



## BUILDING ENTREPRENEURSHIP SPIRIT THROUGH DIGITAL TECHNOLOGY BUSINESS

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### Abstract

*Students are a very potential component of nation-building. With a young age range, strong staff, a wide enough network, and the ability to think and have high creativity, it is the foundation and basic capital for the country's progress. BPS data as of February 2020 released Indonesia's employment conditions showing the unemployment rate fell to 5.01 percent or decreased by 50 thousand people over the past year. Although the aggregate unemployment rate has decreased, judging by the level of education, more and more university graduates are unemployed. The high level of educated unemployment is because many universities graduates target that after graduation, they have to get a job armed with the knowledge they have obtained through their courses. Even though they are university graduates, it is not easy for someone to be accepted into a job, increasing the number of unemployed. By seeing these problems, it is appropriate for the government and related parties to develop a strategy to direct university graduates to become job creators, not job seekers. This underlies the importance of efforts to build an entrepreneurial spirit among students. The rise of digital technology today can be said to be a form of change management in the business world; by utilizing digital technology in the business sector, it is hoped that an entrepreneurial spirit will form among students. But unfortunately, the current conditions are where students can't take advantage of sophisticated digital technology opportunities to seize entrepreneurship opportunities and make them a livelihood.*

*The study aimed to describe: (1) supporting and inhibiting factors in building student entrepreneurship; and (2) strategies to build student entrepreneurship through digital technology businesses. This research is a qualitative descriptive study located at STKIP PGRI Jombang. The data sources used are primary and secondary. The research subjects were entrepreneurship lecturers and students of the 2019 economic education study program who had taken theory and practice entrepreneurship courses. Data collection techniques using observation, interviews, and documentation. Data analysis techniques use data reduction, data display, and conclusion. We are checking the research's validity using source and technique triangulation.*

*The research results show that: (1) Supporting factors in building an entrepreneurial spirit for students of the STKIP PGRI Jombang Economic Education Study Program are (a) collaboration between universities and the business world by conducting entrepreneurial training and internships, (b) self-confidence, which is one of the capitals for opening a business, and (c) an organization which is a forum for channeling interests and honing student skills; (2) The inhibiting factors in building the entrepreneurship spirit of students of the Economic Education Study Program STKIP PGRI Jombang are (a) the lack of a student entrepreneurship spirit which results in students choosing less to do entrepreneurship, (b) the lack of capital. In the minds of students, to start a business, they must have a large capital, and it is this thinking that must be changed by every tertiary institution, (c) the lack of entrepreneurship training in tertiary institutions; and (3) Strategies to build an entrepreneurial spirit through digital technology business for students of the Economic Education Study Program STKIP PGRI Jombang are (a) holding entrepreneurship seminars that aim to change the mindset of students, (b) holding digital technology training for students.*

**Keywords:** Building Entrepreneurship Spirit, Business, Technology

## INTRODUCTION

Students are a very potential component of nation-building. With a young age range, strong staff, a wide enough network, and the ability to think and have high creativity, it is the foundation and essential capital for the country's progress. Youth should be full of productivity and work so that it will improve people's quality of life.

BPS data as of February 2020 released Indonesia's employment conditions showing the unemployment rate fell to 5.01 per cent or decreased by 50 thousand people over the past year. Although the aggregate unemployment rate has decreased, judging by the level of education, more and more university graduates are unemployed. This condition results in a high residual workforce in the form of educated unemployed, where the number of university graduates is not proportional to the increase in the availability of job opportunities that will accommodate them. It follows Midayanti's statement in Sudarmi, N. M. S., Sarmita, I. M., & Nugraha, A. S. A. (2021: 121) which says that the open unemployment rate at Diploma and Bachelor graduates has consistently increased, while the level of education below does not. The high educated unemployment is because many colleges graduates target that after graduation, they have to get a job or become job seekers armed with the knowledge they have obtained through their courses. Even though they are university graduates, it is not easy for someone to be accepted into a job, increasing the number of unemployed.

BUMN Minister Erick Tohir stated that in Indonesia, the number of people who work as entrepreneurs is still 3.47% (Putra, 2021). A comparison of the entrepreneurial population in ASEAN countries in 2020 based on Kominfo data can be seen in Table 1 below:

Table 1 Entrepreneur population in ASEAN in 2020

No	Country name	Entrepreneurial Population
1	Singapore	8,76%
2	Malaysia	4,74%
3	Thailand	4,26%
4	Indonesia	3,47%

From table 1 above, Indonesia has the lowest entrepreneurial population compared to other ASEAN countries. The standard for a country to be considered a developed country is that it must have a minimum of 14% of the population who work as entrepreneurs. With Indonesia's population of 350 million, around 149 million entrepreneurs are needed, so the Indonesian government has set a target that there must be efforts to catch up by creating more entrepreneurs than workers, especially for students.

By seeing these problems, it is appropriate for the government and related parties to develop a strategy to direct university graduates to become job creators, not a job seeker. This is what underlies the importance of efforts to build the entrepreneurship spirit among college students because, so far, entrepreneurship has been seen as a driving force that has an essential role in economic development. Herwin Moppangga, 2015 states that entrepreneurship spirit is not only limited to academic intelligence and product-producing skills but also a dynamic spirit in capturing challenges and risks and then turning them into opportunities and growth potential.

Universities also play a role in building the entrepreneurship spirit through organizing entrepreneurship education and being responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as a career to produce an entrepreneur who has experience in entrepreneurship and has strong competitiveness in the world of work. STKIP PGRI Jombang, one of the tertiary institutions in the city of Jombang, also requires entrepreneurship education in all of its study programs. Based on interviews with researchers, it was found that there were still many students who were still hesitant and afraid to start entrepreneurship because, in their understanding to run a business, they had to have capital, a place of business, and equipment so that they could easily reach consumers and there were concerns if later the business would not work.

Today's rise of digital technology can be regarded as a form of change management in the

business world. But unfortunately, the current conditions are where digital technology opportunities are sophisticated but cannot be utilized for positive things, even though those who are observant and truly grow in their entrepreneurship spirit will seize these opportunities for entrepreneurship and make it a livelihood. Tamriatin, 2015 states that one of the efforts that can be made to overcome the level of educated unemployment and the impact it has is to encourage students to become entrepreneurs with various creative ideas and innovations, then be able to take advantage of and keep abreast of developments in the digital era. This cannot be denied; it makes business opportunities easier and faster and gives entrepreneurs the convenience of doing business because, without significant capital and any place, people can run a business by utilizing technology. If you stay home, you can do business and produce income; this will make students not think about hunting to become civil servants or urbanizing to cities or even abroad to earn a fortune. Because previously, people thought that entrepreneurship required significant capital; they were reluctant to run entrepreneurship, now not because technology has changed a person's behaviour.

Based on the explanation above, the research aims to describe: (1) supporting and inhibiting factors in building the students' entrepreneurship spirit; and (2) Strategy to build students' entrepreneurship spirit through digital technology business.

## LITERATURE REVIEW

### Entrepreneurship spirit

- a. The definition of Entrepreneurship spirit  
Entrepreneurship spirit, according to Hartanti (2008: 25) in Susi Sulastri (2017: 39), is the soul of life in entrepreneurship, which is an entrepreneurial attitude and behaviour shown through the nature, character, and character of a person who has the will to realize innovative ideas into the real world creatively. Soul *entrepreneurship* can be formed through education because it can be taught and practised from elementary to tertiary education. When instilled in the entrepreneurship spirit, a person will learn to be more independent, think critically, and move forward from an early age.
- b. Characteristics of the Entrepreneurship spirit  
Entrepreneurial characteristics are generally seen when a person communicates to gather information and establish relationships with his business relations. Characteristics of the entrepreneurship spirit that need to be owned and developed, according to Basrowi (2011:10), are as follows:
  - a. Believe in yourself  
Confidence in determining something, in carrying out something, and being able to overcome various risks faced is a fundamental factor that an entrepreneur must possess. Someone with an entrepreneurial spirit feels confident that what he does will succeed despite facing various obstacles. Not always haunted by the fear of failure, he always keeps himself optimistic about moving forward. People who have high self-confidence are people who are mature physically and spiritually.
  - b. Initiative  
In facing the dynamics of life full of changes and problems, an entrepreneur will always try to find a way out. They do not want their lives to depend on the environment, so they try to find a way out.
  - c. Have an Achievement Motive  
An entrepreneur usually designs various targets for achieving success in life. One by one, they continue to achieve their targets. When faced with failure, they will continue to try to return to repair the failures they experience.
  - d. Have a Leadership Soul  
Leadership is a critical factor in being a successful entrepreneur. Dare to come forward to face something new even though it is full of risks. This courage is undoubtedly based on rational calculations.
  - e. Like challenges  
The business world is full of uncertainties, such as competition, price fluctuations, and goods not selling, but an entrepreneur must face all these challenges with complete calculation and careful calculation from all aspects.

f. Originality

What is meant by being original here is not imitating others but having your own opinion. There are original ideas, even if they are not new at all, but the product reflects the result of a new combination so that something new is born.

g. Future-Oriented

An entrepreneur must have a vision for the future, what he wants to do, and what he wants to achieve. Because a business is not established temporarily but forever. Therefore, the continuity factor must be maintained, and the view must be aimed far ahead by developing a mature plan and strategy to clear the steps to be implemented.

h. Creativity

The main capital of the entrepreneurship spirit is creativity, tenacity, and unyielding spirit. This unyielding spirit considers failure to be delayed success. Even if they stumble and fall, they will get back up.

### **Digital Era and Digital Technology Business Opportunities**

The impact of the digital era has changed the dynamics of life, including the dynamics of the business world (business). This cannot be denied because that era made access to business opportunities easier and faster. Without large capital and other places, people can run a business using digital technology through Facebook, Instagram, websites, and other social media. If previously, to gain market share, business people had to pick up the ball using a variety of effective marketing strategies, this time, armed only with digital tools; it is easy to reach the market.

Today's rise of digital technology can be regarded as a form of change management in the business world. This is as stated by Wibowo (2016:241) that change management is aimed at successfully providing the necessary business solutions. It remains only for humans whether they can seize these opportunities or are not ready to accept change.

Digital technology is a tool widely used today with an automatic operating system and a computerized system or in a format that a computer can read. Sitompul, M.I (2021) states that digital technology is a growth context that cannot be avoided and has also had many positive impacts on human life and has provided many challenges. Today's technology can be used in various perspectives of human life, both means of communication, shopping, and doing business. This makes digital technology capable of being utilized for developing businesses, for example, to seek innovation and business ideas.

### **Entrepreneurial Young Generation**

Undeniably, the younger generation is the future generation of the nation, which is expected to become the agent of change for a country towards a competitive country. Of course, facing the current era of change, the role of human resources who can deal with competition dynamics is demanded.

The younger generation should seize business opportunities in this changing era. As a productive generation, it is easy for the younger generation to access the technological era, and it is a golden opportunity to become entrepreneurs. As said by Kasmir (2014:18), entrepreneurs are people who change the value of resources, labour, materials, and other factors of production to be greater than before and make changes, innovations, and new ways. The country needs entrepreneurs right now because of their contribution to the country's economic growth.

### **METHOD**

This type of research is descriptive research, which seeks to describe current problem-solving based on social reality by using data. The subjects in this study were Entrepreneurship lecturers and students from batch 2019 who had taken entrepreneurship courses in both theory and practice. This study uses two sources related to the subject matter to be disclosed, namely primary and secondary data sources. There are three data collection techniques used in this study, namely:

1. Observation

This study used nonparticipatory observation techniques. Observation activities were carried out directly at STKIP PGRI Jombang.

2. Interview

Researchers used semi-structured interviews by preparing several questions as guidelines, but they could develop and be more accessible according to the situation and information needed by the informants. In this study, interviews were conducted directly by asking informants about the data needed, namely about supporting and inhibiting factors in building students' entrepreneurship spirit and entrepreneurship spirit-building strategy through digital technology business to students of the Economic Education Study Program STKIP PGRI Jombang.

3. Documentation

In this study, the data obtained from documents included journals, notes, books, agendas, and photos of activities.

## RESULTS AND DISCUSSION

1. Supporting Factors in Building Students' Entrepreneurship Spirit of Economic Education Study Program STKIP PGRI Jombang

In building the *Students' Entrepreneurship Spirit* of the Economic Education Study Program STKIP PGRI Jombang are inseparable from various supporting factors. The first supporting factor is the collaboration between universities and the business world by conducting entrepreneurship training and internships so that students can analyze and observe basic forms of business, the impact of which is that students have an overview of entrepreneurship and are more familiar with the business world. Meanwhile, the second supporting factor is self-confidence, one of the capitals for opening a business. Therefore, self-confidence must be appropriately managed by students. The third supporting factor is the organization which is a forum for channelling interests and honing students' skill. Organizations have an excellent influence on students to develop themselves because in organizations, students can learn to socialize, work together, argue, and decide things appropriately.

2. Inhibiting Factors in Building Students' Entrepreneurship Spirit of Economic Education Study Program STKIP PGRI Jombang

The first inhibiting factor in building students' entrepreneurship of the STKIP PGRI Jombang Economic Education Study Program is still lacking of entrepreneurship spirit, which impacts students choosing less for entrepreneurship; they prefer to look for jobs rather than entrepreneurship. In contrast, the second inhibiting factor is the lack of capital. In students' minds, starting a business must have large capital, and every university must change this thinking. The third inhibiting factor is the lack of entrepreneurship training in tertiary institutions; training is very important because it is helpful for increasing student knowledge or skills and aims to equip students with the ability to do business. But for now entrepreneurship training has not yet been implemented in the Economics Education Study Program.

3. Strategy in Building Students' Entrepreneurship Spirit Through the Digital Technology Business of the Economic Education Study Program STKIP PGRI Jombang

Strategy to build entrepreneurship spirit through the digital technology business, the first student of the Economic Education Study Program STKIP PGRI Jombang is to hold an entrepreneurship seminar that aims to change students mind set who in their understanding to run a business must have capital, place of business, equipment so that it is easy to reach consumers. While the second strategy is to conduct training on digital technology for students. With digital technology training, it is hoped that students will be able to run a business by utilizing digital technology so that access to business opportunities will be easier and faster. If previously to gain market share, business people had to pick up the ball using a variety of effective marketing strategies, this time, armed only with digital tools, it is easy to reach the market.

## CONCLUSION

Based on the results of research and discussion about building the entrepreneurship spirit through the digital technology business of students of the Economic Education Study Program STKIP PGRI Jombang, it can be concluded that:

1. The first supporting factors in building the students' entrepreneurship spirit of STKIP PGRI Jombang Economic Education Study Program is the cooperation of universities with the business world by conducting entrepreneurship training and internships so that students can analyze and

observe real forms of business, the impact of which is that students have an overview of entrepreneurship and are more familiar with the business world. Meanwhile, the second supporting factor is self-confidence, one of the capitals for opening a business. Therefore, self-confidence must be managed properly by students. The third supporting factor is the organization which is a forum for channelling interests and honing students' skill. Organizations have a good influence on students to develop themselves, because in organizations, students can learn to socialize, work together, argue, and decide things appropriately.

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