

BEM FIS Student Interest in Entrepreneurship in the Digital Era

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Abstract: *This study aims to see how entrepreneurial interest is among the BEM FIS UNJ Management, how digital information technology is mastered among the UNJ BEM administrators. The research method used in this research is quantitative descriptive, with 44 respondents from 4 study programs at FIS UNJ. The results of the study show that the BEM FIS UNJ management has good awareness in entrepreneurship. BEM administrators generally master the digital world. Although the interest of the BEM Management to become entrepreneurs is very high, they also have a high interest in becoming a State Civil Apparatus.*

Keywords: *BEM FIS, Entrepreneur,*

Introduction

Competition in the world of entrepreneurship is getting tougher, new business actors in Indonesia are currently emerging from among young people with higher education. Generation Z who enters the world of entrepreneurship in Indonesia, not only come from certain ethnicities, or they get entrepreneurial education from family education. Advances in information technology and digital make, developments in the world of entrepreneurship are very rapid, many new opportunities are created. Business actors emerge from among young people who master the digital field. Opportunities in the digital world make the field of entrepreneurship accessible to young entrepreneurs who master digital, computers without the need for large venture capital funds.

Technological changes continue to increase as a result of technological changes that continue to increase, the speed of technology shrinkage is increasing as well. These new developments result in changes in skills, occupations, structures and often cultural. Thus, human resources must always keep abreast of technological developments so as not to be left behind. Human resources should not be technologically stuttering. Competition is intensifying and becoming more global in an increasingly open world, competition is getting sharper with cross-country coverage (Hussey, 2000:6).

The various changes in the world of digital entrepreneurship above must be responded quickly by the younger generation, especially students so that they can adapt to the various changes that exist. Students since they are in college must prepare themselves to be able to adjust to the challenges of the world of work, by preparing themselves with the various competencies they have in order to compete in the world of work. No matter how big a person's alma mater is, it does not guarantee to be absorbed in the job market. Various additional competencies must be possessed by students, such as digital mastery and entrepreneurship competence.

From the problems above, the Dean of the Deputy Dean III for Student Affairs and Alumni In collaboration with the UNJ Alumni Association, the FIS Alumni Association, the WD III Staff Office, seeks to build student entrepreneurial awareness (BEM FIS UNJ) about entrepreneurship, by building entrepreneurial awareness among students to create an entrepreneurial spirit. , the spirit of independence. The Entrepreneurship Program that will be carried out is to maximize student entrepreneurship schools which were established in collaboration with IKA UNJ 2021 alumni. So far the student entrepreneurship program has not been focused, and student entrepreneurship activities are programmed. From the Ministry and the Rectorate, the student entrepreneurship program is still fulfilling the demands of the curriculum.

Methodology

Based on the above problems, the formulation of the research problem is as follows, How is entrepreneurial interest among UNJ BEM FIS Management, How is digital information technology mastery among UNJ BEM Management. The objectives of the research are as follows: Knowing how entrepreneurial interest is among the BEM FIS UNJ Management Knowing how to master digital information technology among the BEM FIS UNJ Management. The benefits of this research are as follows: For students to provide encouragement in entrepreneurial motivation so that mental independence is built for BEM FIS administrators Strengthen students' understanding of the importance of mastering digital information technology in supporting entrepreneurship of FIS UNJ students. The methodology in this study is descriptive qualitative, (Seto Mulyadi, 2018) the study distributed questionnaires to 43 BEM administrators at FIS UNJ, and conducted interviews with them.

Literature review

Education has an important role in the development of the whole person and the development of Indonesian society as a whole. Human development must be carried out as a whole, which includes the development of thinking power, heart power, physical strength, and mastery of science, technology, art and sports (Slamet, 2011).

The results of research conducted by Sinha (1996) in India, showed that most of the successful entrepreneurs are those who are relatively young. This is in line with Reynolds et al., (2000) which states that a person aged 25-44 years is the most active age for entrepreneurship in western countries. The results of the latest research on internet cafe entrepreneurs in Indonesia prove that entrepreneurial age is significantly correlated with the success of the business being run (Kristiansen et al., 2003). In line with this, Dalton and Holloway (1989) prove that many aspiring entrepreneurs have received great responsibilities at a young age, even as if running a new business. Therefore, the formulation of the hypothesis that will be studied is: Hypothesis 5: Young students have higher entrepreneurial intentions than those who are old. (Nurul Indarti: 2008)

The role of universities is also very large in developing technology, including in terms of industrial renewal. The role of universities is in terms of entrepreneurship education and research. Digital entrepreneurship education requires low costs so it is a hot topic today (Guthrie, 2014)

Entrepreneurship is the process of organizing and managing risk for a new business. An entrepreneur does the following: a. Identify and evaluate market opportunities. b. Finding solutions to fill these market opportunities. c. Obtain the necessary resources (money, people, and equipment) to run the business. d. Manage resources from the initial stage (start-up) to the survival phase and development phase (expansion). e. Manage the risks associated with its business. Technology is part of the solution needed to meet the opportunities. So technology is only one of the five necessary aspects of entrepreneurship. Technology is not everything in technopreneurship. (Ono Suparno, et al, 2008) in Estiningsih and Zaenal (2014).

According to Mulyani (2010) entrepreneurship education will encourage students to start recognizing and opening a business or entrepreneurship. The mindset that has always been oriented to being an employee is turned upside down to become oriented to finding employees. Thus entrepreneurship can be taught through the cultivation of entrepreneurial values that will shape the character and behavior for entrepreneurship so that the students of the *Ecodemica Journal* can later be independent in their work or independent businesses. Entrepreneurship education that is carried out is included in the learning curriculum which requires students to take entrepreneurship courses. Entrepreneurship courses are taken in the sixth semester. The courses are applied in the form of theory and practice of entrepreneurship

Findings and Discussion

Research conducted at the BEM FIS UNJ, of the 44 respondents from the BEM Management who were successfully investigated, came from four Study Programs at FIS UNJ Public Relations and Digital Communication, Islamic Religious Education, Social Science Education, Communication. The results of the research from the respondents are as follows:

1	Public Relations and Digital Communications	1
2	Islamic Religious Education	17
3	Social Science Education	14
4	Communication Science	12

Table I Background of Respondent Study Program

84.1% of respondents said they have an interest in being an entrepreneur, this shows that the interest of students to become an entrepreneur at FIS UNJ is very high, 15.9% answered that they have no interest. Entrepreneurship has become an option for the younger generation in Indonesia, including the management of BEM FIS UNJ, whose ages range from 18-20 years. Entrepreneurial activities carried out by students have different goals, some have the goal of seeking experience, want to start a business from a young age, some want to help pay for college, ease the family's economic burden. 16.6% of students said that entrepreneurship can help with tuition fees, the remaining 83.4% said entrepreneurship but not to help with tuition fees. Tuition fees have been provided by parents, they are entrepreneurship with a purpose, seeking experience, starting a business from a young business and wanting to gain valuable experience.

84.1% of respondents said they already have a business, they have been doing entrepreneurial activities since they were students, the types of entrepreneurship carried out by respondents are culinary, selling children's games, selling beauty products, becoming car

drivers, used clothes business with imported brands, online shopping, . 15.9% of respondents said that they have never been an entrepreneur

20.45% of respondents said they got entrepreneurship information from family, 50% of respondents from social media, 15.9% of respondents from friends, 6.8% of respondents from campus. 86.3% of respondents use social media in entrepreneurship. This data shows that the role of educational institutions is still low in providing information to students in entrepreneurship. The majority of students get entrepreneurial information from social media, social media can provide positive benefits by providing various business information and entrepreneurship opportunities to its users.

86.3% of respondents stated that they used online shopping services in entrepreneurship, 13.7% did not use social media in entrepreneurship. Online services are very supportive and provide new opportunities for students in conducting their business ventures. The majority of students who have skills in using online media, if the skills in using online media are developed in the field of entrepreneurship, it will provide economic benefits. Students must be educated in the use of online shopping services, so that they do not behave consumptively, but on the contrary using online shopping services can provide economic benefits.

90.9 respondents want to become successful entrepreneurs, their desire to become successful entrepreneurs is generally motivated, when they see many young entrepreneurs graduating from well-known universities who are successful in the business world, the entrepreneurship lessons they get in college motivate students to become successful entrepreneurs, and provide benefits to self, family and society. 9.1% of respondents said they did not want to be a successful entrepreneur, respondents who did not have the desire to become a successful entrepreneur, generally did not have an interest in becoming an entrepreneur. digital, they want to work in a well-known private television media company because that is their goal when choosing a major.

88.7% of respondents are interested in becoming ASN, although 84.1% of respondents are interested in becoming entrepreneurs, but they still have an interest in working in government offices by becoming ASN. For the respondents, becoming an ASN is an ideal for themselves and their families, to be able to raise their family status in society. Working as an ASN is safer and not risky even though the country is in an economic crisis. The experience when the Covid 19 pandemic hit Indonesia, many entrepreneurial sectors were paralyzed, private employees saw layoffs, became a valuable lesson for respondents to want to work as ASN and be entrepreneurial.

11.3% of respondents are not interested in becoming employees of the State Civil Apparatus, their ASN wants to work in the private sector rather than in a government office, there are also those who want to develop the business they already have, so they are not interested in becoming ASN, for them ASN takes time, and the salary is low. obtained is very small.

Conclusion

The management of BEM FIS UNJ, have a high interest in entrepreneurship, their digital skills really help them in developing entrepreneurial businesses, entrepreneurial information is

obtained by students on social media, the Education pathway does not provide information that encourages students' interest in entrepreneurship. Students have various types of entrepreneurship, but generally the entrepreneurs they do use social media.

Although the interest in becoming an entrepreneur for the UNJ BEM is high, their interest in becoming a State Civil Apparatus is also high, being an ASN for them can improve their economic status and family social status. Security during the Covid 19 pandemic teaches a lesson that ASN is a safe job when the country faces an economic crisis, they do not experience the threat of termination of employment

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