

ENTREPRENEURSHIP DEVELOPMENT

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ENTREPRENEURSHIP DEVELOPMENT PROGRAM IN UNIVERSITY OF MUHAMMADIYAH SEMARANG

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Abstract

Entrepreneurship Development Program (EDP) in University of Muhammadiyah Semarang (UNIMUS) aimed at creating independent entrepreneur for its students/alumni. In the implementation of the entrepreneurship development assistance model, EDP was collaborated with some business groups, such as banks represented by BPRS Artha Surya Barokah, 6 (six) Micro Small and Medium Enterprises (SMEs) and Himpunan Pengusaha Muda Indonesia (HIPMI) Semarang. EDP activities were divided into five cycles that must be accomplished by tenants, namely (1) recruitment and selection, (2) entrepreneurial schools, (3) internship, (4) entrepreneurial practices and (5) self-employment. The process of (i) selection of EDP participants/tenants consists of grantee students from PKMK, KWU and PMW (students' organization), and also the members of UKM Kewirausahaan (UKMK) and Himpunan Pengusaha Muda Indonesia Perguruan Tinggi (HIPMI PT) in UNIMUS and the alumni that run their own business. (ii) The entrepreneurial school provides good materials such as Design Thinking (DT), Business Model Canvas (BMC), online marketing, off line marketing, branding, financial literacy, and business legality. (iii) Internship program were conducted in various SMEs which have the MoU with UNIMUS or other SMEs in accordance with the tenants' interest and talent for one month. In this apprenticeship program, the owner of UKMK and EDP team took a role as mentors who provide direct business coaching. Furthermore (iv) tenants are required to conduct business practices based on the learning outcomes. Then (v) the evaluation of 27 tenants and 5 (five) selected tenants who meet the criteria will be granted as young independent entrepreneurs of UNIMUS.

Keywords: business coaching, entrepreneurship, independent

1. INTRODUCTIONS

Frag. Entrepreneurial condition at University of Muhammadiyah Semarang (UNIMUS) is quite well developed well as the University authority constantly strives the students' entrepreneurial spirits by integrating the entrepreneurship course in the curriculum as the compulsory subject according to the SISDIKNAS mandate. The learning activities of entrepreneurship courses are not only limited to the theory but also visitation to the Micro, Small and Medium Enterprises (MSMEs) industries. The output of this Entrepreneurship course is that the students are required to design entrepreneurial proposals individually and in groups, then this proposal is adjusted to suit the student entrepreneurship financing programs such as PKM-K initiated by Ministry of

Research and Technology, Directorate General of Higher Education (Kemenristek DIKTI), PMW funded by KOPERTIS and KWU by the Central Java Provincial Government, KBMI by the Ditbelmawa of the Ministry of Research and Technology, Directorate General of Higher Education (Kemenristek DIKTI).

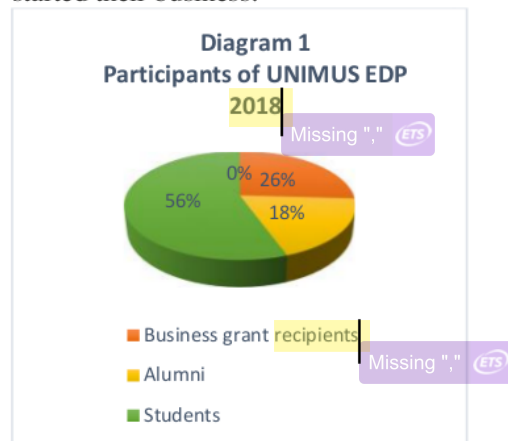
The students who received PKM-K, PMW, KWU, and KBMI grants, as well as those who started businesses independently, produced various types of creative products and services. Most of the products and services produced by these students are only marketed directly by using direct selling method through internal and external campus activities.

The products and services produced by these students are very unique and have the potential to be developed, but they have various

limitations in developing their businesses and maintaining their business continuity because they face several obstacles. The obstacles faced include the financial statements and consistency of the quality of their products, goods/services, packaging, branding, and marketing. The activities of the Entrepreneurship Development Program (EDP) is expected to be a community college which provides entrepreneurial education for the students and alumni of Unimus who consider being entrepreneurs.

2. METHODS

This EDP activity consists of various entrepreneurial learning processes such as seminars, entrepreneurship training, designing business plans, internships, and business practices through campus' internal and external activities. The participants of the Entrepreneurship Development Program (EDP) in Year 1 are the students and alumni of the University of Muhammadiyah Semarang (UNIMUS), consisting of 27 people selected from 35 applicants encompassing those who have been running a business or who have just started their business.



The method employed for this study are training and mentoring which are laid on problem-based learning application. The aim of this method application is to train the tenants to understand the business problems, sharpen analytical skills, and develop problem-solving

skills. The problem-based learning process will improve critical thinking skills, imagination, creativity, information seeking and evaluating abilities, the ability to deal with uncertainty, spoken and written communication abilities and also the ability to cooperate (Shepherd and Martz, 2005).

There are steps which should be performed by the tenants that are (i) tenants recruitment and selection, (ii) entrepreneurial schools, (iii) entrepreneurship internships, (iv) entrepreneurial practices and (v) self-employment. In general, those processes are shown in Figure 1 below:

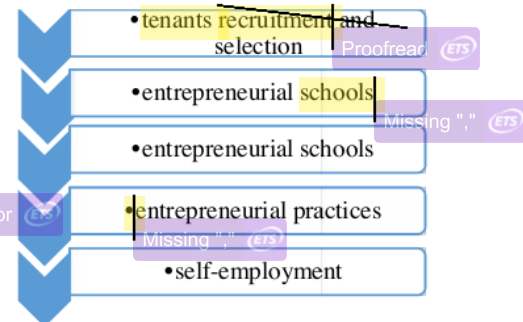


Figure 1
UNIMUS EDP Process 2018

3. RESULTS AND DISCUSSION

Entrepreneurial schools were organized by the UNIMUS EDP team as the basis of science and technology with the business coaching clinic method, where the EDP team became a partner and facilitator who proposed inquiries to explore the tenants' business projection.

Initially, the tenants were given the basic knowledge by EDP UNIMUS team using design thinking and followed by creating a canvas business model. By the end of the training, each participant presented the business model based on the current condition analysis, market needs analysis, and risk analysis. Those planning documents contain the company's vision and mission, annual goals, assumptions, activity

plans, and finance, as well as action planning. Likewise with other learning materials delivered by the Problem Based Learning (PBL) method. The tenant training program at the entrepreneurial school was run 10 times for 3 hours using a face-to-face meeting method. The total duration of the Entrepreneurial School was 30 hours.

3.1. Stages of Entrepreneurial Schools

The entrepreneurial schools were conducted on May 11-12, 2018 in the form of Business Camp. In business camp, all tenants are required to participate in all the activities held by the UNIMUS EDP team. The teaching of the Business Camp team consists of internal lecturers from the University of Muhammadiyah Semarang and also business practitioners. Some materials given to the tenants are:

a. Entrepreneurship Development at UNIMUS

The materials were delivered by the UNIMUS Rector, Prof.Dr.Masrukhi, M.Pd. The rector presented a long-term plan for the development of an entrepreneurial area around the UNIMUS campus where a minimarket will be built to accommodate the products produced by UNIMUS students/alumni. He also encouraged the tenants to always be creative and innovative in entrepreneurship, to always maintain consumer confidence and to be active in completing the study.

b. Self-Development

The material was delivered by EkoYuliyanto, S.Pd.,M.Pd, the lecturer of Chemical Education Study Program (S1) who is also a social entrepreneur and ecopreneur. The self-development material is given to the tenants so that tenants can better explore their potential, understand their own shortcomings and strengths, and can make various efforts to develop themselves better.

c. Design Thinking and Canvas Business Model

The material was conveyed by BambangSupradono, S.T.,M.Eng, a

businessman who is also a Business Incubator Manager and an assessor for the Creative Economy Agency (BEKRAF). Design thinking material aims to improve the efficiency of a production, improve the performance of business institutions and health, and stimulate the innovation in social work tools and systems, and so on. Since it was first deployed throughout the world in 2008, design thinking has even been recognized as a new method of thinking that is most responsive and compatible in facing a business world that is increasingly connected and is changing very rapidly due to extraordinary technological developments (Brown & Katz, 2009).

In his book entitled "Business Model Generation" (2010), Osterwalder and Pigneur create a Business Model framework in the form of a canvas and consist of 9 interrelated boxes. These boxes contain important elements that describe how organizations give benefits to their customers and also get benefits from their customers. Learning Material is as follows: designing business map and creating canvas business model which includes preposition value, customer segment, channel, relationship, customer, revenue streams, key resources, key activities, key partnership, and cost structure.

d. Branding

This material was delivered by one of the alumni of the Applied Science and Technology in Entrepreneurship Program (IbK) in 2013 who now focuses on handling Product / Company Branding in Semarang. In this material, it was conveyed that the brand made must represent the products produced and represent the value that the business owner wants to convey to the prospective customers. Not just a mere logo or tagline design, but business branding must possess unique values and characteristics so that the goods/services produced are easy to remember as a visual communication to the

potential customers. Each color has an important meaning in determining the logo/color design. Tenant must be able to decide which one matches the value of the product.

e. Online Marketing

This material was delivered by one of the alumni of the Applied Science and Technology in Entrepreneurship Program (IbK) of UNIMUS 2013 who is also a practitioner possessing great experience in Marketing Communication. This material supplies the participants with internet technology skills, especially dealing with social media as an online marketing media.

Digital era embrace youths as the main target of social media marketing as they have a strong enthusiasm for social media. The advantage of social media services is that it provides two-way communication space between consumer-companies and consumers. This two-way communication enables consumers to participate, collaborate and interact, in which the consumers are no longer objects but the subject of marketing. It is required for the businessmen to select the proper social media to market their products and increase the turnover (Bambang and Ayu, 2011).

f. Legality Aspects

This material was delivered by Muhammad Yusuf, M.Sc., Ph.D. He is one of the lecturers of the Food Technology Study Program (S1). He encouraged the all participants to be aware of the legality aspect as it takes an essential role in developing the business as well as convince the potential customers towards the integrity of the company. Product legality is closely related to the legal permission emblems issued by the government bodies which have authority to legalize the business products or services such as PIRT, BPOM, Halal MUI permits and others, while in terms of business legality related to the management of legal permission

for running the business such as CV, Firm, Limited Company, etc.

g. Financial Literacy

This material was delivered by AyuNoviani H., SE., M.Sc., Akt., a lecturer of Accounting Study Program (S1), UNIMUS, and also a business practitioner. This material contains the importance of MSMEs including composing financial statements of the business being carried out. This financial report has many benefits, including as a tool for evaluating business performance, basic investment decision making, a tool to determine the company's financial position, and for completing the requirement for proposing bank loans. The recording is the easiest activity that can be carried out by MSMEs as the tenants are required to only record the expenses and receipts.



Picture 1
PPK UNIMUS Business Camp

h. Internet Marketers (IMERS) Workshop

On August 4, 2018, a full-day workshop on Internet Marketers (IMERS) was conducted and facilitated by Sari Wijayanti, M.Kom, an academic, Business Incubator manager and also an internet marketer. In his workshop, she gave tips and tricks to employ the social media such as Instagram, Facebook, and Youtube for maximizing the marketing impacts. The facilitator teaches technically how to make creative content such as videos, photos that contain interesting and convincing contents regarding the value of goods and services.

Besides, he gave strategies on how to increase the number of viewers and potential followers to become target consumers by using surveys and data analysis using Google Trend, Facebook Profile and Websta.



Picture 2

The Workshop of Internet Marketing

3.2. Supervision in Writing Grant Proposals for Indonesian Student Business Groups (KBMI)

Proposal writing supervision is provided to UNIMUS 2018 EDP tenants whose businesses have been running for more than 3 (three) months. Tenants are required to write the concept of the KBMI proposal to be reviewed by UNIMUS EDP mentors for 2 (two) days, on April 25-26, 2018. From 8 supervised tenants who wrote the KBMI proposals, only 5 (five) EDP tenants were able to complete the proposals well and finally 1 proposal approved to be funded in 2018.

3.3. Entrepreneurial Apprenticeship

The internship program, EDP tenants should work and learn about business in MSMEs or other representative institutions in business and marketing. According to the PMW 2015 Guideline, the objectives of the internship program are as follows:

- supply the participants with proper knowledge dealing with the business that will be carried out
- give the tenants business implementation experience that will be planned and carried out

c) expand the business network that will support the business, and

d) provide the tenants with certain information or technical skills needed for running the business.

Entrepreneurship Internship involved 5 beginner tenants as other tenants have been running their own business. These 5 beginner tenants were emplaced to the company which has the same business model as the tenants' business model. The internship program was conducted under EDP UNIMUS team supervision. During the internship program, the tenants were expected to actively explore the business world and dynamic. Besides, they were required to apply the concept of ATM (Observe - Emulate - Modify). "See-Imitate" concept is a concept which requires the tenants to observe how the business is run by SMEs partner and improve the business by developing new creative ideas and innovations from the concept that has been done by the SMEs, the EDP partners.

During the internship, tenants were encouraged to learn the business processes which has been being run by the SMEs. They also required to write an internship report showcasing the all internship activities to the EDP Implementation Team, including the report which deals with Production Management, Resource Management, Financial Management, Marketing Management, and Branding Management.

3.4. Entrepreneurship Practice

At this stage, tenants who do not join an internship are required to compose a fortnightly report either in spoken or written form. All tenants are expected to improve their business practice after receiving various materials and knowledge from various classes held by the UNIMUS EDP Team in terms of financial and non-financial performance, such as branding, packaging, marketing, and selling. The UNIMUS EDP Team facilitated the tenants by some activities, such as :

3.4.1 Socialization and Campus Entrepreneur Introduction

To spread out the entrepreneurial spirit, especially among the EDP tenants in the campus, the EDP implementation team allow the EDP tenants to share their experience with the fellow students and educators and education staff through the seminar, talk show, and discussion activities to share experiences with the academic community.



Picture 3

E-Commerce Seminar, involving tenants:

DeaAprillia and RiaHadri Anti



Picture 4

Entrepreneurship Regional Seminar
On 28 April 2018, involving tenant: Sylmi

The seminar was conducted by involving the EDP UNIMUS Team and also the EDP tenants. In the Entrepreneurship Regional Seminar, the tenant, Sylmi, shared her experience in running "Somol Production" and shared tips on starting a business with low financial budget, while in the E-Commerce Seminar, 2 tenants were involved in this event, namely DeaAprillia,

the owner of "Deas Kitchen" and Ria Hadri Anti, a business owner of "SawadeeKrap". This seminar was attended by 150-170 participants from UNIMUS and other campuses.

3.4.2 Provision of public space to entrust and sell products or services at UNIMUS campus

The existence of this facility is expected to help tenants in terms of introducing and marketing their products to the academic community. The existence of the UNIMUS Culinary business unit - called *UNIMUS Boga* - supports the culinary products of the tenants. *UNIMUS Boga* is a business unit in which the main business activity is providing snacks to meet the customers' needs regarding the snacks and rice boxes. EDP tenants are facilitated to become vendors for the *UNIMUS Boga*.

3.4.3 Organizing Exhibition and Bazaar activities for UNIMUS EDP tenants.

This activity was held on July 13, 2018, in UnimusKedungmundu Campus which were participated by all tenants for the sake of introducing and marketing their products to the academic community, such as lecturers, employees, and students. By doing this activity, it is expected that tenants' confidence in marketing their products and services. Besides, it is expected that the tenants are able to evaluate the strengths and weaknesses of their goods and services from the consumers' point of view so that tenants can improve the quality of the goods and services they sell.



Picture 5
Exhibition and Bazaar

3.4.4 Revolving Fund Provision to the Tenants

For tenants who need a financial stimulus to develop their businesses, the UNIMUS EDP Team opens up opportunities in applying for revolving fund assistance. The total funding is around 1-5 million for each tenant. The provision of revolving funds through several procedures, including:



Figure 2
Revolving Funding Scheme

For other tenants who have not submitted proposals for revolving funds and do not receive entrepreneurial grants, they are given assistance in purchasing raw materials. Besides, they are also allowed to borrow equipment from the EDP team, so that they can still proceed to increase production capacity and turnover.

Determination of the revolving fund repayment period depends on the tenants' capability in returning the loan. The tenants' capability in returning the load can be determined from the interview process and the results of the feasibility analysis of the proposal submitted by the tenants.

4. CONCLUSION AND SUGGESTION

4.1. Conclusion

This UNIMUS 2018 Entrepreneurship Development Program (EDP) provides many positive impacts for the tenants as well as the campus itself, as follows:

1. Tenants can analyze their business potentials. They are able to make the Canvas Business Model related to their respective businesses.
2. Tenants can analyze the financial performance of their business.

3. Five tenants get an assistance in writing grant proposals which resulted in 1 (one) tenant who received the grant from the Indonesian E-Student Business Group (KBMI) in 2018.

4. The tenants' product marketing activities are getting better, the target of consumers is increasing, the number of followers and viewers of social media accounts (Instagram, Facebook, and Youtube) which promote the tenants' business is increasing and the impact of tenants' marketing is expanding which finally lead to the turnover increase.

5. Entrepreneurial climate on Reampus is getting better and more competitive, tenants are given the opportunity to speak up at the exhibitions, bazaars, faculty seminars and regional seminars for sharing experiences and knowledge as well as introduce their products to students or lecturers. Some of the best tenants can serve as a role model for entrepreneurial students in UNIMUS campus

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