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The Importance of Entrepreneurship Learning And Business Motivation Seminars To Increase The Desire To Be An Entrepreneur

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ABSTRACT

Being an entrepreneur is very complicated, because there are many things that must be mastered, ranging from knowledge, expertise, marketing, management, to personal personality. So do not be surprised, people prefer to be employees. One way to become a business actor is to learn to do business, both theoretically and practically. In addition, to become a business actor, you must have a high self-confidence and enthusiasm, the way is by attending business motivation seminars or participating in entrepreneurial communities/forums. This study seeks to reveal the possibility of strengthening interest in entrepreneurship which is influenced by learning factors and attending entrepreneurship motivation seminars. To answer the research objectives, a scientific method was established, namely quantitative. The research subjects are startup business actors from among students in the Greater Jakarta area, who are currently building their businesses. The number of research samples was 150 people, which was obtained through distributing questionnaires on social media using the Google Forms application. The sampling technique uses simple randomization and data analysis uses regression statistics. The results showed that the desire for entrepreneurship was strengthened if knowledge and motivation about business increased, both in partial and simultaneous models. This explains that there is a positive trend, business actors are starting to find their way in business and enjoy being a businessman. Therefore, it is important for novice entrepreneurs to enrich themselves by learning a lot and getting business inspiration, which arouses the passion for entrepreneurship.

Keywords: Business Actor, Entrepreneur, Interest, Passion, Learning

INTRODUCTION

Education is a central point for realizing Human Resources (HR) who are able to adapt to all times. Because education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, the people of the nation and state of

Indonesia. Article 1 Paragraph (1) of Law Number 20 of 2003 concerning the National Education System).

Entrepreneurship learning methods in universities that apply the experience of practical activities are better learning methods that can involve students to participate actively, play an important role in developing student entrepreneurial interests, and have the potential to encourage students to build their businesses even though they have not graduated from college (Olokundun, et al. al., 2018). According to Kuckertz, the purpose of educating students (individuals) to become entrepreneurs is to change students' perceptions so that they perceive a career as an entrepreneur as something interesting (Falola et al., 2013). Hynnes added, preparing and providing entrepreneurial knowledge for the wider community will have a positive influence on job creation (Obi, et al., 2018).

It is undeniable that the presence and role of entrepreneurs will have an influence on economic progress and improvement in economic conditions in Indonesia, can create jobs, improve people's quality of life, increase income distribution, utilize and mobilize resources to increase national productivity, and improve the welfare of the nation. (Cay & Irnawati, 2020; Hendrawan & Sirine, 2017). Thus, the increased development of the business world can directly improve the national economy. Interest in entrepreneurship in Indonesia is still very low. Compared to neighboring countries, Indonesia is still far behind at only 0.18% of the total 238 million Indonesian population. The number of Malaysian entrepreneurs reached 4%, Thailand 4.1%, and Singapore 7.2%. In order to drive the national economy, the number of entrepreneurs must be at least 2% (Widnyana, et al., 2019).

Based on the results of previous studies, the assessment (perspective) of students participating in entrepreneurship education, shows that the entrepreneurship learning method for project making activities and real activities in the form of selling practices gives positive results in improving entrepreneurial skills, motivation and interest. There were 64.1% of participants stated that they wanted to become entrepreneurs actively, 67% wanted to continue learning about entrepreneurship (Harianti, et, al., 2020).

THEORY

Interest

Theoretically, interest can be interpreted as a sense of interest in something and generally, someone is interested for various reasons (it could be because of competence, because they want to try, because they have experience, because there are opportunities, and so on). In a broader sense, interest is the acceptance of a relationship between oneself and something outside oneself. Meanwhile, according to Witherington, interest is defined as a person's awareness that an object, person, problem or situation has something to do with him. Interest in an object, activity, situation or to other people, between one individual and another individual can vary, depending on how much interest he has in an object, activity, situation or other person (Aqmala, et al., 2020).

In the context of entrepreneurship, interest means the desire to set up a business. In addition, the word business interest refers to the beginning, where a person for certain reasons (knowledge, circumstances, or other reasons) for the first time establishes a business (Nisa & Murniawaty, 2020; Wahyuningsih, 2020). In a research explained, entrepreneurial interest is the first component in setting up a business (Prasetio, 2020).

Entrepreneurship

Entrepreneurship has the content that there are basic characteristics in a person to be able to produce something different from others accompanied by uniqueness and innovations that are able to increase the attractiveness of others so that it can be used as an opportunity and opportunity to develop themselves and existing resources available. may not necessarily be seen or developed by others, although in developing these opportunities must be passed with various risks and uncertainties that accompany it (Purbaningrum, 2016).

This understanding confirms that entrepreneurship is able to foster a creative spirit to produce new things accompanied by innovations to keep up with the times. Entrepreneurship is also used as a medium to be able to see opportunities to take advantage of existing resources as an opportunity to be used as a profitable and beneficial business. Furthermore, entrepreneurship is also explained as a series of activities to get rewards from users for something that has been created by utilizing time and a series of processes that must be passed using capital, services and all the risks that come with it. The reward in question is in the form of an appreciation for what has been

created, a feeling of satisfaction, and a reward in the form of having a person who is free to do whatever he wants. (Saepudin, et al., 2015).

Motivation

One of the internal factors that influence a person's interest in entrepreneurship is motivation. Motivation or known as the entrepreneurial spirit is an expression of a situation, in which a person who has an interest in entrepreneurship feels enthusiastic and optimistic about a business he will undertake (Irawati & Fauziah, 2020). In a study it was explained, business motivation is moral capital in realizing the business that interests him (Tazkiyah & Yanto, 2020). Furthermore, business motivation is a persistent and diligent attitude in running a business (Rachmawati, et al., 2020). Entrepreneurs who have high achievement motives generally have the following characteristics:

1. Want to overcome the difficulties that arise in themselves.
2. Need immediate feedback to see the success of the failure fund.
3. Have high personal responsibility.
4. Dare to take risks with full calculation.
5. Likes and sees challenges in a balanced way.

In line with the explanation above, to be able to increase the spirit of entrepreneurship, real action is needed, in this case for example participating in seminars, training, discussions, and or business internships. This is intended so that business interests are not only limited to desires, but tend to be realized. In one study, it was explained that the shortcut to becoming an entrepreneur is to become an heir, but the possibility is small, but this can be overcome by participating in entrepreneurial activities. Unconsciously, activities such as seminars or internships will form a person's moral aspect, in this case his emotions towards business become stronger. Of course with these feelings it will be possible to give birth to other actions, such as studying, asking questions, discussing, looking for products, and so on.

METHOD

This research method uses quantitative methods. The method used in sampling in this study is by simple random technique With this technique, the researcher determines 150 samples to take the data. The data collection technique used a questionnaire

method, with the aim of testing the established hypothesis. The research subjects are business actors who are starting their business in the Greater Jakarta area (from among Students). The data analysis technique using multiple linear regression includes partial test, simultaneous test, and contribution test.

RESULTS

Based on the results of the regression test, it is known that the constant value of interest in entrepreneurship is very high, which is 2,340. In other words, respondents in this study generally have a great intention to become an entrepreneur. Some of them even have experience doing business, but due to several reasons, eventually the business cannot run as expected. However, this statistical fact confirms that almost everyone wants to have a business. Considering the self-owned business is fully under our control, in addition, if it is successful then the profit potential is huge. In a research, it was stated that it is very important to cultivate business interest, by learning and seeing the experiences of others, it is very likely to be able to realize the business.

Furthermore, we see that the effectiveness of business learning has a large significant value, what does that mean? That is, to realize a business will be better if through an intensive learning process. In fact, we see that many people are entrepreneurs because they previously had a business background (either a family business, working for other people, or having friends who are entrepreneurs). The existence of such business learning, either directly or indirectly, or consciously or unconsciously, will strengthen business interest or realize their own business. This condition is in line with the study of business psychology, it is explained that business realization tends to be influenced by previous experience.

In addition, we see that seminar activities have a high significance value for business interests. That is, entrepreneurial activities carried out in an organized manner can encourage the spirit of entrepreneurship. So do not be surprised, if in this era there are many seminars that organize training activities and entrepreneurship learning. There is a lot of information related to entrepreneurship, even the participants get knowledge about the type of business that is in accordance with their own characteristics, so that the influence on entrepreneurship is very large.

Based on the results of the regression test, it is known that:

1. The significance value of the simultaneous test is less than 0.05 (0.000 <0.05). That is, statistically very large influence on entrepreneurial motivation seminars and effective learning models on the interest in entrepreneurship. This finding confirms that theoretically or naturally, someone who gets emotional about entrepreneurship either through studying or attending business seminars, will increase his entrepreneurial spirit.
2. Explicitly, this finding suggests that before starting a business, everyone should first learn and participate in various seminars on entrepreneurship, so that they not only gain knowledge, networks, and experiences from others, but also gain strong confidence and determination to work together. do business with passion and hope.

The Effect of Entrepreneurship Learning Effectiveness in Increasing Interest in Entrepreneurship

The results of the regression analysis show that the value of the effect of the effectiveness of entrepreneurship learning on the interest in becoming an entrepreneur is 0.525. That is, if someone learns about entrepreneurship from an expert and gains extensive knowledge, it is possible to increase entrepreneurial determination by 0.525. In the language of statistics, a value of 0.525 means the chance or probability that it will happen. In other words, the opportunity to become an entrepreneur will be very large if during the learning process a good (effective) learning process is created (Akiel, 2017), namely:

1. The teaching staff or mentor is an experienced entrepreneur
2. Practical material is more dominant than theory
3. Getting directions that are relevant to the desire for entrepreneurship

Furthermore, theoretically the results of the above analysis indicate that the Entrepreneurship Learning variable has an effect on the interest in becoming Entrepreneurship. This is influenced by learning models, delivery techniques and assignments given by lecturers in delivering learning materials, so that students are interested in becoming entrepreneurs.

Motivation Seminar to Increase Interest in Entrepreneurship

The results of the above analysis indicate that motivational seminars have an effect on Interest in becoming an Entrepreneur. This is probably due to the motivational

seminar by providing examples of young entrepreneurs who are successful in building a business at a young age, thus providing their own motivation to the participants.

Statistically it can be explained that the value of the influence of the motivational seminar variable on the interest in entrepreneurship is 0.530. This means that the opportunity for someone to do business is very large if they first attend seminars on entrepreneurship. Why is that? Generally, seminar activities will be filled by experienced entrepreneurs, and they have gone through the intricacies of doing business, so that a lot of knowledge is gained. In addition, in seminar activities, various inspirations, creativity, and innovations are often told so that they can increase their emotions towards the desire for entrepreneurship.

Furthermore, if it is observed that the influence of participating in entrepreneurship motivation seminars is very dominant. This is in line with the facts on the ground, we generally see that in seminars the speakers are outstanding business people, so that on the occasion of their explanations they will provide a lot of inspiration and creativity, which can directly raise the spirit of entrepreneurship. So don't be surprised if we have attended entrepreneurship seminars, our attitude tends to be more stable and confident about running a business.

The Effectiveness of Entrepreneurship Learning and Motivation Seminars to Increase Interest in Being an Entrepreneur

The results of the simultaneous analysis show a significant influence between the effectiveness of entrepreneurship learning and motivational seminars on the interest in becoming an entrepreneur. This finding strengthens the theory statement, that learning business from the right system will strengthen entrepreneurial knowledge (Rahmania & Effendi, 2019). Meanwhile, participating in entrepreneurship seminars can strengthen emotionality. Both are very meaningful to the formation of interest in becoming an entrepreneur. The more intensive the two variables, the naturally entrepreneurial interest will be formed, and it is even possible in the near future to be able to carry out business activities.

In a study explained, business interest is identical to pre-business. What does it mean? That is, if someone has embedded a belief (in this case an interest) to explain a business, then he will take preparatory actions for entrepreneurship, for example:

1. Finding out the type of business to be engaged in

2. Conducting mini research on the market
3. Conducting simple calculation of the amount of capital needed
4. Take courses or learn from experienced business actors
5. Participate in activities related to entrepreneurship

CONCLUSION

The interesting thing that can be stated from this research is that being an entrepreneur requires mental maturity, one of which is interest or determination. Determination is the basic capital to be able to realize the business. In addition, the results of the study confirm that in order to foster interest in entrepreneurship, it is important to participate in business learning activities. And the organizers should present effective business learning, such as presenting experienced speakers, applying practical concepts, providing adequate facilities, and so on. Statistical facts indicate a priority model. There should be more aspects of participating in motivational seminars on entrepreneurship, so that existing interests will be fertile.

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