

**IMPROVING STUDENT ENTREPRENEURSHIP CHARACTER THROUGH INDEPENDENT
STUDY INDEPENDENT CAMPUS (ISIC) INDEPENDENT ENTREPRENEURSHIP
PROGRAM AT MUHAMMADIYAH UNIVERSITY, SURAKARTA (STUDENT CASE STUDY
IN SEMARANG CITY)**

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Abstract. Entrepreneurship is a desire for students to get a decent job. This is seen from the desire of students to seek entrepreneurial experience to prepare for the next career path, namely in the world of work. So that the Ministry of Education, Culture, Research and Technology created the Independent Entrepreneurial Program as a new activity that provides experience and practice, not just theory. The independent entrepreneur program provides support and appreciation to students to learn entrepreneurship. Independent entrepreneurial activities are carried out at tertiary institutions that have been selected according to the criteria chosen by the Ministry of Education and Culture and Research and Technology. One of them is the Muhammadiyah University of Surakarta as a tertiary institution implementing independent entrepreneurs with registration quotas for the Yogyakarta and Central Java regions. So that students from various tertiary institutions in the city of Semarang chose to enroll at the Muhammadiyah University of Surakarta. In this study to find out the reasons for Semarang city students to participate in entrepreneurial activities. Conduct research on student character before and after participating in the independent entrepreneur program. As well as knowing the potential and challenges for students if they are required to take part in this independent entrepreneur program. The research approach used in this research is a qualitative research approach. This qualitative research is specifically more directed in the case study method. In-depth and detailed research on everything related to the research subject. The results of the study explain that the interest in participating in the independent entrepreneur program comes from the desire of students to seek knowledge and experience and relationships in entrepreneurship so that the character of an entrepreneur is owned by these students. The improvement of entrepreneurial character can also be seen and felt from a series of independent entrepreneur program activities. So that this entrepreneurial program can be a remodel of learning for other tertiary institutions.

Keyword: Character; Businessman; ISIC

INTRODUCTION

The world of education in Indonesia continues to grow, especially at the higher education level. In improving the quality and quality of students to continue their careers in the real world, the government is making efforts to create programs that can have a positive impact after completing Higher Education. Independent Study Independent Campus (ISIC) is one of the policies of the Minister of Education and Culture, which aims to prepare students to face social, cultural, world of work changes and rapid technological advances. Student competencies must be prepared to be more relevant to the needs of the times. The ISIC program provides enormous opportunities and opportunities for students throughout Indonesia, both from PTN and PTS. The Freedom to Independent Study Independent Campus (ISIC)) was designed by the Minister of Education and Culture

Number 3 of 2020 concerning National Higher Education Standards, explaining that one form of learning is entrepreneurship. Based on data from the Ministry of Manpower (2021), educational institutions at the university level High in Indonesia is 13.17% of total unemployment. In 2021, there are 1,286,464 educated unemployed people. Therefore, the Directorate of Vocational and Professional Higher Education through the Independent Entrepreneurship Program will have a positive impact on the output and outcome of vocational program organizers and especially for students to become part of the realization of Advanced Indonesia with entrepreneurship, so Vocational students need to take part in the 2022 Independent Entrepreneurship program activities.

Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to seek opportunities for success. The essence of entrepreneurship is the ability to create something new and different (create new and different) through creative and innovative thinking. Many students at Semarang Higher Education wish to become entrepreneurs through programs and training that are held in general. This is a form of enthusiasm from someone who wants to improve the character of an entrepreneur and seek more experience. This is evidenced by the activities carried out by the Manajemen Student Association (MSA) Uiversity Semarang College (tribunjateng.com, 2022) with activities themed "Exploring Self Potential and Growing Entrepreneurial Attitudes" and presenting resource persons Virgiawan Tri Anggoro Owner "Nicetouch", Diana Candra Dewi, S.E. , M.M Owner "Savero Artistica". And Adi Nur Riyadi, Owner of "Schulkind store" who has succeeded in becoming a young entrepreneur so that he can provide motivation and encouragement for the younger generation to become entrepreneurs. Seeing from the enthusiasm of the younger generation to become entrepreneurs. The Independent Entrepreneurial Program is an opportunity for Semarang Higher Education students to participate while at the same time increasing interest in entrepreneurship through a program organized by the Ministry of Education and Culture. Several Semarang Universities provide opportunities for their students to take part in the Independent Entrepreneurship program with their support and appreciation for converting courses during the program.

This increase is to cultivate skills including managerial skills, conceptual skills and skills to understand, understand, communicate, and relate (human skills) and skills to formulate problems and make decisions (decision making skills), skills to organize and using time (time management skills), and other technical skills specifically. With the implementation of the Independent Entrepreneurship program, Universities in Semarang can implement these activities in the form of internal activities on their respective campuses to increase student interest in building interest in entrepreneurship from the programs held and provide student experience to study off campus and improve student competency and knowledge. This is an outcome and success for Higher Education in order to be able to produce quality and qualified graduates so that they get decent jobs.

METHOD

In this study, the authors used a qualitative descriptive research method, which is an effective method for describing existing phenomena. Descriptive qualitative research was conducted to explain existing research without providing manipulation of data. Variables were studied by conducting direct interviews with students, field supervisors and committee members in the independent entrepreneur program held at

Muhammadiyah University, Surakarta. Data sources that researchers use are primary data and secondary data. Promer data is data obtained directly, researchers obtain data or information directly using predetermined instruments. In this research data, primary data was obtained by direct interviews with students participating in independent entrepreneurs, field supervisors and the organizing committee. In this study, secondary data was obtained from books, journals, websites, articles, documentation and other literature. For data collection techniques in this study researchers used interviews, observation and documentation. Data validation is done by triangulation.

Data analysis technique

1) Data reduction

This data reduction will select notes that are in the field that are encountered by researchers so that they become notes that are transformed into good language.

2) Presentation of data

Presentation of this data is done by collecting information that is compiled and displayed to provide an understanding with a strong source.

3) Drawing conclusions

In this study, it will be disclosed from the information obtained from the beginning until the researcher transforms the information conveyed by the informant, then conclusions will be drawn that do not deviate. (Moleong, 2007: 248)

RESULT AND DISCUSSION

Students' Interest in Joining the Independesent Entrepreneurial Program

In this study, researchers chose 3 student subjects as a consideration for students' interest in joining the independent entrepreneur program. Based on the results of an interview with a student named (Diva, Sarah, Putri 2023), as a participant in the independent entrepreneur program said that: "The reason I joined the independent entrepreneur program was to increase my knowledge and experience as well as insight into entrepreneurship. The results of the interview with (Ardian, 2023) as the field supervisor said "The reason students take part in the independent entrepreneur program is so that students improve their abilities to face the world of work. Meanwhile, the results of the interview with (Ardis, 2023) as the program implementing committee said that "The reasons students took part in the independent entrepreneur program varied, starting to want to develop their business, just learning entrepreneurship, some even wanted only conversion of credits (courses).

From the following statement, it can be seen that the existence of this independent entrepreneur program fosters interest and enthusiasm for students from tertiary institutions to participate in entrepreneurial activities. Gorman et al. 1997 and Kourilsky and Walstad 1998 stated that entrepreneurial interest in students is the source of the establishment of a new business. Entrepreneurial intention can be interpreted as the first step in establishing a business which is generally long term. Lee and Wong, 2004 state that a number of factors have been predicted to influence a person's interest in a career as an entrepreneur; such as the desire to become entrepreneurs, personality factors, entrepreneurial skills and capital availability.

Student Entrepreneurial Character After Participating in the Program

In understanding the character of students after participating in the program. According to Scarborough and Zimmer, (2013) said that the character possessed by an entrepreneur includes; can take responsibility, choose moderate risk, have high morale, oriented to the future, have the skills to organize resources, assess achievement with money.

TD : Totally Disagree **A : Agree**
DA : Don't Agree **SA : Strongly Agree**
N : Neutral

Name	Responsible					Choose moderate risk					High spirit				
	TD	D	N	A	S	TD	D	N	A	S	TD	DA	N	A	S
Diva, Sarah, Putri Ardian Ardys		A			A		A			A					A

Name	Future oriented					Skilled in organizing resources					Appraise performance with money				
	TD	D	N	A	S	TD	D	N	A	S	TD	DA	N	A	S
Diva, Sarah, Putri Ardian Ardys		A			A		A			A					A

Based on the results of an interview with (Diva, Sarah, Putri 2023) as a student participating in the independent entrepreneur program, he said that "an entrepreneurial character emerges after participating in the program, I am more responsible for the work that I do, every time I do something I always think about the risks that occur so as to minimize these risks, have the spirit highly entrepreneurial, armed with the experience and knowledge that I got while participating in the program, I am sure it will be useful for the future in improving the Indonesian economy, I have the skills to organize resources. From the results of an interview with (Ardian, 2023) as a field supervisor said that "entrepreneurial karate in students can be seen from the burden of a sense of management responsibility and physical responsibility, trained to make decisions that all choose risks, there is no empty day not to think, trained to face the future with broad insight, trained to integrate production function items in organizing resources, assessing achievement with money is not enough because achievement is measured not because of profit but benefit.

While the results of interviews with (Ardis, 2023) as the committee said that "Increasing character by students can be seen from their responsibilities in completing tasks given by the committee, starting from being responsible for carrying the good name of the mater, the good name when students are in the process of doing internships to being responsible for teamwork. Students have learned to make decisions with the risks they get from choosing a program to having to determine the risks in choosing a business to run together. High enthusiasm was possessed by each student which was seen from the various initial stages of the activity (grand opening) to the enthusiasm of students in the success of the last activity, namely the expo and closing ceremony. Students are very future oriented with knowledge of entrepreneurship that will be very helpful when they arrive when they want to set up a business. Skills in the organization can be seen when each job is in the team in building their business. In this program the achievements of student achievements cannot be measured in money but rather the totality achieved in completing activities.

Potensi dan Tantangan Students are Required to Join the Program

The results of the interview with (Diva, Sarah, Putri 2023) said that, "After participating in the program, I felt my potential; have a leadership and entrepreneurial spirit, and the challenge for me is that if there is still a fear of starting an entrepreneur, then the solution is to follow a program related to entrepreneurship because from this program we can gain insight that is very useful for our self-improvement." Based on the results of an interview with (Ardian, 2023) as a field supervisor, he said that "Potentials and challenges for students must improve their ability to manage and make mistakes in making decisions. Entrepreneurship programs are required for students to take part because they will be accustomed and trained to face the future. While the results of an interview with (Ardis, 2023) as the program committee said that "The potential obtained in this program can be seen by students being able to manage time, leadership, human resource management, think creatively and innovatively, to have broad insight into entrepreneurship. The challenges in the entrepreneurship program for students are mainly accommodation and confusing information. Students do not need to worry about joining this program. So clear the potential that is obtained as well as the challenges of students to find a way to find a solution actually becomes an increase in the quality of self in these students. The committee will help and provide solutions with the interests of each student.

From this statement, it can be seen that this entrepreneurial program is mandatory for students to participate in as it prepares and equips students for the world of work. This is in line with (Hidayat et al., 2018) which says that the unemployed are educated or those who have graduated from a bachelor's degree and diploma. This is caused by various factors, one of which is the lack of graduate skills, the incompatibility of the skills possessed with the abilities of the workforce, and the social feasibility that is not possessed by inadequate entrepreneurial abilities. This is also in line with Wu and Wu, 2008; Suherti and Sirine, 2011 which states that universities need to apply concrete entrepreneurship learning patterns based on empirical input to equip students with meaningful knowledge in order to encourage students' enthusiasm for entrepreneurship.

Documentation During the Activity

Documentation during the activity is proof of student participation in participating in the independent entrepreneur program until completion.



The enthusiasm of students to join the independent entrepreneur program



Students taking part in workshop activities



Students carry out and complete assignments well



Students during the apprenticeship process



Students during the prototyping process



Students during expo activities



Field Supervisor



Program implementation committee

CONCLUSION

Entrepreneurship is the desire of many people, especially students, to get a decent job. With the Independent Entrepreneurship Program (IEP) it is an Independent Study Independent Campus (ISIC) program which will be held for the first time in 2022 by the Ministry of Education and Culture to encourage students to have the desire to become entrepreneurs. This program is fully supported and facilitated by the Ministry of Education and Culture so that students are enthusiastic in their interest in participating in the program to study entrepreneurship and increase knowledge and experience, increase students' abilities to face the world of work and desire to convert courses. An increase in entrepreneurial character grows in every student after carrying out the independent entrepreneurship program.

This is an example for other tertiary institutions to imitate the pre-model of entrepreneurial learning to be applied in their respective universities so that the entrepreneurial program can provide entrepreneurial knowledge for their students. This is a provision for university graduate students to become a new generation who can contribute to society so that they become agents of change that help improve the quality of the community's economy and become active (agent of driven) to provide innovative solutions to create jobs through student entrepreneurship business opportunities and development, as well as being a pioneer agent (agent of creator).

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