

Combined Edutainment Entrepreneurship Program for University Students at University of 17 Agustus 1945 (UNTAG) Surabaya Indonesia

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ABSTRACT

Every university has to make entrepreneurship program in university. This research would like to make overview of what we have to do in the university especially in entrepreneurship lecturing program. The practise of teaching learning experiences for years will give the overviews and sharing with the other lecturers also who had done a lot for entrepreneurship program in the university. Having program in edutainment for business teaching and learning will make the university students successfull. By writing combined Edutainment Entrepreneurship Program at University of 17 Agustus 1945 (UNTAG) Surabaya, Indonesia is really giving good ideas for lecturers who teach entrepreneurship program in the university. Motivating the students by doing some programs visiting and doing role playing, also practicing of selling combined with practising doing small business. By having practicing doing creative ideas in the creative industry surround university.

Keywords

Entrepreneurship program, combined edutainment program, creative industry

INTRODUCTION

Business program has done a lot by youths in every countries in the world. We can see business has been done also in the countries all over the world. In Asia Singapore? This is the heaven country for shopping in South East Asia even in Asia and the world. it is one of the well developed country in the world? How can it be one of the developed country in the world? What is the reason? That is because many of the people are having entrepreneurship souls in their minds. What we can learn from Singapore is, we have to make our country survive by copying what the Singaporeans do, of course not copying only but with modification which is suited with our country well. We can learn also from China. It is now becoming one of the successfull country also. Because of that Indonesia needs the human resources who have the entrepreneurs' soul as many as we can.

We have already many entrepreneurs in Indonesia but still not enough to cover the whole Indonesian people comparing to other countries because only 2 % has become entrepreneurs nowadays. It is said by Dr.Ir. Ciputra a successfull real estate entrepreneur in Indonesia. He said that it is the reason why Indonesia is still poor even have many natural resources because they can not managed well. Besides small entrepreneurs which Indonesia has already proofed becoming the only survivors in the economic crisis where as the big companies most of them had collapsed at that time.

So that is why entrepreneurship program is a trend nowadays. Not just only because of the trend but it is the need and become the important program for helping the university students to achieve their goals to earn their living even when they are still studying or after they have graduated from the university. It is the time to think for everybody to become the worker or the one who creates jobs for everybody has their own business.

STATE OF PROBLEMS

The situation of unemployment which is spread out throughout the world and in Indonesia especially also has the same critical problems. All we can see around us everywhere the young generation are seeking for jobs, they are high schools graduates, diplomas, university graduates, even masters and doctors. This is proofed by the long line of graduated students who have applied in every bursa kerja or job seekers program which is only want to get only few candidates to become their employees for some companies.

The last thing that it is issued the more and more in America, one of the developed country in the world has the critical problem until some job seekers are willing to work first without having payment, they will get payment if only the employer really satisfied with their work. This shows to us that even in the developed country that same problem happens. If we know that we are left behind 10 years from those developed countries so we will know also that the same problems will be happened in our country Indonesia. We have to be aware of it. Don't wait to be happened here. We have to try hard to overcome and solve it.

Starting from the schools in senior high schools SMK SMA and universities, we have to teach and give the skills with many kinds of programs for our students as our young generation in the future. This will make them ready to face those problems and becoming the survivors to face their bright future and successfull entrepreneur who can own companies and help the other people to earn their living by working in their companies. Creating and making more job places for other people.

The government is trying hard to help by giving support with donation and fund to help their young generation to become successfull entrepreneurs. Some small companies and offices also banks, big companies, foundations are also participating in this program. Unemployment in the year of 2007 will increase 2.5 millions people from in the year of 2006 which will be around 10.9 millions unemployment in the whole Indonesia. Can you imagine nowadays in the year of 2018?

The employment department or DEPNAKERTRANS government will focus in the entrepreneurship program for all people, including training, certification and job placement program and the other things are creating conducive employment, spreading more job fields, job chances, and the workers welfare. This will be done nationally and also will ask the universities to help as hard as they can by giving chance to make and create their own program as a plus for the subjects in the universities. They have to manage themselves their own program and the government and some experts and also practitioners arrange seminars and talk shows for supplements. We can see from the data that it is very urgent to make improvement of what we had done with the lecturing in the university nowadays.

The rate of PDB contribution of creative industry in Indonesia 2002-2006 is 6.3 percentage of total PDB National with the value of Rp 104,6 trilliun. The value of industrial export of crative industry ekspor the amount is Rp 81,4 trilliun and the contribution 9,13 percentage of total national export value with human resource achievement tenaga arround 5,4 million workers. PDB creative industry is in the 7th level of 10 jobs site in Indonesia. The PDB of creative industry nowadays is still dominated by fashion, craft, advertising and design. Indonesia has art and culture mwith many kinds which has potential creative industry. We have to do the best for the students in the creative industry to achieve the goals.

2010		2011		2012		2013
Feb	Aug	Febr	Aug	Feb	Aug	Feb
59 066	157586	92 142	190 370	123 213	82 411	109 865
547 164	600221	552 939	686895	590 719	503379	513 534
1522 465	1402858	1 275890	1120090	1415 111	1449508	1421 653
1657 452	1661449	1 803009	1890755	1716 450	1701294	1822 395
2111 256	2149123	2 264376	2042629	1983 591	1832109	1841 545
1336 881	1195192	1 082101	1032317	990 325	1041265	847 052
538 186	443 222	434 457	244 687	252 877	196 780	192 762
820 020	710 128	612 717	492 343	541 955	438 210	421 717
8592 490	8319779	8117 631	7700086	7614 241	7244956	7170 523

Percentage 2014		Percentage 2015		Percentage 2016		Percentage 2017	
Jan	Dec	Jan	Dec	Jan	Dec	Jan	Dec
6,6	5,6	5,7	5,0	4,9	4,7	4,7	4,1

Data source: The Survey of Angkatan Kerja Nasional (Sakernas) 2004 until 2017

We know from the table that it is really needed the government and also the senior high schools also universities can invent new entrepreneurs as fast as they can to make this country not having problem in the future with more and more unemployment people everyday

THEORY

The writer chooses the right model for the teaching and learning of the whole entrepreneurship program, we will try to give the overview of some theories. Edutainment is coming from the word

edu and tainment. Creating the model of teaching and learning for the students in entrepreneurship program for every faculty is really important for the university to arrange the program with any kinds of creativity to make them improved. So it means that we have to make and arrange edutainment program that is very interesting to do and also motivate the students to study happily in class.

To motivate the students by doing some activities and doing role playing, also practicing selling and combining of how to manage the business well. It means by making them success in their surrounding. They have to make their body and soul for motivating themselves and because of that they can be a successful entrepreneur in their business. Beside of the joining program they still have to make them help each other as friends in the university but also in the surroundings, helping other people also good way to make them success.

Some of the things are, to do some good things by sacrificing their power to help other people who needs help, such as sick people, poor people, and other social works. Some volunteer workers have to be done in the right way in order to feel the feeling of creating successfulness which is very easy if it is supported by doing some social works continually. All kinds of programs above has to be done together with the entrepreneur program as a lesson in the university. All those social programs that are combined by the entrepreneur lesson will be good experiences and motivations for the students. With the help of some fund that is given from the government that we call Hibah in research and some programs of entrepreneur competition also can make the students really anxious to join and also can make them very active in the program and make their entrepreneur proposal for starting their business comes true.

Giving loan 0% for starting their own business in groups. Teaching by doing creative working by giving ideas and examples also from successful business man and business women that will becoming to the university to give them clues and views also guiding them to copy what they have done from still small business at the beginning until becoming big business nowadays. This program will be useful if students actively asking questions of how to start their own business without doubtness or fearness. These kind of seminars have to be done continually when they are still becoming students in the university.

Drs I Ketut Murdana, M.SN stated that creative economy development hopefully will give new optimism to support the future in Indonesia.

The development until the year of 2025 will develop the pride of Indonesia also.

He stated also that it is very important in the new era of the shifting of agriculture to the era of industrialization in technology and communication. In the other side creative industry based on the human resources with innovation and creativity. To encourage the students we have to give award and honour for the creativity of their new ideas to invent the conducive business climate. The changing of industrial economy to the creative economy will change dramatically. The power is the invention of ideas. In the economy era which is based on the ideas and success as yahoo, google is bigger because the ideas spread out fast in the public. The profit will be very big just by copying the successful products. So we have also to protect the new ideas. Because the intellectual invention will kill the innovation.

THE ENTREPRENEUR’S MODEL PROGRAM FOR UNIVERSITY STUDENTS

The students in the entrepreneur’s program in the university is the important thing to be improved. The models that we would like to propose to all faculties in the university.

By making edutainment program for the students by making good edutainment program which combine the education and the entertainment program. Motivating the students by doing some practising programs, visiting, doing role playing, also practicing selling combined with practising doing small business are some of the media for learning fun the program and the lecturing. The Duration of entrepreneur’s program is one semester until three semesters.

Model 1,2,3

The three semester entrepreneurship program

no	meeting	Subject (first semester)	(Second semester)	(Third semester)
1	The first	introduction to business	introduction to the whole program in the second semester	Introduction and group making BMC
2	The second	business motivation I	reativity and ideas	making BMC
3	The third	business motivation II	creativity and ideas presentation in the group	making BMC presentation
4	The fourth	interviewing small business around the university in groups	creative industry	business plan making
5	The fifth	entrepreneur’s DNA and business surroundings	making puppet	business plan presentation
6	The sixth	business behaviour	role play and games in business behaviour	proposal making
7	The seventh	the importance of business network	making breads products	proposal presentation
8	The eighth	mid evaluation	mid evaluation	business real practice with the group
9	The ninth	visiting small and big business	the film in business	Business practice

				guided by the lecturer
10	The tenth	evaluation and presentation of visiting small and big business around the university.	making painting products	Business practise guided by the lecturer
11	The eleventh	business discussion in group work 1	seminar	Practising selling
12	The twelveth	business discussion in group work 2	craft making	Practising selling
13	The thirteenth	discussion in the first film presentation	seminar	Exhibition in groups of 5 students
14	The fourteenth	discussion in the second film presentation	batik making	Evaluation, winner award
15	The fifteenth	review	craft making in groups	
16	The sixteenth	final evaluation	final evaluation	

From these overviews and models that we would like to propose some ideas of arranging the model of meetings that we combine with edutainment program that we hope will be needed for entrepreneurship program in the university. In the third model with three semesters at the end, they will have certificate of practicing entrepreneurship program in the real situation. The implementation of the program is the exhibition in groups of 5 students. Some of the things from variation are some activities in role plays, traditional and modern games, singing, group work motivation, group work activities, small business tours, practising some small business ideas and learning.

Nowadays the program in our university is running well with the help of Canada world youth program. So after the first which is called foundation program and the second is entrepreneur program or employment program. At last after finish with the program the certificate that the students have are international certificates.

CONCLUSION

We conclude that entrepreneurship program for university students is really important to create business people from students or graduate students in the future. When they are still in the university, studying, it is really good to have the entrepreneurship knowledge as early as they can. Because they will become entrepreneur before leaving university or graduate from university so that when they graduate in the future they have already have their own businesses

and after graduation they will not becoming graduate students who will look for job or becoming job seeker.

A real entrepreneur that can survive by themselves even some graduate students who become a real entrepreneur and start their own business can give some jobs for other people who will work for them as their workers in their business place. We hope that unemployment will be decreasing, more and more graduate students becoming survivors in their business and if there will be happen, all problems can be solved by themselves and government only giving loan through banks for UKM and UMKM with light installments and light interest rates for the new business owners.

All kind of programs above has to be done together with the entrepreneur program as a subject lesson in the university. All those social programs that are combined by the entrepreneur lesson will be good experiences and motivations for the students. With the help of some fund that is given from the government and also from Canada world youth as in Youth innovation Fund that we call Hibah in research and some programs of entrepreneur competition also can make the students really anxious to join and also can make them very active in joining the program and make them a real entrepreneur. By making Business Model canvass and the basic of making business plan and proposal .it is good ways for starting their own business in the future will come true and it is not impossible for creating jobs for other people as their partner or workers in their own business. Variations in teaching and learning that are very interesting to do by the students is really needed in the class.

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