

SCIENCE AND TECHNOLOGY FOR ENTREPRENEURSHIP PROGRAM IN ECONOMIC FACULTY UNTAG SURABAYA

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ABSTRACT

Unemployment in Indonesia has become a crucial problem until now. The big number of unemployment has also happened in the level of university graduates. The Indonesian government has done various programs to solve this problem, for example Science and Technology for interpreneurship (IbK) by giving fund for students who begin their businesses since they are still in the university. Economic Faculty Untag Surabaya allocates this material of entrepreneurship since the first semester until third semester. In the first semester students get 70% theory dan 30% practice. In the second semester they get 50% theory and 50% business creative. Then in the third semester they get 30% theory and 70% business practice by using limited fund. The problem of running this program is about fund and intensive couching. This IbK program is helpful for students who begin their businesses and they can also get couching from their lecturers during one or two years. Every year this program is necessary for IbK team to list 20 students as IbK tenants, and they should graduate minimally five students as new independent enterpreneur. In the second year we should be recruiting new tenant instead of students who had graduated from the first year and also in the third year. The IbK team in the economic faculty Untag Surabaya who had graduated 10 students as new independent entrepreneur with various item of products, and we plan to recruit 10 new tenants for the second year program.

Keywords : *IbK, tenants, Students, graduate, new independent enterpreneurs*

INTRODUCTION

Entrepreneurship is the capacity and willingness to develop, organized and manage a business venture along with any of its risk in order to make a profit

([www.business dictionary.com](http://www.businessdictionary.com)). The examples of entrepreneurship is the starting of new businesses. In economics entrepreneurship combined with land, labor and natural resources and capital can produce profit. Entrepreneur spirit is characterized by innovation , risk taking and is an essential part of a nation's ability to success in an ever changing and increasingly competitive global market place.

According to Julianto Eka Putra (Becomming an Entrepreneur is Easy: 2008;9), entrepreneur is differenciated by the capital they used. By capital they used, entrepreneur can be divided in to three categories as follow : 1) 1 M entrepreneurs, are people who doing their business using 1M capital, which is the M is Me (her/his self), 2) 2M entrepreneurs are people who doing their business using 2M capital, which the two M are Me + Material, 3) 3M entrepreneurs are people who doing their business using three M capital, which the three M are Me + Material + Management. From those definition we can conclude that entrepreneur can be differenciated according to the capital they used to do business that can create profit.

Entrepreneurship is one of the important subjects in schools and universities especially in Indonesia. Nowadays that subject is a trending topic in the world. Unemployment in the world has becoming worldwide crucial problems. It happens also in Indonesia. Today it becomes a very crucial problem especially from educated people from schools and also universities. We can see the unemployment data in Indonesia from this table as follow:

Table 1 Unemployment in Indonesia year 2009-2012

No	Education	2010		2011		2012		2013
		February	August	February	August	February	August	February
1	Uneducated	59 066	157 586	92 142	190 370	123 213	82 411	109 865
2	Elementary School(graduate/ not graduate	547 164	600 221	552 939	686 895	590 719	503 379	513 534
3	Elementary School	1 522 465	1 402 858	1 275 890	1 120 090	1 415 111	1 449 508	1 421 653
4	Yunior High School	1 657 452	1 661 449	1 803 009	1 890 755	1 716 450	1 701 294	1 822 395
5	Senior High School	2 111 256	2 149 123	2 264 376	2 042 629	1 983 591	1 832 109	1 841 545
6	Senior High school Specialty	1 336 881	1 195 192	1 082 101	1 032 317	990 325	1 041 265	847 052
7	Diploma I,II,III/Academy	538 186	443 222	434 457	244 687	252 877	196 780	192 762
8	University	820 020	710 128	612 717	492 343	541 955	438 210	421 717
	Total	8 592 490	8 319 779	8 117 631	7 700 086	7 614 241	7 244 956	7 170 523

Source: Survey of National employment (Sakernas) 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, dan 2013

From this data we can conclude that unemployment is still crucial problem that has to be solved. The government has done various giving funds for business capital with small installments to pay every month such as KUR (public business credit) then in the university they will give HIBAH program for public for reducing the unemployment program. This government step is already the right way. Because to make it become develop country 2.5% of the population have become entrepreneurs. The amount of the entrepreneurs in Indonesia 2013 only 1.9% from totally 250 millions people. That amount is very small compared to other Asian countries. Singapore, the amount of entrepreneurs already 7% from the whole Singaporeans. While in Japan already got 10% from the amount of the population. (Tribunnews.com.Jakarta, 14 September 2013). From the data, if Indonesia wants to be a developed country, the amount of the entrepreneurs must be increased.

Economic Faculty in Untag Surabaya has mission to make graduate entrepreneurs, so we give entrepreneurship program in 3 semesters. By arranging the program as follow: business motivation and open minds in theory in the first semester, creative industry training in the second semester and business practise in the third semester. So with the IbK program from the government DIKTI, as lecturers in entrepreneurship program in economic faculty is really helpfull program supporting our program also the students. They will get trainings of many business practitioners and also some expert lecturers in some lecturings such as business motivation, business online, marketing and blog making, business plan so the students can make the students to open on line shops which only needs a small amount of money to start. The other trainings for food is about PIRT (industry permit for home industry) all of these can develop the students knowledge. From the book of *Anda ingin sukses*, by keeping learning in various kinds of knowledge, understanding what you have to do and do what you have to do (Yulianto Eka Putra, 2007:171). With this IbK program, we hope that the students can get fund raising for business capital which is very usefull for their business. With the intensive guidance from the lecturers, almost everyday who are always ready starting from 7 o'clock to 3 o'clock in the afternoon, we wish all will be running as we want. In the days coming they will become a real entrepreneur since in Campuss.

The IbK program which is given by the government in DIKTI, that we should make 20 new entrepreneur students and also guide them, the 20 students every year. Minimally 5 students every year become a real entrepreneur when they are still in the campuss. If it is happened in every university in Indonesia, there are 5 new entrepreneur students, we can count how many unemployment people will be decreased every year. If the new entrepreneurs can recruit 2 new workers in their business, the effect of unemployment from the business happened from university will support the IbK program. Moreover there are other kind of programs from the government also can decrease unemployment such as Bapemas, P3EL. The duty to make new entrepreneurs form the students will not be easy

because many things have to be done concerning with Tri Darma university by lecturers.

The Research Objectives

The research objectives are: 1. To give a clear definition and description of entrepreneurship program to the student, 2. To encourage the students to do business from a very small scope in the university when they are still students so when they pass from university they have already become entrepreneurs, 3. To get new student entrepreneurs every year minimally 5 students, those 5 students have already done and can do business by themselves without guiding and criteria from IbK team and guidance lecturers. If there is problem they still can consult with their lecturers. Most of the lecturers are structural in the faculty also the guidance lecturers. The schedule for the guidance is from 7 o'clock in the morning until 3 o'clock in the afternoon. We wish to have more than 5 students every year and these (20) IbK students will be planned in E Club organization in Economic faculty and periodically will hold meetings for sharing and consulting also discussing about business in this *IbK program*. We hope *The bK tim* will share their successful business and experiences to make the others success. If there are problems with the discussion it will help each other.

The Research Method :

The Recruitment pattern of IbK tenants

For recruiting the IbK students, our IbK team made announcement by posters before to get the attention from all students who had program entrepreneurship 1, 2, or 3 in the year of 2011/2012 focusing to the students who have done business in economic faculty and also students from other faculties in Untag Surabaya who has done business for one month from February 2012. The students register and show the products that they had made and also photos and description to the IbK team.

The selection process

The Students Selection

The students must make proposal of their business simple and propose to IbK team for the next selection. After selecting we choose 20 proposals of the students business which are chosen and fit with the IbK program. Later we made schedule for them to have matriculation program for entrepreneurship program such as, making business proposal, business online, conventional marketing, PIRT and packaging, business motivation and others. After they have already done the training and workshop about successful business. The students must present the business proposal also made in blog if they will do in internet.

The Guiding lecturers selection

The guiding lecturers are chosen according to the business that the lecturers can guide for the students.

Business visitation program

Besides the students are given the training for business overview, the students do the visit to see some business retail such as Bakpao Telo Lawang, Handuk Kasri Pandaan , Kaboki bags and Tanggulangin bags and shoes. This visit is for making a broader view of business that they will be done later.

The Business implementation and lecturers guiding
After they have got the business training next after that they will get fund for business capital by the guiding lecturers.

Graduate criteria as independent entrepreneur

IbK program can pass as independent entrepreneur if the students make financial report and the bills for their business every month showing profit and also the omzet of the increasing sales. There are 2 aspects in this IbK program , the food and technology aspect and economic aspect. The team composed of 3 persons, there are one lecturer who is competent in food technology as practitioners and 2 persons of economic faculty lecturers who are competent in management , entrepreneurship and business. The students guiding have been done continually by the help of practitoners who have done business successfully.

Result

After selecting fourty five proposals, we choose twenty proposals of the students who has the criteria of our team.

IbK tenant students data is as follow :

Table.2 Data of students IbK Program in Untag Surabaya

NO	REG	NAME	HP	BUSINESS
1.	221208033	Siti Nurfajriah	085233000809	Yubee leather slippers
2.	231202982	Mohammad Yasin	083830430257	Ladies Shoes
3.	221216006	Septian Kriswinanto	083849642779	Digital Printing t.shirt
4.	221208038	Hongki Andi Puspino	087755366638	Jasuke corn milk cheese
5.	221208194	Linda Amalia	083857232756	Jilbab and accesories
6.	461003238	Fosi naufal Farisi	085784443433	snack store
7.	221107970	Aisah	085745044399	Fashions and Jeans store
8.	221107864	Anggun Nur Aisyah	085646529247	Moslem clothes
9.	231002929	Safitri	085645140089	Fit O' Flanel
10.	211207471	Yasinta	085730792657	Bogem mangrove liquid ,jenang snacks
11.	510804239	C Sabilal Pussung	081329969193	Brilliant English Course
12.	221208142	Ratna Mega Ayu	081357069076	Beautiful collection
13.	511204588	Yuliana	0856319144	“Endul” crackers
14.	22117960	Dedy Surahman	085731879200	Handycraft training
15.	221208085	Nurul Karunia Sari	083851715718	Top Siomay snacks
16.	231203042	Mandasari	087863501879	Kebab mini snacks
17.	211107284	Dwi Jayanthi Syarief	085853637379	Si”Cemplux” cookies
18.	231203001	Nur Siti Latifah	085648515489	Jamoo Muliasari

19.	221007808	Lingga	08563592165	Pecel brown sauce
20.	221208042	Rohmatin	081703400201	Chicken collon crackers

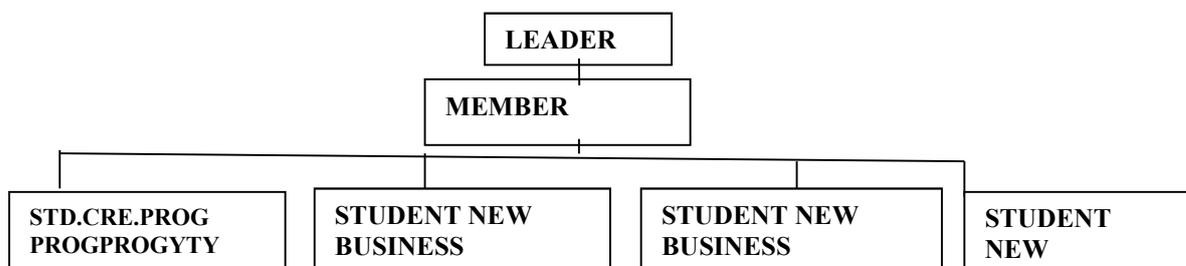
From the target of entrepreneur students every year which are guided in IbK , we wish the IbK team can get minimally five students becoming entrepreneurs and in the next 2 or 3 years we can recruit more in the second year and the third year.

Table 3 Qualification data of IbK team.

No	Name	Education	Field
1	Dra.Erwin Dyah Astawinetu,MM	S-2	Finance Management
2	Dra.Yulyar Kartika Wijayanti, MM	S-2	Marketing Management
3	Ir. Rini Rahayu Sihwati. MP.MM	S-2	Food Technology

The IbK team has related in this IbK program because 2 lecturers from economic faculty are also entrepreneurship lecturers in economic faculty Untag Surabaya who are also practitioners in some business fields such as mini cafe, dress painting , handycraft souvenir and so on. While 1 lecturer from food technology also the entrepreneur lecturer of FISIP The Faculty of Social and Politics.

The Organization Structure of The Team.
THE ORGANIZATION STRUCTURE



Source : Organisation Structure of The Implementation Team.

DISCUSSIONS

The results in IbK implementation have already done in training of business plan making , making blog for on line marketing , conventional marketing, packaging and PIRT, and business motivation and also make a broad understanding of the students. For broadening the view about entrepreneurship program there will be a business visit to learn about business from the successful businessman such as bakpao telo , Kasri towel, and small business bag Tanggul Angin. Because of the lateness of fund coming from the government so that the visiting to kampung kidz Batu Malang had to be changed to the other places

previously. All students have done the business proposal and presented the proposal to the guiding lecturers and IbK team. Students can make blog to do marketing online and training . This time the students has done the business with the fund given from IbK program, every month they are guided by the guiding lecturers and reported to the IbK team. Finally the IbK team can know that 10 students have done well in their business and can be new independent business students. The criteria of passing is according to the financial report to their guiding lecturers. Financial report shows the progress of the increasing sales which show the good report and the willingness to return back the fund to the IbK team. The table below shows the IbK implementation until November 2013.

In the implementation program IbK 2013 has also problems. Besides the problems of fund lateness from the government from DIKTI, also there are other problems such as the students already in the VII semester . The student is Tias Handayani (221116008) from accounting department who has done scriptie and has difficulties to run the business , while the business in the handycraft is hard to do because the human resources are her family including her parents. Because of writing scriptie so Tias has to stop doing her business for a while and concentrate to do the scriptie. Fro changing Tias we recruit the student from Psychology for changing her, Yuliana (511204588) which already done business of “Kripik Endul” crackers from fruit and cassava . In this case Tias has also return the fund for capital to the IbK team 2013 and Ibk team gives to Yuliana as a changing tenant. The 10 students who has passed to become independent entrepreneurs.

Table. 4 Graduated Students list from IbK Program 2013

NO	REG	NAMES	HP	Business
1.	221208033	Siti Nurfajriah	085233000809	“Yubee” leather slippers
2.	231202982	Mohammad Yasin	083830430257	Ladies Shoes
3.	221208038	Hongki Andi Puspino	087755366638	Jasuke corn milk cheese
4.	221208194	Linda Amalia	083857232756	Jilbab and Accessories
5.	221107970	Aisah	085745044399	Fashions and Jeans
6.	221208142	Ratna Mega Ayu	081357069076	Beautiful collection
7.	511204588	Yuliana	085331872686	“Endul”crackers
8.	22117960	Dedy Surahman	085731879200	Handycraft and music training
9.	510804239	C Sabilal Pussung	081329969193	Brilliant English Course
10.	2211208042	Rohmatin	081703400201	Chicken Collon crackers

The 10 students have done business before, so that the fund from IbK and training also guiding from the guiding lecturers, they are willing to become independent entrepreneurs. But we are the IbK team and the guiding lecturers still continue and give time energy for the new students who have passed from IbK to have consultation every time in the working hours. The 10 students have already done the finance report every month that showed their sales report starting from September until November 2013 and they also pay installment 0 percent interest. They should pay installment 10 times in 10 months which will be ended on August 2014. The 10 students have already paid the installment which is required.

CONCLUSIONS

Making new entrepreneurs from the students are not easy because as guiding lecturers and also IbK team with crowded activities in the university. We have to manage our time and also manage the students especially when the business run well. Especially Jasuke sell (corn milk and cheese) which is very success in the business. In one day he can sell 12 kg of sweet corn in the plastic glasses. Also the students in the higher year who has to do the scriptie. But because of the spirit of helping the students and also help the government program in decreasing unemployment and also invent the workers field of jobs in our country insya Allah it will run well.

The suggestions that we can give are as follow ; The fund from the the government should not come late. This will make us difficult to start doing the program. We are almost give up because the students keep asking to our team all the time . The students ask the fund for starting their businesses. Alhamdulillah because of the university help we can start earlier and run well.

The next level in the implementation of IbK year 2014, we are IbK team have graduated 10 students as new entrepreneurs . In the year 2014 we will recruit 10 new students as tenant students changing of IbK program 2013, so that every year there will be 20 new IbK students who are guided and become new entrepreneurs from students . we have scheduled routine meetings with the students who have already joined in the E club IN the Economic Faculty to have good relationship among students of IbK and IbK team and also guiding lecturers . Otomatically the passing students will become new mentors and help continually in IbK team and becomes e club team .

The limitations of the program is dealing with the fund to start the business and the management of the students to manage and separate their own money and business money. Eventhough they have the training in business management.

Acknowledgement

The Facilities Used in IbK Services Unit.

Institution Resources : entrepreneurship Laboratory in economic faculty and the Laboratory of Food Technology Untag Surabaya as a supporting units.

The resources tools which are used in the laboratoty of entrepreneurship in Untag are entrepreneurship laboratory of Economic Faculty Untag Surabaya and laboratorium Food Technology laboratory . Telephone, HP , Fax, and internet from the faculty and university , printer, laptop and others for the activities.

The marketing access of the students to the students family and campuss, also the public surroundings. The Business relation of the lecturers in the university who are doing their own business. The Technology uses machines and tools which are available in Economic Faculty and Food Technology in the University.

Business program outside campuss which colaborate with IbK team, they are some catering businesses , mini cafes and practitioners.

The program got fund from DIKTI , the amount is 80% and 20% from Untag Surabaya. From 100% fund 50% was shared to the students as capital for starting business or continuing business.

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