

Development to Motivate the Interest and Ability of Entrepreneurship of Medika Suherman University Students

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Abstract: Indonesia is a large country, but the proportion of entrepreneurs in the population is very small. Empirical facts show that the number of university graduates has increased significantly over time, while the absorption capacity of the labor market is very low. So it is deemed necessary to develop student entrepreneurship. The purpose of this activity is to provide information about entrepreneurship and increase interest in entrepreneurship for students. The PkM team helps activity participants to be motivated and have an interest in the business world through the provision of material delivered by the speakers. The PkM team also helps provide assistance and training to activity participants. Based on the PkM activities that have been carried out, it is concluded that "PkM activities add insight and knowledge related to entrepreneurship in Suherman Medika University students so that they get better and better". Of course it is important to provide entrepreneurship education so that competent young entrepreneurs develop and understand the ability and stability to progress in inculcating attitudes, behaviors, awareness and skills. This can foster an entrepreneurial spirit, attitude, behavior and skills in students and society who are competent, reliable and superior. Besides that, it will foster strong and strong entrepreneurial awareness and orientation to students and the community. Of course it is important to provide entrepreneurship education so that competent young entrepreneurs develop and understand the ability and stability to progress in inculcating attitudes, behaviors, awareness and skills. This can foster an entrepreneurial spirit, attitude, behavior and skills in students and society who are competent, reliable and superior. Besides that, it will foster strong and strong entrepreneurial awareness and orientation to students and the community. Of course it is important to provide entrepreneurship education so that competent young entrepreneurs develop and understand the ability and stability to progress in inculcating attitudes, behaviors, awareness and skills. This can foster an entrepreneurial spirit, attitude, behavior and skills in students and society who are competent, reliable and superior. Besides that, it will foster strong and strong entrepreneurial awareness and orientation to students and the community.

Keywords: *Motivation, community service, ability, entrepreneurship, interest*

Introduction

Indonesia is a large country whose economy is supported by various industrial factors including entrepreneurship (Julius & Nagel, 2016). Unfortunately, the proportion of entrepreneurs in the total population is very small. According to the Ministry of Cooperatives and SMEs, Indonesia's entrepreneurship rate is only 3.47 percent. This figure is far below the category of developed countries whose entrepreneurial level is at least 12 percent of the total population (Febriantoro, 2018). Based on 2019 data, the ranking of Indonesian entrepreneurs occupies 94 out of 137 countries, with a total of 3.5 percent of the total population. This ratio is still lower compared to other countries such as Malaysia 5 percent, China 10 percent, Singapore 7 percent, Japan 11 percent and the US 12 percent. Universities have an important role to play in encouraging and increasing the number of young entrepreneurs in Indonesia (Anwar, 2021). Therefore, college graduates must be prepared to create jobs, not just to graduate job seekers (Suharto, 2022).

Students as part of the Z generation are known to have more abilities and expertise through various creative and innovative ideas (Sukino et al., 2021). In contributing and playing a role in building the nation's economy, millennial generation students have so far spawned various successful young entrepreneurs through various innovative businesses that take advantage of technological advances. Several professional businesses emerged from the creative and innovative works of the millennial generation, such as startups, content creators, various kinds of contemporary food products, technology-based services, even YouTubers, and many more. All of this is a form of effort by students or the millennial generation to achieve success and needs to be continuously supported and developed.

Therefore, all efforts from both the government and stakeholders will be mobilized to encourage entrepreneurship and increase the number of entrepreneurs in Indonesia, especially the millennial generation. Business licenses are now easier to obtain, so it is hoped that this will further trigger interest in entrepreneurship (Taufik & Azhad, 2018). In the world of education itself, especially in tertiary institutions, students are always encouraged to become entrepreneurs, as evidenced by the in-depth discussion of entrepreneurship courses and even the existence of a Student Activity Unit (UKM) in the field of entrepreneurship. This is definitely a good move to encourage millennials to become motivated entrepreneurs. This means the mindset of being a job creator, not a job seeker.

The government aims to increase the entrepreneurship rate to 3.95 percent in 2024. In accordance with the mandate of Presidential Regulation (Perpres) Number 2 of 2022, national entrepreneurship development, where in 2020 the entrepreneurial rate is only 3.47

percent (Nopeline & Sidabutar, 2021). According to Finnish Statistical Economic Calculations (BPS), the number of entrepreneurs in 2019 is 3.3 percent or 8.2 million. This means that with a target of 3.95% in 2024, 1.5 million people must continue to operate in 2024. To achieve this target, the Ministry of Cooperatives and SMEs (KemenKopUKM) will launch the 2022 Patenpreneur program (Heroes of the Country) company establishment). Entrepreneurship promotion according to stages, whether it is an application for a foundation, start-up or established entrepreneur. Of course, with the increasing number of facilities offered, the support and facilities that have been prepared, it is hoped that many will be motivated to build a business, especially the millennial generation. In addition, with the support of technology that continues to develop, the millennial generation will ultimately benefit more from various business practices.

Entrepreneurial movements and programs have continued, so that the number of entrepreneurs in Indonesia has increased in recent years, especially among young entrepreneurs. There are already many young people who are moved and motivated to become entrepreneurs by creating creative and innovative products or companies. Awareness to develop creativity and innovation from an early age has increased. Basically, every child is born with creative potential. Therefore, children must be guided and guided to develop their creative potential optimally. To develop creativity through entrepreneurship programs, positive activities that contain creative ideas are needed. One of the efforts is to organize training activities and workshops on entrepreneurship.

Along with the increasing awareness of student entrepreneurship, more and more entrepreneurs will be born in the future. Starting from the things mentioned above, the authors feel the need to hold independent business coaching to motivate the interest and entrepreneurial skills of Suherman Medika University students in order to introduce entrepreneurship and awaken the potential around them so as to increase income and welfare of Suherman Medika University students.

This activity aims to provide entrepreneurial knowledge and be able to improve entrepreneurial skills for students. With the data, the situation in the field, supported by literature studies and previous research, the authors conducted a Community Service activity with the topic "DEVELOPMENT TO MOTIVATE INTEREST AND ABILITY TO ENTERTAINMENT OF STUDENTS OF MEDIKA SUHERMAN UNIVERSITY.

Method

Time, Place and Participants

The activity was held at Suherman Medika University and took up to 6 months, starting from July 2022 to December 2022. Participants in this activity were 30 students from

Suherman Medika University.

Outcome of PkM

The output target resulting from this PKM is in the form of transferring knowledge about entrepreneurial values to Suherman Medika University students. In addition, this PKM activity is also expected to be able to develop motivation and interest in the entrepreneurial profession as a choice of profession in the future, it is also hoped that this activity can foster entrepreneurial character in students as a superior character that every individual needs to have in the future.

Methods and Stages of Implementation

Motivation can be interpreted as the process of trying to influence the person or people you lead to do the work you want in accordance with certain predetermined goals (Duryat, 2021). People today cannot meet their needs without the help of other people, both biological, financial and other important needs. A person fulfills his needs, often enters into relationships or needs help from other people. Without help, the person concerned is meaningless. Therefore, humans tend to live in groups or organizations to meet their needs. The human tendency to help each other or fulfill needs, and this tendency to gather together, is a sign that humans have limitations, even very limited ones.

Entrepreneurship comes from the word entrepreneurship, while entrepreneur comes from the word entrepreneur (Rama et al., 2022). Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to seek opportunities for success (Shavab et al., 2021). So entrepreneurs are people who are creative and innovative and able to make it happen to improve the welfare of themselves, society and the environment (Abdi & M Andayani, 2020). By having creativity and an innovator spirit, entrepreneurs will certainly think of looking for or creating new opportunities to be better than before. It is through creative and innovative ideas that entrepreneurs can take advantage of existing natural resources and human resources, namely opening new business fields by processing natural resources into ready-to-use goods. (Afriadi & Yuni, 2021).

Entrepreneurial motivation is a strong urge from within a person to unlock their potential in thinking creatively and innovatively to create new and value-added products for the common good. (Ritonga & Sari, 2020). Entrepreneurial motivation is the driving force in a person to carry out entrepreneurial activities in order to achieve entrepreneurial goals (Prasetio, 2020).

Entrepreneurship not just innate talent or experience in the field, but can also be

learned and taught (entrepreneurship is not just born, but made) (Hasibuan et al., 2021). Anyone with entrepreneurial potential can further develop their skills through education. The person who knows his potential (traits) and learns how to develop his potential, seizes opportunities and organizes his efforts to achieve his goals, becomes an entrepreneur.

The implementation of PkM is carried out using the knowledge transfer method from the proposing team and the relevant team/source person/speaker to UMS students as activity participants, through coaching, and business case studies. To carry out this activity, the PkM team divided the activities into several stages, namely:

1. Gathering of activity participants

In this stage, the team gathered activity participants from several different study programs and faculties. So that the activity participants will come from different backgrounds.

2. Pre-test

The pre-test is a test conducted to measure the participants' initial abilities before participating in PkM activities.

3. Implementation of PkM (Providing Materials)

Pkm material consists of several sessions, namely entrepreneurial motivation, entrepreneurial profile, entrepreneurial character, self-potential and entrepreneurial skills.

4. Post-test

Post-test is a test conducted to measure the ability of activity participants after participating in PkM activities

5. Activity evaluation

At this stage, a series of PkM activities will be evaluated through a survey in the form of a Google form filled in by activity participants.

The method of program/activity implementation is carried out based on established achievement indicators. Each method has an achievement indicator equipped with instruments for data collection. Data analysis was carried out descriptively, namely by describing the test results with the percentage of results.

Table1 Program Achievement Indicators

No	Method	Program Achievement Indicators
1.	Gathering of activity participants	Collected data and activity participants
2.	Pre-Test	Knowing the understanding of activity participants regarding entrepreneurial motivation, entrepreneurial profile, entrepreneurial character, self-potential and entrepreneurial skills
3.	Implementation of PkM (Providing Materials)	Data on program implementation and participants' understanding Implementation of training activities Participants' understanding of entrepreneurial motivation, entrepreneurial profile, entrepreneurial character, self-potential and entrepreneurial skills
4.	Post-test	Knowing the understanding of activity participants regarding entrepreneurial motivation, entrepreneurial profile, entrepreneurial character, self-potential and entrepreneurial skills after being given training.
5.	Activity evaluation	Comparing data before and after program activities

Discussion

Regarding entrepreneurship education, universities have three important roles, as explained by Schulte in Fitriati as follows (Semnasfi, 2018):

1. As a facilitator of entrepreneurship culture, universities can motivate, support and facilitate the spirit of entrepreneurship while providing an entrepreneurial environment for students. All of these facilities will be able to create and maintain an entrepreneurial culture among students.
2. As a mediator of entrepreneurial skills, it is hoped that the knowledge and entrepreneurial skills learned by students in the classroom can be transferred, practiced and modified by students in their lives after graduating from college.
3. As a locomotive for the development of local businesses, universities can initiate networks with other parties to accelerate the emergence of new businesses that are indirectly able to open job vacancies.

Entrepreneurship not just innate talent or experience in the field, but can also be learned and taught (entrepreneurship is not just born, but made). Anyone with entrepreneurial potential can further develop their skills through education. The person who knows his potential (traits) and learns how to develop his potential, seizes opportunities and organizes his efforts to achieve his goals, becomes an entrepreneur. The results of the training include:

1. Gathering of activity participants

In this stage, the team gathered activity participants from several different study programs and faculties. So that the activity participants will come from different backgrounds. Participants in this activity were Suherman Medika University students and a total of 30 people were collected.

2. Pre-test

This test is used when the delivery of material is going to take place with the aim of knowing how far the material or material to be taught can be mastered by the activity participants. Before the activity of giving the material, activity participants were given a pre-test which had to be done through the Google form. Furthermore, the answers from each pre-test item are given a value to then be used as a conclusion in presenting a description of the data. The following is a series of results from the pre-test carried out. The result of pre-test can be seen on table 4. The questions used are 15 questions including:

Table 2: Pre-test questions

1	What is meant by entrepreneurship?
2	What is meant by entrepreneurial motivation?
3	How important is it to be an entrepreneur? explain why!
4	Name the entrepreneurial figures in Indonesia and the World!
5	What is meant by entrepreneurial character?
6	What character traits should an entrepreneur have?
7	What is meant by creative and innovative?
8	Why should an entrepreneur be creative and innovative?
9	What is meant by potential?
10	What is meant by skills in entrepreneurship?
11	What is meant by entrepreneurial soft skills?
12	What is meant by entrepreneurial hard skills?
13	Mention examples of soft skills of an entrepreneur!
14	Mention examples of hard skills of an entrepreneur!
15	What business have you run? (explain) If you just want to start a business, then what kind of business do you set up? explain!

3. Implementation of PkM (Providing Materials)

Pkm material consists of several sessions, namely entrepreneurial motivation, entrepreneurial profile, entrepreneurial character, self-potential and entrepreneurial skills. Activities in this event are:

a. Lectures/Presentations

Lectures containing counseling were delivered by the presenters on how to build motivation, find self-potential, know the entrepreneurial character to prepare yourself to become an entrepreneur.

b. Question and answer

After the speaker finished explaining, a question and answer session opened. Participants are given the opportunity to ask questions after receiving an explanation from the speaker, so that participants can receive complete information.

c. Discussion

Apart from being given a question and answer session, participants were also given the opportunity to be able to discuss related to case studies on businesses that they will run or are already running. In ongoing discussions, participants can share their experiences with both presenters and other activity participants, so that participants can receive input and more in-depth information.

4. Post-test

After giving the material to the activity participants, a post-test was carried out. The post-test is the opposite of the pre-test, which is an evaluation activity that is carried out at the end of each presentation of the material. The aim is to determine the level of knowledge of the material that has been taught. After the activity of giving the material, the activity participants were given a post-test which had to be done through the Google form. Furthermore, the answers from each post-test item are given a value to then be used as a conclusion in presenting a description of the data. The following is a series of results from the post-test carried out. The result of post-test can be seen on table 4.

Table 3: Posttest Questions

1	What is meant by entrepreneurship?
2	What is meant by entrepreneurial motivation?
3	How important is it to be an entrepreneur? explain why!
4	Name the entrepreneurial figures in Indonesia and the World!
5	What is meant by entrepreneurial character?
6	What character traits should an entrepreneur have?
7	What is meant by creative and innovative?
8	Why should an entrepreneur be creative and innovative?
9	What is meant by potential?
10	What is meant by skills in entrepreneurship?
11	What is meant by entrepreneurial soft skills?
12	What is meant by entrepreneurial hard skills?
13	Mention examples of soft skills of an entrepreneur!
14	Mention examples of hard skills of an entrepreneur!
15	What business have you run? (explain) If you are just about to start a business, then what kind of business do you set up? Explain!

5. Evaluation

The PkM team helps activity participants to be motivated and have an interest in the business world through the provision of material delivered by the speakers. The PkM team also helps provide assistance and training to activity participants. The team conducted a pre-test before the material was delivered, and gave post-test questions after the material was delivered to students. Based on the series of PkM activities that have been carried out, the results are shown below.

Table 4: Table of Difference in Pre-test and Post-test Scores

Student Sequence No	Initial Value (Pre-test)	Final Score (Post-test)	Increase Amount (Points)	Increase Amount (Percentage)
1	103	107	4	0,039
2	107	110	3	0,028
3	107	110	3	0,028
4	105	107	2	0,019
5	108	112	4	0,037
6	101	110	9	0,089
7	105	105	0	0,000
8	104	108	4	0,038
9	108	109	1	0,009
10	101	108	7	0,069
11	107	108	1	0,009
12	104	107	3	0,029
13	97	103	6	0,062
14	100	107	7	0,070
15	103	110	7	0,068
16	105	109	4	0,038
17	100	107	7	0,070
18	102	107	5	0,049
19	99	106	7	0,071
20	105	107	2	0,019
21	111	113	2	0,018
22	105	110	5	0,048
23	97	100	3	0,031
24	105	108	3	0,029
25	101	108	7	0,069
26	104	110	6	0,058
27	101	110	9	0,089
28	99	108	9	0,091
29	106	106	0	0,000
30	104	104	0	0,000
	3104	3234	130	0,042

Source: processed research data (2022)

From the table above it can be seen that the majority of activity participants received increased 130 points and 0,042% after receiving material in PkM activities. In fact, some activity participants received a fairly high point increase, up to 9 points. Meanwhile, only a few received an increase of only 1 to 3 points. And only 3 did not get an increase in points at all. From the results presented then it can be interpreted that "PkM activities add insight and knowledge related to entrepreneurship to Suherman Medika University students so that they

get better and better".

With a series of PKM activities that have been implemented, it is expected to achieve the objectives of: (1) creating independent start-ups and new entrepreneurs, (2) improving business management skills for industrial communities, (3) creating entrepreneurship training methods that are suitable for students, (4) business units that can generate profits and (5) opening or providing jobs.

Conclusion

The PkM team helps activity participants to be motivated and have an interest in the business world through providing material delivered by the presenters. The PkM team also helps provide assistance and training to activity participants. Based on the PkM activities that have been carried out, it is concluded that "PkM activities add insight and knowledge related to entrepreneurship in Suherman Medika University students so that they get better and better". Of course it is important to provide entrepreneurship education so that competent young entrepreneurs develop and understand the ability and stability to progress in inculcating attitudes, behaviors, awareness and skills. This can foster an entrepreneurial spirit, attitude, behavior and skills in students and society who are competent, reliable and superior. Besides that, it will foster strong and strong entrepreneurial awareness and orientation to students and the community.

Entrepreneurship is a tool to create equal distribution of effort and equal distribution of income or welfare of the people that is just and prosperous. The qualities of a good entrepreneur lead to truthfulness, security, and increase in qualifications and prestige. These challenges generate ideas, wills and initiatives, which are nothing but creative thinking and innovative actions to overcome these challenges.

Based on the PkM activities that have been implemented, the suggestions are as follows:

1. This program does not stop here but will continue in the next stages of the Entrepreneurship Development Program implemented by the Ministry. Research, technology and higher education, internal campus and others.
2. Students can always improve their knowledge and abilities by participating in seminars, webinars, training, coaching related to entrepreneurship to always stimulate their abilities and potential.
3. Institutions and related parties within the campus/organization environment immediately creating entrepreneurship training methods that are suitable for students so that they can give birth to new independent entrepreneurs

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