

IMPLEMENTATION OF TIME MANAGEMENT ON BUSINESS SUCCEES (EMPIRICAL STUDY OF MICRO BUSINESS ON STUDENTS AT WAHID HASYIM UNIVERSITY, SEMARANG)

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Abstract. The application of time management is important in entrepreneurship, especially micro-business actors for students. In addition to carrying out the lecture process, students also have the responsibility to manage the micro businesses that are run so that they continue to grow. This research was conducted to find out how Wahid Hasyim University students apply time management, find out how time management can be implemented properly so that student micro-businesses experience success. This research method uses qualitative methods, using data collection techniques through observation and interviews with several participants from Wahid Hasyim University students who own businesses. The results of the study show that there are students at Wahid Hasyim University who do business and still have difficulty managing time. Although some students can determine goals and priorities and set daily schedules, students still make deviations due to lack of control over time. In order for student micro-businesses to run and develop properly, an understanding of the aspects of time management that must be applied by students who do business is needed, namely; set goals, set priorities, set schedules, be assertive, be assertive, avoid procrastination, minimize wasted time, and control time.

Keywords: Time Management; Student; Business; Business

INTRODUCTION

In today's era, more and more young students have their own business. There have been many students who have successfully run their businesses well. Also supported by advances in technology and easy to get information. Entrepreneurship is one of the things that needs to be done by today's Indonesian people at a young age such as students. According to Praag (2003), the younger the businessman, the greater the chance for success in a business being run. Entrepreneurship is the process of creating something new with value using the time and effort required, assuming the accompanying financial, physical, and social risks, receiving the resulting monetary rewards, as well as personal satisfaction and freedom (Hisrich et al. 2008). Time management is one of the keys to success in business. If students have made the decision to do business, regarding time management is very important. Management decisions are like investments, the aim is to get the best out of the available resources, give them added value and get the best profit. Time management requires skills and techniques used in managing time to complete a task or project within a predetermined timeframe. However, how a student uses time productively so that he can carry out all tasks as a student and still get strength for other assignments and responsibilities is an important challenge for students who do business.

Students need to learn and practice managing time and using it properly, effectively and efficiently. By doing time management, students can do other work that can be done easily and

make students more productive. In it, students can do assignments, organize business, plan the time they need to journal every day, control their own time and carry out mental and physical rehabilitation after doing hard work and heavy pressure. This is the main task in creating good time management.

METHOD

This study used a qualitative method with data collection techniques through observation and interviews with 10 participants from Wahid Hasyim University students who have been in business for more than one year so that their time management implementation is more visible. Using the participatory observation method in which data collection is carried out through observation that really involves the researcher with the participants' daily lives, as well as the structured interview method where the interviewer has prepared several types of questions for the participants.

RESULT AND DISCUSSION

A. Implementation of Time Management Definition of Time Management

Time is an important thing in life, for that we need a proper time management or management in running it. Proper time management can reduce wasted work time so that work productivity can be maximized. Time management is a form of business that utilizes each part of the time to be carried out with certain activities and targets and positions have been determined within a certain period of time.

Atkinson (in Lutfiana V 2016: 45) "time management is a type of skill related to all forms of one's efforts and actions that are carried out in a planned manner so that individuals can make the best use of their time". Justin G. Longenecker, et al (2016:45) "Effective time management requires self-discipline and planning to use the available time properly". According to Forsyth (2016: 45) "time management is a way to make time under control so as to ensure the creation of effectiveness and efficiency as well as productivity." According to Orr (in Saputro, 2016: 45) "time management is defined as the use of time as efficiently and effectively as possible to obtain maximum time".

From the above understanding, it can be concluded that time management is the achievement of certain goals or objectives that have been determined within a certain period of time by using resources effectively and efficiently, such as people, money, equipment, materials, certain methods by setting aside activities.

Factors Influencing Time Management

Factors that influence time management according to (Taylor, et al 2016: 46) include the following:

a. Age

There is a relationship between age and time management, the higher a person's age, the vice versa.

b. Gender

Women prefer to fill their free time by doing light work rather than relaxing.

Time Management Indicator

Time management measurement indicators refer to aspects of time management according to Atkinson, (in Lutfiana V, 2016: 50), namely:

a. Setting Goals

The main part of time management is setting goals for things to be achieved or to be done. By setting goals can help individuals to focus attention towards the goals or objectives to be achieved.

b. Avoiding Delays

Procrastination is the postponement of something until it's too late to do it, where the work should be completed now or earlier.

c. Minimizing Wasted Time

Waste of time includes all activities that take up time and do not provide maximum benefit. Minimizing time must be supported by a positive attitude and a desire to change habits, have the right plans, and develop personal.

Aspects of Time Management

According to Atkinson, aspects of time management that students can use include the following:

1. Setting Priorities

Setting priorities needs to be done considering the time available is limited and not all jobs have the same importance. The order of priority is made based on rank, from the highest priority to the lowest priority. This priority order is made by considering which things are considered important, urgent, or vital that must be done first.

2. Arranging a Schedule

Another aspect of time management is creating a schedule. Schedule is a list of activities to be carried out along with the time sequence in a certain period. The function of making a schedule is to avoid conflicting activities, avoid forgetting, and reduce haste.

3. Be firm

Assertiveness can be interpreted as an assertive attitude to say "No" or refuse a request or assignment from another person in a positive way without feeling guilty and being aggressive.

4. Control of Time

The challenges that are often experienced are things that suddenly appear and are felt as important things to be dealt with immediately. When these things arise in increasing numbers, while good self-control is not possessed, then a lot of attention, time, and energy are easily consumed for them. The impact of all that is the failure to realize the mission, abandoning the important goals to be achieved.

From the results of research conducted by researchers, Wahid Hasyim University students who do business there are still 2 (20%) students who have difficulty managing time. Even though

some students can determine goals and priorities and arrange daily schedules, students still make deviations due to lack of control over time. Based on the description of the aspects of time management, the researcher can conclude that time management requires many things and focus points that must be worked on by entrepreneurial students, especially the control aspect of time so that time management can become the cornerstone of individual work or study in every activity. Time management aims at productivity which means the ratio of output to input. Planning in advance the use of time is not a waste but rather provides guidance and direction so that students can run their business properly and successfully.

B. The Importance of Management Implementation for Business Success

Time management problems are common for many people. Many people recognize and feel the need for it, but in reality they don't notice it and put it into practice. About why time management is a problem for humans, only recently has it received the attention of researchers. In particular, economists and psychologists have developed theoretical arguments about why time management is hard on so many people. One of them is due to a lack of skills and courage in developing and implementing time management in life (Fischer, 2001).

Fischer (2001) also notes findings from behavioral decision theory that people often overlook the big future results that can be obtained when applying good time management. That is, the development and implementation of time management does not always show results in the early stages of implementation, but afterwards, with consistent application, the results can be amazing. If future results are not considered in the time management that is made now, people may use their time for results that can be obtained as soon as possible, which are usually smaller than other results, which are obtained later in the future. . In other words, people prefer things that are urgent but not important over things that are important but not urgent.

Good time management is essential to dealing with the pressures of this modern world without experiencing too much stress. Good time management doesn't mean multitasking, it means focusing on the exact task and making a difference. Whether at work or in life as a whole, one must learn how to manage time well, which will help one feel more relaxed, focused and in control. According to Donaldson (in Adebisi, 2013) "The aim of good time management is to achieve the lifestyle balance you want." A good time on the job means doing high quality work, not especially high in quantity. Claessens, et al (2007) found that using time management techniques will be directly related to performance and satisfaction, and can reduce anxiety and turmoil.

Important Things to Consider in Time Management Design

To manage time effectively, each one must have a clear picture of his or her main life principles and values. One needs to invest valuable resources of time in something that really matters. Scott (in Adebisi, 2013) clarifies that one of the fundamental challenges of effective time management is understanding the difference between "urgent" and "important", "urgent" and "important". "Urgent" by itself does not make the task important. The "important" thing is related to personal principles. Business priorities determine the importance of work. With clarity of mission and personal goals, time is scheduled with the definitive goal in mind.

One also needs to formulate what is meant by time management for him and how it relates to the management of his life. In doing this, there are 3 important things in life that need to be

considered in relation to good time management, namely: work, family life (including friends) and oneself (Atkinson, 2009). One needs to think carefully about the important things that one wants to achieve: about the goals to be achieved at work, about the goals to be achieved with the family, and about goals that are purely related to oneself.

For example in a project, the application of time management is needed to support efficiency for controlling the progress achieved, to schedule, and carry out what has been agreed upon by the parties involved. Time management is one of the main areas of concern for project leaders and their teams. Having time management means that there will be rules for running and monitoring the progress of a project and making important decisions related to it. Project professionals are now aware of the importance of this.

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CONCLUSION

Based on the research results, it can be seen that students at Wahid Hasyim University Semarang who do business, there are still difficulties in managing their time between being a student and being an entrepreneur. Even though some students can determine goals and priorities and arrange daily schedules, students still deviate due to lack of control over time. In order for student micro-enterprises to run and develop well, an understanding of the aspects of time management that must be applied by students who do business is needed. Whether at work or in life as a whole, one must learn how to manage time well, which will help one feel more relaxed, focused and in control. A good time on the job means doing high quality work, not high on quantity.

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