

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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