

CREATING ENTREPRENEUR BASED COMPETITION

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ABSTRACT

This research aims to create entrepreneurial based competition to develop rural entrepreneur. This model was developed by integrating entrepreneurial process with intensity entrepreneur. Population and samples used in this study were participants Pamekasan Young Entrepreneur Competition (PYEC) 2015. The method uses a Class Action Research through two competitions. The first competition is selling, and second competition is business plan (BPC).

The Results of research on the first competition showed the ability of the participants in terms of selling. Total sales that they can achieve is IDR16.787.000, with the highest profit amounting to Rp320,000 and the lowest profit of IDR 1,000. The number of participants as many as 328 people the first day, the return on the second day to follow the competition selling as many as 247 people. Thus as many as 81 people fall before following the match or as much as 24.70 percent of the number of participants. All 81 participants can be grouped into Avoidant Personality Disorder. This is related to the concept of "malo" which in Indonesian means shame. Madurese communities believe that a good name is a matter that must be maintained as the foremost. In the words of the people of Madura, "Nyama sae paneka Kodu esare se gu-onggu, Kodu eparlowagi panyareepon, lebbiyagi parlo pole dhari panyareepon kasogiyen" meaning, good name (pride) should be pursued in earnest, more than possessions.

In the second competition, the number of participants as many as 247 people on the second day, which passed the selection follows the business plan competition on the third day as many as 101 people. Of the 101 participants who did not complete a business plan makes many as five participants or of 4.9 percent is much lower than the number of participants who did not follow the competition selling as many as 24.70 percent of the number of participants.

Activeness percentage of participants in a business plan competition cycle reached 95.1 percent. Increased activity of the participants, namely from 75.3 percent to 95.1 percent in line with the changing shape of the learning activities carried out are of outdoor (selling competition) into the indoor (business plan competition). This increase can be seen from the following matters: (1) create a business plan to completion until 03.00 am, (2) an interesting business idea and proved there are 78.5 percent of

participants who achieved a score above 8, (3) the smooth and seriousness in delivering and maintaining the business plan, (4) efficient in the use of time. This suggests that the learning has been done is able to activate and encourage participants to become an entrepreneur reliable.

Results of research on the second is the finding that the top for value above 8 is a business idea (78.5%), yet ranks lowest for the value below 6 (10.9%). This shows that although the business idea is easy and can be obtained at any time as a result of crystallization dreams and hopes someone, but a good business idea and capable of being operated in a sustainable manner is quite difficult. From the order of the data values above 8 which is the lowest finance (36.7%) but the lowest ranks to the order value below 6 (3%). This shows that the financial material was difficult but can still be learned continuously, so they too will be able to work or solve problems related to finance.

Another interesting finding of this study is that only 56 percent of participants with the highest sales in the selling competition (50) that passes in the business plan competition. This shows that the entrepreneur with supersalesperson personality type is not necessarily capable of being a good concepthor.

Participants with the sales under (in the category of 50 large / ranking 41-50) and ranking 61 -70 there are 14 participants successfully passed the BPC, or by 28 percent. This suggests that personality type super salesperson entrepreneur with an average capable of being personal achiever.

Participants with the highest sales (in the category of 100 large / rank 1-20) there are only 11 participants who passed the BPC, or by 55 percent. Instead the participants with the lowest sales (in the category of 100 large / rank 81-100) there are 7 people who qualify in the BPC, or by 35 percent. This shows that the entrepreneur with personal achiever type of personality that serves as a planer more dominant than as an executor. Instead, the entrepreneur with a dominant personality type super sales person function more as executor rather than as a planer.

Keywords: Rural Entrepreneur, Entrepreneurial Process, Intensity Entrepreneur, Selling Competition, and the Business Plan Competition.

INTRODUCTION

Since the National Movement Entrepreneurship (GNK) announced by President Susilo Bambang Yudhoyono on February 2, 2010 in SMESCO SMEs (Jakarta), all components of the country is ready to support this entrepreneurial movement. For developing countries, including Indonesia, the so-called people's welfare increased when poverty is also dwindling. They are poor because their income is not sufficient or limited, even some families have almost no income. Why a person or family has no income? Because they do not have a job or are unemployed. Unemployment in Indonesia or those who have not had a job in 2013 amounted to 7.17 million or 5.91 percent. Results of the 2010 census and data developed by the Central Bureau of Statistics show the population of Indonesia amounted to 237.8 million people with a

composition in 2013: labour force as much as 121.19 million and 114.02 million people absorbed jobs. The rest is not working or unemployed as much as 7.17 million people.

Why are many who do not work? They want to be an employee, wants to be a teacher, wants to become a member of the military and police. The number of civil servants, teachers, military, and police now is 7.66357 million people. PNS as much as + 4.7 million people. The number of teachers and professors as much as + 2 million people. TNI number as + 464 thousand people, and the number of police as much as + 412 thousand people. When an employee is retiring, there is a stop or a human resources development plan, then hiring new employees as needed. That revenue sources of government employees to reduce unemployment. The other is to become professionals in various organizations and private companies.

People who are rational and understand the state will begin to think of creating new jobs or new businesses. The question is whether there are still opportunities for entrepreneurs to develop their business, its business and its activities in Indonesia in the future? The answer, still open opportunities and opportunities for new entrepreneurs. Why?

The first, Indonesia has natural resources than many states. Second, Indonesia has a large human resources. Of anatomy demographics, the population of Indonesia has a high level of high productive work in which two people who bear the brunt of one person who is not working. This is called the demography dividend. They will be workers or workers who will drive the business.

Third, Indonesia's economy continued to grow. Economic theory says that of economic development is higher if growth is above 4 percent. Indonesia's economic growth in 2013 leading to higher growth (high growth) is 5.7 percent. Gross Domestic Product (GDP) increases. Now, it is equivalent to US \$ 951.2 billion, or US \$ 4,000 per capita. That is why, Indonesia is the world's top 20 economies.

Fourth, the need for goods and services to 237.8 million people are purchasing power is also higher in the future. That is, Indonesia requires that goods and services more and more.

Fifth, economic potential in Indonesia starting from: provincial, district, and city, both in the sector: agriculture, industry and services, is still very much that can be developed because it has not reached the optimal point. This is the opportunity for the entrepreneur.

The sixth is the mastery of science and technology better. People who have a higher mastery of science and technology, will have the capital to be transferred into new inventions, new works and new creativity. This is the main capital for an entrepreneur.

Pamekasan is one area in Madura Island which can not be underestimated. With entrepreneurial regent who planned to carry out entrepreneurial movement in the 13 districts, 178 villages and 11 urban villages. This movement will give birth rural entrepreneur is very innovative for shaking the economy. This research will discuss "creating entrepreneur-based competition" through activities Pamekasan Young Entrepreneur Competition (PYEC) in 2015.

LITERATURE REVIEW

Growth with rate and Inequality

Relating to equality and inequality should not be regarded as excessive problems. Extreme levels of equalization will not provide an incentive to grow. Instead earners very lame to be prone to political instability and acts of violence that would have a negative impact on growth (Baumol, Litan and Schramm, 2010). Slow growth, especially when accompanied by a widening inequality can create an environment that is filled with distrust and often lead to resentment (Friedman, 2005). No one knows where the best midpoint between equality and inequality.

The key is not how revenues are currently distributed evenly, but rather the ease or difficulty faced by the individual to rise to a higher economic level so that they can earn higher incomes. This means that opportunities are paramount both for growth and for social and political stability. One country that has successfully made the middle class organically or independently is China. They divert agricultural workers to manufacturing which guarantees better wages to facilitate investment so that the plant stand (Kompas, December 20, 2011).

A study of three groups of young people from Canada aged about 20 can be explained that the most important thing is to create opportunities instead of creating equitable distribution of income. These young people were given the job of spinning of wool belt. They were given the freedom to work a lot or a little to the wage \$ 2.50 per belt. After 98 days work had appeared income differences, 37.2 percent of all wages into the 20 percent of people who work hard. While 20 percent are working a little bit just to collect 6.6 percent of total revenue (Cox and Aim, 1995). It means that this income is not for ordinary people but revenue is intended for people who want to try as shown in Table 1 and Table 2.

Table 1: From the Poor to Be Rich

<i>Income Group In 1975</i>	<i>The Percentage in Each Group in 1991</i>				
	Ke – 1	Ke – 2	Ke – 3	Ke – 4	Ke – 5
Ke – 5 (Top)	0,9%	2,8 %	10,2%	23,6%	62,5%
Ke – 4	1,9	9,3	18,8	32,6	37,4
Ke – 3 (Intermediate)	3,3	19,3	28,3	30,1	19,0
Ke – 2	4,2	23,5	20,3	25,2	26,8
Ke – 1 (Lowest)	5,1	14,6	21,0	30,3	29,0

Source: Slaughter, 1996

Table 1 shows the fate of the improvement opportunities are always available to everyone. People in the lowest income group in 1975 turned into a man in the highest income group in 1991 as much as 29 percent.

Table 2: The Poor People Get Rich Quick

<i>Income Group In 1975</i>	<i>Average Income In 1975</i>	<i>Average Income In 1991</i>	<i>Absolute Income</i>
Ke – 5 (Top)	\$ 45,704	\$49,678	\$ 3,975
Ke – 4	22,423	31,292	8,869
Ke – 3 (Intermediate)	13,030	22,304	9,274
Ke – 2	6,291	28,373	22,082
Ke – 1 (Lowest)	1,153	26,475	25,322

Source: Slaughter, 1996

Table 2 shows that people in the lowest income group (poor) rose relatively large absolute income of US \$ 25.322. Meanwhile, people in the highest income group income rose relatively small at US \$ 3.975.

Another issue is the debate about the distribution of gains from rising productivity caused by the real difference between the increase in the rate of productivity growth with rising real wages. This trend is the implications of the increasing benefits of education from time to time as a reflection of the increasing demand of employers for skilled labour (Lazear, 2006).

ECONOMIC GROWTH

Questions to be discussed in this section are: (1) what makes a rich economy? (2) how rich countries can maintain its performance and how poor countries can improve performance similar to rich countries ?, and (3) what are the causes of growth differences between countries? These questions are answered properly by Adam Smith, David Ricardo, Hecjscher and Ohlin, and John Maynard Keynes. Adam Smith explained the concept of "division of labour". This division of labour will lead to specialization. Specialization allows the individual better off if each perform production in accordance with a well-controlled and buy what can be produced more cheaply others (positive sum game). Smith is very optimistic about the future prospects of the economy in all of the individuals and companies can trade freely with one another in the geographical scope of the broadest (along the transport costs do not exceed the profits traders). Therefore interstate trade is essential for economic growth.

Problems arise when a country has an absolute advantage or two do not even have an absolute advantage. David Ricardo explained that even if a country does not have an absolute advantage, but the country still has the benefits of international trade. This advantage is obtained by concentrating on the smallest effort to produce an item so that each country will gain a greater comparative advantage.

Ricardo explained that the comparative advantages arising from differences in labor productivity, but it does not explain satisfactorily why labor productivity between countries is different. Hecjscher and Ohlin (HO) explained that the comparative advantages arising from differences in factor endowments. These differences consist of differences in factors of production (capital and labor) owned by the state and the factors that are used to produce by a country (the same technology might be different but the methods of production). This means that a country that has excessive production factors, the production costs will be lower. Therefore, differences in factor endowments of different countries may explain the difference in the cost of the factors that lead to different comparative advantages. HO models can be extended to three important theorems, namely: (1) theorem equation factor prices, (2) the Stolper-Samuelson theorem and (3) Rybcznski theorem.

This optimistic predictions of Thomas Malthus stalled by showing that: "the human population will grow faster than the production of food so that it will lead to mass starvation and death". Although in the end in mind this prediction wrong because it does not consider the factors enabling technology to feed more people with the same land area and the number of workers in the food production sector is much less.

After this prediction economists issued their impact is of interest to explore economic growth decreased to a large depression in which the economy is not only stopped growing but having contractions. Classical assumptions show that: the high unemployment rate and continues to be drive wages down until it reaches the level where it would benefit the company back to start

receiving new workers. John Maynard Keynes showed that this assumption is useless because wages tend to be difficult to move down (downward rigidity) and the interest of companies to hire new employees is very small. In short, Keynes' diagnosis of depression results indicate that it is caused by a lack of demand for goods and services (all people to save so that consumption falls) that can not be repaired in a short time just to wait for wages and prices down.

From the empirical fact born macroeconomics. This view recommends a package of economic policies that are simple. If the private sector demand is too small, the government needs to undertake rescue measures either through tax cuts or increased spending or both. In other words, when the economy is weak, the government can help generate growth through fiscal deficit policy affecting the demand side. Conversely, if the growth in private sector demand is too strong beyond the capacity of the economy to produce goods and services, causing prices and wages rise, then the government needs to set more stringent fiscal policy, through higher taxes or cuts in government spending. If the government wants to help domestic businesses, provide incentives to the activity and not to the sector. For example, give tax breaks to the activity of human resource development and research and development activities. Provide incentives for the adoption of technology from abroad for new products or domestic needs. Keep in mind that there should be a time limit on incentives. In all these years should produce. If not, stop (Basri, 2011). Keynes' thought patterns can be seen in the flow of thought in Figure 1.

Although inflation has not been a problem in the United States until a few years after World War II, Keynes' thought has anticipated this problem. Inflation is indeed the impact of one policy prescription proposed by Keynes to remove the economy from recession or depression. Most of the economic growth theory emphasizes on the demand side, namely the growth of goods and services from the private sector and government.

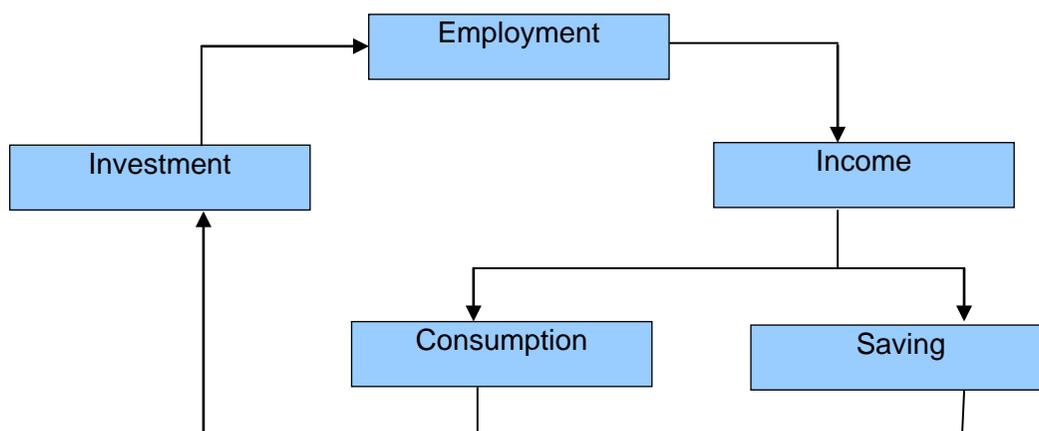


Figure 1: Growth Model Keynes

Source: Nugroho, 2009

2.3. Entrepreneurship Education Model

Integrated entrepreneurship education model is a blend of the two approaches (Morris, 1998). The entrepreneurial process (EP) is the first approach and the second approach is entrepreneurial intensity (EI). Entrepreneurship education model first developed by Shane

(2003) conducted by understanding the entrepreneurial process. This model focuses on entrepreneurial behaviour. There are four processes are carried out on the identification of business opportunities to the execution process. The fourth process is the identification of business opportunities, finding business opportunities, business opportunities and execute exploit these opportunities. Business opportunities together with individual attributes and the business environment are the sources used to find business opportunities, exploitation of business opportunities and execution. Execution of the first phase is done by bringing together resources, organizational design and formulate strategy.

Related approach to the issue of resource known as the bird in hand principle. This principle emphasizes on what resources we have. So an entrepreneur is a person who in achieving its objectives (execution) using whatever resources it has even a very small value.

The second is a model of entrepreneurship education entrepreneurial intensity (EI). This model was developed based on the behaviour and attitudes of an entrepreneur are: innovative, risk-taking and proactive (Covin and Slevin, 1989; Miller, 1983; and Morris and Sexton, 1996). The main question of this model is how often "degree of entrepreneurship" and how much "frequency of entrepreneurship" entrepreneurial intensity should be done to educate a person to become an entrepreneur. The earlier the entrepreneurship education given the interest and understanding of entrepreneurship would be better to produce outcomes: a growing business in a sustainable, value creation, new products or services, and employment (Figure 2).

Lemonade principle is the ability to create innovation or opportunities. When someone has a lemon, besides she sells fruit "lemon", he will change the lemon into more products have added value, such as cakes and syrup made of lemon.

Taking into account the ability of risk can be taught with **affordable loss principle**. This principle teaches a person to be able to take into account the risk that they will be ready with all the losses. Empirically, it appears in the process of identifying opportunities with the question "how fortunately of these opportunities" instead of the reverse question "how many losses that may result from executing the activities of these opportunities".

In this study, the two concepts are used. If the process is not right, then the intensity will not help. However, the intensity also require a good process. Relativity will largely depend on the type of company that was created, market saturation and competition, and the amount of funds available. For businesses that focus more on the product, the entrepreneurial intensity is required, but for service businesses more concerned with the entrepreneurial process.

Dr. Chong has a unique opinion. Teach entrepreneurship as the cook. Although high intensity, using high pressure cooker, but if the process is wrong, then the result will be less than the maximum. Therefore, the entrepreneurial process is very noteworthy.

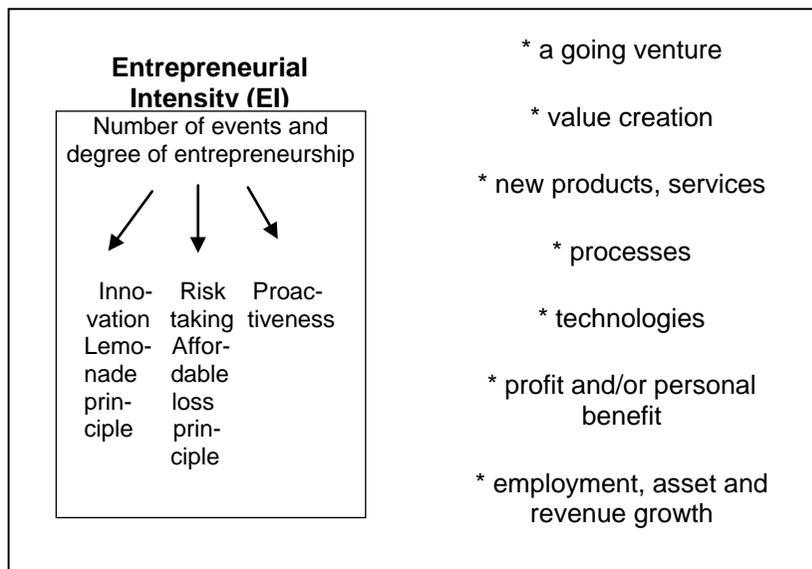


Figure 2: Modification Model Entrepreneurial Intensity Morris

The process of thinking pedagogy underlying the first model and the second is as Kolb's learning cycle is shown in Figure 3. Even Dr. Chong confidently assert that there is no more effective way of learning than with project-based learning and real experiences.

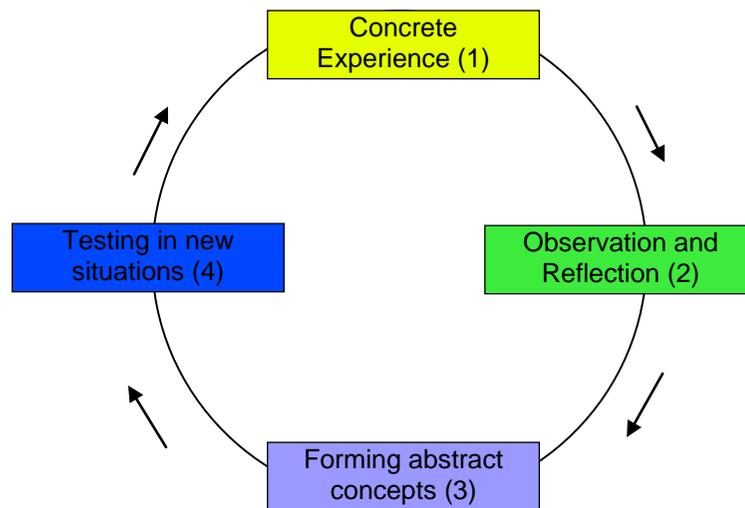


Figure 3: Kolb's Learning Cycle

Source: Kolb, 1984.

Kolb's learning cycle is actually not a process of learning cycle Kolb circulation but more resembles a spiral cycle. There are three reasons. First, we need to understand thoroughly the

fourth stage that we understand the general principles. Second, the learning cycle is more than just a cycle because we are constantly making progress to become sharper and accustomed to finding problems. Third, we learn how to learn is an essential aspect of entrepreneurship to find a new business concept. This process is an important experience for an entrepreneur that will improve the understanding of the early, middle and ensure the accuracy of the solution that we created. Through Kolb's learning cycle, we have developed and gained experience and we also have to learn "how to learn".

RESEARCH METHODS

To achieve the goal of research into how to apply project-based learning method to create an entrepreneur in the world of education, this study will be conducted by a Class Action Research. Action research is a scrutiny of the learning activities in the form of an action, which is deliberately raised and occurs in a class together (Suharsimi, 2007). This research is reflective and collective conducted by researchers in social situations to enhance the practices of social reasoning of the actions done as well as to improve the conditions in which the practice is carried out (Soedarsono, 2001). The purpose of action research is to improve and enhance the quality of learning and helping to empower educators in solving learning problems and determine the module and action procedures that provide guarantees against efforts to solve problems that are similar or the same, by making modifications and adjustments as necessary in learning to overcome difficulties in learning (Soedarsono, 2001).

Classroom action research design used in this study is a model of the cycle. This model according to Kemmis and Taggart consists of four components include:

- ❖ Plan of action associated with what will be done to improve and enhance the quality and improve the behavior and attitude as a solution.
- ❖ Measures related to what was done by researchers in an effort to improve and enhance fit for purpose.
- ❖ Observations related to observe the results or impact of the action taken against the learner.
- ❖ Reflection associated with the activities of researchers in studying, seeing and taking into account the results of reflection to perform the initial revision.

RESULTS AND DISCUSSION

Pamekasan is one area in Madura Island which can not be underestimated. With entrepreneurial regent who had planned to carry out entrepreneurial movement in the 13 districts, 178 villages and 11 urban villages. This movement will give birth kampoeng entrepreneurship (rural entrepreneur) is very innovative for shaking the economy and society to overcome poverty. This movement is called "Pamekasan Young Entrepreneur Competition 2015" which is initiated by the University of Ciputra, Regency (district government) Pamekasan, and Jawa Pos - Radar Madura Pamekasan Bureau.

The method will be applied in the "Pamekasan Young Entrepreneur Competition 2015" (PYEC 2015) is a method of combination of entrepreneurial processes and entrepreneurial intensity called entrepreneurial process model and the intensity of the entrepreneur.

The number of participants as many as 328 participants representing 13 districts in Pamekasan. Most participants came from the District Pamekasan participants as much as 27.44 percent and at least coming from the District and Sub district Waru Proppo respectively by 1.52 percent. Judging from the ratio of the number of participants compared to the number of villages indicate

the District Pamekasan received the largest portion (5) and District Proppo got the smallest portion (0.19).

The first competition is to sell products directly to consumers (selling competition). This model condition participants to work as an entrepreneur (entrepreneur experience). There are four processes performed until the execution of an entrepreneur known as the entrepreneurial process. The fourth process is the identification of business opportunities, finding business opportunities, business opportunities and execute exploit these opportunities in Monument Arek LANCOR, Market August 17, and Col. Market Paju.

From the observation selling competition, participants actively offered "Kangen Water" to the visitor market they encountered. This they did so that they are able to overcome these challenges in PYEC 2015. This challenge is able to pass well by 247 participants PYEC. In a short time, sales turnover reached IDR 16.787.000 Kangen Water.

Table 3. Number of Participants and The Practice of Selling

No	Description	Number of People	Percentage
1	The number of participants PYEC	328	
	- Male	202	61,59%
	- Female	126	38,41%
2	Participants who did not participate selling competition	81	24,70%
	- Male	51	62,96%
	- Female	30	37,04%
3	Participants who join selling competition	247	75,30%
	- Male	131	53,05%
	- Female	116	46,95%
4	SALE		
	- 382.500 s/d 200.001	3	1,21%
	- 200.000 s/d 150.001	5	2,02%
	- 150.000 s/d 100.001	43	17,41%
	- 100.000 s/d 50.001	128	51,82%
	- ≤ 50.000	31	12,55%
	- No Sales	37	14,99%
5	PROFIT		
	- 320.000 s/d 120.501	3	1,21%
	- 120.500 s/d 80.001	4	1,62%
	- 80.000 s/d 40.001	25	10,12%

	- 40.000 s/d 1	142	57,49%
	- No Profit	36	14,57%
	- No Sales	37	14,99%
6	PROFIT MARGIN		
	- 83,66% s/d 56,10%	5	2,02%
	- 55,09% s/d 35,10%	27	10,93%
	- 35,09% s/d 26,10%	7	2,83%
	- 26,09% s/d 2,77%	135	54,66%
	- No Profit	36	14,57%
	- No Sales	37	14,99%

Source: Internal data processed

They work individually, but they can help each member of the group by selling them together. From observation showed good cooperation has not occurred between members of the group because they think the sales will be calculated individually. Analysis of the competition selling performance results presented below.

In terms of sales ability, the number of participants as many as 328 people the first day, which is back on the second day to follow the practice of selling (selling competition) as many as 247 people. Thus as many as 81 people fall before following the match or as much as 24.70 percent of the number of participants. Participants can be grouped under the category of "Avoidant Personality Disorder".

Avoidant Personality Disorder is a condition that causes the characteristics of individuals experiencing social barriers, insecurity, sensitive in evaluating themselves, and avoid social interaction. Individuals who have this personality disorder have feelings of anxiety to: criticisms to be issued by others, to fear of rejection, and avoid jobs that require them interpersonal contact. They believe themselves do not have the competence and seeing yourself lower than others. They do not want to take risks or try new activities because the Madurese culture, criticism or harassment of self-esteem has the same meaning as the capacity of self abuse. This is related to the concept of *malo* which in Indonesian means shame. Madurese communities believe that a good name is a matter that must be maintained as the foremost. From the expression of the people said, "Nyama se gu esare sae paneka Kodu-onggu, Kodu eparlowagi panyareepon, lebbiyagi parlo pole dhari panyareepon kasogiyen" meaning, good name (pride) should be pursued in earnest, more than possessions.

In terms of sales results show the highest sales amounted to IDR 382.500 and the lowest sales of IDR 25,000. With an average sales of IDR 67.963,5. Sales of over 100,000 is only achieved by 20.64% of the number of participants. The data shows the variation of sales is very high. Yet according to Miner (1996) one personality type is super sales person entrepreneur, as well as a personal achiever, estate manager, and expert idea generation. The conclusion was that the number of participants who have the ability super sales person only 51 people out of 247 people. In terms of net profit amounting to IDR 320,000 showed the highest profit and the lowest profit of IDR 1,000. With an average profit of IDR 15.585.

In terms of Gross profit margin showed the highest profit margin of 83.66 percent and the lowest profit margin of 2.77 percent. The average profit margin from selling this competition is

22.93 percent while the average gross profit margin of the industry is 24.90 percent (Lukviarman, 2006). To achieve the performance practice of selling the same as the average of the industry will require additional efforts following.

Table 4: Comparison Between Practice Sales Performance with Alternative Corrective Action

No	Description	Practice of sale	Corrective Action I	Corrective Action II
1	Profit	3.849.500	3.849.500	4.179.963
2	Sales	16.787.000	15.459.839,36	16.787.000
3	Profit margin	22,93%	24,90%	24,90%
4	Average sales per person	67.963,56	62.590,44	67.963,56
5	Average profit per person	15.585,02	15.585,02	16.922,93

Source: Internal data processed

When the sale is assumed to equal that of IDR 16.787.000 the expected profit should be increased to at IDR 4.179.963 or need to be supplemented by IDR 330.463 as shown in corrective action II. This profit improvement can be achieved by pressing the purchase price of the product on the supplier. Average sales / person will remain the same for IDR 67.963,56 but an increase in the average income / person becomes IDR 16.922,93.

If one assumes the same profit amounting to Rp3.849.500 then the sale should be lowered to Rp15.459.839,36 or down by IDR 1.327.160,64 as shown in corrective action I. The decline in sales can be achieved by reducing the size (size) sales of IDR 67.963 , 5 became IDR 62.590,44 while the average income per person remains the same, namely IDR 15.585,02.

Order size can be increased or decreased. Factors to consider in sales (Santoso, 2015) are: (1) the seller needs to understand the product, (2) the seller preparation to meet customer needs, (3) pernjual not too much to say, (4) the seller needs to care about the customer , (5) the seller must be honest and sincere to customers, and (6) the customer is actually not ready to buy the product seller.

The next competition is to create a business plan for a business plan that will they run when they won the competition. Participants are required to be able to create a business plan based on the instructions that have been given. Participants are actively involved to formulate their business ideas and experiences gained at the time of selling competition. They work individually and each participant will compete with other participants. Business plan assessment criteria are based on: (1) business idea with a weight of 30 per cent, (2) marketing analysis with a weighting of 20 per cent, (3) operational analysis with a weight of 15 percent, (4) a financial analysis by the weight of 10 per cent, (5) presentation with a weighting of 20 percent, and (6) the completeness administration with weight 5 percent.

The number of participants as much as 247 people on the second day, which passed the selection follows the business plan competition on the third day as many as 101 people. Of the 101 participants who did not complete a business plan makes many as five participants or of 4.9 percent is much lower than the number of participants who did not follow the competition selling as many as 24.70 percent of the number of participants.

Who pulled out of the five participants who are not able to complete the creation of a business plan, there is one participant who at the time of selling competition 20th position with sales value amounting to IDR 140,000 and profit of IDR 52.500 but participants are not able to make a business plan.

Activeness percentage of participants in a business plan competition reached 95.1 percent. Increased activity of the participants, namely from 75.3 percent to 95.1 percent in line with the changing shape of the learning activities carried out are of outdoor (selling competition) into the indoor (business plan competition), but both of them together in the form of competition. This increase can be seen from the following matters: (1) create a business plan to completion until 03.00, (2) an interesting business idea and proved there are 78.5 percent of participants who achieved a score above 8, (3) fluency and sincerity in deliver and maintain a business plan, (4) efficient in the use of time. This suggests that the learning has been done is able to activate and encourage participants to become an entrepreneur reliable. Overall portrait of the results following the business plan competition.

Table 5: Image Assessment Business Plan Competition

N o	Criteria	Business Idea	%	Marketing	%	Operational	%	Financial	%	Prese ntation	%	Admi nistrat ion	%	Disci pline	%
1	10 s/d 9	25	24,8	20	19,8	8	7,9	13	12,9	12	11,9	16	15,8	85	84,2
2	8,9 s/d 8	27	26,7	30	29,7	38	37,7	24	23,8	31	30,7	23	22,8	5	4,9
3	7,9 s/d 7	29	28,7	28	27,7	23	22,8	32	31,6	25	24,8	44	43,6	11	10,9
4	6,9 s/d 6	4	4,0	13	12,9	16	15,8	24	23,8	17	16,8	11	10,9	0	-
5	5,9 s/d 5	7	6,9	4	4,0	5	4,9	2	2,0	2	2,0	1	1,0	0	-
6	≤ 4,9	4	4,0	1	1,0	6	6,0	1	1,0	9	8,9	1	1,0	0	-
7	Bot present	5	4,9	5	4,9	5	4,9	5	4,9	5	4,9	5	4,9	0	-
	Total	101		101		101		101		101		101		101	

Source: Internal data processed

Participants value above 8 for each material are: (1) business idea as much as 78.5 percent, (2) marketing as much as 49.5 percent, (3) operational as much as 45.6 percent, and (4) financial as much as 36,7 percent. Instead, participants value below 6 for each material are: (1) business idea as much as 10.9 percent, (2) marketing as much as 5 percent, (3) operational as much as 10.9 percent, and (4) financial as much as 3 percent.

From the above data shows that the top for value above 8 is a business idea (78.5%), yet ranks lowest for the value below 6 (10.9%). From the order of the data values above 8 which is the lowest finance (36.7%) but the lowest ranks to the order value below 6 (3%). This shows that although the business idea is easy and can be obtained at any time as a result of crystallization dreams and hopes someone, but a good business idea and capable of being operated in a sustainable manner is quite difficult. Conversely, for financial material has meaning even difficult financial but can still be learned continuously, so they too will be able to work or solve problems related to finance.

Table 6: Comparison of Participants who pass the Business Plan Competition (BPC) with the achievements of results in Selling Competition

No	Ranking of Sales	Ranking of BPC 1 - 10	Ranking of BPC 11 - 20	Ranking of BPC 21 - 30	Ranking of BPC 31 - 40	Ranking of BPC 41 - 50	Total	%
1	1 - 10	2	1	3			6	12,0
2	11 - 20	1	1	1	1	1	5	10,0
3	21 - 30		4				4	8,0
4	31 - 40				2	2	4	8,0
5	41 - 50	1	3	1	3	1	9	18,0
6	51 - 60		1	2		2	5	10,0
7	61 - 70	4					4	8,0
8	71 - 80	2			2	2	6	12,0
9	81 - 90			2		2	4	8,0
10	91 - 101			1	2		3	6,0
	Total	10	10	10	10	10	50	

Table 6 shows that only 56 percent of participants with the highest sales in the selling competition (50) that passes in the business plan competition. The above data shows interesting findings that entrepreneurs with super sales person personality type is not necessarily capable of being a good drafter.

Participants with the sales under (in the category of 50 large / ranking 41-50) and ranking 61 -70 there are 14 participants successfully passed the BPC, or by 28 percent. This suggests that personality type super sales person entrepreneur with an average capable of being personal achiever.

Participants with the highest sales (in the category of 100 large / rank 1-20) there are only 11 participants who passed the BPC, or by 55 percent. Instead the participants with the lowest sales (in the category of 100 large / rank 81-100) there are 7 people who qualify in the BPC, or by 35 percent. This shows that the entrepreneur with personal achiever type of personality that serves as a planer more dominant than as an executor. Instead, the entrepreneur with a dominant personality type super sales person function more as executor rather than as a planer.

The first competition is an experience participant (entrepreneur experience) to understand what is needed and chill by the customer or the market. They run the entrepreneurial process from identification of business opportunities, finding business opportunities, exploiting business opportunities, and execute these opportunities in Monumen Arek Lancor, Pasar 17 Agustus, and Pasar Kol Paju. They make observations and reflect on the experience selling competition as the basis for business development will be carried out later. Complete experience and observation and reflection are the first and the second process of "Kolb's Learning Cycle"

This second competition is an abstract concept formation in Kolb's Learning Cycle. They crystallize complete experience in the field by writing in the form of a business plan. Business plan is a current research and that will come with the plan of activities to get outcomes in accordance with the goals embodied in the "planning documents". Business planning has a close relationship with the entrepreneur, for business planning is made so that the results of business creation in accordance with the reality and be able to grow in a sustainable manner (Setiari, 2013). By creating a business plan they have "learned how to learn".

CONCLUSION

Entrepreneurship education model developed in this study is a model that integrates the two approaches (Morris, 1998). The first approach is "the entrepreneurial process" and the second approach is the "entrepreneurial intensity (EI)".

Entrepreneurial approach process is done through the introduction of business opportunities in Monumen Arek Lancor, Pasar 17 Agustus, and Pasar Kol Paju, dig, and take advantage of these opportunities to make a sale "Kangen Water". Entrepreneurial intensity is done through two competitions. The first competition is selling competition (SC), and the second competition is the business plan competition (BPC). Through both the intensity of the competition is expected to be stronger entrepreneurship learning.

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