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Community

CONFERENCE PROCEEDING

*"STRENGTHENING ENTREPRENEURSHIP
IN ASIAN COMMUNITY"*

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Dilarang memperbanyak karya tulis ini dalam bentuk apapun
Tanpa ijin tertulis dari penerbit.

FOREWORD

Assalamualaikum Warahmatullahi Wabarakaatuh.

Peace to all of us.

First of all, let us praise the presence of Allah SWT, the Merciful and Merciful, because with His permission, the International proceedings from the implementation of the One Asia International Lecture program with the theme of Strengthening Entrepreneurship In The Asian Community can be resolved.

As an illustration, the purpose of this International Lecture from One Asia Community is to get various ideas and ideas related to the formation of the Asian Community. Discussing the Asian Community based on various fields of study to provide the basis for the formation of the Great Asian Community in the future. And find various problems and obstacles faced in forming communities, explore ideas to deal with these problems and find out how a great Asian community must be established.

One Asia International Lecture is divided into two parts, the first is about the Asian community in general. Lecture Secondly, lecture in class during the Fourteen Meetings, with lecturers each time a different meeting discusses about Asian Communities from various disciplines. And at the End of this International Lecture, the One Asia Japan Foundation provides Scholarships for the twenty best students during the International Lecture of the Asian Community.

This proceeding is a collection of articles from Asian Community lecture material from both Indonesian and Outside Indonesian lecturers as well as from one Asian college student participants, a blast about Asian communities from a variety of different perspectives.

These international proceedings can be resolved thanks to the support of various parties. For this reason, on this occasion, we would like to express our gratitude to: The Chancellor of the University of Pasundan along with the ranks, Fellow Committee. Specifically to the Chairperson of the One Asia Japan Foundation and One Asia Indonesia for the trust given to organize this International Program.

Which we can convey,

Wabilahitaufik Walhidayah,

Wasamuallaikum Wbr.

Bandung, July 2019

Unpas One Asia Program Coordinator.

Assoc. Prof. Dr. Dindin Abdurohim, BS., MM., M.Si.

REMARK OF RECTOR PASUNDAN UNIVERSITY

Assalamu'alaikum Warahmatullahi Wabarakaatuh.

Greetings to All of Us.

The Pasundan University (UNPAS), as one of the prominent Universities in Indonesia, is given a mandate by the government to carry out service duties as written in the Tri Dharma of Higher Education, namely: education, research, and community service. UNPAS has a vision, namely: Becoming an Academic Community of International Ranking that Carries Sundanese and Islamic Values in 2021 globally. The implementation and achievement of the Vision certainly needs to be equipped with hard efforts to improve the information system that is precise, fast, and accurate and creative and innovative that can add values for the stakeholders concerned.

Accordingly, in line with the increasing role of Pasundan University as a partner for stakeholders, it is necessary to conduct a series of accelerating steps for the dissemination of data and information about the results of activities or programs that have been carried out by Pasundan University lecturers, as well as collaboration with lecturers from other universities both nationally and internationally.

Therefore, I welcome the International proceedings of this collection of One ASIA lecturing articles. This method of dissemination is expected to be used as an appropriate media in order to establish partnerships among the academics at the higher education institutions at the International Level.

Finally, hopefully this International Proceeding can provide the benefit of cooperation in the frame of Pentahelix. This proceeding is also expected to be a source of inspiration to innovate in implementing programs in the following years. In this opportunity, I would like to thank you to the Organizing Committees that have conducted the International One Asia Lecture, with the theme of strengthening entrepreneurship in the Asian Community. In particular, I would like to thank the chairman of the One Asia Japan foundation, for the trust given to the Pasundan University to organize this program.

Wa'alaikumussalaam Warahmatullaahi Wabarakaatuh.

Bandung, July 8, 2019

Rector,

Prof.Dr.Ir.H.Eddy Jusuf Sp.,M.Si.,M.Kom

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ENTREPRENEURSHIP AND ITS AUTHENTICITY

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Abstract. This paper aims to open mind of the entrepreneur who want to have a successful bussines, going well business, and exist everywhere without forgetting an important theory to reach their succesful. There are so many people who wants to be an entrepreneur for themselves or most of them want to help people get a job with their business. But most of them, they just followed what is trend now, they don't think what is the power of their business, they don't think about the authenticity for their business and finally make their business bankrupt. The most important things that has been forgotten by the entrepreneur are authenticity of the product, originality, creativity, innovation, using of technology and diversification. With has components of the idea above there will be creating a new product, unique product, knows what people need and will be useful for the society. This paper method by studying literature and based writer experiences that's what make original. At the end, the implication of this paper is to realize the entrepreneur, the businessman or woman to have their authenticity which is will give the opportunity for their business, also using technology in this digital era will make us easier to catch our customer and make others relation.

Keywords: Entrepreneurship, Authenticity, Innovation, Diversification

I. INTRODUCTION

Nowadays we often heard about entrepreneur, entrepreneurship and everything sounds like that. So many people want to be an entrepreneur, they really want to have their own business. But some of them too they don't know about what is entrepreneurship, they just want to get money from being an entrepreneur. I think it is ok there is no something wrong with that, but for furthermore we have to know what is an entrepreneur, what kind of ideas that could bring us to be an entrepreneur.

Everyone could be an entrepreneur, no matter where they are, no matter what background they are and no matter how old they are, they just can start to be an entrepreneur. To make us sure if we want to be an entrepreneur here it is about the entrepreneurship. Entrepreneurship is the name given to the factor of production which performs the functions of Enterprise. In economics, Land, Labour, Capital, Organisation, and Enterprise are the five factors which are thought to be the basis of all the production activities. Entrepreneurship in a broader sense can be considered as a process of action undertaken by an entrepreneur (Person) to establish his enterprise. It is a creative and innovative response to the environment.

A change in the economy has been identified recently, moving from knowledge based activities to creativity, innovation, entrepreneurship and imagination (van den Broeck et al. 2008; Oke et al. 2009). Entrepreneurship can be described as a creative and innovative response to the environment. Such responses may take place in any field of social endeavor may be business, agriculture, social work, and education, etc. Creativity enables the entrepreneur to act on these opportunities in ways which can result in competitive advantage for the organization. It can provide the basis for innovation and business growth, as well as impacting positively on society generally (Bilton 2007). Creativity has a diverse research base which can be highly complex (Mumford and Gustafson 1988). Creativity research has implications for teaching and learning, and has been informed by disciplines such as psychometrics,

cognitive psychology, historiometrics, biology and contextual studies (Petrowski 2000).

The purposes of this article are to realize everyone who wants to have their own bussiness to think creative and do their diversification of their products, do not copy others idea to make your business because it will not make your business last longer, if you have something unique please show it up and make that your own character so as an entrepreneur you will exist, people will knows you because you have something different.

The Previous research which is "The Role of Creativity In Entrepreneurship" By Ian Fillis and Ruth, 2014 is only focus on creativity in entrepreneur but not explain about the authenticity the most important thing that should everyone have if they want to be an entrepreneur. So that's why everyone need to read this paper, because not only creative but there are so many factor to make your own business going well, last longer and exist. There are the authenticity and diversification.

II. BASIC THEORY

If we want to be an entrepreneur we have to be an innovative and creative person and give the best thing we had. We often hear these two words if you want to start your own business there are "Creativity and Innovative". Creative means is not always make something new but you can change something to be an amazing creation or product definitely in your own way so when people see it they will amaze with what you have made. Think something they don't think about. Innovative means you can make something new that can help people get easier to do their tasks in their daily life, in this way you have to be out of the box. According to Dr. J.E. Stepenek, "Entrepreneurship" is the capacity to take the risk; ability to organize and desire to diversify and make innovations in the enterprise.

For the entrepreneur, it is important to have knowledge about the economic and political environment, more particularly about the economic policies of the government and the financial as well as commercial institutions.

To be a successful entrepreneur you have to know what peoples need, what peoples want, what is happening now, what is booming now, what people like the most. They want something new, they want something to make them easier to do their daily life. So you have an ability to read the real situation out there so you have to open your eyes widely and see the opportunity then take it and don't seriously. Many entrepreneurs failed because they don't take their business seriously and they leave it.

In addition to being a personality characteristic, creativity has been grounded sociologically, thereby acknowledging its human rather than scientific input. A number of attempts have been made at modelling, measuring and testing creativity, although it is recognised that no single interpretation has been able to capture its essence (Abdulalhi, 2018). Creativity is also viewed as a central element in problem solving and there are a number of ways in which creative thinking can facilitate decision making. In an investigation of artist versus market orientation, it has also been shown that creativity for creativity's own sake can result in profitable outcomes (Fillis 2006).

Based on KBBI (Kamus Besar Bahasa Indonesia) authentic is an adjective which has a meaning real, trusted, and valid. I believe that authenticity is a key ingredient in running a successful business and leading a great team (Goldin, 2018). With authenticity, beside we can make a great team we can have a great business too. I have a quote for everyone who wants to be an entrepreneur "You have to be Brave, but do not take serious risks for your business".

So never afraid to start your own business, never afraid to be an entrepreneur, maybe you have your own way there, beside creative and authentic you must have innovation to start your business because with innovation seems like you know what people needs. Innovative performance can be defined as the tendency of a firm to bring novelty in the product and production process, support new ideas and explore a creative solution to the complex issues (Raghuvanshi and Garg, 2018). By above conceptions, one can conclude that innovation performance comprises of an introduction of new products, searching out unique working methods and techniques, exploring new ideas to solve complex issues, identifying performance gaps, mobilizing support for innovative ideas and transforming innovative ideas into useful applications (De Jong and Den Hartog, 2007; Janssen, 2000; Yeoh and Mahmood, 2013).

III. DISCUSSION

We know that everyone could be an entrepreneur from every background, from many years, from a different major, from different ethnic they could be a great entrepreneur. As long as they have the ability and will. I come from an education background, i always think that when I'm graduating soon, I want to have my own business besides a teacher. Because I see great opportunity in entrepreneur so why not I'm trying to be a young entrepreneur. Not always someone who has a background from education should be a teacher, No. So that's why I started to sell a product when I've entered the college, at my first year I sell Hijab with my own brand named "Saraswati Hijab" taken from my last name hope will bring luck to me. But, everything has changed, the styles change, the materials change, even if the

price is changes too I decided to not continuing my hijab. I have an idea to sale food, I change my business so I started to sell "Bola Susu hand made by me and my mom" I think you will know what is Bola susu. I made a different Bola susu from others, when you see the usual Bola susu you will find a flour as a powder, but mine is different I'm add something more delicious but most people like it to my Bola susu as a powder (i can't tell it here because it secret recipe hehehe) I believe that it will be a benefit for my products, and that is true when people buy it they said that this is different and delicious they want to buy, buy and buy and always asked for it (Sumber: Pribadi)

This is the word I want to say is I think every product should have an Authenticity. That is another important word besides creative and innovative and if you want to be your entrepreneur career going well. Sometimes people forget about authenticity. They open their business with just copying others idea, they made the same thing with others and they forget about creativity, innovative and the authenticity of the product. They just want something instant, but to be an entrepreneur you can not do that (Sumber: Pribadi)

I do believe in every land we will need Authenticity. To be an actress, a singer, a composer they need authenticity for the creation because sometimes people can feel the authenticity of someone creation. In the field of education should need the Authenticity as a teacher, because we will teach students, we will make sure that students listen to us, we will make them fun in learning, we should know what they need in a learning process. So the authenticity comes from a great idea, sometimes we blend our feel to make it more meaning. (Sumber: Pribadi)

A good product will make people remember the taste, they will never forget, they always want to buy and always want to come to our store. Entrepreneurship can be defined as a process undertaken by an entrepreneur to augment his business interests. It is an exercise involving innovation and creativity that will go towards establishing his/her enterprise. (Sumber Pribadi)

Besides that, we must remember if we are living in a weird and wonderful era of tech. The progress is rapid and often overwhelming if you follow the media closely- the blockchain, deep learning, neural networks, robotics, shoppable AR and smart AI-assistants helping you to schedule meetings or choose a new pair of jeans. Using technology is another important thing to make our business grow fast. It helps us a lot. We are living in the Industry 4.0 where everything is digitalized. Creativity, innovations, and Authenticity meet technology would be amazing paired things ever. With this, we can make our customer closely with us, easy to catch our products, easy to find anywhere. Another opportunity to make our business grow and famous.

On one hand, when a large firm decides to embrace technology, they have the funds and resources to implement that technology on a large scale. Small businesses rarely have that advantage. However, there is somewhere that entrepreneurs do have an opportunity. An entrepreneur must go through significantly fewer steps to test out and adopt newer technologies. Because they are nimble and have less administrivia to contend with, they can jump on the innovation bandwagon rapidly and develop new solutions

from scratch. In fact, that's exactly why the likes of Google and Facebook tend to acquire smaller startups- to gain access to their tech and the brains behind it before this "new kid" overthrows them.

IV. CONCLUSION

All in all, there are 4 important things if you want to start to be an entrepreneur: 1) Creativity, with this one your product will amaze many people and make it unique; 2) Innovation, using innovation in your entrepreneur career will make everything easier ; 3) Authenticity, people will always remember your brand because of its "authenticity" and no one can have it; and 4) Technologies, clear all the barriers between customer and the products

Entrepreneurs can also use technology to automate customer support through call routing systems or AI chatbots. Project management software can ensure projects finish within time limits and maximize resources. There's also automated invoices and financial management. Even HR can benefit from technology. Entrepreneurs must contend with tough competition, tight finances, and the need to maximize every growth opportunity. This cannot be done without staying on top of the latest technologies.

Being an entrepreneur, you can work wherever you want, though you're slightly more limited if your business is based on real-world (as opposed to virtual) services, or if you need a physical storefront. Web entrepreneurs can work from absolutely, anywhere they like: an office, the beach, a mobile home, the bedroom, or even the lavatory (provided you're not using a webcam, of course). This is especially true for online businesses which use outsourced services to provide staff: the people you hire will also be working from wherever they wish, and your meetings take place in a virtual office.

You can start to be a great entrepreneur now, it is not too late to start something that will bring you to the best version of yourself. You can make anything with your idea, as far as it has an Authenticity. To start an entrepreneur we need to know what is happening now, we need to know what people needs, we need to know what people like the most. We have to open our eyes and mind widely to realize that people need us to make something new.

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MEASURING VALUE ADDED IN HIGHER EDUCATION FOR DEVELOPING COMPETENCY LECTURE TOWARDS QS ASIA UNIVERSITY

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Abstract. With increasing pressure on universities to play a role in the social innovation process, exploratory case studies investigate how the university concept of entrepreneurship manifests itself in the context of general university settings in Asia. Semi-structured interviews with crucial professors covering a variety of university disciplines are conducted to uncover attitudes towards the third mission of entrepreneurship and the complexity that underlies the development of inseparable entrepreneurial character within the institution. This research attempts to propose the use of SEM Model to predict, Economic Value Added (EVA) for universities. In this research, EVA applications for universities propose. It shows how EVA can increase awareness of the importance of asset use at universities and guide universities for better resource management. EVA is proposed to use in university environments in two different segments: for-profit and non-profit.

Keywords: Entrepreneurial university, Economic Value Added, Academic Value Added, Performance Measurement, Higher Education

I. INTRODUCTION

With increasing pressure on universities to play a role in the social innovation process, exploratory case studies investigate how the university concept of entrepreneurship (Etzkowitz et al., 2000) manifests itself in the context of general European university settings. Semi-structured interviews with critical professors covering a variety of university disciplines are carried out to reveal attitudes towards the third mission of entrepreneurship and the complexity that underlies the development of inseparable entrepreneurial character within the institution.

1. Cognitive intelligence competencies: – Systems thinking: seeing a situation as having causal events and perceiving the flow of information, people, or goods within an organization, community, or society. – Pattern recognition: seeing themes or patterns in seemingly random events.
2. Emotional intelligence community and hinder progress towards achieving the third mission. The case findings reveal that a robust top-down push towards the idea of university entrepreneurship will indeed reduce overall

II. BASIC THEORY

Competencies: – Emotional self-awareness: knowing one's own emotions and recognizing their impact.

1. Self-management competencies: – Emotional self-control: inhibiting disruptive emotions and impulses for the benefit of others. – Adaptability: flexibility in adapting to changing situations and handling ambiguity. – Achievement orientation: the drive to improve performance to meet inner standards of excellence. – Positive outlook: having a positive outlook on people, events, and the future.
2. Social intelligence competencies.
3. Social awareness competencies: – Empathy: understanding others' emotions, perspectives, and taking an active interest in them.

Case studies identify the emergence of an increasing schizophrenia gap between disciplines in universities. This attitude split has the potential to cause widespread disharmony among the academic. There are six clusters of competencies that differentiate outstanding from average performers in many countries of the world (Bray et al., 1974; Boyatzis, 1982; 2006a, b; Kotter, 1982; Thornton and Byham, 1982; Luthans et al., 1988; Howard and Bray, 1988; Campbell et al., 1970; Spencer and Spencer, 1993; Goleman, 1998; Goleman et al., 2002). They are:

entrepreneurial activities throughout the university. This case study found support for Burgelman's (1983) understanding of the entrepreneurial process and identified several critical obstacles to realizing entrepreneurial ideals. Finally, this case study questions the statement of Etzkowitz et al. (2000) that the concept of university entrepreneurship is a global phenomenon with an isomorphic development pathway.

4. Organizational awareness: Reading the currents, decisions networks, and politics at the organizational level.
5. Relationship management competencies: – Inspirational leadership: guiding and motivating with a compelling vision. – Influence: using a range of tactics for persuasion. – Coaching and mentor: developing others' abilities through feedback and guidance. – Conflict management: resolving disagreements constructively. – Teamwork: cooperation and team building. Competencies are a behavioral approach to emotional, social, and cognitive intelligence (Boyatzis Richard, E. 2009).

III. METHOD

This study explores how the ideal of 'Entrepreneurial University' manifests itself in the context of a comprehensive university in which various disciplines and humanities coexist equally. This study aims to provide more in-depth insight into the views of the academic community about the ideals of university entrepreneurship. A various research site was chosen to enable the attitudes of academics from various disciplines to be studied, relative to the consistent manifestations of the aspirations ofce.

These professors have the privilege of accessing information about the institution's strategic plans that emerge and are also aware of how the academics in their department feel about moving towards the third mission within the institution. This study seeks to represent the diversity of disciplines in the university population. Schools represent departments of academic backgrounds,

1. Arts & Social Sciences,
2. Business & Law,
3. Engineering, and
4. Politics and social. In each of these schools, three department heads were selected based on striking cohesiveness and inconsistency with the ideals of the entrepreneurial university, as stated by Etzkowitz et al. (2000).

The expected alignment or departmental misalignment based on information gathered from interviews with two informants who are knowledgeable and respected both within the core administration of the university, as well as other sources such as university minutes, research income, patenting activities, the formation of spinoff companies, generations external funding and industry linkages. university entrepreneurship.

The location of some instances chose because the organizational structure is representative of traditional

comprehensive universities that prove in the Asian context. Secondly, this site chose because it is in the early stages of the entrepreneurial trajectory, with institutional policies recently recognizing its third academic mission, which reflects many university institutions in Indonesia. As part of an exploratory case study analysis, professors from various university disciplines were interviewed to capture their attitudes about university entrepreneurial ideals that emerged in their institutions.

The professor level chose as the appropriate sample population for several reasons. All interview of professors are heads of their research departments/institutions and have significant experience operating in a university environment. The level of professors represents a fundamental layer of university management because they are assigned to operationalize university policies within their departments. Thus, these individuals are ideally positioned to observe how the third academic mission practice.

The head of a highly entrepreneurial research institute was also included in the interview sample to represent the periphery of university research. A pseudonym was assigned to the professors to ensure the anonymity and openness of the discussion. Interviews with key informants mainly took a semi-structured format but also included short survey instruments. Interviews should describe as open discussions about the concept of university entrepreneurship. While interviews act as a method of collecting primary data, information also obtains from official university and government documentation, and quantitative data about patents, research, spinoffs, and publications from universities. The remainder of this paper presents the main findings from the case study analysis. The relationship in this research describe below:

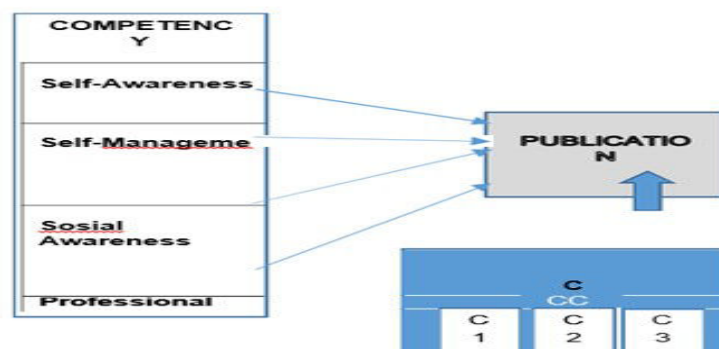


Figure1. SEM Model Diagram
Source: Author, 2019

Self-Awareness, Self-Management, Social Awareness, and Professional relationship to outcome Publication. Self-Awareness is conscious knowledge of one's own character, feelings, motives, and desires. Self-Management is management of or by oneself; the taking of

responsibility for one's own behavior and well-being. Social Awareness or Social consciousness is consciousness shared by individuals within a society (Marx, K. 1859). According to Karl Marx, human beings enter into certain productive, or economic, relations and these relations lead

to a form of social consciousness. Professional describes as the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform their specific role within that profession. In addition, most professionals are subject

to strict codes of conduct, enshrining rigorous ethical and moral obligations (Postema, Gerald J. 1980).

IV. RESULT

Using SEM model, we develop model with SPSS Amos, the result is

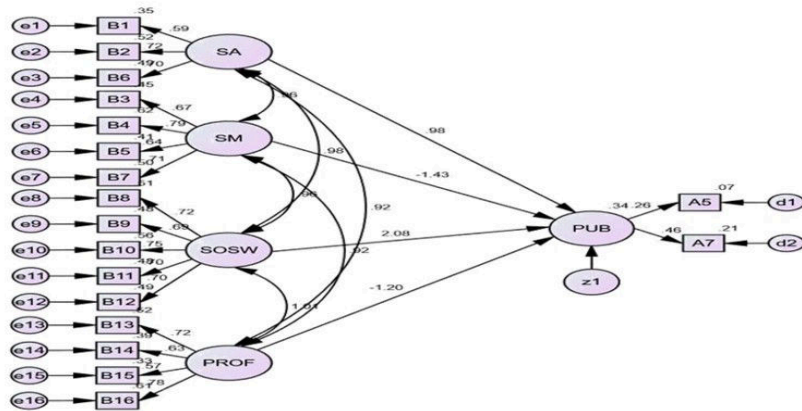


Figure 1. SEM Model EVA in Entrepreneur University
Source: Author, 2019

Tabel 1. Regression Weights EVA Model in Entrepreneur University

Model	Estimate		S.E.	C.R.	P
	RW	SRW			
PUB <--- SA	0.548	0.983	1.642	0.334	0.739
PUB <--- PROF	-0.774	-1.196	1.681	-0.46	0.645
PUB <--- SOSW	1.022	2.08	1.865	0.548	0.584
PUB <--- SM	-0.959	-1.425	1.757	-0.546	0.585
B1 <--- SA	0.81	0.591	0.131	6.201	***
B2 <--- SA	1.001	0.718	0.134	7.474	***
B6 <--- SA	1	0.698			
B3 <--- SM	1.223	0.674	0.189	6.482	***
B4 <--- SM	1.29	0.79	0.176	7.342	***
B5 <--- SM	1	0.64			
B7 <--- SM	1.206	0.709	0.179	6.75	***
B8 <--- SOSW	0.887	0.717	0.108	8.24	***
B9 <--- SOSW	0.856	0.691	0.108	7.903	***
B10 <--- SOSW	1	0.748			
B11 <--- SOSW	0.956	0.696	0.12	7.963	***
B12 <--- SOSW	0.93	0.698	0.116	7.992	***
B13 <--- PROF	1.051	0.72	0.171	6.158	***
B14 <--- PROF	1.072	0.626	0.191	5.614	***
B15 <--- PROF	1	0.571			
B16 <--- PROF	1.324	0.783	0.204	6.487	***
A5 <--- PUB	1	0.261			
A7 <--- PUB	1.927	0.462	1.449	1.33	0.183

*** = 1% Significant
 ** = 5% Significant
 * = 10% Significant

Tabel 2. Reliable Construct EVA Model in Entrepreneur University

Measurement Model			Loading Factor (λ)	λ^2	$e = 1 - \lambda^2$	CR	VE
PUB	<---	SA	0.983	0.966	0.034	-0.04286	2.1884325
PUB	<---	PROF	-1.196	1.430	-0.430		
PUB	<---	SOSW	2.080	4.326	-3.326		
PUB	<---	SM	-1.425	2.031	-1.031		
			0.442	8.75373	-4.75373		
SELF AWARENES							
B1	<---	SA	0.591	0.349	0.651	0.709658	0.45066967
B2	<---	SA	0.718	0.516	0.484		
B6	<---	SA	0.698	0.487	0.513		
			2.007	1.35201	1.647991		
Self Management							
B3	<---	SM	0.674	0.454	0.546	0.797492	0.49766425
B4	<---	SM	0.790	0.624	0.376		
B5	<---	SM	0.640	0.410	0.590		
B7	<---	SM	0.709	0.503	0.497		
			2.813	1.99066	2.009343		
Sosial Awarenes							
B8	<---	SOSW	0.717	0.514	0.486	0.83572	0.5045388
B9	<---	SOSW	0.691	0.477	0.523		
B10	<---	SOSW	0.748	0.560	0.440		
B11	<---	SOSW	0.696	0.484	0.516		
B12	<---	SOSW	0.698	0.487	0.513		
			3.55	2.52269	2.477306		
Professional							
B13	<---	PROF	0.720	0.518	0.482	0.772197	0.4623515
B14	<---	PROF	0.626	0.392	0.608		
B15	<---	PROF	0.571	0.326	0.674		
B16	<---	PROF	0.783	0.613	0.387		
			2.7	1.84941	2.150594		
Sosial Awarenes							
A5	<---	PUB	0.261	0.068	0.932	0.23324	0.1407825
A7	<---	PUB	0.462	0.213	0.787		
			0.723	0.28157	1.718435		

Source: Author, 2019

The result are Self-awareness and Self-management relationship with publication is highly positive, 98%, while Social awareness only 2.08% to publication. On the other way, professional is highly negative to publication, -1.20%.

V. CONCLUSION

At this stage, self-awareness and self-management have shown particular attention to academics, while social awareness is still very little about publication. However, the

qualifications supported by professionals in Indonesia are still very weak with negative values.

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DIGITAL MARKETING UTILIZATION FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SME)

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Abstract. The purpose of this research is to improve knowledge and skills about digital marketing, especially social media, to improve the business of small and medium enterprises (SME) their sales and profits. This can be a reason why social media is effective if it is done. The method used in this case is the explanation of using slide power points and LCD projectors, sharing and discussion experiences, and lastly direct practice of making social media (Facebook and Instagram) and how to make it appealing to Buyers (Pictures, words, those stories, etc.). The end result shows that only few are actively using social media as their promotional tool and they have not separate their online store account to their personal account, some others use it occasionally, and the rest of the participants are not Ever social media marketing is used due to lack of technological skills. This study aims for know the role of women sellers jamu gendong in improving social life, the contribution women make seller of jamu gendong against family income, and the impact the role of women seller of jamu gendong social and economic life family. The data collected consist of primary and secondary data by direct observation, in-depth interviews with selected informants, and documentation. Analysis data using data analysis qualitative with presenting the data in the form of tables be accompanied interpretation so that is obtained a conclusion. The results showed that the social and economic conditions of low family encourage women working in the public sector. Motivation women worked choose jobs sell jamu gendong is capital a little, do not require education / skill high, and solicitation friend or previously already there is brother who worked. Donations the lowest income of women seller of jamu gendong against the overall family income ketegori family is amounted to 20% and donations highest revenue is 72.72%. Impact social life the role of of women sellers jamu gendong is a family afford to send child, whereas impact economic life is increasing the family income which can fulfill needs of family life.

Keywords: Digital Marketing, SME, Social Media.

I. INTRODUCTION

Micro and Small Enterprises (SME) play a vital role in the development and economic growth, not only in developing countries but also in developed countries. It is widely acknowledged that SME are very important because of their core characteristics that distinguish them from large businesses, especially since SME are labor-intensive, found in all locations especially in rural areas, more dependent on Local raw materials, and the main provider of goods and services the basic needs of low or poor income (Tambunan: 2012).

The digital world is predicted to be the crucial point for all human activities, including business activities. Some indicators that can be used today include the rise of digital advertising expenditure, the growth of smartphone ownership that provides easy Internet access, improvement of telecommunications infrastructure in order to improve the quality of access Data, and the launch of 4G service. According to Facebook data, 74% of Internet users in Indonesia use mobile devices (Utomo, 2016). The rapid development of technology, the digital world and the Internet certainly also impact on the world of marketing. Marketing Trends in the world switch from the original to conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all sorts of information about products and transactions through the Internet. Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks.

Cyberspace is no longer only capable of connecting people with devices, but also people with people all over the world. Digital marketing that typically comprises interactive and integrated marketing makes it easy to interact between producers, market intermediaries, and prospective customers. On the one hand, digital marketing makes it easy for business people to monitor and provide all the needs and wishes of prospective customers, on the other hand, they can also search and get product information only by browsing the virtual world so facilitate its search process. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all communities wherever they are without any more geographical or time constraints.

1. Digital marketing Theory SME

According to Hubeis (2009), UKM defined in a variety of different ways Depending on the country and other aspects. Therefore, it is necessary to do special reviews To those definitions to be acquired by the Appropriate understanding of SME, namely the Quantitative measure to suit the Economic progress. In general, small businesses have the ciritraits: stand-alone management, capital Provided by itself, local marketing areas, Company's assets, and the number of employees Limited employment. Implementation principles SME are togetherness, economic Autonomy, independence, balance Progress, sustainability, efficiency of fairness, and national economic unity. SME Receive the attention and privileges that Mandated by law, among others: Business credit assistance with low interest, Ease of business license

requirements, assistance Business development of government agencies, Some other conveniences

2. Digital Marketing

Digital Marketing is a digital technology that has transformed the way people are in terms of making, acting, and taking decisions. Marketing activities are also not separated from the influence of digital technology. The term digital marketing has undergone an evolution from the initial marketing activities of goods and services that use digital channels to a broader understanding of the process of acquiring consumers, Consumer preferences, promote brands, nurture consumers, and increase sales. The concept of digital marketing comes from the Internet and search engines on the site. When Internet usage exploded in the year 2001, the market was dominated by Google and Yahoo as Search engine optimization (SEO).

The definition of digital marketing according to the American Marketing Association (AMA) is an activity, institution, and process facilitated by digital technology in creating, communicating, and delivering values to consumers and parties Other stakeholders (Kannan & Hongshuang, 2016). Chaffey (2013) defines digital marketing as the use of technology to assist with marketing activities aimed at improving consumer knowledge by adapting to their needs. Marketing trend switching from conventional to digital (online) occurs. The number of businessmen, especially SME who utilize digital marketing is not comparable to the number of Internet users growth. There are still few SME who do not understand how to do digital marketing by utilizing social networks.

3. Internet

Internet (short for interconnection-networking) is an all-connected computer network using the Global System standard of Transmission Control Protocol/Internet Protocol Suite (TCP/IP) as Packet Exchange protocol (packet Switching communication protocol) to serve billions of users around the world. The largest Internet network is called the Internet. How to connect a network with this rule is called internetworking ("internetwork").

Was originally a computer network established by the United States Department of Defense in 1969, through an ARPA project called the ARPANET (Advanced Research Project Agency Network), in which they demonstrated What about the computer hardware and software that is UNIX-based, we can do communication within a distance that is not through the telephone line.

4. SME

Actually, what is MSME (micro Small and medium enterprises)? The meaning of SME is the productive business owned by individuals and business entities that have fulfilled the criteria as micro-enterprises.

As stipulated in the Regulation No. 20 of 2008, according to the SME's understanding, the SME criteria are differentiated in each covering micro business, small business, and medium enterprises. More about SME will be discussed in this article.

II. DISCUSSION

The use of Internet search evolved in the year 2006 and in 2007 the use of mobile devices increased dramatically which also increased the use of the Internet

and people from all corners of the world began to relate one SA Other MA through social media (Khan & Siddiqui, 2013). The definition of digital marketing according to the American Marketing Association (AMA) is an activity, institution, and process facilitated by digital technology in creating, communicating, and delivering values to consumers and parties Other interests (Kannan & Hongshuang, 2016).

Chaffey (2013) defines digital marketing as the use of technology to assist with marketing activities aimed at improving consumer knowledge by adapting to their needs.

Sawicky (2016) defines digital marketing as a exploitation of digital technology used to create a channel to achieve potential respipients to achieve the company's objectives through the fulfillment of consumer needs more effectively. Digital Marketingis defined as a marketing activity that uses Internet-based media (Wardhana, 2015).

1. Digital Marketing utilization for SME

Social Media has the potential to help SME to market their products (Stelzner, 2012). Social Media is defined as a group of Internet-based applications that create an ideological and technological foundation of the WEB 2.0 that allows the creation and exchange of user generated content (Stockdale, Ahmed, & Scheepers, 2012). Social media applications are available from Instant Messaging to social networking sites that offer users to interact, connect, and communicate with each other.

These applications intend to initiate and circulate online information about the user's experience in consuming a product or brand, with the main purpose of engaging the community. In the business context, people engagement can lead to profit creation. Wardhana (2015) found that digital marketing strategy has an effect of up to 78% on SME's competitive advantage in marketing its products.

The strategy consists of the availability of product information and product guidelines, images such as photos or product illustrations, videos capable of visualizing the product or displaying supporting presentations, attachments of documents containing Information in a variety of formats, online communication with entrepreneurs, transaction tools and variations of payment media, assistance and consumer services, online opinion support, testimonial display, visitor records, special offers, latest information feeds Through SMS-blog, Ease of product search, create brand visibility and awareness, identify and attract new customers, and brand image reinforcement capabilities received by consumers.

2. Digital marketing utilization has several advantages, such as :

- a. Targets can be organized according to demographics, domicile, lifestyle, and even habits;
- b. Results are quick to look so that marketers can take corrective or changing actions when there is something inappropriate;
- c. The cost is much cheaper than conventional marketing;
- d. Wider range due to unlimited geographical;
- e. Accessible whenever unlimited;
- f. Results can be measured, for example the number of site visitors, the number of consumers who make online purchases;

- g. The campus can be personalised;
- h. Consumers can trust each other to the Relas/customer because communication occurs directly and two-way so that the business actors nurture relationships and foster consumer confidence.

Utilizing digital technology-based marketing concept is a hope for SME to develop into the center of economic strength. SME can use social media as a digital marketing tool. In addition to the inexpensive costs and not the need for special skills in initiating early, social media is considered capable of directly reaching consumers. Lack of knowledge of SME actors about digital marketing inspire the team of community service to convey socialization and provide training on the use of this information and communication technology.

On the other hand, SME must cultivate the courage to try new, professional-looking things, and patiently wait for their results while continuing to create. In terms of digital marketing with social media, SME actors should:

- a. Create a social media account for a separate business from a personal account.
- b. Make the account name simple, easy to remember, explain about its business, and have the same name as other social Platformmedia used.
- c. Postperiodically and routinely, adjusted to "golden moment".
- d. Try each postalways related to the effort.
- e. Create a unique hashtag (hashtags) that characterize our efforts and use them in every post.
- f. Answer any questions asked by the follower to indicate that the account is active. In addition, it is necessary to support the Government such as the work of the Ministry of Cooperatives and Small medium enterprises (SME) in collaboration with the Ministry of Technology Research and technology education, such as training, to create a community for SME actors to interact and share tips and tricks for digital marketing.

SME have a great opportunity to continues to evolve. But the development In Bandung still hampered A number of issues. Some things still Become a barrier in development SME are reviewed from two factors, namely Internal SME and external factors, The handling of each factor must be Synergy to achieve the results Maximum, namely: (1) Internal factors are Classical problem of SME is weak in In terms of capital and managerial terms (Ability to management, production, marketing and human resources); (2) external factors : Issues arising from the parties SME developers and builders, such as The solution provided is not right on target, Monitoring and programs that overlap Overlap between institutions. The government has done some Activities to minimize the factors that are In the development of SME By providing tender credits, Provide training to the owner of the SME to be able to expand their business Cooperation with the relevant parties, Development of Insfrastruktur such as Road construction, facilitate licensing.

The role of the government Especially to deliver SME To be able to compete with businessmen In utilizing MEA in the years 2015. Some of the efforts made Local governments to empower SME Is: 1. Improve financial access Financial problems in business development SME

are very classical. During this time, Many SME can utilize the scheme Financing provided by the banking. Therefore, local governments have Allocates APBD regency of Bandung For the construction and borrowing of SME capital of 2.409 billion rupiah. 2. Improving the quality of human resources and souls SME Entrepreneurship In general, the human resources of the perpetrators In Bandung is still low, partly Great of them graduates are not even high school Junior. Education and training required skills, management, and technical training to develop their HR. For that, Local governments conduct training in Training Hall (BLK) to foster A new motivation for conducting business because Most of these small businesses still Using conventional means. With Thus, SME can increase

III. CONCLUSION

The use of digital technology has influenced all aspects of human activity, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, brand promotions, nurture consumers, and increase sales that ultimately increase profitability. Digital Marketing allows buyers to acquire all information about the product and transact over the Internet, and allows the seller to monitor and provide the needs and desires of potential buyers without time and geog restrictions A.

Digital Marketing is also a two-way communication that can cause awareness and public engagement of certain products and brands. A Platform often used for digital marketingis social media, especially Facebook and Instagram. The change in the marketing behavior from conventional to digital is not offset by the existence of SME who use digital marketing, whereas SME are believed to be able to spur the economy of Indonesia.

If the SME actors understand the importance of digital marketing for their efforts, it is hoped that they will be motivated to use digital marketing as a means of communication and promotion, and can practice it directly by utilizing He is social. From the implementation of this community service activities, gained insight that in fact, SME actors are interested in using digital marketing DNA utilizing social media optimally, but they face some obstacles.

The obstacles faced by example are the lack of understanding of the importance of digital marketing, lack of knowledge about information and communication technology and the ways to use and utilization of good social media, not sat It soon gets results, as well as a lack of understanding to create compelling "posts". The advice that can be conveyed by the community service team is that such trainings need to be carried out more often to build awareness and understanding of digital marketing and the measures to be done to UK Create and manage social media accounts, the materials submitted are tailored to the ability of the participants, as well as the continued evaluation after the activity of whether the material delivered is properly practiced.

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SOCIALPRENEUR: BUILDING THE CIVILIZATION OF THE EMPIRE

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Abstract. The high percentage of employees and unemployment than socialpreneur make the Indonesian economy weakened. The bigger state burden in the countries that must subsidize the citizens must be given serious attention. Awareness of citizens sued in an effort to build the country. The orthodox mindset about the best job is to be an employee must be revamped, citizens must be able to harmonize the times and have an entrepreneurial spirit. Other critical social problems caused by the narrowness of the job makes people in the poverty and the higher rating of the crime. The deterioration made Indonesian citizens do not deserve to be called as the civil society. The research method uses a qualitative approach, using data collection techniques are literature. Socialpreneur have significant vital role in a country. Socialpreneur able to improve the country's economy and shape the character of citizens become civic virtue. The result is the rapid advancement of the country's economy which is supported by the character of civic virtue of citizens bringing the part of civil society. Because the basic principle of civic virtue is "do not ask what your country can do for you, but ask what you can do to your country."

Keywords: Socialpreneur, Civic Virtue, Civil Society.

I. INTRODUCTION

Indonesia as a developing country in Asia still has the mindset of "best job is to become an officer or employee". This mindset is already attached to the community of scholars, especially in Indonesia. The main purpose of the scholar after graduating from the College is to Become employees. Whereas the ratio comparison of the graduates with jobs is 1: 1.000, the meaning is a thousand scholars for one position to be an employee. This is evident by the high number of employees compared to the number of unemployed and young entrepreneur. Scholars should have an entrepreneurial spirit and became an entrepreneur.

The ratio is a comparison between employee and entrepreneur in Indonesia with the developed countries in Asia is different. According to the Central Bureau of Statistics (BPS) Indonesia in 2018, the number of employees in Indonesia includes civil servant (PNS) and employees in private companies reached 51.5%. The unemployment rate in Indonesia is also relatively high id est amounted to 2.7%. Then what about the ratio of the businessman or entrepreneur in Indonesia? Entrepreneur in Indonesia is still very low with a total of 3.1% of the population in Indonesia society who reach 260 million people. Based on the data collected from the Central Bureau of Statistics (BPS), Indonesia has an increasing number of young entrepreneurs from year to year Although not significantly. In 2012 the number of the entrepreneur in Indonesia amounted to 1.67% and Increased to 3.1% in 2018. This becomes an issue of interest to be discussed. Compared with developed countries in Asia, Indonesia is a developing country with the lowest level of awareness to be an entrepreneur. According to the survey of Political and Economic Risk Consultant (PERC), the number of entrepreneurs in Malaysia reached 5% of the total population, Singapore 7% of the total population, and Japan 11% of the total population. A very striking differences with Indonesia. Because if we compared, the total population of Indonesia is much more of the population in the countries of Malaysia, Singapore, and Japan. Indonesia's population is 268.074.600 people, while the population of the country of Malaysia is 32.668 million

people, Singapore is 5.6387 million people, and Japan has 126.22 million people. America's total population is 328.943.000 people and the entrepreneurs in the United State is about 13% of the total population. So, no doubt if the economy in these countries is higher and stronger than Indonesia. Indonesia should change the mindset and perspective about the employee is the best achievement and job, but the best achievement and job is being an entrepreneur or socialpreneur.

The best solution to increase the economic growth is instill the entrepreneurship spirit to the nation and change the wrong mindset be an employee is the best job, into the best job is to be an entrepreneur or socialpreneur. Because the role of socialpreneur has a significance to change the economic in the country and build the civilization of the empire as a part of civil society.

II. BASIC THEORY

A. The Concept Of Social Entrepreneurship

The definition of social entrepreneurship / Socialpreneur has been developed in a number of different fields ranging from not for profit, for-profit, public sector, and the combination of the three. According to Bill Drayton (founder of Ashoka Foundation) as the originator of social entrepreneurship, there are two key things in social entrepreneurship. First, the social innovation is able to change the system that exists in society. Second, the presence of individual visionary, creative, entrepreneurial, and the ethics behind the innovative idea. Hulgard (2010) summarizes the definition of social entrepreneurship is more comprehensive manner, namely as the creation of social value created by working with other people or community organization involved in a social innovation which usually implies an economic activity. Social entrepreneurship is a term derived from entrepreneurship. Combination of two words, the social meaning of community, and entrepreneurship which mean socialpreneur. "A simple understanding of social entrepreneur is someone who understands social problems and uses entrepreneurship ability to make a social change, mainly covering the fields

of welfare, education and health (healthcare).” (Cukier, 2011). This is line with that expressed by Schumpeter in Sledzik (2013) that reveals the entrepreneur is one who dared to break the existing system with a new system initiated. Clear that social entrepreneurs have the ability to dare to resist the challenge or the other definition is someone who dares to jump from the existing comfort zones. In contrast to business entrepreneurship, the desired result of social entrepreneurship is not about the profit, but also a positive impact on society.

A social entrepreneur is always involved in the process of innovation, adaptation, learning continuously act regardless of the obstacles or limitations that it faces and accountability in the account for the results achieved, to the public.

The understanding that social entrepreneurship is composed of four main elements namely social values, civil society, innovation, and economic activity (Palesangi, 2013).

1. Social Value

“This is the most distinctive element of social entrepreneurship that creates tangible social benefits for the community and environment.”

2. Civil Society

“Social entrepreneurship is generally derived from the initiative and participation of civil society by optimizing the existing social capital in the community.”

3. Innovation

“Social entrepreneurship solves social problems with innovative ways such as by combining local knowledge and social innovation.”

4. Economic Activity

"Social entrepreneurship successful in general with balancing between social activities and business activities. Activities business or economics developed to ensure the independence and sustainability of the organization's social mission. Passion for social entrepreneurship today increased due to a shift in social entrepreneurship which was originally considered an activity of "non-profit" (among others through charity) become business-oriented activities (entrepreneurial private-sector business activities)." (Utomo, 2014).

Social entrepreneurship is currently a crossroads between non-profit and purely business organizations as depicted in figure proposed by Alter (2006) the following:

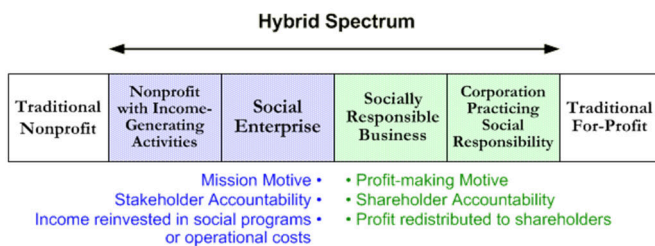


Figure 1. Typology of Social Entrepreneurs (Alter, 2006)

This typology breaks down the traditional boundaries between the nonprofit and private sectors and draws definition to this new institutional animal - part-part social

business - the social enterprise. In doing so, the typology explores how institutions have combined a mix of social values and goals with commercial business practices and how they have come up with ownership models, income and capitalization strategies, and unique management and service systems designed to maximize social value. The illustrative typology classifies different models of social enterprise in order to navigate readers through the currently ill-defined, diverse and dynamic landscape of this emerging field.

This typology is an outgrowth of a paper commissioned by the Inter-American Development Bank in 2003 entitled: "Social enterprise: A typology of the field contextualized in Latin America." For this reason many of the examples are from Latin America, however, social enterprise models are applicable worldwide.

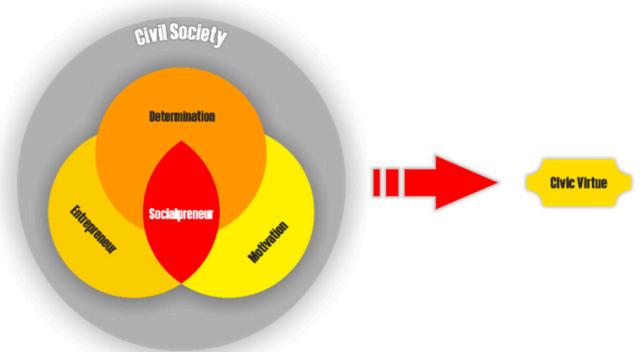


Figure 2. Relation of Socialpreneur and Civil Society to Build The Civic Virtue

A socialpreneur included in civil society, as seen from the notion and characteristics of civil society itself, a socialpreneur has contributed to his community and country so worthy to be called as a part of civil society. A socialpreneur has been participated in efforts to build a country with civilized ways, the ways of upholding ethics, morality, having high creativity and innovation in developing a potentially personal and others in his efforts helped the country and advance in many aspects, especially in the economic sphere. In addition to the part of civil society, a socialpreneur contribute to providing civic virtue. Civic virtue has a sense of awareness that arises from within yourself to participate to build the country and contribute greatly to the progress of the country without coercion from anyone.

III. DISCUSSION

A. The Role Of Socialpreneur In Civic Virtue Making Efforts As Part Of Civil Society

In general, the entrepreneur is the willingness and ability of a person to do an overhaul of the system, change a new idea or invention into a successful innovation and useful to society. In Indonesian, entrepreneur often translates into self-employment, which is derived from the word means brave hero, and said the effort. Simply put, entrepreneurship can be defined as one who dared to conduct their own business. Definition of the entrepreneur in business is an attempt to start a new business or an old business that is conducted by a person or group of people. While in the

Merriam-Webster dictionary definition of the notion illustrates that an entrepreneur is a person who organizes and brave to take the risk in running a business or enterprise.

According to Thomas W. Zimmerer, the notion of entrepreneurship is the application of creativity and innovation to solve the problem and attempt to exploit the opportunities facing every day. Meanwhile, according to Hendro and Chandra W.W. (2006) in his book *Be a Smart and Good Entrepreneur* explain that "the definition of an entrepreneur is an ability to manage something that is within you to be harnessed and enhanced to be optimized so that it can improve your life in the future". So it can be concluded that the definition of the notion of entrepreneurship is an ability in creative thinking and innovative behavior someone who can used as the basis, resources, propulsion, goals, strategy, tips and processes in the face of risk or the challenges of life in business and start new businesses that can improve lives and useful for the audience. The entrepreneur is the designation for a capable and being involved in the world of entrepreneurship. Socialpreneur itself is an entrepreneur who is able to open up employment opportunities for the wider community, so that benefits not only to the person of the entrepreneur but useful for the public. If the entrepreneur is defined as one who dared to conduct or establish their own business in order to improve their standard of living, then socialpreneur interpreted as a brave man to do or establish their own business with no purpose other than to generate profits, but to absorb the workforce and empowering human resources in the surrounding environment. Entrepreneur and Socialpreneur can be a smart solution in improving the economy of the country and can reduce the high unemployment rate for their employment opportunities.

Civil society can be defined as a civilized society to build, lead, and make sense of life. Dawam Rahardjo defines "civil society as the creation of civilization, which refers to the values of a common policy". Dawam explained that the main basis of civil society is unity and social integration based on a rule of life, avoid conflict and hostility which cause divisions and live in a fraternity. Civil society is in principle have the systemic, namely a democratic society, uphold ethics and morality, transparency, tolerance, potentially, aspirational, motivated, participate, consistently comparison, able to coordinate, simpler, synchronized, integral, acknowledged, emancipation and rights,

A socialpreneur belong to the civil society, as seen from the definition and characteristics of civil society itself, a Socialpreneur has contributed to the community and the country so worthy to be called as part of civil society. A socialpreneur has been taking part in the effort to develop the country in a civilized manner, in ways that uphold ethics, morality, creativity and innovation that is high in developing personal potential and others to attempt to help and promote the country in any aspect, especially in the economic field, In addition to a section of civil society, a Socialpreneur contribute in providing civic virtue. Civic virtue has a sense of awareness that arises from within ourselves to participate in developing countries and contribute greatly to the progress of the country without coercion from anyone. The principle of civic virtue itself is "Do not ask what your country can do for you, but what you can do for your

country" so that the role of a socialpreneur for the state is to create a civic virtue as an integral part of civil society.

B. Significance A Socialpreneur Nation Facing Challenges in the Era of the Industrial Revolution 4.0.

The industrial revolution 4.0. has brought many changes with all its consequences, the industry will be more complex and efficient. But there are also risks that arise, such as the reduction of human resources since been replaced by machines or robots. Myriads of opportunities but on the other hand, there are myriads of challenges that must be faced. First introduced by Prof. Klaus Martin Schwab, technicians and economists of Germany, who is also the founder and Executive Chairman of World Economic Forum. He noted that at this time we are at the beginning of a revolution that is fundamentally changing the way of life, work and relate to one another.

Mental revolution must be carried out, ranging from changing the negative mindset and fear of the industry 4.0 that will reduce jobs or paradigm that the technology is difficult. We must strive to continuously improve learning ability, skills that fit the needs of the industrial era 4.0, so we will have stronger competitiveness. We certainly hope the industry 4.0 remain in control. Must create mutual awareness by government, business, and the community, that large changes in the industry 4.0 are a necessity that can not be avoided. All potentials should be active participants who benefit from changes.

The socialpreneur role for the state is very important, in addition to helping the country's economic growth, socialpreneur able to help solve social problems. Socialpreneur can reduce unemployment and empowering human resources there. The era of the industrial revolution 4.0. had positive and negative impacts for every country in Asia. For developing countries in Asia, the industrial revolution 4.0. have a major challenge. These challenges include all the fields, where the digital revolution and the era of free trade, human resources in a country demanded competent and able to keep up with the times. Significance socialpreneur role to the challenges of the industrial revolution 4.0. is vital, because socialpreneur can be the foundation of the state in improving the economy and empowerment of human resources. The increasing number of socialpreneur, then the chances of the progress of a country will be more rapid. The rights and duties of citizens in a part of civil society more fair of socialpreneur obtained to the role in the development of the country to improve the nation's competitiveness in the era of industrial revolution 4.0.

C. The Role Of One Asia Community To Shaping The Mental Entrepreneur And Socialpreneur For Asia Society

One Asia Community is an organization that aims to contribute to the establishment of Asian Community in the future. To this purpose, our Foundation carries out or supports various activities which will stimulate a common sense of values among Asian people through economic, educational, cultural exchanges as well as citizens' goodwill meetings to deepen their mutual understanding. The target of these activities is to create a rich, peaceful and secure Asian Community where people can live together each holding their own dreams and hopes, which will result

in global peace and security. The aim is realized in the way to build relation with the universities in Asia, one in Indonesia, which is currently in collaboration with the Pasundan University Bandung. The steps is to hold an international seminar and an international course. The international course is to discuss of the various themes and reviewing and studying the sub-topics that can change the mindset to be an employee, being a businessman or entrepreneur. The discussion of the topic about how to strengthening entrepreneurship in the Asian Community, entrepreneurial opportunities in Asia, how to get a scholarship, motivation of high achieving communities in the Asian Community, higher education entrepreneurship development in the Asian Community, the aspect of identity, creative industry and Asian values. Creativity and entrepreneurship, Asian art and its contributions to the world, the contribution of technopreneurs in Asia, the strategy for developing socialpreneurs in Asia, the rules of law in Asia Community.

One Asia Community instills the spirit of entrepreneurship in human productive age through a series of activities such as international seminars and international class in Asian countries. The goals of the One Asia Community instill the entrepreneurial spirit for the Asian community is to assist the development of countries in Asia through education to improve the economy of the country. With the millennial generation aware of the importance of entrepreneurship and foster the spirit of entrepreneurship, measures taken by the One Asia Community with the Pasundan University is one of the efforts to improve the entrepreneurial and socialpreneur in Indonesia,

IV. CONCLUSION

The conclusions that can be drawn from the above discussion is as follows:

1. Socialpreneur has a vital role in shaping the character of the civic virtue of citizens as part of civil society. A socialpreneur contributes in providing civic virtue. Civic virtue has a sense of awareness that arises from within ourselves to participate in developing countries and contribute greatly to the progress of the country without coercion from anyone. The principle of civic virtue is "Do not ask what your country can do for you, but ask what you can do for your country". So, the role of a socialpreneur for the state is to create a civic virtue as an integral part of civil society.
2. The socialpreneur has a significance in preparing human resources to compete in the industrial revolution 4.0. The era of the industrial revolution 4.0. had the positive and negative impacts for every country in Asia. For developing countries in Asia, the industrial revolution 4.0. has a major challenge. These challenges include all the fields, where the digital revolution and the era of free trade, human resources in a country demanded competent and able to keep up with the times. Significance the socialpreneur role to the challenges of the industrial revolution 4.0. is vital, because socialpreneur can be the foundation of the state in improving the economy and empowerment of human resources.

3. One Asia Community care about the readiness of the countries in Asia in the face of challenges in the era of industrial revolution 4.0. So, One Asia Community instill the spirit of entrepreneurship in human productive age through a series of activities such as international seminars and international class in Asian countries. The goal of the One Asia Community instill the entrepreneurial spirit for the Asian community is to assist the development countries in Asia through education to improve the economy of the country.

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THE RISE OF THE COFFEE BUSINESS OPPORTUNITY IN ASIA

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Abstract. Culinary variations are increasingly growing, triggering the potential of culinary tourism, one of which is coffee, which is one of the most popular drinks of Indonesian people, even in Asia and the world. This can be seen from the number of coffee businesses in Asia and the increasing level of coffee consumption. Coffee is one of the world's most highly traded commodities and consumed beverages. Nowadays coffee business is changing and becoming more global, Coffee is widely cultivated by entrepreneurs. The mushrooming of cafes that sell bottled drinks and coffee can increase the consumption of national coffee beans and can encourage the growth of the creative economy of coffee commodities, both domestically and for exports. With the proliferation of coffee cafes and a high level of coffee consumption, it takes good quality coffee and is needed also by coffee makers or commonly called baristas and roasters that are qualified and experts in making coffee. Therefore, making a coffee laboratory or coffee school for education in making coffee until the presentation becomes a good and attractive business opportunity.

Keywords: Coffee; coffee education; business opportunity; entrepreneur

I. INTRODUCTION

Along with the growth of multinational companies that have spread throughout the world, economists are beginning to take into account the position of "entrepreneurs" or entrepreneurs as a force that contributes to the dynamics of the global economy. Entrepreneurship is the practice of forming a new business or commercial enterprise, usually in an industry or sector of the economy with a large capacity for growth. Nowadays, coffee is one of the world's most highly traded commodities and consumed beverages. Coffee business is changing and becoming more global, Coffee is widely cultivated by entrepreneurs. Coffee shop is currently a most rapid developing business in the world and become a famous trend in food services.

The Asian market is very attractive for a variety of industries due to rapid economic growth and population size. The hot drinks market in Asia has generally been dominated by tea consumption, rather than coffee. But in recent years, the Asian coffee market has grown exponentially and become the focus of the world coffee industry. (ICC, 2014) Some Asian countries, for example, Japan and South Korea as of now have an extremely created coffee utilization culture. The large population of China, make the coffee consumption growth exponentially. Furthermore, in other developing markets, for example, Indonesia, Philippines, Thailand and Malaysia, where 20 years back there was no coffee consumption culture, coffee is getting to be well known and making market specialties.

Asia as a rapidly growing continent is full of great business opportunities, creating the emergence of a wave of successful entrepreneurs. Coupled with the high level of coffee consumption in Asia, I see a very good opportunity in the coffee business. However, with the rise of the coffee business opportunity also makes it a challenge in the coffee business itself, because of course not only me or just someone who sees the opportunities in this coffee business, but many people. Therefore, in seeing this opportunity and applying it into a business, something unique and different from the others is needed.

The main goal of this article is to discuss and elaborate on the basics of entrepreneurship, the rise of coffee business opportunity in Asia, and what business can be created through coffee (especially from Indonesian coffee) and what the difference ideas from the others.

II. BASIC THEORY

1. Entrepreneurship

Entrepreneurship is the act of shaping a new business or renewing what has been existed, typically in an industry or area of the economy with an oversized capability for growth. Entrepreneurship is generally synonymous with resourcefulness, ingenuity, and the ability to take calculated risks in order to introduce a new, untested product or service into the marketplace. These traits are often referred to collectively as the "entrepreneurial spirit."

Entrepreneurship is a process of wealth creation. Entrepreneurship is the method of doing one thing new and one thing different for the aim of making wealth for the individual and adding value to society. (Kao, 1993) In Kao opinion, a simple and adequate description of entrepreneurship is Howard H. Stevenson's three fold definition: (Kao, 1993)

- 1) Entrepreneurship is the process of making changes;
- 2) The entrepreneurial process is doing everything others are doing – to bigger effect;
- 3) Entrepreneurship is the pursuit of opportunity beyond the resources under your current control.

Asia has an important role on the economy and world culture, and there are some countries in Asia that has developed in economic. In Asia, the Entrepreneurship growth is quite good. Asia as a rapidly growing continent is full of great business opportunities, creating the emergence of a wave of successful entrepreneurs. Asia is a rapidly changing place, and this fast growth and development has created many exciting opportunities. So then, becoming an entrepreneur is a great choice, and how coffee business can create many things, creating wealth and adding value to the society.

2. Coffee

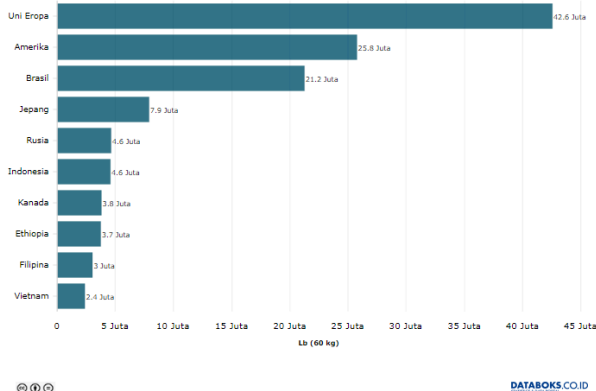
Coffee is one of the world’s most popular beverages and has grown steadily in commercial importance during the last 150 years (Daglia et al., 2000). The word Coffee has originated from the Arabic word Quahweh. Today its popularity is identified by various terms in several countries such as cafe (French), caffe (Italian), kaffee (German), koffie (Dutch) and coffee (English) (Smith, 1985). The stimulatory effects of roasted coffee beans were well known and the Arabs brought Coffee arabica seeds from Ethiopia to Yemen (Arabian Peninsula) during the 13th century, and established the first plantation (Monaco et al., 1977). The province of Kaffa in Ethiopia is considered to be the original habitat of Arabica coffee and Central Africa is reckoned to be the native of robusta coffee. With extensive and wide spread cultivation of coffee across the globe, at present Brazil is the largest producer and exporter of coffee in the world. (Murthy & Madhava Naidu, 2012)

As mentioned above, coffee is the world’s most popular beverages in the last 150 years, therefore creating coffee business is a great opportunity since coffee as of now has a ton of prominence and fans everywhere throughout the world.

III. DISCUSSIONS

The coffee business opportunity is increasing in Indonesia, Asia even in the world. This happened due to the high level of coffee consumption throughout the world. Therefore, opening a business related to coffee is a good and interesting opportunity. Japan, Indonesia, Philippines and Vietnam are the countries from Asia, which is among the 10 countries with the largest coffee consumption in the world.

10 Countries with the World's Largest Coffee Consumption 2016/2017:



Indonesia is one of the largest coffee producers in the world with production reaching 639 thousand tons in 2016. Some types of Nusantara coffee are even known by coffee connoisseurs throughout the world such as Toraja coffee, Lampung coffee, Mandailing coffee, and Aceh coffee. Even Luwak coffee which is a fermented coffee from civet / ferret is very well known for its pleasure so the price is very expensive up to millions of rupiah per kilogram. (databooks katadata, 2016)

So then it is a great opportunity to do business things related to coffee. But as mentioned above, with the rise of the coffee business opportunity also makes it a challenge in the coffee business itself, because of course not only me or just someone who sees the opportunities in this coffee

business, but many people. Therefore, in seeing this opportunity and applying it into a business, something unique and different from the others is needed.

The idea is not only creating coffee shop, it is more than that. Creating some “lab coffee” or “school of coffee” is interesting because everyone can make a coffee shop. But not everyone can make a “lab coffee” or “school of coffee”. If only make coffee shop, we just become consumers. We don't build ecosystems. There isn't any ideology. But if building the “lab coffee” or “school of coffee”, it could help contribute to the country by increasing human resource capabilities and also using local coffees which can increase the country's income as well.

Making coffee schools is interesting too because of the high level of coffee consumption, so experts in the process of making coffee are needed. Being a barista - A barista is a person who prepares and also generally serves espresso-based coffee drinks- is not an easy thing as it seems, because there are many things that a barista must learn and have. Not just making coffee and then serving it to the customer. A barista must know what he is doing. Beginning from the intricate details of coffee, about the technique of making coffee, the size of the coffee bean mill, the brewing time, the temperature, the filter used, until the technique of pouring water.

Starting from knowing the history of Coffee, types of Coffee, how to make coffee to how to keep up the coffee machine appropriately. There are many kinds of class. Such as Brewing Class, Cupping Class, Latte Art Class.

Beside, we must increase the value added of our "nusantara" coffee. Quoting a document entitled Guide to the Establishment of Coffee Shops published by Bekraf, coffee shops are recommended to use single origin coffee. One of the considerations is that single origin has loyal consumers because of the consistency of unique taste that reflects the geographical origin. Coffee from various regions of the nusantara is presented with different methods of brewing, and is processed into a varied drink menu. Seeds used in general as long as they are single means they come from one region and are specialty or premium. Quality standardization helps educate the public to know, enjoy, and care for the nusantara coffee. Special coffee travel chains involve farmers, green buyers, roasters, baristas and coffee drinkers.

Therefore, it’s not only an ordinary coffee shop, it uses local coffees which can increase the country's income as well and introducing the local coffee, also becoming a coffee education centre, not only in Indonesia, but also in Asia.

IV. CONCLUSION

Drinking coffee has now become a lifestyle for millennial generation and not just drowsiness-relieving drinks. This is reflected in the mushrooming of cafes or taverns selling drinks from steeping coffee powder throughout the nusantara. Now to be able to enjoy quality coffee not only at Starbucks or at Coffee Bean. Because, cafes selling coffee are now everywhere, from the roadside, business district to the mall.

With the high level of coffee consumption in Indonesia, Asia, and even the world, it is a great and interesting opportunities in the coffee business. However,

because this opportunity can be seen by everyone, there must be a different idea. That is, making a coffee lab or coffee school, which aims to increase the ability of human resources from knowledge, history of coffee, using technique and strategy for making coffee until serving it to customers. That way, not only making regular coffee shop, but also creating new ecosystems. It also by using local coffee, can introduce local coffee throughout the world, can increase the popularity of local coffee so that it can increase exports as well, increase states income, then can become a centre for coffee education not only in Indonesia but Asia and even in the world.

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THE COMMUNITY EMPOWERMENT THROUGH ENTREPRENEURSHIP AND TECHNOLOGICAL PRODUCT APPLICATION IN KERTASARI, BANDUNG REGENCY, WEST JAVA, INDONESIA

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Abstract. Kertasari Sub-district is not only the largest producer of potatoes in West Java, but also proves itself as one of the suppliers of potato at the national level. The quality of the potatoes is not inferior. The target markets include some regions, such as Jakarta, Sumatra, and Kalimantan. The potato commodity is also able to penetrate the export market, especially Singapore, and some well-known supermarkets in Indonesia. Based on the field observations and interviews with some women/mothers, they have tried to help their families' income by processing the agricultural products into various processed products such as potato chips produced traditionally, which are sold to the surrounding areas. Nevertheless, the quality of potato chips has not matched market demands. They also face other problems, i.e. limitation in entrepreneurship and technology capacity. The solutions and output targets for the community empowerment through entrepreneurship and application of technology are as follows: 1) What are the implementation procedures, the solution steps to partner's problems, and the types of expertise in the implementation of community empowerment through entrepreneurship and the technology application of the potato chips processing machine?, 2) How is the overview of science and technology transferred in the implementation of community empowerment through entrepreneurship and the technology application of the potato chip processing machine?, and 3) How are the solution and target of activity implementation achieved from the priority problems, which include: entrepreneurship problems and problems in the application of potato chip processing technology. The approach methods used to apply the solutions and achieve the output targets include training, technical Tuition (Bimtek), mentoring, and application of the technological product to the partners. The implementation of community empowerment through entrepreneurship and technology application has a positive impact on the two potato chip business groups in Cibereum Village, Kertasari Sub-district, Bandung Regency, West Java, Indonesia. This can be seen from the implementation of science and technology through training, technical Tuition, and technological mentoring by giving the following achieved solutions: 1) The partners' entrepreneurship capacity, which includes a) The partners have high motivation in running their businesses, b) The partners are able to run a correct business management, c) The partners have a business plan as their business guideline, d) The partners are able to identify market opportunities and market/business networks and 2) The application of technology to the partners, which includes a) Each partner owns a potato peeler machine and the washer, a wave potato slicer machine, a deep fryer machine, an oil draining machine (spinner), a product packaging machine, and a bag sealer in which the machine designs are created by the team, b) The production process is more effective and can produce more potato chips, c) The partners' skills increase by 100%, and d) The products have a better quality.

Keywords: Community Empowerment, Entrepreneurship, Technological Product Application

I. INTRODUCTION

Kertasari is geographically located in the southernmost part of Bandung Regency. The geographical condition of this sub-district is hilly because it is upstream of the Citarum watershed or the Zero Point of the Citarum upstream. The altitude of Kertasari ranges from 1,250 m to 2,500 m above sea level. Kertasari consists of seven villages, one of which is Cibereum Village, which is the center of Kertasari Sub-district. Most of the Kertasari residents are farmers and plantation workers. The flagship product of Kertasari is Potato Agriculture as illustrated in the figure below.

Kertasari is not only the largest producer of potatoes in West Java after Pangalengan. It also proves to be one of the regional potato suppliers for the national scale. The potato seedlings are not only managed or organized by the government agencies, but also the farmers. Therefore, in

Kertasari, there are individual/private plots of land used for growing the potato seeds. The quality is good, sold to main markets in Jakarta, distributed to some regions, such as Sumatra, Kalimantan, and several other regions. Even, Kertasari's potatoes can penetrate the export markets, especially Singapore, and some well-known supermarkets in Indonesia. In addition, there is a contract with a large food processing company – Indofood where the potatoes as the raw material come from Cibereum Village.

A. The Partners' Profiles and Priority Problems

Based on the survey of productive business groups, the Group Partner 1 (Mrs. Entin Kartina) at RW 02 RT 01 and Prospective Group Partner 2 at RW 18 RT 04 in which each group consists of 9 members. Cibereum Village has 27 RW (hamlets) and 118 RT (neighborhoods), a population of approximately 16,000 people. About 80% of its citizens are farmers and agricultural laborers, and only 20% are housewives or not working. The average educational level is

junior high school. Those who become laborers earn only Rp. 30,000 for a half-day work.

Some female farm laborers have tried to increase the family income by processing potatoes into potato-based snacks. This is because potatoes in the village are abundant with the current price of Rp. 4,000 – Rp. 5,000. By processing potatoes into a variety of processed products including traditionally-produced potato chips, which are sold to the surrounding areas. According to Adiyoga, *et al* (1999), potato chips, in general, are products that are produced through stripping, slicing, soaking in a solution, and frying. The factors that determine the quality of potato chips are color, appearance, taste, texture, oil content, water content, and nutritional value.

The results of interviews and observations show various problems which are still faced by the two partner groups.

B. Entrepreneurship Problems

1. The partners have low entrepreneurship motivation and entrepreneurship requirements/ characteristics.
2. The partners do not have the right business management capability.
3. The partners do not understand the business plan and implement it.
4. The partners do not have market and business networks.

C. Problems in the Application of Potato Chips Processing Technological Product

1. The partners do not yet understand the right production flow chart of potato chips.
2. The partners do not have a potato peeler and the washer.
3. The partners do not have a wave slicer machine so that the slices are inconsistent in terms of shape and size.
4. The partners do not have a machine to fry the potato slices.
5. The partners do not have a machine to drain oil (spinner) on the fried chips.
6. The partners do not have a product packaging machine and plastic bags.

Based on the above problems, the solutions and output targets for the implementation of community empowerment through entrepreneurship and the application of the technological product for processing potato chips in Cibereum Village, Kertasari Sub-district, Bandung Regency, West Java are described as follows:

1. What are the implementation procedures, the solution steps to partner's problems, and the types of expertise in the implementation of community empowerment through entrepreneurship and the technical application of the potato chips processing machine?
2. How is the overview of science and technology transferred in the implementation of community empowerment through entrepreneurship and the technical application of the potato chip processing machine?
3. How are the solution and target of activity implementation achieved from the priority problems, which include:

D. Entrepreneurship Problems

1. The partners have low entrepreneurship motivation and entrepreneurship requirements/ characteristics.
2. The partners do not have the right business management capability.
3. The partners do not understand the business plan and implement it.
4. The partners do not have market and business networks.

E. Problems in the Application of Potato Chips Processing Technological Product

1. The partners do not yet understand the right production flow chart of potato chips.
2. The partners do not have a potato peeler machine and the washer.
3. The partners do not have a wave slicer machine so that the slices are inconsistent in terms of shape and size.
4. The partners do not have a machine to fry the potato slices (deep fryer).
5. The partners do not have a machine to drain oil (spinner) on the fried chips.
6. The partners do not have a product packaging machine and plastic bags.

II. BASIC THEORY

A. Community empowerment

The empowerment is how to make people capable to build themselves and improve their own lives. The term *capable* here contains the meaning of powerful, understanding, motivated, having opportunities, seeing and utilizing opportunities, energizing, being able to work together, knowing as an alternative, being able to make decisions, taking risks, being able to find and capture information, and being able to act according to initiatives (Anwas, 2014:49). This description is in line with the Law No. 20 of 2008.

Anwas (2014) states that the main empowerment of small businesses is how to build resilient human resources. They need to be trained from the production to post-production in the correct and effective ways. They need to be encouraged to create various product innovations that have competitiveness. The ability to encourage innovative thinking and behavior is very necessary. Other skills and abilities that are needed by small business actors are the managerial aspects, financial management, marketing, and mutually beneficial cooperation.

B. Entrepreneurship

In the Presidential Instruction No. 4/1995 on the National Movement Promoting and Cultivating Entrepreneurship, the entrepreneurship is defined as the spirit, attitude, behavior, and ability of a person in handling business and/or activities that lead to efforts to find, create, implement ways of new work, technology and products by increasing efficiency in order to provide better services and/or gain greater profits. This definition is interesting because entrepreneurship is not only about commercial activities to make a profit, but also non-commercial activities as far as they are performed with the right and superior attitude or behavior to increase efficiency in the broadest sense in order to provide better service to all

interested parties, i.e. customers, including society, nation, and country.

C. Application of Technology

According to Usman (2002), the word application is geared towards activities, actions, or mechanism of a system. The implementation is not merely an activity, but a planned activity to achieve certain objectives. Meanwhile, in a broader sense, technology can include system, organization, and technique. However, along with the development and progress of the times, the notion of technology has become increasingly wider so that today, technology is a concept relating to the type of use and knowledge of tools and expertise, and how it can influence human beings ability to control and change things around them (Rusman *et al*, 2012). Thus, technology is a kind of extension of human beings' hands to utilize nature and something around them more optimally. In short, technology simply aims to facilitate the fulfillment of human needs.

Based on this understanding, it can be concluded that the term technological application leads to activities, actions, or mechanisms of a system. The word mechanism implies that the application is not just an activity, but a planned activity performed seriously based on certain norms to achieve the activity's objectives. In this discussion, the technology takes the form of tangible products to facilitate the activities of the community or community groups in the form of potato chip machines.

III. METHOD

A. Approach Methods

The approach methods and implementation steps are described as follows:

1. Identification of the Partners' Problems

It was the first step taken by the team to identify the partners' problems. After that, the team determined the priority problems faced by the partners.

2. Designing

Designing is an activity to draw, plan and sketch or arrange several separate elements into one whole unit. A system can be designed in the form of a flow chart, which is a graphical tool that can be used to show the sequential process of the system. In this stage, the design of machines needed by the partners was in line with their priority problems. The designs include a potato peeler machine and the washer, a potato slicer machine, a deep fryer, an oil draining machine (spinner), a product packaging machine, and a bag sealer.

3. Making

Making is an activity of creating/processing something. This activity aims to create something in a number of ways or steps that are in accordance with the object to be made. In this step, the team made a potato peeler and the washer, a potato slicer, a deep fryer, a spinner, a product packaging machine, and a bag sealer.

a. Operation Test

Operation Test is an action to implement and try a technological product to find out whether the results of making the potato peeler, washer, potato slicer, deep

fryer, spinner, product packaging machine, and bag sealer are feasible or there are still constraints or weaknesses. In this case, the machines produced by the team had been tested in several places and the results showed satisfactory results.

b. Training/Dissemination Method

The training method is aimed at transferring science and technology in solving problems by increasing the partners' insight and understanding. The training was held in the Cibeureum Village Hall. The approach method was determined by the team to solve the problems and to reach the specified output targets for **1) the entrepreneurship problems**, including a) Improvement in the entrepreneurial motivation and entrepreneurial requirements/business characteristics, b) Improvement in the right capacity of the partners' business management, c) Formulation of a business plan covering all business aspects, including market and marketing, operation, technical production, finance (working capital, investment, and financial statements), and environment, d) Improvement in knowledge and possession of the ability to specify and create market opportunities and business networks and **2) the methods for applying the technological product of potato chip machines, including training** on a) Improvement in the understanding, skill, and capability to apply the production flow chart of potato chips, b) Improvement in the knowledge and use of the wave peeler machine, and c) Improvement in the knowledge and use of the packaging machine and plastic bags.

c. Technical Tuition Method and Operational Assistance

This approach method was intended to transfer the science and technology so that the partner was able to practice the materials of the technical Tuition and mentoring from experts (team) in which they were performed directly in the partner's business location. The experts/team, in an applicative manner, directed, guided processes and stages, and gave examples to the partners in overcoming their problems and achieving the program's targets and outputs which include the potato peeler, washer, potato slicer, deep fryer, spinner, product packaging machine, and bag sealer.

d. Method of Facilitation Approach and Media

This approach method was intended to simplify, alleviate, facilitate, connect, create (design), obtain, and have something needed by the partners. The facilitation approach for the partner was used to solve his problems and achieved the following targets and outcomes: 1) Facilitation of the improvement in the capacity of frying equipment and supporting equipment for both partner groups; 2) Facilitation and mediation of access to markets/prospective customers and mediation of business networks for both partner groups.

IV. Discussion on the Implementation of the Community Empowerment Through Entrepreneurship and Technological Product Application

A. Procedure for Activities, Solution Steps, and Types of Expertise

1. Activity Procedure

The work procedures of this program are as follows:

a. Preparing Activity Operational Plans

In this stage, the team drew up plans starting from the team coordination meetings, correspondence, criteria identification, number of trainers, mentors and assistants, modules, schedule activities, implementation of training programs, implementation of monitoring and evaluation, and activity report, and preparation of publishing scientific articles in the national journal/mass media.

b. Conducting Team Coordination Meetings

In this stage, the team conducted team task division meetings, scheduled coordination meetings, which are intended to make the activities starting from preparation, implementation, monitoring, and evaluation, to the preparation of reports able to run well according to the plans.

c. Making a Program Activity Schedule

The program implementation of the technological product application of potato chip machine is planned for 8 (eight) months with consideration of activities ranging from preparation, program implementation (training, technical tuition and assistance, facilitation and mediation, monitoring and evaluation, and preparation of activity reports).

d. Implementation of Training / Technical Tuition / Mentoring, Facilitation and Mediation.

The activities of training, technical tuition (Bimtek), assistance, and facilitation and mediation were held in the Cibeureum Village Hall and/or locations following certain conditions, especially for the mediation approach.

e. Implementation of Monitoring and Evaluation The monitoring is an activity performed by the team to observe and monitor the implementation of training, technical tuition (Bimtek), and mentoring, while the evaluation is an assessment activity performed by the team from preparation to post-training program, technical tuition, mentoring, facilitation, and mediation. This activity is intended to assess the results of all program activities or measure indicators of success, and possible weaknesses by looking for factors that cause them, prepare materials for making a program report and recommendations for the program activities, and **identify materials for the program's sustainability action plan to become an SME guided by the Unpas Empowerment Team.**

2. The Solution Steps to the Partners' Problems

The solution steps to the partner's priority problems set in the solutions and output targets for the program of technological product application of potato chip machines in two partner groups can be seen in Figure 3.1.

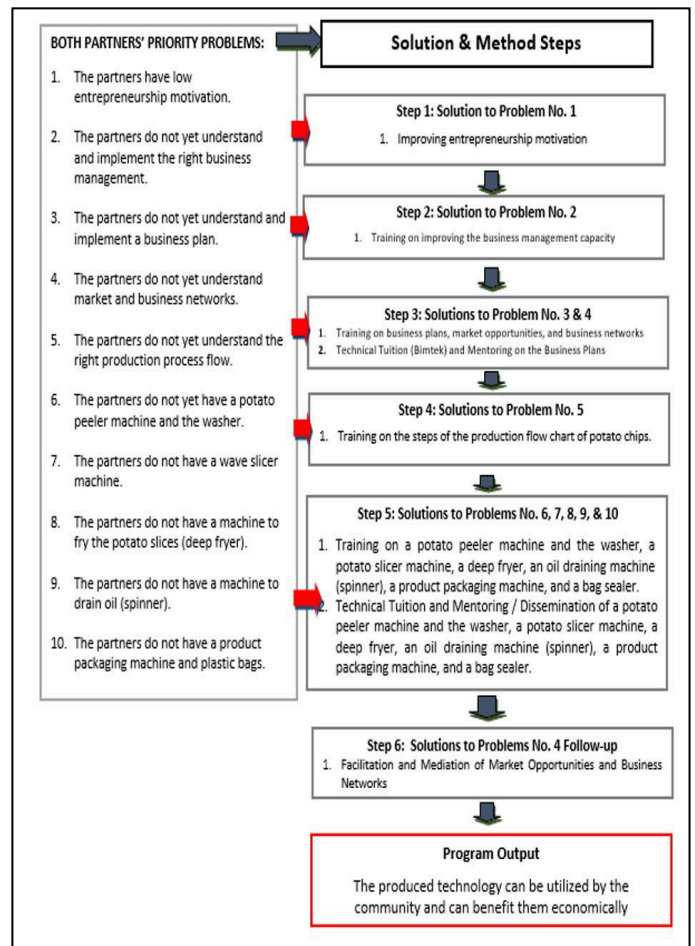


Figure 1

Solution & Method Steps to Solve the Partner's Priority Problems

3. Types of expertise in the implementati of community empowerment through entrepreneurship and the application of technological products.

Program Output

The produced technology can be utilized by the community and can benefit them economically The types of expertise in implementing this program are described in Table 1.

Table 1
Types of Expertise in the Technological Product Application Program


Partner Problems	Name / Type of Expertise
Entrepreneurship (entrepreneurial motivation, business management, business plans, market opportunities, and business network development)	Dr. Dindin Abdurohim BS, S. Sos., MM.M.Sc. (Team Leader) Competence: Entrepreneurship and Management Development/ Lecturer of Business Administration Dept - Unpas
Technological products of food processing machine and equipment (potato peeler,	Dr. Ir. Asep Dedy Sutrisno, MP (Team Member) Competence: Machinery and Equipment Industry /

washer, wave potato slicer)	Lecturer of Food Engineering Dept Unpas
Stages in the food production flow chart (deepfryer, oil draining machine (spinner), product packaging machine, and bag sealer).	Jaka Rukmana, ST, MT (Team member) Competence: Diversification of Food Products & Tool Designs/ Lecturer of Food Engineering Dept - Unpas

B. Description of the Transfer of Science and Technology in the Implementation of Community Empowerment through Entrepreneurship and Application of The Technological Products Overview of Entrepreneurship Science and Technology

1. Materials concerning the motivation for success in entrepreneurship, the requirement for becoming successful entrepreneurs, and entrepreneurial attitudes and behaviors.
2. Materials regarding planning, organization, supervision, and control of the business.
3. Materials regarding the analysis of the internal and external environments, the vision and mission, market and marketing aspects, production and technology processes, human resources and financial aspects (working capital and investment), and business plan documents.

C. Overview of the Technological Product Application of Potato Chip: Peeler, Slicer, Deep Fryer, Spinner, and Packaging Machine




Spesifikasi :
 1. Nama Mesin/alat : Pengupas kulit kentang
 2. Dimensi (D x T) : 0,35 x 0,55 m
 3. Konstruksi SS304 & Baja Profil
 4. Energi Elektrik : -
 5. Operasi : Semi Kontinyu
 6. Prinsip Kerja : Kentang kulitnya terkupas akibat gaya gesek kekasaran batu gurinda dan kulitnya terkupas dan dengan penyemprotan air maka kulit akan terpisahkan dengan daging kentangnya
 7. Fungsi : Mengupas kulit kentang
 8. Aplikasi : Laboratorium Teknologi pangan Unpas

Mesin Pengupas Kulit Kentang (Potato Peeler)



Spesifikasi :
 1. Nama Mesin/alat : Slicer Bergelombang
 2. Dimensi (P x L x T) : 45 x 45 x 60 cm
 3. Konstruksi : Stainless Steel 304
 4. Energi Elektrik : 0,5 HP
 5. Operasi : Kontinyu
 6. Kapasitas : 50Kg/jam
 7. Prinsip Kerja : Bahan pangan diiris dengan bentuk bergelombang oleh gaya sayatan bergelombang dan menghasilkan irisan bergelombang
 7. Fungsi : Mengiris bahan pangan dengan bentuk bergelombang
 8. Aplikasi : Kabupaten bandung dan Kota Bandung

Mesin Pengolah Keripik Bergelombang



Spesifikasi :
 1. Nama Mesin/alat : Slicer
 2. Dimensi (P x L x T) : 0,3x0,25x0,4 m
 3. Konstruksi : SS306
 4. Energi Elektrik : 300 Watt
 5. Operasi : Semi kontinyu
 6. Prinsip Kerja : Daging disayat oleh pisau yang tajam dan berputar secara vertikal
 7. Fungsi : Mengiris daging
 8. Aplikasi : Laboratorium Teknologi Pangan Unpas

Pengiris



Alat Penggoreng (Deep Fryer)

Spesifikasi :
 1. Nama Mesin/alat : Deep Fryer
 2. Dimensi (P x L x T) : 0,5 x 0,45 x 0,3 m
 3. Konstruksi : Stainless Steel 304
 4. Energi Elektrik : 300 Watt
 5. Operasi : Batch
 6. Prinsip Kerja : Bahan pangan /agro di dalam keranjang digoreng dengan minyak panas yang dipanaskan oleh heater elektrik
 7. Fungsi : Menggoreng produk pangan /agro
 8. Aplikasi : Kabupaten bandung dan Bandung

Table 2
Description of Tools and Technological Product Advantages of Potato Chip Machines

No.	Name Tool	Function	Principle	Advantage
1	Peeler	Peel potatoes as well as do the washing process	Based on the contact between materials and a rough surface so the potato skin can be peeled off	Appropriate Technology with low power and high productivity
2	Slicer	Slicing potatoes in a wave shape	Based on the compressive force given by the wave blade	Appropriate Technology with low power and high productivity
3	Deep Fryer	Frying potato slices	Based on the process of convection heat transfer from heating media to food materials	Appropriate Technology with low power and high productivity
4	Spinner	Drain oil Contained	Based on the centrifugal	Appropriate Technology

	in potato chips	force on the engine	with low power and high productivity
5	Packaging Machine	Pack the product	Based on the process of entering the product on packaging materials
			Appropriate Technology with low power and high productivity

Table 3
Solution and Achieved Output Target for the Entrepreneurship

Solution	Target Output Reached
Improving the entrepreneurship knowledge, motivation, & requirements/ characteristics	a. The partners understand the importance of entrepreneurship motivation driving from them themselves and the environment.
	b. The partners have a high passion for entrepreneurship.
	c. The partners know and understand the requirements for becoming a successful entrepreneur.
	d. The partners can apply the characteristics to be an entrepreneur.
	e. The partners' businesses have more opportunity to develop.

Table 4
Solution and Achieved Output Target for the Business Management

Solution	Target Output Reached
Enhancing the correct business management capacity of the partners	a. The partners understand and can make planning.
	b. The partners understand and can make an organization (task division).
	c. The partners understand and can oversee their business activities.
	d. The partners understand and can control their business.
	e. The partners can implement the business management concept.
	f. The partners' businesses become effective and

	efficient.
	g. The partners' business objectives will be easily achieved.

Table 5
Solution and Achieved Output Target for the Business Plan

Solution	Target Output Reached
Increasing knowledge on the business plan and making it	a. The partners know and understand the process and stages of making a business plan.
	b. The partners know and understand the business plan aspects which include market and marketing, operation, technical production, organization and management, finance (working capital, investment, and financial reports), environment.
	c. The partners understand their business's strengths, weaknesses, opportunities, and threats.
	d. The partners can identify the needs of their business aspects for the coming time.
	e. The partners have a guideline in running their businesses, which describes the business aspects thoroughly and systematically.

Table 6
Solution and Achieved Output Target for the Market Opportunity and Business Network

Solution	Target Output Reached
Increasing knowledge and capability of specifying and create market opportunities and business networks	The partners understand the opportunity for marketing their potato chips.
	The partners understand the market and business networks.
	The partners can identify the opportunity the markets for their potato chips.
	The partners can create relationships and choose

relationships both in the market and business networks.
Sales of potato chip products are increasing.
Business profits tend to increase.

D. Solutions and Achieved Output Targets for the Application of Potato Chip Technological Products

Table 7
Solution and Achieved Output Target for the Potato Chip Production Flow Chart

Solution	Achieved Output Target
Enhancing the understanding, skill, and capability to implement the production flow chart of potato chips	The partners understand the stages of the production flow chart of potato chips. The partners can apply steps of the production flow chart of potato chips. The partners have a production flow chart of potato chips. The partners' production process become effective and efficient.

Table 8
Solution and Achieved Output Target for the Potato Peeler Machine and Washing Process

Solution	Achieved Output Target
Application of the technological product of the potato peeler machine and the washer	The partners have a potato peeler machine and the washer for the process of producing potato chips. The partners can operate the peeler machine and the washer. The partners can produce more potato chip products. The partners can work more effectively and efficiently. The partners can reach the production target according to the plan.

Table 9
Solution and Achieved Output Target for the Wave Slicer Machine

Solution	Achieved Output Target
Application of the	The partners own a wave

technological product of the wave slicer machine to produce potato chips.
The partners can operate the wave slicer machine.
The partners can produce quality products with a standard shape and size.
The partners can work more effectively.
The partners get trust from the consumers for their produced products.
The work process of potato chip production becomes more guaranteed.

Table 10 Solution and Achieved Output Target for the Deep Fryer of Potato Slices

Solution	Achieved Output Target
Application of the technological product of the deep fryer	The partners own a deep fryer. The partners can operate the deep fryer. The partners can work more effectively. The work process of potato chip production becomes more guaranteed.

Table 11 Solution and Achieved Output Target for the Spinner

Solution	Achieved Output Target
Application of the technological product of the oil draining machine (spinner) in the fried potato chips	The partners own a spinner, i.e. a machine to drain the oil contained in the fried chips. The partners can operate the spinner. The partners can work more effectively. The work process of potato chip production becomes more guaranteed.

Table 12
Solution and Achieved Output Target for the Packaging Machine and Plastic Bags

Solution	Achieved Output Target
Application of the technological product of the product packaging machine and plastic bags	The partners own a product packaging machine for their potato chips. The partners own plastic bags for their potato chip products. The potato chip appearance is more attractive (an

opportunity to expand the marketing area, including modern markets).

The partners get trust from the consumers for the products.

Table 13

Summary of Outcomes and Outcome Indicators of Entrepreneurship and Technological Application to Community Groups in Kertasari Sub-district, Regency Bandung, West Java – Indonesia

Outcomes	Outcome Indicators
He Partners' Entrepreneurship Capacity	The partners have high motivation in running their businesses.
	The partners can apply the <u>right business management.</u>
	The partners have a business plan as their business guideline.
Application of Technological Products to the Partners	The partners can identify market opportunities and market/business networks.
	Each partner owns a potato peeler machine and the washer, a slicer machine, a deep fryer machine, an oil draining machine (spinner), a product packaging machine, and a bag sealer from the designs created by the team.
	The production process is more effective and can <u>produce more potato chips.</u>
	The partners' skills increase by 100%
	The qualitative and quantitative products increase by 100%.

The evaluation of the implementation of the Community Empowerment through Entrepreneurship and Technological Application shows the following results:

2. He program of community empowerment through entrepreneurship and technology application can be implemented according to the plans by employing various approaches, including training, technical tuition, and mentoring and application of potato chip production machines.
3. He evaluation results show that that there is still an obstacle in the implementation of the community empowerment through entrepreneurship and technology application, i.e. the program implementation timeline is not in line with the target timeline due to the different timeline between the partners and the team so it is rather difficult to synergize the program schedule.

V. CONCLUSIONS

A. Conclusions

The program implementation of community empowerment through entrepreneurship and technological application has positive impacts on the two partners (potato chip business groups) in Cibereum Village, Kertasari Sub-district, Bandung Regency, West Java, Indonesia. This can be seen from the implementation of science and technology through facilitation, training, technical tuition, and mentoring to solve problems by providing the achieved solutions as follows: 1) The partners' entrepreneurship capacity, which includes a) The partners have high motivation in running their businesses, b) The partners are able to run a correct business management, c) The partners have a business plan as their business guideline, d) The partners are able to identify market opportunities and market/business networks and 2) The application of technology to the partners, which includes a) Each partner owns a potato peeler machine and the washer, a wave potato slicer machine, a deep fryer machine, an oil draining machine (spinner), a product packaging machine, and a bag sealer in which the machine designs are created by the team, b) The production process is more effective and can produce more potato chips, c) The partners' skills increase by 100%, and d) The products have a better quality.

B. Suggestions

In relation to the implementation of community empowerment program through entrepreneurship and technological application to the two potato chip business groups in Cibereum Village, Kertasari Sub-district, Bandung Regency, West Java, Indonesia, the Executing Team gives the following recommendations:

1. Strong/high commitment is needed for all parties, especially the Executing Team related to community empowerment program through entrepreneurship and technological application to the two potato chip business groups in Cibereum Village, Kertasari Sub-district, Bandung Regency, West Java, Indonesia, because in its implementation, the timeline schedule is not in line with the planned one. This is majorly caused by the incompatible timeline between the partners and the executing team.
2. It is necessary to follow up this empowerment program with other models such as becoming an *usaha binaan* (guided business) and specifying a business class increase target for the partners.
3. To achieve and increase the business development or to increase the business class requires the participation of all parties, including Higher Educations by making collaboration between various fields of science and through the implementation of science and technology sustainability, Local Governments, i.e. the relevant agencies such as Office of Cooperatives and SMEs, Office of Industry and Trade, Office of Agriculture through the facilitation and mediation of their programs, the Companies through CSR programs, and the Business Community and Mass Media both print and online to help accelerate the development of the partner's business through collaboration, promotion, and protection against leading local products.

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CREATIVEPRENEUR IN THE CONTEXT OF ARTS AND CULTURAL MANAGEMENT

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Abstract. The field of Arts and Cultural Management and “Creativepreneurship” are related to each other as both focus on art products, in addition to engaging consumers and the public with artists and designers. As a new discipline, “Creativepreneurship” can be defined as a form of business activities that emphasise innovations and digital technology, as well as using the Internet and social media. Even though it is perceived as a new branch of entrepreneurship, “Creativepreneurship” is still based on the fundamental characteristics of Arts and Cultural Management. Consequently, the objective of this essay is to analyse in detail the relationship between “Creativepreneurship” and the discipline of Arts and Cultural Management by focusing on Claude Mollard’s theory of Cultural Engineering as a framework of its application. It is hoped that this essay will contribute to the effort of Strengthening Entrepreneurship in the Asian Community, which has been chosen as the theme of “One Asia International Course of One Asia Community 2019.”

Keywords: Creativepreneurship; Creativepreneur; Art; Art and Cultural Management; and Cultural Engineering.

I. INTRODUCTION

The strong influence of art on the development of the economy, tourism and life style has enlivened globally the importance of the professions that are related to the field of Arts and Cultural Management. Arts in their various forms, either visual, musical or performance, are able to generate an enormous income for the country through the tourism industry and the trend of today’s life styles. This has been strongly influenced by the advance of the information technology, digital media, the Internet and social media. In consequence, the method of strengthening art entrepreneurship also has to adopt a new approach in order to attract as many customers as possible, and the most trending now is known as “Creativepreneurship,” in which the practitioners are identified as “creativepreneurs”.

The specific field of “Creativepreneurship” has not been thoroughly discussed or explored, other than being mentioned in different terms, but interrelated to each other, such as Designomics, Branding, Rebranding, Designpreneur and Creative Industry. The term “Creativepreneurship” has been loosely used to illustrate the online businesses that utilize digital technology and the Internet by focusing on art-based products. A quick survey on Google has revealed that the term has been widely discussed in Indonesia by highlighting the main players who are mostly young entrepreneurs from the Y generation and the millennials.

One of the most interesting views was given by Irzan Raditya, CEO and Co-Founder of YesBoss, who defines a “creativepreneur” as “a person who develops a business through innovations and technology” (<https://www.slideshares.net>, 2018). Some other meaningful definitions are given by Orna Ross, Director of the Alliance of Independent Authors who mentions that “Creativepreneur is a relatively new job designation, unheard of before the 1990s, and only really taking off with the widespread adoption of smartphones in the past decade.” (<https://www.ornaross.com>. 2018).

She adds, “Creativepreneurs build their businesses around a personal mission, passion or purpose and run them from creative principles, using digital teams, tools, and tribes to expand their income and influence. [...] To succeed, a creativepreneur must fuse the creative and the commercial in ways that are equally alien to traditional business and to traditional creative industries” (Ibid).

Putri Indahsari, the Founder of Creativepreneur Event Creator in Indonesia, in her interview with *Women’s Obsession* mentions that one of the challenges for her company Creativepreneur Corner is to understand the process. All that we do requires a process as the ups and down, profits and losses, and mental test have been tasted and experienced by her team. She emphasizes that she has learned a lot from the processes of failure and rejection. Even now, she and her team are still learning and continue to learn. She added that they could not simply be satisfied with what they have achieved so far (Putri Indahsari in Kurniasih, <https://womensobsession.com>, 2019).

This brief survey indicates that even though the scope of “Creativepreneurship” is focusing on the world of online businesses that evolve around the use of new technology, smart phones and digital media, it still has to deal with challenges that are related to certain processes and methods of execution. Consequently, “Creativepreneurship” is indeed related to the discipline and fundamental characteristics of Art and Cultural Management. In this context, whatever forms of art management and “Creativepreneurship” should not dismiss and even require the fundamental aspects of Management, especially Arts and Cultural Management.

II. BASIC THEORY

Art can be defined from various perspectives. As art is the core business of “Creativepreneurship”, a specific definition of art should be referred to as a guide for any “creativepreneurs”. As an example, the definition of visual fine arts given by Jones in his book *Art Law* can be used as

a reference. He writes : “To be considered as visual fine art there must be some creative expression, image, or message infused or embodied in the work” (Jones, 2016, p. xix). He adds that visual fine art can be categorised as paintings, drawings, sculpture, prints, photography, installations, and new media.

There are many other views about definitions and forms of arts that are worth considering, such as that by Langer: “Art is the objectification of feeling” (Langer in Barnet, 2011, p.1). In this sense, art is a process of objectifying emotion: objectifying something which is subjective. On the other hand, according to Barnet, “An object is a work of art if the art world (for instance someone who is widely regarded as an artist) says it is” (2011, p. 5).

Famous social historian Arnold Hauser in his classic writing mentions that: “A work of art is a communication [...] If we do not know or even want to know the aims that the artist was pursuing through his work – his aims to inform, to convince, to influence people – then we do not get much farther in understanding his art ...” (Hauser, 1959, pp. 3-17). In this context, Hauser stresses the fact that art has significant roles in a society, including religion, communication, expression and propaganda.

Hauser adds, “The work of art is not only a source of complex personal experience, but also has another kind of complexity. It is the outcome of at least three different types of conditions: psychological, sociological and stylistic” (Ibid). Related and influenced by the aspects of psychology, sociology and styles; either focusing on the artist or his or her surroundings, art is actually responding to certain cultural objectives. According to Lewis, “the goal of the artist must be aesthetic development, and in a universal sense, to make in his own way some contribution to culture” (Lewis in Jones, 2016, p.21).

Art is indeed an important component of a culture that forms the identity of a nation. The purpose of the discipline of Arts and Cultural Management is to uphold and protect this identity in addition to fulfilling other needs that contribute to the country, such as income generation and strengthening the economy. In this context, arts, culture and the identity of a nation cannot be separated, as cited by Radbourne in her study:

“Culture, then, concerns identity - the identity of the nation, communities and individuals. We seek to preserve our culture because it is fundamental to our understanding of who we are... Culture, therefore, also concerns self-expression and creativity” (*Creative Nation*, Commonwealth of Australia, October 1994: 5 in Radbourne and Fraser, 1996, p. 8).

In contemporary society, the importance of the field of Arts and Cultural Management cannot be denied as arts have influenced various aspects of human life, including economy, tourism and life style. Indeed, there is a clear relationship between arts and “creativepreneurs” and “Creativepreneurship”. This is emphasized by Volz in his study by emphasizing that this era is the most important and exciting phase for art practitioners and “creativepreneurs”:

“This is an exhilarating time for the arts as opportunistic entrepreneurs in the performing and visual

arts are creating new work, envisioning ambitious artistic projects, and re-exploring the classics while seizing crowd funding revenue, government investments, corporate sponsorships, and social-network inspired audience development schemes to thrust their work into the public arena [...] to dream, create, and generate remarkable experiences and products for the World” (Volz, 2017, p.1).

Volz’s statement is clearly related to the activities of entrepreneurship and “Creativepreneurship” that have been chosen as the main theme of this 2019 One Asia Conference. “Creativepreneurship” is an aspect of Arts and Cultural Management, and is directly related to the field of Management in general.

A few general opinions on Management ought to be viewed and then related to the discipline of Arts and Cultural Management and “Creativepreneurship”. According to Janet Summerton, management is about being in position to make things happen. Indeed it is the managers’ job to create the conditions in which the artistic or cultural activity can happen and be sustained. Radbourne and Fraser in their study conclude that an art manager’s specific purpose is to help an organization and its artists fulfil their mission and attain the articulated goals and objectives. An effective art manager helps bring to audiences or members the unique benefits of the art experience. Being an art manager requires skills and knowledge in business practice combined with sensitivity towards creators and the creative process (1996).

They describe the role of Art Managers by emphasising that their main task is to establish a connection between artists, their art works and the public. According to them, “Art management is concerned with monitoring and safeguarding the efficient and sound delivery of artistic product from artist to audience. The art manager’s role is to facilitate the exchange of the artistic experience between the artist and the consumer through innovative cultural leadership” (Ibid). In this context, “creativepreneurs” too can be considered as art managers as their role is to facilitate the relationship between art and the public, regardless of their objectives, either to sell products or organize art events.

III. DISCUSSION

In order to fulfilling the responsibilities as an art manager, either in an organization or personal companies, a “creativepreneur” should be multiskilled: administrative and cultural administrative skills, as well as having right attitudes and values in addition to demonstrating art form knowledge (Radbourne and Fraser, 1996, pp. 170-171).

All these important characteristics will help a “creativepreneur” to perform his or her duties.

In the context of Arts and Cultural Management, the four key functions or processes of management will determine a manager’s success or failure: Planning, Leading, Organising, and Controlling. Planning is by far the most important and involves knowing where the organization wants to go and establishing how it will get there; Planning begins with a mission and a set of objectives and extends to the detailed stages or activities outlined over a period of time designed to achieve those objectives. It may be a corporate plan, a strategic plan or a

business plan; Leading involves motivating the workforce in the organization through a shared vision and shared goals; Organising involves management and leadership skills; and finally, Controlling is fundamental as a means of assessing effective and accountable management. Checks and evaluation mechanisms should be set in place with plans so that all employees with organisational or unit responsibility, including the manager, can check results against project plans and budgets and make changes if necessary (Byrnes, 1999).

“Creativepreneurship”, whether it is being practiced in personal business, corporate or public sectors should observe the core aspect of Arts and Cultural Management, which is to uphold and preserve the national identity. In order to achieve this goal, the framework of “Cultural Engineering” (Rekayasa Kebudayaan) introduced by French scholar Claude Mollard could be used as a model or reference. According to Mollard, Cultural Engineering is “the ability to deliver optimal solutions in terms of quality, costs and deadlines required by patrons of cultural life” (Mollard, 2015, p. i). In order for a cultural system to succeed, all the four cultural players in a society should play their roles effectively: they are the Decision-makers, Creators, Audience and the Mediators. For a “creativepreneur”, engaging early involvement of artists or those who are involved in the project is very important in all projects. They have to think about the finality of the projects, while practising four stages of project execution: diagnose the context, formulate the concept, set the goals and finally, evaluate the result.

IV. CONCLUSION

In order to create a healthy environment of “Creativepreneurship”, the commitment of all the four cultural players are crucial. It is usually the responsibility of the Government or policy makers to set and determine the arts and cultural agenda of the nation, which then will be pursued and assimilated by other cultural players. As an example, Malaysia has formulated its National Cultural Policy and National Creative Industry Policy in order to uphold the national identity and encourage the arts and crafts industries. In line with this agenda, “creativepreneur” and “Creativepreneurship” should also emulate and appreciate the agenda of the nation and not only aim to generate income from arts, but at the same time uphold and protect the identity of the nation.

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CREATING THE SELF-RELIANCE OF SMALL BUSINESS ACTORS IN THE CITY OF BANDUNG, WEST JAVA INDONESIA

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Abstract. Coblong Sub-District, Bandung City, West Java is majorly dominated by settlements and partly a trade and education area. The location which is close to the business center and government offices makes this sub-district an ideal area for residents to settle in. The biggest potential of this sub-district is in the trade sector. In addition, there are small business actors in the field of manufacturing industry which is the mainstay business of the residents. Therefore, the partner in this program includes a small business actor manufacturing jackets in the area of Sukapda Village, Cibenyng Kidul Sub-District, Bandung City. The priority problems faced by the partner are as follows: 1) Not implementing good or right business management such as market and marketing management, production management, HR and organization management, and financial and accounting management; 2) Limited capital which causes them unable to replace old sewing machines, including buttoning, buttonhole, and over lock machines; 3) No advanced promotional activities (only word-of-mouth promotion) as well as the partner's expectation to have equipment for promotion such as a computer set, participate in exhibitions (expo), and have business cards and product catalogs so that their jacket products can be known more and the sales increase. The solution and main output target of the implementation of this community service program include creating the self-reliance of jacket manufacturing small business actors by improving knowledge, skills, and management. The used approach methods include 4 (four) business training, technical assistance, facilitation, and mediation. The implementation of Community Service in Creating the Self-reliance of Small Business Actors in the City of Bandung has brought positive impacts on the businessman. This can be seen from the implementation of science and technology to solve the priority problems faced the partner by providing the following solutions: 1) improving the partner's business management which includes marketing, production, HR and organization, and accounting and financial aspects; and 2) increasing the capacity of production machines and improving the partner's promotional capacity.

Keywords: Self-reliance, Business Actors, Bandung City

I. INTRODUCTION

The Micro, Small, and Medium Enterprises or abbreviated as MSMEs are real sectors that come in direct contact with general communities in their daily business activities. MSMEs are one of the important spearheads for Indonesia to be able to master the free market in the coming years. MSMEs have also saved the Indonesian economy because they can absorb many workers who are currently unemployed or exposed to Termination of Employment (PHK). In addition, MSMEs were once able to survive amid the shock of the Indonesian monetary crisis which soared the prices of household goods at that time. MSMEs play a vital role in Indonesia's economic growth.

According to the information taken from the Ministry of Cooperatives and SMEs' Website (2014), the contribution of small and medium enterprises from 2012 to 2013 experienced development in all indicators. When viewed from the 2013 data, the development of business unit indicators reached 57,895,721 units (99.99%) and business actors were controlled by micro, small and medium enterprises, employment reached 114,144,082 people (96.99%), the contribution to GDP reached 5,440 trillion (60.34%), the contribution to exports reached 182 trillion (15.86%), and the contribution to the national economy through the investment value reached 1,655 trillion (63.42%).

Coblong Sub-District, Bandung City, West Java is majorly dominated by settlements and partly a trade and education area. The location which is close to the business center and government offices makes this sub-district an

ideal area for residents to settle in. The biggest potential of this sub-district is in the trade sector. In addition, there are small business actors in the field of manufacturing industry which is the mainstay business of the residents.

The number of workers is mostly in the trade sector and scattered in locations close to schools and traditional markets. The trade centers are located along Ahmad Yani Street and PHH Mustapa Street. Ahmad Yani Street is full of street vendors and shops selling clothing, electronic goods, and other household items, while PHH Mustapa Street is famous for its clothing manufacturing business center and trading of t-shirts, bags, hats, jackets, and others.

A. The Existing Conditions of the Partner's Business Group

The partners in this program are jacket manufacturing business actors. There are 10 business actors who have great potential. The existing conditions of the small business actors are as follows:

The supply of raw materials for making the jacket products is not difficult to obtain even though the prices fluctuate and vary and are adjusted to the quality of the fabric. The raw materials for making jackets are obtained from the area behind Pasar Baru and mostly from Cigondewah because it is the center of fabric trade in Bandung. In the area, there are various types of fabric and the prices are determined by the fluctuation of the dollar. Other raw materials are sewing thread, which can be bought at yarn stores around the city of Bandung.

The equipment used by the partners in the process of manufacturing jackets such as cutting machine in the processes of pattern making, stitching, attaching other materials, and finishing. In the production, averagely, each partner is only able to produce 1 dozen/day. Actually, the jacket production depends on the number of targets. The more jackets that are made, the more likely the process will be faster, and vice versa. The fewer the jacket orders, the longer the manufacturing time because the partner prioritizes large-amount orders.

The layout of the production process and the room have not been well organized. This is caused by the limited space. As an illustration, the manufacturing process of the jackets, including the pattern making and the sewing process, is done at the workers' houses. The jacket production process includes the following stages: designing, selecting jacket materials, purchasing jacket materials, cutting materials, screen printing and embroidery, jacket sewing process, and packaging.

Some aspects in the business management in the jacket manufacturing business have been performed well such as production planning, which includes planning the purchase of raw and additional materials, but, technically, the overall management is not yet comprehensive, especially in the financial management. The financial management is not done in the bookkeeping but is based on the orders. In addition, the partners do not have financial reports and the circulation of money is directly done by one person, i.e. the owner. Therefore, the partner is frequently not able to distinguish between the company's money and personal money.

Today, the jacket products are still supplied to the domestic areas, including Bandung, Surabaya, Tanah Abang, East Java, etc. The promotional technique used by the partner is still old-fashioned. The partners have not promoted their product through advertisements in the print or electronic media, and have never participated in exhibitions (expo). They only use word-of-mouth promotion. Even so, they always get orders from clothing stores in Pasar Baru, Umrah services, etc. However, such orders have not satisfied their expectations. The jacket pricing is based more on the type, model, and material of the jackets. Nevertheless, in general, there is already a market price determined for each jacket model at a price between Rp. 100,000 - Rp. 200,000 per pcs. The number of employees is 10 people. However, the partner admitted that it is now difficult to get employees, especially when there are a lot of orders. Usually, if there are no employees, the business is converted to other similar to businesses even though the profit tends to reduce and it is difficult to control work, especially the production process.

In general, the partner's business capital is private capital, but actually, there has been a financial aid from the government. However, it is somewhat difficult money to disburse the fund due to certain new requirements and guarantees. The first capital issued by the partner is Rp. 20.0000.000. Along with time, the capital is then rotated so that the partner can increase the amount of production and the number of machines so that he can earn more revenue.

B. The Partner's Priority Problems

Based on the identified problems, the team and the

partner decide or justify priority problems to be solved as follows:

1. Not yet performing the right business management, including market and marketing, production, HR and organization, and financial and accounting aspects.
2. Limited capital so that the partner cannot replace old machines such as buttoning, buttonhole, and overlock machines.
3. No advanced promotional activities (only word-of-mouth promotion) as well as the partner's expectation to have equipment for promotion such as a computer set, participate in exhibitions (expo), and have business cards and product catalogs so that their jacket products can be known more and the sales increase.

Based on the priority problems, the solutions and target outputs for the program implementation of creating the self-reliance of small business actors in the jacket manufacturing are as follows:

1. What are the implementation procedures, the solution steps to partner's problems, and the types of expertise in creating the self-reliance of small business actors in the jacket manufacturing in the City of Bandung?
2. How is the overview of science and technology transferred in the implementation of creating the self-reliance of small business actors in jacket manufacturing?
3. How are the solutions and the achieved output targets of the program implementation from the following priority problems: a) Improving the partner's business management which includes marketing, production, HR and organization, and accounting and financial aspects; b) Increasing the capacity of production machines; and c) Improving promotional capacity?

II. BASIC THEORY

A. Business Actors' Self-reliance

Self-reliance is defined as a condition where a person is not dependent on others in making decisions and the presence of self-confidence (Chaplin, 1996:105).

Self-reliance is the ability to manage everything by knowing how to manage time, walking, and thinking independently, accompanied by the ability to take risks and solve problems. With self-reliance, there is no need to get the approval of others when someone is going to determine something new.

A self-reliant person does not need something in detail but continuously thinks about how to achieve the final product. He can standardize on himself. Self-reliance is associated with a person who is independent, creative, and able to stand alone, as well as have the self-confidence that can make him capable as an individual to adapt and take care of everything with himself (Parker, 2006:226-227). According to Gea (2002:146), self-reliance is the ability of a person to realize his wants and needs with his strength.

From the various definitions above, it can be concluded that self-reliance is a condition when a person is trying to stand alone in the sense of not relying on others in the decision making and is able to perform life's tasks with full responsibility.

Article 1 point 3 of Law Number 8 of 1999 on Consumer Protection states that a business actor (entrepreneur) is an individual person or a company, in the form of a legal or non-legal entity established and domiciled or engaged in activities within the legal territory of the Republic of Indonesia, conducting various kinds of business activities in the economic sector through contracts, both individually and collectively.

B. Small Business

Law No. 20 of 2008 on the Micro, Small, and Medium Enterprises which states that MSMEs constitute business activities capable of creating job opportunities and providing economic services widely for the public and may play a role in even distribution process and increasing public earnings, stimulating economic growth and playing a role in materializing the national stability. In addition to the above, Micro, Small, and Medium Enterprises are one of the main pillars of the national economy that must obtain the main opportunity, support, protection, and development to the broadest possible extent as the materialization of the express siding with business groups of people's economies.

Small Enterprises shall be productive economic businesses standing alone, done by individual persons or business entities not constituting subsidiaries or not constituting company branches owned, controlled, or becoming direct or indirect portions of Medium or Large Enterprises with a net asset of more than Rp.50,000,000 up to a maximum amount of Rp.500,000,000 and an annual sales proceeds of more than Rp.300,000,000.00 (three hundred million Rupiah) up to a maximum amount of Rp.2,500,000,000 (Law No. 20 of 2008 on MSMEs).

Although small and medium enterprises have demonstrated their role in the national economy, they still face various obstacles and constraints both internal and external, for example in the aspects of production and processing, marketing and business climate (Ministry of Industry and Trade of the Republic of Indonesia, 2002:1).

Jafar (2004:41-43) explains that the problems faced by small micro businesses in Indonesia, in general, include: 1. internal problems (including a. lack of capital, b. limited human resources (HR), c. weak business network and market penetration capability and 2. external problems (including a. business climate that is not fully conducive, b. limited business facilities and infrastructure, c. implications of regional autonomy, d. implications of free trade, e. properties of short lifetime products, and f. limited market access).

The internal and external problems faced by the small business actors show that small business actors have not been able to overcome their problems. Therefore, a program is necessary to create self-reliance for the business actors to be able to solve their internal problems and external problems.

III.METHOD

Based on the priority problems, the used approach methods are described as follows:

A. Training

The training on business management included market and marketing analysis, production management,

management and organization, human resource (HR) management, and accounting (financial report writing), and financial management.

B. Technical Assistance

The technical assistance method was aimed at enabling business actors to implement the results of the training. In this case, technical assistance was done on business management. The partner was accompanied by a team/assistant to make sure that the partners can apply the training materials by being guided and directed by the team. This technical assistance was done at the partners' business location.

C. Facilitation of Capacity Building for Business Actors

In this method, the team facilitated the improvement of equipment and machines needed by the partners, i.e. increasing the capacity of the button, buttonhole, and over lock machines.

D. Mediation of Exhibition (Expo) between Business Actors and Government

This mediation was conducted in assisting the two partners to get access and facilities to participate in the exhibition (expo) from the government, both West Java Province and the City of Bandung. This exhibition (expo) mediation was aimed to make the partner's products increasingly known and the sales increase.

IV. DISCUSSION

A. Discussion on the Creating the Self-Reliance of Business Actors in the City of Bandung

1. Procedure for Activities and Solution Steps in Creating the Self-Reliance of Business Actors

a. Activity Procedure

To realize the program for the business actors, it is necessary to prepare the action plan steps. The phases of the activity plan are explained as follows:

b. Program Preparation

1. Making an operational agenda plan.
2. Arranging a coordination meeting.
3. Setting up the partners, trainers, and assistants in the program implementation.
4. Arranging a schedule timeline for the program activities.

c. Implementation of Facilitation

After the training and technical assistance phase, the next stage was the facilitation stage. The capacity building included: a) improving the capacity of buttoning and buttonhole machines, overlock machine, promotional devices, business cards, and jacket product catalogs.

d. Implementation of Training

The training was held in a room or classroom at the Unpas campus. The training employed practical methods adjusted to the partners' problems and needs. The training on the screen-printing business management included market (determining market opportunities) and marketing management, production management, management and organization, human resources (HR) management, financial statement (accounting) and financial management.

e. Implementation of Technical Assistance

In this technical assistance stage, the team and assistants performed assistance directly at the partners'

business location and, at the same time, evaluated the results of business management technical assistance which included market (determining market opportunities) and marketing management, production management, management and organization, human resources (HR) management, financial statement (accounting) and financial management.

f. Implementation of Exhibition (Expo) with Government

In this stage, the team identified the exhibition (expo) program held by the government, both Bandung City and West Java governments, especially to the related governmental offices such as Office of Cooperatives and SMEs and Office of Industry and Trade. The next step was identifying the venue of the exhibition (expo). Usually, the government holds an expo twice a year by taking place at Graha Mandala Siliwangi and Gasibu in front of the West Java Provincial Government Office. After that, the team came to the government to make coordination with them. Once there was an agreement, the team then coordinated with the partners to prepare all exhibition (expo) equipment and assisted (controlled) the partners during the exhibition (expo).

g. Evaluation and Reporting

1. Evaluation is an assessment of the implementation of program activities, including all implemented methods. It is necessary to evaluate the program to prepare recommendations to be followed-up by the team.
2. This program report is based on the results of the program implementation. The stages of making a report include filling in the log book, writing the progress report, and making the final report.

1. Description of the Transfer of Science and Technology in Creating the Self-Reliance of Small Business Actors in Bandung city

- a. Science and technology transfer 1: Business Management covering the aspects of marketing, production, management and organization, human resource, and accounting and finance.
- b. Science and technology transfer 2: Facilitation of improving the production machine capacity, i.e. buttoning, buttonhole, and over lock machines, name cards, and product catalogs.

2. Solutions and Output Targets for the Program Implementation

- a. The Solutions and the Achieved Output Targets for the

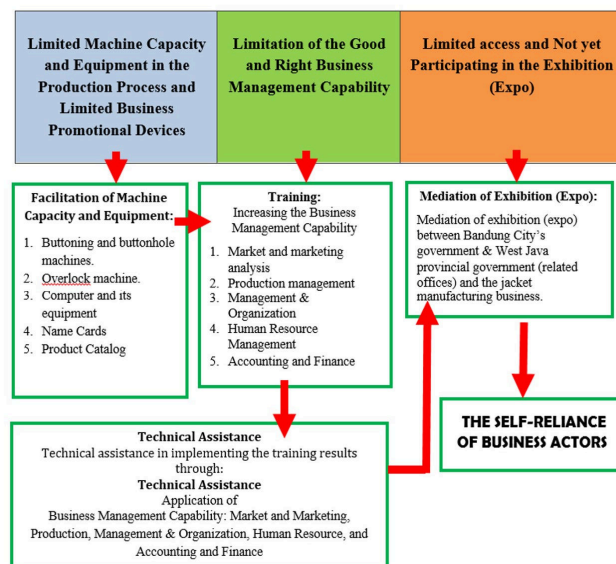
Table 1 The Solution and the Achieved Output Targets for the Improvement of Marketing Management Aspect

Solution to Problem 1	Achieved Output Targets
Improving the management capacity on the marketing aspect	1. Having marketing knowledge and skills
	2. Able to set target markets and market share
	3. Knowing and understanding the number, the demand, and the type of

B. Steps to Solve the Business Actors' Priority Problems

The solution steps to the priority problems that have been set in the solutions and output targets in creating the Self-Reliance of Small Business Actors in Bandung City can be seen in Figure 1.

**Figure 1
Solution Steps to Create the Self-Reliance of Business Actors The Problem Of The Priority Of Business Activities**



- c. Science and technology transfer 3: Mediation of promotional exhibitions (expo)/ steps for facilitating and mediating partnerships.
- d. Identification of promotion program of the Bandung City's government & West Java provincial government (related offices).
- e. Coordination between Bandung City's government & West Java provincial government (related offices).
- f. Coordination of the exhibition (expo) program with the partner group.
- g. Implementation of the exhibition (expo).

Improvement on the right business management, including market and marketing, production, HR and organization, and financial and accounting aspects.

4. competition
4. Able to set the sales target
5. Able to set the selling price
6. Able to set marketing strategies\ determine the product position
7. Able to set the right type of promotion

Table 2 The Solution and the Achieved Output Targets for the Improvement of Production Management Aspect

Solution to Problem 2	Achieved Output Targets
Improving the management capacity on the production aspect	<ol style="list-style-type: none"> Understanding the mechanism and controlling the procurement of raw and additional materials as well as equipment Making product models or design Controlling production activities following predetermined quantity and quality Using and controlling the existing technology and equipment Waste handling

Table 3 The Solution and the Achieved Output Targets for the Improvement of Management and Organization Aspects

Solution to Problem 3	Achieved Output Targets
Improving the organization and management capacity	<ol style="list-style-type: none"> Establishing and implementing organizational structures The division of tasks and authority Designing business plans Business legality/licensing Regulation and salary

Table 4 The Solution and the Achieved Output Targets for the Improvement of Human Resource Management Aspect

Solution to Problem 4	Achieved Output Targets
Improving the management capacity on the human resource aspect	<ol style="list-style-type: none"> Specifying the requirements, criteria, and the number of workers Describing or specifying work Motivating employees Increased entrepreneurial spirit Specifying the amount of salary

Table 5 The Solution and the Achieved Output Targets for the Improvement of Accounting and Financial

The evaluation of the implementation of creating the self-reliance of small business actors in Bandung city shows the following results:

Management Aspect

Solution to Problem 5	Achieved Output Targets
Improving the management capacity on the accounting and financial aspect	<ol style="list-style-type: none"> Having transaction proofs Arranging or understanding and having a ledger Having a balance sheet, profit and loss, and cash flow Analyzing financial statements Capital sources Planning for capital use Investment capital and working capital Capital cultivation

C. The Achievement of Solutions and Output Targets for the Improvement in the Production Machines used by Business Actors in Bandung City

Table 6 The Solution and the Achieved Output Targets for the Improvement of Production Machine Capacity

Solution to Problem 6	Achieved Output Targets
Increasing the production capacity	<ol style="list-style-type: none"> Increased assets Having adequate machines that greatly support business activities, i.e. buttoning, buttonhole, and overlock machines Smoother production process Setting production schedules and production targets according to consumer demands Getting trust from consumers for having an adequate machine for the business operations

D. The Achievement of Solutions and Output Targets for the Improvement of the Partner's Promotional Capacity in the City of Bandung

Table 7 The Solution and the Achieved Output Targets for the Improvement of Promotional Capacity

Solution to Problem 7	Achieved Output Targets
Increasing the promotional capacity	<ol style="list-style-type: none"> Able to make online promotion by having promotional equipment and a computer set. Able to attend exhibitions (Expo) so that the jacket products are increasingly recognized and the sales increase. Having business cards, so that they are better known and the sales increase. Having product catalogs for their jackets so that they are better known and make it easier for consumers to order.

1. The program of Creating the Self-Reliance of small business actors in Bandung City can be implemented according to the plans by employing various

approaches, including training, technical assistance, facilitation, and mediation.

- The evaluation results show that there is still an obstacle in the program implementation of Creating the Self-Reliance of small business actors in Bandung City, i.e. the program implementation timeline is not in line with the target timeline due to the different timeline between the partners and the team so it is rather difficult to synergize the program schedule.

IV. CONCLUSION

The program implementation of creating the self-reliance of small business actors in Bandung city has brought positive impacts on the self-reliance of the small business actors. This can be seen from the implementation of science and technology through training, technical assistance, facilitation, and mediation to solve problems by providing the achieved solutions as follows: improving business management which includes increased marketing management aspects, production management, management and organization, human resource management, and accounting and financial aspects, increased production machine capacity, and promotional capability (expo).

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THE SPIRIT OF THE DEVELOPMENT OF ENTREPRENEURSHIP IN HIGHER EDUCATION

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Abstract. The world of higher education in Indonesia knows three functions or the Tri Dharma of Higher Education, there are Education and Teaching, Research, Community Service. Is the function of our higher education adequate based on the concept of tridharma? With a new vision of the future that demands the function and role of the new tertiary institution, it is better to explore the basics of the tridharma principle. This study uses a naturalistic inquiry approach. This approach was chosen because it was considered more suitable with the characteristics of the problem under study, namely with regard to Entrepreneurship behavior. Scientific inquiry is the search for knowledge using a method known as data collection, analysis, and interpretation. Research with a qualitative approach uses a collection method as much as possible in detail and in-depth facts about one thing or social phenomenon in order to get an understanding of as much as possible the nature of the symptoms. Collection of information to understand the facts is done by research techniques such as interviews, observation (observation) including involved observations (participation observation). As from the results of the analysis of the spirit of entrepreneurship in Higher Education that has been discussed, the authors draw conclusions from the results of the discussion by referring specifically to the problematic Philosophical, Process, Results and Strategy questions, with conclusions as follows: **Philosophical problematic;** The developing meaning of entrepreneurship can be appreciated in practical understanding (practical concept), this is revealed because the narrow meaning that exists for entrepreneurship is interpretation and views that entrepreneurship is synonymous with what is owned and done by "businessman" or "entrepreneur" who owns a business (trading), **Problematic Processes;** One of the entrepreneurship development programs in universities is through the implementation of entrepreneurship courses that are integrated into the curriculum, namely how the curriculum is developed by identifying its uniqueness which has to do with developing entrepreneurship. Entrepreneurship curriculum development can be adopted from the building of science management houses in higher education. **Problematic Results;** Implementation on entrepreneurship programs in the academic community will still face obstacles, because the understanding of each university is different. Some people feel that it is not right to view entrepreneurial universities which are interpreted as business-oriented universities, given the philosophical basis of non-profit service-oriented education. Even though the university entrepreneur concept views things as a whole as a unit that is interrelated and synergized. **Problematic Strategy;** Entrepreneurship development in higher education requires a strategy and development of an entrepreneurial cultural movement program with the Business Incubator program (INBIS). This means that the College's Business Incubator is an institution that functions to incubate the business potential of universities and businesses towards higher education based on research universities as well as entrepreneurial universities. Universities need to develop business units from the faculty level to the rectorate, directly the university business incubator is an integral part of the campus organizational structure because it will mobilize, direct and supervise university leaders for university-level business units, and faculty level leaders and study programs / majors for business units at the faculty and study program / department level.

Keyword : Spirit, Development Entrepreneurship, Higher Education

I. INTRODUCTION

The world of higher education in Indonesia knows three functions or the Tri Dharma of Higher Education, there are Education and Teaching, Research, Community Service. Is the function of our higher education adequate based on the concept of tridharma? With a new vision of the future that demands the function and role of the new tertiary institution, it is better to explore the basics of the tridharma principle.

The formulation of the roles and functions of higher education has been formulated in international meetings. "The gap in the quality of education is still an obstacle for many countries, especially Indonesia," said The United Nations Educational, Scientific and Cultural Organization (UNESCO) Assistant Director, Qian Tang, in launching the 2016 Global Education Monitoring (GEM) Report in

Jakarta, Tuesday (6/9). The quality and quality of universities in Indonesia is still low, making it difficult to compete at the international level. Based on data from the Ministry of Research, Technology and Higher Education (Kemenristekdikti), there are only two national universities that are ranked as the 500 best universities in the world.

The mission of higher education as a center for the development of professionalism implies that higher education is inseparable from the development of the industrial world. The relationship between higher education and industry is getting increasingly tight, even higher education in the future cannot stand alone without the industrial world. Professional development also means higher education provides services to the surrounding community in order to build an advanced society, which is

based on technology and science. Thus higher education perched on ivory towers has no place in the 21st century.

Birth of Law Number. 20 of 2003 concerning the National Higher Education System, in which one of the implementing regulations, namely about higher education has been formulated regarding the function of higher education. In it also the objectives of higher education have been formulated, namely; 1) Prepare students to become community members who have academic and / or professional abilities; 2) Develop and disseminate knowledge and strive to use it to improve people's lives and enrich national culture. Government regulations on higher education certainly refer to the goals of national education, namely the formation of whole people. In these government regulations, the emphasis is on the function of higher education which is summarized in the tridharma of higher education.

The university of the future is required to establish a network with the industrial world as well as regional and international higher education institutions. This is driven by, not only because science is universal, also because the work of scientists will be global. Furthermore, the university can understand the pathology of industrial culture as well as indications of the information revolution. In today's global changes there are emerging third world development problems that are no less interesting to be handled by the world of higher education. In globalization there is a new type of culture and a new mentality. Thus 21st century higher education requested a new campus culture in entering the 4.0 Industrial Revolution.

A. Higher Education and Nation Competitiveness

The nation's competitiveness can only be achieved if there is a strong foundation of national unity and unity. Colleges can play a significant role in unifying the nation through the provision of quality education and providing broad opportunities for all nations, research that is able to explore local potential and provide benefits to the wider community. Although the growth of the gross enrollment rate in Indonesia has increased to above 32.5% in 2017/2018 while the target for 2019 is 35%, compared to other ASIA countries this position is still relatively low, for example compared to South Korea reached 92%. The opportunity to take part in higher education and the number of students must be continuously and evenly increased, so that they can produce graduates in sufficient numbers to be able to encourage economic growth and national competitiveness. This increase in quantity must be accompanied by increased quality and high relevance. Without these two aspects the graduates produced would become intellectual unemployed.

The level of competition for human resources in the national and international labor markets continues to increase along with the increasing utilization of new science and technology in various fields of the business world, as well as the increasingly high level of professionalism (knowledge, hard skills, soft skills). Efforts to improve the quality of tertiary graduates in Indonesia are different from the previous period because the open market has caused greater penetration of foreign workers, so that competition at the national level no longer occurs only between graduates of national universities, but

also between graduates national universities with graduates from abroad.

The Central Bureau of Statistics (BPS) released a report on the number of labor force in Indonesia in February 2017. In that period, there were 131.55 million people in the workforce or an increase of 3.88 million people compared to February 2016. Of that number, the Indonesian population working in February 2017 recorded 124.54 million people, up 3.89 million compared to the same period last year. While the number of unemployed people was 7.01 million, only 10 thousand less than in February 2016.

The competition for job seekers from college graduates is getting tougher because the unemployment rate in Indonesia continues to increase, this requires the attention of higher education providers to always adjust the curriculum, processes and learning materials to the development of the world of work. Increasing the relevance of this education should be the target of continuous quality enhancement as part of an overall university quality assurance system. In this case, the aspect of relevance requires providers of higher education to develop study programs that are in line with the needs of the labor market.

Quality and relevance are two aspects of higher education that are interrelated and have a direct contribution to improving the nation's competitiveness in the field of human resources. Speeding up the increase in both aspects, universities can seek cooperation, benchmarking, networking or various other businesses, so they can take advantage of lessons learned and best practices from other universities.

This means that an education development strategy is needed to empower people. Helpless humans are people who can think creatively, independently and are able to build themselves and society. Quality education is also needed by relying on ICT use and entrepreneurship.

B. Basic Concept of Entrepreneurship

Entrepreneurship knowledge (entrepreneurship) according to (Gaffar, 2008) is a management term that contains scientific elements, attitudes, and practices. In terms of science there needs to be clarity, what are the contents? Regarding attitude, are there policies that support it? while explaining the practice, does the market need it?

Entrepreneurship is a discipline that learns about the values, abilities and behavior of a person in facing life's challenges to obtain opportunities with the various risks they may face. Entrepreneurship is not only a field affair, but is a scientific discipline that can be learned and taught, "Entrepreneurship are not only born but also made", meaning entrepreneurship is not only an innate talent from birth or a field experience, but can also be learned and taught. Someone who has entrepreneurial talent can develop his talent through education. Those who become entrepreneurs are people who know the potential (traits) and learn to develop the potential to capture opportunities and organize businesses in realizing their ideals.

Entrepreneurship is the process of creating something new in value using the time and effort needed, bearing the financial, physical, and social risks that accompany it, receiving the monetary rewards generated, as well as

satisfaction and personal freedom. Furthermore, entrepreneurs will respond and create change through their entrepreneurial actions, while entrepreneurial actions refer to behavior as a form of response to decisions based on consideration of uncertainty about possible opportunities for profit.

Conceptually, the system of implementing higher education oriented to entrepreneurship is a synthesis of the education system oriented to human investment. The entrepreneurship-oriented tertiary graduates make entrepreneurial values as the work ethic of the academic community that have attitudes, views, mindsets, and actions characterized by entrepreneurial human characteristics, which include: (1) self-confidence; (2) task oriented and results; (3) dare to take risks; (4) leadership spirit; (5) future-oriented; (6) originality (Meredith, et. Al) in (Alma, 2008: 290). An integrative roundness to have entrepreneurial characteristics, will further become an entrepreneurial work ethic in universities.

C. Development of Entrepreneurship

Judging from its development, in the 1950s entrepreneurial education began to be initiated in several countries such as Europe, America and Canada. Even since the 1970s many universities taught "entrepreneurship" or "small business management" or "new venture management". In the 1980s, nearly 500 schools in the United States provided entrepreneurship education.

Since the beginning of the 20th century, according to Hisrich, Robert. D, Peter, Michael. P, Shepherd, Dean. A. (2008: 8). entrepreneurship has been introduced in several countries. For example; in the Netherlands known as "ondernemer", in Germany known as "unternehmer". In some countries, entrepreneurship has many responsibilities, among others, in making decisions concerning technical leadership, organizational and commercial leadership, providing capital, receiving and handling labor, buying, selling, advertising, and so on.

In Indonesia, entrepreneurship education in universities is relatively new introduced in the 1990s, based on observations, the number of universities and colleges in big cities that offer at least one class in entrepreneurship increases every year, Entrepreneurship courses are used as public courses, and there are on several campuses entrepreneurship and technology entrepreneurship programs and other programs that lead to an entrepreneurial spirit, but most universities still partially place Entrepreneurship courses, so the application is limited to entrepreneurship courses which are still limited to certain study programs (eg study programs economics and management), because the understanding developed in universities in Indonesia is still a practical approach (practical concept).

Even though from the concept side it is still open to be discussed, universities need entrepreneurial-oriented spirit to answer the complexity of the problems above, through entrepreneurship course curricula that are integrated with the basis of life skill competencies to prepare students for independence. Agree that 'spirit of entrepreneurship' is the most appropriate answer in answering college problems in preparing graduates.

Of course, it is also a problem for universities which is caused by the lack of knowledge provided by entrepreneurship courses evenly in lectures in several study programs, so there is no transfer of knowledge. Thus, this writing is directed to examine in depth the position of entrepreneurship courses to be used as courses that are integrated into all study programs in each university. Positioning the development of entrepreneurial programs to spread across each study program / department is the role of universities in motivating prospective scholars to become entrepreneurs. So that it can ward off the fact that most college graduates are more job seekers than job creators. This could be due to the learning system applied in various tertiary institutions currently more focused on how to prepare students who quickly graduate and get jobs, rather than graduates who are ready to create jobs.

The development of entrepreneurship in higher education if it is focused on its application program in the community of higher education can also be traced with the initial steps in three ways:

- 1) Is it integrated in various relevant study programs?
- 2) Is it part of a particular study program? and / or
- 3) As a separate course or basic courses offered to all students?

The development of entrepreneurship programs in higher education is more directed at observing the application of entrepreneurship courses that are integrated into the curriculum (the transfer of knowledge and transfer of value), but in its depth it is very open to observing entrepreneurial phenomena in other programs that come in contact with enthusiasm entrepreneurship, because scientific understanding, mentality and practical understanding are wholeness of understanding to study the development of entrepreneurship in educational institutions. As an example that can be revealed in the understanding of entrepreneurship programs in universities, among others; campus business development programs through student cooperatives and employee cooperatives, research programs that explore the economic potential of certain villages / regions, community service programs through assisted villages with the application of appropriate technology that can help communities develop their businesses, collaborate with businesses through the establishment of financial institutions, the establishment of franchises and the industrial world through offering consulting services in working on various pilot projects for industry or project development. The entire program that has been observed is perceived to be more oriented to practical views (skills), so it is important to study and question from the scientific view (transfer of knowledge), as well as mental attitude (transfer of value).

D. Fundamental Questions

Dissecting more in this study, the author described it through classified questions, as follows:

Problematic Question - I; Philosophical:

1. What is the meaning of the entrepreneurship program at the College?
2. What are the benefits of developing entrepreneurship at Universities?
3. How important is the development of entrepreneurship in Higher Education?

4. Is there an entrepreneurship program at the College?
5. Problematic Question - 2; Process :
6. How does the College manage entrepreneurship programs?
7. In what ways is the education program (study of entrepreneurship courses in the curriculum structure) in Higher Education supporting entrepreneurship?
8. What is the University's policy towards developing entrepreneurial courses in the curriculum structure of the faculty and department / study program?
9. Problematic Question - 3; Results:
10. How is entrepreneurship applied and implemented in the academic community?
11. What will be the impact of developing entrepreneurship in universities?
12. Problematic Question - 4; Strategy: What is the strategy and model for developing entrepreneurship in Higher Education?

II. METHOD

This study uses a naturalistic inquiry approach. This approach was chosen because it was considered more suitable with the characteristics of the problem under study, namely with regard to Entrepreneurship behavior. Scientific inquiry is the search for knowledge using a method known as data collection, analysis, and interpretation.

Research with a qualitative approach uses a collection method as much as possible in detail and in-depth facts about one thing or social phenomenon in order to get an understanding of as much as possible the nature of the symptoms. Collection of information to understand the facts is done by research techniques such as interviews, observation (observation) including involved observations (participation observation).

Furthermore, it should be emphasized here that the nature or substance of the focus of study through a qualitative approach is abstract. That means that what is understood is in the form of thoughts, knowledge, beliefs, feelings from the community, groups, or social groups studied. All of that is traced through behavioral symptoms or other symptoms. The observable symptoms, analyzed, interpreted and in turn must be explained and understood as the behavior of the community concerned. All these understandings are related to existing theories and researchers will interpret and reconstruct theories that will give birth to models in Entrepreneurship Development in Higher Education through the Study of Entrepreneurship Program Development, so that it will provide a change in understanding of the problems after the research.

This research focuses on the problem of entrepreneurship management in several universities as strategic factors in the management of quality tertiary institutions. More specifically, the attitude of the higher education management is used as the focus of the problem, while the other academics, in general, can be used as supporting sources in this study.

The method used in this study is qualitative. This method is based on appreciation of human behavior holistically and intact. In connection with this, Kao (1991: 190) states that entrepreneurship is a symptom of behavior.

All activities that take place are examined in terms of (natural settings) and dive through a deep appreciation method (verstehen) and look for what values are inherent in the development of entrepreneurship with experience and knowledge. The most institutionalized activities in developing entrepreneurship. The people studied are seen as the center of existing social phenomena. Therefore, their view is the most important (emic perspective) not the view of the researcher (etic perspective).

Research with a qualitative approach is research with a method of collecting as much as possible facts in detail and in depth about one thing or social phenomenon in order to get an understanding of as much as possible the nature of the symptoms. Collection of information to understand the facts is done by research techniques such as interviews, observation (observation), including observations involved (participation observation). In accordance with what is reinforced by the opinion of Krathwohl (1993: 315) below: Qualitative data may be gathered in as many ways as the researcher's creativity permits. Although the most widely used source is observation, analysis of records and documents is also common. In addition to observation in a sociological tradition, methods of eliciting responses from individuals using interviewing or a stimulated response technique, as psychologists do, may be useful.

Research with this qualitative approach is to understand the nature of social symptoms and the relationship between symptoms that are holistic and systemic. The meaning or implied message behind the symptoms or the relationship between symptoms must be understood in relation to the subject matter of the research. The problem will be answered based on a particular theory or theoretical framework.

Furthermore, it needs to be emphasized here that the nature or substance of the focus of study through a qualitative approach is abstract. This means that what is understood is in the form of thoughts, knowledge, beliefs, feelings from the community, groups or social groups studied. All of that is traced through behavioral symptoms or other symptoms. The observed symptoms, analyzed, interpreted and in turn must be explained and understood as the culture of the community concerned.

III. DISCUSSION

Discussions conducted in higher education with a description based on the problematic Philosophical questions, Processes, Results and Strategies / Models that have been described in the previous chapter.

A. Reviewing the Meanings of the Entrepreneurship Program in Higher Education

An understanding of the meaning of entrepreneurship that develops in the environment of higher education is in the area of practical approaches (practical concepts or psychomotor aspects in the meaning of learning). Indeed, the meaning of entrepreneurship should have a 'spirit' from the start of scientific concepts, concepts of attitude and practical concepts. That is, in the meaning of scientific concepts entrepreneurial programs are included or integrated into the curriculum into independent courses, so there is a process of transfer of knowledge from the teaching and learning process in the classroom, therefore if

entrepreneurship is interpreted as science, it is important to teach students to equip themselves in order to have capital in developing creativity and innovative abilities. In addition, there is also the importance of the transfer of value in the teaching and learning process, because the attitude is interpreted as a character whose final results will form attitudes of independence and self-confidence. Nevertheless the support of practical concepts is very important with the application in the field in the formation of business units or business institutions that are used as a vehicle for learning business organizations for the academic community, so as to foster the Soul of Leadership, Professionalism, Emotional Intelligence.

The context of the scientific approach (the transfer of knowledge) from the application of entrepreneurship courses program integrated into the curriculum can strengthen entrepreneurial spirit in the mindset and perspective of the academic community.

B. Reviewing the Benefits of Developing the Entrepreneurship Program in Higher Education

The benefits of developing entrepreneurship can provide a spirit to the academic community that many campuses are successful and successful because management has the ability to think creatively and innovatively. Works and initiatives are only found in campus management which consists of people who think creatively. Not a few campuses have succeeded because they have creative and innovative abilities.

Further development with the entry of entrepreneurship programs in universities, has the following orientation:

1. Encouraging the use of research and development results to be devices that can be used by the community and have commercial value.
2. Realizing the potential synergy of tertiary institutions with the potential of industry / small and medium enterprises so that they can develop independent small and medium industries.
3. Developing an entrepreneurial culture within the university to encourage the creation of new entrepreneurs.
4. Encouraging the acceleration of Indonesia's economic recovery through poverty alleviation and the provision of employment with the growth of strong new entrepreneurs, both in terms of the quality of goods produced and services and in its marketing aspects.
5. Develop activities that encourage the realization of income generating units in universities in anticipation of the enactment of autonomy of higher education institutions (especially state universities).

Universities in developing entrepreneurship both from a scientific aspect (theoretical), value And practically feel various benefits. Campus requires a management spirit towards independence in the development of facilities and infrastructure to increase self-confidence, therefore the values of creativity and innovation are to become breath in carrying out the tri dharma of higher education towards academic professionalism.

C. The Importance of Entrepreneurship Development in Higher Education

The importance of developing entrepreneurship programs is implemented in universities because it plays a function, as follows:

1. Identify business systems that are already running and business potential in universities, and help businesses that have the opportunity to be developed.
2. Preparing business potential in universities to become independent business units and able to become a source of income to support the Tri Dharma College activities.
3. Helping entrepreneurship development for academicians and alumni.
4. Synergizing Higher Education Science and Technology with the needs of the business world.
5. Strengthen the science and technology information network to support business continuity in universities.
6. Entrepreneurship development through the methods above will be more directed and will provide a gradual value of learning for universities. In fact, the above functions are felt by universities, although at different strengths, this is motivated by the differences in the culture of higher education that has a different journey in its development over time.

D. Entrepreneurship Program at Universities

Entrepreneurship program in higher education is a place to equip the generation of the nation to have the values of Self-Reliance and Confidence, Creative and Innovative Ability, Having a Soul of Leadership, Professionalism, Emotional Intelligence.

This can be formed with the launching of entrepreneurship programs in universities. The entrepreneurship program in its development is still looking for forms of programs that are in line with the 'spirit' and 'aura' of college academics in very different dynamics, but the important thing in entrepreneurship programs is how new ideas and thoughts arise to create something new and different. In general campus organizations, creative and innovative processes can be carried out through research and development activities to reach the market.

Excellence in all fields is difficult to realize in higher education at the same time. Therefore, the strategy of developing higher education is directed at providing opportunities to universities that have the potential and capacity to develop themselves to achieve competitive advantage, namely academic excellence. Based on this reality, the campus must be upgraded to follow various changes and catch up. This effort can be carried out if the paradigm of higher education becomes an independent and autonomous tertiary institution and does not always depend on the government budget.

The key to success for independence is to make universities become research universities as well as entrepreneurial universities as they have developed in developed countries. These efforts can be carried out if all academic and non-academic potential in higher education can be developed into a business unit through collaboration with the business world and the industrial world that can achieve link and match acceleration. Although this requires

a synergistic adaptation for higher education, but by moving all the potential that is owned, success will be achieved.

E. Management of Entrepreneurship Programs in Universities

Management of entrepreneurial programs in terms of science and practice, that universities will have sources of income and infrastructure that can develop their capabilities beyond what they have. Thus, universities can significantly improve their reputation and quality according to market needs.

Managing an entrepreneur university program needs to learn who has done it, through Strategic Benchmarking which means: *"It is the search and application of truly better practices continuously, which leads to superior competitive performance"*. (Gregory H. Watson, 1997: 2).

Benchmarking is a systematic and continuous measurement process; the process of measuring and comparing continuously the business processes of an organization with those of any business process in the world, to obtain information that will help the organization's efforts to improve its performance.

Benchmarking follows a four-step basic approach, which follows the fundamental quality method as Shewhart describes, including:

In the first step, namely planning a Benchmarking study, we need to select and determine the process that must be learned; The second step, in Benchmarking is to conduct primary and secondary research. Includes investigations of secret disclosures of certain processes within the company being targeted; The third step, in the Benchmarking is analyzing collected data to compile study findings and recommendations; Fourth step; Benchmarking includes adaptation, development and implementation of the determinants of a suitable Benchmarking process.

The purpose of benchmarking is to change an organization in such a way that it improves its performance. Thus, Benchmarking is a process that from the beginning has an action bias; this is more than just a study of business processes or studies to obtain a benchmark relative to business performance.

Good management of entrepreneurship programs is needed by universities, the phenomenon of college entrepreneurship is relatively still considered a new item and even creates controversy in responding and assessing college entrepreneurship programs, so it is necessary for adaptation to implement it by conducting Benchmarking to several earlier universities run an entrepreneur university program.

F. Clarify the Education Program (Study of Entrepreneurship Courses in Curriculum Structures) in Higher Education

The description of educational programs that contain entrepreneurship (curriculum studies), that the entrepreneurial dimension in the teaching and learning process in higher education is related to curriculum and human resources. Incorporating the entrepreneurial spirit to color local content in the higher education curriculum can

be seen as an embodiment of universities responding to external developments.

Based on studies in several curricula, the development of each subject can still be developed according to the needs of a complementary study, because the development of entrepreneurial values is inseparable from the context of developing the core curriculum that is directed towards the formation of the dimensions of Self-Reliance and Confidence, Creative and Innovative Ability, Having a Soul of Leadership, Professionalism, Emotional Intelligence.

G. Understanding the Entrepreneurship Course Development Policy in the Curriculum Structure

In general, entrepreneurship development policies in tertiary institutions will always be related to education policy. The definition of education policy was formulated by Tilaar and Riant Nugroho (2008: 140), as follows: *"Educational policy is the whole process and the results of the formulation of educational strategic steps outlined in the vision, mission of education, in order to realize the achievement of educational goals in a society for a certain period of time"*.

According to Tilaar and Riant Nugroho (2008: 140) college policy which is part of education policy, if formulated its policy towards the development of entrepreneurship programs can be directed at the following matters:

- 1) *First*, the public-service institution needs a clear definition of its mission.
- 2) The public-service institution needs a realistic statement of goals.
- 3) Failure to achieve objective should be considered an indication that the objective is wrong, or at least defined wrongly.
- 4) *Finally*, public-service institutions need to build into their policies and practices the constant search for innovative opportunity.

Entrepreneurship policy has implications for public services, therefore the mission of higher education towards entrepreneurship is very important for universities that have the courage to take risks if they start a new outcome is uncertain. Universities must always be active in innovating in carrying out their business which is organizationally ready to change to build a more promising posture in the future. Thus college entrepreneurship requires a clear process and outcome with policy support.

H. Entrepreneurship Applied and Implemented in the Academic Community

Collective entrepreneurial activity is at the core of the phenomenon of university transformation. This means that all units or centers must be the business center as well as an academic service center. Effective collective entrepreneurs will not bring a university beyond the boundaries of academic legitimacy, but will create a market flow for reputation, resources and development. The principle is that entrepreneurship programs are implemented following the types of activities in higher education, as seen in the picture below:

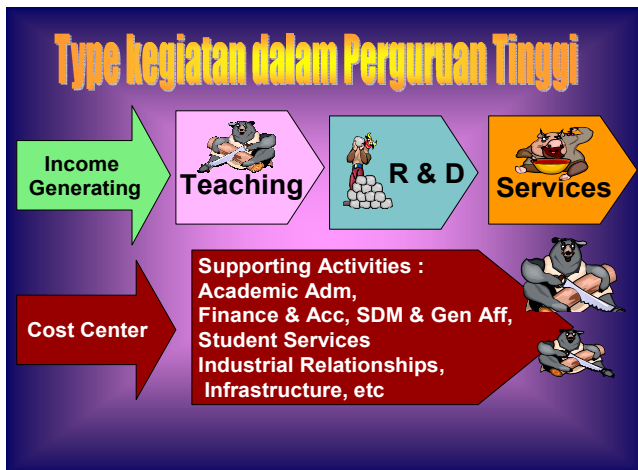


Figure 4.3. Type of Activities in Higher Education Source: Adoption of 2003-2010 HELTS

The objective conditions of universities to carry out the types of activities above are still not well patterned, in terms of income generating programs, even though there are programs that produce both from education and teaching programs, research and development as well as community service, but are still scaled small and not sustainable. Included in centralized funding for programs that support the development of entrepreneurship are still not focused or included on a priority scale.

I. The Impact of Entrepreneurship Development Applied in Higher Education

There is no one measure that can be used to measure the impact of university success in entrepreneurship development on campus except its high performance in teaching and research above other indicators of social order. This can be measured based on management trends that can shake the business world, namely: Quality Cycle, which lasts more than a few years; Corporate culture / organization, becomes a complicated and expensive process; Intrapreneuring, in the company promotes the entrepreneurial spirit in realizing good ideas; Employee Participation, with an innovative rotation system; Strategic Alliance, creates strange alliances; Management by Walking Around, tactics directly observe what is happening in the field; Change Management, the concept of managing change is presented to companies even though change is something new and managing change is science. In the higher education system, the diversity of visions and missions is very important, and universities are encouraged or funded to act as expected. Measuring the intended impact can be seen in the development of results-oriented organizations as guidelines in developing campus organizations towards entrepreneur universities.

J. Strategy and Model of Entrepreneurship Program in Higher Education.

The strategy / model of an entrepreneurial college program that is appropriate in realizing a research university as well as an entrepreneurial university is the Higher Education Entrepreneurship Program and Business Incubator (INBIS) strategy that is expected to be able to integrate non-academic and academic business potential

(eg research results) with business through developing an entrepreneurial culture in college in a way:

- Developing a culture of entrepreneurship in the Tridharma of Higher Education.
- Realizing the potential synergy of higher education institutions with the potential of the business world so that they can develop science and technology as needed.
- Utilizing commercial / non-academic business potential of commercial value.
- Increase the chances of success of new entrepreneurs through integrated consulting services.
- Developing activities that encourage the realization of business units as income generating units in universities need to create strategies and models of understanding so that they are not trapped in a narrow and practical view. The strategy / model of entrepreneurial spirit can be explored in the picture below:

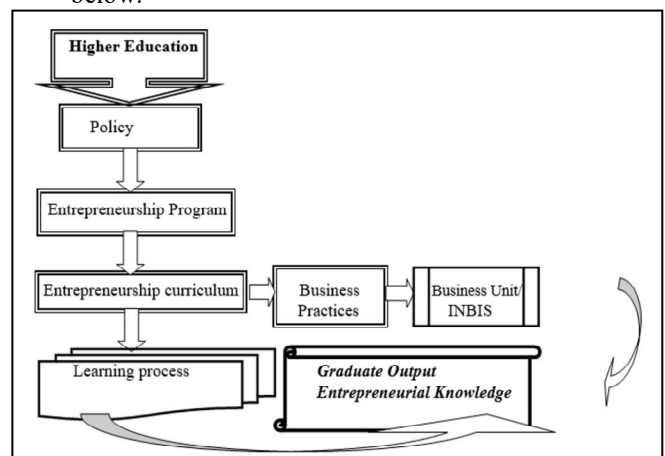


Figure 4.5.a. Strategy / Model of Entrepreneurship Spirit Program at College

The INBIS strategy and model that supports the development of higher education business potential can be described below:

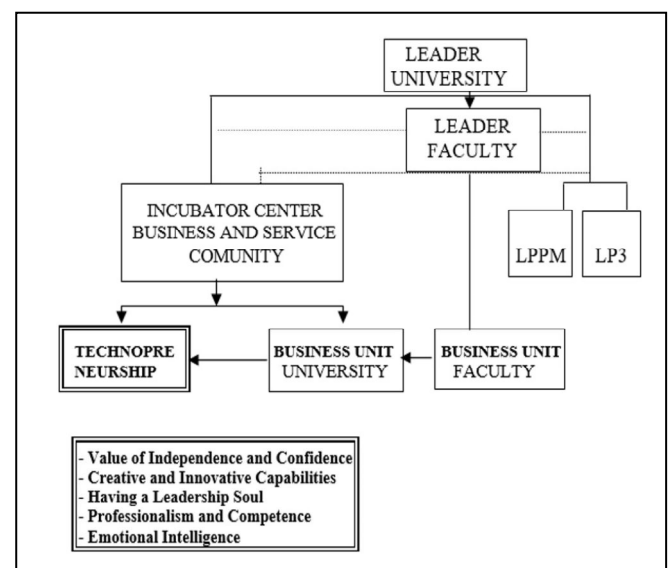


Figure 4.5.b. INBIS Model in Organizational Structure College

This business incubator model will give birth to technopreneurship, meaning technology-based technopreneur (modern entrepreneur): "The entrepreneurship is based on education-based skills and training that he gets in college or from personal experiments". They use technology as a key element of successful product development, not just networking, lobbying, and demographic market selection. A technopreneur born from campus has capital: Creativity, Innovation, Commitment, and Competence.

The objective conditions of universities that are doing competitive, if observed in the application of the concept of entrepreneurship model, there are no specific things yet because usually the structure of higher education has not placed a structure responsible for entrepreneurship development in universities, although the above model can be referred to as a model of implementation the development of entrepreneurship, but back to the higher education leaders, does it have the spirit to focus more and prioritize business incubation programs? The application of the Business Incubator model is a model that cannot be postponed by universities, because the presence of special units that think about and develop entrepreneurship programs on campus will be able to explore the business potential of universities and businesses, while also helping to provide guidance, guidance and facilitation to management between the academic community, the application of appropriate technology, revolving capital, and marketing to the business potential of higher education so that it will give birth to independent business units. Higher education institutions that have business incubators will be able to give birth to prospective graduates who have an entrepreneurial spirit supported by scientific and technological abilities that are expected to be rich in creativity and innovation according to their respective fields of science or combined with capital talents and experiences. With the running of the entrepreneurship program in universities, there will be a lot of emerging Technopreneurship, someone who starts a business with knowledge, so that it has high reasoning and sharp analysis in seeing every opportunity and threat, through the SWOT Analysis study, as shown below:

SWOT-analysis
SWOT has become a standard tool for organizational analysis.
It works as Change Management tool if applied in the right setting.

	Definition	Typical Examples
STRENGTH	Any internal asset (know-how, motivation, technology, finance, business links) which will help to meet demands and to fight off threats. Key questions: •What are we good at? •How are we doing competitively? •What are our resources?	<ul style="list-style-type: none"> • Well-trained man-power • Well established knowledge base • Good contact to target group • Technology, etc
WEAKNESSES	Internal deficits hindering the organization in meeting demands. Key questions: •What are we doing badly? •What annoys our customers most?	<ul style="list-style-type: none"> • Lack of motivation • Lack of transport facilities • Problems in distribution of services or products • Low reputation • (the lack of a particular strength)

	Definition	Typical Examples
OPPORTUNITIES	Any external circumstance or trend that favors the demand for an organization's specific competence. Key questions: •What changes of demand do you expect to see over the next years?	<ul style="list-style-type: none"> • Increasing purchasing power • Development of new markets for high quality products • New technologies that favor our product
THREATS	Any external circumstance or trend which will decrease the demand for organization's competence Key questions: •What do other people do that we don't do? •What future changes will affect our organization?	<ul style="list-style-type: none"> • Establishment of strong competitors • Lack of cash at household level • Governmental regulation that limit free distribution of our product

Figure 5.7. SWOT Analysis (Freddy, 1999)

Deep understanding of SWOT Analysis is an inseparable part of the strategy of developing higher education organizations because it can also be used as an analysis of the spirit of entrepreneurship in universities to measure strengths, weaknesses, opportunities and threats.

V. CONCLUSIONS

A. Conclusions

As from the results of the analysis of the spirit of entrepreneurship in Higher Education that has been discussed, the authors draw conclusions from the results of the discussion by referring specifically to the problematic Philosophical, Process, Results and Strategy questions, with conclusions as follows:

1. Philosophical problematic;

The developing meaning of entrepreneurship can be appreciated in practical understanding (practical concept), this is revealed because the narrow meaning that exists for entrepreneurship is interpretation and views that entrepreneurship is synonymous with what is owned and done by "businessman" or "entrepreneur" who owns a business (trading) This view is not wrong, but it is not right, because entrepreneurial spirit and attitude are not only owned by entrepreneurs but can be owned by anyone who thinks creatively and acts innovatively. This understanding can be felt by the benefits of developing entrepreneurship in universities, so this paper is expected to get good support and responses. Thus it can change the understanding of the meaning of entrepreneurship which will help the academic community to detect and evaluate entrepreneurship programs in universities, is there already? or have not assessed the importance of developing entrepreneurship? Higher education assesses the importance of developing entrepreneurship as a driver of creativity and innovative abilities that will be used as a basis, tips and resources to find opportunities for success in managing higher education.

2. Problematic Processes;

One of the entrepreneurship development programs in universities is through the implementation of entrepreneurship courses that are integrated into the curriculum, namely how the curriculum is developed by identifying its uniqueness which has to do with developing

entrepreneurship. Entrepreneurship curriculum development can be adopted from the building of science management houses in higher education. More important to see the seriousness of universities in developing entrepreneurship is the extent to which the policies issued can strengthen the program.

Although policies specifically about entrepreneurship development that are integrated into the curriculum have not been released, however, the implementation has been carried out partially in study programs which are considered to have a connection or not with entrepreneurship courses, this gives birth to different understandings at the level of study program / department leaders. and faculty due to the absence of special policies from the Rector, so that the academic community has not yet had cohesiveness and uniformity to lead to entrepreneurial values. If special policies will be issued in fact many entrepreneurship programs can be managed by higher education institutions starting from those related to lecture programs to extracurricular programs or can be integrated with other multidisciplinary disciplines, with a more comprehensive view.

3. Problematic Results;

Implementation on entrepreneurship programs in the academic community will still face obstacles, because the understanding of each university is different. Some people feel that it is not right to view entrepreneurial universities which are interpreted as business-oriented universities, given the philosophical basis of non-profit service-oriented education.

Even though the university entrepreneur concept views things as a whole as a unit that is interrelated and synergized. Entrepreneurial activity is at the core of the phenomenon of university transformation in carrying out tri dharma tertiary education, meaning that all units become a business center besides being an academic service center. If the perspective of the academic community has led to this, then the development of entrepreneurship will have a significant impact by changing the mindset and work procedures of the academic community, or vice versa. Actually to see the impact of entrepreneurship development can be seen from high performance in teaching and research, or can be measured in the development of results-oriented organizations as a guide in the development of universities towards entrepreneur universities.

4. Problematic Strategy;

Entrepreneurship development in higher education requires a strategy and development of an entrepreneurial cultural movement program with the Business Incubator program (INBIS). This means that the College's Business Incubator is an institution that functions to incubate the business potential of universities and businesses towards higher education based on research universities as well as entrepreneurial universities. Universities need to develop business units from the faculty level to the rectorate, directly the university business incubator is an integral part of the campus organizational structure because it will mobilize, direct and supervise university leaders for university-level business units, and faculty level leaders and study programs / majors for business units at the faculty and study program / department level.

B. Recommendations

Based on the above conclusions, recommendations from the study of the spirit of entrepreneurship in higher education can be disclosed as follows:

1. Narrow meaning in the sense of practical understanding of entrepreneurship needs to be immediately changed by striving for programmed socialization of entrepreneurial meaning wider than scientific meaning (transfer of knowledge) and attitude meaning (transfer of value), will have important implications for the development program college entrepreneurship.
2. Higher education institutions should take advantage of the development of entrepreneurship programs so that they directly equip students in the learning process (paying attention to cognitive, affective and psychomotor domains) with values in entrepreneurship, namely a more creative, independent and innovative way of thinking of academics.
3. The importance of universities in printing graduates has added value in the ability to create business opportunities by identifying business units if existing ones and business potential in higher education, preparing business potential in universities to become independent and capable business units. become income generating programs, help the academic community, employees and alumni in developing entrepreneurship.
4. Hold a college entrepreneurship program that refers to the higher education tridharma programs with a broad description and has dimensions towards the development of entrepreneurship in the formation of community colleges that always have the spirit of independence, innovation and creativity.
5. The development of entrepreneurship programs in tertiary institutions should start from curriculum studies by identifying each study program to position entrepreneurship courses as subjects that must be integrated into the curriculum, so that understanding scientific concepts towards entrepreneurship will be more evenly distributed, this is to change the entrepreneurial understanding of narrow meaning to broader meaning.
6. The need for policy makers at universities from the university to the faculty level, the study program is seriously aware of the development of entrepreneurship will be achieved if the policies issued can strengthen the program, one of which if the university policy specifically emphasizes the existence of integrated entrepreneurship courses on all the curriculum structure of the university or policy on developing an entrepreneurial culture at the university level to the faculty level.
7. There is an understanding and mindset that needs to be changed in the academic community in looking at the application and implementation of entrepreneurship programs, some people find it inappropriate with the concept of university entrepreneurs because they remember the philosophical basis of non-profit service-oriented education. This understanding will gradually

change when realizing the spirit of entrepreneurship can anticipate sharp competition between universities.

8. The application of the college entrepreneurship program one of which displays symbols that encourage the spirit of entrepreneurship in the campus environment in practical understanding, by pioneering or developing business units as a means to motivate the academic community, so that the spirit and spirit of entrepreneurship will always be alive and dynamic. This is to answer that practical understanding or in the narrow sense of the meaning of entrepreneurship cannot be underestimated.
9. The need to always measure the impact of entrepreneurship development programs when applied to universities. One that can be seen to measure the impact of the success of the academic community as an impact of entrepreneurship programs is high performance in teaching and research above other indicators.
10. Entrepreneurship program strategies and models in higher education institutions that already exist or which will be piloted from the results of this study, should be studied more broadly and deeply through research that will strengthen, debate or broaden horizons to create strategies and other new models with a focus on studies the same one. Because the goal of giving birth to entrepreneurship by building a technopreneurship spirit requires a long process and strategies and models that can be applied.

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OVERCOMING THE PATH TO ENTREPRENEURSHIP THROUGH CREATIVITY

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Abstract. Stretching the path of tracing the path of creativity can begin by asking: what are our hobbies. If like sports; maybe we have the chance to become seasoned athletes, qualified coaches or respected commentators. Reading habits provide encouragement for someone to become a reliable writer, 'sharp' reviewers, critics, and librarians who may be the owners of large-scale reading parks or publishing business owners. Watch pleasure allows someone to desire to be a screenwriter, become a director or as a producer who is known to be selective. Even someone who likes to daydream like a Stephen Spielberg or J.K. Rowling, the popular fiction writer Harry Potter, was able to achieve success in her career. The expression no one knows everything but must be know something, provides the foundation that creativity should be owned by almost everyone because not everyone knows everything but everyone "knows" something.

Keywords: Entrepreneurship; Creative; Design; Art and Management Engineering.

I. INTRODUCTION

Characteristics of the creative personality: have a great deal of energy, but they are also often quiet and at rest tend to be smart, yet also naive at the same time have a combination of playfulness and discipline, or responsibility and irresponsibility, have alternate between imagination and fantasy at one end, and rooted sense of reality at the other seem to harbor opposite tendencies on the continuum between extroversion and introversion also remarkable humble and proud at the same time to a certain extent escape rigid role stereotyping, are thought to be rebellious and independent, very passionate about their work, yet they can be extremely objective about it as well. The openness and sensitivity of creative individuals often exposes them to suffering pain yet also a great deal of enjoyment (e.g., Leonardo, Edison, Picasso, Einstein, etc.)

II. BASIC THEORY

If it is then underlined the word 'willingness to take risks' is one of the bases of creativity, it seems that it is not wrong to try to confront it with the 'character' of entrepreneurship. The character of creativity can also be found in the figure of an entrepreneur. As creative individuals they display their competencies, display their basic characteristics, and stand out. As creative individuals they are also accustomed to starting their activities by setting goals and objectives. They have basic skills and special knowledge about something that will be done, besides having curiosity, motivation, confidence and willingness to take risks (one of the bases of creativity).

Creative entrepreneurs try to compete with themselves (controlling desires) skilled in managing themselves and believe that they can develop. They realize the availability of opportunities to choose and learn, and develop tolerance for something ambiguous and unusual. Creative entrepreneurs usually have an independent, independent, self-confident and competitive spirit. Entrepreneurs are generally committed to six things:

1. Work-oriented - there are results, passionate about going forward, pursuing profits, persevering tenacious

and firm, hard work.

2. Strongly motivated, risk takers, have the ability to take risks, like challenges.
3. Generalists, trying to learn, be oriented toward the future, have a long vision, are sensitive and are good at reading the situation.
4. Creative smart at creating / innovative, authenticity and originality, open minded, full of information, knowledge works.
5. Able to communicate effectively, confidently, independently, independently and optimistically.
6. Having the ability to do interpersonal relationships (interpersonal relationship), has the nature of leadership, socializing, responsive to suggestions and criticism.

Basically, creative entrepreneurship shifts resources from low productivity sectors to higher productivity economic sectors (Jean Baptiste Say). Entrepreneurship is a driving factor for technological change and economic growth by finding new combinations that have social and economic benefits (Joseph Schumpeter). The new combination can be: Products, Materials, Markets, Organizations. So far it needs to be realized that new ventures do not always mean entrepreneurship, because entrepreneurship generally requires an element of innovation that is part of creativity.

A. Creative entrepreneurship in a psychological perspective:

1. Creative entrepreneurship is not solely driven by economic motives but is mainly driven by motives for achievement (David McClelland).
2. A person's motivation can be individual (Maslow) or social (Alfred Adler).
3. Not every individual has the potential to be a creative entrepreneur because entrepreneurship requires courage to take risks.

B. Creative entrepreneurship in a management perspective :

Creative entrepreneurship is a systematic, planned, organized and structured process for creating change and utilizing these changes as innovative opportunities (Peter F.

Drucker). Some experts provide definitions of entrepreneurs, including the following:

1. Someone who with self-effort gets uncertain results / luck.
2. A leader, a resource manager, an innovator of ideas including invention thinking and a risk taker.
3. A production coordinator with managerial talent.
4. A creative creator (change creator), agent of change.
5. A manager who is responsible for directing and controlling uncertain business.
6. A managerial capable person who can sort out entrepreneurial abilities and is able to identify opportunities and develop small companies.
7. A moderate risk taker.
8. A person who needs high achievement.
9. A person who has high tolerance.
10. A person who needs high autonomy.
11. Expect small assistance and low conformity but have the characteristics of leadership, determine decisions, can determine, characterized perseverance and integrity.
12. A person who has or is able to control an internal place.
13. The real entrepreneur is a referee.
14. A person who has a type "A" behavior.

III. METHOD

Design in terms of designing 'goods', presenting 'existence', suggesting concepts, is increasingly needed. If we understand the process of designing and using design well for various designs and plans in their respective fields, design is not merely giving effect to increasing the comfort of goods or places, but can also increase the ability to improve business activities or government policies rationally according to aim. That is what is most expected from today's designs, designs that encourage the growth of an entrepreneurial culture.

In an effort to solve the main problems of industrial development in Indonesia in the short and long term, it is necessary to increase exports, increase small and medium enterprises, establish industrial relations, increase regional industries, create employment opportunities and so on. In connection with this, the design function as meant before is a very useful method for realizing policies in the industrial sector. In other words, the application of design can attract commodity goods to reflect the market needs and distinctiveness of the respective producer regions. The existence of design can encourage the formation of Indonesian identity, so that commodity goods become logical if it is expected to have competitiveness that does not depend solely on price factors.

The focus on improving small and medium enterprises has creative work opportunities, increasing the development of commodities with Indonesian colors. So far, Indonesian industry is very dependent on cheap human resources and natural resources, that it is a key element in suppressing the price of goods assuming that market competitiveness can be maintained. "Buyers" have been lured by cheap labor and product prices. Through design methods, Indonesian commodities can have added value and competitiveness that are no longer dependent on price pressures, so that they can help and realize the increase in small and medium enterprises, increase exports, establish

industrial relations, and increase regional industry. Designs that utilize potential Indonesian design resources are presented and channeled to world markets.

IV. DISCUSSION

The design starts from various things, so the design often means a lot. A design is not only focused on purpose, function, but involves a very complex problem, not just beautiful, because it involves human life as complex. A designer before pouring his ideas must always consider the complexity of human problems and the culture he faces. Typical products can be sold relatively higher than similar products of a general nature. In such conditions, by itself it has a different selling price; higher! Not all products are created to pursue low prices. The price of products that are of high quality and worth selling is actually more attractive for a mission to increase people's income. It could be that a concept starts from actually pursuing the 'unique' craft market that is bought by buyers of certain classes at higher prices (Please note that not all claims are intended for sale at low prices!). Remember that the human attitude that always looks at the example "more above", then will see; What kind of goods are sold more expensive? And who bought that expensive item? So slowly the attitude of 'imitating upward' began to 'contract'. Expensive goods; which is expensive indeed because the quality is good will also be consumed by other classes of society and gradually extends to various layers. Or in other words: people begin to understand the meaning of a product's quality.

If then the question is reversed: for a middle class, or middle to lower class, the value of a souvenir, or packaging is no longer an urgent matter. The purpose of purchasing a product is always directly to the point, or its contents. Then why buy the packaging that makes basic products more expensive? For this reason, an agreement needs to be made when perhaps the cultivation of the packaging is not intended for the average class who buys souvenirs, but for the class that appreciates the 'meaning' of a 'fruit' (in Japanese: omiyage) through the uniqueness of a function; skill exploitation. Do you need two product groupings: packaged with 'unique' and packaged just to be able to be taken home and arrive at home safely?

V. CONCLUSION

In both developed and developing countries there is a growing awareness of the importance of the role of entrepreneurship, especially its ability to absorb labor and its flexible nature of economic turmoil, so that the existence of entrepreneurs is seen as playing an important role in the economic structure of a country. Therefore developing and fostering the competitiveness of entrepreneurs facing the phenomenon of globalization is a priority of many countries.

Because of the characteristics of SMEs (which are generally the beginning of the creation of entrepreneurs) that are small-scale, labor-intensive, based on local resources and with various superiors, it is necessary to choose an SME development strategy that has advantages. One integrated approach that is deemed appropriate is the development of SMEs through a group approach and building interrelated business networks. SME business

activities can be found in almost all corners of the country as well as in various sectors. Thus if SMEs can develop effective networks, the concept of global production can be fulfilled because SMEs are able to produce products anywhere and market them anywhere and anytime. In other words, similar SME products are easily obtained by the community anywhere and anytime, in contrast to large-scale business products that require a reliable distribution network system such as coca cola (always!).

The characteristics of SME businesses in addition to bringing consequences that weaken their competitiveness also provide strength as a source of excellence. No exception for SMEs, the characteristics of SMEs, SME business characteristics must be developed to be able to develop their competitiveness through the following ways in an integrated manner, namely:

1. Produce products that are unique. This effort needs to be done so that SMEs are able to adhere to products that have distinctive features from other products. Products that have unique features are needed to make it easy to build an image as a source of excellence. Mercedes Benz? Design as a driver of competitiveness. Various activities that can be carried out to produce products that have distinctive characteristics are through innovation to produce quality specifications and the appearance of typical cash products. The strategy associated with this effort is to develop SMEs to conduct specialized business activities.
2. Cost leadership through efficiency. To have the competitiveness of the products produced by SMEs, the financing structure in the SME business process must enable it to produce goods and services at competitive prices. Institutional engineering must be carried out, among others, among others through a collective mechanism, so that SME businesses can improve efficiency through economies of scale and economies of scope even though the individual business scale of SMEs is relatively small and the activities are very limited.
3. Very fast response to the market (quick response). One of the globalizing product phenomena is a short life cycle. This may be as a result of the dynamics of the interaction of each other from the lifestyle of the community, so that a rapid change in the functions, features and models of a product becomes a challenge for all business people to anticipate it to guarantee its existence. The flexible business nature of SMEs should be a source of excellence to respond to dynamic market changes. Creativity is needed to build 'breath' and new spirit of the present.
4. A strong network, in conditions where business activities are borderless, companies that have excellence are companies that are able to answer the challenges that their products can be produced and supplied anywhere and anytime (concept always). The ability to present products anywhere and anytime certainly must be through efforts to build a broad and sturdy network. For large multinational businesses, building a wide network across national and cultural boundaries and even building strategic alliances with competitors is not difficult, but not so with individual

SMEs as companies. Customer concept, distinctiveness and design. That's entrepreneurial creativity! Eh.

Actors are a key element in the establishment of a successful new business. Investors are generally attracted to the creativity intelligence of the entrepreneur leader. Get ready, the future will be here any minute.

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THE WAY OF ACADEMICS COMPETENCY TO BECOME A UNIVERSITY BRAND IN THE ASIAN CONTEXT

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Abstract. Higher education has a significant contribution to improving the quality of human resources (HR) in Indonesia. Padjadjaran University (UNPAD), Bandung Institute of Technology (ITB), and the University of Indonesia (UI) as significant universities in Indonesia also played a role in facing ASIA Community. In this regard, this study aims to describe the role of UNPAD, ITB, and UI in improving the quality of education to face ASIA Community. This study presents different institutional characteristics of the three institutions as a representation of the state of higher education in Indonesia. The theory used to examine the theme of this research uses the Social Welfare perspective, especially the Social Development Theory and the perspective of International Relations with the Epistemic Community Theory. The research method is qualitative research using case study techniques. Data sources include primary data through independent interviews and secondary data with descriptive analysis. The results of this study indicate that the three universities have prepared to face ASIA Community. From the aspects of vision and mission; rules; governance guidelines; student body; human Resources; infrastructure; Three Pillars of Higher Education comprising Education and international cooperation.

Keywords: Higher Education, ASIA Community

I. INTRODUCTION

Indonesia and Asian countries in 2015 will face ASIA community. In this regard, every country must prepare human resources in the labor market competition in the Asian region. Competition for skilled labor among ASEAN member countries will require a competitive quality workforce. The quality of the workforce support by the quality of education reside in each country so that the country's human resources are ready to compete in the ASEAN labor market. Moreover, vice versa if the quality of education is low, resulting human resources will be challenging to compete in the labor market.

Based on these situations, universities have an essential role to play in competing for human resources. Universities provide quality workers who have the abilities and competencies needed by the market. Besides, quality universities will also be able to produce leaders and thinkers who determine the direction of the nation in the future. The determining factors to improve the quality of higher education in facing the ASEAN Community include vision and mission; rules; governance guidelines; student body; human Resources; infrastructure; Tri Dharma College; international cooperation; visiting lecture; and Asian issues. All of these factors are the basis for the management of higher education.

Given the competitive landscape in the higher education environment, it is crucial for universities to adopt strategies that create a competitive advantage for them. Universities must use their resources efficiently to achieve this goal. Creating a positive brand image is one such strategy. This study conceptualizes the university brand image as inheritance, service quality, and trust and investigates their relationship with student satisfaction. It also investigates the role of university reputation as a mediating variable.

The fundamental strategy for universities to maneuver in demanding competitive environments is to create a different brand image for themselves. Unique brand images

can positively influence their reputation, which can have a significant influence on students' experience in universities (Berry, 2010). A good reputation acts as a positive signal for prospective students, creating a differentiating factor for universities. The combination of a right brand image and a good reputation must contribute to increasing the level of student satisfaction, which in turn will generate positive words and brand loyalty. In the process, the university will create differentiating factors for itself, contributing to its competitive advantage.

Current university trends to be involved in marketing and branding programs. Motivation is often to improve the university's reputation and to have a positive influence on university rankings. It is not clear whether branding has succeeded with little evidence in the ranking to support this program (Bunzel, 2007). Although universities are increasingly competing for international students, little has to write about the influence of crosscultural values on international education brand positioning (Gray, 2003).

While there are several studies on branding and reputation in the context of higher education, the two research streams are mostly independent. Given that there is substantial marketing investment in building a company's brand image and reputation, this is a field that needs to investigate. Also, the effects of these factors on the level of student satisfaction need to investigate so that universities can develop strategic approaches to meet the needs of these critical stakeholders. The strategic approach will help universities allocate their scarce resources optimally, thereby increasing their capabilities, resulting in better returns. Satisfied stakeholders - students, in turn, give back both in real and intangible forms. They remain loyal - they recommend their alma mater to other prospective students, spread their brand names through positive words, and return to other titles — finally, alumni who succeed in giving back through donations, donations and other forms of funding.

The governance of a college depends on these factors integrate. If one of the factors is not right, then it will harm

other factors and certainly cause the governance of a university to be less comfortable. Therefore, governance is the central point in this research. The benefits of research in this study are seen, theoretically, and practically. Both of these see as the main things in the description of the benefits of this research. The details describe as follows:

1. Theoretical benefits

This research was carried out inter-disciplinary, thus contributing to the development of the science of international relations from the study of regional cooperation and non-state actors, social welfare sciences from social development studies, and state administration science from education policy studies.

2. Practical benefits

The results of this study contribute to university governance in Indonesia. Both from the Directorate General of Higher Education Ministry of Education and Culture and Universities in Indonesia.

II. METHOD

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Social development and communities are very wide ranging from local areas to the state level, which is related to economic and industrial development. The need for social and economic development refers to widespread poverty. The issues associated with economic and social development are health, disability, education, women's roles, industrialization, urbanization, and those related to problems such as crime, divorce, and family disharmony. The government seeks to increase economic activity in a region/country to fight poverty, as a consequence of improvements on the economic, social, and political side. Social and community development is a strategy that is closely related to these consequences.

Some current social oriented approaches suggest a stronger role in social development. Development activities base on local and original conditions from the region focus on local communities which emphasize specifically local development through education. One main focus on the role of volunteers or non-governmental organizations as leaders in social development gives freedom to external development efforts from centralized government control, which includes political action and involves professionals. So that NGOs can cooperate with the government, people's organizations, to guide the approach to the poor.

Social development aims to influence larger groups such as communities or communities and social relations that occur in society. Social development is a process, meaning not as in psychodynamic theory, where social development focuses on the interaction of communication, actions, perceptions of the community, and their responses. In social development, the process is more focused on ideas/ideas where the intervention continues from an interconnected and organized plan.

Midgley categorizes social development strategies in the three elements mentioned above, which are then operated into three levels in the community as follows:

1. Individual strategies focus on helping people to be more independent and independent.

2. Collective strategies focus on communitarians.

3. The government is also responsible for development.

The National Education System Law Number 20 of 2003 states the improvement of the national education system from the previous curriculum. The law is a guideline for a sustainable national education system, guaranteeing the fulfillment of people's needs for quality human resources. In the era of market openness, considering the quality of human resources in Indonesia is below other countries, including in ASEAN countries. A platform needs in the form of a national education system that can create human resources capable of competing with the global world.

In the case of higher education institutions or organizations, the system means elements in interconnected tertiary institutions, which carry out joint activities to facilitate the flow of information in higher education aim. To obtain one standard information, shared decisions, opinions, goals and target in building school life as a whole and thoroughly (Darmoyo, 2008).

III. DISCUSSION

The discussion of governance in an organization cannot separate from the value system. In this case, essential questions about what is called the value system in higher education, how it relates to the college management system, how it relates to the organizational structure that can support the process of adding value to users, how it relates to the leadership style of the rector and deans and so on. This picture becomes an underlying assumption that universities need to have a shared value, which is mostly on the development and dissemination of knowledge.

In this value system, there is a possibility that a university still does not have shared values that focus on developing science, so it fails to provide a strong foundation in providing added value to its users. The logic of simple thinking can capture this meaning, when a university does not have definite values related to the service and support functions of education, research, and service activities it can potential reduce performance.

Higher education is a party that has a considerable influence in determining policy. In public policy studies, universities include in the epistemic community. Universities have several professionals who can solve problems as a reference for policymakers. To see the involvement of universities in international relations, primarily regional integration, they can see the roots of international relations itself, namely political science. Also, it can see the benefits for higher education institutions that utilize existing regional (even global) integration by internationalization.

If seen from the history of internationalization of higher education, according to Knight and de Wit, it is indeed inseparable from the existing regional integration. For example, NAFTA, which makes internationalization in the US and Canada easier or the European Union that makes universities in Germany, England, Switzerland, and France more accept international students. Knight and De Wit expressed this in the aspects of political economy, culture, and increasing institutional capacity where all can

contribute positively. Internationalization is a way for increasing the competitiveness of a college.

Concerning this study, universities in Indonesia can benefit from the occurrence of regional integration through the ASEAN Community in 2015. Through internationalization with the right strategy, universities in Indonesia can act as epistemic communities that determine the development of knowledge in Indonesia and even globally while playing a role in progress nation economically, culturally, and politically.

IV. CONCLUSIONS

In practical terms, regional integration is a way of dealing with globalization. For example, the European Union makes secure regional integration so that it can become a member of the G-20 even though four-member countries have not yet entered to increase European influence in taking on the G-20.

Meanwhile, from a theoretical point of view, regional integration is a joint arrangement of forces in maintaining regional stability and facing global dynamics. Through its perspective, which is functionalism, David Mitrany discusses regional integration from the existing functions and continues to accumulate so that it becomes a greater force than before. Mitrany took the example of the European Economic Community (EEC), European Coal and Steel Community (ECSC), and Euratom (European Atomic Energy) as the foundation of European integration.

When viewed from the history of ASEAN regional integration, it tends to be a top-down approach. Regional collaborations that lead to regional integration are from hard politics to low politics. The advantage of this mechanism is to have reliable political power. Meanwhile, the weakness is the lack of commitment and hard work in carrying out regional integration.

In this study, integration in the field of education is an advanced stage towards a higher stage of integration in ASEAN. Education is a sector that belongs to low politics. Where the study, if it becomes the beginning of the stage of integration, can be seen by the perspective of functionalism and neo-functionalism or if this is only the next stage of the existing political agreement, it can see through another perspective.

The most influential educational strengths are Finland and South Korea, followed by three countries in Asia, namely Hong Kong, Japan, and Singapore. Britain, which is considered a single system, is also rated "above average," better than the Netherlands, New Zealand, Canada, and Ireland. The four countries are also above the middle ranking group, including the United States, Germany, and France. This comparison is taken based on tests conducted every three or four years in various fields, including

mathematics, science, and literature. It provides a picture that has declined in recent years. However, its main objective is to provide a multidimensional view of the achievements in the world of education and create a data bank that will update in a Pearson project called Learning Curve.

After observing from a successful education system, the study concluded that spending is essential, but it is more important to have a culture that supports education. The study states that costs are a straightforward measure, but the more complex impact is people's behavior towards education, it can make a big difference. The success of Asian countries in this ranking reflects the high value of education and parents' expectations. It can be a significant factor when families migrate to other countries, Pearson said. There are many differences between the top two countries, namely Finland and South Korea, according to the report, but the same factor is the belief in social trust in the importance of education and "moral goals."

ACKNOWLEDGMENT

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COMPETENCY MAPPING TO PREDICT EFFECTIVE ACADEMICS FROM HIGHER EDUCATION IN ASIA

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Abstract. Competency mapping is one of the instruments for the management and development of HR Research. This research aims to map competency needs for academics who are useful in the tri dharma of higher education (Three Pillars of Higher Education comprising Education, Research and Community Service). The methodology used by establishing academic competencies derived from teacher law and lecturer number 14 in 2005 namely professional competence, personality competence, social competence and pedagogy competence, then through a sample of 100 academics who have a compelling performance from universities that have a reputation for quality. The research findings produce competency requirements for academics who perform excellently in Three Pillars of Higher Education can be categorized into four groups of competencies, namely self-managing, professional, social competence, and the implications of this finding are academic competencies can be built through intention /spirit, experience, and work situations. Building competency is not enough with training.

Keywords: Mapping Competency , academics development

I. INTRODUCTION

Education leaders in all countries must make fundamental changes in the way they engage their students, fellow faculty and community stakeholders in helping to map courses for and in developing people with the capacity to make the transition to a sustainable society. Strengthening academics competency for the sustainability of higher education organizations is critical because it can promote to educate, motivate and empower policymakers, leaders, and consumers and the community for lifelong learning (Kevany, K, 2007). Academics in tertiary institutions need to be competent to be able to continuously adjust to the existing dynamics developments such as demands on industry 4.0. In Indonesia, the task of academics expresses three pillars of higher education, namely to carry out teaching, research, and community service. Academics who are members of Knowledge Workers who work under a university organization as Knowledge Enterprise (Kusumastuti, 2017). Professional academics need to have competence following the needs of higher education organizations and the task of the three pillars of higher education; this will be the center of excellence of higher education as well as a means of competitiveness in realizing its potential. From surveys to several universities that have accreditation of higher education institutions with grade A, unfortunately, HR management, especially academics, is still administrative.

The HR in this research is that academics need to create value by increasing the performance and agility of talent (human capital) and culture (organizational ability) of the organization (Ulrich et al. 2012). This research is essential for human resource professionals because it empirically illustrates what it means to be a practical human resource professional. So that human resource professionals can identify strengths and adjust the behaviors needed. In a world of increasing change,

complexity, and competitiveness, there has never been a greater need than human resources.

The concept of **Competency-Based Human Resources Management (CB-HRM)** offers a new approach that can accommodate the demands of organizational competency requirements in the needs of job competencies and individual competency needs. With CBHRM the process of functioning of human resources like [in Figure 1] will be more accessible, measurable, and fair.

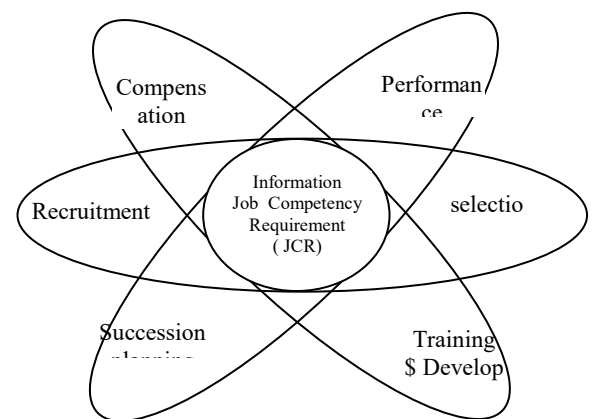


Figure 1 Integrated Uses of a Competency Database and human resources

This research aim at identifying competency needs as academics in higher education through self-management, professional, social competency groups, and planning & achievement.

II. BASIC THEORY

The theme is taken from within Spencer & Spencer regarding workplaces, defining competencies is a fundamental characteristic of an individual related to criteria referred to base on criteria and superior

performance in a work situation (Sanghi, S, 2007). 'Fundamental characteristics' means that competence is a reasonably deep and lasting part of one's personality and can predict behavior in various work situations and tasks. 'Relaxing' means that it causes or predicts behavior and performance.' Referenced reference-criteria' means that competence predicts who is doing something good or bad, as measured by specific criteria or standards.

There are five types of competency characteristics. Motives is things that are consistently thought or desired by someone and what causes action. Motives' direct, direct, or choose' behavior towards specific actions or goals and away from others. Characteristics is physical characteristics and consistent responses to the situation or information. Self-concept is a person's attitude, values, or self-image. Attitude is Probing experience impression various assess through Psychometric tool. Knowledge is information that someone has in a particular content field, such as education record experience and knowledge able to see and assess. Skills is the ability to perform specific physical or mental tasks, able to assess from experience can be tested empirically.

The term "competency" was first introduced in the 1970s by David McClelland (Boyatzis, 1982; Spencer and Spencer, 1993; Spencer et al., 1994). The competency model consists of knowledge, skills, abilities and other characteristics needed for effective performance in the job position (Pickett, 1998; Lucia and Lepsinger, 1999; Shippmann et al., 2000; Rodriguez et al., 2002; Martone, 2003; Hollenbeck et al., 2006; Levenson et al., 2006; Catano et al., 2007; Vito and Taylor, 2012; Sutton and Watson, 2013; Long et al., 2013). Campion et al. (2011) emphasize that competency models are essential innovations that help organizations focus on job-related information and personnel skills to manage employees. Parry (1996) and Olesen et al. (2007) state that this model seeks to separate high-performance from average performers. The concept of competence has many sides, but with one general factor: competence aims to improve the performance of individuals in the workplace (Hoffman, 1999). Employee competencies influence HRD interventions for OE (Potnuru and Sahoo, 2016). Lo et al. (2015) distinguish between strategic and functional HR competencies and believe that strategic HR competencies are superior to functional HR competencies for successful performance in the HR domain. Veliu and Manxhari (2017) concluded that the relationship between independent managerial competencies was observed to be significantly significant for business performance. Young and Dulewicz (2009) advocated an approach to leadership selection and development by identifying four "supra competency" clusters related to high performance in the British Navy. (Halabí et al.)

1. What is competency?

According to Spencer and Spencer (1993), in his book "Competence at work definition of competency is an underlying characteristic of an individual that causally related to criterion referenced effective and/or superior performance in a job or situation".

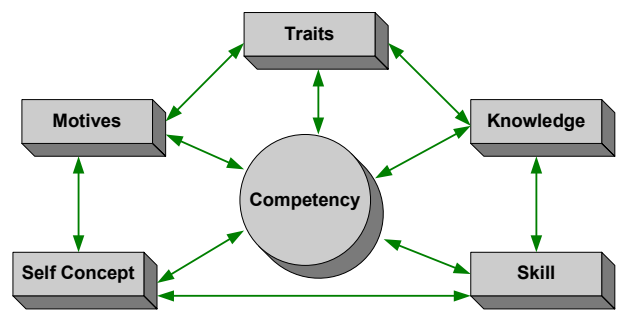


Figure 2. Five types of competency characteristics: Competency Individual Concepts
(Adopted: Spencer and Spencer 1993)

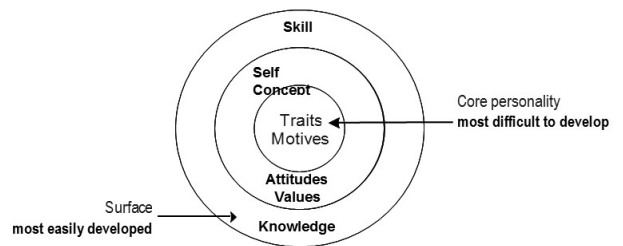


Figure 3. Central and Surface Competencies
(Adopted: Spencer & Spencer 1993)

- Motives. The things a person consistently think about or wants that cause action. Motives drive, direct and select behavior toward specific actions or goals and away from others
- Traits. Physical characteristics and consistent responses to situations or information.
- Self-concept. A person's belief that he or she can be useful in almost any situation is part of that person's concept of self. Example: self-confidence a person's belief that he or she can be useful in almost any situation is part of that person's concept of self
- Knowledge. Information, a person, has in specific content areas
- Skill. The ability to perform a specific physical or mental task

Competency, skill, and knowledge are visible from the surface, both types of characters are relatively easy to be developed by training and experience, but characteristic, motives, and self-concept are individual and personal which are challenging to develop as it is time-consuming.

2. Causal Relationships

Motives, trait, and self-concept competencies predict skill behavior actions, which in turn predict job performance outcome. As in the motive/trait >behavior > outcome causal flow model shown as figure.

Competencies always include an intent, which is the motives or trait force that causes action toward and outcome. Behavior without intent does not define competency. An example is "management by walking around". Without knowing why a manager is walking around; you cannot know which, if any, competency demonstrates. The manager's intent could be boredom, leg

cramps, the monitoring of work to see if the quality is high, or a desire to be visible to the troops.

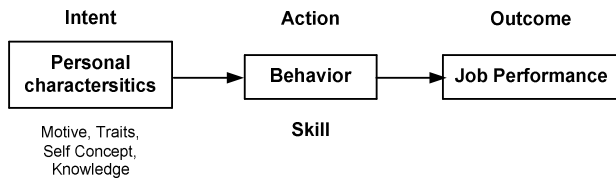


Figure 4. Competency Causal Flow Model (Spencer & Spencer 93)

The above model states that it is values, mission, personal philosophy, knowledge, competencies, life stages and career, interests, and styles that describe one's talents. For work, it is the role of responsibility and tasks that must be done. Culture and climate, structure and systems, strategic organizational positions, and advanced life stages formulate the organizational environment.

There are six clusters of competencies that differentiate outstanding from average performers in many countries of the world (Bray et al., 1974; Boyatzis, 1982; 2006a, b; Kotter, 1982; Thornton and Byham, 1982; Luthans et al., 1988; Howard and Bray, 1988; Campbell et al., 1970; Spencer and Spencer, 1993; Goleman, 1998; Goleman et al., 2002). They are: (1) Cognitive intelligence competencies: – Systems thinking: seeing a situation as having causal events and perceiving the flow of information, people, or goods within an organization, community, or society. – Pattern recognition: seeing themes or patterns in seemingly random events. (2) Emotional intelligence competencies: – Emotional self-awareness: knowing one's own emotions and recognizing their impact. (3) Self-management competencies: – Emotional self-control: inhibiting disruptive emotions and impulses for the benefit of others. – Adaptability: flexibility in adapting to changing situations and handling ambiguity. – Achievement orientation: the drive to improve performance to meet inner standards of excellence. – Positive outlook: having a positive outlook on people, events, and the future. (4) Social intelligence competencies. (5) Social awareness competencies: – Empathy: understanding others' emotions, perspectives, and taking an active interest in them. – Organizational awareness: Reading the currents, decisions networks, and politics at the organizational level. (6) Relationship management competencies: – Inspirational leadership: guiding and motivating with a compelling vision. – Influence: using a range of tactics for persuasion. – Coaching and mentor: developing others' abilities through feedback and guidance. – Conflict management: resolving disagreements constructively. – Teamwork: cooperation and team building. Competencies are a behavioral approach to emotional, social, and cognitive intelligence (Boyatzis Richard, E. 2009).

Competencies and intelligence as behavioral manifestations of talent While other interpretations of "intelligence" offer in the literature, Boyatzis and Sala (2004) claimed that to be classified as "an intelligence," the concept should be: behaviorally observable. Related to biological and in particular neural-endocrine functioning. That is, each cluster should differentiate as to

the type of neural circuitry and endocrine system involved, related to life and job outcomes. Sufficiently different from other personality constructs that the concept adds value to understanding the human personality and behavior; and . the measures of the concept, as a psychological construct, should satisfy the essential criteria for a sound measure, that is show convergent and discriminant validity (Campbell and Fiske, 1968).

III.METHOD

To identify jobs = JCR competency requirements (Competency requirements for academic positions carried out with surveys through Likert-shaped competency questionnaires including four competency groups consisting of 14 competencies which include:

Table 1 . Competency Dictionary

1. Self Management:	2 Planning and Achievement	3.Social	4. Profesional
Self Awareness	Achievement Orientation	Building Effective Team	Intellectual Acumen
Self Development	Planning & Organizing	Net Working	Communication
Creative Thinking	Problem Solving	Inspiration Leadership	Service Oriented
		Organization Awareness	Developing Others
			Professional Services
			Digital Learning Methods

Each Competency has a narrative definition and competency level consist of 3 level behavioral indicators of demonstrating the competency in the job, yang mana setiap level dibedakan secara Just Noticeable difference (JND) Competency scales (Spencer , 2008).

The sample selected from 95 academics from various universities who have accreditation for Higher Education and also register with QS and World ranking in Asia and academics has performance in tri dharma (effective teaching-learning, research and professional services (PS) to the community. From the point of view lecturer's functional position, has research and the number of journal publications, books above two every year and periodic professional service every year. The effective performance of these academics follows the statistical concept that individuals who perform above average are in the graph of the normal +1 Standard Deviation distribution (1 SD) or in a performance worth up to 120%. The model describes below:

Job Complexity INCREASED Productivity (Low +19% = 119%, Average Moderate +32% = 132%)

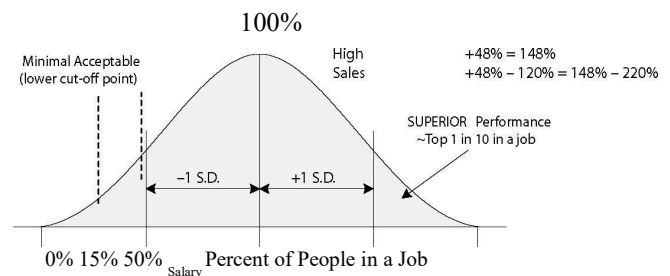


Figure 5 . Economic value added by superior (+1 SD) performance

1. Self-Management:	Alpha)	Statistic Result Mode / Competency level frequency	Description of Competency behavior
Self-Awareness (SA)		Level 2	Realize he or she-self to be called to continue to master science
Self-Development (SD)		Level 3	he or she proactively looking for institutional opportunities outside the institution.
Creative Thinking (CT)		Level 3	Creating benefits as opportunities for learning & research findings to improve people's quality of life
2 Planning and Achievement .			
Achievement Orientation(AO)		Level 2	Inspire/motivate to achieve high academic standards
Planning & Organizing PO		Level 3	Synergizing teaching, research, and service in an interdisciplinary manner.
Problem Solving PS		Level 3	Prepare steps to alleviate any problems.
3.Social Competencies			
Building Effective Team BEI		Level 2	Collaborate to build interdisciplinary research.
Networking (NW)		Level 3	Build networks with other organizations and keep up to date on research keep on update information in the international research community.
Memimpin & menginspirasi orang lain (LI)		Level 3	To guide students' performance or other people by giving responsibility
Organization Awareness (OA)		Level 3	Actively conduct programs for the image of the university.
4. Professional			
Intellectual Acumen (IA)		Level 3	Make a formula to solve complex problems.
Communication CM		Level 3	Promote open communication and still be prepared to accept the bad news.
Service Oriented SO		Level 3	He or she turns Competency into an engaging, research & professional learning service.
Developing others DO		Level 3	Become a mentor, provide training and assignments that challenge and force the mobilization of one's knowledge and skills.
Professional Services PRS		Level 3	he or she creates the use of mastered knowledge to enhance economic and social development.

V. CONCLUSION

Universities around the world face increasing competition in student admissions and funding. To overcome these challenges, Britain and Australia as a role model university, create autonomy to operate in an increasingly deregulated market environment (Bradley, 2016). Lecturers have a strategic role in the sustainability and innovation and reputation of universities, mapping the competency needs of lecturers to face the future must be used as a basis for CBHRM and an appropriate framework to enable universities to change their current transactional human resources as a system that strategically shapes the reputation of the university. Often academics prioritize routines struggling with their discipline rather than improving University performance. The reputation of the university depends on costs, which are essential factors that influence the choice of prospective students. By identifying the standards of academic competency requirements, individual performance to the university will improve success to achieve, and the CBHRM process will be measured. Such as training needs for academics will be more appropriate, namely by identifying competency gaps between individual academics (People Competency) and standards of competency requirements (JCR), as well as the recruitment process, selection, career, Performance appraisal, and Compensation (Pay for Competence). The CBHRM process implemented with JCR and PC information (people Competency) will be more straightforward, transparent, and not discriminatory or biased.

From the findings above, there are 16 competencies with levels between 2 and 3, such as the competence of Self-Awareness, Self-Development, Creative Thinking, and Cetera. It can use as a standard for the management of academic management.

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STRENGTHENING ENTREPRENEURSHIP IN MILLENNIALS FOR INDONESIAN COMPETITIVENESS IN THE ASIA REGION

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Abstract. Various obstacles hindering the movement of various resources and economic activities such as tariff and non-tariff policies have begun to be eliminated. Consequently, the level of competition in the ASEAN region will get more intense. The question is whether Indonesia is ready to face the millennial era. Indonesia's entrepreneurial culture that is not yet strong is feared to affect the country's ability to tap into the enormous potential of its domestic market. This is a reminder that in the millennial era, the penetration of foreign products into the domestic market will be even more massive. To strengthen the nation's competitiveness, the Indonesian government must encourage entrepreneurship to grow into a new culture in the lives of the people. This can be done by involving educational institutions ranging from the basic level to higher education, increasing the research and development budget, and promoting entrepreneurship training.

Keywords: Competitiveness, ASIA Economic Community, Entrepreneurial Culture

I. INTRODUCTION

Many difficulties hampering the movement of various resources and economic activities in the ASEAN region, such as tariff and non-tariff policies have begun to be abolished. Thus, all countries in the region have the same opportunity to become the basis for activities in the production of goods and services, which, according to economic calculation, is considered beneficial (www.asean.org). Various infrastructures such as roads, railroads, ports, and telecommunications are continuously constructed.

Indonesia has a competitive advantage when compared to other ASEAN countries. This is mainly related to the fact that the country is among the most populous ASEAN countries. Indonesia is also rich in natural resources, culture, and beautiful and exotic places, which, if packaged appropriately, can be offered for tourism consumption. Moreover, the country has a very strategic location, i.e. between two oceans and two continents, which places it as a trade center in the ASEAN region. The question is whether business actors and human resources in Indonesia are ready to compete "head to head" with other competitors in the ASEAN region. To analyze the readiness of Indonesia to face the current globalization, this paper presents various data, especially those relating to the performance of Indonesia's economy. These data are then compared head to head with similar data from several ASEAN countries. The results of the data comparison are used as a basis to comprehend Indonesia's readiness for facing the millennial era.

II. DISCUSSION

A. Overview of Indonesia's Economic Strength

Table 1. Global Competitive Report 4.0 for ASEAN Region

No	Country	Score1	Score	World Rank	Previous Rank
1	Singapore	85.6	(+0.8)	2	2
2	Malaysia	74.4	(+1.1)	25	26

3	Thailand	67.5	(+1.3)	38	40
4	Indonesia	64.9	(+1.4)	45	47
5	Philippines	62.1	(+2.3)	56	68
	Brunei				
6	Darussalam	61.4	(+1)	62	64
7	Vietnam	58.1	(-3)	77	74
8	Cambodia	50.2	(+0.8)	110	109
9	Laos	49.3	(+0.7)	112	110

Myanmar excludes from index 4.0

**Score1: Score in index 4.0*

***Score: Score change in the previous index*

The competitiveness of the Indonesian economy has increased, according to the Global Competitiveness Report as released by the World Economic Forum (WEF). Under the newly introduced Global Competitiveness Index 4.0, Indonesia ranks 45th overall with 64.9 points, gaining two places compared to the previous index.

Neighboring Singapore, Malaysia, and Thailand are in better positions, i.e. 2th (83.5 points), 25th (74.4 points), and 38th (67.5 points), respectively. This report indicates that Indonesia benefits from its large geographical size and interrelationships combined with its dynamic entrepreneurial culture. Its overall business dynamism can be said to be "a good sign for the future". Unfortunately, Indonesia still lacks the ability to innovate, especially in research and development activities. Its R&D expenditure is less than 0.1 percent of GDP, ranking 112th out of 140 countries recorded in the index. The countries with the highest expenditure for R&D include Israel (4.3% of GDP), South Korea (4.2%), Japan, Sweden (3.3%), and Taiwan (3.2%).

Another concern is the infrastructure. Among the G20 countries, Indonesia is the worst actor in terms of physical infrastructure with 66.8 points, or almost 25 points behind Japan as the best (91.5 points). The Global Competitiveness

Report, an annual publication by the WEF, assesses both micro and macro-economic foundations by using 98 indicators. The methodology of the 2018 report includes some relatively new parameters, including idea generation, entrepreneurial culture, openness, and agility.

B. Millennial Generation in the Face of Entrepreneurship

The Joko Widodo administration has anticipated the coming demographic bonus by planning particular programs to be performed in the Medium-Term National Development Plan (RPJMN) 2015-2019. In this case, the government plays a considerable role in making policies on improving the skills and quality of human resources by providing stimulus aimed at strengthening the quality of human resources, especially for the younger generation. These include improving the quality of education, health facilities and services, and youth services, increasing employment opportunities, strengthening workforce skills, and supporting entrepreneurial reinforcement.

Table 2. Percentage of Indonesian Population By Main Employment Status and Generation Group in 2017

Main Employment Status	Generation Group		
	Gen Y (Millennial)	Gen X	Baby Boomers and Veterans
Own account worker	14.51	21.65	27.31
Employer assisted by temporary worker/unpaid worker	7.73	17.57	31.44
Employer assisted by permanent worker/paid worker	2.09	4.09	4.72
Employee	52.70	34.48	13.13
Casual Agricultural Worker	3.59	5.38	7.30
Casual Non-Agricultural Worker	6.15	6.21	4.07
Unpaid/Contributing Family Worker	13.22	10.62	12.03

Source: National Labor Force Survey (Sakernas) 2017, BPS

Millennials are young people aged 18-38 years. The age group of millennials belongs to the working age group. According to the National Labor Force Survey (Sakernas) 2017, in term of the employment status, more than 50 percent, or exactly 52.70 percent of the millennial generation group choose to be employees. This condition occurs since the millennial generation is born and growing in the age of highly developed technology, digitalization, and informatics. Moreover, the development of social media such as Friendster, Facebook, MySpace, and Twitter began to be popular, thus making them have extensive insight and able to access continuously growing information. They are also better at utilizing technology than the previous generation. This capability makes the millennial generation more creative and innovative and easier to find information

by using the internet. Besides that, the millennial generation also earns relatively high educational levels. With that educational capital, they choose to work in a field or sector following their level of education and skills. On the other hand, the number of Generation X whose jobs are employees in 2017 is 34.48 percent. This percentage is lower than the millennial generation. Meanwhile, the generation of baby boomers & veterans who become employees is recorded to be even smaller, i.e. only 13.13 percent.

C. The Importance of Strengthening the Entrepreneurial Culture

The following data can also be taken into consideration for encouraging the middle-class group to have a new lifestyle in the area of entrepreneurship. Although more than 50% of Indonesia's population currently belongs to the middle-class group and, in 2015, Indonesia was predicted by the IMF to be one of the world's top 10 GDP countries, until 2011 the quality of Indonesia's economic growth still lagged behind some ASEAN countries. Table 6 illustrates the comparison of the quality of Indonesia's economic growth with several ASEAN countries. Table 2 shows the linkage between the ranking of entrepreneurial activities and the opening of employment opportunities, the quality of growth, and the quality of the economic activity. The spirit of entrepreneurship in Indonesia still lags behind some other ASEAN countries. Currently, the number of entrepreneurs in Indonesia is considered low compared to the country's overall population.

Ideally, at least 2% of the 247 million people of Indonesia are entrepreneurs. If this minimum ratio can be realized, then there will be around 5 million entrepreneurs in Indonesia. Data as of January 2012 shows that the number of entrepreneurs in Indonesia is only 1.56% of the total population. As a comparison, the ratios of entrepreneurs to the population in Singapore, Malaysia, and Thailand are 7.2%, 4%, and 4.1%, respectively (www.pikiran-rakyat.com). In spite of the expansion of its economy, which is marked by the increase in its average IPC and GDP, Indonesia still has to work hard to foster the spirit of entrepreneurship.

Increasing the spirit of entrepreneurship is needed to boost the quality of Indonesia's economic growth. The increase in economic growth, IPC, and GDP will be more meaningful if it is followed by the creation of employment opportunities in the country. Until now, there is still a paradoxical situation from which the increasing economic growth, IPC, and GDP are still followed by a large amount of unemployment. Referring to data published by the Indonesian Central Bureau of Statistics (BPS), the number of open unemployment in the country as of August 2013 is 7.39 million people (www.tribunnews.com).

To overcome labor issues in the long run and to strengthen Indonesia's economy in the face of the ASEAN Economic Community (AEC), the national entrepreneurship movement must be a top priority, performed massively, and served as a headline in the development of the national economy. For this reason, it is necessary to strengthen the synergy between the government (from the central government to the village level), educational institutions (ranging from basic education to higher education), and

various non-governmental organizations in the framework of building a strong perception in the society concerning the importance of a new lifestyle: becoming entrepreneurs. Due to the entrepreneurial coefficient score in Indonesia reaching only 1.56% of the total population (250 million), it can be assumed that the number of entrepreneurs in the country is only 3.9 million.

With a total workforce of 118.2 million, it is assumed that each entrepreneur must bear 30 labor costs. The burden of entrepreneurs in Indonesia to accommodate workers is very heavy. The issue of unemployment and poverty in Indonesia actually can be deciphered if the entrepreneurial coefficient can be increased at least up to 2.5% of the total population. The higher the number of entrepreneurs, the greater the number of created jobs. As a result, the unemployment rate can be reduced and social welfare can be improved. In the millennial era, the existence of entrepreneurs will be the main buffer driving the economy and supporting the nation's competitiveness. Indonesia is required to work hard to make entrepreneurship a new lifestyle to deal with the millennial era. Hence, the running development of entrepreneurship within the scope of government institutions, society, and higher education institutions needs to be intensified.

Table 3. Entrepreneurial Capability of Indonesia and Some Neighboring ASEAN Countries

Variable	Country				
	Indonesia	Malaysia	Thailand	Philippines	Singapore
Rank and GEDI Coefficient	75-79 (0.21)	55-57 (0.27)	64-65 (0.24)	91-92 (0.17)	11-13 (0.53)
Entrepreneurial Attitudes	95-96 (0.18)	58-59 (0.32)	83-84 (0.24)	64-66 (0.29)	27-29 (0.43)
Entrepreneurial Ability	46-55 (0.30)	38-39 (0.35)	44-45 (0.31)	92-99 (0.17)	12-14 (0.58)
Entrepreneurial Aspirations	66-72 (0.15)	73-79 (0.14)	61-64 (0.18)	110-114 (0.06)	3 (0.56)

Source: Global Entrepreneurship and Development Index 2013

What is the portrait of Indonesian entrepreneurship compared to some ASEAN countries? The data in Table 3 illustrates Indonesia's entrepreneurial capabilities compared to other countries which potentially become the country's main competitors in the ASEAN level. The data is taken from the Global Entrepreneurship and Development Index 2013. Indonesia's entrepreneurial ranking excels compared to the Philippines but is below Singapore, Malaysia, and Thailand. In the entrepreneurship performance, Indonesia is weak in terms of process innovation, quality of human resources, cultural support, entrepreneurship development program, educational qualification, business risk, utilization of internet technology, corruption, readiness to face the millennial era, business skill, risk acceptance, networking, availability of resources, productivity capability, and global orientation.

Five variables which include the process of innovation, quality of human resources, cultural factors, entrepreneurship development programs, and educational qualifications are the main weak points that make the spirit of entrepreneurship not yet deeply rooted in Indonesia. The country is considered to have the opportunity for the development of entrepreneurial activities in relation to its large market potential and the development of new technologies. The advantages of several neighboring countries (e.g. Malaysia and Thailand) compared to Indonesia lie in their abilities to compete, build networks, and start businesses, market dominance, availability of skilled and trained human resources, quality of human resources, innovation capabilities, and lower business risks (GEDI, 2013). Thus, it can be identified that in the head to head comparison, Indonesia's entrepreneurial index is relatively superior to the Philippines, relatively equal to Thailand, but inferior to Malaysia and Singapore.

Entrepreneurship is an important factor to determine whether a country can compete in the global market. Concerning Indonesia's entrepreneurship index compared to selected ASEAN countries, the country needs to fight hard to face Singapore, Malaysia, and Thailand in the ASEAN Economic Community (AEC) arena. To strengthen Indonesia's position in the AEC, the country has to improve its capabilities in the field of entrepreneurship. In the hands of entrepreneurs, innovation and economic activity will continue to grow.

D. Strengthening Innovations to Support Entrepreneurship

National competitiveness is also determined by the ability to innovate. The low amount of funds allocated for research and development programs is a factor that causes low innovation capability. Entrepreneurs in Indonesia have not been able to move in the field of businesses loaded with technology and innovation. So far, the Indonesian entrepreneurs still cultivate the sectors of retail business, food and processed industries, fisheries, agriculture, and mining services. In 2012, as much as 57% of Indonesia's GDP was contributed by entrepreneurs' business activities in these sectors (The EY G20 Entrepreneurship Barometer 2013). In addition, education in Indonesia is considered not able to create a strong culture of innovation, whereas it is a condition needed for the growth of an entrepreneurial culture.

There is still a paradoxical situation in the Indonesian economy. At a time when Indonesia's economic growth is growing rapidly, but at the same time, the role of education in giving birth to new entrepreneurs is still very weak. Most secondary and tertiary education graduates do not have a strong spirit to become entrepreneurs. After graduating, they generally enter the job market to find jobs, but not create ones (www.worldbank.org). As reported by the EY G20 Entrepreneurship Barometer 2013, education and training activities, especially those aimed at fostering the spirit of entrepreneurship, are still considered very weak in Indonesia. The weak educational and training activities eventually result in the weak entrepreneurial culture in the social life of the country (www.ey.com).

To see the extent to which a government strengthens entrepreneurial culture as a new lifestyle, especially for the youths, the World Bank employs two measures, i.e. research and development (R&D) spending and articles in the fields of science and technology that are published in journals. As an illustration, Indonesia's R&D spending is only 0.1% of its total GDP, which is below the average expenditure of other G20 member countries (1.6%). In the case of scientific and technical journal articles, Indonesia only publishes 0.0% articles per 10,000 people, whereas the G20 average is 3.3 articles per 10,000 people (www.ey.com).

III. CONCLUSIONS

Based on various data presented on the performance of Indonesia's economy and various variables that affect the competitiveness of countries in the ASEAN region, it can be concluded as follows:

1. So far, Indonesia is a country that has the largest market size in the ASEAN region. Its national proportion of the population and GDP reaching 40% of the total population and GDP from ASEAN countries and its average per capita income of more than \$3,500 (middle-income country group) make Indonesia a huge market. The positive economic growth over the past few years has made Indonesia a potential business center in the ASEAN region.
2. The increase in the average per capita income of the Indonesian population has increased the people's purchasing power. The national consumption is, therefore, increasing very rapidly. This is one of the factors driving the national economy. The increasing national consumption also opens up enormous business opportunities. Other ASEAN countries have taken advantage of this market opportunity by penetrating their goods and services into the Indonesian market. This indicates that there is an issue of competitiveness faced by domestic businesses.
3. Indonesia has to strive for strengthening its entrepreneurial culture. The increased productivity and the ability to create quality products will be driven by entrepreneurs. The level of productivity is closely related to research and development (R&D) activities. The R&D is the main pillar of innovation and the ability to innovate will influence the creation of an entrepreneurial culture (Urgensi Penguatan Budaya.... Agus Prianto, 103). In the ASEAN region, Indonesia's entrepreneurial culture is still far behind compared to Singapore, Malaysia, and Thailand. This is a challenge for Indonesia to strengthen its entrepreneurial culture. To face the ASEAN Economic Community (AEC), Indonesia is required to have a strong entrepreneurial culture. A strong entrepreneurial culture is one of the main factors forming the nation's competitiveness.
4. The quality of entrepreneurship in a country is closely linked to its ability to use information technology to build business networks and increase productivity. IT facilities can make various business activities running quickly, effectively, and efficiently. The optimal mastery of IT by entrepreneurs will enable them to capture business opportunities. Indonesia must encourage its people to use IT to improve work productivity, effectiveness, and efficiency to create a competitive advantage.
5. Indonesia's ability to take part in the AEC era can be captured from its current competitiveness compared to other ASEAN countries. The country's competitiveness is currently inferior to Singapore and Malaysia, relatively equal to Thailand, and relatively superior to other ASEAN countries.

Lastly, this paper offers the following suggestions:

1. Domestic business actors must identify and comprehend the consequences of the presence of the AEC era. In this case, the Indonesian government needs to communicate more intensively with business people about all matters relating to the AEC. The country's huge market potential along with its increased GDP and IPC will not provide optimal benefits for the national economy when the domestic businesses lose the competition with other countries' businesses. Therefore, all parties, including the government and business people, must keep striving for improving the nation's competitiveness.
2. The entrepreneurial culture must be strengthened and serve as a new lifestyle in the lives of the Indonesian people. The government together with all components of society, especially higher education institutions, must issue real programs to strengthen the entrepreneurial culture. Strengthening the entrepreneurial culture must be done massively to become a national program that penetrates the village level just as the family planning program initiated in the past.
3. Higher education institutions in Indonesia also have to play a real role in improving the nation's competitiveness, participate in the promotion of students' entrepreneurial culture, and increase research and development activities to create innovations in supporting the entrepreneurial culture.
4. The Indonesian government must have a strong commitment to creating conditions that enable the development of an entrepreneurial culture. This can be done by expanding and strengthening IT networks and providing adequate funds for improving innovation activities through research and development programs.

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WHY INFRASTRUCTURE STILL CHALLENGING IN ASIA? MODIFIED SOLOW GROWTH MODEL APPROACH

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Abstract. Infrastructure is an essential part of a country's economic growth. Previous research has shown that infrastructure has a positive effect on growth. However, this study shows that infrastructure relative minor effect on economic growth, and inter-island development inequality in Indonesia is vast. By using the Modification of the Solow model, we examine on infrastructure under branch Ministry of Public Works and People's Housing. It's consisted of highway, road and bridge area, water resources area, human settlements area, and housing provision area. Further research needs to clarify this research.

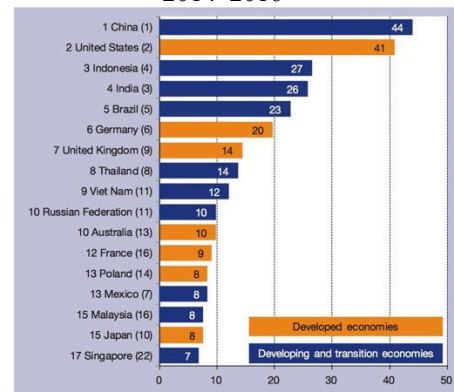
Keywords: economics growth; infrastructure; GDP; Solow growth

I. INTRODUCTION

In the case of the Indonesian economy, even though the performance of economic growth has not yet reached the Asian average, strong economic fundamentals, accompanied by improvements in macro and microeconomic risks, have encouraged various international institutions to provide a positive assessment of Indonesia's economic outlook. As a result, Indonesia is again categorized as an investment grade by several international institutions. The results of the UNCTAD survey in the 2014-2016 (Graphics.1) World Investment Prospects Survey put Indonesia at the third rank of the most attractive investment destination by investors after China, the United States, Indonesia, India, and Brazil. According to Japan Credit Rating Agency, Indonesia in 2019 on level BBB / Positive.

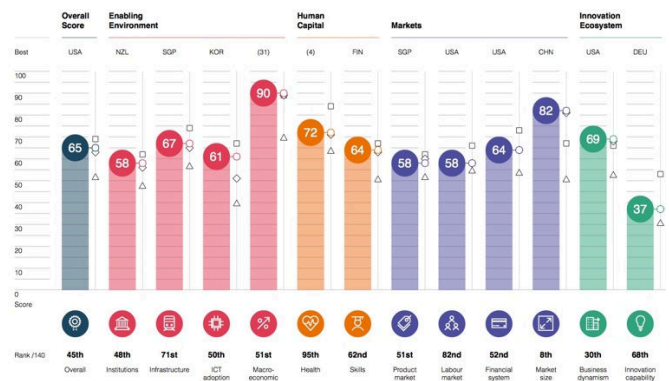
However, the medium and long-term Indonesian economy is facing a critical challenge, namely the constraints on the development of production factors which hinder the achievement of higher and better-quality economic growth. The World Economic Forum (WEF) revealed that Indonesia's competitiveness is still lagging (Figure 2) in the 2018 Global Competitiveness Report 2018 (GCR 2018), three mainly on infrastructure pillars, technology readiness pillars, and innovation pillars. This WEF assessment shows that the structural constraints facing Indonesia (the most binding constraints). More specifically, the constraints on infrastructure pillars stem from the low quality of roads, ports, airports, trains, and the quality of electricity supply. Meanwhile, the constraints of the pillars of technological readiness and innovation include the low level of mastery of technology and innovation activities. GCR 2018 stated "There is also a physical infrastructure gap among G20 economies (about 30 points between Japan and Indonesia, the best and worst performers, respectively). There are stark contrasts in terms of innovation capabilities, too."

Graphics.1: Top prospective Countries in Investment, 2014-2016



Source: UNTAC 2014-2016 World Investment Prospect

Graphic 2. Indonesia's Ranking/Performance in the World



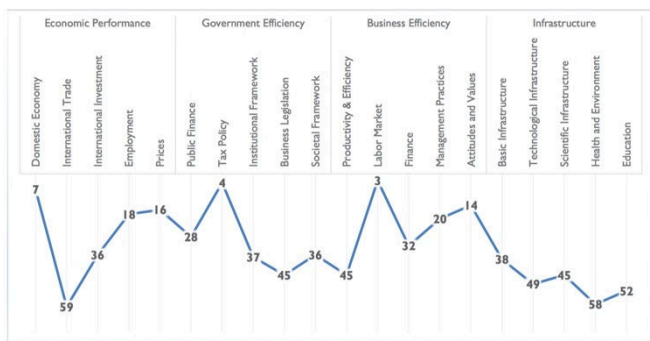
Source: Global Competitiveness Report 2018

Table 1. Indonesia Ranking and Score compete to other countries

Indonesian Infrastructure Quality			
Indicator	Value	Score	Ranking in the Word
Overall Infrastructure (0-100 (Best))	-	66.8	71
Road connectivity index 0-100 (Best)	34.6	34.6	120
Quality of roads 1-7 (best)	3.9	48.1	75
Railroad density km of roads/square km	2.5	6.1	82
Efficiency of train services 1-7 (best)	4.7	61.4	19
Airport connectivity	972,336.6	100	5
Efficiency of air transport services 1-7 (best)	5	66.7	49
Liner Shipping Connectivity Index 0-157.1 (best)	40.9	40.9	41
Efficiency of seaport services 1-7 (best)	4.2	54.1	61

Source: WEF, Global Competitiveness Report 2018

Research conducted by the International Institute for Management Development in 2019 concluded that Indonesia still poor performance among countries in the world. The table below describes the Indonesian position.



Source: International Institute for Management Development, 2019

Regarding the improvement of infrastructure conditions, the obstacles faced are funding problems and legal problems. The allocation of Government expenditure for Government infrastructure development in the past eight years has averaged only around 1.6% of GDP. This ratio is relatively low when compared to other countries such as China and India, which each reach 5.3% and 7.3% of GDP.

Research conducted by Calderon states that there are two significant results: (1) growth is positively affected by the stock of infrastructure assets, and (2) income inequality decreases with higher quantity and quality of infrastructure. A series of specification tests show that these results do capture the causal impact of exogenous components on the quantity and quality of infrastructure on growth and inequality. The combination of these two results shows that infrastructure development can be instrumental in fighting poverty (Calderón, 2004). Canning stated that although infrastructure tends to cause economic growth in the long run, and the results obtained vary substantially in various countries. There is significant evidence that each type of infrastructure available reaches the maximum value of global growth averages. However, there are also supply shortages in

some countries and oversupply in several other countries (Canning, Pedroni, 2008).

II. LITERATURE REVIEW

Given the critical role of infrastructure in encouraging economic growth, an empirical study of the effects of physical infrastructure includes: means of transportation (length of road and port loading and unloading), electricity, and the quality of human resources (education) in 36 provinces in Indonesia but by considering several factors related to government policy, economic structure, and community structure.

The allegations of disparity in the Indonesian economy will be studied more deeply in this study by adopting the theory of convergence and using static panel data methods. Explicitly, the purpose of this paper first is to provide an up-to-date description of the condition of infrastructure at national and regional levels; second, knowing the condition of economic disparity between regions in Indonesia, namely through the identification of convergence; and third, identify the influence of infrastructure on economic growth at the national and regional levels.

III. METHOD

The economic growth model used as a reference is the modified exogenous growth model or modified Solow growth model. The Solow model assumes that economic growth is only influenced by changes in the factors of production of physical capital (savings and investment) and labour (population growth), while the technology that describes the level of efficiency is an exogenous variable and is considered a residual. The Solow model is a development of the Harrod-Domar growth model by adding labour and technology factors to the growth equation. Labour and capital are assumed to experience diminishing returns if both are analysed separately and constant returns to scale if both are analysed together (Todaro and Smith, 2006)

The Solow growth model emphasizes the importance of the role of investment in the process of accumulation of physical capital. The rate of economic growth determines by the level of capital accumulation per workforce. Based on this model, regions that have better capital accumulation will grow higher. Thus, if the investment ratio increases, the steady-state output per labour will be higher. Regions with the same initial capital but higher investment ratios will have a higher steady-state income per capita so that disparities between regions will be more comprehensive. Meanwhile, regions with lower initial capital but with higher investment ratios will grow higher.

Besides, there is an assumption that the mobility of production factors both capital and labour at the beginning of the development process is not smooth so that capital and skilled labour tend to concentrate in more developed areas. The result is a vast regional inequality. However, with the better communication infrastructure and facilities between regions along with the sustainable development process, the mobility of capital and labour will be smoother. If the country progresses, regional development inequality will decrease. This estimate is the second conclusion of this model and came to be known as the Neoclassical Hypothesis.

Model formulate using static panel data:
 $LnGDP_{it} = \alpha_{it} + Ln Capital Inv_{it} + Ln Labour_{it}$
 $+ Ln Highwaybridge_{it} + Ln Water R_{it}$
 $+ Ln Human Settlements_{it}$
 $+ Ln Housing Provision_{it}$

IV. RESULT

Static Panel Data for Indonesia result show below:

Table 1. Estimation Result for Indonesia Period 2011-2016

Independence Variable	Dependent Variable: Income Per Capita		
	OLS	Fixed	Random
Constanta	-2.720123 0.367276***	-0.778249 0.086911***	-0.800991 0.101529***
Capital investment	0.214448 7.939738***	0.003998 0.004558	0.006607 0.004546
Labor force	0.75864 0.027009***	0.837309 0.007572***	0.836565 0.007484***
Highway, road and bridge area	0.072279 0.049468	0.013663 0.010839	0.014055 0.010758
Water resources area	-0.141493 0.048098***	0.017445 0.008910*	0.014896 0.008880*
Human Settlements area	-0.039222 0.052387	0.01409 0.007905*	0.013399 0.007897*
Housing Provision area	0.087001 0.022641***	0.021377 0.003655***	0.022511 0.003648***

***, **, and * significant at 1%, 5%, and 10%. Number on second row standard error. Variable in form of Natural Logarithm

Sumatra Island for comparison show below:

Table 2. Estimation Result for Sumatra Period 2011-2016

Independence Variable	Dependent Variable: Income Per Capita		
	OLS	Fixed	Random
Constanta	-5.353442 0.748935***	-4.277786 1.498057**	-4.406909 1.185966***
Capital investment	0.841088 0.057794***	0.003998 0.092882***	0.829611 0.080076***
Labor force	0.213246 0.085455**	0.090778 0.176302	0.10121 0.135835
Highway, road and bridge area	-0.045024 0.068056	0.016492 0.012581	0.016151 0.012539
Water resources area	-0.020828 0.038432	4.34E-06 0.007721	-4.65E-05 0.007605
Human Settlements area	-0.041022 -0.054160	0.015213 0.009584	0.015138 0.009574
Housing Provision area	-0.012672	0.004187	0.003904

0.023682 0.004749 0.004394

***, **, and * significant at 1%, 5%, and 10%. Number on second row standard error. Variable in form of Natural Logarithm

And Java Island for Highest Growth in Indonesia:

Estimation Result for Java Period 2011-2016

Independence Variable	Dependent Variable: Income Per Capita		
	OLS	Fixed	Random
Constanta	-5.318884 0.979764***	-6.248768 2.502362**	-NA- -NA-
Capital investment	0.703147 0.077399***	1.026933 0.085004***	-NA- -NA-
Labor force	0.37323 0.088479***	0.004184 0.204955	-NA- -NA-
Higway, road and bridge area	-0.135902 0.082073*	-0.011734 0.008275	-NA- -NA-
Water resources area	-0.025559 0.062349	0.003258 0.008479	-NA- -NA-
Human Settlements area	-0.034285 0.060695	-0.00299 0.005642	-NA- -NA-
Housing Provision area	0.118831 0.049574**	0.007908 0.006396	-NA- -NA-

***, **, and * significant at 1%, 5%, and 10%. Number on second row standar error. Variable in form of Natural Logarithm

From the results obtained at the national level, the water resources area harmed the growth of -14% whereas Housing provision area gave a significant and positive contribution of 2% on average. None of the results obtained for the Sumatra Corridor showed significant value. Whereas for the Java Corridor, only the Housing provision, which contributes 11% of the remaining does not have a significant influence on economic growth.

V. DISCUSSION

Indonesia has a dilemma because the ratio of infrastructure budget to GDP is only 1%. So that infrastructure does not have too much influence on economic growth and development evenly distributed. From the 1% budget, not all absorbed in physical expenditure, but only 40% spent on physical expenditure and 60% spent on non-physical expenditure. The government needs to find new alternatives for development financing so that it does not burden the state budget.

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OPPORTUNITIES FOR THE ASIA'S FILM INDUSTRY AS AN ECONOMIC ENHANCER IN ASIAN COUNTRY

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Abstract. Asia as the largest physical continent that has potential natural resources and human resources are very in price. The magnitude of the Asian continent stretching from the Eastern world until the middle world has potential culture. It can be shown in a film industry that is present in some countries to promote the culture of each country. Film Industry will help the economy of a country because in addition to getting the tax from the movie, the State would get long-term effects that will affect the economy. With the goal of community building efforts in Asia film industry will be one of the profitable industry because it has been proved by two Asian countries that succeed in the industry, State of India with film industry called "Bollywood" and South Korea is also famous for its "K-Drama". This potential will develop the economies of Asian countries. Asia has a big market as a power but also the film production of Asia must raise the culture and Asian country's potential to promote the cultures so it can enhance economic of the country. If all Asian Country strengthen its cooperation in film industry then Asian Film Community will dominate the world film remembering Asia's today is a large part of the world and becomes a center of world attention.

Keywords: Creative Industry; Movies; Economy

I. INTRODUCTION

Creative Industry is an industry that play in the realm of human creativity, Creative Industry based on references are: *Industries as those industries which have their origin in individual creativity, skill & talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes: advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer services, television & radio.* (DMS Creative Industries Task Force, 1998)

In the above explanation of creative industry have great potential in today's era, because with individual skill, human will freely create something with his mind. In the age of postmodernism where a truth comes from the human mind than simply put if the current presence of creative industry focusing industry source of human mind then they will create their works their own way with their creativity. The continent of Asia as the world's largest continent has many great cultures and very heterogeneous so that some countries began using the creative industry to reveal the culture. Usually, the countries in Asia use the platform of the films as one way to promote culture.

In some Asian countries such as India that have "Bollywood" as the movies that promote the culture of India, then "K-Drama" owned by Koreans as a promotional tool is not only present their cultural but also food and political conditions that occur in South Korea. But many countries that have yet to do so then felt the need to form a study in order that countries in Asia were able to utilize in order to boost the economy in the Asian countries.

Revolution industry 4.0 became one of the new challenges which must be faced by some countries in the world. Inevitably revolution industry 4.0 should be a concentration of countries in order to get benefit and be able to master the revolution industry 4.0. This revolution has the characteristic that is leveraging technology as a tool of

production, marketing/distribution tool and consumption tool. The means of production here means all relating to the manufacture of products or in case it is filming using technology related to films such as the camera, edit tools to tools for scripting is already using the latest technology. Then continue to distribution's tool is in this regard if we are to promote a movie works then use technologies such as social media or other media. And finally, consumption tool is a tool that uses current technology in this case seeing a work of film through platforms that have been there like YouTube, Netflix, and more.

II. BASIC THEORY

A. The Theory Of Chance

This theory was first used as a theory in playing gamble that is now used by academics in mathematics. This theory was introduced by a French nobleman named Pascal and Fermat (1601-1665). In simple, theory of chance is the branch of mathematics concerned with opportunities, analysis of random phenomena. The main objects of the theory of chance are random variables, stochastic processes, and events/phenomena: mathematical abstractions of non-deterministic events or measured quantities that may either be single occurrences or evolve over time in an apparently random mode. Occurrence or event is a subset of the sample space definition of opportunity: the chance of an event that desired is a comparison of the number of sample points with events quantities of the sample space. Opportunities also called with the value of the possibility.

B. SWOT Analysis

This analysis is used to find a problem and opportunity. In SWOT analysis we can evaluate the strengths, weaknesses, opportunities and threats in a project or a business venture. Those factors which forms the acronym SWOT (strengths, industry, opportunities, and threats). This process involves the determination of the specific goals of the business venture or project and identifying the internal and external factors that support and

cause difficulties for achieving those goals. SWOT analysis may be applied by means of analysing and sorting out the various things that affect all four factors, then apply it in the image of the SWOT matrix, where its application is how strengths are able to take benefit of opportunities that exist, how to address weaknesses which prevents benefit of opportunities, next how power (strengths) are able to face the threats and the last is how to overcome the weakness of (industry) are able to make real threats or created a new threats.

III. DISCUSSION

The largest film industry in world is still held by Hollywood. The Film Industry which originating from the USA always makes the bestselling work for the movie market all around the world in example of its new film is "Avenger End Game" the stories that came from America. This is as an example that we as Asian countries which have more stories that can be displayed based on the culture of each Asian country. This culture which became the capital for these countries to make a film that shows and promote what is owned by the country.

By using SWOT analysis will extract anything that influences a film industry: 1) Strength: Asian countries have a large capital in its culture and societies, as a power Asia have financial capital and big market as a tool to support film industry; 2) Weakness: Lots of Asian countries who have not been able to enter into it because a society that is still lack of technology, and less economically, it would be very difficult for some countries to apply this; 3) Opportunity: With its various cultures this becomes a chance for movie maker to create a story that will be visualize in a film, in addition to the presence of how rich the natural resources in Asia rather than the country outside Asia; and 3) Challenge (Threat): Asian film industry will directly face with Industry movies that originating from America or Europe that in fact already has its market and more famous so it becomes a challenge to be solved in this industry.

The development of the film industry in Asia is currently progressing rapidly; it is seen from the producers of the film in several countries such as India, South Korea, Japan, Thailand, and others. In every country have its own character, in example India's movie that has characteristic by dances and songs, and then South Korean drama film with a character which describes life in South Korea because the film is able to introduce Korean food specifically by means of a typical meal, Japan with its famous worldwide cartoon movie/anime the character make a film to educate the children of Japan in particular to progress the nation proved in the cartoon series "Doraemon" which describes about future technologies and proven children who watch the series become a scientist who made Japan into a forward nation at this time.

Countries in Asia have potential to build a film industry that can develop the economy. Some of the supporting factors are:

A. Cultural Factor

Culture is a whole system of ideas, actions and results of the work of people in public life, which belonged to people with a study or in another explanation today is things

that are concerned with. From the above notions of cultural factors in film industry is the factor that comes from people who lived in the middle of the environment that affect the way of thinking and how to act, in the case of this culture can be basic stuff or things that need to be shown at the time of making a film, it is also supported by countries in Asia which have different culture so its culture can be the hallmark of film industry in the country.

B. Community

Community here means people congregated in the area by having the same culture. Same thing with the first factor of this society will affect a film industry, for example if the system is a hard-working society then the average movie made to lead to such a destination, like a Japanese renowned for its work ethic is good then it became one of the characteristic of the film production also displays things related to building the nature of hard work.

C. Education

In some Asian countries education of film making has become one of the lessons to be taken at this time, such as in Indonesia aspirants filmmakers have detained from secondary school onwards. Not only does it with the presence of a digital platforms such as YouTube can help the filmmaker get information and education about the world of film, as it says above in the revolution industry 4.0 people must utilize technology as a tool needs. It will also help countries to run revolution industry 4.0, because in some countries the technology is still not much known so to socialize it the way by means of making the community need with the technology so by using community and exploit the technology.

D. Technology

As already described above, a little technology can be used as a tool of human needs, so in this case the presence of technology in film industry it will help the filmmaker to make paper. This technology also will help promote a film work to be able to watch over the world.

By Factors above we can see that all Asian countries can make creative industry in the field of Film Industry. From this industry will make Asian countries advanced in its economy, it can be taken from the tax results of filmmaking, the attractions promoted in films, and others indicated in the film made by producers and filmmaker of Asian Countries. Opportunities in Asian film industry by using a theory of opportunities that saw the abundance of an event with many of its events that may and deployment in Asia, if there are some of the Asian countries in building or creating the success film industry then this is also possible for another Asian countries to be capable of success in building industry.

IV. CONCLUSION

Today's creative Industry will increase the economy of Asian Countries. This will be obtained from the film industry because in addition to the works of film, the country also get long term effects that affect the income of the country such as the increasing number of foreign tourists who come to visit places that are on show in the movie, and then exporting food ingredients due to the effects of the film showed the food typical of a country. With the development of technology that is able to help promote for free so simply

put the new movie maker no need to think of the promotion budget simply by submitting his work to social media platforms.

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IMPROVING THE QUALITY OF HUMAN RESOURCES IN INDONESIA TO BECOME ENTREPRENEURS

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Abstract. Human resources are one of the important assets that must be owned, developed and managed properly. Human resources are one of the important aspects of achieving a goal. Improving the quality of human resources is very important in the current era of globalization. With the improvement of the quality of human resources, a country will be able to produce a variety of quality professions, one of which is to produce good entrepreneurs. This. So improving the quality of human resources must be done so that it can open up the insight, knowledge, and power of thought of the Indonesian people. The output obtained after improving the quality of human resources is to improve various abilities both hard skills and soft skills and strong mental attitudes so as to create good characters who are always innovative and creative. The goal of improving the quality of human resources in Indonesia can produce quality entrepreneurs who can help solve various problems that exist, quality resources will be able to compete locally and globally. This article will discuss how to improve the quality of human resources in Indonesian society to become quality entrepreneurs.

Keywords: Improving the quality, human resources, Entrepreneur

I. INTRODUCTION

The country of Indonesia is one country with a high population and always increasing every year. The population of Indonesia in the current year reaches 269 million or 3.49% of the world's total population. Indonesia ranks fourth in the world after China, India and the United States. (Dwi Hadya Jayani: 2019). The country of Indonesia is one of the countries included in the Asian continent and belongs to a developing country that has experienced an increase in population growth.

Resource problems in Indonesia include, lack of qualified human resources, lack of formal education levels provided by human resources, lack of human resource skills, limited provision of employment opportunities, low per capita income levels of human resources, low scientific knowledge owned by community resources, lack of knowledge of new technologies used, uneven economic development in each region, low labor productivity, inequality between the number of job opportunities and labor force, sluggish world of business, lack of training and skills in human resources, low levels formal education, low level of progress and health services, inflation and the increasing unemployment rate, and the problem of income distribution. (Lepioteran: 2017)

It can be seen from the human resource problems in Indonesia, one of which is the lack of quality human resources and the imbalance between the number of employment opportunities and the labor force. What happens if Indonesia does not increase its Human Resources? Then new complex problems will emerge. With the demographic bonus in the country of Indonesia, this can be an opportunity or threat if the Indonesian state cannot cope with and process its human resources and natural resources. The existence of population growth in the country of Indonesia must be balanced with the quality of good human resources. A large population in the country of Indonesia can be an opportunity if human resources are managed properly and maximally.

According to Head of the Indonesian Central Bureau of Statistics Suhariyanto said "The number of the working-

age population in Indonesia is 194.78 million people. The details of 131.01 million are the workforce and 63.77 million are not the workforce. Furthermore, from the total 131.01 million people, 124.01 million people worked, while 7,001 million were unemployed. "(Hendra Kusuma: 2018) The high unemployment rate in Indonesia is good if the population in Indonesia starts entrepreneurship because of the number a large population will bring up a variety of diverse human needs and desires that will force individuals and groups to continue to innovate and think creatively in various sectors such as economics, education, social, technology and in various other sectors.

In writing this paper the author will discuss how to improve the quality of human resources to become a competent entrepreneur who can help overcome various existing problems.

II. BASIC THEORY

A. Quality of Human Resources

Human resources classified as a labor (manpower) are residents in working age (aged 15-64 years) who have the ability to issue a business every unit of time to produce goods and services, both for themselves and for others. (Dr. H. Amiruddin Idris, S.E., M.Sc: 2018)

Understanding the Quality of Human Resources according to Danim (1996) in his book "Transformation of Human Resources", as follows: Quality of Human Resources is a resource that meets the criteria of physical and health quality, intellectual quality (knowledge and skills), and mental-spiritual quality (struggle). (Pengertian kualitas sumber daya manusia : 2008).

Indicators of the quality of human resources are very diverse. The indicators of the quality of human resources proposed by Danim (1996) in the book "Transformation of Human Resources", are as follows: 1) Physical and health quality, 2) Intellectual quality (knowledge and skills); 3) Spiritual Quality (Struggle). (Indikator Kualitas Sumber Daya Manusia : 2008)

B. Entrepreneur

Entrepreneurship; is the process of doing something creative and/or something different for the individual and adding value to society.

Entrepreneur; An entrepreneur is a person who undertakes a wealth-creating and value-adding process, through developing ideas, assembling resources and making things happen.

Entrepreneurship culture; Potential for the growth and entrepreneurship endeavor to its growth potential for the purpose of creating wealth for individuals and adding value to society. (Dr. Heri Erlangga: 2018).

According to Peggy A. Lambing and Charles R. Kuehl in the Entrepreneurship book (1999), entrepreneurship is a creative endeavor that builds a value that does not yet exist to exist and can be enjoyed by many people. Every successful entrepreneur has four main elements, namely:

- a. Ability (relation to IQ and skill).
- b. Courage (relationship with Emotional Quotient and mental)
- c. Tenacity (related to self-motivation)
- d. The creativity that requires inspiration as the forerunner to the idea of finding opportunities based on intuition (relation to experience). (Dr. Eman Suherman, SE., M.Pd: 2010)

III. DISCUSSION

A. Development of Human Resources in Indonesia.

Indonesia as a vast archipelago and high population causes various kinds of inequality, both from economic, social, political, educational, technological and so on. One of them has not been evenly distributed in the process of improving the quality of human resources. It will be clear the difference between the mindset of the city and village community. This is influenced by environmental factors around the individual, both the internal environment and the external environment.

The development of human resources in Indonesia has fluctuated every year, due to the unstable condition of Indonesia. One of them, such as the uncertain inflation rate every year, this will affect the purchasing power of the people to decline. Such as declining purchasing power of education this will affect the quality of human resources in Indonesia. Many efforts have been made by the government and the private sector to increase human resources in Indonesia. One example is President Joko Widodo, saying that starting in 2019 Indonesia will begin to develop human resources on a large scale. "Starting next year, we will shift our development strategy, namely to the development of human resources (HR) and of course this will be made on a large scale. Both for vocational training, vocational school, polytechnic, and also sending our children to school a lot out to gain knowledge because global change is now very fast." (Reni Marlinawati: 2019).

Quality human resources is an asset that must be owned and developed in order to have good competence and be able to compete nationally and internationally. If the country of Indonesia has a lot of qualified human resources, then automatically the Indonesian state can improve the quality of income, education, health. And can

arrange, plan, design and move the state of a country to be even better.

B. Quality of Human Resources.

Indicators of the quality of human resources are very diverse. The indicators of the quality of human resources proposed by Danim (1996) in the book "Transformation of Human Resources", are as follows: 1. Physical and health quality; 2. Intellectual quality (knowledge and skills); 3. Spiritual Quality (Struggle).

The quality of human resources expected in the future according to Danim (1996) in his book "Transformation of Human Resources" is human resources that fulfill:

1. Physical and health quality

Physical and health qualities include: Having good health and physical fitness; and having a decent and humane level of life.

2. Intellectual Quality (Knowledge and Skills)

Intellectual Quality (Knowledge and Skills) includes: Have educational skills at a higher level, Has a variety of levels and qualities of education and skills that are relevant by taking into account the dynamics of employment, both available at the local, national and international levels, have a mastery of language, including national language, mother tongue (area) and at least one foreign language, and having knowledge and skills in the field of science and technology in accordance with the demands of industrialization.

3. Spiritual Quality (Struggle)

Spiritual Quality (Struggle) includes:

- a. Obedient in carrying out religion and belief in God Almighty, as well as high tolerance in religious life.
- b. Having high enthusiasm and strong struggle, both as individuals and as a community.
- c. Honestly based on the similarity between thoughts, words and actions and responsibilities that they bear.
- d. Prioritizing public interests over personal or group interests on the basis of equality prioritizes obligations over rights as citizens.
- e. Having an adaptive and critical attitude towards the negative influence of foreign cultural values.
- f. Having awareness of national discipline as a national culture that always wants to move forward.
- g. Having a high spirit of competition by increasing motivation, work ethic and productivity for the nation and state development.
- h. Great soul and positive thinking in facing problems in society, nation, and state for the sake of wholeness and progress.
- i. Having the nature of openness based on a sense of responsibility for the interests of the nation.
- j. Having high legal awareness and being aware of their rights and obligations with those stipulated in the 1945 Constitution. (Indikator Kualitas Sumber Daya Manusia : 2008)

So if we want to improve the quality of human resources, the three indicators of the quality of human resources such as Physical quality and health, intellectual quality and spiritual quality (financial) must be present and must be balanced.

C. Entrepreneur Development in Indonesia

In 1998, the Indonesian economy entered a very difficult period. The change of power from the new order

era to the reform era accompanied by a multidimensional crisis resulted in unemployment everywhere. The economy, which at that time was centered on large businesses and conglomerates, experienced great difficulties. The conglomerate (the owner of the conglomerate) has financial difficulties. People's purchasing power is declining. Companies do the termination of employment .

On the other hand, social-political uncertainty is felt. Everyone feels uncertain. The government system changes, references, and laws change. The attitude of the people is very aggressive and foreign and domestic investors leave Indonesia.

Amid the uncertainty, scholars have difficulty finding work. Most cannot be accommodated. They must compete with people who have far experience in finding work. The scholars became unemployed. Who can be relied upon by this nation to overcome all that? Really! That is entrepreneurship.

In the building of the Indonesian economy at that time, although its economic contribution was still limited, there were millions of people who were involved in micro, small and medium enterprises. They are the mainstay of the Indonesian economy. These businesses do not have large numbers of employees, led by one or several entrepreneurs. They are independent, resilient, flexible in moving, efficient because they are done with all family members, are not dependent on debt, and are based on local resources.

Indeed, most MSMEs at that time had not been managed in a modern way, but they were free from crisis because of the characteristics as above. Most of them have not implemented modern management (eg separate property and management arrangements), have not built a brand (brand), do not have well-organized financial records (accounting), do not have a written division of labor, no SOP (Standard Operating) Procedure), has not used knowledge management, and so on. (PROF. Rhenald Kasali, PH.D., dkk: 2010).

The number of entrepreneurs in Indonesia currently has not reached 2%, while the number of entrepreneurs in developed countries is at least 2% of the total population. Indonesian country As a developing country with a large population and various problems in the country of Indonesia, it is one of the factors why the number of entrepreneurs in Indonesia is still small. If the number of entrepreneurs in Indonesia increases, the economy in Indonesia will indirectly increase.

D. Qualified Human Resources To Become Entrepreneurs

Competition from time to time in Indonesia is increasingly competitive following the development of globalization which demands increased creativity and innovation. This fierce competition leads us to difficulties in finding jobs which ultimately causes unemployment when unemployment is high, productivity will decline and the country's economy will be low.

At present, there are still many unemployed people in Indonesia from undergraduate graduates. According to 2018 Central Bureau of Statistics data, almost 8% of the total 7 million more graduates are unemployed. This figure increased by 1.13% from 2017. (Mengapa Sarjana

Menganggur Meningkatkan di Indonesia? : 2018). A large number of unemployed undergraduate graduates due to the increasing number of undergraduate graduates is not matched by the existing employment opportunities due to little employment and increasingly fierce competition in the era of globalization.

To overcome the problem of unemployment, the people in Indonesia should start learning to become an entrepreneur. There are many benefits of entrepreneurship such as finding opportunities that we can see around us that can be used as a business field that can utilize various resources around it, learn to deal with customers, get new relationships, can open new fields and gain new experiences.

According to Peggy A. Lambing and Charles R. Kuehl in the Entrepreneurship book (1999), entrepreneurship is a creative endeavor that builds a value that does not yet exist to exist and can be enjoyed by many people. Every successful entrepreneur has four main elements, namely:

1. Ability (relation to IQ and skill).
2. Courage (relationship with Emotional Quotient and mental)
3. Tenacity (related to self-motivation)
4. The creativity that requires inspiration as the forerunner of ideas to find opportunities based on intuition (its relationship to experience). (Dr. Eman Suherman, SE., M.Pd: 2010)

From the main elements to become successful entrepreneurs need various abilities, therefore humans must continue to develop and continue to learn in order to become qualified and useful human resources.

Creative and innovative processes are only carried out by people who have an entrepreneurial spirit and attitude, namely people who are confident (confident, optimistic, and full of commitment), take the initiative (energetic and confident) to have achievement motives (results-oriented and forward-looking) , has a leadership spirit (dare to be different), and dare to take risks with full calculation (because it likes to be challenged). (Dr. Heri Erlangga: 2018). Entrepreneurial spirit and attitude are very much needed nowadays because the entrepreneurial spirit and attitude makes us more developed and makes the individual qualified and strong.

Quality human resources will produce quality entrepreneurs too because later the entrepreneur will continue to innovate and think creatively to produce something new and unique which certainly can benefit many people. Becoming an entrepreneur will not be easily pleased with the results he has gotten and will continue to research looking for new and good strategies that he can use in his business.

IV. CONCLUSION

Thus, human resources are a subunit in a system that is related to one another. Improving the quality of human resources is very important in Indonesia so that a lot of human resources in Indonesia can be managed properly, and also Indonesia can compete with other countries. But increasing human resources alone is not enough to help solve problems in Indonesia. In addition to improving the

quality of Indonesian resources, human resources must be empowered. Qualified human resources will give birth to various professions that are competent in their field, one of which is to produce quality new entrepreneurs that will bring change. Therefore, the Indonesian government should begin to focus more on developing entrepreneurship to reduce unemployment and increase community innovation and creativity. The importance of being an entrepreneur is because we will always be faced with a variety of new and complex problems and their solutions require innovative and high creativity. Like, opening up jobs indirectly can reduce poverty and improve the welfare of themselves, the community, of course, this can help improve the economy in the country of Indonesia. Why should an entrepreneur be a quality resource? Because to face competition, it takes creativity, innovation, and strategy so that the business that is run will continue to develop and advance. If the number of entrepreneurs in Indonesia continues to increase then gradually the country of Indonesia can become a superior developed country.

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WORDPRENEUR, WHY NOT?

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Abstract. Language is the stuff that has been around since ancient times and still continued to be used until recently. We live in the era that very closely with the development of technology. As the technology of the education sector, agriculture, politics, and even the economy. All these developments, is inseparable from the function of language as a tool to deliver the message. Everyone in this world is using language to communicate, such as praise, ask news, trade, vent emotions, even insulting. All depends on how the words are used. Words are the most powerful weapons that can move someone's heart to do something or not do something. In the era of globalization, the use of the words already many foster motivation for readers or listeners. On advertising slogans on the street, on a column caption in social media, not even a little looking for quotes from famous people to motivate themselves. Sometimes people get confused in creating just the right words to caption in social media or even in a branding effort that will be traveled. Thus, people who are capable of creating words into more meaningful is urgently needed in this era. Wordpreneur is the solution. Become a wordpreneur it means to be part of the economic development in the field of creative. In addition to moving in the field of art, people who are good at stringing words also contribute to economic development in the country.

Keywords: Words, the era of globalization, wordpreneur

I. INTRODUCTION

*“You fat!”

“Ew! You’re gross! What have you done to your face?”

“Wow, five people liked.”

“You look stupid. Stop. You’re not going anywhere.”

“Ten likes, nice.”

Welcome to the world of some of us had almost everyday. Things that are often found in the comments section in the social media page. And these words often come from the person that hiding behind a fake account. Although the person who said it doesn’t really know about the person that he was talking about. If this behaviour and those language is unacceptable in real life, why is it so normal online?

II. BASIC THEORY

Language expresses and evokes ideas, thoughts, and also feelings. Crystal (2005, pg. 228) said, “Expressive language in literature, music, and the performing arts has the power to inspire and entertain.” Therefore, stop underestimating the power of language. Everyday since we were born to this world, we met with the language. How our parents treat us, how do we cry when we feel hungry, all of that is a language.

The reason why i choose language as my major is because language has a power to make people change his mind. With the right words can change the world. Our first president, Soekarno had a bombastic words that made so many people are amazed. One of his quote that motivates me is *give me 1000 parents so They will pull Semeru mountain until the roots. But if you give me 10 teenagers, so They will shake the world.* From this quotes, we can know properly about the power that the teenagers have. But, what can we do if the people who commented bad things at social media is the teenager? Where the teenagers that will shake the world gone? What kind of teenagers that Sukarno said in his

words? Are we not part of teenagers that he mean? You already know the answer.

III. DISCUSSION

Every day we communicate with others. Each day we also had the chance to do good. Our prophet, Muhammad said that we have to speak good or remain silent. These words show that there is nothing better than silence than say things that will hurt people. Each person has a different capacity in dealing with every case that comes to theirself. Indonesia’s netizen often mentions the words "*jangan baper*" which means don't get carried away by feelings. But we can't set other people’s feelings, but things we can manage are the words that will come out of our mouths.

There are times where words can no longer describe what is felt. There is the role of language to speak through the body. When we are not capable of expressing anger, disappointment, and sadness through words, languages do its job by making us cry to show things that we feel. This is one of the things that made me fall in love with the language. With language, everything in this world can take a place. Even in exact sciences, such as mathematics, they’re using language. The number is also a language.

We live in the digital generation, with easy and quick information can be widely dispersed. If we are not able to filter out things that are obtained, then destruction will attack us. Many hoax news, hoax, pornography, and propaganda spread in the internet. Improvement of human resources in the process of information is certainly very important. So, it isn’t wise if you create a shortcut to solve the problem with blocking things that considered as bad influential in some people. It is not easy to change a person's character, but with the right words and behavior, all things will be harmoniously intertwined.

Social media does offer many interesting things in life, such as fame and fortune. Many people become social media activists because the revenue generated is indeed seductive.

People who love to eat, make a channel on the Youtube platform, and share reviews about the food he eats. People who like make-up make reviews and spread it on the internet. A lot of people who will be pressing the likes and dislikes on video. This thing does require sufficient mental strength to face the bad comments on the internet.

"Get rid of belly fat, using this one weird trick"

"Sassy housewife want to meet you, with just one click!"

"CONGRATULATION! You are a winner!"

"Wow, I hit 10 million followers on Youtube with this method!"

"10 children is in jail! Number 6 will amaze you!"

"Don't click this if you don't want to get 5 million dollars in a week!"

Most of those words above is comes from a movie called "Ralph Breaks the Internet." And of course, the words are often found in social media, such as on pages that contain advertising content. The words in the ad must be able to captivate his readers in a matter of seconds. Unfortunately, it is not rare that the advertisements that lead to scams, hoaxes, even worse towards the virus. As reported by on the page BangkaPos.com, Sakti (2018, pg. 2) said, "... dailysocial.id research results that 44% of society Indonesia can't detect hoaxes." This shows that there is still a lack of ability of examining the information received. Even from the results of the survey Program for the International Student just my Assesment (PISA) 2015 which puts Indonesian's student ranked -62 of the total 72 countries surveyed from the literacy level. Until this line, which the teenagers that Soekarno means?

Increase the motivation for reading and writing are important in preserving the literacy at school and in everyday life. Reading is a receptive activities that will have an impact on the ability of others, such as speaking and writing. By reading, the words will be developed. In fact we can communicate with people from diverse cultures.

Indonesia now has a fairly important role in the development of many things in Asia. Therefore, learning a second language became one of the things that has urgency is high enough in this era of globalization. Ghazali (2013, pg. 142) said, "second language learning requires learners to use strategy-strategy for learning consciously, the willingness to practice, and learners need to have a strong desire to communicate, as well as learners need to have a positive attitude towards the target language." This means that the second language learning involves not only external factors, such as a teacher or other assistance. But it also involves the internal factors, such as the motivation and willingness of self.

The language that spread in Asia, besides English, of course is Mandarin. This is none other than due to the large number of people using those languages and spread across Asia. Language became an important means of communication, so the message conveyed, can be well understood by both parties. Perrine in Hassan and Jabbar (2018, pg. 18) said, "the directive function of language is used to induce certain actions or reactions." This means that the language will be performed every day because every day we do action and accept the reaction. Even if our action is silent, his name remains action.

In this era of globalization, with the unity of the countries in Asia, can produce many opportunities to establish international relations. Both in terms of trade, politics, cultural exchanges and education. It also makes us have to be able to improve the competences of ourself. Don't just be an employee, but also capable of creating jobs. Then, how language learning can be creating jobs?

Trade, news coverage, campaign, even the introduction of culture need words that are able to captivate the user services or consumer. In the trade of goods, e.g. "T-shirts for sale" will be different in effect with "Cheap T-shirts, definitely fit you!" This indicates that the diction in trade is very important. In addition to persuasive, words must be easy to remember. One example is the tagline which is often pronounced by Youtuber who has the most followers in Southeast Asia, he is Atta Halilintar. The tagline often sounded even by the not part of followers though.

"AHSIAAAP!"

I am not one part of Atta's subscriber on Youtube, but that word is everywhere in social media, as well as in the real world. Almost all of the people hypnotized and imprinted in their memories, constantly buzzing in their ears, so the words out of their mouth. First I did not know who started these words. This is the power of words which prompted me to find out who made the word "AHSIAAAP!" being viral in Indonesia. Of course with Atta's fame, many producers would come to him and asked for his services to promote their brand. Certainly, the promotion of a particular brand with the number of the subscribers that is not a little, will make higher price to deal with.

It's just one of the language's benefit to financially. On Twitter platform, an influencer, named Zarry Hendrik already started his business into Wordpreneur. He provides services to make caption for Instagram, create messages, make brand tagline, and other matters related to the use of words. Many people ask for his services to get their loved one's heart, through the words that 'purchased' from Zarry Hendrik. If he can do that, so can you!

IV. CONCLUSION

Wordpreneur can be a sufficient guarantee, if we made in earnest. Imagine if one caption appreciated of 100,000 rupiah, would be 1 million rupiah for 10 caption. Even some customers will give more. Wordpreneur will be the distribution of the languages is useful. Rather than just speak badly of other people in the comments field, better looking for the right words to criticize the people that can build the better to the future.

This can be done with a lot of reading, so the vocabulary becomes widely owned. Many people who have ideas to make life better, but not a lot of people has a willing to get started. Thus, start from yourself. From the things you like, so that the struggle that you are going through will feels good. Use the language as good as possible. Because without the language, we are no longer become who we are. Let's change the world for the better with words. Because spoken words create the worlds.

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THE IMPORTANCE OF GROWING AN ENTREPRENEURIAL SOUL FOR MILLENNIAL GENERATION ESPECIALLY FOR STUDENTS

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Abstract. This research is motivated by the reality that students' entrepreneurial spirit is caused by various factors. The enthusiasm is inseparable from the support and motivation of the community where students are active and interact with their environment, including campus as a community. This study wants to find answers to questions, namely: How is the spirit of students in entrepreneurship? The results of this study indicate that students who are self-employed apply their entrepreneurial spirit to their contributions through family background and support and social environment factors that foster student enthusiasm in entrepreneurship. The desire and purpose for entrepreneurship is not only due to economic goals but also with the aim of many things such as achieving ideals and the desire to please parents, want to be famous for their expertise, want to benefit others, and the most important is to channel their hobbies.

Keywords: Entrepreneurial Soul, Millennial Generation

I. INTRODUCTION

Entrepreneurship is a pre-eminent program with a background as is well known in Indonesia that there is an excess of the current workforce while the number of jobs is very limited. There are still many students who are picky jobs, the reason is many things one of which is the prestige factor of students who feel highly educated and feel unworthy to become an entrepreneur.

The spirit and entrepreneurial spirit play a very important role in the business and economic world. Moreover, lately the elements of government and intellectuals have strongly emphasized the importance of entrepreneurial spirit among students. The spirit of entrepreneurship is deemed necessary to be built from an early age as a foundation in the future so that jobs are increasingly wide open with a business climate full of innovation. Students as one of the intellectuals and the backbone of reformation in the future, are those who are seen as needing to equip themselves with the spirit and spirit of entrepreneurship. Students are challenged to create their own jobs with innovative ways and ideas.

The current trend of students who are self-employed is an interesting phenomenon to study, therefore why this study focuses on students who are self-employed because when the current reality is that students who are supposed to be activities are learning but the reality is that these students are engaged in business to study. The spirit of entrepreneurship that is built today will be felt in the future. With this enthusiasm prepared, students are expected to create their own jobs, so that the agent of changes hereby no longer seek employment, but instead open employment opportunities for the community. This passion for creation must also be complemented by useful innovations, so that later the business world will be able to compete and provide a good investment climate.

Based on the background of the problem and reality above, then some of the problems that will be examined in this article are: How to foster the enthusiasm of students, especially the millennial generation in entrepreneurship? And the purpose in the article entitled "The Importance of

Growing the Soul of Entrepreneurship for Students, especially the Millennial Generation" is the goal to be achieved, namely:

1. Develop a culture of entrepreneurship among students to encourage the creation of new entrepreneurs
2. Provide motivation for students to become entrepreneurs in accordance with their interests and / or areas of expertise.

II. BASIC THEORY

The theoretical or conceptual framework contains theories or concepts used to analyze the discussion of articles.

a. Theory about entrepreneurship

According to Drs. Joko Untoro, entrepreneurship is the courage in making various efforts to meet life's needs based on the ability possessed by utilizing all the potential to produce things that are beneficial for themselves and others.

According to Eddy Soeryanto Soegoto, entrepreneurship is making creative efforts based on innovation to produce something that has value, has benefits and creates new jobs for others.

According to the Big Indonesian Language Dictionary (KBBI), the notion of entrepreneurship is the same as that of entrepreneurs, namely people who are smart or talented to recognize new products, determine new production methods, arrange operations to procure new products, market them, and regulate the capital of their operations.

Entrepreneurial spirit, is the spirit of independence to find a source of income by opening a business or channeling one's creativity to be used as land for income generation, entrepreneurial spirit is instilled since someone begins to realize that money is important and someone has skills or something such as goods or services that can be sold.

b. Theory about millennial generations

Generation Y is known as the millennial generation or millennium. The phrase Generation Y began to be used in the editorial of a large United States newspaper in August 1993. This generation uses many instant communication technologies such as email, SMS, instant messaging and social media such as Facebook and Twitter, in other words

Generation Y is a generation that grew up in the booming internet (Lyons, 2004).

Furthermore (Lyons, 2004) reveals the characteristics of generation Y are: the characteristics of each individual is different, depending on where he grew up, economic strata, and social family, communication patterns are very open compared to previous generations, fanatical social media users and their lives are greatly affected by technological developments, more open to political and economic views, so that they look very reactive to environmental changes that occur around them, have more attention to wealth.

Some research results consistently compare generation differences, with samples starting from the 1950s to the beginning in 2000, showed differences in characteristics of the 3 generation groups, namely baby boomers, generation X and generation Y (Millennial), one of which is research from Lancaster & Stillman (2002), which gives results as follows :

Tabel 1. characteristics of the 3 generation groups

Fact ors	Baby Boomers	Generation Xers	Millenial Generation
Attitude	Optimis	Skeptis	Realistis
Over view	This generation believes in opportunities, and often too idealistic to make positive changes in the world. They are also competitive and looking for ways to do changes from that system already available.	Closed generation, very independent and have potential, no depend on people another to help them	Greatly appreciated difference, more choose to work together rather than accept command, and very pragmatic when solve problems
Work Habits	Have a high sense of optimism, hard worker who is want an award personally, believe in change and development self	Aware of existence and diversity, thinking global, want balancing between jobs with life, rely on yourself, use practical approach in work, want having fun in work, happy working with the latest technology	Have optimism high, focused on achievement, trust self, believe in moral values and social, respect diversity

Source : Lancaster & Stillman (2002)

In the table above it is explained that, millennials prefer to work together rather than take orders and are very pragmatic in solving problems, and have a high sense of optimism and confidence. Therefore the millennial generation can be a good entrepreneur because they already have a good basic spirit compared to previous generations.

III. DISCUSSION

A. How to be a Successful Entrepreneur

To become successful entrepreneurs, we as students or commonly called millennial generation must have good steps in running a business. First, we must have a sense of willingness, indeed in entrepreneurship we must start from the simple. Second, having a vision or goal, because people who have a vision or goal will not be afraid to feel failed and aware of the risks they will face but also they will not just give up. Third, having high motivation, because one source of success for an entrepreneur lies in the motivation in him to stay ahead and develop. Fourth, having an attitude towards money, because an entrepreneur is not only challenged to get money, but also must be able to play to raise money back.

B. Benefits of Entrepreneurship

Entrepreneurship has following three benefits for society :

1. Economic Growth
These provide economic upliftment of society and generate labour employment.
2. Productivity Improvement
It helped in improving the productivity, which means the ability to produce more goods and services with less labour and other inputs.
3. New technologies, products and services
It helps in promoting innovative technologies, products and services.

C. The Motivation To Choose Entrepreneurship Role Business

Entrepreneurship can be regarded as the process of creating value by integrating the resources for exploiting an available opportunity. The process of entrepreneurship is complicated with the existence of various other factors such as risk, chaos, information asymmetries, resource scarcity, uncertainties, paradoxes and confusion. An entrepreneur has to face the challenge of manipulating and influencing the factors affecting the process of entrepreneurship so that he can improve the chances of success of the venture. Since opportunities seldom wait, right timing of the recognition of the opportunity becomes critically important for any entrepreneur. The following are factors that can motivate people to become an entrepreneurs :

1. Motivation and Entrepreneurship

Many of the recent entrepreneurship models are process-oriented cognitive models. They mainly focus on attitudes and beliefs of individuals and the ways in which they can act on predicting intentions and behaviors. Cognitive processes often lead to all human endeavors, especially complex ones such as new venture initiation. Humans are characterized to categorize the possible future

outcomes to decide on most desirable ones. They further analyze whether it is feasible to pursue attaining these desired outcomes. It is not reasonable to expect people to pursue those outcomes, which they perceive to be undesirable or unfeasible. Therefore, **the perceptions of the people become an important motivational factor with respect to their entrepreneurial choices.**

2. Current Process Models of Entrepreneurship Motivation

Campbell's (1992) decision model makes a comparison of the expected net present benefits of entrepreneurship and the expected gains from a possible employment opportunity. Praag & Cramer, (2001) advocated that people choose entrepreneurship if they expect the rewards of such entrepreneurship would surpass the wages earned by them out of employment. **This work suggests the importance of entrepreneurial intentions as a precursor to new venture creation stressing the need to develop a behavioral, process-oriented model of entrepreneurship.**

D. Growth and Success Of Entrepreneurship

Entrepreneurship has opened avenues of great scope in the World economy. Small business units offer a more convenient means of nurturing and developing entrepreneurship by providing the means of entry into business for new entrepreneurship talents. Following aspects are necessary for the successful entrepreneurship:

1. Regular inflow of information related to buyers, consumers, distributors, dealers, retailers, transporters etc., about raw material, quality aspects, government organisations, employees and competitors.
2. Satisfying the needs of customers.
3. Regular objective assessment of the enterprise.
4. Improving productivity.
5. Maintenance of quality.
6. Use of technology of the time.
7. Be innovative.
8. Keep employees motivated.
9. Scrap or waste material be utilised properly.
10. Time management.

E. Tips For Growing an Entrepreneur Soul

Students are usually preoccupied with college assignments or organizations. Is it possible for students to also make business as something else that must be done besides college assignments? the answer is very possible. As the beginning of our journey into the world of entrepreneurship, the first thing that must be possessed is the entrepreneurial spirit. By having it, we will be stronger in starting a business that we will establish and will be more able to survive in running the business. Here are tips on growing an entrepreneurial spirit:

1. **Determination and intention.** First, strengthen determination and intention. Do not let entrepreneurship only because it follows trends or temporary desires. By strengthening your determination and intention, you will be ready to face all the risks that will definitely occur during your business start
2. **Make targets for the future.** By making a targets and plans for the future will make us more ready to build a business. With this, it will also make it easier to make business steps that must be undertaken. This second step will make you more motivated in establishing a business.

3. **Develop creative ideas.** We cannot be entrepreneurs if we don't have ideas, especially in business and marketing ideas. Keep thinking of new ideas as creatively as possible so you can have a business that is both exciting and fun to do continuously.
4. **Measure risks that might arise.** We need to find out what business problems might arise before starting business. By preparing plan A, plan B, plan C and so on we will be better prepared to face it if these concerns arise.
5. **Learn the story of other people's businesses & Join seminars or entrepreneurship classes.** In fostering an entrepreneurial spirit, it is not always necessary to learn from books or own experiences. But other people's business experiences can also be very valuable lessons for us to be able to give new insights and new zeal in establishing a business. Do not forget also to continue to take seminars or entrepreneurial classes because it is very useful and other people's experiences can be used as a separate motivation that you will not get elsewhere. And in entrepreneurial seminars or classes we can also ask directly to business practitioners and our idol influencers about things that are necessary and unnecessary in doing business.

IV. CONCLUSION

Growing the spirit of entrepreneurship is very important to grow in one's soul, especially students in the millennial generation today. Especially if the entrepreneurial spirit is instilled early. The establishment of a business is not an easy thing. Many stories of successful entrepreneurs start from the pioneering of business from childhood until they can grow rapidly and successfully. Most obstacles for someone to try to start a business are influenced by several factors such as fear of trying, limited capital, lack of innovation in producing a work. These three factors can actually be overcome if someone has positive and creative thoughts. Students as the nation's future candidates must address it well so that they can take advantage of the opportunities available. One way to increase the number of entrepreneurs in Indonesia is to encourage students to start entrepreneurship.

At present there are a lot of programs that can be shown to students to encourage students to become entrepreneurs, such as the existence of an annual program, namely the "Program Kreativitas Mahasiswa" (PKM). By cultivating an entrepreneurial spirit, it is not us who will look for work but we who will create our own jobs even for others. The more we can create jobs for others, we can also help to reduce the unemployment rate in this country. Therefore, entrepreneurship is very important to be carried out and developed by young people, especially students, through entrepreneurship we can learn to think more creatively in doing things, especially doing business. It is important to start entrepreneurship at a young age, especially for millennial generations because this millennial generation is the nation's successor in creating jobs for themselves and for others. Along with the development of the age, the population will increase and will also increase the number of unemployed people at productive age because of the difficulty of finding work.

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ENTREPRENEURSHIP IN IMPROVING SOCIAL WELFARE

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Abstract. Basically everyone has an equally great opportunity to be a business performer. But unfortunately not everyone dares to hone their talents and interests, so it is natural if some people have managed to become successful entrepreneurs and some others are still there too who have not dared the action of running a business. Social entrepreneurship sees problems as an opportunity to form a new business model that benefits the empowerment of the surrounding community. The results that you want to achieve are not only material gains or customer satisfaction, but rather how ideas are posed can make a good impact on the whole community. Social entrepreneurship is a very interesting phenomenon nowadays because it perbedaannya with traditional entrepreneurs who only focus on material gains and customer satisfaction and its significance to people's lives. The study of social entrepreneurship involves a variety of science in its development and practice in the field. The cross-science of social Entrepreneurship Studies adopted is an important thing to explain and make new thoughts.

Keywords: Social Entrepreneurship, Development, Innovation

I. INTRODUCTION

In the beginning entrepreneurship started when people have known the concept of economics, so that the history of entrepreneurship is still very closely related to the history of the development of economic sciences that exist in the world. Starting from human behaviour meets the needs of his life. First of all, it is that they strive to fulfill their fundamental needs. This requirement by economics is referred to as primary needs or basic needs, this need of fulfillment is mandatory and can not be postponed again. The primary needs are always the same for each human being, namely clothing, food-drinks and shelter.

Furthermore there is a level two need which is a secondary requirement. This type of need is a supporting requirement that the fulfillment can be delayed. Human secondary needs are flexible and cannot be struck flat for all humans. The latter requirement is a luxurious tertiary need. This type of needs is fulfilled not because it is a necessity that is mandatory and fundamental, but because of other satisfaction in the form of prestige to be gained when this need is fulfilled. It is almost similar to secondary needs, which is so flexible that it cannot be dragged for everyone. The level of fulfillment of tertiary needs is influenced by the class of socio- economic and human tastes. This type of need is a delayed bias, and if unable to be fulfilled it will not interfere with human survival.

After recognizing the classification of needs, people strive to fulfill those needs in various ways, this behavior is learned in economics. Human beings in fulfilling the basic/primary needs can cultivate land (farming, gardening), making ponds or even with the activities of making goods or manufacturing.

Unfortunately, because of different geographical factors and skills, not all human beings are able to fulfill the needs of his life, so that human behavior appears to do something to fulfill the needs of other human life. Trade activities started to be known, and business science began to be learned.

II. DISCUSSION

Entrepreneurship is a process in the do or create something new with the way creative and full of innovations that provide benefits to others and value-added. There are also explaining the definition of entrepreneurship is a mental attitude of someone who has creativity, active, bercepta power to create something unique and new and can be useful for many people. Entrepreneurship has a dynamic process to create something that accompanied grace period, capital, resources and also risk.

According to Eddy Soeryanto Soegoto, the sense of entrepreneurship is a creative effort is done based on innovation to produce something new, added value, providing benefits, create jobs and the results are useful for people another.

Social welfare studies the various social phenomena and problems that occur in the community especially regarding social welfare. Here we can learn how to identify problems that occur in the community and find a solution. In studying social welfare we will plunge right into the community in conducting observations and analysis of the problems happening is also doing a social experiment, then apply the theories to complete These problems. According to Suharto (2009:1) understanding social welfare as follows:

Social welfare is an institution or areas of activity involving the organized activities organized by government institutions or private sector that aim to prevent, resolve or contribute to the social problem solving and improving the quality of life of individuals, groups and communities.

Job creation is one of the roles of an entrepreneur. With the jobs created by the entrepreneurial tentunya can help the economy of the community, so that with the creation of jobs for the community will be able to reduce the level of criminality that exists in the community. Can reduce the level of unemployment in society. With the business which was founded by the entrepreneur's certainly can help people who don't have jobs by way of absorbing

their labor to help the survival of business or process which was founded by the entrepreneur.

1. How is entrepreneurship in improving social welfare

a. Have A Good Leadership

Sometimes the myriad problems faced in running social entrepreneurial, and the role of any good leader needed to be able to resolve its internal problems quickly without protracted. Describe the issue one by one, discuss with the team to choose its way out the best and the fastest.

b. Build a Solid Team

Another one that could affect our social entrepreneurial development, a solid team. Pay attention to the well-being and happiness of employees, these two things can become the Foundation for strengthening the team in building a social entrepreneur. In addition, it is important for us to read the personality of each individual since the beginning of the meeting, started the process of the interview. Discover the motivation will be the same vision in the prospective members to build a solid team.

c. Create a new Innovation Solutif

One way is by thinking of solving problems from the roots. That way, we can produce long-term solutions that can bring major changes for social problems. Please choose a new innovation that is unique and well liked by the community, and we will print an unforgettable history in goodness.

2. How people can manage entrepreneurship

a. Organizing Good

Organizing a planned properly can help you in completing various tasks, so you can monitor the tasks or phases that are already completed. One way that many do is to create a list of work or work schedule. Thereby, You can evaluate and make sure no task is missing.

b. Creative Thinking

Creativity is needed in running businesses in order to win the market competition. Creative thinking with willing to accommodate new ideas, continue to add insights you can use to develop your business.

c. Analyze a competitor's business

Competition or rivalry indeed are inseparable from a business process. However by the presence of this competition, it will encourage entrepreneurs to innovate and create new things. Don't be afraid to learn from competitors. Could be a competitor to have a strategy or steps that could inspire us.

3. How people can be said to have entrepreneurial soul

a. Have the courage and the power of Creation is high

A successful businessman is someone who has the courage to create. Because it has the creativity alone is not enough to reach the success of the business. People who have the courage to start will not be afraid of the risk of failure that could occur at any time. But that does not mean it should be bold without consideration and planning are qualified.

b. Have a good analysis of the Power

An entrepreneur must have a power analysis of what he was working on. For example, only take into account profit loss, competition, value of goods or services and other market analysis capabilities.

c. Make a decision and execute it

A great businessman who is able to make decisions quickly and appropriately to produce something. Businessman who owns the soul of entrepreneurship is that has a calculation in any decision in carrying out the decision as already agreed together with his team. Implement decisions rapidly to minimize the loss of opportunities.

III. CONCLUSION

Entrepreneurship is a process in the do or create something new with the way creative and full of innovations that provide benefits to others and value-added. Self-employment is often associated with situations of business activities of a person who started a small business in scale and generally managed on its own. According to Suharto (2009:1) understanding social welfare as follows: Social welfare is an institution or areas of activity involving the organized activities organized by government institutions or private sector that aim to prevent, resolve or contribute to the social problem solving and improving the quality of life of individuals, groups and communities.

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A NEW WAY TO FIND SUPPLIERS OF GOODS THROUGH THE FISH (FIND SELLER HUB) APPLICATION

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Abstract. The development of technology and information are indeed made of one benchmark of a country's progress. The higher and advanced civilization of a country then the technology would be more advanced condition in Indonesia was not much compared with other developing countries. The purpose of the creation of this article is to provide innovation or idea – the idea as to how to: (1) distributes goods and services from remote areas to the city – big city easily through an application, (2) help solve the problem of channelling goods and services, (3) overcoming social unrest scare – and creating business opportunities for the people of Indonesia. Harnessing entrepreneurial or business principle to cope with the social problems is a concept that is realistic. For the social entrepreneur, social problem is an opportunity to open a business in order to facilitate the entrepreneurs – small entrepreneurs in marketing its products. Social entrepreneurs saw the issue as an opportunity to establish a new business model that will benefit the local community empowerment. The results will be achieved rather than profit or satisfaction of the material, but rather how these ideas presented can give a good impact to the community. They are like a person who's saving in the long run because of the effort they need time and long process for visible results. A merger between the Sociopreneur and Technopreneur became one of a pretty good combination to help their fellow human beings to improve perekonomiannya and reduce unemployment because of the limitations of the information giving rise to the loss material. With unemployment in Indonesia can be pressed in such might and will make increasingly prosperous Indonesia.

Keywords: Technology; Distributes; Goods; Application; Business; Opportunities; Entrepreneurial; Sociopreneur; Technopreneur.

I. INTRODUCTION

The development of technology and information are indeed made of one benchmark of a country's progress. The higher and advanced civilization of a country then the technology would be more advanced condition in Indonesia was not much compared with other developing countries. Technology and information in Indonesia can say fairly advanced, but not evenly. Only the big cities that have access to the latest technology. Growth of information technology can improve performance and enable various activity can be executed swiftly, precisely and accurate, so that finally will improve productivity. Growth of information technology show the popping out of various activity type being based on this technology, like e-government, e-commerce, e-education, e-medicine, e-laboratory, and other, which is all the things have electronics based.

Entrepreneurial problems in Indonesia that is about how the marketing of goods produced (natural results, goods, and services) that sometimes became one of the factors restricting between sellers, distributors, as well as buyers. Sellers have difficulty to market the results of production and hardship to find a distributor because of the distance factor and so on. Likewise the reverse distributor had trouble getting the suppliers of the goods. Therefore to ease and solve problems regarding miss communication between suppliers or distributors needed a new technology shaped the applications are easy to use by all circles especially for the supplier and distributor for the sake of achieving social welfare.

Harnessing entrepreneurial or business principle to cope with the social problems is a concept that is realistic. For the social entrepreneur, social problem is an opportunity to open a business in order to facilitate the entrepreneurs – small entrepreneurs in marketing its products. Problems of entrepreneurship in Indonesia that is about how to market

the results of production which are often hampered by the difficulty of finding distributors or between seller and buyer. For small entrepreneurs in remote areas, their confusion to channel their production results of goods into the city because of the distance factor or lack of relationships against the distributor. This caused material losses for suppliers and their production results of goods cause rotting are not even sold.

For it is need for alternatives to facilitate an agreement between suppliers and distributors and consumers through an application that can connect all three as well as easily accessible wherever and whenever to solve social problems experienced by the people of Indonesia use the principle of Technopreneurship.

II. THEORETICAL FRAMEWORK

The combination of Socialpreneur and technopreneur will produce a renewable innovations on how to make it easier to meet the needs of people's life. Social entrepreneurship (socialpreneur) is an entrepreneurial activity which seeks to have the main aim to resolve social problems and the environment by empowering communities through activities of economic value. While, Technopreneurship is a combination of two words, namely 'technology' dan 'entrepreneurship'. Technology is something that used to go on the practical applications of science to the world of business and as a creator of tools, to develop the ability and utilization of material in order to solve the existing problems. The word "Entrepreneurship" comes from the word entrepreneur who took the risk and uncertainty to achieve goals and growth by means of identifying opportunities. The merger between the two would create a latest innovation for example IE applications that can help mankind in solving the problem, namely the application of FISH or (Find Seller Hub).

III. DISCUSSION

Addressing social problems in Indonesia about the difficulty of disbursing goods and services from remote areas to the city – big city, need for an application that can facilitate an agreement between suppliers, distributors, and buyers in meeting his needs. FISH (Find Seller Hub) is a new innovation in response to the problem of the distribution of goods and services. FISH is the central meeting point between suppliers, distributors, and buyers are easily accessible, lightly used on a smart phone, and easily understood by all circles. The main purpose of the application of this FISH is to address social unrest scare – and creating business opportunities for the people of Indonesia.

The workings of this application as well as application Grab or Gojek who are already famous in Indonesia, but the difference is this application specifically to bring together between distributors who want to look for suppliers with a low price, good quality, and It is easy to find. With the application of this community do not need to worry any more to market their produce to town because with one click through the application of FISH can make their finding distributors or buyers, this certainly reduces the losses of suppliers and create jobs. Let alone with a Society that has begun 5.0 launched in Japan-based renewable technologies in all aspects of life and make all human needs becomes easier, then in Indonesiapun there are at least another alternative for simplicity meet their needs through the application of FISH. Any profits derived from application of these FISH will be channeled to build city – a small town or village – a small village in Indonesia is not yet fully affordable technology.

IV. CONCLUSION

Social entrepreneurship begins with the concerns of the social State against which led into a new business model that will benefit the local community empowerment. Problems of entrepreneurship in Indonesia that is about how to market the results of production which are often hampered by the difficulty of finding distributors or between seller and buyer. For small entrepreneurs in remote areas, their confusion to channel their production results of goods into the city because of the distance factor or lack of relationships against the distributor. This caused material losses for suppliers and their production results of goods cause rotting are not even sold. For it is need for alternatives to facilitate an agreement between suppliers and distributors and consumers through an application that can connect all three as well as easily accessible wherever and whenever to solve social problems experienced by the people of Indonesia use the principle of Technopreneurship.

To deal with these problems, need for an application called FISH (Find Seller Hub) is a new innovation in response to the problem of the distribution of goods and services. FISH is the central meeting point between suppliers, distributors, and buyers are easily accessible, lightly used on a smart phone, and easily understood by all circles. The main purpose of the application of this FISH is to address social unrest scare – and creating business opportunities for the people of Indonesia.

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INTERNATIONAL COURSE OF ONE ASIA COMMUNITY IN 2019 "TONGBU FOR ECOBRICK"

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Abstract. Reduction in the use and processing of plastic waste is a big problem in Indonesia. Piles of plastic waste mixed with organic waste into a source of disease. Because of the decomposition of the plastic waste is very long, plastic described in 1 millennium or about 1000 negative tahun. The negative nature of the plastic can be used to make a durable ecobrick. Ecobrick resistant plastic waste recycling solutions by introducing and compacting waste plastic into bottles, the result will be used as a substitute batubata. Great ecobrick the standard minimum size ecobrick 1500ml bottle must have a minimum weight of 500gram and 600ml size bottles must have a minimum weight of 200gram. 0.33g / ml is the minimum density ecobrick nice and 0.7 g / ml maximum. Minimum weight = Volume of bottle x 0.33. To test the density, we can squeeze the bottle from the outside. Ecobrick good is when the bottle will not be flat and not make a sound when pressed down. To make good ecobrick bottle and weighed according to the standard it used tongbu (bamboo stick). Tongbu (bamboo sticks) is made of a series of bamboo with a knife. The type of bamboo used bamboo Tamiang and bamboo irateun because having a diameter corresponding to the width of the bottle, which is about 2-4 cm. In addition, because bamboo is a natural resource that can be refurbished and are organic so it will decompose properly in nature. By using the process of cutting out junk tongbu manually can be done automatically, just by entering the garbage into the bamboo tube of plastic waste will be cut by a knife that is on the tip of the bamboo automatically. Furthermore garbage that has been cut will be solidified by the end of the bamboo that has been made to resemble the shape of an umbrella. This is so that pressure can be evenly distributed throughout the cross-section of the bottle and trash compacted perfectly. The purpose of using tongbu (bamboo sticks) to make it easier and save time in the manufacturing process, resulting in a bottle ecobrick accordance with the standards and personal awareness to be responsible for the trash self. So spirit for processing plastic waste is maintained.

Keyword: plastic waste, tongbu, ecobrick.

I. INTRODUCTION

Plastic waste has become a normal thing that is often found in the environment. However, to overcome it becomes very remarkable. According to the Director General of the management of waste, waste, and B3 (Material to be harmful and toxic) of the Ministry of Environment and Forestry, Tuti Hendrawati Mintarsih, refer to the total amount of garbage Indonesia in 2019 will reach 68 million tons, and plastic waste is expected to reach 9.52 million tons, or 14 percent of the total garbage. Based on data from Jambeck Jenna, a garbage researcher from the University of Georgia, Indonesia is ranked second world producer of plastic waste which reached 187.2 million tonnes, after China, which reached 262.9 million tons. Not to mention, the use of plastics in Indonesia is a waste which is the main source of weight accumulation of garbage, especially plastics described in 1 millennium or about 1000 years. Not again,

From these data we can see that waste is a serious problem. There are several steps that have been taken by the government to tackle this waste one is to utilize thermal technology to destroy rubbish. However, this method has not been evenly distributed in Indonesia. New Peralisasiannya in PLTSa Bantargebang, Bekasi, Jawa Barat.

Culling of garbage by burning is not the best solution because it will produce toxic combustion gases. Plastic is made from petrochemical substances. These chemical substances are not worth returning to the ecology around us. Scientific studies show that these chemicals are toxic to humans - we know when the smell of burning plastic. In the end, plastic scattered, burned or thrown away substances break down into toxic chemicals.

As a society we have to help the government in solving this problem. Thus, the principle of the 3Rs ie Reduce (reducing), Reuse (Reuse), and Recycle (recycling) should be applied in addressing waste plastic, with a simple but effective way, namely Ecobrick.

This method is proven to reduce the amount of plastic waste in Canada, the country's shelter Ecobrick creator, namely Russell Maier. He is an artist who works in Indonesia ecobrick its complete projects. He found the idea ecobrick time to think about what the best solution to overcome the problem of plastic pollution in the world. The discovery took place while he was in a village in the valley of Sagada, Philippines.

To make ecobrick there are three steps to do that is to make sure the trash is dry and clean, cut the waste into smaller parts and then insert and compacting trash into the bottle. But in the making had been uncovered. To make the process of cutting and inserting garbage takes a long time and it was less efficient that can reduce the spirit to make ecobrick. Also according to Customs an environmental activist who is now the chairman of the bank Plastavfall, he said many bottles Ecobrick made not in accordance with the standards ecobrick. So it can not be utilized as a brick, but back into the trash.

Of those constraints I provide solutions for use Tongbu (bamboo stick) to manufacture Ecobrick. This tool will help cut and compacting trash automatically in the bottle. So that it can streamline the time and generate a solid ecobrick perfect bottle. So far the tool tongbu (bamboo stick) have never been there, usually manufacture ecobrick only use wood for compacting trash bins and cut manually.

Thus, this tool is made with the purpose of providing a solution for easier and faster in making ecobrick, with the ease of self-consciousness is expected to grow to be responsible for their own garbage, especially plastic waste.

II. BASIC THEORY

Plastic is not biodegradable, but by photons (electromagnetic particles). That is, the plastic is left for years in soil or water will slowly break down into smaller chunks. In the end it becomes very small fragments to be absorbed by plants, fish, and animals we consume.

Scientists also found the terrible impact of the chemicals that make up the plastic on the human body. Chemicals like biphenyl A and Phthalate now banned in certain products in the US and Europe. A small number of these chemicals may have adverse effects on humans - from causing allergies, hormonal imbalances, to cancer and acute poisoning. Children are most vulnerable.

Nature works in cycles. That is why nature does not provide holes or landfills! Everything is recycled. Humans can learn from nature and replacing straight lines with circles. Let's start with Ecobricks. "Eco" and "brick" mean environmentally friendly bricks. Called the "brick" because it can be an alternative to conventional brick in the building. Therefore ecobrick commonly used as raw material for making furniture. Ecobrick is a solid plastic bottle filled with non-biological waste to make building blocks that can be reused. Eco-bricks are technology-based collaboration solution that provides solid waste at no cost to individuals, households, schools, and communities. Also known as the Bottle Brick or Ecoladrillo. Local waste solution is started to be called Ecobrick by a growing movement of people across the world. We can change into a plastic benefit the community and local ecosystems. Characteristics of highly problematic plastic used is longevity and durability even become something sought. Negative of nature can be harnessed to produce something positive.

The steps to create ecobrick namely:

1. Collect, separate, wash, prepare all types of plastics to create ecobrick.
2. Select the brand and size of the same bottle. Having ecobrick in the same bottle congruent simplify and beautify the results.
3. Use a wooden stick to tamp. Avoid iron, glass, which will damage the bottle. Avoid paper and food scraps that would decompose. But, sticks will be replaced with Tongbu (bamboo sticks) to make the process more efficient.
4. Enter soft colored plastic for the base of the bottle to make ecobrick be colored building construction

It is important to ensure the quality ecobrick. Ecobrick minimum size 1500ml bottle must have a minimum weight of 500gram and 600ml size bottles must have a minimum weight of 200gram. 0.33 g / ml is the minimum density ecobrick nice and 0.7 g / ml maximum. Minimum weight = Volume of bottle x 0.33. To test the density, we can squeeze the bottle from the outside. Ecobrick good is when the bottle will not be flat and not make a sound when pressed.

To make bottles ecobrick appropriate standards as described above. Then the solution offered by the use tongbu (bamboo stick) for cutting and compacting trash that filled

into bottles. Tongbu (bamboo sticks) is made of a series of bamboo with a knife.

Bamboo is a plant species of grasses with a cavity and vertebra in the trunk. Bamboo has many types. Another name of bamboo is a reed, aur, and pine. In this world, bamboo is one of the fastest growing plants. Because it has a rhizome-dependent system is unique, in a day of bamboo can grow along the 60cm (24 inch) even more, depending on the soil conditions and climatology where it is grown.

The type of bamboo used bamboo and bamboo irateun Tamiang because having a diameter corresponding to the diameter of the bottle, which is about 2-4 cm. In addition, because bamboo is a natural resource that can be refurbished and are organic so it will decompose properly in alam. Harga bamboo's also a reason for choosing tongbu material made of bamboo. Bamboo at a height of 10 m and diameter of 2-4 cm, dark green, from Indonesia spread to Peninsular Malaysia, Cambodia, and Vietnam, are used as material for the flute, rod, and handicrafts.

The process of cutting and compacting trash will be done automatically using tongbu saving time in the process and also will produce the dense ecobrick bottle according to the standard.

III. DISCUSSION

Ecobrick manufacture menggunakan Tongbu will facilitate the process of making and ecobrick produced will be perfect.

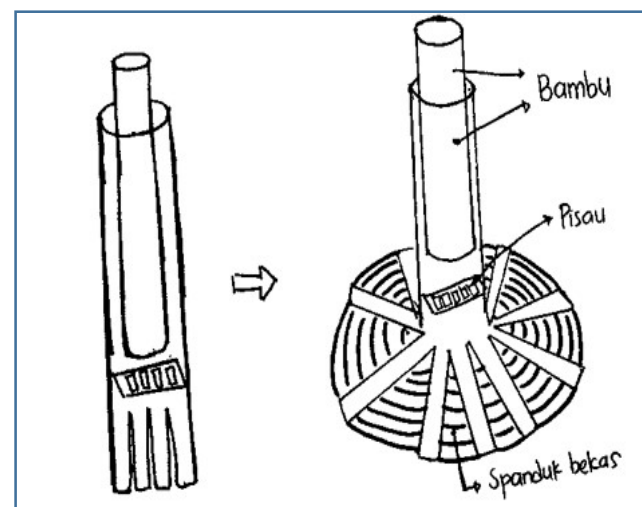


Figure 1: Design Tongbu (bamboo sticks)

How to make a very simple Tongbu. Provide tools and materials.

Material :

1. bamboo
2. razor blade
3. former banner.

tool:

1. wood glue,
2. knife
3. scissor.

Step works:

1. Search bamboo that match the criteria.

A. Choosing Bamboo

The first step is to choose the appropriate size with a diameter bamboo straws to be made. Usually if planted at a specified time, will get the desired size when going to cut it down.

B. Drying in the Sun

After the bamboo ready to be selected, on-treatment with the sun heating methods. The process to remove moisture contained therein. When the bamboo began to dry up, the trunk will contract and shrink. This shrinkage process started since bamboo is cut down, and can reduce the diameter of the bamboo up to 16% and reduce its thickness by 17%.

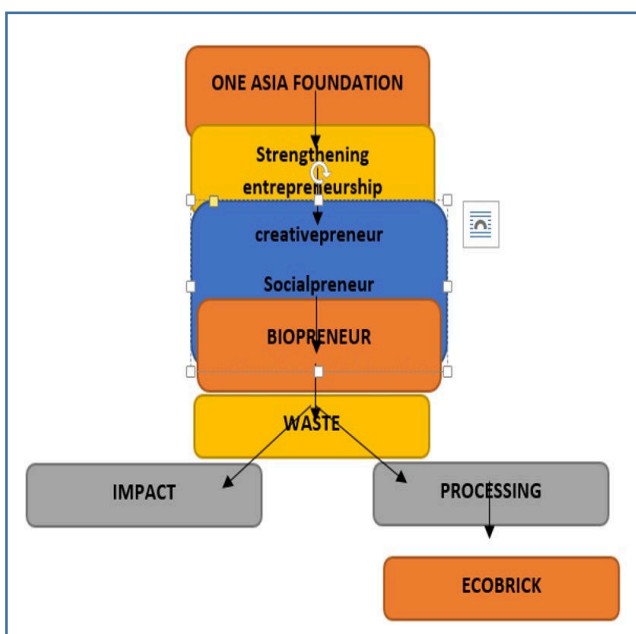
C. Cleaning process

Bamboo to be processed, cut to the size specified height. Thereafter, the entire surface must pass through the stage of refinement that is rubbed sandpaper. Furthermore, bamboo washing with water and dried with the aid of sunlight.

1. Bamboo that had been cleaned with a high dipotong. Sesuaikan bamboo size bottle
2. Provide two bamboo, one of the outer tube and one for suppression.
3. For the outer tube, the bottom in the split into several parts. This is so that bamboo can expand.
4. Then sidelines parts of bamboo, attach a banner ex. Banners former serves as a cover bamboo expanding cross-section. And serves to compact the garbage in the bottle.
5. Inside the outer tube stick a razor blade using wood glue. Serves to cut trash.

By using Tongbu the process of cutting out junk manually can be done automatically, just by entering the garbage into the bamboo tube of plastic waste will be cut by a knife that is on the tip of the bamboo automatically. Furthermore garbage that has been cut will be solidified by the end of the bamboo that has been made to resemble the shape of an umbrella. This is so that pressure can be evenly distributed throughout the cross-section of the bottle and trash compacted perfectly.

Figure 2. Mind Map



IV. CONCLUSION

Garbage waste management is a shared responsibility. Selecting processing plastic waste into ecobrick is a good solution. But in making ecobrick common obstacles, such as a long manufacturing process, because the plastic waste should be cut into small pieces so that the solid ecobrick perfect bottle. If not perfect solid or does not comply with weight standards Ecobrick bottle, then the bottle ecobrick will not be able to be used as a substitute for bricks, but will go back into the trash in the neighborhood. So that it does not happen, is used tongbu as a solution to facilitate and streamline time in making ecobrick to produce bottles ecobrick accordance with the standards, and personal awareness to be responsible for the own garbage. So spirit for processing plastic waste is maintained. Together we can build a green area that will enrich the environment and society. Reduce consumption and avoid plastic as much as maybe use materials that decompose organic.

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STRENGTHENING ENTREPRENEURSHIP FROM VARIOUS LEGAL ASPECTS OF COPYRIGHT LAW NO. 28 OF 2014 THE COVERAGE OF THE ASIA REGION

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Abstract. HKI is essentially a right with special and special characteristics because the rights are granted by the state. The state is based on the provisions of the Act, giving those special rights to those who are entitled in accordance with the procedures and conditions that must be fulfilled. Copyright is also an intellectual property right that is born or created from an idea and creativity of someone who creates a work that can eventually become an entrepreneurial opportunity. The concept of the Rule of Law in the one asia program in entrepreneurship is very important because in every entrepreneurial power it must be governed by the laws that govern it. Copyright has exclusive rights in it, namely rights that are solely intended for the holder so that no other person may use these rights without permission from the holder. Utilization of these rights includes the activities of translating, adapting, arranging, transferring manifesting, selling, lending, importing, exhibiting, publicly displaying, broadcasting, recording and communicating creations to the public through any means. And in the end, an intellectual property which is copyright here is giving an opportunity for entrepreneurial souls to open up opportunities to make a created copyright become an entrepreneurial power. The power of entrepreneurship can be a lot of factors that support it, because not only by trading but a work of writing, music and others is part of entrepreneurship. Laws in the field of intellectual property include communal rights and personal rights. The protection carried out on these two rights still faces many obstacles. This requires serious attention from the government and stakeholders and there must be a real solution that must be done to welcome the ASEAN free market in the future. There needs to be a breakthrough in the field of law to be able to protect the Indonesian economy, one of which is through the protection of intellectual property and fair business competition.

Keywords: Entrepreneurship, Intellectual Property Rights, Copyright

I. INTRODUCTION

Every human being has a mind and mind that is able to create science, technology and artwork, where the creation of the artwork must be respected and valued as a work of copyright which is an expression of the creator's creative abilities. In its development, the work of creation created by a human being or a group of people who have created the artwork must be protected and have the copyright to his work so that it can provide a decent life for the creator of the artwork. As a traditional art work that has been going on for generations, then the protection of the Copyright on the traditional work of an area will be held by the state as stipulated in Article 10 paragraph 2 of Act No. 28 of 2014 concerning Copyright, namely: "The State holds Copyright on folklore and the results of folk culture that are shared, such as stories, saga, fables, legends, chronicles, songs, handicrafts, choreography, dances, calligraphy, and works of art others".

Indonesia in the face of free markets ASEAN needs real preparation, one of which is in the development of an Intellectual Property Rights regime that can meet the interests of local communities. Intellectual Property Rights are the fundamentals of a nation's economy. Intellectual Property Rights are assets for science-based economic

growth in the era of the upcoming ASEAN free market. There are many obstacles encountered in the implementation of Intellectual Property Rights in Indonesia due to differences in the characteristics of local communities with existing Intellectual Property Rights regimes. This exclusive right to copyright has a strong tendency to create a monopoly. The creator or holder of the work has the right to determine the availability of the work. Actually copyright is a form of entrepreneurship where in every form of copyright there is an entrepreneurial power. For example, creators are entrepreneurs who pave the way for entrepreneurship.

There needs to be improvement made by the government and stakeholders in order to establish a system of Intellectual Property Rights that is in accordance with the culture of the Indonesian people to encourage economic development in the era of ASEAN free market based on intellectual property.

Entering the ASEAN Economic Community, entrepreneurs will experience increasingly complex business competition in the business world, so that it is possible for unhealthy business competition to occur between local and foreign entrepreneurs. Awareness of the importance of paying attention to the readiness of the 2015 AEC is the main obligation, because if it is not anticipated

and not prepared, the 2015 AEC has the potential to create instability in the national economy, and even be an arena for the annexation of important economic assets.

The link between copyright and entrepreneurship is that copyright creates entrepreneurship that gives birth to entrepreneurship. In copyright always innovate and create creativity in every creation, as well as entrepreneurship that innovates in every idea to create a product.

There are several Copyright cases, for example some time ago there were cases of Copyright violations committed by PT Vizta Pratama, Inul Vizta's karaoke house (karaoke) franchise company, which became a suspect in a case of copyright infringement. PT Vizta Pratama, Inul Vizta's home singing (karaoke) franchise company, is a suspect for cases of copyright infringement. This is not the first time Inul Vizta karaoke has found a problem. In 2009, Andar Situmorang filed a lawsuit with Inul Daratista as the largest shareholder of PT Vizta Pratama, which houses the Inul Vizta karaoke outlet. Andar filed a material claim of Rp.5.5 trillion because 171 songs by national composer Guru Nahum Situmorang were in 20 Inul Vizta outlets without permission. The lawsuit that was processed at the Central Jakarta District Commercial Court was finally won by Inul.

The importance of the existence of intellectual property rights is the reason why the authors are interested in knowing the role of Cipta Karya Indonesia as a Collective Management Institution appointed by the majority of creators and legal protection for copyrighted songs in accordance with the Copyright Law.

II. BASIC THEORY

A. Entrepreneurship

According to Peter Drucker, the term entrepreneur has been used for more than 200 years. Entrepreneurship comes from the word "Entreprendre", which means "between" and "to under take" or "to take" (carrying out / doing, doing / doing a job). Entrepreneurship is a process of caressing new businesses, organizing resources such as; human resources (labor), natural resources (raw materials) needed for economic value-added activities that will produce products, both goods and services, taking into account the associated risks and remuneration to be received from sales activities goods and services products.

Thomas W. Zimmerer et al (2005) formulated the benefits of inheritance as follows: 1. Providing opportunities and freedom to control one's own destiny, 2. Providing opportunities for change: Businesses find ways to combine their manifestations of concern for various economic and social problems in the hope that they will live a better life, 3. Give an opportunity to reach full potential: Have your own business to give power, spiritual awakening and make entrepreneurs able to follow their own interests or hobbies, 4. Have the opportunity to achieve optimal benefits, 5. Have

the opportunity to play a role active in the community and get recognition for their efforts, 6. Have the opportunity to do something that is liked and foster a sense of pleasure in doing it.

B. The Concept Of Entrepreneurship

The concept of entrepreneurship was introduced in the 18th century in France by Richard Cantillon. In the same period in England there was also an industrial revolution involving a number of entrepreneurs. Then, the idea was discussed in more depth by Joseph Schumpeter, a German economist, in 1911. Through Schumpeter's theory of economic growth the concept of entrepreneurship has been placed in a very important position in the implementation of development.

C. Problems In Entrepreneurship

There are several obstacles or obstacles in every entrepreneurship, including:

1. Capital
Every business needs investment. The capital needed to set up a business and strategy to maintain it depends heavily on the business plan. So if the plan fails, your business will not run well. You must be prepared to face big losses when your capital is not returned.
2. Income is not fixed
In doing business, your income every month is not fixed. Sometimes you get big profits, but the next month the profit you get is much smaller.
3. There is no time
When you become an employee, people will think that being an entrepreneur is good for managing time. Apparently it was totally wrong, especially if it was still in the startup stage. If we want to be successful business owners, the key is mastering time.
4. No Courage
Try to explore the reasons for starting a business. The biggest obstacle to overcoming it is from self determination.
5. Don't want to take risks
Many people don't take risks in their lives. Business is indeed full of risks. However, the risk can be minimized with careful planning.
6. There is no Family Support
It seems that this point is quite difficult to start a business. We know that without support from family and friends, the struggle is hard. We need time to approach and explain the business prospects to them.
7. There are no financial guarantees
When you become an employee, you have financial guarantees every month. If you don't act in a variety of ways, the job can continue to be in your hands. Instead in doing business, you spend a lot of money at the beginning without any certainty that the capital will

return. Remember, in business there are only two choices, profit or loss.

8. Business markets are very dependent on the market.

You must be good at reading the economic situation to determine the business strategy that must be done. Losses can still be predicted but still there is no guarantee that you will make a profit from the business being run. Fluctuating market conditions will have a major impact on a business, especially when the country is experiencing an economic recession.

III. DISCUSSION

A. Intellectual Property Rights

Intellectual Property (IP) is the result of ideas in the form of ideas or ideas that are manifested or expressed in the form of inventions, literary and artistic works, designs, certain symbols / signs, creation of semiconductor component layouts and breeding varieties. This expression will be a legal product and inherent into an Intellectual Property Rights, Intellectual Property Rights (IPR) if it is processed through applicable procedures and provisions so that IPR can be said to be a legal product in the form of rights arising from intellectual property generated. The IP results are then used in the world of commerce to produce economic value for the inventors / creators of these creations. In its journey, IP to become an IPR product requires applicable stages and procedures, where the regulations are in accordance with the Law and government regulations. These procedures and stages are usually considered difficult and complex by IP producers so there are still many IP results that have not yet been submitted by the IPR. The impact of this condition is that the economic benefits of IP that have been used by the public have not been felt optimally by IP producers.

Therefore, this IPR Guidebook is structured as an effort to help IP producers and readers in general understand the theory, legal basis and process procedures of IP to become IPR so that it is expected to help provide knowledge and understanding of IPR more easily and encourage increased IPR productivity overall in Indonesia.

B. Copyright

Copyright is one type of intellectual property rights, but copyright is different from other property rights (such as patents, which give monopoly rights to the use of inventions), because copyright is not a monopoly right to do something, it requires the right to help others. Laws that contain copyright usually only contain works that are made into certain manifestations and are not equipped with general understanding, concepts, facts, styles, or techniques that can be realized or represented in creation. For example, the copyrights associated with Mickey Mouse cartoon characters are those who do not have the right to contribute to the cartoon or make the work referred to by certain mouse

characters made by Walt Disney, but do not include appropriate or senior works given to public mouse figures.

The legal consequences of copyright are:

1. Creator's rights

Copyright Law protects Intellectual and Art works in the form of corrections. The expressions intended are in the form of writings such as song lyrics, articles, poetry and books in the form of images such as photos, architectural drawings, maps and forms of sound and video such as recording songs, speeches, videos played and choreographic videos. Copyright protected by copyright is approved, sold or made derivative of the work. The protection obtained by the creator is protection against plagiarism by other people. The rights covered by copyright are: Exclusive rights, and economic Rights and Moral Rights

2. Copyright Infringement

Copyright infringement is the use of copyrighted works that are transferred to the copyright holder's exclusive rights, such as the right to reproduce, put together, display or display copyrighted works, or create derivative works, without permission from the copyright holder, sold or assigned by the creator of the work. . Violations of the Copyright form are legal complaints. (article 113)

Which is with punishment:

- a. Everyone who without the right requests for permission from the economy submitted in Article 9 paragraph (1) letter i for Commercial use shall be punished with a maximum prison sentence of 1 (one) year and / or prison fine of a maximum of Rp100,000,000 rupiah).
- b. Anyone who with no rights and / or without permission of the Author or Copyright holder carries out the economic right of the Author agrees to Article 9 paragraph (1) letter c, letter f, letter f, and / or letter h for special commercial use punishable by imprisonment no later than 3 (three) years and / or a fine of no more than Rp500,000,000.00 (five hundred million rupiahs).
- c. Anyone who with no rights and / or without permission from the Author or the Copyright holder carries out the economic right of the Author agrees to Article 9 paragraph (1) letter a, letter b, letter e, and / or letter g for commercial commercial use punishable by prison no later than 4 (four) years and / or prison fines of no more than Rp1,000,000,000.00 (one billion rupiah).
- d. Everyone who fulfills the agreed conditions in paragraph (3) carried out in the form of piracy, is punished with a maximum sentence of 10 (ten) years and / or a maximum sentence of Rp.4,000,000,000.00 (four million rupiah).

In a Copyright can be made various benefits that can be done by entrepreneurs, for example a creator who created a book, can the creator be royalty from the sale of his book, then made a film from the book, and finally the director, producer and others who get royalties from the film without reducing the creator's royalty. From the example above can

be made an explanation of a copyright Obtain an opportunity in the field of entrepreneurship as agreed in the introduction.

C. The role of the government and state as the highest legal entity in handling copyright protection

Basically there are several ways for a copyright to have strong protection from the state and the government. Actually, Indonesia has issued a law on copyright where all forms of punishment and prohibitions are discussed in the copyright law. This copyright law is clear enough that the plagiarism of all forms of copyright is strictly prohibited and if it violates the penalties which are in the form of imprisonment and fines. But in reality there are still many people who up to now commit plagiarism and violations. This is due to the lack of public awareness of law enforcement. For example, there are a lot of CD piracy, which is strictly prohibited from expanding the form of work without the permission of the creator and the copyright holder.

For this problem the government can see and carry out an action such as giving socialization to the wider community so that their awareness of the prohibition of plagiarism against all forms of copyright.

D. A copyright can be an asset for entrepreneurs in creating a product, whether tangible or intangible objects

As previously discussed, copyright can be an opportunity for entrepreneurs to do business in the form of creativity and innovation. Actually the creator is an entrepreneur which of a creation can be used as a business and produce a tangible or non-tangible product. From this creation can create an opportunity such as job opportunities for editors, producers, directors and others if a creation is in the form of a book or novel that will be made into a film.

For example, there is an essay entitled "Laskar Pelangi" written by Andrea Hirarta. This novel was written in 2005, and was made into a film in 2008 by director Riri Riza. Here we can see that the copyright holder of the above case is not only the creator of the novel, but the director is also the copyright holder in the form of films and many more are getting loyalty from the creation.

IV. CONCLUSION

From all the explanations above, it can be concluded that a work can be protected from all legal aspects. Because copyright itself has a law that regulates it. And as a copyright holder, a creator is an entrepreneur who produces a tangible product or not that can give birth to a form of entrepreneurship in the field of copyright.

In various countries especially developing countries there is still a minimum awareness of violations of plagiarism by the work of others without permission. This is a problem for the state why many people still copy other people's creations without permission. This might be a review for the government in socializing the community.

A copyright can also cause various legal aspects only from one creation, for example a book that is made into a film, exhibition and others. The right of holders is not only for the creator but also for the distributions of the work of the creator. And finally the power of entrepreneurship can be done only by creating a new idea and creativity created by the creator where there is also a guarantee of protection for the creator.

And that in every economic growth in Asia, one of them is part of a created work, which can have a positive impact on the economy

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INDOFAIR PROGRAM IN SURINAME FORM OF INDONESIAN CULTURE PROMOTION

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Abstract. Indonesia is a country that has a religious culture, especially the Javanese culture. Javanese in Indonesia is the largest tribe with a large number of followers, not only Indonesia but also countries namely Suriname also has a population with a Javanese tribe with a large number. Because of the cultural closeness between Indonesia and Suriname many programs have been carried out to continue to enhance bilateral relations, one of which is the Indofair program. The Indofair program is a program created by Indonesia with the aim of further introducing Indonesian culture and with this it is expected to be able to increase Indonesian tourism. The Indofair program is one form of Indonesia's soft power practices carried out in the form of culture.

Keywords: Indofair Program; Soft Power; Public Diplomacy; Indonesia-Suriname

I. INTRODUCTION

Indonesia is a country that is rich in local culture and wisdom. Local wisdom in the cultural system in Indonesia is reflected in religious diversity, ethnic, diversity of languages. The majority of the religions adopted by the Indonesian people are Islam. There are more than 250 ethnic groups, with the majority of the population being Javanese. According to PODES 2014, it was seen that 71.8 percent of villages in Indonesia had a composition of residents from several ethnic groups. This shows that ethnic diversity in villages in Indonesia is quite high. The language used in everyday life both at home and in the surrounding environment is the local language. From the 2015 SUSENAS MSBP data, it can be seen that the language most frequently used by residents in the association (Workplace / School / Environment) is the Regional Language, which is used by 58.95 percent of the population. (Center for Education and Culture Data and Statistics (PDSPK) Ministry of Education and Culture of the Republic of Indonesia: 2016).

The majority of the Indonesian population are Javanese, so it's no wonder we often find Javanese cultural art exhibitions or historic relics of the Javanese kingdom. Java is an island in Indonesia with a population of 136 million, this island is one of the most populous areas in the world. This island is inhabited by 60% of Indonesia's population. To the extent that the Javanese tribe not only spread across Indonesia but also crossed the boundaries of Indonesia's sovereignty, namely the country of Suriname.

Suriname (Holandesa) is one of the five regions of Guyana, which according to the fictional story "El Dorado" is an area rich in gold, thus becoming a struggle for the Netherlands and France. Indonesia and Suriname have closeness, namely the same as the Dutch colonies. The emergence of Javanese in Suriname began when the Dutch made large-scale plantation projects. There are plantations of sugar cane, coffee, cotton, oranges, bananas, rice, coconuts, and so on.

To work on the big project, the Netherlands recruited large-scale contract workers from Africa, India, and Java (Indonesia). They were forcibly employed on these plantations. From Indonesia alone, approximately 33,000

people from Central and East Java were transported to Suriname in 1890 - 1939. The first wave of labor dispatch was departed from Batavia (Jakarta) on May 21, 1890, with the SS Koningin Emma. This long-distance cruise stopped in the Netherlands and finally arrived in Suriname on August 9, 1890. The second wave of 614 people arrived in Suriname on June 16, 1894, with the SS Voorwarts.

With the placement of a representative office of the Indonesian government in the country of Suriname, it has unified the relations of kinship between the two countries, with the historical background of the country of Suriname which has Javanese descent making it something that can create steps in implementing bilateral cooperation relations. Indonesia, which is still considered an old brother of Suriname, due to the existence of Javanese people who are indigenous to Suriname, provides its own way out for Suriname. To continue to improve relations and gain benefits for both parties, Indonesia made a program namely the Indofair Program.

The Indofair program is held as an annual activity of the Indonesian government as a concrete step in efforts to enhance cooperation between countries through an international exhibition, the Indonesian government by using Government to Government measures which will also be able to provide or increase export activities to South America and the Caribbean. On the other hand, the Indonesian government directly plays an important role in promoting Indonesian art and culture through export products which are exhibited in the event with the aim of increasing tourist visits to Indonesia and giving a large role in maintaining Indonesian arts and culture, especially Javanese culture in Suriname.

In writing this paper the author will discuss the Indofair program as a form of soft power and Indonesian cultural diplomacy towards Suriname.

II. BASIC THEORY

A. Soft Power Joseph Nye

Joseph Nye coined the term "soft power" to describe a country's ability to attract and persuade. In contrast to hard power which is the ability to force out of a country's military

or economic strength, soft power appears with its culture, political ideals, and policies.

The ability to set preferences tends to be associated with intangible assets such as culture, values and institutions, and policies that are seen as legitimate or have moral authority. Soft power is more than just persuasion or the ability to move people with arguments, even though that is an important part of soft power. This is also the ability to attract, and attraction often leads to agreement. Simply put, in terms of soft power behavior is an attraction. In terms of resources, soft power resources are assets that produce this attraction. Soft power uses different types of currencies (not strength, not money) to generate cooperation - attraction to shared value, commitment and obligation to contribute to achieving those values (Joseph S. Nye: 2004).

The soft power of a country can be carried out in three forms (Joseph S. Nye, 2004): i.e. culture (other people's interest in interesting historical places), its political values (things that affect life at home and abroad) and its foreign policy (seen as a legitimate rule and having moral authority.) Culture is a set of values and practices that create meaning for society, this has many manifestations to distinguish between high cultures such as literature, art, and education, which appeal to the elite, and popular culture, which focuses on mass entertainment. When the culture of a country incorporates universal values and its policies promote the values and interests shared by others, it increases the likelihood of getting the desired results because of the relationship of attraction and the task it creates. Narrow values and parochial culture tend to produce soft power.

In general, the nature of soft power is an attraction and agenda setting, which gives rise to primary actions in the form of values / norms, culture, policies and institutions, which in turn judge government policies in the form of public diplomacy and bilateral and multilateral diplomacy.

B. Public Diplomacy - Cultural Diplomacy

Public diplomacy, in general, is an effort to achieve the national interests of a country through understanding, informing, and influencing foreign audiences. (Maulana Luqman Firdaus). By way of contributing to interactions that were previously government relations. Where the ultimate goal is for the international community to have a good perception of a country, as a social foundation for relations and the achievement of broader interests. And to complement the public diplomacy of a country is continued by doing cultural diplomacy, meaning that a country reaches its national interests through cultural instruments. Culture is used as a tool to promote, inform and campaign for what is owned by a country.

III. DISCUSSION

A. Diplomatic Relations between Indonesia and Suriname

Bilateral relations between Indonesia and Suriname began in August 1951, when Suriname was still under the Dutch colonial rule, by opening a representative office at the level of the Commissariat in Paramaribo. The office of the commissariat from 1958-1964 was closed due to the weakening of relations between Indonesia and the Netherlands. In 1964 the Indonesian government reopened its representative in Suriname at the level of the Consulate General. Relations between Indonesia and Suriname have

increased since 1975 after Suriname gained independence from the Netherlands, with the opening of the representative of R.I at the Embassy level.

Good relations to the two countries are marked by mutual visits between the two leaders. On May 11-14, 1994, the President of Suriname Ronald Venetiaan paid a visit to Indonesia and Indonesian President Soeharto paid a visit to Suriname in 1995. On October 14-17 1997 the President of Suriname Wijdenbosch visited Indonesia at the invitation of President Soeharto. In March 2001, Suriname's Minister of Social and People's Welfare Paul Salam Somohardjo visited Indonesia. On November 13-15 2001 the delegation of the DPR-RI led by Soetardjo Soerjoguritno visited Suriname, and in August 2002 a delegation from the Suriname Parliament visited Indonesia. In addition, the Indonesian Government once contributed funds for the 2000 Suriname election of US \$ 20 thousand.

Economically, Suriname's domestic needs are mostly met through imports, because the production sector is underdeveloped. Indonesia's export commodities to Suriname are textiles, apparel, furniture, household appliances, plastic equipment, shoes, food, spices, and musical instruments. Whereas from Suriname in the form of crude fertilizer, fresh and dried fruits.

Trade relations between the two countries are still faced with various obstacles, including the lack of direct contact between Indonesian-Suriname entrepreneurs, distance, the absence of direct shipping relations, and the presence of rivals from countries in the Caribbean, South America, Africa and Asia (especially Japan, China, India). Usually, Suriname businessmen make direct trade contacts to Indonesia while taking advantage of the holiday period.

The opportunity to improve trade relations to the two countries is a fairly good business of Indonesian (Javanese) food. There is fanaticism of Surinamese Javanese descendants towards Indonesian products. The traditional market share of Indonesian products is still quite large. There is a desire to take Indonesian workers, who are seen as quite diligent and not demanding. Meanwhile, Suriname's investment in Indonesia is still not possible. More likely is Indonesia's investment in Suriname, especially in the timber sector. The only investment in Indonesia is in the field of forestry by NV Musa Indo Suriname since 1992. But since 2001 it has stopped because of running out of funds.

Furthermore, in terms of socio-culture, the cultural closeness between Indonesia and Suriname has historically provided a distinct advantage for Indonesia. Socio-cultural activities are carried out through various events, held in collaboration with the local government and with various non-governmental community organizations, including VHJI (Vereniging Herdenking Javaanse Immigratie / Unity Commemorating Immigration of Javanese in Suriname), Indra Maju, Putri Mardi Bekso, Kartika Culture, Jot Dancer and other ethnic cultural organizations from Suriname.

The Indonesian Embassy has also actively fulfilled invitations from the Suriname government to fill Indonesian cultural arts attractions on various occasions, such as fundraising events by social organizations led by the First Lady, NY. Liesbeth Venetiaan.

Besides that Suriname also actively sends students to be able to participate in various education and training

programs (training) in Indonesia, such as the education program, GNB post-graduate scholarships, and the help of art-culture teachers. Suriname is considered as the younger brother of Indonesia, in an effort to empower information and promotion, good contacts have been established between the Indonesian Embassy and the local mass media. In Suriname, there are 4 Dutch-language newspapers and 1 English-language daily, 13 television stations (8 use Dutch, 3 Javanese, and 2 Indian languages), 18 radio stations (10 use Dutch, 5 Indian languages, and 3 Javanese).

This contact is continuously enhanced through cooperation in various activities in an effort to promote a positive image of Indonesia, dissemination of information on the development of the Poleksosbudpenhankam Indonesia and the publication of mission and diplomacy activities organized by the Indonesian Embassy.

Completing Indonesian language news broadcasts on Pertjajah Luhur Radio (FM Stereo 95.3) Indonesian program Greeting every Sunday at 07.00 - 08.00. The broadcast material was prepared by the Indonesian Embassy in Paramaribo. News readers are conducted in turns by the DWP-Indonesian Embassy Paramaribo mothers and begin to try the best graduates of the Indonesian Language course (Surinamese, Javanese descent).

The cultural closeness between Indonesia and Suriname. With the placement of a representative office of the Indonesian government in the country of Suriname, it has unified the relations of kinship between the two countries, with the historical background of the country of Suriname which has Javanese descent making it something that can create steps in implementing bilateral cooperation relations. Indonesia, which is still considered an old brother of Suriname, due to the existence of Javanese people who are indigenous to Suriname, provides a way out for Suriname in terms of receiving assistance and fulfilling all forms of cooperation that function in the country's development. Blood relations and the history of the two countries can be formed and can facilitate all types of cooperation that have been carried out and are still in the program planning process.

Suriname as one of the countries with the largest number of Indonesian diaspora in the world is a country that needs to continue to improve its bilateral relations with Indonesia. The population of Javanese descent in the country of Suriname which reaches more than 70 thousand people (around 15% of the total population of Suriname as many as 538,200 people) is a strategic asset in the bilateral relations of the two countries in terms of political, economic, social and cultural. In addition, the high per capita income (reaching USD 9,000) can be a strategic market for marketing Indonesian products. Despite having a relatively small population, Suriname has the potential to become a hub for more than 16 million Caricom (Caribbean Community) markets in the Caribbean region (Government Agency Performance Report (LKJ). KBRI Paramaribo Budget Year: 2015).

In Suriname there is Gedung Sana Budaya used as a means for Surinamese Javanese people to hold various activities, such as discussions, dance exercises, gamelan music, angklung, arumba, and wayang kulit performances, so that they can preserve Javanese culture and manners. Gedung Sana Budaya was pioneered in stages through the

assistance of President Soeharto who was delivered through the Indonesian Coordinating Minister for People's Welfare (Alm) Soepardjo Roestam on the occasion of a visit to attend the 100th anniversary of the immigration of Javanese people to Suriname. The President of the Republic of Indonesia then provided assistance to complete the construction of the pavilion in 1995 (The Republic of Indonesia in Paramaribo. The Republic of Suriname).

B. *The Indofair Program is a form of soft power and Indonesian public diplomacy*

As Joseph Nye said in his book entitled "soft power, the means of success in world politics", soft power is an ability possessed by a country to persuade and attract other countries (government to government) or other people (government to people) with the aim of achieving national interests, both with instruments of argument or assets that do not look like culture. Soft power will then produce public diplomacy and diplomacy between countries both bilaterally and multilaterally. Bilateral diplomacy is diplomacy carried out by two countries, one example being Indonesia and Suriname.

Indonesia and Suriname have had bilateral relations since August 1951, and for more than half a century many diplomatic relations have been carried out by the two countries, one of which is the Indofair program. The indofair program is routinely conducted by Indonesia in Suriname even though it is not too seen by the media. In indofair's activities, many Indonesian special art exhibitions are exhibited, and this is the invisible asset mentioned by Joseph Nye, besides that, there are also many Indonesian products and food products.

When mentioning that the Indofair program is a form of soft power, it is necessary for Indonesia to implement its soft power form. The three forms are **culture, political values, and foreign policy**. Culture referred to in soft power is referring to places in other countries that invite admiration from other parties. The Indonesian culture displayed in the Indofair program is very diverse, especially Javanese culture, ranging from dances, folk songs, puppet shows, and other arts. The cultural exhibition conducted by Indonesia in Suriname aims to gain interest from Surinamese or other countries towards Indonesian culture, which later will have the desire to visit places related to that culture such as temples, museums and so on that this too has an impact on increasing the number of Indonesian tourism.

The nature of soft power is an attraction and agenda setting, which gives rise to primary actions in the form of values /norms, culture, policies and institutions, which in turn produce government policies in the form of public diplomacy and bilateral and multilateral diplomacy.

The soft power displayed by Indonesia through the Indofair program further enhances bilateral diplomatic relations between Indonesia and Suriname. Besides that in the Indofair program, besides being shown a lot of Indonesian culture and arts, there are also many exhibited Indonesian products, this gives thoughts to Surinamese people that Indonesian products can be said to be marketable, this is a small form of public diplomacy to achieve national interests indicated by Indonesia.

C. Benefits obtained by Indonesia from the Indofair Program

The Indofair program is an integrated promotional activity to introduce Indonesia in terms of trade, culture, and information. The implementation of an integrated promotion carried out by the Indonesian government at the Indofair exhibition featured export products made in Indonesia which would later be expected to invite or attract the attention of foreign investors to work together in investing their capital in Indonesia. This can also be seen from visitors to the Indonesian booth, who are keen on the tendency of the Caribbean and South American people to be interested in choosing Indonesian products because the quality is better than other important Asian products. However, from the implementation of the event, it was only at the 2006 Indofair event which received an increase in responses from Indofair visitors.

Besides that, there is an impression on many people that Indonesian products are quite "marketable" to be marketed in Suriname and the Caribbean. So that this is expected by the Indonesian government in opening up opportunities to further strengthen cooperation later, and be able to invite the attention of investors to be willing to open opportunities for cooperation in Indonesia.

As seen in the Indonesia integrated single promotion exhibition, Indofair 2008 in Kompleks Sana Budaya Paramaribo, Suriname, October 26-November 3, 2008 organized by the Ministry of Foreign Affairs and the Indonesian Embassy in Suriname. The exhibition has a significant influence to increase Indonesia's exports, not only in Suriname but also to South America and the Caribbean. This exhibition is considered to be an activity that is mutually beneficial for both countries and is part of efforts to improve bilateral relations between the two countries. Since the last three years, Indonesia's exports to the South American and Caribbean regions have continued to increase.

A culture does not develop inside but develops out, because the culture is one of the places of exchange and also gives all possibilities for the existence of relations with progress and usability. Just as what the Indonesian government did in organizing the Indonesian cultural festival accompanied by the opening of Indofair was a tool used by Indonesia as a means of cultural diplomacy in achieving the goals Indonesia wanted in the cooperation of the two countries or increasing cooperation in the South American and the Caribbean improve the welfare of the Indonesian economy. As we know before, that cultural diplomacy can be done by anyone and cultural diplomacy itself is one of the soft power ways that can be done in increasing international cooperation (Various forms of Indonesian-Suriname cultural cooperation in cultural diplomacy. Note: n.d.).

IV. CONCLUSIONS

The Indofair program is an integrated promotional activity to introduce Indonesia in terms of trade, culture, and information. The implementation of an integrated promotion carried out by the Indonesian government at the Indofair exhibition featured export products made in Indonesia which would later be expected to invite or attract the attention of foreign investors to work together in investing their capital in Indonesia. Indofair is a program created by the Indonesian Embassy in Paramaribo to continue to increase its bilateral relations with Suriname, considering that Indonesia is an old

brother of the country of Suriname, besides that the holding of the Indofair program held by Indonesia has many advantages, including:

1. Indonesia is able to introduce its culture, namely Javanese culture which is also a culture of the indigenous people of Suriname, so there will be many tourists who are interested in visiting Indonesia to find out more about all cultures in Indonesia, and this will certainly improve the Indonesian tourism sector.
2. Through the Indonesian Indofair program the opportunity to introduce Indonesian cuisine, and prove that Indonesian products are quite marketable in foreign markets.
3. In the Indofair program there are quite a lot of parties involved, especially the IKM because in this program they get the opportunity to introduce their products, which will also affect the increase of Indonesian exports and bilateral economic relations.

The most important thing is that Indofair is a means of Indonesia to promote Indonesian culture, especially Javanese culture, with the display of regional dances and puppet shows in the program, which Indonesia will later become increasingly known for its diverse culture and will continue to improve its bilateral relations with the Suriname state

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UTILIZATION OF CROPS AS THE COST OF TUTORING IN THE COUNTRYSIDE AND SOLD ONLINE WITH THE GOAL OF URBAN SOCIETY

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Abstract. The rural area is beautiful and filled with a sense of high tolerance among the population. In her everyday villagers very tightly holding the sense of family, and mutual soul. The existence of such conditions makes the residents feel rural life filled with peace, tolerance is very high. Most of the villagers prefer the skill to work rather than intellectual ability, so rarely from villagers who feel the need to be educated. Education in Indonesia to be difficult for those who live under the poverty line. The majority of the population of Indonesia is under the poverty line resulted in his abandoned them in terms of education. In addition to the whims of those who never grow and be aware of the education, economic factors being the main reason for them not to touch the world of education. Agriculture and rural-are one-that unity is inseparable. Agriculture is the main component that sustain rural life in Indonesia. Agriculture is not just limited to narrow in terms of agriculture, but in broad sense i.e. peng-renewable primary products results, including agricultural food crops and horticulture, forestry, animal husbandry, perikan's, and forestry. Problems existing in rural areas among them, learning conditions in rural areas that are still lacking, rural conditions that still rely on the agricultural sector and, the cost factor in education in rural areas. On the first issue regarding learning in rural areas is still less than the expensive tuition fees, in the event of a book or other learning support tool. I as a student the University of Pasundan unthinkable to provide the solution of these problems, namely, by way of organising Tutoring with the cost of using the produce rural communities have. The agricultural sector which grew and produced a large surplus is a prerequisite to starting the process of economic transformation. At the beginning of the economic transformation, agriculture plays an important role in several ways. Fast-growing agricultural sector will be able to increase the income and well-being of the population in the country which in turn may increase the demand for goods and services generated by the sector nonpertanian. With agriculture as the cost of tutoring, facility obtained the supporting tools and materials is the lesson which has not been owned by the students who are in the country. This as implementation of tri dharma perguruan high i.e., devotion to the community. On the above problem needs a solution to provide rural communities with the help of tutoring with low cost by giving them all the sufficiency in such learning books, and others, by making use of sector the farm that became the hallmark of a village.

Keywords: Tutoring, Agriculture, Cost, Urban Society.

I. INTRODUCTION

The rural area is beautiful and filled with a sense of high tolerance among the population. According to Paul h. Landis village is a residential population of less than 2,500 inhabitants. In her everyday villagers very tightly holding the sense of family, and mutual soul. The existence of such conditions makes the residents feel rural life filled with peace, tolerance is very high.

But in fact, there is certainly potential problems in a dynamic state of the village. According to Rogers (1969) one of the villagers is the Lack of innovation, namely a sense of reluctant to accept or create new ideas. This is usually caused due to the lack of an openness towards new knowledge and lack of awareness of the importance of education. Most of the villagers prefer the skill to work rather than intellectual ability, so rarely from villagers who feel the need to be educated.

Education in Indonesia to be difficult for those who live under the poverty line. The majority of the population of Indonesia is under the poverty line resulted in his abandoned them in terms of education. In addition to the whims of those who never grow and be aware of the education, economic factors being the main reason for them not to touch the world of education.

The Government already declared education free and even 12-year compulsory education, but other costs that should be toughened by the students is not free. The cost to travel to school, buy books, uniforms, and other school equipment is not cheap. They have to think about costs other than tuition fees even more expensive in compare cost of education itself. In addition, the cost of living rising sometimes make the community prefers to work to earn a living than have to continue her studies

Agriculture and rural-are one-that unity is inseparable. Agriculture is the main component that sustain rural life in Indonesia. Agriculture is not just limited to narrow in terms of agriculture, but in broad sense i.e. renewable primary products producers, including agricultural food crops and horticulture, forestry, animal husbandry, perikan's, and forestry.

From the statements above there are problems in rural areas. The first issue, the conditions of learning in rural areas that are still lacking. the second problem, the condition of the village still relying on the agricultural sector. And the third Problem, the cost factor in education in rural areas.

On the above problem needs a solution to provide rural communities with the help of learning with low cost by giving them all the sufficiency in such learning books, and

others, by making use of sector the farm became a typical rural based.

In this case the author thought to utilize the Produce as the cost of Tutoring in the countryside and sold Online by Target urban communities. In this agricultural utilization could be used in the cost for tutoring.

II. BASIC THEORY

Understanding guidance according to Crow & Crow (Prayitno, 2004:94) is the assistance provided by a person, who has a personality that is adequate and well-trained denganbaik to individuals of any age to help him organise his life own, developed his own life, make your own decisions, and taking his load himself. Tutoring did Oemar Hamalik (2004:195) is a guidance intended to students to receive education in accordance with the needs, talents, interests, ability and help students to determine ways that are effective and efficient in overcome learning problems experienced by students. While the Team majoring in Psychology of education (Mulyadi, 2010:107) said that tutoring is the process of granting assistance to pupils in solving difficulties relating to learning problems. Based on the opinions of the experts above, then it can be inferred that tutoring is a process of granting aid to the students in completing the learning problems facing students, thus achieved the desired learning objectives.

From understanding the above tutoring tutoring goals according to Abu Ahmadi and Widodo Supriyono (2004:111) the purpose of tutoring services in General is to help students to get a good adjustment in learning situations, so that each student can learn with appropriate ability assets efficiently, achieving optimal development. From my understanding of the above purposes and as a student wanted to provide tutoring in the countryside which is less than the giving of his education.

According to Suratiyah (2006), agriculture as a human activity to open land and cultivate it with various types of plants that include the annual crop as well as perennial crops and food crops and non-food crops and used to maintain Livestock and fish. With various purposes and reasons why land was opened and cultivated by humans. When agriculture is considered a source of employment life. Agriculture can contain two meanings namely (1) in a narrow sense or daily interpreted as a suitable planting activity and (2) in a broad sense is interpreted as activities involving the production process produces human needs materials that can be Derived from plants and animals accompanied by efforts to renew, reproduce and consider economic factors. The farm is an activity that is done by humans on a certain land, in a certain relationship between humans and their grounds accompanied by certain considerations also. According to Rahim (2007), agriculture is an activity in the business of developing (reproduction) of plants and animals to grow better to meet human needs, such as planting, raising, and farming. Agriculture is also a type of business or economic activities in the form of planting crops or farming (food, horticulture, plantation, and forestry), livestock (livestock) and fisheries (cultivation and arrest).

According to an Dishes Accountant (1994), the definition of cost is the sacrifice of economic resources

measured in units of money, which has occurred or that is likely to occur for a particular purpose, so that the cost in the broad sense is interpreted as of Economomation resources to acquire assets. According to Supriyono (2000) The cost is the price of acquisition which is sacrificed or used in order to earn income or Revenueand will be used as a deduction of income.

According to Mulyadi (2005) in a broad sense of cost is: the sacrifice of economic resources, which are measured in units of money, which occurs or which is likely to happen to achieve a certain goal. In the narrow sense as a sacrifice of economic resources to acquire assets called the underlying price term, or in other sense the cost is a part of the price of the principal that is sacrificed in an attempt to obtain Income. According to Simamora (2002) The fee is the cash or equivalent value of cash that is sacrificed for goods or services that are expected to provide benefits at this time or in the future for the organization, in this case, the company.

So according to some of the above sense, it can be concluded as according to Hansen and Mowen (2001) that the cost is cash or equivalent cash value incurred by the company to obtain goods or services that are expected to provide A benefit is increased profit.

III. DISCUSSION

The ideal education according to National Education standards body is a must have means of furniture, pralatan education, educational media, books and other learning resources. But in a State of real dimasyarakat the countryside, it is still not yet achieved unnoticed because certainly, but the Government has estimated at least 20% of the National Budget And A Grant for the purpose or necessity of organizing education nationwide. Should the Government concerned more plays an active role in the 56th education in every region of the country, not just in the big cities area alone but was also active in organizing education in rural areas.

On the first issue regarding learning in rural areas is still less than the expensive tuition fees, in the event of a book or other learning support tool. I as a student the University of Pasundan unthinkable to provide the solution of these problems, namely, by way of organising Tutoring with the cost of using the produce rural communities have.

Tutoring here is provide the science that is owned by me and my friends that would later become team tutoring here. Me and my friends that would later join a team delivering learning in rural areas with appropriate field of study we're good at. For example I mastered the field of study of mathematics, then I will teach tutoring math majors. Here we also provide complementary learning tools and materials, such as Books, pens, pencils, and many more that can support learning tutoring.

The second problem is the condition of the country that rely on the agricultural sector. Economic development thinkers have long realized that the agricultural sector has a major role in the economy, especially in the initial stages of development (Lewis, 1954; Johnston and Mellor, 1961; Kuznets, 1964). The agricultural sector which grew and produced a large surplus is a prerequisite to starting the process of economic transformation. At the beginning of the

economic transformation, agriculture plays an important role in several ways. Fast-growing agricultural sector will be able to increase the income and well-being of the population in the country which in turn may increase the demand for goods and services generated by the sector nonpertanian. The growing demand is not only the case for products for final consumption, but also the nonpertanian sector products that are used as input of farming or farmers for investment (Tomich et al., 1995).

In this rural farm needs a boost. Since when were being increased then the non farm will also be increased. The increase in demand for goods and services in the agricultural sector will be happiness for rural communities.

The third problem is the high cost of education. From the costly tuition fees was with the presence of Team tutoring tutoring from me and my friends enough with any produce that is produced by the rural community, produce it as the cost of tutoring to My team and my friends. With agriculture as the cost of tutoring, facility obtained the supporting tools and materials is the lesson which has not been owned by the students who are in the country. This as implementation of tri dharma perguruan high i.e., devotion to the community.

By looking at strengthening entrepreneurship described by Assoc. Prof. Dr. Abdurrohman enclosing wall, s. Sos., MM., m. Si. on the 28th March 2019 in lecture One Asia namely, Motivation, Asian Studies, Language Education, Cooperation models, Rules of Law, Government Policy Models, Creativepreneur, Socialpreneur, Teknopreneur, Entrepreneurial Opportunities, Millennials Solidarity, Higher Education Entrepreneurship Development, I had the idea to sell the produce has been obtained from the cost of tutoring with dijual online since seeing now already entered the industrial revolution 4.0.

Produce was sold by target urban communities tend to be consumerist. The Division of tasks for each man is important in a self-employment. Due to the Division of tasks into a single key in the success of cooperation in a self-employment. It sold produce directly in the form of intact examples such as vegetables or fruits. Or processed food that used to be present. An intact produce directly for sale online with urban communities or target markets that exist in urban areas. While being processed will be sold through social media, like instagram, line, whatsapp, and more. Goods which have been sold will be delivered through service providers introduction to goods or food. Previously a buyer will transfer their money and new items can be sent.

This is a great opportunity that exists in this millennial era now. The use of the gadget or the internet is a major supporter of passage of this business. Provide knowledge to children who do not attend school or a school that still less will the science, making the huge task of youth to the intellectual life of the nation at once become an entrepreneur who can provide motivation to students who others.

IV. CONCLUSIONS

The problems that have been discussed above have correlation with each other. When wanting to give the best in teaching science guidance to rural children then from the

agriculture sector that becomes the cost for the payment of such guidance should be good and can give the best. When farming wants to produce the best, people in the countryside should open their minds should not rely too much on the agriculture sector, but from the non-agricultural sector should be improved. This is because when the non-agricultural sector is in addition to supporting an agricultural activity, the results of agriculture will be increasing and have good quality because from the non-agricultural sector can increase the agro-industry, where One of its industry agor is agro industry that provide easiness in farming such as, super quality fertilizer, agricultural support machineries, anti pest medicines, and others that can improve the farming in the village is increasing.

So raising the farm in the village will improve its farming outcomes where it will be the cost to pay for tutoring teachers. The teachers will also try their strength in providing knowledge, teaching, and educating children in rural areas that lack of education at least because of the expensive cost of education. Educating the nation's generations to become a useful and successful person is one of the visions of this nation.

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STRENGTHENING ENTREPRENEURSHIP WITH A GRIT SYSTEM AND TRANSFORMATIONAL TECHNOLOGY TO FACE SOCIETY 5.0 IN ASIAN COMMUNITY

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Abstract. Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. Entrepreneurship need technology to The present technology in society 5.0 that use in human life is very important. Technology it's the mother of civilizations of sciences. Technology has certainly changed the way we live. Technology plays an important role in ever sphere of live. As an entrepreneur, technology become very important. Its a new way that more easier to promoting everything, Entrepreneurship need to follow the modern times Where the marketing media uses the technology reform. In Asia, the entrepreneurship is growth more fast. Its become an important studies in Asia. One asia community is the foundation that really support young generation to know more entrepreneurship and provide support in the form of learning and scholarship to make every student in asia have a higher education to build a successful society 5,0 in Asia. That society 5.0 make our life more easier. Entering the era of globalization and technological developments that are so fast giving changes and progress in various lives. In the advanced information era as it is today, it requires us to keep up with all modern technological developments. In order to keep abreast of the times, quality human resources are needed. Educational planning and workforce planning have a very important role in supporting economic development. In the implementation of education in this country which is responsive to changing times, it is necessary to have a good quality of education in order to create intelligent, superior and highly competitive human resources. The challenge of a world that is increasingly superior to all technologies encourages us to be able to bring creative ideas to create new innovations and bring change to a better direction. The role of education in the development era is to build the quality of human resources. With the quality of human resources that are superior, creative, innovative, have a strong motivation for achievement, skills and broad and in-depth insight. Entering the society 5.0 education and technology have the important role in human life. Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society 5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. To realize 5.0 society where technology is the best means for entrepreneurs, it is necessary to increase the knowledge of each young generation about technology that can be used in the global era as it is today.

Keywords: *Entrepreneurship; Society 5.0; Transformational Technology; Asian Community.*

I. INTRODUCTION

Entrepreneurship is more than an economic phenomenon, and it can be understood from social, cultural, and political dimensions among many other. Entrepreneurship as the carrying of new combinations. Entrepreneurship as representing creative destruction, which refers to the process innovation. Entrepreneurs as individuals who discover, evaluate, exploit profitable opportunities. Entrepreneurs as individual often need knowledge that does not exist in a useful or tested form but instead must be created

Nowadays, Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. If successful, the revolutions may improve our standard of living. In short in addition to creating jobs and the conditions for a flourishing society. There are the reasons why entrepreneurship is really important because entrepreneur can create a new business.

In Asia, the entrepreneurship is growth more fast and faster. Its become an important studies in Asia. One asia community is the foundation that really support young generation to know more entrepreneurship and provide support in the form of learning and scholarship to make every student in asia have a higher education to build a

successful society 5,0 in Asia. That society 5.0 make our life more easier. Society 5.0 s Japan's vision where technology such a big data, Internet of things (IoT), artificial intelligence, and blockchain solution fuse into every industry and across all social segments. And every country need to prepare the education sector is tasked creating a generation that will have skills to both survive that changing society.

To prepare students for the rapid technological changer the key is to focus on human strength. In the era of goole, many tasks are best carried out by computer. Therefore the emphasis must be on human skill such as a Grit system. Grit system is Growth mindset, Responsibility sustainability, Innovation behavior, And Understand the transformational technology.

The society 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. Society 5,0 want to create super smart society.

The solution to transform entrepreneurship such Iot, AI, blockchain solutions is the important thing to know. Iot Solutions extend the supply chain and automate business processes by transforming a world of things into a world of data. Ai solutions is bolster human reasoning

recognize pattern in data and automate complex or mundane task. Blockchain solution is establish unalterable transaction logs to exchange information and share results among business and trading partners/ Easily join existing network or build our own. Seamlessly connect systems of record. The personal computing revolution, the internet, mobile devices that put a supercomputer in the palm on our hand. All of that this have the power to change the world such as easier to promote every product. That's what an entrepreneur need. The media is ready, but many people do not understand all of this opportunity.

To Understand the transformational technology in this era, the young generation need to get more education. In the current era of globalization, education has a close relationship with entrepreneurship. Indonesia must carry out reform the education process, namely with the pressure to create a more comprehensive and flexible education system, so that graduates can function effectively in the lives of the global community. Especially in tertiary education which expects that the graduate students are not only capable in the scientific field but are able to be independent with the knowledge of entrepreneurship that has been obtained in college. Therefore, higher education must be designed in such a way as to enable students to develop their natural and creative potential in an atmosphere of freedom, togetherness and responsibility. In addition, universities must be able to produce graduates who can understand their society with all the factors that can support success or barriers that cause failure in community life. One alternative that can be done is by managing students by having their own ideas and creativity with global insight

Entrepreneurs are those who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities and life (Prawirokusumo, 1997) Entrepreneurship arises when an individual dares to develop businesses and new ideas. The entrepreneurial process includes all functions, activities and actions related to the acquisition of opportunities and the creation of business organizations.

Entering the era of globalization and technological developments that are so fast giving changes and progress in various lives. In the advanced information era as it is today, it requires us to keep up with all modern technological developments. In order to keep abreast of the times, quality human resources are needed. One effort to create quality human resources is through education. Educational planning and workforce planning have a very important role in supporting economic development. In the implementation of education in this country which is responsive to changing times, it is necessary to have a good quality of education in order to create intelligent, superior and highly competitive human resources. The challenge of a world that is increasingly superior to all technologies encourages us to be able to bring creative ideas to create new innovations and bring change to a better direction

The role of education in the development era is to build the quality of human resources. With the quality of human resources that are superior, creative, innovative, have a strong motivation for achievement, skills and broad and in-depth insight are expected to be able to bring changes in development in this country. Education is one of the fields

that provides a very large contribution to nation building, which is expected after a person has finished studying, then that person will continue to live in fulfilling their daily needs by working.

To realize 5.0 society where technology is the best means for entrepreneurs, it is necessary to increase the knowledge of each young generation about technology that can be used in the global era as it is today.

II. LITERATURE REVIEW

Entrepreneurship is the main topic all over the world and also the innovation that seen as an important thing in millennial generation. Entrepreneur can change the way we live and work. "Entrepreneurs are those who make creative and innovative efforts by developing ideas, and concocting resources to find opportunities and life." (Prawirokusumo, 1997)

From the theories entrepreneurship are the one who use their creative and innovative to development ideas in marketing, to find opportunities to make life easier and to Entrepreneurship arises when an individual dares to develop businesses and new ideas. The entrepreneurial process includes all functions, activities and actions related to the acquisition of opportunities and the creation of business organizations.

Entrepreneurship has entering society 5.0 that every little thing human activities is help by technologies. The society 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution. Society 5,0 want to create super smart society.

For Hayashi, Sasajima, Takayanagi, & Kanamaru, (2017), with Society 5.0: "Create new values and collaborating with several different systems, and plan standardization of data formats, models, system architecture, etc. and development of necessary human resources. The development of intellectual property development, international standardization, IoT construction technologies, big data analysis technologies, artificial intelligence technologies and Japan's competitiveness in "super smart society" "This transformation will help humans to live their lives easier and faster.

Simply stated, Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society 5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. Especially in the entrepreneurial business in the era of 5.0 zero society, it is required to use technology in promoting each of its products.

Technology have a big impact for human life. Such as social media an online marketplace have a big impact in entrepreneurship in society 5,0. The following technology need human resource to understand how it works. And it takes with growth mindset, responsibility sustainability, Innovation behavior, and understand transformational technology.

Every part of them can be reach with higher education in young generation. the education process, namely with the pressure to create a more comprehensive and flexible

education system, so that graduates can function effectively in the lives of the global community. Especially in tertiary education which expects that the graduate students are not only capable in the scientific field but are able to be independent with the knowledge of entrepreneurship that has been obtained in college. Therefore, higher education must be designed in such a way as to enable students to develop their natural and creative potential in an atmosphere of freedom, togetherness and responsibility. In addition, universities must be able to produce graduates who can understand their society with all the factors that can support success or barriers that cause failure in community life. One alternative that can be done is by managing students by having their own ideas and creativity with global insight..

III. DISCUSSION

1. Strengthening Entrepreneurship in one asia community

Strengthening Entrepreneurship starting from the strong motivation of entrepreneurs.. The strong motivation of entrepreneurs can build with high willingness to progress and good education to become the basic provision of strengthening entrepreneurship. In Asian, there's a solution to strengthen the millennials with student exchanges in one asia community. To sharing the education from another country, to know the other language for more networking communication. The realization of values in entrepreneurship in Asian community can be expressed including including 10 elements. The ten are: commitment, confidence, cooperative, care, creative, challenge, calculation, communication, competitiveness, change. The opportunities for entrepreneurial in community young Asian entrepreneurs is high competitiveness, innovation and creativity, as well as greater development opportunities. One of them is by expanding access to financing source.

One Asia is the best solution to support Millennials to advance with financing and scholarships provided by One Asia strongly support the advancement of entrepreneurs in Asia community. One Asia has always opened scholarships for children who want to try, one Asia facilitates the advancement of entrepreneurs with education funding, support organizations and groups which share the goal of contributing to the formation of Asian Community in the near future. One Asia helps develop Millennial with academic, cultural and sports exchanges for the formation of entrepreneurs in the Asian Community in the future. Youth Entrepreneurs are motivated by the existence of Asian communities, because they can exchange ideas, opinions, and discuss not only with their own country but also with neighboring countries as well as in Asia.

The language education for strengthening entrepreneurship also really important, if we take student exchanges abroad, then we must understand the language in that country. for the sake of conveying the material well and also we understand what is meant, Just like the important Asian studies In Japan, because Japan has begun to enter society 5.0 where digital or technology is the support of human life. And also with entrepreneurs must be in a digital way. distribution, promotion, sale and delivery of goods must be online.

2. Entrepreneurship society 5.0 in Asian Community

Entrepreneurship is both the study of how new businesses are created as well as the actual process of starting a new business – the term is used interchangeably. An entrepreneur is someone who has an idea and who works to create a product or service that people will buy, by building an organization to support those sales.

Entrepreneurship is now a popular college major, with a focus on studying new venture creation. business concept or idea involving a product, service, process, or new technology A process by which the product or service will be delivered, or the technology will be developed

Entrepreneurship need to follow the modern times Where the marketing media uses the technology reform.

3. Why Entrepreneurs Should Keep Up With New Technologies

We are living in the weird and wonderful era of tech. The progress is rapid and often overwhelming if you follow the media closely-the blockchain, deep learning, neural networks, robotics, shoppable AR and smart AI-assistants helping you to schedule meetings or choose a new pair of jeans.

Nowadays, there's a newer, better solution available for pretty much any "stone age" business process. So, how important is it for entrepreneurs to keep up with new technologies?

It's actually more important than many realize. Jumping on the hype bandwagon without doing much research isn't wise. Yet, successful entrepreneurs will make it a point to dedicate at least some time to becoming aware of new technological trends, and even test driving them. Here's exactly why.

Entrepreneurs can also use technology to automate customer support through call routing systems or AI chatbots. Project management software can ensure projects finish within time limits and maximize resources. There's also automated invoices and financial management. Even HR can benefit from technology. Entrepreneurs must contend with tough competition, tight finances, and the need to maximize every growth opportunity. This cannot be done without staying on top of the latest technologies.

To be an entrepreneur With using technologies information to promote the product we need to Understand first the technology. The technology can be understand when we're have the education and mindset to understand it.

4. Entering Society 5.0: Using of Technology for human life

Through Society 5.0, artificial intelligence will transform big data in all walks of life and the Internet of Things will become a new wisdom, which will be dedicated to improving human capabilities to open opportunities for humanity. For Hayashi, Sasajima, Takayanagi, & Kanamaru, (2017), Japan with Society 5.0: "create new values and collaborating with several different systems, and plan standardization of data formats, models, system architecture, etc. and development of necessary human resources. The development of intellectual property development, international standardization, IoT construction technologies, big data analysis technologies, artificial intelligence technologies and Japan's competitiveness in "super smart society" "This transformation will help humans to live their lives easier and faster.

Simply stated, Society 5.0 can be interpreted as a concept of human-centered society and technology-based. Society5.0 itself here is a process where human life is greatly assisted by technology. To keep abreast of the very fast developments, human resources must be more competent. Especially in the entrepreneurial business in the era of 5.0 zero society, it is required to use technology in promoting each of its products.

5. The Way Understand Technologies : Grit System G means Growth Mindset

The developing mindset is typical of people who don't give up easily. Those who are worthy of this category tend to think positively about their abilities and are able to improve themselves by looking at their weaknesses in everything. Adults in the mindset of the growth mindset believe that others are intelligent and can be improved with good effort.

Growth mindset in education, the goal is not only to supply students with skills and knowledge, but also to foster the ability to problem-solve and take on challenges, so that students are prepared to tackle issues they face outside of school. Decades of research have demonstrated that a student's mindset is a critical factor that impacts how comfortable and motivated they are when posed with a new or difficult problem to solve. Specifically, students who possess a growth mindset are more motivated to learn and take on more challenges compared to students with fixed mindsets (Blackwell, Trzesniewski, & Dweck, 2007). Given this research, many educators have been incorporating growth mindset strategies into their interactions with students in their classrooms for a number of years.

As you consider your own use of technology in the classroom, consider your own mindset, approach and expectations. Perhaps more importantly, consider what you will do if things are not as easy or don't go as well as you want them to. The keys to successful learning in the area of technology integration for teachers are founded in the concepts of the positive mindset – embrace the challenge, persist, see the value in all of your efforts, take on board the feedback from your students, and be inspired and learn with those around you. It is only a matter of time before you are the inspiration for someone else. A growth mindset opens them a world of opportunities in the learning phase and they can lay the foundation for a better future.

The educational technologies are offering them a world of opportunities to challenge the brain with out of the box strategies and approaches educational technologies are offering them a world of opportunities to challenge the brain with out of the box strategies and approaches.

6. R for Responsibility Sustainability

Responsibility sustainability about developing the mind to become an entrepreneurship that understands information technology and has new innovation innovations to become entrepreneurship. By opening the minds of the young generation that technology is very important now and understanding how this technology is used in entrepreneurship

Digital technology and environmental sustainability seem mutually exclusive. The factors that propel them are unrelated. One is driven by sweeping technological change brought about by the Internet of Things, artificial

intelligence (AI), and robotics, all promising to transform global manufacturing, industrial processes, and labor. Put simply, it's about efficiencies

But the two concepts, digital technology and environmental sustainability, are often mutually reinforcing. And we would go further: Without digital technology, it is hard for companies to ease their pollution footprint or manage waste. Without a full understanding of sustainability, the energy drawn by computers can be wasted

7. I means Innovation behavior

Innovative behavior refers to the introduction and application of new ideas, products, processes, and procedures to a person's work role, work unit, or organization. Innovative behavior can be carried out both by an individual organizational member or groups of individuals within an organization. It is a broader concept than creativity and encompasses a variety of behaviors involved in the generation, promotion, and implementation of new ideas. Management research on innovative behavior focuses on the human aspect, rather than the technical aspect, of innovation. With its focus on human behaviors and processes, this body of work applies theories from disciplines such as psychology and sociology to understand situations and factors that influence the innovative behavior of individual employees and groups of employees in the organizational setting.

Different theoretical perspectives are reflected in this literature and can be evaluated to understand the vantage points through which management scholars study innovative behavior. A great amount of research has been focused on identifying factors that may encourage and enable employees to demonstrate innovative behavior at work. Frequently studied topics include individual characteristics, motivation, and affect, as well as contextual antecedents such as organizational culture, job characteristics, leadership, and social relationships. Innovative behavior can also occur at the group level, which led to a stream of research on team innovation. Studies on team innovation shed light on innovative behaviors and processes that are unique to the team environment. Moreover, studying innovative behavior cross-culturally provides critical knowledge in a global economy and yet, at the same time, presents its own challenges. In this bibliography, we review major research studies on each of these important issues.

Individual and social psychological orientations when studying innovation, and presented an early and important theoretical model on individual innovative behavior. Digital transformation can involve many different technologies but the hottest topics right now are cloud computing, the Internet of Things, big data, and artificial intelligence.

While digital transformation is one of the most commonly-used and over-used phrases in the IT industry, definitions vary. What everyone can agree on is that, beneath the hype, the fluff and the confusion, digital transformation involves some pretty important changes to business culture.

8. T For Transformational technologies

Technologies from big data to cloud and from the IoT to AI are helping entrepreneurs to develop new business

models and disrupt the established way of running operations.

Business transformation is accelerated by and built upon digital technologies. Just as digital transformation constantly changes, so do its constituent elements. Right now, most business transformation activities involve the innovative use of data, whether that involves analytics, IoT, or machine learning. In many ways, as digital transformation has evolved it has become more about data-led change than anything else.

8. Technology that used to face society 5.0 for entrepreneur

a. Social media marketing

Social media marketing isn't the get-rich-quick scheme you may have been promised, but there is significant potential in building and nurturing a social media audience. Again, content will come into play heavily here, as it will likely be the factor that attracts your audience to begin with. Here, you stand to gain greater brand visibility, a greater reputation and far more inbound traffic with your syndicated links.

An entrepreneur needs to know different digital marketing strategies to give life to their projects and to generate new connections and incomes.

Marketing for entrepreneurs it's about the use of smart marketing strategies in different media, and it consists in using the most appropriate marketing strategies for each project phases.

At the moment of start a project is necessary to introduce a brand. So it's important to be informed about the marketing trends. That's why we offer you marketing advice and we give you our experience to the application of different strategies that will grow up your business

b. Technopreneur

Technopreneur is a combination of two words, namely technology and entrepreneur. Which means, technopreneur implies how to use technology that is growing rapidly to be used as a business opportunity.

Technopreneur is a type of business as mentioned above, but all types of businesses that were previously only developed through traditional methods turned to businesses that combine them with technology such as furniture companies that switch or improve their business management by using more sophisticated machines, or previously marketing with using traditional methods such as door to door or mouth to mouth switch by using an online marketing system that basically uses computer technology and internet networks, and creates new innovations using new technology

The current process of globalization demands changes in the Indonesian economy from resource based to knowledge based. Resource based is relying on the richness and diversity of natural resources which generally results in little added value. Knowledge-based economy is created, one of which is due to the existence of technopreneur (technology entrepreneurs) who pioneered new businesses that emphasize an innovation. One example of technopreneur is hightech business which is currently dominated by information technology, biotechnology and other businesses based on technological innovation.

9. E-advertising online marketing

The e advertising technique of a business brand is basically an online business that has a secret in building advertising content. Component 3 advertisement load: 1) Entertain; 2) Inform; 3) Educate. Content as a means of promotion to advertise in places where crowds are eye catching.

10. Application and Social media for entrepreneurship

All most all business takes into consideration of usage of social media in order to market / branding some product. Small businesses use social media application as a marketing tool for the branding and marketing of their products. Entrepreneurs use social media as a marketing tool because through this tool they can build quickly a network of supporters which is vital for business growth. Because these supporters keep bring a customer's/ business for small business entrepreneurs by referring it to others. Social media helps to create a long term relationship between businesses and customers.

Example of Social Media advertising in Instagram,facebook, youtube can make people more interest.

The applications market place on business is become an interest thing. Because the transaction is more clear and easy. The Modern consumers and businesses have both moved their interactions online. Marketplaces make interactions between customers and businesses possible. The example of Marketpalce is Alibaba online market place group, Tokopedia, eBay, etc.

11. Product of Distributing Batik in Asia Community

The opportunities of entrepreneur in era digital for example is to promoting modern batik in the creative industry. The creativity of entrepreneurial must be show off in here. For example Social media marketing ideas, the entrepreneur can promoting batik in social media and then all around the world can see what kind of batik is. As such, entrepreneurship and creativity form a perfect combination. Batik is a technique of wax-resist dyeing applied to whole cloth, or cloth made using this technique, originated from Indonesia. Batik is made either by drawing dots and lines of the resist with a spouted tool called a *tjanting*, or by printing the resist with a copper stamp called a *cap*. The applied wax resists dyes and therefore allows the artisan to colour selectively by soaking the cloth in one colour, removing the wax with boiling water, and repeating if multiple colours are desired.

A tradition of making batik is found in various countries; the batik of Indonesia, however, may be the best-known. Indonesian batik made in the island of Java has a long history of acculturation, with diverse patterns influenced by a variety of cultures, and is the most developed in terms of pattern, technique, and the quality of workmanship

One of the fascinating characteristics of Indonesian batik is the changes in style, motif and color which have come about through exposure to various foreign cultures. Throughout Indonesian history, each time the rich batik tradition has come into contact with foreigner traders or colonial rulers, they have influenced the development of batik.

Modern batik, although having strong ties to traditional batik, utilizes linear treatment of leaves, flowers

and birds. These batiks tend to be more dependent on the dictates of the designer rather than the stiff guidelines that have guided traditional craftsmen. This is also apparent in the use of color that modern designers use. Artisans are no longer dependent on traditional (natural) dyes, as chemical dyes can produce any color that they wish to achieve. Modern batik still utilizes canting and cap to create intricate designs.

The unique of Batik can become a profit for entrepreneur. That's why entrepreneur need to promote batik in social media or online marketplace. Batik is one of the icon of unique tshirt from Indonesia. In Asia Community, many people interesy with batik and this is the opportunities for young generation to promoting batik in Asia and also all over the world.

IV. CONCLUSIONS

Strengthening entrepreneurship become an important things nowadays. Strengthening entrepreneurship strategy with growth mindset, responsibility sustainability, innovation behavior, and understand transformational technology is really help young generation. The realization of values in entrepreneurship in Asian community can be expressed including including 10 elements. The ten are: commitment, confidence, cooperative, care, creative, challenge, calculation, communications, competitiveness, change. In this era of society 5.0 millenials need understand the technology such as the media of their bussiness. The societ 5.0 its initiative as a purposeful effort to create a new social contract and economic model by fully incorporating the technological innovations of the fourth industrial revolution

The solution of entrepreneur to face society 5.0 is onling marketing media. Business transformation is accelerated by and built upon digital technologies. Technology that used to face society 5.0 for entrepreneur: Social media marketing, technopreneur, e-advertisement online marketing, Application and Social media for entrepreneurship.

In order to this technologies era, entrepreneurship can more growth their business with an easy way. Technology such an miracle for entrepreneur to promote their product easier. And most of all to understand the technology, the most important things as quality human resources.

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ENTREPRENEURSHIP DEVELOPMENT IN HIGHER EDUCATION BY GROWING MOTIVATION AND UTILIZING OPPORTUNITIES FOR ENTREPRENEURSHIP

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Abstract. Entrepreneurship is an activity to improve people's welfare in terms of a better and better quality of life. Entrepreneurship has a very large role in the development of economic growth. The role of entrepreneurship has been tested by the economic crisis that hit the Indonesian nation. Entrepreneurship based on the people's economy was able to survive in a difficult situation. For this reason, higher education as an institution that is a role model for the community can encourage a culture of entrepreneurship. Universities are also expected to be able to create reliable entrepreneurs, so as to be able to give encouragement to the community's intentions, especially students to become entrepreneurs. In giving a strong intention to encourage students to become entrepreneurs, efforts are needed that can build entrepreneurial spirit for students. Building this entrepreneurial spirit is not easy, of course, the main thing is by means of universities able to provide entrepreneurship courses in every department that exists. Thus, after the knowledge of entrepreneurship is studied, of course, it will be able to build motivation for entrepreneurship for students and students to be able to take advantage of the opportunities available to be able to become entrepreneurs. Motivation for each person is different and is not easy to learn because it cannot be seen. Not everyone has the motivation for entrepreneurship, but every person has the potential to become an entrepreneur. With this potential, it can be grown by instilling the motivation for entrepreneurship. The motivation for entrepreneurship will encourage everyone to be able to find a number of opportunities that can be utilized in entrepreneurship. Opportunities for entrepreneurship can be found by: conducting market research, preparing and preparing business plans, adhering to rules, and marketing strategies that are right on target.

Keywords: Entrepreneurship; motivational; and opportunities for entrepreneurship.

I. INTRODUCTION

Entrepreneurship is an important issue in the economy of a developing nation. The economic progress or decline of a nation is very much determined by the existence and role of this group of entrepreneurs. There is no nation in the world that is capable of becoming a developed country without being supported by a number of young people and communities who are self-employed. In developed countries both in the Continent of Europe and the United States, new entrepreneurs are born every ten minutes (Saiman, 2009: 22). This entrepreneurial growth brings tremendous economic improvement to a country, so that the more a country has entrepreneurship the more the economy increases.

The development of entrepreneurs in Indonesia today is still very low when compared to other countries in Asia. This statement can be seen from the number of entrepreneurs that exist, in Indonesia only 1.56% of the total population. Meanwhile, according to Mc Clelland, a country can prosper if there are at least 2% of entrepreneurs there. As the success of the development achieved by the Japanese state turned out to be sponsored by 2% of entrepreneurs in the middle and small-scale entrepreneurs as much as 20% of the total population. Besides Japan, there are also several countries whose economic progress is sponsored by entrepreneurs, namely Malaysia with a number of entrepreneurs 5% of the population, Singapore with a number of entrepreneurs 7% of the population, and Americans with more than 12% of the population become entrepreneurs. Unfortunately at this time, the number of entrepreneurs in Indonesia is still small and of quality which cannot be said to be great to sustain the economy, so this entrepreneurial problems is an urgent

problem for the success of economic development in Indonesia (Mahesa, 2012).

Given this, in Indonesia it is still very much in need of many entrepreneurs to be able to help the development of the Indonesian economy. Especially for Indonesian students who are prioritized so that they are able to open jobs and become entrepreneurs. There are still many students in Indonesia who think that after completing their recovery, they can work in other people's companies. Even though a student from any department should be able to think of creating an entrepreneurial opportunity and opening up employment opportunities to reduce unemployment in Indonesia today. Especially considering the number of Indonesian youths who are only high school graduates who are unemployed, have no jobs and even unable to continue their education to college. Of course, this is a problem in Indonesia that can be used as an opportunity to create jobs.

Students who are still thinking of working in other companies are of course a factor of the lack of motivation in entrepreneurship in students. Though the opportunity to become an entrepreneur in Indonesia is very broad. Thus, there is a need for training and education on entrepreneurship for all Indonesian students in any department in order to foster an entrepreneurial spirit for all Indonesian students so that they can open jobs, reduce unemployment, and grow the Indonesian economy.

II. BASIC THEORY

A. Entrepreneurship

In simple terms, entrepreneurs (entrepreneurs) are people who have the soul to dare to take risks to open businesses on various occasions. Having the courage to take

risks means being mentally independent and daring to start a business, without being overwhelmed by fear or anxiety even in uncertain conditions. There are two opinions about the notion of entrepreneurship, namely Peter F. Drucker said that entrepreneurship is the ability to create something new and different. This understanding implies that an entrepreneur is a person who has the ability to create something new, or is able to create something different from something that already exists.

Meanwhile, Zimmerer interpreted entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business). From the two opinions above, it can be concluded that entrepreneurship is an ability in terms of creating business activities. Entrepreneurship can be done by:

1. Having capital as well as being a manager.
2. Depositing capital and management in the hands of partners.
3. Only submit general energy is converted into shares as proof of business ownership.

Today there is no exact same terminology about entrepreneurship. Entrepreneurship is essentially the nature, characteristics, and character of someone who has the will to creatively bring innovative ideas into the real world. Entrepreneurship is a combination of creativity, innovation, and courage to face the risks that are carried out by working hard to form and maintain new businesses. From several entrepreneurial concepts, there are six essential characteristics of entrepreneurship, namely:

1. Entrepreneurship is a result manifested in behavior that is used as a basis for resources, driving force, goals, tactics, tips, processes, and business results (Sanusi, 1994).
2. Entrepreneurship is the ability to create new and different things (Drucker, 1985).
3. Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business) (Zimmerer, 1996).
4. Entrepreneurship is a value needed to start a business (start-up phase) and business development (venture growth) (Prawiro, 1997).
5. Entrepreneurship is a process of working on a creative, and useful innovative things that provide more value.
6. Entrepreneurship is an effort to create added value by combining resources through new and different ways to win the competition.

Based on the six concepts above, entrepreneurship can be defined briefly as a creative and innovative ability that is used as tips, basics, resources, processes, and struggles to create value added goods and services carried out with the courage to face risks.

B. Motivation for Entrepreneurship

Motivation is not just for one or two people, almost everyone always needs motivation, they think this is the spirit to achieve something. Every human being needs positive encouragement from outside himself, but no matter how good the motivation of a motivator is, the best motivator is ourselves because we cultivate our thoughts, intentions and points of view are the strongest motivations.

Definition of Motivation is a behavioral activity that works in an effort to meet desired needs.

Entrepreneurial motivation carried out by Praag & Cramer (2001) found that people will become entrepreneurs if the expected rewards they enjoy are higher than wages as employees. Because the expected rewards depend on a person's judgment and attitude towards risk, this research has included a concept about the perception of entrepreneurial feasibility. Thus, like the theory of hope, this research found that entrepreneurial activity is a function of feasibility and desirability. While research conducted by McDougall et al. (2002) found that the choice between being an entrepreneur and being an employee will change with a person's age change.

C. Opportunities for Entrepreneurship

"Business Opportunity" consists of two words, namely; Opportunities that mean opportunities and possibilities, and business which means an effort with various powers to be able to achieve goals or something desired.

Understanding business opportunities is an opportunity or possibility that someone has to be able to achieve goals by doing a business that utilizes various existing resources.

In doing an effort we must look and think about the steps ahead of how long and maybe the business can run and develop. The fact is most prospective business people today are more concerned with what is popular now, and in the end when the business being carried out is no longer effective, the businessman loses.

Characteristics of Potential Business Opportunities

There are a lot of business opportunities around us, but not all of these business opportunities have beneficial potential in the long run. For that we must be able to recognize the characteristics of a potential business venture and have a long business life. The following are some of the characteristics of potential business opportunities, including the following:

1. Have a sale value
2. It's not just ambition, but it's real
3. Can last long and be sustainable
4. Not a seasonal business
5. Business scale can be enlarged
6. The capital starts not too big
7. The business is profitable.

III. DISCUSSION

A. Development of Entrepreneurship in Higher Education

Entrepreneurship development in universities is by holding an entrepreneurship program for all courses in higher education so that all students get material on entrepreneurship so that universities are able to print new entrepreneurs who are able to open jobs that will contribute to the economy in Indonesia.

1. The Importance of Entrepreneurship Development

The importance of developing entrepreneurship in higher education helps the campus to print its graduates has added value in the ability to create business opportunities. Entrepreneurship development in higher education is seen as important to get attention with its objectives, namely; strengthening the implementation of vision and mission,

organizing the academic institutional system into an independent academic institution, perfecting the mechanism and self-evaluation system through standard evaluation processes towards improving the quality of the performance learning process, improving the quality of graduates in accordance with regional and international quality standards, developing competency-based curriculum by entering entrepreneurship programs and increasing the intensity of foreign language mastery, information technology, developing moral and ethical attitudes, increasing the proportion of lecturers with post-graduate education, functional technical training both at home and abroad, increasing community service activities.

2. Benefits of Developing Entrepreneurship in Higher Education

The development of entrepreneurship programs in higher education provides a great value for the academic community; motivating the academics through the spirit of entrepreneurship that is perceived by the values contained in entrepreneurship can form creative, innovative and more open ways of thinking in motivating independence. Entrepreneurship program provides benefits in the form of encouragement to leaders to always conduct condition analysis through SWOT analysis (Strategy, Weakness, Opportunity, Threats) which aims to further direct the campus development program. In the spirit of entrepreneurship, the campus is always introspective and evaluates the strengths, weaknesses, opportunities, and threats faced for the present or in the future in the development of higher education.

The benefits felt by the development of entrepreneurship programs can foster motivation and interest in understanding entrepreneurship. So that foster interest and talent in the field of science to be developed into business opportunities by forming alumni networks in order to obtain information on the labor market and the job market.

The development of entrepreneurship programs on campus is perceived as a learning process for giving birth to creativity and innovation. Creative and innovative processes are only carried out by people who have entrepreneurial spirit and attitudes, namely people who are confident (confident, optimistic, and full of commitment), initiative (energetic and self-defense), have achievement motives (results-oriented and forward-looking), has a leadership spirit (dare to appear different), and dare to take risks with full calculation (likes to be challenged).

3. Entrepreneurship Program at Higher Education

Entrepreneurship programs in higher education are a place to instill leadership values, obedience and independence. However, entrepreneurship programs at universities in their development are still looking for program models that are in accordance with the academic spirit. The important thing in entrepreneurship programs is how new ideas and thoughts arise to create something new and different. In particular entrepreneurial university programs from universities, including; developing and perfecting quality control systems, fostering and developing student life, developing and implementing Information Technology (IT) in academic and management midwives, strengthening and expanding national and international collaborative relationships, developing culture and arts to

enrich and enhance campus development, Internationalization of the learning process, strengthening and expanding public realities, developing institutional accountability systems, perfecting and strengthening the education of faith, devotion and morals, campus laboratory development, internal audits and others.

4. Management of Entrepreneurship Programs in Higher Education

Entrepreneurship programs managed by universities refer to the Higher Education Strategic Plan which focuses on the following fields:

- a. Renewal of the institution's management system;
- b. Expansion of opportunities and access to higher education;
- c. Improvement and stabilization of the curriculum;
- d. Improving the quality of the teaching and learning process;
- e. Development of new study programs;
- f. Renewal, improvement of learning facilities;
- g. Improving the quality and qualifications of human resources.

The application of integrated courses in the curriculum provides sufficient scientific understanding of entrepreneurship. This shows that as a college it has seriousness in preparing prospective graduates to have a high spirit of independence and creativity to create business opportunities. While their practical views are easier to access by looking at and observing the efforts developed by the campus, so that the theoretical material they receive can be compared with practical conditions in the field.

5. Growing Entrepreneurial Motivation for Students

Business motivation is one of the drivers of the growth of one's entrepreneurial spirit. A person's success is often accompanied by a strong motivation in running every business he lives.

With the motivation we have the urge to do, do something we want. Motivation in entrepreneurship is indeed very necessary to run a business. Especially if this entrepreneurial motivation is owned by every student in Indonesia.

The ways to cultivate entrepreneurship motivation are:

1. Positive attitudes and thoughts.
A positive attitude is needed, when you want to grow motivation. After making a positive effort must have positive thoughts, but do not be too high-minded, it will abort motivation if it fails. Positive attitudes and thoughts when trying to open a business are certainly very important things so that every business that runs can run smoothly.
2. Self-respect.
3. It is very important in growing motivation by respecting oneself. When able to appreciate the strength and ability possessed, it will be motivated to do something that can be done with the strength they have.
4. Strong ambition and determination.
Every student must be ambitious and determined to be entrepreneurial.
5. Dispose of shame and shame with fear.
Never be ashamed of your own strength, while you can do it. Everyone has a goal and can also get it. Don't be

embarrassing because it can make it down if you are embarrassed.

6. Don't be afraid of risk

A student should not be afraid of risk, keep trying and going forward so that motivation is maintained, and can achieve goals in entrepreneurship.

7. Stay calm even when under pressure.

When stressed conditions must immediately calm down, do not overtake the pressure.

C. Utilizing Opportunities for Entrepreneurship for Students

"Opportunities Are GOLD", the term is indeed not making it up, opportunities are likened to gold which is worth the dear if it must be missed. If you want to be a successful businessman, then don't ignore the existing business opportunities that are actually around us. But unfortunately the opportunity is often overlooked because they feel confused about using it, and where to start even though the opportunity only comes once.

Here are tips on how to take advantage of business opportunities:

1) Conduct market research

For star up students in doing business, then do market research starting from the surrounding campus environment, then market research in the urban environment, and continue gradually to the international environment.

2) Prepare and prepare a business plan, including product market targets, monthly income targets, operational costs etc.

3) Comply with the rules, in other words do not violate the rules of the local government, or violate the norms that apply in the community.

4) The marketing strategy that is right on target.

If the four basic points above have been done, the most important thing is to practice them. A student must be brave enough to start entrepreneurship on existing ideas so that he will know the business opportunities that are being run are really good business opportunities.

IV. CONCLUSION

One of the entrepreneurship development programs in universities is through the implementation of entrepreneurship courses that are integrated into the curriculum, namely how the curriculum is developed by identifying its uniqueness which has to do with the development of entrepreneurship.

The existence of an entrepreneurial curriculum will be able to foster motivation for entrepreneurship for students and students to be able to take advantage of the opportunities available to become entrepreneurs. Of course, the entrepreneurial spirit will grow with sincerity to foster motivation for entrepreneurship in students, thus students will easily find out about existing business opportunities, because they are motivated to become entrepreneurs.

Writing articles on entrepreneurship development in universities by fostering motivation and taking advantage of this entrepreneurial opportunity, it is hoped that in all universities, especially in Indonesia, they can include entrepreneurship courses in all existing study programs so

that all students in Indonesia can have entrepreneurial values by cultivating motivation. That is in him so he is able to take advantage of opportunities for entrepreneurship.

The author hopes to the readers if there are errors and shortcomings in writing this article if it can be corrected by giving criticism and suggestions to the author.

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FROM AGRICULTURE TO INDONESIA

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Abstract. Indonesia is the largest island country in the world consisting of 17,499 Islands from Sabang to Merauke. The total area of Indonesia is 7.81 million km² consisting of 2.01 million km² of land, 3.25 million km² of ocean, and 2.55 million km² of the exclusive economic Zone (ZEE). Indonesia dubbed as "Mother of Spices" (Mother of Spices) because of its geographical advantages, so it is still in the other country in its spice products. Indonesia is also known as agrarian state. Therefore, agriculture becomes vital for Indonesia. The agricultural sector is not only a vital part of Indonesia as a source of income and production resources of various commodities, but also a source of needs and dependence of the world community in fulfilling the current and future food needs. Upcoming. At the same time Indonesian agriculture should compete with other countries in the seize the world market not only from the side of the production amount produced but related also to the quality and availability at any time. But it can not be denied as well, some young generations are currently less in the agriculture sector. Even students who choose the Department of Agriculture but when they graduate work on the bank or office. Therefore, let us as a young generation increase agricultural sectors. Let's reorganize the farmland in Indonesia. By using the land around the area.

Keywords: agrarian State; Agricultural sectors; Land utilization

I. INTRODUCTION

Indonesia is the largest island country in the world consisting of 17,499 Islands from Sabang to Merauke. The total area of Indonesia is 7.81 million km² consisting of 2.01 million km² of land, 3.25 million km² of ocean, and 2.55 million km² of the exclusive economic Zone (ZEE). In fact there are some countries that are almost identical with the area of the city in Indonesia. Indonesia is an agrarian country whose agricultural land is very wide and agriculture is one of the areas that can absorb the most manpower. The agricultural sector is not only a vital part of Indonesia as a source of income and production resources of various commodities, but also a source of needs and dependence of the world community in fulfilling the current and future food needs. Upcoming. At the same time Indonesian agriculture should compete with other countries in the seize the world market not only from the side of the production amount produced but related also to the quality and availability at any time.

However, the agricultural land is increasingly narrowed as a sign of farmers is increasingly rare. Even today there are many land in agricultural sectors that have been used as factories, villas, or other buildings. Many farmers sell their land because of their economic needs or because of the development of infrastructure. The products compared to improving and improving domestic agricultural products, the import line is precisely more reliable to cope with food shortages. It can not be denied as well, some young generations who choose agricultural majors but when they graduate they work on banks or offices. Whereas with agriculture we can fulfill our life needs. Not always the farmer was quite income. There are even some successful farmers. One example is Adi

Pramudya Pati. Young farmers in the Bogor area proved that farmers could also succeed. Proven, in a month he managed to earn up to hundreds of millions of dollars. Unlike other youths, Adi sees there is considerable potential that can be cultivated in this field. This type of farm for spices. For example, which he then tried to develop.

Based on the statistics of the central statistic (BPS), in the quarter II 2017, the agricultural sector continues to contribute positively to the Indonesian economy. According to the BPS, it is seen that Indonesia's gross domestic product (GDP) has reached Rp 3,366.8 trillion. If viewed from the production side, agriculture is the second most influential sector of economic growth, after the processing industry. The position of agricultural sector is still above other sectors, such as trade or construction.

Indonesia is a fertile country and rich in natural resources where the agricultural or agrarian sector has a major role in the economic turnover in the country. In addition, with the number of people who occupy the fourth largest in the world, making Indonesia will always experience a significant increase in population growth annually. Thus, the opening of green environment and food production environment such as Paddy field become unavoidable urban area anymore. On the other hand, with the increasing number of people, certainly food needs will also continue to increase. But the increase in food needs can not be balanced by the expansion of food production environment. Therefore, crop production through the horizontal farming method in the future can no longer be relied on, so it takes a new innovation in agriculture that could answer the problem, one of them through vertical farming techniques. With this technique also, we can

manage to be urban farming. Urban farming is a supporter of the realization of food security and poverty alleviation in the city area. Practice in various countries can be a good example for the application of urban farming in Indonesia. Some cities in Indonesia have begun implementing and developing urban farming but there are still many cities in Indonesia that still rely on food needs from other regions. Urban farming practices can start from home by utilizing local resources and simple technologies. If this practice is successful, it is not unlikely that there will be other households doing urban farming practices. With urban farming can be an entrepreneurial for housewives. So that they can have a representation of the crops that grow and they can use the crops for their own needs.

II. BASIC THEORY

A. Land efficiency with the utilization of vertical dimensions.

Utilization of vertical dimension in agricultural cultivation is known as Vertikultur term. This means that the cultivation technique utilizes the vertical dimension of space. During this time the farm has never thought about the use of vertical dimensions because it is accustomed to horizontal land utilization. Until now, the vertical space is still not being utilized optimally. The farmer is still glued to the land on the surface of the earth as the land.

The Vertikultur first came from the idea of vertical Garden from Switzerland around the year 1945 (Agus Andoko, 2004). Vertikultur aims to utilize the narrow land as optimally as possible so as to produce a pretty much product. These verticultures apply only to certain types of plants, such as tomatoes, chili, slada, mustard, onion, etc. Along with the advancement of technology, these vertical crop techniques are growing and found the ideas of narrow garden design that produce agricultural commodities that are not inferior to the agricultural products on the horizontal land.

The verticulture technique corresponds to the prinsip of the land efficiency in which certain land units can produce comparable products with larger land. In developed countries such as Japan and the Americas have already used this agricultural technique by building a plantation facility vertically utilizing the unused terraced buildings. Using the help of a former building ultraviolet lamps turns into a gigantic greenhouse that generates thousands of tons of vegetables and fruits without opening new farmland.

III. DISCUSSION

Vertical farming or vertical farming is a method of farming where plants are planted in a multilevel or vertical effort to minimize the use of agricultural land using the two main principles of hydroponic agriculture and

Verticultured agriculture. Planting is a technique of planting in a narrow space by utilizing vertical field as a place for cultivation carried out in a multilevel (Temmy, 2003). Marsema Kaka Mone (2006).

This vertical agricultural project, first introduced in 1999 by Dickson Despommier, is a professor of environmental health and microbiology at Colombia University, New York, USA.

The advantages of vertical farming as a modern farming system include:

1. Vertical farming is an environmentally friendly farming system that can reduce the use of fossil fuels. This is due to the use of vertical farming, the use of fossil fuels such as gasoline and diesel will automatically decrease with the unused tractors and reels in agricultural systems.
2. Vertical agriculture creates new employment opportunities as an effort to reduce unemployment rate and increase community productivity.
3. Vertical agriculture offers the promise of measurable economic improvements to tropical and subtropical backward countries, as they adopt urban farming as a strategy for sustainable food production.
4. Vertical agriculture can reduce the onset of armed conflict over natural resources, such as water and land for agriculture.

In practice, the application of vertical farming is still limited to developed countries with powerful technological mastery such as Singapore and South Korea. This is because vertical farming requires artificial lighting similar to the sun as well as temperature settings, especially during winter time for harvest to be done throughout the year. But the use of technology is consuming large funds and energy. That is one reason why developed countries like America still choose to import rather than using this system.

Thus, vertical farming is suitable to be applied in tropical countries such as Indonesia, because with the sun shining throughout the year, the temperature and humidity are sufficiently stable, will certainly save energy and production costs from Vertical farming. Using both principles, vertical farming can be modified and adapted to the current agricultural and economic conditions of the people of Indonesia, such as the modification of the use of modern technology with simpler technology and have similar benefits. Although the initial start-up cost to fund this innovative idea is considerable, but if this method is being put in, then the profits gained can return a considerable initial capital.

IV. CONCLUSION

So, Indonesia can apply vertical farming technique to keep an eye on the quantity of food needs, crop type classification, balance sheet energy needs and technology

to be applied. This vertical farming technique can be used in yard or vacant land located around us. For example, planting several types of plants with certain characteristics such as tomatoes, chili, slada, mustard, onions, etc. So with the use of housewives techniques can use the crops planted or we can make an entrepreneurial by selling the results of plants planted.

To scale the magnitude can we use the business with this technique. For example, we make a village planting several types of crops in their house or vacant land that they have. Then we coordinate on one person to manage the crops of one village. So that we can make one village productive and can earn income. Expected in the near term, Indonesia can have vertical agricultural projects to strengthen Indonesia's economy.

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ETHNOMATHEMATICS MAKES LEARNING MATHEMATICS MORE MEANINGFUL

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Abstract. Mathematics has been given from the first grade of elementary school to twelve secondary schools. These subjects are the main subjects in each education unit. There are various delivery methods used by the teacher with the aim to be more easily accepted by students. Mathematics has become a subject that is considered difficult for school students so that these subjects and their teachers are feared by students. Based on observations made, students assume that mathematics subjects are difficult and boring. Students contend that mathematics is rigid, abstract, theoretical, full of difficult symbols and formulas. Mathematics is also considered far from everyday life. This assumption contributes to students' negative perceptions of mathematics. If a student wishes to remember something without connecting with other things, both the process and the results of his learning can be declared as memorizing and will not be meaningful to him. Learning can be meaningful if the activities carried out by students are fun and moreover if it is relevant to everyday experiences. Therefore, so that mathematics learning is meaningful students are advised to take ethno mathematics based tutoring. With the opening of ethno mathematics based tutoring, it can help improve student learning with meaning followed by increasing numbers of entrepreneurs in Indonesia.

Keywords: mathematics; ethno mathematics; tutoring.

I. INTRODUCTION

Mathematics has been given from the first grade of elementary school to the twelfth grade of middle school. These subjects are the main subjects in each education unit. There are various delivery methods used by the teacher with the aim to be more easily accepted by students. Mathematics has become a subject that is considered difficult for school students so that these subjects and their teachers are feared by students. In fact, often the cause of the failure of the national exam is due to the value of subjects in mathematics. The Ministry of Education and Culture revealed that the national math test scores had decreased. At the high school level of the Natural Sciences department, Totok said, the average score of the 2018 Mathematics National Examination National Examination reached 37.25. That number has decreased by 4.67 compared to 2017 with an average value of 41.92. Meanwhile, for a high school, Social Studies majors, the decline in the value of the Mathematics National Exam in 2018 reached 4.73. For high school language majors, the decline in the value of the Mathematics National Exam reached 2.48. One measure of success in the field of education is the result of the National Examination (UN). Although in terms of student graduation rates are very high, the graduation rate in mathematics subjects has decreased in 2018 from 2017.

According to Munaka, Zulkardi & Purwoko (2009), one of the factors causing low mathematics learning achievement experienced by students is because of the abstract nature of mathematics which makes most students think mathematics is difficult so mathematics is far from the lives of students. According to him also, students often assume mathematics is a subject that is difficult to understand because it only uses formulas and calculations and is less related to daily life so they do not realize that in real life they actually use mathematics. Whereas according to Suharta (in Munaka, Zulkardi & Purwoko, 2009) states

that in mathematics learning in Indonesia today, problems related to daily life are only used for the application of concepts and are less used as a source of inspiration for the discovery or formation of concepts that result in mathematics learned in class with outside class (in everyday life) as if-if separated, so students do not understand the concept.

According to Shadiq (2009), the process of learning mathematics in the classroom is less directly related to everyday real life, which is lack of application, less grounded, less realistic, or less contextual. Therefore, need to be introduced contextual mathematics learning with introduced culture. Learning mathematics with culture is called ethno mathematics. Informal schools, especially mathematics, they rarely learn mathematics by introducing culture. Introducing culture is very important, especially preserving it. Especially in this age of the 21st century that is all technology, we should not be complacent and carried away by the flow of technology but forget about culture. Therefore I propose to make an ethno mathematics based tutoring to make it easier for students to learn mathematics so that learning is more meaningful.

II. BASIC THEORY

The term ethno mathematics was mentioned in the previous section. Ethno mathematics was introduced by D'Ambrosio, a Brazilian mathematician in 1977. D'Ambrosio's definition of ethno mathematics is: *The prefix ethnic is today accepted as a very broad term that refers to the social-cultural context and includes language, jargon, and codes of behavior, myths, and symbols. The derivation of mathematic is difficult but tends to mean to explain, to know, to understand, and to do activities such as ciphering, measuring, classifying, inferring, and modeling. The suffix is derived from techno and has the same root as technique* (Rosa & Orey, 2011: 35). In language, the prefix "ethnic" is interpreted as something

very broad that refers to the socio-cultural context, including language, jargon, codes of behavior, myths, and symbols. The basic word "mathema" tends to mean explaining, knowing, understanding, and carrying out activities such as coding, measuring, classifying, concluding, and modeling. The suffix "tics" comes from techno, and means the same as technique. So ethno mathematics has a broader understanding than just ethnic (ethnics) so ethno mathematically language can be defined as cultural anthropology of mathematics from mathematics and mathematics education.

In line with the opinions above, there is also the opinion of Powel (1997: 16) which states that "*The mathematics which is practiced among identifiable cultural groups such as national tribe societies, labor groups, children of certain age brackets and professional classes*". So the opinions of Powell and Orey are almost similar. But there is an addition from Powel who states that mathematics is practiced among identified cultural groups such as tribal national communities, labor groups, children of certain age groups and professional groups.

From this definition, ethno mathematics can be interpreted as mathematics practiced by cultural groups, such as urban and rural communities, labor groups, children of certain age groups, indigenous peoples, and others. The purpose of ethno mathematics is to recognize; there are different ways of doing mathematics by considering the knowledge of academic mathematics developed by various sectors of society and by considering different modes where different cultures negotiate their mathematical practices (how to group, count, measure, designing buildings or tools, playing and more).

Thus, as a result of the cultural history of mathematics can have different forms and develop according to the development of the user community. Ethno mathematics uses broad mathematical concepts related to various mathematical activities, including numerical activities, measuring activities, explaining activities, and so on. According to Sirate (2011: 125-130), there are several ethno mathematics activities, these activities are activities of counting, measuring, activities to make designs, activities to determine the location, activities of play, and activities explained.

1. Missing Activity

Counting activities are related to the question of "how much". The forming elements of the activity say like the media of stones, leaves, or other natural materials. Counting activities generally indicate activities of using and understanding odd and even numbers and others.

2. Measuring Activities

Measuring activities are related to the question "what". In ethno mathematics, traditional measuring instruments such as bamboo pieces and tree branches are very often found. But generally, traditional societies use their hands as the most practical and effective measuring instruments.

3. Location Determination Activities

Many basic geometry concepts are initiated by determining the location used for the route of travel, determining the direction of the destination or returning home correctly and quickly. Determination of location

serves to determine the point of a particular area. Generally, traditional communities use natural boundaries as boundaries of land, annual crop use is still often used as land boundaries.

4. Building Design Activities

Another idea of ethno mathematics that is universal and important is the activity of creating designs that have been applied by all types of culture that exist. If the activity of determining the location relates to the position and orientation of a person in the natural environment, the design activities of the building are related to all factory objects and tools produced by culture for residential, trading, jewelry, warfare, games, and religious purposes.

5. Play Activities

Playing activities learned in ethno mathematics are fun activities with grooves that have certain patterns and have tools and materials that have relevance to mathematics

Activities that have been mentioned earlier come into one's vision ka n common form of activity in ethno mathematics. This activity can certainly be done in ethno mathematics based learning.

III. DISCUSSION

Activities in ethno mathematics can be seen in the life or customs of the Dayak Kanayatn people as follows;

A. Missing Activity

Counts related to questions "How many". Some types of tools that are often used by the Dayak Kanayatn tribe to say are fingers, hands, stones, sticks, and ropes (rattan and roots). For example, the thumb shows 1, the index finger shows 2, the middle finger shows 3, etc. The use of body parts in counting is a culture and problem-solving in the burden of human memory.

In addition, there are number of words that are often uttered by the Dayak Kanayatn people when doing activities. The sequence of words spells like *asa, rua, talu, ampat, lima, anam, tujuh, delapan, sambilan, and sapuluh*. The spelling can be interpreted by writing the symbol number 1,2,3,4,5,6,7,8,9,10, and 11. In this case, the sequence shows a place value about the existence of the number itself. The sequence shows a certain value.

B. Measure

Measuring is generally related to questions "what (length, width, height, length, and lots)". In the Dayak Kanayat community, the measuring instruments used vary greatly both in type and usage.

Measuring instruments that are often used include: for the size of many use the terms: angel / one tie salongkop / one rod, and salonggo / satutumpukan of angels. There is also, the term Tapak, to state the number of pieces produced usually for meat and firewood. In practice, for example, two (2) add 3 (three) ties equal to 5 ties; 3 telescopes plus 6 telescopes equal to 9 telescopes, etc. Likewise in reduction; as for other measures that contain elements of mathematics in the Dayak ethnic tradition such as length, volume size or contents.

C. Determining Location

In the habits of the Dayak Kanayatn people, there are many basic geometric concepts that begin with determining

the location. Location determination is used to use travel routes, determine the direction of the destination or the way to go home correctly and quickly or connect one object to another object. Most Dayak Kanayat'n people seek livelihoods in the forests, whether they are laboring, farming, looking for vegetables and so on.

The Dayak Kanayatn community has developed the same. They have no concept of getting lost. They always state that we can elope a way to give a code or symbol to the place of their environment. Like the Aboriginal tribes who have their own way of determining the direction of travel, the Dayak Kanayatn people return home as far as the journey into a forest. Determining the location of navigation, its expansion has an important role in the development of mathematical ideas. Likewise, to determine the boundaries of areas, fields, fields, gardens, or areas that are considered sacred. This sacred area is considered sacred and taboo.

D. Build a Design

Another important and universal source of ideas in mathematics is designed activities that have been applied by all types of tribes and cultures. If the activity of determining the location relates to the position and orientation of a person in the natural environment, the design activities of the building are related to all factory objects and activities that are produced.

The Culture for residential homes, commerce, jewelry, game warfare, and religious purposes. The mathematical concepts especially say in building design activities can be seen in the planning and implementation. In planning they make sketches on the ground or stone, then they calculate how much material is needed, for example how many poles, roofs, doors, walls and so on.

E. Play Activity

Several types of games are found in the Dayak Kanayat'n community which contains elements of mathematics such as the Tapakng game. This game is performed when there is a party and is sometimes contested. The shape is a rectangle containing 6 small rectangles. The rules of the game for each player must pass each box, but moving from one box to another is guarded by the other party. If an opponent who is playing is touched by a group that is guarding it is considered a loser.

The number of players per team can be 3, can be 5 people, and can be 7 people each contingent or team and all men. Other traditional games are playing tapangnt and playing galah branches containing mathematical concepts especially in the field of geometry such as straight-line concepts, flat-build concepts (squares and rectangles), point concepts, angle concepts, corner concepts, symmetry concepts, and rotation concepts and so on.

III. DISCUSSION

In the customary activities, they unconsciously apply mathematical knowledge in the style of the local community by giving limits according to their agreement. For the Dayak people, rites are expressions, or expressions of "servant" attitudes to the Transcendent and rituals — showing the formalization of human behavior when dealing with sacred objects. Ethno mathematics in simple levels is widely used by Dayak people in living their daily lives.

The concept that is often used is the concept of counting, counting, measuring, weighing, determining the location, designing, making symmetrical constructs. This community activity with ethno mathematics can be developed as contextual-realistic school mathematics learning resource.

The ethno mathematics used by this community has the potential to be developed into material for mathematics learning. The concepts include the 3-dimensional and 2-dimensional geometry concepts. The 3-dimensional geometry concept contained in that webbing is cone, while 2-dimensional concepts include: (a) Straight lines contained in Anyam two; (b) Curved lines contained in the motif of the sawak curve; (c) Closed curves contained in motifs of mooring manuk, kiarak nyulur, elbow remaung, and Pangkak; (d) An isosceles triangle contained in the Angkong motif; (e) A square contained in a flower motif (f) Cleavage contained in the motif of Ati lang; (g) Kites contained in Lang Berangan motifs; (h) Symmetry; (i) Regular eighths contained in the motifs of the sky and moon; (j) Circles contained in the Sulau motif.

IV. CONCLUSION

Ethno mathematics interpreted as mathematics practiced by cultural groups, such as urban and rural communities, labor groups, children of certain age groups, indigenous peoples, and others. The purpose of ethno mathematics is to recognize that there are different ways of doing mathematics by considering the knowledge of academic mathematics developed by various sectors of society and by considering different modes where different cultures negotiate their mathematical practices (how to group, count, measure, designing buildings or tools, playing and more). Thus, as a result of the cultural history of mathematics can have different forms and develop according to the development of the user community. Ethno mathematics uses broad mathematical concepts related to various mathematical activities, including numerical activities, measuring activities, explaining activities, and so on.

Based on the above discussion, it is clear that ethno mathematics has influence in the formal school mathematics learning, ethno mathematics provide the necessary contextual meaning to a lot of abstract mathematical concepts. Nuanced forms of community activity math arithmetic operations are practiced and developed in the community as a way - how to add, subtract, count, measure, determine the location, design the wake, the kinds of games that practiced by children, the language is spoken, symbol- written symbols, images, and physical objects are mathematical ideas that have mathematical values that can be developed in learning in some mathematics subjects, especially elementary. Learning with activities will certainly be meaningful to the culprit because it will create a new experience so that it is better understood than what is learned. It is strongly recommended to make Institute of Ethno mathematics a-based tutoring.

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IMPLEMENTATION OF ECOPRENEURSHIP FOR ENVIRONMENTAL SUSTAINABILITY (BASED ON THE STUDY OF: WASTE4CHANGE AND BIN-GO TRASH)

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Abstract. Trash is one of the impacts of environmental damage of the lifestyle community. The amount of waste that can be handled by the Government are still very few compared to the total amount of trash produced per day. Currently many conventional business activities that are not concerned with the environment. One of the highlights is the garbage of garbage generated by the coffee shop. Therefore the concept of ecopreneurship judged to be one of the solutions that can bridge the gap between economic and environmental interests. The concept of ecopreneurship has been implemented by Waste4Change and Bin-Go Trash as a business that is not only concerned with the increase of people's income and social welfare but rather concerned with environmental sustainability. This research aims to introduce and implement the principles of ecopreneurship on start-up Waste4Change and Bin-Go Trash. In terms of handling garbage Waste4Change have first stood as a start-up in the field of handling trash and has had many models offer a service that is Collect, Create, Consult, and Campaign. While Bin-Go trash the newly founded beginning in 2019 currently has to handle the garbage generated by some coffee shop that is in the city of Bandung. The model of the services offered by Bin-Go Trash till now is Collect, Distribution, and Create.

Keywords: Ecopreneurship; Trash; Coffe shop; Waste4Change; Bin-Go Trash.

I. INTRODUCTION

Bandung is one of the major cities in Indonesia which has the attraction of tourism that is quite high. The tourism industry in the city of Bandung have great opportunities to grow in the future, along with the growing interest of tourists to explore the city of Bandung. The one offered by the city of Bandung is a culinary tour. The large number of domestic and foreign tourists who come to the city of Bandung daily making business in Bandung is believed to be very profitable and very potential. This resulted in a large number of entrepreneurship that continues to innovate and create new ideas in creative that has the characteristic of each as well as attracting consumer interest for a visit.

At the end of year 2015 new culinary trend much discussed and being crowded in Bandung is culinary related to coffee, coffee-based culinary trend that increases with the level of coffee consumption in the city of Bandung that keeps rising from year to year, so that more and more young entrepreneur opens businesses café-coffee-themed new café. This indicates that the coffee industry in Bandung city increased and showed a competitive rivalry in the coffee business in Bandung.

The increasing activities of the solicitor will give impact for many things. One side of the community economy will increase along with the development of the entrepreneurial world. But it is inversely proportional to the environmental impact resulting from the activities of some particular activity associated with the industrial sector. Some people assume that a small industry not potentially because damage to the environment. Therefore, the responsibility for safeguarding the environment is often overlooked. The development of the world enterprenuer directs on the exploitation of existing resources where such exploits are likely to damage the ecology there. In addition, the development of entrepreneurial activities currently only

oriented on the magnitude of the resulting profit. So, sometimes the good ethics in producing or distributing products become less not even responsible.

The needs of development in entrepreneurship in Indonesia to develop an ethical behavior as a young entrepreneur and the need for protection of both the social aspects as well as the environment. It needs to be a concept-oriented entrepreneur not only profit, but also ethically and socially responsible and moral ecology. Therefore, this paper aims to introduce and implement the concept of ecopreneurship as bridging concept between the entrepreneur and the regard for the environmental sustainability aspects of economic, social and ecological.

II. BASIC THEORY

1. Entrepreneurship

Entrepreneurship or in Indonesian Language is translated with the word entrepreneurship, according to Slamet et.al (2016) entrepreneurship is the process of creating something new and have a value at the expense of time and energy, resolving the risk of financial, physical, and social events, as well as receive monetary rewards and satisfaction and personal freedom. The value of promoting entrepreneurship according to Suryana (2014) there are some values which are: (1) Confident, (2) leadership, (3) Oriented toward the future, (4) Originality, (5) Creativity and innovation, (6) Task-oriented the results. According to m. Scarborough and Thomas W. Zimmerer (2008) explains there are eight characteristics of entrepreneurship which include : desire for responsibility, preference for moderate risk, confidence in their ability to success, desire for immediate feedback, high level of energy, uture orientation, skill at organizing, value of achievement over money.

Thus, generally talking about entrepreneurs or people who have entrepreneurial souls are the ones who dare to

open a standalone business opportunity and has a good ability to create and cultivate existing opportunities. The development of the entrepreneurial world can deliver Indonesia become a country forward. Because an increasing number of entrepreneurs are able to minimize the amount of unemployment through labour absorption it generates. In addition to increasing the number of entrepreneurs will boost local economies followed by a rising economy as a macro.

2. Ecopreneurship

Ecopreneurship is derived from two words namely Eco and Entrepreneur. Taken from the word eco Ecological or ecology (Oikos: home or live). So, ecology is the study of the relationship of reciprocity between living things with the environment. While the Preneur comes from the word Entrepreneurship i.e. entrepreneurship which is derived from the French language (entreprendre) means opportunity, creator, and who manages the effort. Ecopreneurship i.e. an entrepreneurship refers to activities of undertakings with activities that provide benefits and give more attention and special towards environmental sustainability. An ecopreneurship is an enterprise (entrepreneur) which performs a variety of efforts to keep the environment good water, air or soil. An ecopreneur viewed the environment as something to be preserved and maintained. A ecopreneurship can generate income so as to make its activities unabated.

Be more specific about this entrepreneurial activity, was a ecopreneurship, namely an entrepreneurship that refers to activities of undertakings with activities that give more attention and special ecosystems or environmental sustainability. A true ecopreneurship is an enterprise or entrepreneurship which perform various efforts aimed at safeguarding the environment good water, soil or air. An ecopreneur viewed the environment as something to be guarded and preserved, even the enhanced his strength. And of its activities, an ecopreneurship can generate income so as to make its activities sustainable.

So, ecopreneur is entrepreneurial concerned with environmental issues or environmental sustainability. Thus in running its business activities, they are also always notice the power support environment and try to minimize the impact of its activities on the environment. Regarding the important three-dimensional Ecopreneurship i.e. society and economy and society, and ecology/environmental (Murniningtyas, 2014).

Based on the goal, ecopreneurs may be classified into two groups, the social ecopreneur and commercial entrepreneurs. Social ecopreneur is the individual aims to promote an idea/product/technology are environmentally friendly (eco-friendly) either through the market or non-market, while an organization that has the same purpose known with social ecopreneurial Organization. Commercial ecopreneurial or ecopreneurs corporations i.e. individual/group or company that aims to maximise private profit (Organization for the company) and identify opportunities (green business-friendly products and processes environment) and turn it into a profitable business.

The concept of Entrepreneursip

Referring to the concerns of regarding the development of entrepreneurship in Indonesia are drawing with cheating and only thinking about the sheer profit, then needed a concept of an entrepreneur stressed to the responsibility to preserve human sustainability in General using basic materials production and distribution of good products, ecological sustainability with attention to the aspect of environmental sustainability in the production process as well as using materials eco-friendly and economic sustainability by empowering communities around so that the business activities that are run to be able to improve the economy of the surrounding communities and can help the Government in terms of absorption of labor.

3. The Factors Motivation of Ecopreneurship

Kirkwood & Walton revealed that there were five factors underlying or motivate entrepreneurial in running a business based on a system of environmentally friendly or ecopreneurship, namely:

a. Green Values

The primary motivation underlying ecopreneurs is green values. A highly motivated ecopreneurs in spreading the values of green values them to others. In this case the green values referred to are those that start business ecopreneur eco-friendly products and their focus on the environment.

b. Gap in The Market

Most of ecopreneurs stated that they saw a gap in the market for a particular product or service. It identified or defined purely by their awareness about environmental problems is not for commercial use or profits. This reflects the findings of several studies on motivation ecopreneurs ecopreneur which shows that take advantage of the imperfections of the market and the opportunities that exist.

c. Making a Living

An ecopreneur isn't driven by the goal of profits but only business should be able to make enough profit to be able to support the sustainability of their family lives.

d. Be Their Own Boss Ecopreneur

Have a desire to be the boss and owner for their own efforts. Seen that motivation to be the boss for yourself is not too important in seeing and identifying gaps in the market for the products and services they will provide.

e. Passion

The ecopreneurs has a very high interest in the role to reduce environmental problems. They also have a great interest in providing products and services that have the values of green values. It is difficult to separate the passion with green values in the soul of a ecopreneurs.

4. The Challenges in the implementation of the concept of Ecopreneurship

To Inform, educate, and implement the concept of ecopreneurship requires the cooperation of all parties. Travel the world in the midst of the effort already underway with "wild" then without the cooperation and coordination of each party then the harder it is to realize the corporate world who pay attention to ecological sustainability and social aspects of the economy. There are several parties involved and has an important role in educating and informing the concept of ecopreneurship to society so that the public can understand the importance of sustainability aspects in running a business. The parties are as follows:

a. Educators

Educators in any line can act as a Messenger of information and to educate the candidates for becoming an entrepreneurs holds the principle of sustainability to ecological, social and economic community. With the role of educators begin to introduce the concept of ecopreneurship, entrepreneur world hopefully progress in Indonesia will have a better direction.

b. Academics, writers and researchers

Academics, researchers and writers with their ability to pick up and exploit the issue about the importance of paying attention to the aspect of ecological sustainability, social and Economics in developing world entrepreneur. With the lifting of the issue of the importance of the concept of ecopreneurship is expected to be a concern for Governments in developing world entrepreneur in Indonesia.

c. NGO

NGO's have a role similar to the researchers, academics and writers. Where the NGO with the role expected to be voicing the importance of sustainability aspects in the activity of entrepreneurship.

d. Government

The Government with the rights and the role of policy makers that would later become the basis of the implementation of activities and abrasive the entrepreneurial world. With a good understanding of the Government's partiality and against the direction of world development ongoing against some aspects of ecological, social and economic development of the world direction expected entrepreneur can be more responsible and ethical. Governments play an important role in the implementation of the concept of ecopreneurship.

III. DISCUSSION

1. Waste4Change

Waste4Change see waste as environmental problems and exploit the environment becomes an opportunity to resolved. Efforts to resolve the issue of the environment is to make the business promote waste and transporting the waste management is responsible. Waste4Change performs various innovations in the program and services offered. This is due to see a trash management system applied in Indonesia is not good even led to the emergence of new problems. The innovation strategy is also being done to be more effective in solving the problem of waste.

Innovations made by Waste4Change is a waste management system end-to-end i.e. waste management system starting from the source to the end. This is apparent from the core Waste4Change services namely Consult, Campaign, Collect, and Create. Consult and the Campaign was designed to educate the public about everything from the type of garbage. The importance of sorting waste to promote the principle of zero waste that must be applied in the community.

Then collect and create a real application is transporting and responsible waste management. To support these services, some Waste4Change made other innovations, ranging from garbage bags, reports on the waste generation data, and waste management facilities so

that the principle of zero waste that could materialize campaigned.

Waste4Change also benefited financially from the program and services. The profits are used to support the sustainability of their business so that the work done can last a long time. This is in accordance with the concept of identification of opportunities and see the environment as something to be resolved by way of making a business in an effort to get it done all at once to support sustainability.

Waste4Change offers sustainable solutions regarding waste management is good for all parties. With the main objective to build ecosystem of trash with the principle of zero waste, services offered Waste4Change in design to support those goals. Consult and service campaign created to prepare mentally, educate, and promote the importance of waste management. Services, namely freight collect garbage and create services to manage and utilize garbage to the maximum so as to reduce waste going into landfill.

2. Bin-Go Trash

The Several Pasundan University Environmental Engineering students have collaborated with the various other fields of expertise from several universities in the city of Bandung becomes a partner of start-ups that we give the name of the Bin-Go Trash. Bin-Go Trash is a start-up that moves as ecopreneur and focus on the issues of trash. Bin-Go Trash stands since January 2019 top urgency better waste management in the city of Bandung in particular and change the behavior of the management of trash by utilizing the power of collaboration and technology towards Indonesia free of trash. The target Bin-Go Trash in waste reduction, namely coffee shop.

Coffee Shop into a Trash Bin-Go target because it is a place often visited by and became the hangout of young people both in the city of Bandung, even outside the city of Bandung. Not without reason the start-up is targeting at the coffee shop, a fact mentioned that connoisseurs of coffee around the world contributed waste. Most waste generated by the coffee shop is a plastic cup, plastic straws and coffee dregs. The community of West Java consume coffee around 90,000 tons annually and has increased about 50% during the year 2018 (Jabarnews, 2017).

Another fact mentioned a coffee shop could use a 32 kg of coffee beans as well as produce 60 kg of coffee powder is spent in one week, 93% coffee shop coffee dregs to dispose of the garbage dumps and only 7% of the coffee dregs produced managed and processing of organic waste to be collected for composting purposes. It is triggered by a growing number of coffee shops, including in Bandung. In addition to the plastic cup and straw, we also handle the dregs of coffee beans and paper for recycling.

Although many brands of coffee that promotes the welfare and guarantee coffee farmers and sustainability of coffee farmers, but the attention given to the environmental impact of the waste coffee is very less. The future certainly Bin-Go Trash will target at other places so that the final destination is created start-ups is Zero Waste. The purpose of the establishment of the Bin-Go Trash in addition to managing waste from the coffee shop, we also invite clans millennials to contribute to the reduction of plastic waste.

Innovation done Bin-Go Trash waste management system is the end of the pipe that is waste management

system starting from the source to the end. This can be seen from the 2 services core Bin-Go Trash i.e. Collect, Distribution and Create. Collect and Distribution is a real application transport garbage from the coffee shop and distributes these to the bank trash bins and existing creative industries in Bandung.

Create application is managing waste paper pulp coffee beans and recycled into our soaps, fragrances, and other products. The results of the creative industry and recycling Recycling Bin-Go Trash we promote back to the coffee shop and customer coffee shop. Bin-Go Trash has teamed up with some of the coffee shop in the city of Bandung has a concern for environmental issues including: Koma Coffee Shop, Abraham and Smith Coffee Shop, Kozzy Coffee Shop, Uncofficial Coffee Shop, Kopi Warga Coffee Shop, Djournal Coffee Shop, Terminal Coffee Shop, Zero Hour Coffee Shop, Kopi Janji Djiwa Coffee Shop, Sejiwa Coffee Shop, Upnormal Coffee Shop, Northwood Coffee Shop and Janji Jiwa Coffee Shop.

III. CONCLUSIONS

With the presence of ecopreneurship then can give impact both for the preservation of the environment. Ecopreneurship is an entrepreneurship that performs a variety of efforts to keep the environment good water, soil, and air. The preservation of the environment by processing waste products or waste into Sepik through ecopreneurship will save the environment and have a beneficial and sustainable value. With a start-up Waste4Change and Bin-Go Trash creating value social, economic and environmental conservation. Waste4Change is a start-up that already handle waste properly, while Bin-Go Trash is a start-up that is being pioneered in dealing with waste produced by existing coffee shop in the town of Bandung so existing coffee shop in the city Bandung willing to manage the garbage responsibly so as to realize the goal of behavioral change and Indonesia towards zero waste.

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BUILDING AN ECONOMY WITH ENTREPRENEURSHIP EDUCATION

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Abstract. Education is one of the main pillars of a country, where the quality of a country can be seen from the quality of their education, as education is also a determinant of the economy of a country. Ho Chi Minh (reveals that without the teacher no education, and if there is no education without economic and social development. Expression of education implies that he does have an important role in the economic development of a country. One example of the education sector in the economies of developed countries is education, where the presence of entrepreneurial education entrepreneurship then it will be created by entrepreneurial-entrepreneurial excellence. Education entrepreneurship can be defined as the embodiment of insightful educational entrepreneurship education, i.e. applying the principles and methodologies towards life skill on his protégé participant through an integrated curriculum that developed at the school or college. According to McClelland one of the factors that cause a country become forward is when the number of entrepreneurs in these countries at least 2% of the population of its inhabitants. The number of entrepreneurs in Indonesia recently reached 1.56%. If it is left without the efforts of foster it, then very slow to meet numbers 2% self-employment. Therefore, the high number of entrepreneurs in a country, then the country will be more developed and advanced entrepreneurship participates because helping the Government in fostering development in the field of economy.

Keywords: Economic, Entrepreneur Education

I. INTRODUCTION

H. Horne (Listyarti, 2012, p. 2) argues that education is a process that occurs continuously from the higher adjustments of humans that have evolved physically and mentally (psychic). Education can also be interpreted as an attempt to immature an individual toward his or her maturity. In addition, education plays an important role in creating individuals, who are knowledgeable, insightful, and professional. Education is also one of the main pillars of a country, where the quality of a country can be seen from the quality of education.

Considering how important an education is. Because education can support the progress of the country. Education is also the most important part of the national development process, but education is also the economic determinant of the country. The Economist also believes that human resources from a nation are not physical capital or material form, but rather a factor that will determine the character and pace of social and economic development of a nation. So it can be said that the progress of a country can be seen from economic development.

With the description above Ho Chi Minh (Surya, 2015 p. 3) reveals that "Without teachers, there is no education, and if without education there is no economic and social development". His expression implies that education does have an important role in the economic development of a country. Another contributing factor to economic advancement is entrepreneurial. According to McClelland (Muis et al., 2015, p. 5), one of the factors that caused a country to become advanced is when the number of entrepreneurial in the country is at least 2% of the population. Currently, the number of entrepreneurs in Indonesia has only reached 1.56%. If this is left without an

attempt to grow it, it is very slow to meet the 2% entrepreneurial number.

Schumpeter (Darwanto, 2012, p. 12) One of the economists of economic growth theorist expressed that entrepreneurs have a major in economic development through the creation of innovation, employment, and welfare. The business world that entrepreneurs build will encourage the development of productive sectors. More and more a country has entrepreneurs, the country's economic growth will be higher.

Given the importance of entrepreneurship in the economic development of a country, the authors are interested in conducting a study on building a country's economy through the establishment of entrepreneurship.

II. BASIC THEORY

Stephen P. Robbins and Mary Coulter (Takdir, Muhammad, & Sudirman, 2015, p. 1) mean "Entrepreneurship is the process whereby an individual or a group of individuals uses organized efforts and means to pursue opportunities to create value and grow by Fulfilling wants and needs through innovation and uniqueness, no matter what resources are currently controlled".

"Entrepreneurship is the process of creating something new at the value of using the time and effort required, bearing the accompanying financial, physical, and social risks, accepting the monetary rewards generated, and the satisfaction and freedom Private (Erlangga, 2018, p. 18)". Lupiyadi and Wacik (Idrus, 2017, p. 16) also interpreted entrepreneurship as a person's creative effort in creating something new and innovative efforts to make it a reality with the risks involved. Based on the opinion, it can mean entrepreneurship is an individual effort in creating

something new and it is realized to be true with the risks involved.

While entrepreneurship education can be interpreted as a manifestation of entrepreneurial education, that is, education that applies principles and methodology towards life skills in participants through the curriculum that is Developed in schools or colleges. In entrepreneurship education, students are required not only to apply the knowledge gained in school, but also to solve various problems faced in daily life. One entrepreneurial attitude developed through education is life skills (Rusdiana, 2018, p. 41-42). According to Soemanto (Wardati & Kirwani, 2013, p. 5), Entrepreneurship Education is an effort to teach Indonesian people so that they have a dynamic and creative personality to conduct their business in accordance with Indonesian personalities that Based on Pancasila.

Efforts to change the mindset and the motivation of entrepreneurial should be done gradually. Kasmir (Wardati & Kirwani, 2013, p. 5) mentions that there are three phases that first establish an entrepreneurial school or at least implement an entrepreneurial course as it is now being encouraged by higher education. Thus a little much will change and create a mindset (mental and motivational) students and parents. Second, in entrepreneurship education should be emphasized the courage to start entrepreneurial. Usually, our constraint to start the business is fear of loss or bankruptcy. But some people who have an entrepreneurial spirit will feel confused about where to start a business. Thirdly, not a few feel the same entrepreneurial as not having a definite future. Meanwhile, when working in a company they believe that the future is uncertain, let alone civil servants. And that the future is in our hands, not the hand of others. We are decisive so that motivation develops wider.

III. DISCUSSION

Many people argue that entrepreneurship will arise and evolve from experience. The more experience you get, the better your entrepreneurial success, too. It is hinted that formal education or school has no role in cultivating entrepreneurial attitudes. It is argued by Chruchill (Dewi, 2017, p. 55), according to her formal education is crucial to entrepreneurial success, the first failure of an entrepreneurial is to rely on the experience of education. But he also did not consider the experience because the source of failure in the next entrepreneur is an experience in which an entrepreneur only modeled education but lacking experience.

In agreement with Chruchill, Eels (Helena & Supriyadi, 2019, p. 807) argues that compared to other energy, already educated energy has greater potential to successfully become an entrepreneur because it has reasoning ability and insight into thinking more broadly. A

well-educated person also has two principal roles, first as a manager and the second as the founder of the idea. The first role of action is to resolve the problem so that adequate knowledge of management and engineering is absolutely necessary. The second role emphasizes the need for alternative stringing capabilities. In this case, there is a complete knowledge of scholarship.

From the explanation above, it can be concluded that an entrepreneur who has potential success is those who understand the usefulness of education to support activities and want to learn to improve knowledge. The education environment is utilized by entrepreneurial as a means to achieve objectives, education here means the understanding of a problem that is seen from the scientific angle or theory as the foundation of thinking.

Then the right kind of education to train entrepreneurship is entrepreneurship education. Rusdiana (2018, p. 41-42) defines entrepreneurship education as a manifestation of entrepreneurial education, which is an education that implements principles and methodology towards life skills in participants through the curriculum Developed in schools or colleges. In entrepreneurship education, students are required not only to apply the knowledge gained in school, but also to solve various problems faced in daily life. One entrepreneurial attitude developed through education is life skills.

Entrepreneurship education should be a priority given to schools and colleges. Because entrepreneurship education is expected that colleges and schools will be able to reduce the high unemployment rate, especially from educated circles. In line with that, entrepreneurship education should be aimed to improve the spirit and develop skills and knowledge among students so that they have a provision after becoming a graduate. In the long run, entrepreneurship education is expected to improve the quality of human life. Entrepreneurship education has been developed in almost all universities in Indonesia with a very varied process that aims to create entrepreneurship. Entrepreneurship learning is aimed at adding students ' insight to the entrepreneurial world and motivating them to get involved directly in the entrepreneurial world as a tough young entrepreneur so they can take part Contribute to increasing the economy of countries in Asia, especially Indonesia.

The big question about entrepreneurship education is whether this education applies to all professions?. This question arises because the Community considers entrepreneurship only for people who have a business education background only. In fact, entrepreneurial education can cover all professions, because the fact of entrepreneurship education should be interpreted as a means to build entrepreneurial character, entrepreneurial

mindset, and entrepreneurial behavior. Entrepreneurship education is therefore very important to humans.

Some Asian countries recognize the importance of entrepreneurial education such as China and Singapore. Based on the research from Susilaningsih (2015, p. 5-6) Entrepreneurship education in Singapore was developed in the face of knowledge economy globalization, using a knowledge-based strategy on its economic growth. Entrepreneurship education in Singapore is more focused on instilling entrepreneurial mental attitude so that they will have the orientation for future research to be commercialized and innovative and to influence their career choices For more entrepreneurial and innovative. Unlike the entrepreneurship education in Singapore, in China, entrepreneurship education in college is more emphasized on the creation of business entrepreneurs. Each year alternately universities organize national Business Plan competitions that are attended by students from almost all colleges in China. Some universities have incubators to facilitate students who start their business. In each city, there are incubators available for young entrepreneurs. The incubator was established by government organizations and provided services to entrepreneurship at a decent price. Some medium enterprises facilitate entrepreneurial activities. By implementing entrepreneurship education, it will create qualified entrepreneurs. Both countries have already implemented entrepreneurial education, as Singapore and China have proven to implement their entrepreneurial education to produce superior entrepreneurs and to advance their country.

As McClelland has been revealed, a country will become advanced when the number of entrepreneurs in the country is at least 2%. Because the entrepreneurial fact has many benefits for the advancement of a country. According to Rusdiana (2018, p. 158-159), The benefits are divided into two namely the benefits of macro and micro. Macro-Entrepreneurs act as the Mobilizer, controller, and drive the economy of a nation. The results of scientific discoveries, research, science development, and new creations in products and services of global scale are a dynamic process of creative entrepreneurship. In fact, entrepreneurs succeed in creating jobs and encouraging economic growth. According to the function of macro played by small business, the following is the role of the economy (1) to strengthen the national economy that serves as a function of suppliers, production, distributors, and marketers for the results of industrial products Greater, (2) increase economic efficiency, particularly in absorbing existing resources, as well as the last function (3) seen as a means of distributing national income, equalization tools in trying, and equitable in revenues. While the micro benefit of entrepreneurship is the insurer of risk and uncertainty,

combining resources into new and different ways to create added value and new ventures.

In addition, according to Adam in his research (2013, p. 44-45) entrepreneurship involved and assist the Government in growing the development in the field of economy, especially assisting in the business of trading or providing funding to serve As a capital in conducting business that is through cooperation and trust while other attributes are the service of the merchandise assessment. One of the challenges of entrepreneurial growth is how to improve services to maintain consumer loyalty.

The role of entrepreneurs in developing countries such as Indonesia has many positive impacts. According to the opinion of Wim Naude (Darwanto, 2012, p. 16) The role of entrepreneurship in the form of contributions in the transformation of communities with low income to higher revenues and from community-based primary sectors into communities based Services and technology sectors. Then according to Darwanto (2011, p. 16-17), There are three positive impacts of entrepreneurs in resolving issues in developing countries. First, entrepreneurs open a new kind of business in the economy. The efforts are developed to increase business heterogeneity in Indonesia. People become creative in developing business types. Secondly, it provides employment and absorbs labor. When entrepreneurs open a business, it means opening up steps to reduce the proportion of unemployment and job applicants. Third, increase the national Percapita output. The impact can be seen from the number of micros, small and medium enterprises or Usaha Mikro, Kecil dan Menengah (UMKM) as much as 3.79 million (Yuliani, 2017), then the type of entrepreneurship that develops in Indonesia is not just a buying and selling goods alone, There are also in the field of services such as health clinics established by Gamal Abinsaid and GO-Jek. Both examples of entrepreneurship are in the field of services where GO-Jek offers online transportation services and health clinics established by Gamal Abinsaid who utilize garbage as a tool to deal with medicine at the clinic. The emergence of GO-Jek and the increasing number of UMKM in Indonesia provide many job opportunities to suppress the amount of unemployment in Indonesia. Therefore, due to the emergence of new ventures, it can increase productivity and increase national economic growth and public income.

IV. CONCLUSION

Based on the discussions that have been done can be concluded that the implementation of entrepreneurial education is very important because entrepreneurship education is given in order to equip students to have life skills and adaptability and the ability to socialize the work environment. The change of behavior that is hoped by the existence of entrepreneurial education is to have an

accomplished motif, never give up, the courage to take risks, creative and innovative. In addition to the increasing number of entrepreneurs in a country, the country will be growing and progressing because entrepreneurship participates in assisting the Government in growing the development in the economic field.

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CREATING VOCATIONAL BASED EDUCATION INSTITUTIONS

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Abstract. One of the things that has caused Indonesia to not be able to become a developed country is the lack of business actors. Businesses in the service sector have a great opportunity, because many provide convenience for users. At present many companies request employment contracts because companies do not have to provide facilities and benefits. Entrepreneurs are people who establish, manage, develop and institutionalize their own companies. Employers can create jobs for others too. Labor provider companies are a form of legal entity (business entity) and have permits from agencies responsible for employment. Because of the large number of students who need work to pay for lectures and daily necessities as well as new graduates who still have not found a job and the very tight competitiveness of getting a job makes me think of opening a business that provides services especially for accounting staff. who provide services, gather students and also new graduates who study accounting. The aim is to channel their abilities in accounting to companies that need services in accounting. With the existence of this institution, it is expected that people who are looking for work and also companies that need accounting services will be assisted. In addition to getting extra money, students must have high motivation in practicing the knowledge they have gained during their studies in the workforce. Through this institution, students are expected to have real work experience after graduating from the University.

Keywords: Entrepreneurs, Accountants, Job Seekers, Provisioning

I. INTRODUCTION

Indonesia is one of the developing countries in Southeast Asia which has a population of 267 million people of productive age 183.36 million people or 68.7% of the total population. Although the population of productive age is very large, Indonesia is still far behind other countries, for example in Japan the productive age population is lower than the elderly. The population of productive age in a country can actually be a force to advance the nation. The trick is to motivate the productive age population to become entrepreneurs.

According to McClelland (2000), one of the factors that led to a developed country was when the number of entrepreneurs in the country amounted to 2% of the population. At present, the number of entrepreneurs in Indonesia reaches 400 thousand or less than 1% of the Indonesian population which ranges from 267 million people. This condition is very inversely proportional to what happened in the United States which has a number of entrepreneurs as many as 11.5% of the population. In the Southeast Asian region, as Singapore has 7.2% of entrepreneurs. The effect is not surprising when the two countries become the most developed countries in the world economy.

One of the things that caused Indonesia to not be able to become a developed country was the lack of entrepreneurs. Businesses in the service sector have a great opportunity, because many provide convenience for users. At present many companies request employment contracts because companies do not have to provide facilities and benefits.

Based on the number of new students or graduates who need a good part-time or full-time job, as well as companies that want ease in finding employment, I think it is necessary to build institutions to channel workers who are prepared accordingly and need each company.

II. BASIC THEORY

Bandung is a place for knowledge seekers, which makes it possible for a person seeking knowledge to become an entrepreneur. This is caused by the wider opening of road access to enter the city of Bandung.

According to Dan Steinhoff and John f. Burgess (1993: 35) entrepreneurship is the power to organize, manage risk and dare to create new businesses and opportunities. Whereas according to McClelland (2000), one of the factors that led to a developed country was when the number of entrepreneurs in the country amounted to 2% of the population.

David (1996) explains that the characteristics possessed by an entrepreneur must be able to meet the requirements of excellence, he is competitive for companies or organizations, such as innovative, creative, adaptive, dynamic, integrated capabilities, the ability to risk decisions, integrity, power struggles, and a code of ethics will realize the effectiveness of a company or organization.

Based on article 66 (3) Law No. 13 of 2003 concerning manpower, that a company providing workers / laborers is a form of a company that is a legal entity (business entity) and has permission from the agency responsible for employment.

These provisions reaffirm in his decision the Minister of Manpower and Transmigration No. Kep-101 / Men / VI / 2004 concerning Workers / Labor Licensors, specifically in article 2 and article 3, which can be providers of workers / laborers. must have permission from an operational agent responsible for labor (especially the Manpower Ministry in the district / city) related to the domicile provider of the worker or labor concerned.

III. DISCUSSION

Human resources are vital objects for companies in other words very important role for companies because all work activities in the company are carried out by company human resources, without the presence of human resources in the company, the company cannot run well.

Having good human resource management in a company has a good impact on all aspects of the company because it will produce generations that are reliable and can advance the company. Reliable human resources will have a major influence on the development of the company because the failure or success of the company can not only be measured from the capital owned by the company, but human resource management plays an important role in the progress of the company.

The function of human resource management is planning in the recruitment of employees that is needed by the company, organizing employees with division of labor, directing all employees to be able to carry out their duties and responsibilities effectively, and controlling employees so that they can obey the regulations set by the company that become the foundation in employee performance appraisal, namely discipline.

A company in accepting an employee needs a very high possible assessment and is obtained from a quality educational institution. Besides that, the current situation is the number of work forces that are not absorbed as employees in a company that they want. Based on these thoughts, it is expected that there is an institution that provides so many people to become employees of a company with the criteria expected by the company that requested it.

In West Java, even in Indonesia, Bandung is one of the destinations to get an education that is oriented towards finding work easily when the person is declared a graduate. Not only that, every graduate has been placed in a company even though the person has not been declared passed by the educational institution where he is seeking knowledge.

Everyone thinks that when he is declared finished or passed in his scientific quest, he must work. Maybe it's the cause or the ideals of the student's faithful, or even a wish from his parents.

Expenses currently in demand by companies are accounting, office administration, warehousing administration, and distribution management. This has been greatly compounded by new entrepreneurs who will expand and enlarge the size of their business but have not been able to pay their employees a high cost. So the entrepreneur seeks out new graduates who have not experienced in the real world of work. In addition, the costs incurred will be lower when compared to workers who already have experience.

In Indonesia, foreign graduates will be more valued both in their financial assessment, even until the provision of clothing, food and shelter will be more concerned by the company where he works. Therefore, let's create educational institutions to accommodate students who have a willingness to work, and want to be placed anywhere. Job placement not only in Indonesia, but at least in the Asian Continent.

IV. CONCLUSION

Bandung is one city where people look for something that can be said to be "life". In life it can be interpreted as ways to achieve a day in the future, for example through a search for science or art in getting money.

The existence of educational institutions that can generate additional money for their students, so students must have high motivation in practicing the knowledge that has been gained during college in the workforce. Through institutions students are expected to have real work experience after graduating from the educational institution.

In addition to mutual benefits, this can also be a driver for entrepreneurs who have the desire to develop their wings in the world of education, and become a very promising source of income.

If this is done, then Bandung might be the first developed city in Indonesia, or even in the Asian Continent, if it is calculated from a formula that explains that at least 2% of its citizens are entrepreneurs, and are able to absorb labor. From this incident, it will minimize the number of unemployed.

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THE ROLE OF WOMEN FARMERS IN PROSPERITY THROUGH ENTREPRENEURSHIP

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Abstract. Indonesia has many natural resources that need to be conserved, even being the fulfillment of the needs of society Indonesia. One that is part of food that have an important role for the people of Indonesia. The workers who cultivate this food is one of the farmers, namely women or housewives who work as farm women to fulfill daily needs. Many denigrating women farmers, but on the other hand women farmers is a formidable woman who can work in terms of taking care of the household and earn a living or meet her everyday through the produce is obtained. Women farmers are often considered a degree so low, but not denied if seen women farmers here as a crutch. From her they produce can cultivate into a product sold to the community. In this case, the product is still natural and no preservatives so that people are either still guarantee the level of health and safety. Although still in the natural thing, with this product then the community will more guarantee and if marketed production will gain results and profit. It's just the need for a Government that can underlie the creation of products labeled kosher and Lordship. From here, too, can lift Indonesia, and can be recognized by the world that produkIndonesia it is based on keayaan alamidan can be used as natural and beneficial to others.

Keywords: Indonesia, women farmers, needs, products.

I. INTRODUCTION

Entrepreneurship is derived from the word hero and effort. Wira means: a human hero, Warrior, excelling, epitome, virtuous, brave and calm great. Businesses, charitable deeds, work means, do something. So the entrepreneur is the hero Warrior or nothing. This is new in terms of etymology (word origins). According to the great dictionary of Indonesian Language, self-employment is a clever or talented people recognize new products, determine, devise new ways of production operations, to make new products, manage capital operations as well as marketing it. Over time women are no longer considered to be weak. Women today have undergone multiple roles. In addition to his role as housewives, they also are contributing to the economy because of the demands of a growing family needs. the family is a community that is central to the beginning of the formation of a person's behaviour. A household is a part of public life in which there are family members among which there is the father, mother, and children. All family members have the duty and function of each, where the existence of the family is a form of organization that each Member of the family was very instrumental. Surely all those desirous of making our families be families that sakinah, mawadah, warahmah. To realize the peaceful family is not as easy as flipping the palms. All family members should understand and place tasks and functions each proportionately.

Indonesia's majority farmers included in the peasant. Peasant interpreted by Eric r. Wolf as rural farmers, as the villagers who farm in the countryside are not in closed rooms (greenhouse) in the midst of the city or the aspidistra boxes above the window sill, they were not farmer, or an entrepreneur of agriculture (agricultural entrepreneur) as we know it in the United States. So that the results achieved in agricultural production has not been sufficient to meet the needs of the State. Therefore, to meet the needs of the Government to import agricultural products such as rice,

chili, vegetables, etc. Ironic indeed indonesia is an agricultural country that there are only two seasons so it is very suitable for agriculture in the country. Due to a lack of human resources quality and lack of knowledge of Indonesian farmers so that the resulting product is still lacking.

For outcomes that need to have the market and the prices quite high in order to pay back the cash costs and effort that's been expended farmers during the memproduksikannya. Most farmers have to sell the results of his farming business or in local markets. Therefore, an inducement for them to produce goods selling, not just his own family, to eat more depending on local prices. These prices are for the most part depends on the efficiency of food systems that connect to the local market with the market in the cities.

According to Kuznets (1964), the agricultural sector in developing countries (Low Developing Countries/LDCs) has four contributions to the growth and development of the national economy, namely the contribution of products, markets, factors of production and foreign exchange.

II. DISCUSSION

1. The Role Of Women Farmers

It can be said that the role of Women in the family Farmer can currently ditelah from; (a) the role of Women As Labor in the household and as Labor in the family business, (b) the role of Women As wage earners; (c) the role of Women in decision-making. While the factors that Affect Women's roles in the household of farmers themselves can be done through study; (a) the number of Labor Relations in the family With the role of Women in the Workforce as a family business and as Labor in the household; (b) the vast Land With Mastery of the relationship role of Women As wage earners outside the family business; (c) the relationship of the length Preclude With the role of Women in decision-making in the

household. From conceptual thinking and results have been then a conclusion that can be drawn in accordance with what is happening at the moment; (1) the influence of the amount of labor in the family and the age of the women farmers against the role of women in the workforce as a family business and as labor in the household; (2) know the broad influence of the family land, mastery of the perception of women farmers against the role of the women of the family number of children to be raised towards the role of women as wage earners outside the family business; (3) find out the influence of the length preclude, labor mobility and wealth brought on by the husband in marriage against the role of women in decision-making in the household. Women farmers play a role that is not small and decisive in the success of farming families. To find out the role of women farmers in the decision-making pattern and the strategy of empowering women farmers in farming.

2. Status of women farmers

The labor issue is still the main topics in the analysis of the role of women. The thing that is still the dilemma of women's economic role in the run that is still the existence of discriminatory issues associated with women in the work force. The participation of women in the work force is affected by factors such as the age, level of education, marital status, the development of employment opportunities and economic circumstances.

The role of the women is a series of expected behavior in accordance with the social position given to women. The role of explaining on what women should do in a given situation to be able to meet the expectations of their own and other people's expectations. Factors affecting the role of women, among others, is the willingness of women to obtain the status of the community and the desire of women to marry and raise families. The role of women in agriculture was started since the people gained control of nature and farming. It has since grown a real division of labor between men and women, in the work in agriculture, family and community.

These symptoms are then pushed the onset of differentiation of roles of men and women in family and kinship systems. Pudjiwati (1985) said that the outpouring of labor of men and women in a variety of jobs was able to reveal sharp participation in women in development. Next is associated with all the assessments of the number of women in the family are taking part in the farm work turned out to be larger than males. From the beginning to meet the needs of the female workforce is needed anyway to add to the existing workforce is men in the fields, the rice fields, Moor and his garden. The participation of women in agricultural activities is the involvement of women in the work and decision-making regarding allocation of resources, labor and profit as well as his involvement in various agencies like the CENTER, Kopdit and extension.

3. The potential that women farmers

In advancing the role of women farmers, they do updates that will improve the welfare of the families with a lot of training – training of the orchards, gardens were the results can serve as a source of income and achievement for daily needs.

Although women farmers showed participation in productive activities, but their involvement is always tinged with their role in the household and the family often called with a dual role.

The role of women as housewives in the family, women also served as domestic labor (Cook and take care of other household work) that does not directly state the results nevertheless very important function in the create the conditions that allow other people produce and generate revenue. The development of the role and position of women since ancient times until now has placed women as partners that are aligned with the men. Women have the same opportunity in various fields. Women have the same responsibilities towards life of society, nation and State for the sake of advances in the development of the country.

One of the roles of women in building a welfare family that is followed by agricultural development contributed in creating programs that lead to the empowerment of women by launching a program to diversify the food and nutrition that is a program that seeks to mengintensifikasi the grounds as one movement of the food security of families and society through land use lawns. The role of women now look real in many areas, they have a lot of highly educated, they are clumsy in the struggle in the community according to talent and ability of each.

Most agricultural engineers are women, so it is extremely great role of women in various fields, by positioning itself as a maker of employment in agriculture, as a motivational speaker, dinamisator and regulators in agriculture both in private and in Government. Women have donated the amount of time a little lower than that of men in earning a living and activities outside the home, but women spend much more time to take care of the household. The duty to take care of, guide, and educate the children is the primary responsibility of a mother.

III. CONCLUSION

From the previous discussion, it can be concluded some important things here.

1. Role of women now look real in many areas, they have a lot of highly educated, they are clumsy in the struggle in the community according to talent and ability of each. Agricultural engineers are predominantly female, so it is extremely great role of women in agricultural development in various regions, by positioning itself as a maker of employment in agriculture, as a motivator
2. Construction of the meaning that is understood by the public at large as a change towards a better development strategy and determine the various aspects to be taken as one of the stages in the implementation of the development. Such development could create the potential for women farmers to life.
3. Women farmers who are often referred to simply as women workers now more potent with the renewal of the improved.
4. Large Dependency for women against men, and fixed the double workload will become dependents of male views the lack of value of labor women.

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HUMAN RESOURCE DEVELOPMENT IN STRENGTHENING ENTREPRENEURSHIP THROUGH ONE ASIA FOUNDATION

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Abstract. The role of entrepreneurship in creating productive, innovative and creative human resources is the initial capital in encouraging economic development which can improve people's welfare. Schumpeter, who developed the theory of economic development, stated that entrepreneurs have a role in economic development through the creation of entrepreneurial innovations, employment, and welfare. The more productive communities, the more advanced and prosperous the country will be. At present, Indonesian society can be said to be very consumptive compared to productive, which can be seen from how Indonesian people import goods such as clothing, accessories, and vehicles for lifestyle needs. In this journal I have a goal of how to change the Indonesian mindset to be more productive through Entrepreneurship, because entrepreneurship is also related to how someone behaves and how someone makes a decision, in entrepreneurship we also have to overcome the evolving technology which when Indonesian people cannot following this era will have a bad impact or can be said to be a threat due to lack of interest. In overcoming technological developments, in my opinion, the key is in the millennial generation or the next generation of the nation, because they understand better and they always explore a technology and also they really enjoy technological developments in this era of industrial revolution 4.0. One organization that can produce advanced young people is one asia foundation because it has a goal to contribute to the formation of the Asian Community, in this case one Asia Foundation can certainly plan and target its goals, namely to improve the quality of human resources. Thus economic development and increasing community welfare can be achieved by expanding entrepreneurs.

Keywords : Entrepreneurship; Human Resources; Economic Development; Youth; One Asia Foundation

I. INTRODUCTION

Organizations in a country are things that have an important role, because organizations are the formation of effective behavioral relationships among people so that they can work together efficiently to achieve creative and innovative goals. Every country has an organization between public organizations (government) and private organizations (companies). One of the largest organizations in Asia is the One Asia Foundation, which aims to contribute to the formation of the Asian Community, in this case one Asia Foundation can certainly plan and target its goals, namely to improve the quality of human resources and unite the potential of Asian countries.

Organizational achievement for success requires hard work and smart work such as doing education, research, and seeking experience. What makes me interesting from the One Asia Foundation is that they can explore various countries to provide knowledge and learning, of course, very important and needed by many people, especially the younger generation. The activities carried out by the One Asia Foundation must certainly be developed and maintained to improve the quality of human resources. In this essay I will try to convey the knowledge that I received from the International Course of One Asia Community and the same knowledge during the lecture related to my public administration study program.

II. BASIC THEORY

State of Indonesia in creating quality, innovative and creative human resources to strengthen entrepreneurship is an obstacle in the era of the ever-growing industrial revolution, allegedly because it only knows a theory, lack of implementation of an entrepreneurship, incomplete infrastructure, and there is no place to accommodate or

develop capabilities in strengthening entrepreneurship in Indonesia. This allegation is based on the argument that the formation of innovative and creative thinking is based on encouragement and support from the community, government and other organizations.

In compiling this journal, I refer to the opinions of experts regarding theories relating to locus and focus on entrepreneurship as a basis for guidelines that measure the extent to which these guidelines are in accordance with reality so that they will produce objective conclusions.

Based on the descriptions that have been stated above, I will present the theories of the experts which will then be determined as a theoretical / conceptual framework. Based on this I will present the meaning of Entrepreneurship according to (Ma & Tan, 2006) as follows: "Entrepreneurship is a particular type of mindset, a unique way of looking at the world ... At the heart of entrepreneurship lies the desire to achieve, the passion to create, the year for freedom, the drive for independence, and the embodiment. of entrepreneurial visions and dreams through wireless hard work, calculated as continuous innovation risk-taking, and undying perseverance (Ma & Tan, 2006)". Entrepreneurship is not only about entrepreneurship but also discussing others, among others: 1) Sociopreneur; 2) Techopreneur; 3) Intrapreneurs; and 4) Ecopreneurship

III. DISCUSSION

A. Strengthening Entrepreneurship In Asia

Strengthening entrepreneurship is needed to improve the quality and potential of an organization, especially companies. According to Dindin Abdurrahim as an introductory presenter of strengthening entrepreneurship, entrepreneurship is not only about business but also about

attitudes, behavior, enthusiasm, life, and various other sciences. With entrepreneurship, people can find out their attitude by seeing someone make policy, decision making, and leadership.

With the Strengthening of Entrepreneurship in Asia means that there are still many entrepreneurs who experience weaknesses or failures, for example in Indonesia the quality of entrepreneurship is very lacking by looking at the potential of its resources because the consumptive Indonesian people are not productive. To overcome entrepreneurial problems can be done by looking at (1) Learning programs provided to the community to support entrepreneurial achievement are better, (2) Language education must be done for modern times like this, (3) Collaborative Model of self-sufficiency Finance achieved through sales (4) Must have clear legal rules to achieve the target, (5) Government policies must be obeyed even though they cannot be combined, (6) Because the millennium generation must have creative and innovative ideas, (7) Creativepreneur, Socialpreneur Technopreneur, and Higher Education Entrepreneurship Development.

Motivation of an influential condition produces, directs and maintains behaviors related to the work environment. One example of motivation is providing scholarships to someone to improve their quality. For example One Asia will provide scholarships to Pasundan students so students will compete and study hard, and also they will produce more qualified and creative human resources.

B. Views on the Concept of Entrepreneurship and Entrepreneurship

Adam Smith the father of economics, in his literary work entitled "an inquiry into the nature and the wealth of nations", describes an entrepreneur as an individual who creates an organization for commercial purposes. Entrepreneur is an activity of people who have a positive mental attitude in the form of motivation, intelligence, and purpose. Their goals become opportunities that come from motivation and intelligence. The following is a description of the three components:

1. Motivation: becomes a driving force or energy that comes from within a person that makes it able to do something, commit, be willing, and sacrifice in achieving the results (goals) in accordance with the expected goals.
2. Opportunity: is an opportunity that contains uncertainty to be addressed. Someone must be supported by motivation and intelligence because with the potential they have made him able to open opportunities and achieve them.
3. Pardon: is the actualization of the potential that exists in a person to take action responsibly, dare to do it because he understands well what must be done, how to do it, and accepts the logical consequences of every action he does.

C. Definition of Entrepreneurship

1. Entrepreneurship is the application of creativity and innovation to solve problems and efforts to take

advantage of opportunities faced every day. (According to Thomas W. Zimmerer (2008)

2. Entrepreneurship is a value that is manifested in behaviors that form the basis of resources, propulsion, goals, tactics, tips, processes, and business results. (Acmad Sanusi, 1994)
3. Entrepreneurship is persistent progress towards innovative solutions to a key problem. It's the constant hunger for making things better and the idea that you're never satisfied with how things are. (Debbie Roxzade)
4. Entrepreneurship is the process whereby an individual or group of individuals uses organized efforts and means to look for opportunities to create value and grow by fulfilling wants and needs through innovation and uniqueness, no matter what resources are currently controlled (Robbins & Coulter)

D. Being A Creative With Entrepreneurship

In developing human thinking can utilize the left part of the brain and the right side of the brain, essentially the left side of the brain uses to think analytically, systematically, logically. In general, thinking analytically is convergent (towards a point). On the contrary, our right brain helps us think imaginatively, creatively, divergently (starting from a point, which then spreads to various departments). The characteristics of a creative person:

1. Observe situations and problems that others have not noticed
2. Generating ideas and problems achieved from many sources.
3. Tends to have many alternatives to a particular problem or subject
4. Utilize and draw from the emotional forces under the unconscious.
5. Having high flexibility in his thoughts, actions and formulation of suggestions.

The creative process followed by our thinking in finding solutions to certain problems, has been analyzed by many scientists, and they have succeeded in finding various ways to do it. A person named Herman Von Helmholtz, a German physicist outlines the three-step process as follows:

1. Saturation

What is meant by saturation is the effort to gather facts, data and sensations which the mind then uses as raw material to produce new ideas.

2. Incubation

Iklubasi is the next step in the process that takes place, which is carried out without any conscious effort. According to the theory, here our minds are brought consciously to select various kinds of pieces of information, which are then processed into countless combinations, which are mostly rejected, before they appear on our conscious mind. Many writers on creative thinking emphasize the importance of this period (incubation period), especially if problem solving is not immediately achieved.

3. Illumination

Illumination is related to a symptom that is expressed as a "flash of genius" (sudden inspiration appears in our

minds), which is often seen after a long period of incubation.

E. Youth Productive Through Intrepreneurship

1. Entrepreneurial Mindset

In Indonesia youth unemployment has become a major problem where the youth unemployment rate has increased steadily until 2018. In the past year, unemployment has decreased by 50 thousand people, in line with TPT which fell to 5.01 percent in February 2019. Judging from the level of education, TPT for Vocational High Schools (SMK) is still the highest among other levels of education, which is 8.63 percent. Although in 2019 there was a decline in youth unemployment, the government and the community had to overcome these problems, and also implied high opportunity costs because young people have high levels of motivation with strong potential to develop new ideas or visions. Young people can and must be a powerful driver of economic development, and not exploiting this potential is economic waste.

We know that Indonesia is a consumptive country which buys more foreign products rather than making or selling products abroad. In this context, the government with the private sector must work together to tackle youth unemployment by providing the widest opportunity for employment or employment opportunities so as to create productive, creative and innovative resource resources because young people can and should be strong drivers of economic development.

Quoting from Ma & Tan that *“Entrepreneurship is a particular type of mindset, a unique way of looking at the world..At the heart of entrepreneurship lies the desire to achieve, the passion to create, the yearning for freedom, the drive for independence, and the embodiment of entrepreneurial visions and dreams through tireless hard work, calculated risk-taking continuous innovation, and undying perseverance.”*

The young generation or millennial generation is the key to the country, because in Indonesia the future is determined by the younger generation which is a factor that is very relied on by the people of Indonesia in achieving state goals and defending Indonesian sovereignty. In an effort to realize the ideals and defend the people of the nation, there will be many challenges, challenges, challenges and even challenges that must be challenged. Problems that must be considered vary. Many problems arise as a legacy of the past, problems that arise now also problems that arise in the future of our country. Indonesia needs young people who are brave, loyal, responsible, not only able to roll, and can hold every word that comes out of their mouths.

The young generation is an agent of change who has a role to be the center of Indonesia's own national development. In this case it can be done through providing changes in the community, both regionally and regionally, towards a better direction in the future. the role of youth as the next generation, because what determines the progress

of the country in the future is the younger generation through the success of changes that can be made. Indeed, various kinds of challenges will certainly be solved by the younger generation.

Development Agencies are young people who have roles and responsibilities in an effort to launch or implement various types of development in various fields, both national development and regional development. Apart from development, there is also a need for efforts for how potential and productivity in the younger generation can be developed together to achieve development goals now and in the future.

Modernization agent This means that young people must have the ability to analyze changing times, which certainly has a big influence on the people of Indonesia, so they can choose which ones need to be changed and which ones must be maintained. For example, as technology advances are increasingly advanced in various fields, youth activities can then adjust to increasingly advanced technological changes, so as not to become a nation that is left behind. But with increasingly advanced and modern technological developments also make all foreign influences and even cultures easier, so this is where the challenge arises for young people to be able to maintain their own country's identity.

2. One Asia Foundation

The Indonesian state in creating a just and prosperous society and creating quality resources cannot be done only by the government, but must work with private institutions or institutions from abroad. One of the institutions related to improving the quality of human resources is "ONE ASIA FOUNDATION". Because One Asia Foundation aims to contribute to the establishment of Asian Community in the future. To this purpose, our Foundation carries out or supports various activities which will stimulate a common sense of values among Asian people through economic, educational, cultural exchanges as well as citizens' goodwill meetings to deepen their mutual understanding. The target of these activities is to create a rich, peaceful and secure Asian Community where people can live together each holding their own dreams and hopes, which will result in global peace and security.

One of the One Asia Foundation programs that can improve the quality of Indonesian community resources, especially the nation's successors, can be seen from the education sector, namely:

- To financially support organizations and groups which share our goal of contributing to the formation of Asian Community in the near future.
- To financially support colleges, including their teaching staff, in Asian countries for the project of establishing a department, a course of study or a subject relating to the formation of Asian community in the near future.
- To financially support institutions and scholars specialized in research work concerning taxation, financial or monetary systems, or some other fields, which will be useful for the formation of Asian Community in the future.

- d. To establish a scholarship for students enrolled in the college departments or courses, and who are studying the subjects mentioned in the above section two.
- e. To support academic, cultural and sports exchanges in order to promote the formation of Asian Community in the future.
- f. To carry out any other projects necessary to achieve the aim of the Foundation.

3. Industrial Revolution

A country must experience and feel a rapid change or a fairly basic change in a field or somewhere. At present, in the fields of politics, economics, culture, and various other fields, Asia is one of the leading regions in the world. While Asian people have significant historical and social characteristics and closeness, they are also diverse and have many different aspects. It cannot be denied that, in its modern and contemporary history, Asia has not succeeded in transcending national borders. However, the progress of globalization and the development of information technology have brought drastic changes in the social order, in the assessment of our values and even in our patterns of behavior. In fact, we are experiencing, in Asia, the establishment and deepening of cross-border collaborative relationships not only in the fields of politics, economics and culture but in many other fields.

At present the world is in a changing industrial revolution 4.0, where technology has become the basis of human life or facilitated human life through digital-based technology. Everything becomes limitless and unlimited due to the development of the internet and digital technology. This era has influenced many aspects of life both in the fields of economics, politics, culture, art, and even to the world of education.

Indonesia is one of the countries that is feeling the impact of the 4.0 industrial revolution. The government has implemented the development of the industrial revolution which can be seen from how to maintain and store data by filing in a digital technology, making technology-based systems such as the creation of identity cards (KTP) into electronic KTP (E-KTP) and making passports into e-passports, and also the government makes digital-based applications that make it easier for people to connect directly with the government, for example in Bandung, which makes smart city applications. To achieve a good industrial revolution 4.0 Indonesia can still be said to be far away because the technologies owned are not good enough and only some people understand the technology.

The difference in the application of the 4.0 industrial revolution in Asia is very visible, when compared to Indonesia and Japan it is very different because the country of Indonesia cannot be said to be fully within the 4.0 industrial revolution, in contrast to Japan which has even made an industrial revolution era preparing for the 5.0 industrial revolution with its initial steps namely society 5.0.

4. Society 5.0

Society 5.0 is Japan's vision for the future. This is a super smart society where technology such as big data, Internet of Things (IoT), artificial intelligence, and robots

merge into every industry and across all social segments. The hope is that this information revolution will be able to solve problems that are currently not possible, making daily life more comfortable and sustainable. If imagination is the first step towards possibility, Japan has led the next great evolution of society. Now the country's education sector has the task of preparing students for an unknown but exciting future, creating generations that will play a role in making it happen. And because Japan has become one of the most advanced societies in the world, the whole world has great attention.

Even though according to Tanihaki Mariko when discussing community material 5.0 productive communities are lower than parents, but they can realize a very good developed country. On the contrary, Indonesia actually has a community whose productivity is higher than the number of elderly people but cannot progress like other countries (Japan, Korea, China, America, etc.).

When I look at a comparison of the amount of productivity in Indonesia and Japan, I believe that what makes it slow to develop or progress is the behavior of Indonesians and the thoughts of Indonesians. For example, Japanese people lack sleep compared to Indonesians. Seeing Japan that has passed the industrial revolution 4.0 and they are preparing for the industrial revolution made me want to work together and share with Japanese youth what is actually a significant problem from the country of Indonesia, Maybe because previous preparations were very detailed, for example, as small as possible problems and obstacles overcome. Japan is currently preparing for community 5.0 by "reviving Japan by realizing a 5.0 society".

About the 5.0 industrial revolution I think Indonesia is very far away from touching it, because to get to the industrial revolution 4.0 is difficult and there are many obstacles. Then when Indonesia will face the 5.0 industrial revolution won't Indonesia be destroyed by super technology and less developed human resources. Indonesia is one of the countries with the number 4 population in the world. Modernization or the development of time with Indonesian technology is less suitable for some jobs, because many Indonesians work in factories, machinery, etc. so that Indonesia can enter the 5.0 industrial revolution. an example of the problem is that toll payments are electronic tolls (e-tolls) which make entry ticket guards fired from their jobs because they have been replaced by technology or robots.

5. Strategy Enhancing Economic Development

Increasing economic development in Indonesia is very necessary to provide needs to the community and also to the welfare of the people of Indonesia, which is one of the goals of the Indonesian state. To achieve increased economic development the government needs to make a policy aimed at the public interest. For policy makers, entrepreneurship is a good solution because it provides a relatively non-controversial way to increase proverb cakes, create jobs and increase per capita income growth. Therefore government officials often look for mechanisms to increase entrepreneurial activity in their

area, whether the mechanism is tax policy, financing subsidies or other tools.

In addition to the economy, the education sector can also increase economic development, one of which is a university that is seen as a valuable institution for economic development. Perhaps because the university's main mission is education, and education is seen by almost everyone as good, and perhaps because universities are the most geographically stable entities, which rarely move elsewhere, policy makers often look for ways to transform universities into their own and in the region to be the engine of economic development. In universities must have quality curriculums and of course can produce innovative and creative students, for example at pasundan university (UNPAS) having a food engineering department that can produce a food product such as youghurt and of course it is a way for universities to create resources innovative and creative.

IV. CONCLUSION

Entrepreneurship has an important role in productivity activities that encourage economic development in a country. Entrepreneurship creates a mindset of the community, especially the younger generation, to understand that to increase the economic potential of a country requires innovation and creativity, and entrepreneurship also provides an understanding of how one can balance the technological development, social needs, and potential of a country. In strengthening a country's entrepreneurship, the main key lies in the potential and human resources of a country, especially the younger generation because they are agents of control and

agents of change who are required to understand their role as a generator of self awareness to change, as connecting Policy Maker with target change groups, also as elements that transform the stages of intention into concrete actions and therefore the Change Agents are required to have social and technical credibility in front of the target social change group. Human resources are very valuable assets that must be continuously improved so as to produce quality resources.

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CAR WASH SERVICE INDUSTRY

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Abstract. Technological advances have narrowed geographical distance and made it easier for business people to do business. The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The presence of affordable cars is certainly highly anticipated by the Indonesian people, whose average income is not too high. In addition to vehicle purchases, maintenance is also needed for the vehicles they use because they have age and at any time can be damaged, so as to increase the length of life of the vehicle and maintain the vehicle, so that the vehicle is maintained, needed maintenance on the components in the vehicle. then the offer of car wash services for vehicle maintenance has mushroomed in Indonesia. The existence of car maintenance services is an important thing, because it is very necessary for car owners. This becomes a factor for entrepreneurs to become a business opportunity that is very promising.

Keywords: advances in technology, cars, car care and washing services.

I. INTRODUCTION

Technological advances have narrowed geographical distance and made it easier for business people to do business. Business people must be willing to reduce their profit margins, this is due to price competition between the products offered. Of course consumers will choose products at lower prices for a product at the same level of quality.

A car is one of the items that has a shift in needs. It used to be a tertiary needs category because only people or certain groups have it. As time goes by, changes in the level of welfare and wealth status, cars become a secondary need. Now the car is shifting again, from secondary needs to primary needs. This shift is caused by increasing needs and accompanied by one's social status.

The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The company also has high competitiveness, and is required to continue to exist in order to survive in the business. Therefore, every company must make a variety of new innovations and develop its company to obtain optimal profits and can strengthen brand image in the face of competition.

Cheap and environmentally friendly cars, aka Low Cost Green Car (LCGC), have now been "booming" in the country. The presence of affordable cars is certainly highly anticipated by the Indonesian people, whose average income is not too high. With the assumption of the community stating that time is money, then the whole community uses the best time possible, one of them is by working to meet the necessities of life in terms of the economy, they work from morning to night so there are four things to pay attention to the other

In addition to vehicle purchases, maintenance is also needed for the vehicles they use because they have age and at any time can be damaged, so as to increase the length of life of the vehicle and maintain the vehicle, so that the vehicle is maintained, needed maintenance on the components in the vehicle. then the offer of car wash services for vehicle maintenance has mushroomed in Indonesia.

II. BASIC THEORY

A. Entrepreneurship

Entrepreneurship is translated into the word entrepreneurship, according to Slamet et al. (2013) entrepreneurship is the process of creating something new and having value at the expense of time and energy, resolving financial, physical, and social events, as well as accepting monetary gifts and satisfaction and personal freedom.

The value of promoting entrepreneurship according to Suryana (2014) has several values, namely:

1. Confident,
2. Leadership,
3. Oriented to the future,
4. Originality,
5. Creativity and innovation,
6. Results oriented.

According to M. Scarborough and Thomas W. Zimmerer (2008), there are eight entrepreneurial characteristics which include:

1. Desire for responsibility,
2. Preference for moderate risk,
3. Trust in their ability to succeed,
4. The desire for immediate feedback,
5. High level energy,
6. Future orientation,
7. Organized skills, and
8. Achievement of money.

B. Definition of Services

Service is something that does not have a form and does not produce ownership, but services can be felt by customers through providing service providers to service users themselves.

According to Kotler and Armstrong in the book Farida Jasfar (2009: 16), "Service is activities, benefits or satisfaction that are offered for sale" which means services are activities, benefits or satisfaction offered for sale.

Whereas according to Lehtinen in the same book (2009: 16) services are "routine activities where there is interaction between each person who can provide satisfaction to consumers"

Based on the above definitions the writer can conclude that services are activities or services from someone to others who can provide benefits or satisfaction to consumers.

B. Car Wash

Car wash is a way to wash vehicles that use new methods that are more modern and more environmentally friendly but get better results. Car washing is one of the maintenance activities for vehicles, especially cars, with the technology developing at this time car wash has used more tools modern and cool like Hydraulic which functions to raise the car so that under the car can be lifted and cleaned more detail and cleaner which certainly makes it easier to work, then the steam engine that serves to spray and rinse with greater water pressure so as to facilitate the fading of dirt attached to and attached to cars, and snow machines that function to flatten extra shampoo into foam so shampoo becomes more efficient but the washing process becomes more evenly clean, for vehicle owners especially cars it is advisable to wash cars regularly and periodically because it is very important and necessary so that the car is kept clean, beautiful and well-maintained, so that the quality of the car is well maintained and has high value.

III. DISCUSSION

The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The company also has high competitiveness, and is required to continue to exist in order to survive in the business.

Asian-made cars have become rampant in Indonesia, which has made the country a vehicle connoisseur, and has not become a manufacturer of vehicle making especially cars. These countries include:

1. Japan : Takuri in 1907, Daihatsu (1907), Isuzu (1910), Mitsubishi (1917), DAT (1914) which later changed to Datsun, Toyota (1937), and Nissan in 1960.
2. South Korea: Sinjin publica in collaboration with Toyota (1960), Kyeongseong Precision Industry which later changed to KIA Industry (1964), Saenara Automobile which is the first car maker in Korea to be equipped with modern car assembly facilities, and in collaboration with Nissan, and Hyundai Motor Company was founded in 1968 in collaboration with Ford Motor Company.
3. China : Lifan, BYD, Chang'an, Geely, Chery, Hafei, Jianghuai, Martin Motors, Roewe, Great Wall, and others.
4. India : Bajaj, and Tata Nano.
5. Iran : The country is also capable of producing its own cars, Samand and Khodro are the flagship brands of Iranian cars that are no less good than European-made cars.
6. Malaysia : Proton in 1983, and Perodua in 1993

Based on the type of car that entered in Indonesia, making more and more people who are said to be able to buy a car that they indirectly have almost no time to care for the vehicle. This has become a business opportunity that is now still needed, namely car wash services.

One of the car wash, namely Seize, professional auto detailer, which is engaged in services, offers a variety of

services in the form of washing and car maintenance, besides that there is also a car salon, oil change, accoringing equipment and more.

From these thoughts, presumably new entrepreneurs can take the idea that in Bandung not only the culinary field is capable of making money. This is another proof that can generate a lot of money but of cours .

IV. CONCLUSION

Based on the explanation above, the writer can draw the conclusion that more and more owners of private cars, will make many places for car wash services. This can actually be divided into several levels, such as the lower stages of public vehicle washing. The intermediate stage is a car wash place for car owners with low prices to medium. The upper stage is a car wash place owned by people who are leaders in their company or in other words people who are able to buy a car at a very high price.

From each of these stages, of course the procedure is very different, from washing the results can be said to be clean until the results of washing are said to be shiny. The price offered is also very different, from around a thousand thousand rupiah up to millions of rupiah.

Therefore, car wash service entrepreneurs want to determine the market segmentation, which is clearly in big cities like Bandung, business opportunities like this are still very much needed.

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STRENGTHENING ENTREPRENEURSHIP IN THE ASIAN COMMUNITY

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Abstract. Entrepreneurship is the spirit, attitude, behavior and ability of a person in handling business or activities that lead to efforts to find, create, apply the workings of new technologies and products by increasing efficiency in order to provide better services. Whereas Entrepreneurship is someone who is able to see opportunities in the surrounding environment and is able to take advantage of these opportunities to be something of value both for himself and for many people. Entrepreneurship strengthening in a country is very important and needed because after all entrepreneurship plays a role in the economic wheel of a country, creates jobs, sources of state income through taxes, as well as foreign exchange earners from export products that will strengthen foreign reserves, and carry out roles as social functions for advance the nation. But in reality the number of entrepreneurs in Asian countries is still below the average percentage of developed countries. The number of entrepreneurs in Indonesia alone is 3.1%, Malaysia 5%, Singapore 7%, China 10%, Japan 11%, Thailand 4.5%, Vietnam 3.3% of the total population in the country, while almost in every country forward, namely by having entrepreneurship as much as 14% of the total population in the country. From these data, several countries in Asia are still far from being able to reach the percentage of developed countries. Therefore, strengthening entrepreneurship in a country is very important and needed in achieving the country's prosperity and prosperity.

Keywords: Strengthening entrepreneurship in Asian countries; Entrepreneur

I. INTRODUCTION

To build a country to be more advanced than before, it turns out that many young entrepreneurs are needed. Who would have thought, it turns out that entrepreneurship is an important backbone in the country's development. According to KBBI (Big Indonesian Dictionary) Entrepreneurship is a smart or talented person about new products, discovering new production methods, arranging operations to procure new products, marketing and regulating the capital of its operations.

President Joko Widodo in his meeting with HIPMI (Indonesian Young Entrepreneurs Association) throughout Indonesia at the Merdeka Palace, Jakarta in 2018, which was reported by Kompas.com, stated that almost in every developed country, namely having entrepreneurship as much as 14% of the total population in the country while in Indonesia the number of entrepreneurs has only reached 3.1%.

II. BASIC THEORY

The data shows that the number of entrepreneurs in Indonesia is still far from pursuing the number of entrepreneurs in developed countries. In addition, neighboring countries such as Singapore currently reach an entrepreneurial rate of 7% while Malaysia is at the level of 5%. From these data we can see that the strengthening of entrepreneurship in Asian countries is very much needed.

III. DISCUSSION

There are several ways to strengthen entrepreneurship in Asian countries, one of which is motivation. Motivation in entrepreneurship is a driving force in conducting entrepreneurial activities, this motivation comes from within oneself or from the surrounding environment such as legal systems, industry, capital markets, economic

conditions in the country etc. A person's success is often accompanied by a strong motivation in carrying out every effort he lives. With the motivation we have the urge to do and do what we want. Motivation is an initial capital that must be owned by an entrepreneur because with motivation someone will continue to strive so that the business he runs continues to run even though it is at the lowest point.

Furthermore, besides Motivation, there are also Asian Studies that can strengthen entrepreneurship in Asia, Asian Studies it's mean a study that explain about the field is concerned with the Asian people, their cultures, languages, history, politics, and economy. The purpose is not only to encourage research and debate in the scientific sphere, but also to increase public awareness about the region and facilitate the search for solutions to the challenges in the region. By understanding Asian studies, an entrepreneur is expected to understand the strengths, weaknesses, opportunities, and threats that his business currently facing and will face in the Asian region.

Language education is not less important in entrepreneurship, especially in entrepreneurship in the Asian region, we do not only have enough to master one language, we must be able to master several languages such as English, Mandarin etc. Language has a function as a communication tool that will continue into the creation of cooperative relationships between entrepreneurs, making the promotion process easier, making a professional impression etc.

In strengthening its business activities everyone always needs the presence and role of others. Not a successful entrepreneur because of the results of his own work or business. Because in the success of his business, there must be a role for other people or parties. Therefore, one of the keys to business success is success in business cooperation. Cooperation basically indicates that there is

agreement between two or more people that are mutually beneficial. The more developed the business world, the more competition in the business or business world, to deal with all of that, there needs to be cooperation between one person and one person with a business group. The forms of cooperation in business development are: business merger, consolidation, joint venture and franchise.

Furthermore, the rule of law can be used in strengthening entrepreneurship in the Asian region, as an entrepreneur we must understand and know about the rules that exist in law, especially business law in Asia, by knowing the rules of business law we can know what obligations and rights what can be done for an entrepreneur so that the business activities carried out are not deviate from the rules that apply in every country. The purpose of the rules in business law is to maintain order, justice, and punishment in business activities. One of the institutions that regulates the rules of international trade law is the WTO (World Trade Organization). The World Trade Organization, abbreviated as WTO is an international organization that oversees efforts to liberalize trade. This organization provides basic rules in international trade, becomes a forum for concession negotiations and trade commitments for its members, and helps its members resolve trade disputes through a legally binding mechanism.

The rules of the law relate to the government policy model, every country has a different government policy in regulating and overseeing business activities carried out in its country. Every business activity carried out by two or more countries certainly must be able to adjust to the policies in their respective countries. One form of government policy model is protection. Protection is a pattern of attitudes or tendencies of an effort to provide protection for domestic production sharing by taking steps to limit the entry of imports. There are several reasons for protection, namely high unemployment and to protect domestic industries so that they continue to exist and are not competitive with external products.

In an effort to strengthen entrepreneurship in the Asian region we as young people need to observe and analyze the symptoms around us such as the development of science and technology, social problems and so on. With us observing and analyzing we can see various opportunities that can later be made as business opportunities.

In an increasingly sophisticated era with increasingly advanced technological developments we are required to be able to do everything effectively and efficiently. With such demands, many branches of businesses are emerging, one of which is Technopreneur. Technopreneur is defined as an entrepreneur who works or runs a business based on his skills in the field of science and technology. In carrying out its business technopreneur utilizes existing technological developments, for example the type of business that previously used traditional methods of business to combine technology such as batik-making companies that were previously made by human hands now switch to using machines with printing techniques, or previously marketing products by means of Traditionally, coming to every house,

residents are now turning to using an online marketing system that basically uses computer technology and internet networks, and creates new innovations using new technology. In addition, this technological advancement has also led to new professions such as Youtuber, Celebrity of Instagram, Content creators, Food blogger etc. which even have income that is not as big as other business actors. Such as an example of youtuber who earns income from utilizing technology such as endorse (promoting other products or services on his video), Google AdSense (displaying company ads), etc.

Forbes recently released its list of the highest-paid Youtubers, based on their earning from June 1, 2017, to June 1, 2018 the highest income of the first ranked youtuber in the world is Ryan ToysReview with income of around \$22 million. From these data can be seen if we can use technology optimally so we can get income that is not less large than the income of entrepreneurs in other fields in general.

In addition to technopreneur and socialpreneur, socialpreneur is someone who is able to see social problems and use business methods to create, organize, and manage a business (organization) to create social change. One example of socialpreneur is the increasing processing of plastic waste in the world which will later become a product that is useful in meeting human needs such as processing plastic waste into bags, handicrafts, mats, home decorations etc.

Creativepreneur is no less important than technopreneur and socialpreneur. Creativepreneur is someone who is capable of ideas or new ideas in addressing problems and utilizing business opportunities. The more people need more and more opportunities that arise. So here creativepreneur appears in meeting the needs of the community.

In strengthening entrepreneurship in the Asian region we also need and must be able to see business opportunities. With the increasing needs of the people in the Asian region there are more and more entrepreneurial opportunities. Business opportunities usually arise from problems that have been experienced, from your talents and expertise, from your hobbies etc. Then how to find ideas from the surrounding environment, namely by meeting people, observing the problems that are around us, and paying attention to how other entrepreneurs find their business.

In strengthening entrepreneurship in Asia we cannot be separated from the millennial generation. Social researchers often classify generations born between 1980 and 2000 as millennial generations. Reporting from Kompas.com The number of millennial generations in Indonesia reaches 34.45% and this number is more compared to Japan, China, India and Korea. The striking of this millennial generation compared to the previous generation is about the use of technology. The life of millennials cannot be separated from technology, especially the internet. In the 4.0 industrial revolution and even 5.0, the millennium has the power to strengthen entrepreneurship in Asia. One way is by conducting training and entrepreneurship development.

Entrepreneurship training and development aims to train millennials to have entrepreneurial and business competencies, train millennials to become entrepreneurs, train millennials to be able to act in a decent business by utilizing opportunities that exist at certain times and certain regions, able to create jobs etc. In addition, strengthening entrepreneurship can be done by entering entrepreneurship lessons in each school, both elementary school, junior high school, senior high school), and universities. In colleges all faculties and also departments can apply entrepreneurship lessons because according to Assoc. Prof. Dr. Dindin Abdurohim, MM., M.Sc. entrepreneurship is the science of life, anywhere, anyone, whatever the profession, if you want to be success, you have to embrace and implement the science of entrepreneurship.

IV. CONCLUSION

Strengthening entrepreneurship in the Asian region is very much needed for countries in Asia. Because after all entrepreneurs have a tendency to innovate and bring up new technologies in winning market competition and increasing the competitiveness of a country, besides that it also creates jobs so that the unemployment rate in every country in Asia can be pressed and can strengthen domestic needs so that in the long term it can reduce dependence on other countries.

Strengthening this entrepreneurship can be done by instilling motivation towards oneself on the importance of entrepreneurship in each country so that they can encourage themselves to become entrepreneurs, learning Asian studies so they can see the strengths, weaknesses, opportunities and threats that will be faced in their country, mastery of foreign languages, cooperation between every businessman both domestically and abroad, knowing the rules of the law and the form of government policies from each country, utilizing business opportunities by looking at technological aspects or social problems, competitive millennials in each country so that they can create new innovations in the business world, and held training and development of entrepreneurship in each country and the use of entrepreneurship lessons at every level both elementary school, junior high school, senior high school , and universities.

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