

Build Character Culture Professional as Key HR Success towards Generation Powerful Gold Tough and Superior Competitiveness

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ABSTRACT

Generation Gold is a smart generation comprehensive and character superior. The objective of the study is to answer and implementation from target and strategic Kemenristekdikti in increase relevance, quantity, and quality source Power educated human resources (HR). Study This uses exploration descriptive method with analysis build character culture professional as key success going to generate powerful gold competitive tough and superior. Research results show exists the role of important build competence of human capital and character of social culture entrepreneurship as key importance in determining enhancement of growth economy quality and power competitive nation.

INTRODUCTION

Potency strength character culture entrepreneurship professional is one _ key main the resilience of Indonesian human resources that must be prepared For going to generation gold future. at the moment this is a must absolute For preparing a generation of tough and powerful gold _ competitive superior who has multidimensional based intelligence comprehensive and character to excel in 2045. Due to becoming generation tough and possessing gold _ Power competitive strong, That is a must process Already prepared and built from now, if not woken up from now, then desire the only just dream mere.

The argument is generation built gold from Now must own soul and character culture entrepreneurship professional to be able to become role center and actor main change in the coming year 2045. Therefore, the upgrade process capacity HR capabilities through education and training at the time must Already be positioned with good and true For fulfill various challenges to be appeared in 2045 for them capable change it become advantages and benefits. For it, deep article This proposed For quick form and build character culture professional educators and participants educate all _ element the Indonesian people so that they can become key HR success towards generation powerful gold _ competitive tough and superior.

The Indonesian nation has to aspire want to become a group of developed countries in 2045 filled with generations of gold (gold generation). Generation Gold is expected generation can become pioneer principals and actor change in form life and civilization more Indonesian people Good again. Characteristic generation the gold that the Indonesian nation hopes for is a generation that has capital main; intelligence comprehensive, namely; creative, productive, innovative, effective, adaptive, character, and own interaction good social and civilized superior. In short, generation gold is the smart generation comprehensive and character superior.

Intelligence comprehensive besides the meaning above, can also include; spiritually intelligent, intelligent emotional, smart social, smart intellectual, and intelligent physical (kinesthetic). To push achievement ambition the with well, then all parties especially We as perpetrator education obliged must prepare generation we are better and have character superior Because if no we are the perpetrators a must education prepare, then Who again? tree urgent matter need discussed in national seminar activities This is What the urgency education character, why must build character professional entrepreneurial culture for educators and participants learn, and what relationship with generation gold?.

Living in the era of globalization and the era of revolution Industry 4.0 and 5.0 are very complex and full dynamics are not easy. However thus, in 2045 it's been 100 years since Indonesia's independence (year gold), the generation that lived in that era got called generation gold (gold generation). Just the name generation gold, then generation This It should be better from the generation now. Generation superior gold besides must own intelligence multidimensional as well can own character excellence and power competitive tough Pancasila

personality. because that is, education character is very important as one _ effort to build quality individual children the Indonesian people who will live at that time civilization generation gold in 2045.

Educate child nation to become a smart kid is easier than educating Child character nation superior Pancasila personality. The argument is generation gold children the Indonesian people who will live in 2045 no Enough only own intelligence and intellectual mere, but they must own intelligence multidimensional and character constant superiority _ Pancasila personality as Foundation mainly. If the development of character children the Indonesian nation No be prepared for Now hence, ideals That just hope just. With assumption without reducing the meaning and importance of education intelligence child nation, then in this seminar writer submit the theme Building character culture entrepreneurship or edupreneur is one of the most urgent processes to help reach objective the.

LITERATURE REVIEW

G20 countries, since October 2011 in Paris France at the Young Entrepreneur Summit, has Lots realize the importance and potency of a social economy entrepreneur in the 21st century. kindly historical about entrepreneurship, France Possible can be considered as a place birth draft entrepreneurship alone. Due to origin the concept of the word entrepreneurship originates in France pioneered by Richard Cantillon in the 18th century. After One-half century then, economic entrepreneurship developed rapidly and was visionary to be a phenomenon important worldwide from business micro to a global company. Furthermore, in the 21st century when, entrepreneurship is considered the more important No only from side economy courses, but from potency increasingly socio-economic-cultural (socio-economic & economic-cultural). needed in the life-world community.

Important role entrepreneurship in a manner economy Already established and not a doubt again, and have Lots proven especially by experts economy such as; Schumpeter, Druker, and Gartner. In the 21st century when, the role importance potency of entrepreneurship Already start to realize more importance in a manner social, cultural, and educational. Besides Schumpeter drafting more theories known as the "refugee effect" and "entrepreneurial effect", has explained the connection between entrepreneurship with unemployment. Audretsch, (2003) has also identified a number study that found a connection between the level more entrepreneurship tall with more unemployment low. Already is very common thing that objective education entrepreneurship is To add the number of businessmen new, (Linan, 2007; Veenswijk, 2012; Tao, 2016).

However, to begin with, the concept of education entrepreneurship is Still Far from easily built, (Linan, 2007). Meanwhile, the dynamics culture of entrepreneurship is something very unique and interesting For more studied in a manner more Specific with various multidisciplinary science. Veenswijk (2012) has revealed the dynamics of culture in privatized state companies in Europe especially in France.

Research results conclude that management's multicultural approach is far more helpful in learning cases. Because of diversity culture is more felt in a variety of ways level and related to the problem; power, construction social from different cultures and narratives. Next, the dynamics of cooperation across cultures can interpret through the window meaning Veenswijk, (2012). Culture and meaning are important in defining institutions (Tao, 2016). According to Tao (2016) that entrepreneurship has to do a role important during change institutional. He confirms that entrepreneurship is not only related to the success of a business, which is measured with profit, but also with well-being subjective and non-economic welfare. Entrepreneurship is a catalyst for change structure and evolution institutional. Evasive businessmen can look at as violators rule new. Education and development entrepreneurship help create and improve a culture healthy and effective organization and direction _ on creation culture Study in an organization, (Vakili, 2016). In relation to the matter, the approach model team multidisciplinary has been considered a method new in education entrepreneurship in the University, (Rodriguez, 2012). The results of the study (Rodriguez, 2012), show that methodology has its own potency to increase spirit entrepreneurship among _ students and that that is a learning model that is closer to reality than more methodology traditional. Next, in relation to multi-institutional projects in universities high, consideration for change institutional, cultural, and context, then leadership Faculty considered as root grass in education reform science (May 2013). Where convergence bottom-up and top-down leadership are influenced by culture and context institutional. May, (2013) confirmed if college high and university truly value matter such, then agent changes to the faculty This will keep going able.

METHODOLOGY

Study This uses approach exploration descriptive with analysis build character culture professional as key success to go to generate powerful gold competitive tough and superior. Work scientific is also being developed with the use literature review approach or studies library. Approach theory/concept done with refers to some source, like books, journals science, and the internet. All descriptions of existing ideas combined in One framework thought

RESEARCH RESULT

Build pattern think culture entrepreneurship in education or change pattern think educators and participants educate like culture entrepreneurship is very important for increase capacity of Indonesian human resources who are tenacious, tough and empowered competitive superior. at the moment this, system of education in Indonesia in part of big cities and regions is not yet designed in a manner adequate for push pattern think culture successful entrepreneurship. For that, entrepreneurship should must can become part of the curriculum and mandatory at all levels of education. Because, if education and cultural entrepreneurship can be absorbed early, already good, Of course, will influence culture study, cultural work and the economy of increasingly social Indonesian goods. (Prasetyo, 2019).

For That must There be good interconnection or link and math between ABG (Academics, Business, and Government)? Teachers and lecturers as circles academics must be capable collaborate with practicing entrepreneurs, so always There are linkages positive between sector education and entrepreneurship. Meanwhile, the government (Government) as governing and facilitating institutions exists linkages the. If This can do with good and consistently, then the traditional role of the teacher and lecturer will change to become role communication active, creative, and innovative as well as capable cooperate in a good team, which will generate participant superior students as well as capable adapt self with life in the revolutionary era Industry 4.0 and the era of globalization.

Dimensions practical from education enhancement culture entrepreneurship This will form the positive character of the participants' child educate, so will strengthen self become more passionate, responsibility responsible, skilled, creative, innovative, and smart, as well

As professional but, still modest and have a Pancasila personality. The argument is that the character culture entrepreneurship in question must be built based on values sublime character culture nation based on Pancasila. If society participant educates can own good knowledge and skills, be creative, innovative, and unpretentious, as well as own mental attitude of trust self, then will be better than only educating a child to become intelligent course, but No own character good manners, noble and elegant.

DISCUSSION

Character culture entrepreneurship as mover enhancement learning outcomes capacity Next, it is necessary to answer Why must build character professional entrepreneurship culture in the world of education? In the beginning, the entrepreneurial model is an economic model, (Lacatus , 2016). Revolution Industry 4.0 now going on inside field education around the world, even now in Japan and Germany Already start to revolutionize industry 5.0, because revolution Industry 4.0 is considered not enough humans or No humanists. Phenomenon This is challenges, opportunities, and opportunities at a time risk for eduprenur (entrepreneurs educators) to Keep going own initiative or actual big ideas can be started from a very small thing. Eduprenur is enough concept new. However Already Enough many wrote about understanding eduprenur.

Eduprenur is created expression To describe entrepreneurs operating in and around framework Work school, (Hess, 2008; Nieswandt, 2017). In the article, This eduprenur is interpreted as an entrepreneur in education. Draft edupreneurship (entrepreneurship education), new get Power pull during conference industry the first global education held in June 1999 in Washington, DC, (Satterwhite, 2018). Conference This gathers edupreneurs internationally To share intended practices and strategies For follow solve part world's problems and the most as well as the complex is inside education (Tooley, 1999). Next, edupreneurship obtain popularity with one movement education is growing the fastest in the present that is through the creation of charter schools,

(Satterwhite, 2018). Edupreneurs at the moment now also found has Lots create solutions for new online learning, reform education high, as well arrange and sell instructional reform methodologies, among some role others (Lopez, 2014).

A society with a level of knowledge culture Entrepreneurship and high skills will be the basic capital more country development tough and powerful competitive superior. Instead, an intelligent society though, but I do not have a character culture of successful entrepreneurship, and If they no can get a decent job, they will become a burden for development. The argument is that those who have lots of knowledge about entrepreneurship will be more Ready to face risk and dodgier in managing risk to become A profit. Similarly, important For noted that though the public with a level of high knowledge and skills, then neither will produce breakthroughs in the product or process required For a progressive economy without an existing understanding of the culture of widespread entrepreneurship society. However so, stay needed there is control of the party institution government through a monitoring program To can ensure that the desired results Already can designed and accomplished in accordance plan activity with ok.

In the world of education, monitoring can be seen from designing existing curriculum and its achievements as well as must involve academics and practitioners' entrepreneurship For each other bridge linkages so that the result graduates of the study program (activities school) accordingly with the world of work and industry. Research results This is by research results previously done by experts in their field. The cultural businessman is drafting interesting work by scholars and some governments in an effort they promote entrepreneurship For subtraction problem unemployment through creation fieldwork, and they also have underlined that on the level beginning acknowledged importance education entrepreneurship For creation culture entrepreneurship and innovation from change social and the economy in their respective eras (Eze, 2012; Marques, 2012; Brownson, 2013; Faustino, 2014; Marysol, 2017).

According to Eze (2012) that the process of awareness of self will develop the capacity individual To can think creatively, be innovative in taking decisions, and implement policy must become an integral constituent of what he learned in school, college college, and university. Meanwhile, Marques, (2012) is more confirms the importance of education entrepreneurship For the creation culture innovative entrepreneurship For face various change socio-economic This needs a more educational model focused on preparing people for the labor market future work and for more society difficult predictable, and complex as well as need policy new.

Furthermore, Brownson, (2013) proposes that the focus of policy government to push culture entrepreneurship in society at the level of the individual must look after identified constituents, if businessman quality tall supplied in public like it, then can For creation fieldwork and development of a sustainable economy. According to Faustino (2014), keywords For development culture entrepreneurship are through change models institutional

namely; help models very responsive search, based on information political an interactive.

In an implementation, this model is distinguished into five features ; (1) approach to the choice of purpose, (2) use of logic entrepreneurship with a bias to interactive, " learn while doing", (3) method For choosing and work with partners motivated self, (4) approach partnership for donors, and (5) a set tool program management. Furthermore, Marysol (2017) based on theory of economy institutional news (NIE), has explained relationships and activities of entrepreneurship through nine dimensions of culture to identify the practice of culture and cultural values in a global society. Nine dimensions of culture To analyze the culture in question (distance power, evasion uncertainty, institutional collectivism (collectivism I), ingroup collectivism (collectivism II), gender egalitarianism, assertiveness, future orientation, orientation performance human, and distinguish between two types of culture manifestation between; practice culture and values culture. Based on the review of the literature studies above, in research, This tends to use a feature approach to purpose. intended purpose _ is effort enhancement of the growing economy and power competitive effort. argument feature This was chosen Because more field skill researchers wanted to help the government obtain information base theory scientific or more methodology Good as base taking strong decisions in implication policy. Because of the policy strategy, the government of SBY and Jokowi is pushing the growth economy To reduce problems; unemployment, poverty, and inequality This has failed (Prasetyo, 2011, 2019).

CONCLUSIONS AND RECOMMENDATIONS

To can obtain intelligence comprehensive and professional No can obtain in a manner instant and temporary. However, must obtain go through quite a process of initial length from awareness self sarcasm about the future and the environment. That is to reach the objective become a superior developed country in 2045 filled with generations gold child nation that has intelligence comprehensive must Already started from Now this year 2019.

All element child Indonesian people must Already realize himself themselves and their environment and must ask themselves Alone what can they do and contribute To the nation at the moment and future. If not can do Good so Don't spoil it. Besides that, all element child Indonesian people must be aware For Keep going to increase their capacity in a manner consistent constantly for a more ready face all full possibilities no certainty and at least able to manage risk become profit.

Building character culture entrepreneurship must Already start from line smallest family, school, and education tall or university for those who can afford it, so all child Indonesian language at least can value time and manage time as well no wasted time. Therefore, it is suggested that education character culture entrepreneurship must Already be done early since in their respective families and 2019 all must Already aware and committed together For Keep going to increasing capacity and other resources so that Indonesia in the year 2045 gold got reach objective as desired. So development enhancement capacity

child nation is must absolute must do now and don't bargain. If the awareness of self moment This Not yet there and no quick done enhancement characteristics of the cultural spirit entrepreneurship for all element child the Indonesian nation, then forget it just dream To become a developed country in 2045. All child nations in a manner consistent must always Keep going and try to be the best development capital and not become a burden to development.

ADVANCED RESEARCH

Each study has limitations; thus, you can describe it here and briefly provide suggestions for further research.

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