

# Business Incubator To Development Students' Entrepreneurial Soul

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## Abstract

Students as Agents of Change from an early age must have a broad understanding of the importance of progress in the business sector, including strengthening the entrepreneurial spirit. The cultivation of an entrepreneurial spirit must be supported by the concern of various parties, including the world of higher education. This will in turn give birth to independent entrepreneurs and MSME players who are imbued with the attitude and character of entrepreneurs who are ready to survive and develop the business world in the future. The various strategies used to produce entrepreneurs and MSMEs in higher education are very important to carry out systematically and continuously. This article aims: To provide an overview of strategies for creating an entrepreneurial spirit in students and their relationship to creating independent MSMEs. Providing suggestions and solutions to parties related to cultivating an entrepreneurial spirit in students can provide a basic support for the realization of independent MSMEs. This article concludes that there are several strategies used in creating an entrepreneurial spirit in students, namely by providing motivation and understanding related to entrepreneurial character, namely Action Oriented, simple thinking, Looking for new opportunities, Pursuing opportunities and high discipline, Taking the best opportunities, Focusing on execution, Focusing everyone's energy on the business they are involved in and real strategies that can be implemented in higher education, namely Achieving learning outcomes in the curriculum, Participating in Student Creativity Programs, Creating a Business incubator.

**Keywords:** Entrepreneurial Spirit; Independent MSMEs.

## Introduction

Economic growth, and improving people's welfare. In this context, improving the MSME sector has great potential to have a positive impact on community welfare. This positive trend needs to continue to maintain its growth so that the MSME sector on a large scale is able to overcome the problem of unemployment in Indonesia. Every entrepreneur or person engaged in the business sector must have an entrepreneurial spirit from an early age and this must be supported by all adequate knowledge, skills and insight into entrepreneurship itself. Novita (2021) explains that a superior entrepreneur has the characteristics of creativity, innovation, originality, courage to take risks, future orientation and prioritizing achievement, endurance, perseverance, not easily discouraged, high enthusiasm, steel discipline and steadfast in stance in managing its business. Regarding independence, this is explained by (Ibrahim, 2022) Independence is the ability to stand alone without depending on other people. The word independent comes from the word independent, which means not depending on other people. Independence is also known as *al-hakm ad-dzati*, a word in Arabic that is equivalent to the word autonomy in English. In other terms, independence is also referred to as *alistiklaliyah* in Arabic, which is then equivalent to the word independence in English.

Entrepreneurship is an activity to create value by smartly seeing business opportunities, daring to take risks on business opportunities with good managerial skills to obtain the human

resources, capital and goods needed to provide good results (Novita, 2019). Instilling an entrepreneurial spirit in novice entrepreneurs, in this case students at universities, is very important. A successful entrepreneur certainly begins with high insight and motivation in order to be able to create new jobs and survive in an increasingly competitive business world. Entrepreneurship is not an innate talent from birth and is only obtained from practice at the field level and cannot be learned and taught, but entrepreneurship is a scientific discipline that can be studied and taught. Entrepreneurship is a scientific discipline that studies a person's values, abilities and behavior in facing life's challenges to obtain opportunities with the various risks they may face (Novita, 2018).

Students who are aware that jobs in the future will be very difficult to obtain, should start preparing themselves to be able to open new job opportunities by looking at the business opportunities that can be created. This entrepreneurial spirit must begin to be developed while students are still pursuing their education. Cultivating a good entrepreneurial spirit will create an entrepreneurial character who is resilient and ready to compete in the future. Barokah (2019) in his research proves that business development is influenced by entrepreneurs' psychological capital, as part of the builder or foundation of business development which consists of the elements: self-efficacy, optimism, hope, and resilience.

In this case, the entrepreneurial spirit of students will form the character of a reliable entrepreneur. Character is interpreted as a unique way of thinking and behaving for each individual to live and work together, both within the family, community, nation and state. A good individual is an individual who can make decisions and is ready to take responsibility for the consequences of his decisions (Suryanto, 2022). explains that efforts to understand the role of personality traits in entrepreneurship are important to understand in detail the relationship between personality traits and entrepreneurial behavior. This shows how important it is to cultivate the soul and character of an entrepreneur who will become a business actor in the future.

## **Methods**

The method used in this research is library study, namely a series of activities relating to methods of collecting library data, reading and taking notes and processing research materials. (Kushendar, 2019). The literature study was chosen because the research object, namely strategies for creating an entrepreneurial spirit in students and their relationship to creating independent MSMEs, can only be answered through library research. The data sources used are secondary data related to research objects originating from books, scientific journals, seminar papers and others. Data collection techniques or tools in qualitative research are interviews, participatory research, observations, literature studies and data sources originating from documents, newspapers, magazines, scientific journals and others. Data processing steps are carried out by reducing data, classifying data, and presenting data.

## **Results and Discussion**

### **Strategy for Creating an Entrepreneurial Spirit**

Strategy, according to Suryanto (2017), is an action that has a multilevel nature and is carried out continuously or incrementally, and its implementation is based on the customer's point of view in the form of expectations for the future. Therefore, strategy usually starts from what will happen (Suprayogi, 2020). In an organization, strategy refers to the overall direction and plans used to implement stated goals. Strategy is also very important to use to solve an existing problem. To achieve and survive over time, the business community must have a clear course of action. A successful entrepreneur must be someone who is able to look ahead, think calculatingly, and look for options from

various alternative problems and solutions. The characteristics of entrepreneurs are self-confidence, oriented towards tasks and results related to the courage to take risks, original leadership, oriented towards the future (Novita, et al, 2021).

Achievement of learning outcomes in the curriculum

1. Participate in the Student Creativity Program (PKM)

PKM is one of the efforts made by the Directorate of Research and Community Service, Directorate General of Strengthening Research and Development, Ministry of Research, Technology and Higher Education to improve the quality of students in higher education. The realization of PKM is intended so that in the future they can become members of society who have academic and/or professional abilities who can apply, develop and disseminate science, technology and/or arts as well as enrich national culture. In order to prepare themselves to become leaders who are intellectuals, entrepreneurs and have an independent and wise spirit, students are given the opportunity to implement abilities, skills, attitudes, responsibilities, build teamwork and develop independence through creative activities in the field of science they are studying. The Entrepreneurship Student Creativity Program is a program to develop student skills in entrepreneurship and is profit-oriented.

2. Create a Business incubator

New entrepreneurial formation programs for students are urgently needed. Sugandi (2021) in his research stated that this program can broaden insight, hone entrepreneurial skills and attitudes, and also create jobs for the community. Students who want to start a business not only need financial capital, but also soft skill capital which will be more dominant (Novita, 2019). According to Suryanto (2023), the launch of a new business begins with the meeting of a very large opportunity that is not balanced by adequate finances and management team, giving rise to an imbalance that increases the risk. In general, various entrepreneurship programs initiated by various institutions will increase millennial youth's awareness of entrepreneurship. Some of them even started starting businesses. How to keep young people's enthusiasm for business alive is a big challenge. Apart from that, in facing these various challenges it is necessary to be prepared in running a business so that it survives and is successful (Dellyana, et al. 2021). Universities can be good business incubators for students to start their businesses. Ibrahim, (2018) explained that the concept of business incubators in universities has great potential to produce new entrepreneurs. Such as having experienced lecturers or alumni who can become mentors. Network access from various institutions owned by the campus is also an added value for the university. And the laboratory technology owned by the campus can be used to develop student business products. Apart from that, universities still have many related things that can support student startup business incubation programs. While they are still students, they have the opportunity to get business grant funds, campus entrepreneurship program funds, or competition funds. Kurhayadi (2021) stated that almost 77% of startups in Indonesia fail in their first year. This figure also shows the high chance of failure for students in starting a startup. This makes students tend not to take these risks in building their own startup. In addition, there is a lack of capital to start a business. There needs to be a program that can minimize the failure rate, and also provide business capital financing that students can use to start their business.

### **Strategy for Creating Independence for MSMEs**

MSMEs are currently a powerful tool for increasing the private sector's contribution to development and achieving equality in developing countries. MSMEs are one way to develop small and medium enterprises, which are considered the best alternative for reducing unemployment and absorbing labor

by creating new jobs. Considering the role of MSMEs in fostering community involvement, special consideration is needed from both the government and the community.

## Conclusion

There are several strategies used in creating an entrepreneurial spirit in students, namely by providing motivation and understanding related to entrepreneurial character, namely Action Oriented, simple thinking, Looking for new opportunities, Pursuing opportunities and high discipline, Taking the best opportunities, Focusing on execution, Focusing everyone's energy in the business they are involved in and real strategies that can be carried out in higher education, namely maximizing learning outcomes in the curriculum related to entrepreneurship support material, participating in student creativity programs, creating business incubators... As a contribution and suggestion and solution to the problem of MSME independence, it is necessary to several things, namely First, changing your lifestyle from dependence on imported goods to purchasing local goods. Second, changing government policies and attitudes towards MSMEs, these businesses need full government assistance. Third, the MSME sector needs help in finding better production inputs, appropriate technology, efficient marketing strategies and services. Fourth, MSMEs must increase their knowledge and skills. So it can be said that the government must offer appropriate training facilities and reputable educational institutions. Fifth, the MSME sector requires easy access to financing, which is often a source of problems that hinder its growth. Sixth, the Government must remove a number of obstacles that hinder the growth and expansion of the MSME sector. MSME development will not be able to achieve the goals of import substitution and export promotion unless these industries are assisted in developing technological efficiencies that enable them to compete successfully.

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