

## **ENTREPRENEURSHIP DEVELOPMENT COURSE TO FOSTER CHARACTER MERCHANDISE IN SUPPORT ECONOMIC GROWTH**

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**Abstract:** *This analysis focuses on the entrepreneurship education and economic growth to welfare in the nation. Development of learning and teaching activities aims to build a spirit of human creativity, innovation, sportsmanship and self-employment. These learning need to be followed up with efforts to integrate character education classes, education, creative economy, and entrepreneurship education into the college curriculum. This program is a very important to economic growth, and more important than the object that is emphasized in most economic education. The image is an impression that a poor country because people do not have program entrepreneurship education with effective and efficiency, so perceptions received by a person when he saw, heard and used in the national industry to generate economic value. The image must be built in a planned and measured so as to discover the presence of a positive impact on the nation. The economic structure of the creative assets that have the potential to increase of economic growth. World transformed rapidly with economic growth, from the SDA-based human resource-based, from the agricultural era to the industrial era and the views of economic development based on the flow of ideas. Wave of creative economy is a stream that has been accepted as the flow of the new economy in the economic civilization. previous waves, among others: the wave of agricultural economics, industrial economics wave, and wave information economy. Creative economy as a recent surge in economic growth, entrepreneurship needs to be invested in the lecture so that they can optimally support its economic growth.*

**Key words:** *economic growth, entrepreneurial, creative economy*

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### **1.0 Introduction**

Economic development of a country is always associated with political development. Reciprocation of economic growth under the influence of government policy and regulatory power. That is a strong and stable government would provide legal certainty and regulations of any investor that would open a business. In the context of the purpose of education, that Law Number 20/2003 about National Education System Article 3, states that the national education serves to develop skills and form the character and civilization of a dignified nation in the context of the intellectual life of the nation, aims to develop the potential of students to be a man who is faithful and devoted to God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and accountable.

Entrepreneurship education is one of the Ministry of Education and Culture (Kemendikbud) program which in essence is the development of learning activities that aim to develop human creative spirit, innovative, sporty and entrepreneurship. This program needs to be followed up with efforts to integrate lectures with character education, creative economic education and entrepreneurship education into the curriculum of the college. To build and grow an entrepreneurial spirit entrepreneurs, the Government has issued Presidential Instruction No. 4/1995 about the National Movement Promoting and Cultivating Entrepreneurship. This instruction mandated the entire society and Indonesia to develop entrepreneurship programs. Instruction in line with the Government's efforts in supporting the development of the Creative Economy, the development of economic activities based on the creativity,

skills and talents of individuals to create a creative and individual creativity economic value and affect the welfare of the people of Indonesia.

The business world is the backbone of the national economy, so efforts should be made to be improved continuously. National movement is expected to foster a culture of entrepreneurship and work ethic of Indonesia, so as to give birth entrepreneurs-new entrepreneurs a reliable, competent and independent. It is very important to remember that the actual entrepreneurial activity not only at the level of micro-economy, but also at the level of incoming macro-economy. All that is in the development of an intelligent man, a comprehensive and fully as highlighted in the Strategic Plan of the Ministry of Education and Culture that Indonesia is an intelligent human beings who are intelligent comprehensive, intelligent spiritual, emotional intelligent, socially intelligent, witty intellectual, and kinesthetic smart. (Kemendikbud, 2010).

Various observations of the reality on the ground describe the learning system in colleges and in high schools today have not been fully and effectively build innovative creativity to develop a comprehensive strategic plan as expected by Kemendikbud. The indicators include: (1) the students do not have good moral values and national character, and the character of self-employment, (2) a relatively high unemployment rate of child bearing age, and (3) the number of entrepreneurs who are still relatively few. Empirical conditions that need to be addressed or mitigated by implementing effective government policies, particularly those relating to inculcate the spirit of entrepreneurship.

There are several strategies that can be applied to foster the spirit of entrepreneurship in higher education, among others: (1) develop entrepreneurship lectures, (2) relate the specific course material relevant to the cultivation of an entrepreneurial attitude (3) development extracurricular activities associated with the planting of an entrepreneurial attitude, (4) develop the higher education curriculum that provides entrepreneurship education payload that can enhance the understanding of entrepreneurship, develop character and skills of entrepreneurship, and (5) foster a culture of entrepreneurship in the college environment.

Entrepreneurship education as a vehicle to inculcate an entrepreneurial attitude to students should inculcate the values essential entrepreneurial culture. Essential values of entrepreneurship is considered the principal and in accordance with the Entrepreneurship Education, among others: (1) independent, (2) creative, (3) risk-taking, (4) action-oriented, (5) leadership, and (6) hard work.

Criteria for successful entrepreneurship education program does not mean limiting investment values (internalization) of entrepreneurship to all school uniforms, but each level of the education unit

## **2.0 Overview Library.**

According to The American Heritage Dictionary (Nitisusastro, 2009), entrepreneur is a person who organizes, operates and takes into account the risk to a profitable business. The purpose of organizing

include organizing human resources, financial, physical equipment and time. Operate in a purpose made great efforts to gain profit or advantage to take into account the risks it faces. Organizing and operate a variety of resources that dare to take risks, is the soul of an entrepreneur.

The concept of entrepreneurship and entrepreneurial character is still growing. Entrepreneurship is an attitude, spirit and ability to create something new that is very valuable and useful for themselves and others. Duanmu (2013) says entrepreneurship is an attitude and spirit that is always active or creative power, and unpretentious work and effort in order to increase revenue in their business activities. Someone who has a character are always not satisfied with what he had accomplished. Entrepreneurs are people skilled in developing business opportunities in order to improve their lives. Zimmerer (2008) argues that "An entrepreneur is one who creates the a new business in the face of risk and uncertainty if for the purpose of achieving profit and growth by identifying opportunities and assembling the Necessary resources to capitalize on those opportunities" . Entrepreneurs are people who have the ability to see and evaluate business opportunities; gather resources-resources necessary to take appropriate action, take advantage and have the nature, character and willingness to bring innovative ideas into real world creatively in order to achieve success/increase revenue. Essentially an entrepreneur (Madalina, 2008) are people who have an entrepreneurial character and apply the entrepreneurial nature of his life. In other words, entrepreneurs are people who have the creativity and innovative spirit high in life. From some of the concepts in the show as if entrepreneurship are synonymous with the entrepreneurial skills in business.

Where as, in fact, entrepreneurship is not always synonymous with entrepreneurial character because an entrepreneurial character may also be owned by a non-entrepreneur. Entrepreneurial covers all aspects of the work, both private and government employees. Boopen says (2009) the linked between economic education and entrepreneurs are those who make efforts in creative and innovative way to economic growth. Entrepreneurship is a process of applying creativity and innovationess in gathering resources to find opportunities and improvements in solving problems and finding opportunities to improve life. Entrepreneurship is an attempt to create added value by way of Entrepreneurship that arise when an individual dared to combine resources in ways new and different for developing businesses and new ideas. Entrepreneurial process includes the use of all the functions, activities and actions related to acquisition opportunities and the creation of business organization to win the competition (Thor & Harries, 2013).

Opinions of the above, it can be concluded that entrepreneurship is to create added value through the process of combining the values of resources that make up the character and behavior of someone who is always creative and efficient, with new ways and different in order to win the competition. According to Zimmerer (2008:51), efforts to increase the added value can be created through the efforts of the following: (1) developing new technologies, (2) task-oriented and results, (3) risk-taking, (4) soul leadership, (5) future oriented, and (6) originality.

The essence of the importance of entrepreneurship, namely: (1) Care to take risks, (2) liked challenging work, (3) initiative, (4) orientation on earnings, (5) spirited leader, (6) Easy to get a long and work with others. Substantive values needed in Entrepreneurship are: (1) Creative and innovative in developing the business, (2) Flexible in carrying out the work, (3) Having a lot of resources, (4) able and knowledgeable solutions and different (innovative) are useful in deliver more value, (5) the originality minded look ahead. So the orientation of higher education must have an entrepreneurial spirit and character. Soul and entrepreneurial character was influenced by the knowledge, skills, abilities, or competencies. Orientation Entrepreneurship Education has a soul and a certain economic knowledge to create and innovate. In building the entrepreneurial spirit and multiply entrepreneurs, the Government has issued Presidential Instruction Number 4/1995 on the National Movement Promoting and Cultivating Entrepreneurship. This instruction mandates the entire society and Indonesia to develop creative programs and innovative entrepreneurial program.

According to economist Poulis & Plakoyiannaki (2013), the idea is a very important economic goods, is more important than the object that is emphasized in most economic models. In a world with physical limitations, the discovery of great ideas along with the discovery of millions of small ideas that caused the economy to keep growing. Says of Chen (2009) the idea entrepreneurship is to combine instructions that make our physical resources are limited preparation becomes more valuable. Internationally, the creative economy plays an important role in enhancing the image and identity of a nation within the framework of Nation Branding. The image is the impression that a poor country because people do not have access to the ideas and perceptions received by a person when he saw and heard that used in the national industry to generate economic value feel something about Indonesia. The image should be built in a planned and found measurable results that can provide a positive impact on the nation. According to Howkins (2009) new economy has emerged around the creative industries are controlled by the law of intellectual property such as patents, copyrights, trademarks. Creative Economy is a new economic era that intensify information and creativity by relying on the ideas and the stock of knowledge of human resource royalties, and design. Creative economy is a development concept based on the main production factor in economic activities. The economic structure of creative assets that have the potential to increase economic growth. (Ozughalu & Ogwumike , 2013). World transformed rapidly with the growth of the natural resource-based economist for HR-based, from the agricultural era to the industrial era and can be seen from the development of an economy based on the flow of ideas. In theory, economic growth is divided into several waves. Which has been accepted as an economic flow that can be seen in the economic development of civilization into three waves. The first, wave is the wave of the agricultural economy. Secondly, the wave of the industrial economy, and the third is the wave of the information economy. Then predicted the fourth wave is a wave of creative economy-oriented ideas and creative ideas.

That makes entrepreneurship attracts many parties to understand it is to contribute entrepreneurial attitudes acquired various parties to perform actions related to entrepreneurship. For example, Timons

and Spinelli (2007) make the grouping needed for entrepreneurial action in six issues: (1) Commitment and determination, (2) Leadership, (3) Obsession to the opportunity, (4) tolerance toward risks, ambiguity, and uncertainty, (5) Creativity, and (6) Motivation for achievement. Entrepreneurship is a dynamic process for the planned economic activity taking into account the strengths and weaknesses and the opportunities and barriers in an effort for welfare. Therefore, the significance of which is contained in entrepreneurship, namely: science, art, behavior, traits, characteristics, and one character who has the ability to bring innovative ideas into real world creatively. So (Hamid, 2004) there are three major indicators of entrepreneurship, namely: (1) finding a job, preparing a business, find it impossible to get a job, (2) already have a job but have not begun to think of something new (creative), acting to do something new (innovative), and (3) desire to create value-added. Therefore, a person called the "entrepreneur" absolutely must have the ability to always think of something new, do something new act, and wants better. Central Bureau of Statistics (2009) shows that the largest number of unemployed graduates from the education unit at the elementary and secondary education. The government has sought to promote entrepreneurship, but these efforts have not brought any significant effect because there are many people who are not productive every year. That raises the question, how far the successful implementation of the National Movement Promoting and Cultivating Entrepreneurship has been done since 1995 and what the impact of the program as it is. If no serious treatment to this problem is not likely the unemployment rate will continue to increase every year.

In this context, entrepreneurship education should be able to change the mindset of the students to be agents of renewal. As stated by Kasmir (2009) which states that Indonesia is a labor exporting country as citizens who have the entrepreneurial spirit is still low at only 1.5% of the population as a whole. Ideally citizens who have an entrepreneurial spirit by 2% to 3% of the population to develop the creative economy that support the growth of the national economy. Higher education and innovation reliable intellect necessary to foster an entrepreneurial-minded students that citizens are engaged in entrepreneurial sector adequately.

Importance of Entrepreneurship Education in Higher Education can foster entrepreneurship in students character can even be integrated in a variety of related subjects. Alma (2009) says lecture material developed from courses related to the norms or values associated with the entrepreneurial context of everyday life. Thus, learning the norms and values of the various subjects that can complement and enrich the vision of entrepreneurship education is not only on the cognitive level, but touched on internalization, and practice in the life of students. Entrepreneurship Education in Higher Education in physiological, cognitive, moral reasoning, psychological development can in still a responsible attitude to improve the welfare of the students themselves. Some people say that entrepreneurship education a shared responsibility between families, communities and the government, as implemented entrepreneurship education within the community. In terms of organizing learning experiences would be better if students have empirical experience in managing a business or entrepreneurial spirit. This does not mean that the organization of the entrepreneurship education should be abandoned.

Organizing the course needs to grow through relevant courses, and experience developing business processes need to be developed so as to support the development of talent and interest in entrepreneurship. Suryana says (2011) Lectures entrepreneurship needs to communicate learning gives students the opportunity to actively develop the potential and aspirations of its business that clearly can inspire students to experience daily life in the community.

Creative economy is an economic flow that is more effective in bringing better economic growth. Recognizing this, the Government through the Ministry of Commerce, Ministry of Industry and Ministry of Cooperatives continue to study as the basis for the development of creative economic. Given their potential for creative industries to the economy, the government continued to hold events (activities) to stimulate the growth of the creative industries. In Indonesia, the echo of the Creative Economy will start from the problems the importance of improving the competitiveness of national products to face the global market. The Government through the Ministry of Commerce in collaboration with the Ministry of Industry and Ministry of Cooperatives and Small and Medium Enterprises (SMEs) and supported by the Indonesian Chamber of Commerce and then form teams Design Power which aims to put Indonesia into products of international standard products but still has a national character received in the market world. Once aware of the contribution of the creative economy of the state, the government subsequently conducted a more intensive study and launch the standard guidelines for the development of the creative economy.

Strategies need to be developed in Entrepreneurship course is to develop the art and talent backed by knowledge, skills and attitudes to effectively achieve success in the business world. Therefore, the strategy is a combination of science and art. Studies related to knowledge, attitudes and skills. While the arts are more likely to talents and interests and attitudes of one's life.

### **2.1 Lectures Entrepreneurship in Higher Education.**

Education run well, will be able to achieve the expected results. The education is good, it can be seen from several indicators. In addition to quantitative indicators are measured through a variety of tests, the results of education can be seen from the qualitative indicators which include: faithful and pious to God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and responsible responsibility. Qualitative indicators are related to the formation of student character and are associated with the formation of attitudes and skills / entrepreneurship skills so that students are able to compete, ethics, morals, manners, have the attitude and skills / entrepreneurship skills.

Based on empirical observations, entrepreneurship education in Indonesia is still soft skills (provide a range of knowledge) rather than hard skills (entrepreneurial skills). This suggests that the lack of character education adequate attention, either by education, including entrepreneurial character. Many educators are paying less attention to character building including entrepreneurial character. This requires the development of a curriculum that favors the development of the character of

entrepreneurship in students. Need to develop an effort to build a positive perception of the profession as an entrepreneur. Positive perceptions would affect crucial to efforts to foster entrepreneurship students. This effort will encourage the creation of businesses and jobs, at least for himself, through the development of entrepreneurs and new businesses that is necessary for the progress of Indonesia. Related to the achievement of national education goals, especially that leads to entrepreneurship education needs to be developed that seeks to lecture materials on the formation of character associated with the formation of entrepreneurial attitudes and behavior in everyday life in the community. Entrepreneurship education should develop the norms and values of entrepreneurship so that norms and values are able to internalize the students themselves. Policies related to Entrepreneurship Education is an effort to allow students to create a business/self employment. The college graduates are expected to have the integration of entrepreneurship education from entrepreneurial character and conduct yourself. College graduates are required to face obstacles and challenges arising from the change. Challenges that occurred in the era of globalization is the depletion of the quality and competitiveness of the Indonesian independence. Through the development of entrepreneurship lectures, students are expected to be more creative and innovative ways to face the changes and challenges of the future. Students are able to enhance the competitiveness required in the global competition. The trend of change can not be avoided all the parties, whether individuals, communities, nations. Students need to gain access to quality education, affordable, relevant, efficient and effective, so that they can compete with the entrepreneurial spirit.

Direction of National Education Development Policy seeks to establish national creative, independent, democratic and accountable. National education development policy is intended for the implementation of Presidential Instruction No. 4/1995 on National Movement for socialization and Cultivating Entrepreneurship. This policy provides direction and a foundation to implement entrepreneurship education. But the movement is not yet adequately realized and socialize and cultivate entrepreneurship movement has not developed effectively to equip students to have good moral values and entrepreneurial character. This is partly indicated by the presence of relatively high unemployment, the number of entrepreneurs is still relatively small, and a culture of entrepreneurship is still not popular in the community. Policies to tackle problems that need to be taken to give birth to new entrepreneurs-entrepreneurs that are reliable, tough and independent ways: (a) develop a lecture about the knowledge, attitudes and skills of entrepreneurship, (b) develop their interests and talents in entrepreneurship, (c) foster a culture professional entrepreneurship, (d) develop cooperatives, small and medium enterprises to become a formidable economic actors and professionals.

Entrepreneurship Education Program is essentially trying to develop the science and the art of entrepreneurship. Since economic growth is influenced by the social and political conditions of a country, the entrepreneurship education should equip students' skills in reading and observing the social and an political developments in their communities. At first, entrepreneurship is an innate talent and honed through hands-on experience in the field, it is

now the paradigm has shifted. Entrepreneurship has become a discipline that studies the values, skills (abilities) and behavior in the face of life's challenges with the opportunity to obtain a variety of risks that may be encountered. As a scientific discipline, the science of entrepreneurship can be learned and taught, so that every individual has the opportunity to perform as an entrepreneur. Even to be a successful entrepreneur, having talent is not enough, but also must have knowledge of all aspects of the business that will be practiced. The task of the entrepreneur is very much, such as the task of taking decisions, technical leadership, organizational leadership and commercial, capital adequacy etc.

Entrepreneurship education seeks foster creativity and innovation in business opportunities. Creativity is thinking new thinking and innovation is doing something new (doing new things). Creativity is defined as the ability to develop new ideas and to discover new ways to solve problems and find opportunities. Innovation defined as the ability to apply creativity in order to solve the problems and opportunities to enhance and improve living standards. Therefore, entrepreneurship education seeks to train students to think and act patterned new or something old thinking in new ways.

Entrepreneurship education seeks to create entrepreneurs to increase the capacity of the workforce, so as to reduce unemployment. As the generator development environment in the production, distribution, environmental maintenance, welfare and so on. Entrepreneurship education strive to provide supplies for students to develop the economic and social development according to their abilities and strive to educate students to become independent, self-discipline, honesty, perseverance in the face of a better future.

## **2.5 Cover**

Based on the above analysis of the exposure can be stated conclusions, as follows:

1. Development in the field of education can be directed to achieve economic growth supported by the alignment of the availability of well-educated workforce with professional capabilities, especially for job creation or entrepreneurship is tough.
2. Lectures entrepreneurial role as a vehicle for students to develop the character into a strong workforce in filling employment needs. The substance of entrepreneurship education is as a vehicle to encourage the creation of human resources for competitive excellence and support the growth of the national economy.
3. Law Number 20/2003 on National Education System Article 3, states that the national education serves to develop skills and form the character and civilization of a dignified nation in the context of the intellectual life of the nation, aims to develop the potential of students to be a man who is faithful and devoted to God Almighty, noble, healthy, knowledgeable, skilled, creative, independent, and become citizens of a democratic and accountable.

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