
University Role in Developing Entrepreneurial Culture

Eddy Triharyanto¹, Susantiningrum², Joko Sutrisno³

^{1,2,3} Entrepreneurship Development Center, Universitas Sebelas Maret Surakarta, Indonesia

corresponding email: eddytriharyanto@yahoo.co.id

ABSTRACT

University is one of institutions that is expected to develop new entrepreneurs who are competent in their field. The development of entrepreneurial culture among university students can not be separated from the support of university especially and learning process. This study used ethnographic to describe the entrepreneurial culture in universities. The population of research is the entrepreneurship bodies in universities and students in several universities in Indonesia. The sampling technique used multiple stage sample and purposive sample. Multiple stage sample was used to determine the university's selection as a sample, while purposive sample was used to determine the respondent for interview and fill out the questionnaire. Data analysis used descriptive analysis of quantitative and qualitative including scoring and meaning. The results of this study found that in general, all universities have a policy in supporting of students to growing and developing an entrepreneurial culture, but it had different intensity. It is marked by the presence or absence of a particular unit that is engaged in entrepreneurship. In the learning process, it is determined by the weight of entrepreneurship as a compulsory subject from two to three credits. To support the development of entrepreneurial, universities had entrepreneurship training, lifeskill and soft skill training, self potential and creativity, team work building, public speaking, entrepreneurship spirit development program as well as career development.

Keywords: entrepreneurial culture, university, entrepreneur, student.

1 INTRODUCTION

Indonesia is a developing country which has the fourth largest population in the world. According to data from the central statistical agency, the number of people in Indonesia in 2014 as many as 254.9 million and the number of unemployed in February 2014 reached 7.2 million people. The high number of the population is not followed with the number of jobs. As Napitupulu (2009) stated that as many as 82.2 percent of college graduates were employed. College graduates tend to be and very few job seekers who become job creators. Most graduates feel unprepared to create jobs for themselves or become entrepreneurs. According to Hendarman (2011), the higher the education the lower the person's independence and entrepreneurial spirit.

Entrepreneurship culture which grows naturally in a family or a group of Indonesian society is a very valuable asset for the nation of Indonesia. The dynamics of the nation's economy relies on traditional growth entrepreneurial

culture, needs to be combined with the mastery of science and technology (Science and Technology) in an educational activity, especially in college.

Foster a culture of entrepreneurship in higher education promises bright hope for the creation of human resources in thinking and acting independently, able to apply science and technology for the welfare understood themselves and their societies. Entrepreneurial spirit needs to be shared by all students from different disciplines, which were for the use and promote activities in the field of their respective disciplines all require their entrepreneurial spirit in order to obtain progress (innovation). Therefore, the university's policy is necessary in supporting the creation of new entrepreneurs who are competent in their field. Zimmerer (2002), states that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the implementation of entrepreneurship education.

2 RESEARCH METHODS

This study used ethnographic methods to reveal the fact the culture of entrepreneurship in universities. Culture is defined in this study are practices that will produce meaning and usefulness in the field of entrepreneurship. Ethnographic methods used in this study refers to the methods of ethnography raised by Spradley (2007) called the analysis developed gradually, and data analysis conducted since the data collection phase and gradually continue until the end of the study. End of study is determined entirely by the researchers, this is because in ethnographic research can not be obtained the results were perfect, which can report the research culture in the region completely and thoroughly. Ethnographic methods will include sampling techniques, observation, interviews, questionnaires and review of documents

2.1 Stages of Research Activities

1. Evaluation of Enterprise culture at Universities

Evaluation of Enterprise culture is done through observation, and interviews of the institutions responsible for entrepreneurship in Universities.

2. Identify the factors that influence entrepreneurial culture Students in Universities.

The identification process is done by using a questionnaire that deepened through interviews/interviews.

2.2 Population, Sample and Sampling

The population in this research are the entrepreneurship management institutions and students in several universities in Indonesia. The sampling method by using two techniques that multiple stage sample and purposive sample. Sampling can be explained as follows:

1. The first phase determines the regional representatives in Indonesia, which is divided into three parts, namely the western part of Indonesia, central part of Indonesia, and the eastern part of Indonesia. This is related to the influence of local culture towards entrepreneurship in general is different in each region, namely the Universitas Negeri Manado (UNIMA, North Sulawesi), Universitas Pendidikan Ganesha (UNDIKSA, Singaraja-Bali), Universitas Sriwijaya (UNSRI, Palembang-South Sumatra), Universitas Brawijaya (UB, Malang-East Java), Universitas Negeri Semarang (UNNES, Semarang-Central Java), Universitas Sebelas Maret (UNS, Surakarta-Central Java).
2. The second stage determines the sample of 100 students randomly in order to identify the factors that influence the entrepreneurial culture of the college.
3. The third stage is to determine the informant to be interviewed to obtain information about the problems studied. This informant came from the institutions responsible for the implementation of entrepreneurship in universities.

2.3 Data Analysis Techniques

Analysis of the data used include descriptive analysis of quantitative and qualitative scoring and meanings.

3 RESULTS AND DISCUSSION

University is one institution that is expected to create new entrepreneurs who are competent in their field. Efforts to foster entrepreneurial culture among university students can not be separated from the support of university, and the learning process in lectures. The following describes the support of the university, and the learning process several universities in Indonesia.

1. Support Toward University Entrepreneurial Culture Development

Table 1. The University Support

No	Information	UNS (%)	UNNES (%)	UB (%)	UNSRI (%)	UNDIKSHA (%)	UNIMA (%)	INDONESIA (%)
	Support facilities and infrastructure in the development of entrepreneurship							

1	a. Yes	62	61	61	47	43	25	49.8
	b. No	18	21	18	20	25	26	21.3
	c. Do not know	20	18	20	31	32	45	27.7
	d. No Answer	0	0	1	2	0	4	1.2
2	Universities provide capital assistance in the development of student entrepreneurship							
	a. Yes	43	81	41	48	41	54	51.3
	b. No	11	9	19	9	25	5	14.7
	c. Do not know	45	9	40	43	22	41	33.3
	d. No answer	1	1	0	0	2	0	0.7

a. University support and infrastructure

Generally all university president support students to foster entrepreneurial culture, but different levels of intensity. To support the development of an entrepreneurial culture, many university organized the exhibition of students products, fairs, student creativity week, also send students to the national entrepreneurial events. In addition it also provides facilities and infrastructure that supports businesses such as the provision of business incubator, gallery business, and the business environment of the university.

Although the president of the university has established policies and support for entrepreneurship development, however, among students there are still many students who had not noticed on policies and support given. UB, UNS, UNNES and UNIMA is university policy and the support of the university has been widely felt by students. While UNSRI and UNDIKSHA still needs to be improved. This is reflected in the support infrastructure, financial support and student entrepreneurship development (Table 1).

Concern universities in the development of an entrepreneurial culture is also marked by the presence or absence of a special unit that is specialized in entrepreneurship. UB is a university that has the most special unit of entrepreneurship. UNS and UNNES also quite a lot, while universities have only one unit of entrepreneurship is even a new university has an entrepreneurial unit because there Entrepreneurship Student Program by DIKTI. In terms of cooperation with other agencies in the field of entrepreneurship, some universities intensely trying to establish cooperation with agencies both domestically and abroad. But there are also universities that do not cooperate. Cooperation is only done for their internship program in PMW which is not regulated institutionally.

b. Capitalization

Allocator budget for the development of entrepreneurship depends on the policy of each president of the university. There are some universities that is large

enough to allocate the budget for entrepreneurial activity. The budget allocation is not for student bussiness capital , but was used for entrepreneurial activities such as seminars, training, exhibitions and competitions, but also a university that is not budgeted. In connection with the provision of venture capital, all universities provide entrepreneurial capital stimulant through the Student Entrepreneurial Program (PMW).

2. The University Support in the Learning Process

Table 2. Education and Training Enterprise

No	Information	UNS (%)	UNNES (%)	UB (%)	UNSRI (%)	UNDIKSHA (%)	UNIMA (%)	INDONESIA (%)
1	The existence of entrepreneurial learning for students							
	a. Exist and required	89	57	75	47	80	45	65.5
	b. Exist and optional	11	23	19	31	9	37	21.7
	c. Does not exist	0	20	6	21	5	17	11.5
	d. No Answer	0	0	0	1	6	1	1.3
2	Entrepreneurial learning methods applied							
	a. Theory in the classroom	58	33	31.3	18	36	47	37.2
	b. Practice	9	8	8.1	12	4	2	7.2
	c. Field studies	2	5	3	4	4	8	4.3
	d. Bussiness internship	1	4	0	1	1	4	1.8
3	Life skill training for students							
	a. Yes	20	32	20	32	42	26	28.7
	b. No	49	40	59	46	36	44	45.7
	c. Do not know	30	26	19	17	20	29	23.5
	d. No Answer	1	2	2	5	2	1	2.1
4	Entrepreneurship training for students							
	a. Yes	86	64	63	77	73	39	67
	b. No	6	23	17	12	10	23	15.2
	c. Do not know	6	11	19	9	17	37	16.5
	d. No answer	2	2	1	2	0	1	1.3
	Unit activity for students							

5	a. Yes	86	93	85	49	91	22	71
	b. No	4	1	7	13	0	20	7.5
	c. Do not know	9	4	7	35	9	57	20.2
	d. No answer	1	2	1	3	0	1	1.3

One way to foster a culture of entrepreneurship is through learning. Some universities incorporate entrepreneurship as a compulsory subject that should be taken by students. But there is also a university that does not require students to take entrepreneurship courses. Entrepreneurial learning method depends on lecturers, the university does not regulate in detail how the pattern of entrepreneurial learning. UNS is one of the universities which seeks to regulate entrepreneurial learning, via the unit's general manager of entrepreneurship courses. In connection with the integration of the values of entrepreneurship in all subjects, no university requires all faculty to integrate the values of entrepreneurship. University merely appealed. But there is also a university that is not appealed, all up to each lecturer.

In addition to learning, to support the development of entrepreneurial universities entrepreneurship training, life skill and soft skill training, self potential and Creativity, Team Work Building, Public Speaking, Development of Entrepreneurship and Insights on Independence and career development. The University also encourages students to form a unit of entrepreneurial activity (SMEs). Some universities have entrepreneurship SMEs both at the university, faculty and study program. But there are also universities are less concerned about the development of student entrepreneurship.

The results of the survey to students in general, students have learning and entrepreneurship training. However, learning and training are still dominant in theory. While the field practice and internship effort perceived by the students is still lacking

4 CONCLUSION

- Entrepreneurial culture have started to grow and developing among colleges. This is evidenced by the support facilities and infrastructure, the learning process both formal and informal. Formal learning process shown by the university's policy in the curriculum of lectures, the compulsory subjects of entrepreneurship with credit 2-3, while informal learning has been nourished by training.
- Entrepreneurial culture at each university is different. In general, universities in Java have a higher role in fostering a culture of entrepreneurship students.

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