said, to design consists of four activities or phases, each of which consists of several steps. The fourth phase is the planning and explanation of the task, the concept of product design.

Table 1 : Design Influence on the Quality of Products

Criteria	notable (%)	unimportant (%)	Do not Know (%)
Product works fine	98	1	1
long-lived	95	3	2
Well dressed	93	6	1
Having the latest technology	58	39	3
Have many Future	57	38	5

Time magazine survey results on the US consumer, Nov., 1999 (Susiandri, 2001) [18]
Product turn around time from receipt needs to be marketed.

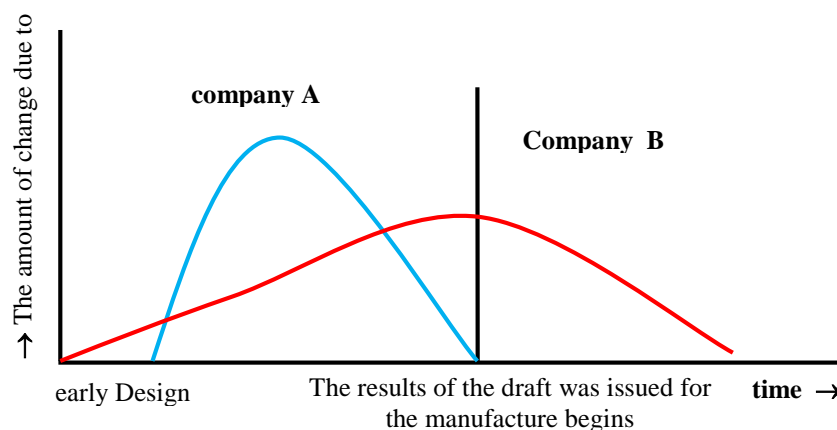


Figure 1. Influence Graph Product Design Against Settlement

Quality is the product's ability to perform its function during a specific time period specified use (Hoyle in Ginter, 2009) [17]. Quality is the total characteristics of an entity that is appropriate to the needs and desires of consumers (in Susiandri Wilson, 2001) [18]. In general, the quality can be interpreted as the product's ability to perform its functions in accordance with the wishes of consumers. To get a superior product, must be known dimensions of any underlying quality of a product. To facilitate strategic analysis of the concept of the quality of a product, then the eight dimensions of quality developed by David Garvin (1996) [19].

Business Management Training

Business management training is intended to improve student's ability to manage the business so as to maximize profits. The event was held in the form of entrepreneurial workshops and carried out routinely as much as one-time in a semester with an allocation of 16 hours per activity. The workshop participants were tenants and candidate tenants, while the speakers are lecturers and business people who have successfully run his/her business. The final product is a business plan workshop created by students individually or in groups according to the type of business. For candidate tenant, a business plan is a strategic step in managing the business, start from how to obtain raw materials, manufacture, calculating the cost, selling price determination, marketing plans, market segmentation until budgeting. But for students who have been assigned as a tenant or who have already started business, the business plan can be used as business development plan in future. Digest background material and resource persons presenting material in an entrepreneurial workshop include :

1) Build Entrepreneurship Spirit

Training materials with theme of building entrepreneurship spirit was given by a successful businessman and also an academic, Dr. David Sukardi, MM., CPM (Asia). He is General Manager of the hospitality business and logistics Orang Tua Group and a senior lecturer at the University of Ciputra Surabaya. Selection of speakers with dual profession (as practitioners and academics) is evidence that entrepreneurship can be done by anyone, including students. Students can develop the spirit of entrepreneurship to emulate the concept of management of the business done by the speakers. Through the figure of sources, students will realize that success entrepreneurial is not the result of receive income in large quantities, but the result of courage to bear the risk. In that case, the "courage to start" which has always been the biggest obstacle in entrepreneurship can be solved.

2) Small Business Management

The Speaker this material was Drs. H. Subakir, MM. He is a lecturer of Entrepreneurship course in Unipa Surabaya, and also have small businesses as well as fermented beverages with brands "Teha". Speakers argued that a business will flourish if managed honestly. Small entrepreneurs should be able to set the selling price competitively with a reasonable level of profit, getting used to record transactions directly at the time of the transaction (not to be delayed), making the financial statements correctly though in fact the report addressed to him/herself and he/she doesn't understand about accounting. Appropriateness of management when the business still small will facilitate the management when the business has been great.

3) Managing Business Finance and Business Planning.

This material is provided alternately by the lecturers of Financial Management course on Faculty of Economics Unipa Surabaya, Drs. R. Bambang Dwi Waryanto, SE., MM., and Dra. Yuni Sukamdani, SE., MM. [22] Managing business finances will not be in trouble if the company has an adequate internal control system both in the areas of administration and accounting. Financial policies should be made binding without the slightest tolerance. For example, 1) all transactions are considered valid if supported by sufficient evidence in the form of transaction receipts, debit/credit notes, invoice or invoice copy, 2) accounting must be done properly so it can ensure that the amount of assets and liabilities presented in the financial statements are true, and financial policies not misleading, 3) create performance targets in form of business budgeting and evaluating its application in form of analysis of budget realization.

4) ***Winning Strategy Competition***

Main sources of this material are practitioners that have proven successful differentiation models dominate the market through marketing. Practitioners who have been brought in, among others, Drs. Muna Irnianto (culinary entrepreneurs with excellent products dry meatballs) and Ir. Pramuko Setiadi (catering entrepreneurs who chose campus as market segmentation). [23]. Students who already have different product must be able to create different marketing model as was done by the speaker.

In particular occasion, this material is also presented by the head of Technical Implementation Unit Entrepreneurship Unipa Surabaya, Drs. Teguh Purwanto, MM., as well as a lecturer of Entrepreneurship and Marketing Management course. To win the competition, an entrepreneur must be able to analyze their strengths and weaknesses and seize opportunities by taking into account the threat that accompanies or commonly called SWOT analysis. With proper analysis, producer is able to dominate the market through the principle of differentiation according segmentation of the market. Products with the lower middle class segmentation is usually sensitive to price changes. Producer are able to provide cheaper prices will easily dominate the market although slightly lowered product quality. In contrast, products with high society segments tend to ignore the price in order to get excellent quality. Producers are able to provide better service quality and better product quality will be easier to control the market despite being offered a higher price than competitors.

Internships in Industry Partner

To give a real experience of a business that has been planned, the student needs to perform benchmarking (internship) at similar companies already established. During the internship, students gain practical knowledge about the processes of production, marketing and business management. Students can learn the various obstacles that arise and get a lesson on how to overcome these obstacles. The benefits of an internship is not only felt by the students. The businessman also felt the benefit by the addition of labor (usually free) and opportunities for technology transfer occurs from the campus to the company.

Workshop Business World

Workshop aims to give the latest information about the world of business and keep the spirit of entrepreneurship for students. This activity was done 2 times in 1 month. At the suggestion of team members and permit Entrepreneurship head Unit, the IbK workshop activities carried out together with Sesage of Entrepreneurship Unit activities. Sesage term is an abbreviation of the word "Setiap Sabtu Genap" its time when the businesses of the entire academic community Unipa Surabaya gathered to solve the problems of their respective businesses. In these activities, students are given priority to convey his experience starting a business, looking for a partner company, manufactures and markets products, and others. Not infrequently, the students utilized the occasion to promote their products to other participants.

Visits and Consultations

In carrying out its activities, the students get guidance and direct supervision of the implementation IbK team and assisted by practitioners (entrepreneurs). Guidance can be done at any time (at least once a week) while monitoring performed at least once a month. At the time of supervision, the student must make the Interim Financial Statements for measuring the development of their business in the last month and lecturers will help analyze it to take the financial policy for next month.

RESULTS ACHIEVED

In accordance with the provisions of the Dikti, this program should bring 5 new entrepreneurs at the end of the first year and 80% of tenants have become entrepreneurs by the end of the third year. Therefore, the determination of the tenants in the beginning of second and third year was done in the same way on the first year, but the number of students selected as the number of students who have become entrepreneurs. Thus, the number of tenants who fostered remains is 20 people per year. To facilitate the implementation of the program, the students who completed the program set as a companion to the other students.

Details of tenants and new entrepreneurs are born from PPM-IbK program are presented in Table 1 below:

Table 2. List of Tenants and Tenant's Business Characteristics PPM-IBK in 2012-2014

No	Name	Program Study	Year	Business Type
1	Julaimi	Industrial Engineering	2012	Twist machine
2	Saadatut Daroini	Culinary	2012	Catering / Burger Sukun
3	Sevian Indri Lestari	Accounting	2012	O'risoles
4	Nurul Avidhah E	Biology	2012	Telur Asin Rasa-Rasa
5	Samsul Habib	English	2012	Printing
6	Erlisa Tri Yulia	Management	2012	Telo Krispy/Loppy-Loppy
7	Ayub Bintoro	Industrial Engineering	2013	Plastic Separator Machine
8	Sasi Apri R.	Accounting	2013	Clothing - Convection
9	Ayu Amelia A	Accounting	2013	Chocolate
10	Zhiyan Faradis	Culinary	2013	Martabak Tulang
11	Bunga Pangestu D	PGSD	2013	LBB Rumah Ilmu / Media Learning
12	Rahma Dina RI	PGSD	2013	Flannel Home Industry
13	Gani Diah R	PG-Paud	2013	APE Entong Dolls
14	Moh. Mahbub	PGSD	2013	Dodol Aren Bawean

15	Juli Eka Susanti	Accounting	2013	Songkok Batik
16	Herman A.	Fine Arts	2013	Caricature Painting
17	Eva Zulaika	Cosmetology	2014	Beauty Salon
18	Irene Dian K	Biology	2014	Brownis Rebung
19	Irma Yulailaty	Biology	2014	Boutique
20	Cahya Setya Budi	Biology	2014	Asolele
21	Lailatul Mufidah	Biology	2014	Assorted ice cream (mustard, cassava)
22	Enik Majidah	Accounting	2014	Sushi Indonesia (Sushinaku)
23	Danang Yudha P	Fine Arts	2014	Painted Shoes (Sepukis)
24	Suwarno	Industrial Engineering	2014	Saving Electricity Equipment
25	Sylviana Palupi	Accounting	2014	Spinach Cake + Nugget Gotes
26	Singgeh Fatkhuroi	Mathematics	2014	Rotation Tofu with Cassava Leaves

Entrepreneurship experience possessed by the tenant affect the seriousness and maturity of tenants in running their business. The team must carefully analyze this problem because not all strategies formation of new entrepreneurs can be applied to all tenants. With proper analysis of the entrepreneurial motivation of each tenant can be developed. Tenant is able to look to the future with a better business so it is not give up easily when faced with trials and even failure. Table 2 below presents the character of tenants in terms of experience in the business.

Table 3 : Character Tenants For Business PPM-IbK in 2012-2014

Indckator	Students PMW / PKMK	Pioneer Enterprises
The courage to start a business	Too much analysis	More daring
The ability to read the opportunities	Balanced	Balanced
The ability to understand the weakness of self	It's hard to admit a weakness because it has not been tested to the maximum	It's easier to accept criticism from others so faster repair themselves
Ability to marketing	Tend to shy	More daring
How to serve consumers	Rather rigid	More flexible
The ability to manage finances	Better able to (carefully managing finances)	Sometimes careless
Courage to face the risk	More daring	More daring

In general, business guide students who have started a new venture (Pioneer Enterprises) is easier than students who used the program student in the field of entrepreneurship

(PMW/PKMK). However, guidance still have to be given to them on going basis even though the program PPM-IBK has been completed. Kepembimbingan can be done conventionally in Entrepreneurship Laboratory Faculty of Economics Unipa Surabaya or online through the website IbK Unipa Surabaya on <http://www.bisnisokey.com>. Some privileges (all typical late) offered by students in order to get a positive response from the market to increase sales turnover. Thus, the sustainability of the business in the future can be predicted well. Development and business potential tenants until in 2014 can be explained as follows:

New Entrepreneurs In 2012

- a. Rope Twist Machine. Up to this time the rope twist machine managed by Mr. Julaimi (Industrial Engineering) has been able to be produced routinely by order. Place of business is located in a student house, while the buyer came from Vocational Training Centre (VTC) Surabaya to meet most of the needs of the industry.
- b. Catering / Burger Sukun, catering business run by Ms. Saadatut Daroini (PKK-Culinary) have been initiated since 2011. Initially a marketing model based on the order of a neighbor without competitive products. Along the student's participation in IbK program, she dared to bring superior products such as burger sukun, namely veggie burgers because the meat variant replaced with sukun (breadfruit). Although the product is not a complementary product burger catering, but burger orders could boost catering orders.
- c. O'Risoless, this risoless which created by Mr. Seviaan (Accounting) is different with risoless in general because it not only contains vegetable, chicken, fish, mayonase, etc, but contains chocolate. Preparations can be varied with corn, cheese, carrot, etc so its make distinctive flavor. Production has been carried out routinely by the conventional marketing model that is through a system of consignment in stores, stalls, and cooperative student.
- d. Telur Asin Rasa-Rasa. Observing its name written above, it stands to reason that the salted egg offered by Biology student group has a variety of flavors. Not only that tastes salty duck egg but can also taste of tuna, fruit flavors, etc. Ms. Nurul Avidah (Biology) as chairman of the group is willing to accept orders with label "Endog Alay" in Food Product Technology Laboratory.
- e. Printing, Mr. Samson Habib (English) started this business since become tenants PMW program in 2010. With the quality of his products have not been able to compete, he has not dared to market his products to anyone other than his own friends. Through IbK, he benchmarked on the printing company for 1 month so as to produce a PIN, Printed Books, Cards, etc, at competitive prices.
- f. Telo Krispy/Loppy-Loppy, its name is simple, easily obtainable materials, have simple process, but the product made bay Erlisa (Management students) have been marketed in the region Gerbangkertasusila. Flavor and distinctive shape plus a unique and attractive packaging, make this product easily recognizable and preferred by consumers. Through IbK, Loppy-Loppy been recognized by the academic of Unipa Surabaya community and get qualified salable products from the Ministry of Health in early 2014 (publication number PIRT is still in the process).

New Entrepreneurs In 2013

- a. Paper and plastic separator machine, this machine is unique because it is able to separate paper and plastic in a one process. For example, for a paper that has been laminated, the result of separation of laminating paper and plastics can be recycled according the needs of industry. The paper is loaded in the waste paper recycling, while the plastic chopped into small pieces for recycling in plastic waste.

- b. Convection. This student has been a member since 2012. Starting tenant from family business in the field of school uniforms convection less developed, then she directed to develop a product to another outfit, she choose Muslim clothing children (boys). Currently, she has 3 employees consisted of 2 people tailors and 1 person in finishing section. For a while the cutting is done by herself. The marketing model chosen is conventional marketing, that is entrust (consignment) products to retailers in traditional markets.
- c. Chocolate. This chocolate is make by order. Consumers can choose preferred form or adapted to the particular moment. For example, when booked in anniversary events, consumers can order chocolate bearing the faces of people who have birthday.
- d. Martabak Tulang. The display from this martabak is similar to martabak in general. The difference is on its contents. If martabak generally contains beef or chicken, student's martabak contain fish bones that have been cooked (presto) and flavored. It taste good and healthy to eat.
- e. LBB Rumah Ilmu/Media Learning of Mathematics Elementary School. This LBB run by a group of PGSD students originally held on campus II Unipa Jl. Dukuh Menanggal, Surabaya as part of the Entrepreneurship Training courses. Through IbK program, these students made different activities with other LBB learning process which tends to teach the strategy of working on multiple choise quickly, but in LBB Rumah Ilmu, students are taught strategies to learn math with fun. Form instructional media, papercruft, was given to the students and also sell to parents/guardians of the students. In addition, the sale also be institutionally through UPPL units and offered to schools where teaching practice.
- f. Flannel Home Industry. Products sold are various women accessories like bross (pin), buttons, belts, nail polish, hair clips, etc. Most products are made by students, others purchased from other places and repackaged more attractive for sale.
- g. APE Entong Dolls, Educational Viewer Tool (APE/Alat Peraga Edukatif) was referred in a wooden doll (Entong) with distinctive design with hair and clothes that can be modified according the creativity of students. With funny and interesting look, APE Entong doll is a suitable media for student who learning early childhood/kindergarten/lower grade on elementary school. All subjects can use this learning media for elementary age students in low grade (1 or 2 grade) or previous class was studying the thematic concept, not subjects.
- h. Dodol Aren Bawean. Named dodol aren because it made from palm sugar. This snack is typical Bawean as palm produced in this area. The typical of this product is the packaging. If dodol generally wrapped by cake paper or plastin, but this dodol wrapped by dried palm leaves and rolled into small pieces, so impressed unique and interesting.
- i. Songkok Batik. This business started from the parents effort on convection of kopyah/skull (songkok) business. Like another skull cap, skull cap production of the parents of this student made from cloth or velvet and embroidered white cotton cloth. Student develop product design to make batik skull cap and tried to sale in the area of Ampel Mosque Surabaya. Because there is a positive response from the public, the business of Batik skull cap is growing and marketed to other areas.
- j. T-shirt screen printing. Unlike another t-shirt printing which generally produced only on big events (eg during general elections), Fine Arts students is willing to accept the t-shirt orders personally. That is, students are willing to accept order a T-shirt with picture of the customer's. Is fairly powerful way to attract subscribers in bulk so it can increase sales turnover.

New Entrepreneurs 2014

- a. Mustard Ice Cream and Cassava Ice Cream. As the name implies, these tenant's product uniqueness in the uncommon raw materials. Mustard (sawi) is a vegetable with a distinctive aroma (not pleasant/langu-Java) and cassava that if we imagined it would be impossible can be made into ice cream. But the creativity of Biology students disprove the common assumption. Mustard ice cream flavors and cassava very tasty and high nutritional value.
- b. Brownis Rebung and Spinach Cake. Same with ice creams on top, this products made from uncommon raw materials. If another cake generally made from wheat flour/rice flour, this brownis's raw material is bamboo shoots (young bamboo stems/rebung-Java) and spinach. It is still needed mixture of wheat flour, but it is not the main material. Especially for brownis rebung, students often have difficulty in obtaining raw materials. Therefore another brownis made with another raw materials that are not less unique, it is Brownis Tempe.
- c. Nugget Gotesnand Asolele. Nugget and floss (abon) is two dishes which are often preferred by children. However, almost certainly no children who like pawpaw leaves (papaya) despite the highly nutritious vegetable. These problem solved by the creativity of Accounting students who successfully cultivate papaya leaves as raw material of nuggets. While asolele a special floss which made from catfish (lele). This asolele business give opportunities to other tenants to make a business cooperation. Catfish's meat processed as raw material of floss, catfish's bone martabak could be processed as Martabak Tulang, and skin is processed into chips. Until now, only catfish's head that can't be put into good use.
- d. Indonesian Sushi. Sushi is a Japanese food is much preferred by the people of Indonesia. For the Indonesian people who do not like Japanese sushi but want to feel another taste of sushi, it's good for them to try Accounting student's products because this sushi is made from yellow rice (sushinaku) and corn rice (sushinaju).
- e. Saving Electricity Equipment and Shoes Painting (Sepukis). Saving electricity equipment is an Sepukis is products of non-culinary successfully produced by tenant in 2014. Both products are designed according the order and the materials additional designed by students.

CONCLUSION

IbK service programs Unipa Surabaya aims to create new independent entrepreneurs from the campus. IbK implementation methods are:

- a. Recruit tenants through coordination with student affairs units and courses (lecturer of entrepreneurship courses). IbK tenants are students who have been involved actively in student programs in the field of entrepreneurship (PMW and PKMK) and students who have embarked on a new venture but still need guidance in the field of business management.
- b. Exercise manufacture of products. This work was conducted at the PKK-Culinary, Cosmetology, Art, Industrial Engineering Sisman, and Food Technology Laboratory. Products are sold in the market practice is limited, namely in the bazaar campus.
- c. Training/workshops business management. The workshop participants were tenants and candidate tenants, while the speaker is lecturers and practitioners entrepreneurship. Workshop held once a semester with the material:
 - Maintain and enhance the spirit of entrepreneurship
 - Small Business Management
 - Financial Management business and business planning
 - Winning Strategy competition

- d. Internships in industry partners. Internship activities carried out between 1 week until 1 month according to the type of business and the time given by the partner company.
- e. Workshop about business world. Workshop conducted once every two weeks, namely “Setiap Sabtu Genap” (Sesage), in collaboration with campus entrepreneurial units. The workshop goal is to explore the latest business information, establish business partners, increase the spirit of entrepreneurship, and seek alternative dispute resolution business through the experience of others.
- f. Visits and business consulting. Visits were made by a team at the business location of the tenants, while the consultations conducted in accordance with the business issues incidental each tenant in the Entrepreneurship Laboratory.

REFERENCES

- (1). Dill, DD, 1999, Academic Accountability and University Adaptation: The Architecture of an Academic Learning Organization, Higher Education, Vol. 38, pp. 127.
- (2). Oliver, C., 1997. Sustainable Competitive Advantage: Combining Institutional and Resource-based View, Strategic Management Journal, Vol. 18, 9, pp 697
- (3). 2012, the university's academic handbook adi globe PGRI Surabaya
- (4). Higher Education, 2013, community service manuals, jakarta
- (5). SK. Graduation, 2012, Uniiversitas PGRI Adi Buana Surabaya
- (6). Rector's Decree number 175 / SK / VII / 2012 dated July 5, 2012 and Letter of Assignment Agreement SBRC No. 23.2 / SBRC / VII / 2012 dated July 23, 2012.
- (7). decree of Higher Education, 2012.
- (8). Mullins, Orville, Larreche, and Boyd (2005, p.422)
- (9). Kotler Armstrong (1996: 274), the principles of marketing volume 1, erlangga lakarta
- (10). Stanton, (1996: 222), the principles of marketing, erlangga jakarta
- (11). Keegan, Warren. PT. Prenhallindo ... Management Science Approach Mathematics for Business: Book 1 Edis Indonesia. Fourth.
- (12) Tjiptono (1999: 95), Management services edition 1, volume 1, Yogyakarta
- (13). Simamora Bilson (2002, p212), consumer behavior research guide. Cover • Bilson Simamora. Scholastic Press,
- (14). Gitosudarmo Inriyo and Basri, 2002, Financial Management, 4th Edition, BPFE UGM Faculty of Economics, Yogyakarta
- (15). Mark Gobe (2005: 7), Emotional branding, Publisher: Erland
- (16). MC. Cartny and Philip Kotler (1998: 88), Fundamentals of marketing, Erland Jakarta
- (17). Pahl and Beitz propose ways of designing products as described in his book; Engineering Design: A Systematic Approach in Ginter (2009).
- (18). Time magazine survey results on the US consumer, Nov., 1999 (Susiandri, 2001)
- (19). David Garvin (1996).
- (20). David Sukardi, 2014, paper develop the spirit of entrepreneurship
- (21). Subakir., 2014, small business management seminar papers
- (22). Bambang Dwi Waryanto et al., 2014, paper business financial management team
- (23). Pramuko Setiadi (catering entrepreneurs who chose the campus as market segmentation), 2014, paper training strategy to win the competition
- (24). <http://www.bisnissokey.com>