

# The Urgency of Education Management as a Medium in the Formation of Student Entrepreneurial Character

Oki Safitri<sup>1\*</sup>, Oki Ciputri<sup>2</sup>, Riyan Sisiawan Putra<sup>3</sup>

<sup>1,3</sup>*Economic Business and Tecnology Digital Faculty, Nahdlatul Ulama University of Surabaya, Indonesia*

<sup>2</sup>*Da'wa and Communication Faculty, State Islamic University Sunan Ampel Surabaya, Indonesia*

Email: [pitrisapitri909@gmail.com](mailto:pitrisapitri909@gmail.com)

## ABSTRACT

This study aims to describe in depth educational management in the formation of student character. The type of research used in this research is Systematic Literature Review (SLR). SLR is a literature review method, namely collecting, identifying, determining, and critically research results on a particular topic. The stages of the SLR method consist of three stages, namely Planning, Conducting, and Reporting. The results of this study explain that edupreneurship provides an important role for the formation of the entrepreneurial character of students by carrying out creative and innovative edupreneurship management. Thus it can be concluded that entrepreneurial management can be used as a medium in the formation of the entrepreneurial character of students. So with edupreneurship management, it can create entrepreneurial character of students who are more creative, innovative, and have an entrepreneurial spirit.

*Keywords: Edupreneurship, Management, Medium, Student Entrepreneurial Character*

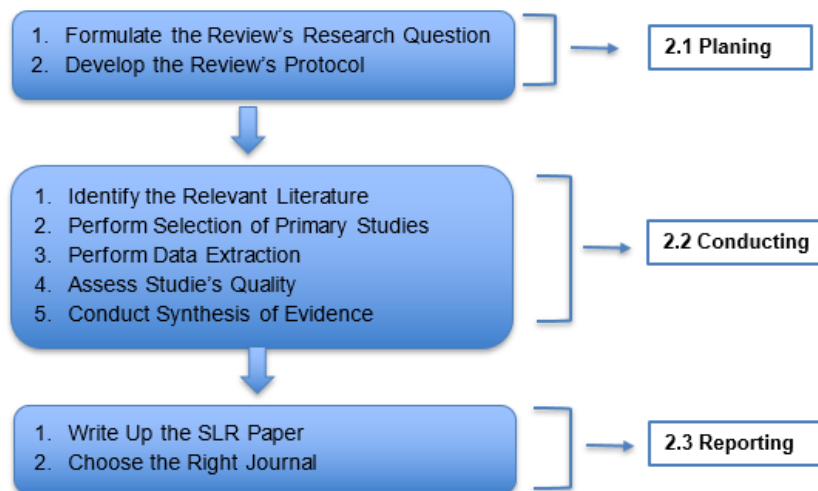
## 1. INTRODUCTION

Universities in Indonesia annually produce graduates, which then becomes a dilemma for scholars due to job problems. This is because the bachelor's degrees and diplomas they have won can no longer be guaranteed to easily get a job. In addition, scholars also do not have the competencies desired by the industry. The teaching materials presented and the competencies obtained by students are not related to industry needs. So that in terms of selection they always fail, because the competencies they have are not in line with what the industry wants.

With these problems, an innovation emerged, namely edupreneurship. Edupreneurship is an innovation that is used to help students learn about entrepreneurship. At first, the student's entrepreneurship mentality was internalized in education called edupreneurship. Edupreneurship does not aim to make students entrepreneurs, but rather to build edupreneur character in the field of education (Nurjanah, 2019). Several studies say that there is a relationship between the world of entrepreneurship and student characteristics (Widayati, 2019). Along with the problems that are often faced by students, being an entrepreneur can strengthen mental and creative efforts that are built on innovation to produce something new (Hendrawan, 2017), have added value (Supriatna, 2021), provide benefits (Yahaya, 2021), and even create useful jobs not only for themselves but for others (Margahana, 2020).

## 2. METHODS

This type of research is a qualitative research with the Systemic method Literature Review (SLR). This SLR is a literature method review, namely to collect, identify, map, critically evaluate research results on certain topics (Dresch, et al., 2015). With this method, the researcher reviews and identifies journals systematically, which in each process follows the steps that have been set (Triandini, 2019). The stages of the SLR method consist of 3 stages namely Planning, Conducting, and Reporting in Figure 1 (Wahono, 2015).



**Figure 1. Planning, Conducting, Reporting SLR Preparation Stages**

The first stage, Planning or planning begins with compiling a review question (RQ) and develop a structured protocol according to the research topic. The second stage, Conducting or implementation, is by identifying the relevant literature, screening abstract, and data extraction. The last stage, reporting or reporting, is concluding the research results (Wahono, 2015).

### **Planning**

The planning stage begins with compiling research questions (Research Question / RQ) as a reference for searching, selecting and analyzing literature data. The following is Research Questions on this topic are as follows:

**Table 1. Research questions**

ID	Question
RQ 1	What is the urgency of edupreneurship management as a medium in forming student entrepreneurial character?
RQ 2	How the concept of edupreneurship management as a medium in the formation of student entrepreneurial character?
RQ 3	Why Edupreneurship management is important in the formation of student entrepreneurial character?

### **Conducting:**

Enter the first stage in the conducting step, namely identifying the research. At this stage the aim is to obtain relevant sources in order to answer RQ1, RQ2, and RQ3. The source used in this research is the Sinta accredited national journal which discusses transaction tools, *e - wallet*, and covid-19. The journal search process is carried out using search engine (microsoft edge) and the <https://scholar.google.com/site> to find digital traces of citations and publisher journal names.

Then enter the second stage, namely selecting and selecting the main researches. At this stage there are inclusion and exclusion criteria. These criteria consist of a national journal that is accredited with sinta, published in 2015-2022, not writing in seminar publications and manuscripts that can be accessed through the <https://scholar.google.com/site>.

The third step is transferring data or extracting data by studying the incoming data which includes the inclusion and exclusion criteria. Data that are able to answer the questions RQ1, RQ2, and RQ3 are then selected (quality assessment) as a reference for answering questions. Step quality assessment based on inclusion and exclusion aimed at table 2.

Table 2.

ID	Criteria Evaluation Quality	Full fill Condition	
		Yes (Y)	No (N)
QA1	is journal national the accredited sinta?		
QA2	is year published on 2017 7 -2022?		
QA3	What is that writing? is script the one with ISSN?		
QA4	is script the could accessed through <a href="https://scholar.google.com/">https://scholar.google.com/</a> . ?		

Then the last step of the conducting stage is synthesizing the data. Data synthesis is a process of data analysis that can be used as a guide for the interpretation of various research findings on basic materials. The purpose of data synthesis is generally to use quantitative data and qualitative data, but in general reviews usually use narrative synthesis. This review is a collection of various national journals accredited by sinta, so indirectly the results of this paper are an attempt to disseminate the idea that the importance of edupreneure management as a medium in the formation of student entrepreneurial character.

### 3. RESULT AND DISCUSSION

Search results engine by using Microsoft edge application with google site scholar (<https://scholar.google.com/>) has obtained various manuscripts from research results that have been published in various publishing media. The classification of manuscripts consists of the title of the study, publisher's media, published edition and quality assessment criteria assessment (Table 2). The classification of the manuscripts is described in Table 3.

Table 3. Results of related research

No	Title	Writer	Publisher	Edition Rise	QA			
					QA1	QA2	QA3	QA4
1.	The Concept of Edupreneurship and Its Urgency for College Graduates	Muhammad Ilham Thayyib , Subiyantoro	Journal of Eduscience	2022	Y	Y	Y	Y
2.	Edupreneurship in Islamic Elementary Education	Muhammad Saleh Assingkily , Nur Rohman	PGMI Scientific Journal	2019	N	Y	Y	Y
3.	Analytical study of the formation of Maritime Edupreneurship at the Indonesian State Maritime Polytechnic	Sri Tutie Rahayu	Journal of Accounting, Economics and Business Management	2019	N	Y	Y	Y
4.	The Effect of Edupreneurship Interest on Entrepreneurial Motivation of Tadris Mathematics Students at UIN Sulthan Thaha Saifudin Jambi	Anis Fitriyani	Thesis	2021	N	Y	N	Y
5.	Influence Perception Student About Courses _ Interest Edupreneur	Lisa Ariani	Thesis	2021	N	Y	N	Y

No	Title	Writer	Publisher	Edition Rise	QA			
					QA1	QA2	QA3	QA4
	Against Entrepreneurial Spirit at Tadris Mathematics of the State Islamic University of Sulthan Thaha Saifuddin Jambi							
6.	Entrepreneurship Development Program in Higher Education	Hadai Pajarianto , Andi Muhammad Adiguoena , Imran Ukkas , Private Imam	Journal	2019	Y	Y	Y	Y
7.	The Concept of Edupreneurship Education in Efforts for Independence of Santri Based on Islamic Values at the Lintang Songo Islamic Boarding School	Lasting Tri Sanjaya, Mulyadi, Hajar Dewantoro	Journal	2021	N	Y	Y	Y
8.	Teacher Urgency and Competence Edupreneur in Vocational Education Support in Schools Outside Normal	Luqman Hidayat, Viga Saputi	Article	2018	N	N	N	Y
9.	Management Edupreneurship in Formation Character Entrepreneurship Student at Vocational High School Ma'arif Nu Bobotsari Regency Purbalingga	Edi Riyanto	Thesis	2019	N	N	N	Y
10.	3R-Based Entrepreneurship (Reduce, Reuse, and Recycle) as an Effort to Welfare the Economics of Early Childhood Education	Khusnul Fitria	Journal	2022	N	Y	Y	Y
11.	Solar Panel Devices as an Alternative Source of Electrical Energy for Al Bukhori School Elementary School Students , Rambutan District, Banyuasin	Normality Fithri, Endah Fitriani, Kiky Rizky Nova Wardani, M. Kumroni prosperous,	Journal	2022	N	Y	Y	Y

No	Title	Writer	Publisher	Edition Rise	QA			
					QA1	QA2	QA3	QA4
Regency, South Sumatra								
12.	Fulfillment of Tuition Fees Through Entrepreneurship (Study on STIT Al-Amin . Students) crec tangerine )	Made Saihu , Sawaluddin Siregar	Journal	2022	Y	Y	Y	Y
13.	The Effect of Edupreneurship and Job Training on Students' Life Skills	Emilia Dewiwati Pelipa , Anna Marganingsih	Journal	2019	N	Y	Y	Y
14.	Analysis of the Effect of Edupreneurship and Mentoring on Increasing the Competitiveness of Higher Education Graduates	Wiriadi Sutrisno, Suwiryono Cokro	Journal	2018	Y	Y	Y	Y

### *Scientific Paper Qualification*

Search process engine has been carried out and captured 14 articles in the form of scientific manuscripts from research on edupreneurship management as a medium in the formation of student entrepreneurial character. The selected articles are then selected based on the required qualifications according to inclusion criteria and exclusion criteria. These criteria include journals Sinta accredited nationally, the year the writing was published is 2017-2022, also in the form of writing in seminar publications (proceedings), and the manuscript can be accessed through the <https://scholar.google.com/site>. The results of the qualification process obtained scientific manuscripts that can answer the 4 questions above, namely QA1, QA2, QA3, QA4. The results of the qualification of the manuscript are described in table 4.

**Table 4.**

No.	Title	Index journal	Digital Object Identifier
1.	The Concept of Edupreneurship and Its Urgency for College Graduates	Sinta 3	<a href="https://doi.org/10.36987/jes.v9i1.2538">https://doi.org/10.36987/jes.v9i1.2538</a>
2.	Entrepreneurship Development Program in Higher Education	Sinta 5	<a href="https://doi.org/10.31764/jpmb.v3i1.1211">https://doi.org/10.31764/jpmb.v3i1.1211</a>
3.	Fulfillment of Tuition Fees Through Entrepreneurship (Study on STIT Al-Amin . Students) crec tangerine )	Sinta 2	<a href="http://dx.doi.org/10.30868/ei.v11i01.2271">http://dx.doi.org/10.30868/ei.v11i01.2271</a>
4.	Analysis of the Effect of Edupreneurship and Mentoring on Increasing the Competitiveness of Higher Education Graduates	Sinta 3	<a href="http://dx.doi.org/10.30998/rdje.v5i1.3392">http://dx.doi.org/10.30998/rdje.v5i1.3392</a>

***Definition of Edupreneurship***

Edupreneurship comes from the word education which means education and entrepreneurship which means entrepreneurship. This word comes from English which when these two words are combined into one it will create a new meaning. Edupreneurship is a learning approach that is able to bring entrepreneurial ideas to life from students. Edupreneurship is entrepreneurship education that focuses on doing business or entrepreneurship both in practice and theory. Edupreneurship learning is an innovative learning approach whose learning activities are associated with real objects, thus enabling students to learn the process of processing raw materials into semi-finished goods until finished goods are ready to be sold. Edupreneurship wants to place entrepreneurial concepts and attitudes in the world of education.

Based on several studies in the United States, to become an entrepreneur a person must have the following characteristics (Setiawan 2017):

**Table 5.**

No	Characteristic Features	Character
1	Self-confident	trust (steadiness) independence, steady personality optimism
2	Task and results oriented	Need or thirst for achievement profit or results oriented persevering and steadfast determination, hard work, motivation energetic full of initiative
3	risk taker	Able to take risks Love challenges
4	Leadership Able to lead	Can get along with other people Respond to suggestions and criticism
5	Innovative Originality (renewal)	Creative Flexible Many sources Multitalented Knowing a lot
6	Oriented to the future Foresight	Perceptive

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The entrepreneurial character emphasizes more on how the mindset is to take the initiative in opening a business or entrepreneurship to channel the knowledge gained while still sitting in college and also the need for support from parents. Buchari Alma revealed that there are psychological factors that can shape the negative attitude of the community which causes them to be less interested in the entrepreneurship profession, namely aggressive, expansive, competitive, selfish, dishonest, and stingy. Unstable source of income, less respectable, and so on. This view is held by the Indonesian people, so that they are not interested if their child becomes an entrepreneur, but they want their child to become a civil servant and graduate.

One way that can be done to foster entrepreneurial character is by building edupreneurship. Edupreneurship is carrying out entrepreneurship in the field of education by carrying out activities that emphasize innovative creative efforts by universities to gain achievements and increase income. The concept that can be used in implementing edupreneurship is by teaching factory and business center. Through teaching factory with students being able to carry out learning activities that are similar or almost the same as those carried out in the business and industrial world. Teaching factory becomes a learning concept in a real situation to bridge the competency gap between the knowledge provided by universities and the needs of industry. Learning through this concept has the aim of being able to develop entrepreneurial character, discipline, responsibility, honesty, cooperation, leadership, and work ethic. This goal is in accordance with what is needed by the business world

and industry and is able to improve the quality of learning outcomes from equipping competencies to equipping the ability to produce goods/services.

As for through business the student center conducts business practices by selling goods given by the school and then selling them to the public. Students are given the freedom to find the target market, analyze the market, set prices and how to sell goods and make reporting on the results of the sale (Mulyatiningsih, 2018).

#### 4. CONCLUSION

The results of this study explain that edupreneurship provides an important role for the formation of the entrepreneurial character of students by carrying out creative and innovative edupreneurship management. Thus it can be concluded that entrepreneurial management can be used as a medium in the formation of the entrepreneurial character of students. So, with edupreneurship management, it can create entrepreneurial character of students who are more creative, innovative, and have an entrepreneurial spirit.

I thank those who helped make this article a success. Hopefully this article can be useful and can be used as a reference for further research. I hope someone will research more about the entrepreneurial character of students more deeply.

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