



Student Entrepreneurship in Digital-Based at Surakarta City

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ABSTRACT

Education in Indonesia is growing. Vocational education produces work-ready human resources. Especially in the city of Surakarta many Polytechnics were established, both new permits and changes from academics and high schools. In accordance with the policy of the Ministry of Education, Culture, Research and Technology, Directorate of Vocational Education , on Key Performance Indicators for Graduate Quality that graduates must successfully get a job;/further studies/becoming an entrepreneur. This study used data collection techniques with the Questionnaire method. The questionnaire was distributed to active students at the Polytechnic in Surakarta. The data to be studied are: distribution of entrepreneurship courses, when to start a business, the business pursued, marketing methods, omset obtained per month. Based on research conducted by the author at 5 Polytechnics in Surakarta City with 229 respondents filling in. The number of students who have started a business is 0.04%, students get courses on average in semester 5, students who start a business starting from semester 3, the type of business that occupied the most in the field of services, the most blended marketing methods (with online and offline methods), the turnover obtained on average per month between Rp. 500.000,- – Rp. 1,000,000,-.

INTRODUCTION

An entrepreneur is someone who dares to take risks to start, develop, and manage a business. An entrepreneur usually has an innovative vision and idea that they want to realize into a successful venture. They dare to take full responsibility for the success and failure of the venture. Entrepreneurs can operate in a variety of fields and sectors, and they can start businesses from small to large scale. It is important for an entrepreneur to continue to learn and develop themselves.

To start entrepreneurship itself must have an interest where it becomes a handle to start a business that will be developed and much needed motivation and creativity. Student motivation, creativity and interest are needed for students who want to be entrepreneurial in order to be able to see business opportunities to be able to create new job opportunities, motivation that will spur student enthusiasm to continue running a business to achieve their goals. Being an entrepreneur must also be able to understand the obstacles that will be experienced when entrepreneurship, obstacles such as capital, failure, level of creativity and business environment in competition and others. But there needs to be a motivation that encourages to continue to strive to achieve the goal to be achieved, which is to become a successful entrepreneur. (Junus et al., 2023)

Social entrepreneurship is an entrepreneurial activity carried out, not only to pursue profits, but also as a solution to social problems that have not been able to be overcome by the government. Meanwhile, social entrepreneurship is an entrepreneur with a social orientation who has the ability to look at social problems that are being faced by society. Then strive to create alternative solutions that are innovative for the long term. Innovation in terms of social entrepreneurship, some are even able to change the social structure of society (social change), both in the fields of social welfare, education, and health (health care). (Wisroni et al., 2022)

Digital Entrepreneurship is a term that includes online businesses created and run by someone. Digital entrepreneurship can also be defined as entrepreneurial opportunities created through the use of technology platforms and other information communication equipment.

Digital literacy is the ability to use digital technology effectively to search, evaluate, process, and communicate information. Digital literacy is important for career development and entrepreneurship in an increasingly advanced digital age, as many businesses and jobs today use digital technology as part of their operations. Entrepreneurial interest is often related to the ability to use digital technology, such as the use of online platforms to market products or services, or the use of software to manage finances and business operations. Good digital literacy skills can help a person to develop innovative business ideas and utilize digital technology to expand business reach and improve operating efficiency. In addition, good digital literacy skills can also help an entrepreneur to continue to learn and adapt to technological changes that occur, so that they can compete in an increasingly digital market. (Widayanto et al., 2023)

Vocational universities are strongly recommended by students to become professionals and / or independent entrepreneurs. One of the Main Performance

Indicators (IKU) of the Ministry of Education and Culture of the Republic of Indonesia is IKU 1 about, namely about graduates. The quality of college graduates who managed to get a job, further study or become self-employed with sufficient income. (Direktorat Jenderal Pendidikan Tinggi, 2021)

This study aims to determine the number of students who already have digital-based businesses in the city of Surakarta. The benefits of this research are: (1) supporting the Main Performance Indicators of the Ministry of Education and Culture of the Republic of Indonesia, (2) knowing the number of students who already have businesses, (3) harmonizing the curriculum. (Informatics et al., 2022)

To find out the development of online digital marketing by using alternatives utilizing social network market search through applications that are provided the latest for the sale of business products of students of the Banking Finance Academy (AKUBANK) Nusantara East Aceh in the current millennial era. The research was conducted on the business of Akubank Nusantara East Aceh students using qualitative research methods, namely matching existing theories with empirical reality using descriptive methods to find out in depth how the development of online digital marketing carried out by Akubank Nusantara East Aceh students. Data collection in this study was carried out by interview method to business owners, participatory observation method, and also through documentation method. The results of this research show that students, experiencing an increase from the average business they run have increased from day to day due to affordable prices, the quality of their products in front of trying alternative methods utilizing social network market search through the latest provided applications. This is a good sign for the marketing of Akubank Nusantara Aceh Timur students themselves. After an analysis of the compatibility between existing theories and rules with practice in the field, it can be concluded that the application of online digital marketing in the business of Akubank Nusantara East Aceh students is in accordance with sharia marketing. (Suryani, 2022)

LITERATURE REVIEW

Students who have been entrepreneurial have developed their business paradigm towards Social Entrepreneurship. The goal is to complement the commercial business orientation (profit) that has been carried out so far with the social orientation (benefit). Student entrepreneurs who are selected as tenants come from two types of businesses, namely culinary and convection businesses. The selection of tenants is based on the digital-based entrepreneurial activities they run. Tenants utilize digital platforms in their business activities to be encouraged to contribute socially through their business activities. Tenant problems identified for the development of social entrepreneurship are funding, network formation, and the use of digital platforms in business development. The tenants are facilitated by a team with a teaching background in entrepreneurship courses, both at the department and university levels and guided by an expert in the use of donations, assistance in managing donation funds, digital-based business networking training, and creating a pilot website. (Wisroni et al., 2022)

The hypothesis expected in this study is that the earlier in the semester students get entrepreneurship courses, the more students develop businesses.

METHODOLOGY

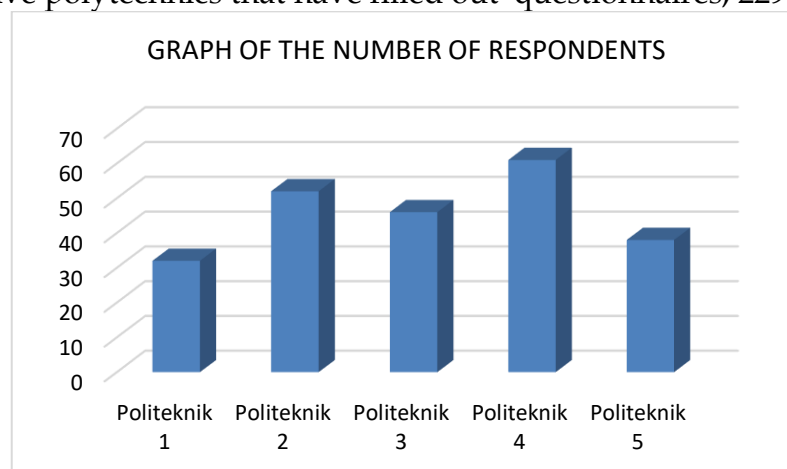
Research Design This type of research data uses quantitative methods with multiple linear regression patterns. The type of data used in this study was using primary data, obtained through questionnaire answers distributed to Polytechnic students in Surakarta City. This research is a quantitative approach. Because research data is in the form of numbers and analysis using statistics. In this study, researchers used descriptive statistics. The research approach used is survey research by distributing questions in the form of questionnaires to respondents as an instrument. The population used in the study is Polytechnic students in the city of Surakarta who are entrepreneurial, especially those based on Digital. The sampling technique in this study was purposive sampling. The data collection technique used in this study was to use questionnaires or questionnaires. By spreading the questionnaire link that has been created using google form. (Junus et al., 2023)

This community service activity aims to improve entrepreneurial skills through digital marketing training. The target of this activity is students and alumni who already have businesses with a total of 30 people. The method used in the implementation of this incubation uses a training approach that combines theory and practice and interactive discussions. The results of this activity showed that the incubation participants were able to master the media used for digital marketing such as product research techniques through Ubersuggest, Google Trends, and creating Instagram accounts for businesses.

RESEARCH RESULT AND DISCUSSION

The results of the study conducted by the author obtained the following data:

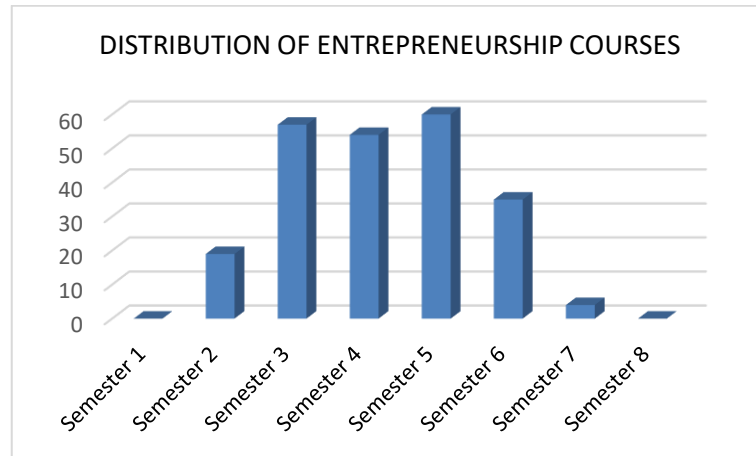
1. The number of universities in the form of Polytechnics in the city of Surakarta used by the author is 5 private universities
2. Of the five polytechnics that have filled out questionnaires, 229 responden.



Graph 1. Number of Respondents

The results of the data analysis above showed that the number of Polytechnics who filled out the questionnaire was 5 with 229 respondents filling out.

3. Respondents who claim to get entrepreneurship courses can be presented in the graph as follows:



Graph 2. Distribution of Entrepreneurship Courses

The results of the data analysis above show that students have received entrepreneurship courses in semester 2, semester 3, semester 4, semester 5 and semester 7. In terms of data, there are many in semester 5.

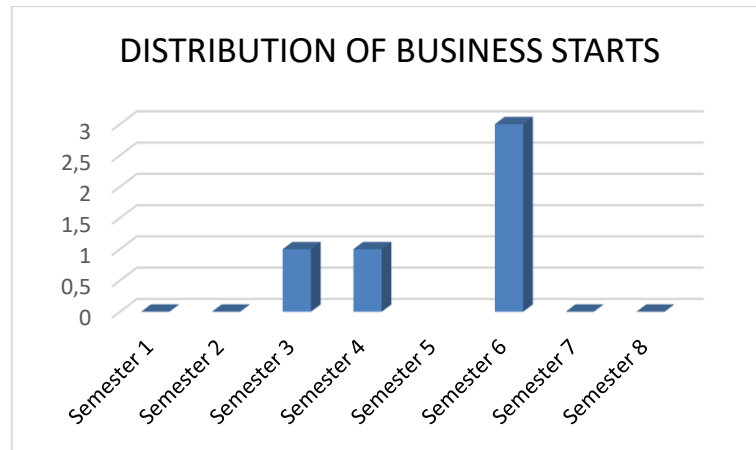
4. Of the 229 respondents who have started a business, only 5 students. The data can be presented in the graph as follows:
- 5.



Graph 3. Comparison of Respondents and Entrepreneurs

The results of the data analysis above show that students who have run a business as much as 2,18%

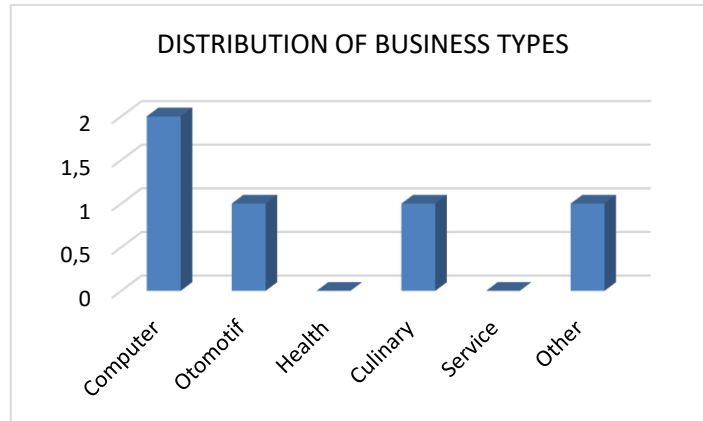
6. The distribution of students who started a business can be presented in the following graph :



Graph 4. Business Startup Distribution

The results of the data analysis above show that students have started a business in semester 3. In terms of data, it is at most in semester 5.

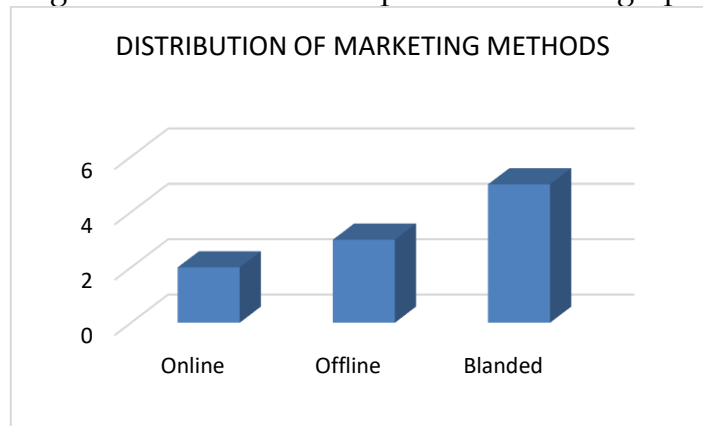
7. The distribution of the types of businesses occupied can be presented in the graph as follows:



Graph 5. Distribution of Business Types

The results of the data analysis above that the type of business occupied by the most Computer fields,

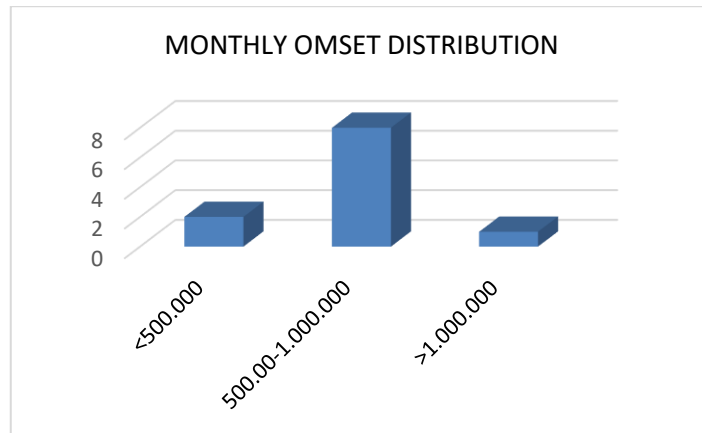
8. The marketing methods used can be presented in the graph as follows:



Graph 6. Distribution of Marketing Methods

The results of the data analysis above that students do marketing with online, offline and blended methods. In terms of data, most use the blended method.

9. The distribution of turnover obtained can be presented in the graph as follows:



Graph 7. Distribution of Turnover Per Month

The results of the data analysis above show that the turnover received by students is on average per month 500,000-1,000,000.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion above, conclusions can be drawn as follows:

1. The number of active Polytechnic students in the city of Surakarta who have been entrepreneurial is only 2.18%
2. The distribution of courses influences students to start entrepreneurship, so that the number of courses can be spread out for at least 2 semesters
3. The behavior of entrepreneurial students at Polytechnic needs to be improved
4. The turnover obtained by students who do business entrepreneurship is on average between 500,000 – 1,000,000 per month

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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