

# The Effectiveness of the Role of Universities in Building the Entrepreneurial Community in Indonesia

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**Abstract:-** Types of qualitative research, the results showed that: the role of entrepreneurship and a culture of entrepreneurship in economic and social development is often underestimated. However, after so many years is becoming increasingly clear that entrepreneurship is indeed to contribute to economic development. The transformation of ideas into economic opportunities are the essence of entrepreneurship. History shows that economic progress has advanced significantly by people who have an entrepreneurial and innovative soul, was able to take advantage of opportunities and daring to take risks.

These things should be looked at various parties such as Governments, universities, and students themselves feel compelled to immediately fix and make an effort to stop the spread of this disease to the next era. One of the paradigm that must be modified is after graduating college students must "find a job", but will be more visible and sounded wonderful if the paradigm is replaced by "creating jobs". That means, in this case the student is not designed to be an employee but rather being an entrepreneur.

**Keywords:-** *business, roles, policies, education, entrepreneurship.*

## I. INTRODUCTION

### A. Background

The problems of unemployment and poverty is an issue of concern in every country around the world. But up to now the right solution to resolve this issue still has not been found. The same condition also is felt in our country with the level of the previous strong economy with low unemployment level is now transformed into a country with an unemployment rate that is increasing every year.

Each year the colleges in Indonesia both public and private produce hundreds of thousands of graduates, while the field jobs not that much. The Central Bureau of statistics (BPS) reveals, in the year 2017 the amount of the increase in unemployment has occurred in Indonesia amounted to 10,000 people into 7.04 million in August from August 2016 2017 of 7.03 million. Increase the amount of the unemployment

caused by the increase in the number of labor force in Indonesia.

Data from the Central Bureau of statistics (BPS) Indonesia in employment during February 2017 until February 2018. Based on the data presented, the open unemployment rate BPS (TPT) University graduates rose by 1.13 percent compared to February 2017. From 5.18 percent to 6.31 percent.

Unemployment of graduates of the diploma I/II/III also went up by 1.04 percent from 6.88 percent to 7.92 percent. Rising unemployment also occurs at the level of Primary education (elementary school). The unemployment rate rose 0.05 percent from 2.62 percent to 2.67 percent. But compared to the other levels of education, unemployment of graduates of the Elementary School is the least.

They are low-educated tend to be willing to accept any job, it can be seen from the TPT SD least among all levels of education, i.e. 2.67 percent.

Despite the rise in unemployment on university graduates, diploma and SD, according to BPS data, the overall unemployment rate in Indonesia has decreased. Compared to a year ago (2017), the number of inhabitants increased by 2.53 million people work while unemployment decreased 140 thousand people. The drop in unemployment that occurred at a graduate level CMS of 2.49 per cent of 11.41 percent to 8.92 percent. Unemployment at a High School graduates dropped by 1.1 percent from 8.29 percent to 7.19 percent. The decline in unemployment also happens to graduate middle school (Junior High) of 0.36 percent from the level of unemployment of 5.54 percent to 5.18 percent.

To resolve the problem of unemployment and poverty has many programs that have been compiled and applied. Millions of dollars had already been invested to be able to create projects that are expected to be lower levels of unemployment and poverty, but the result has not been satisfactory. So there is one thing that we certainly will find namely: unemployment and poverty has increased. For our country that was awarded the abundant natural resources, a situation that is found may be worse. Naturally they have all and sundry for their well-being, but in fact most of the people live below the poverty line.

What actually happened? Missing is entrepreneurship. Entrepreneurship is a key factor as acknowledged by Prof. Lester c. Advisory (1999) in his book *Building Wealth* clearly States, "there is no substitute for institutional agents of entrepreneurial individuals. The winners of the entrepreneurial game be prosperous and powerful, but without the entrepreneur economy being poor and weak. That parents would not exist anymore; the new cannot enter. "

### B. Formulation of the problem

How the role of college education towards entrepreneurship society in Indonesia?

## II. THE THEORY

### A. Entrepreneurship

Understanding entrepreneurship in General is the entrepreneurship is a process in doing anything new or creative and different (innovative) are useful in providing more value.

According to Joko that entrepreneurship is the courage to make a concerted effort efforts meet the needs of life performed by someone, on the basis of ability in a way benefit from any potential to produce something beneficial to himself and others in *Entrepreneurial Finance* by j. Leach Ronald Melicher that entrepreneurship is a process of changing ideas into commercial opportunities and create value (price) "the Process of changing ideas into commercial opportunities and creating value "

In *Entrepreneurship: Determinant and Policy in European-US Comparison* that entrepreneurship is the process of creating, perceives, and pursue economic opportunities "process of perceiving, creating, and pursuing economic opportunities". But it says in the book, that the process of entrepreneurship itself is difficult to quantify.

The sense of entrepreneurship, according to Mr. Suharto, Prawiro (1997) is a value that is needed to start a business and developing a business. Understanding entrepreneurship according to Drucker (1959) that entrepreneurship is the ability to create something new and different. Understanding entrepreneurship according to Zimmerer (1996) is a process of applying creativity and innovation in solving problems and finding opportunities to improve the lives of the effort.

Understanding entrepreneurship according to Siswanto late Sudomo (1989) or Entrepreneurship is everything that's important about an entrepreneur, i.e. people who have worked hard and sacrificed, concentrates power and daring take risks to materialize the idea.

Meredith (1998:76) specifically saw the entrepreneur as a person who managed to enjoy the work, and dedicated to what they do, change the work into the job exciting, interesting and gives power. More Meredith added that the

entrepreneur is a person who has the ability to view and evaluate business opportunities, gather the resources needed to take advantage of him and take action appropriately to achieve success.

Some of the views of the experts, the author can deduce that the understanding of entrepreneurship is an individual with their creative process to be able to see the opportunity and exploit it to earn an income and open new jobs.

After we found out about the sense of entrepreneurship, then of course, we know what is the meaning of entrepreneurship itself. It is because the entrepreneurial sense of simplicity is the one who runs the entrepreneurial themselves. The following three experts who gave feedback on what the sense of entrepreneurship.

- Self-employment or solicitor is the person who has the ability to view and assess opportunity business gathering the resources needed to take advantage of them and take appropriate action, in order to ensure success (Geoffrey g. Meredit et ak, 1995)
- Solicitor or entrepreneur is someone who take risks needed to organize and manage a business receives in return for services in the form of profit nonfinancial (Skinner, 1992).
- Entrepreneurship or entrepreneur is the one who has the ability to do the coordination, organization and supervision. Self-employment has extensive knowledge about the environment and make decisions about the business environment, managing a number of capital and facing uncertainty for profit (Say, 1996).

### ➤ The Entrepreneurial Traits

Someone said to be entrepreneurial is certainly meets the definition of entrepreneurship itself, for more details please read the entrepreneurial traits below:

- have the courage to have the resource creations  
an entrepreneur must have the courage in having power creations or not afraid to dream and plan. The sum of all fears will have been wasted in the dreaming and planning must be eliminated. At the very least should keep in mind the STOP (Stop "stop, Think," think "Observation" Observation "and the Plan" plan ") if the thing that makes those ideas is delayed or stuck.
- Risk-taking entrepreneurial said when Someone has dared to take the risk, it must of course be in line with previous planning and observation has been made that he did against the idea.
- Has vehement passion and willpower can be said other than  
An entrepreneurial risk-taking should have passion and willpower to succeed.
- Has the right analysis one can be said to be entrepreneurial in the right knowledge to make a proper analysis, and tried to approach 100% correct.
- This is a consumerist is not a disease to the present. An entrepreneur must not consumerist consumption or at least, much less of their income.

- Has the soul of a leader's soul should have an entrepreneurial leader. With this, they are able to develop their enterprises become more advanced.
- future-oriented is obvious, when you are a creative and innovative entrepreneurs and entrepreneurial traits that have characterized other then you will have this capability

➤ *The Characteristic Feature of The Reliable And Professional Entrepreneurship*

- Sure of product
- owned Know very much the product of
- do not argue with the prospect
- Communicative and Friendly negotiation in service
- Polite Honest and brave
- Creating transactions

➤ *The goal of entrepreneurship*

Here are some of the goals of an entrepreneur who is supposed to be:

- Tried and determined in increasing the number of the entrepreneur is good in other words participated in fostering entrepreneurial candidate human man to build a better business network
- Participated in realizing the ability of the entrepreneur to increase the well-being and prosperity of society and his country
- Participated in growing and developing awareness and entrepreneurial orientation.
- Disseminating and creating a culture of entrepreneurship traits were primarily in the community
- Developed in the form of innovation and creation in order that created the dynamics of entrepreneurship or in the business world so that prosperity can be achieved

*B. Learning About Entrepreneurship*

A sociologist named David McClelland argued that, if a country wants to be prosperous, a minimum of number of 2% of the overall population of percentage in the country to become entrepreneur, Indonesia itself to date according to a research the population into new entrepreneurial about 0.18%, the amount had jumped sharply then it is not surprising in this time, the condition of the economy of Indonesia left far from neighboring countries namely Singapore which has a percentage of self-employment of 7%, Malaysia 5%, 10% Chinese, let alone if it has to be compared with the United States a superpower that was almost 13% of the population being the entrepreneur.

Thus, with growing hibiscus knowledge about entrepreneurship, will uplift the community Indonesia especially the younger generation or the students, to create jobs with entrepreneurship, not just a seeker employment (job seeking). With the spirit of nationalism that is based on the nation of Indonesia should be able to compete in the world economy, it will be a lot of students who are motivated to

increases the quality of himself and gave creative ideas in the field of entrepreneurship high competitive power.

With more and more entrepreneur sector in the country will improve the competitiveness of these countries, it will happen because, first, a country that has a lot of businesspeople will certainly get a great income from tax sectors, top economic activity that they do, in a country far too many civil servants are unproductive or even less, then they each month takes up the State budget to hire them, but their investments on the economy National was minimal both in terms of taxes as well as levels of consumption.

With more and more residents into self-employment, then their economy will be independent, not to be dependent on the capitalist economic system, in this case the Government has to be pro active provides capital for entrepreneurs in order to be truly productive with flowers competitive, and not destroy the entrepreneur or the Government, the results of their business profits will be deposited in banks in the country, so the smoother turnover, with it their capital will be increased so that it is able to penetrate the share global markets, that would raise the import-export balance and will add to the foreign country as a significant, then it is very clear, that entrepreneurship has a very important role to raise the dignity the dignity of a nation at the international stage.

From some of the positive impact of entrepreneurship, it can be concluded that entrepreneurship aims to improve the economy of the community and in general improve the dignity and the personal dignity of the nation and State as well as businesses people, with such knowledge is expected to be a growing number of citizens of Indonesia especially students who entered the business world, but to note in trying must uphold honesty, so that what is produced can be beneficial to the public at large.

*C. Entrepreneurship Development Student*

Strengthening programs to encourage entrepreneurship activities and new entrepreneurial growth spurt has been assigned the Government's Directorate General of higher education has developed various entrepreneurship program. In the year 2009 has introduced the entrepreneurial Student Program (WMP) to bridge the students entering the business world rill through business facilities that are desperate. On the other hand, the additional activities the students systematic can also build entrepreneurial motivation and mental attitude.

Coaching students in various activities relating to the interests and talents of welfare or other capable of delivering organizational skills for entrepreneurship. As the political figure, the CEO or in a press unit (campus newspaper) also became a successful entrepreneur in the publishing industry. For example student robotics team into a team of creative industrial machining services, informatics engineering students into entrepreneurial software house, students in religious studies became a forum for students, the creator of

nature into self-employment services outbound. The coaching was able to give birth to creativity and innovation as primary energy entrepreneurship. Experience and economic benefits that business used to develop entrepreneurial soul that exists among students.

Results of the study said that there are three dominant factors in motivating undergraduates become entrepreneur i.e. a factor of opportunity, freedom, life satisfaction factor. A third factor that is what makes them become entrepreneurs.

Hopson and Scally (1990:56-61) noted four kinds of self-empowerment skills as life skills (life skills).

*First*, the skills to live and thrive in General. These skills include: (1) skills of reading, writing, and numeracy skills, (2) seek information and information sources, (3) skill to think proactively and solve problems constructively, (4) skill to know potential creative and develop it, (5) the skills of managing and utilizing time effectively and optimally by making commitments and priorities of the present, (6) the skill of identifying the interests, values and personal beliefs, (7) skills setting and achieving goals, (8) making skills anticipation supplies to ward off these times of crisis and transition, (9) skills to build the concept of self is positively considering the power the power of others, (10) decision making skills, (11) stress management skills (psychiatric) and other negative emotions-emotions (anger, inferiority, lies, fear, anxiety, etc.), and (12) skills in maintaining mental and physical fitness.

*Second*, the skills to build relations I – thou that differentiated the top five skills, namely: (1) Skills to communicate effectively; good verbal nonverbal, as well as in face to face or via other media, such as: letters, phone calls, to establish partnership and cooperation with others is good for finding work, setting up businesses, as well as social beings hospitality. Communication is the soul of life, (2) Skills to build, maintain, and terminate the relationship, (3) the skills of giving and getting help. Giving can evoke a sense of confidence and ask for help to other people to cooperate is empowering, (4) The skills of conflict. Conflict is an integral part of the life of work and not a little cause depression that destructive. But conflicts can be resolved through a brain storming with communicate clearly and openly to the other party, and (5) The skills of giving and receiving in return with a sense of intact. Think of yourself as others think of you. In a sense the party giver and recipient both be satisfied.

*Third*, the relationship building skills I-others, include: (1) Skills be assertive with the remains in the corridors of the respect of the rights and dignity of others, (2) The skill of knowing how to work that synergize with the community and social systems that exist with the strategy of utilizing the opportunity to achieve success without interfering with the rights of others, (3) Skill conducting cooperation in the rebel group by integrating themselves into the community. Life work together bilateral and multilateral (human

organizational) are characteristic of modern human life. People who cannot work together with other people it's hard to be successful, (4) skills expressing feelings constructively (not a priori, tolerance, familiar, not arrogant, straightforward, and so on) so that others can judge the positive (5) the skills to negotiate, compromise, and make contract commitments to overcome the differences of interest. A clear commitment to contracts where the expectations are shared, clarified, and attachment limit standards requirements set. The contract legally and written commitment played an important role in the Organization and clarification of human relationships, (6) skills to build power in the social systems that exist through empowerment.

*Fourth*, skill build relationship in certain situations, include: (a) in the world of education, skill looking for choices life skills to be learned by finding opportunities and relevant information, (b) in the world of work, skill looking to find a profession options open, get a job, keep a job, switched professions, and overcome unemployment by developing specific skills for a changing profession as a career, life skills, nurturing the sustainability of the profession in order to remain a career life which gives guarantees the well-being of psychologically and materially, (c) in the House, the skills of choosing a particular lifestyle and kept them in order to consistently remain lasting until the old days as a pattern of family life, life skills together in a actualizing tenets on how to rebuke, greet, decisions, compromise, solve problems, negotiate in settings of nutrition, family and others, and etc., and (d) build skills in the community, the social contract in order to be accepted as a member of society (adaptation of the culture, traditions, customs), skills (constructive mindset change orientation to the future, rational, fair, honest, example, open, familiar, simple, polite, free yourself of envy, envy, social care) and utilizing the skills and cultivating potential resources in society as an opportunity for the young generation of entrepreneurship prepared through education and training.

Many students get scared face business risks which may arise that make them cancel the business plan early on. The motivation is so large, there is a student lead containers prepared by the party College was not in vain, but will instead give birth to young entrepreneurs.

With the growing number of students start a business since the time of the lecture, then likely after graduation will continue efforts already from. So the more reduced number of unemployment in our country, but rather a growing increase of the number of jobs that are open. In addition to the motivation of college students also need to be given the skills in order to be able to compete so it is able to survive and not easy to despair when the failure occurred.

Strategic measures are offered as options in the coaching process spurred development and entrepreneurship via College was formed in College entrepreneurship institution that



functionally have basic tasks: (1) Coordinate the construction and development of entrepreneurship institutionally; (2) Form a network partnership system in cross-institutional with the Government, the business world and industry, and NGOs as well as entrepreneurship, Entrepreneurial agencies that there are both national and international.

The construction and development of entrepreneurship in the mental attitude of the campus community environment through entrepreneurial development program to grow develop entrepreneurial souls on the students and faculty are expected to also become a vehicle integration in synergy between the mastery of science and technology with the soul of entrepreneurship. In addition it also expected results research and development not only of academic value only, but has added value to the economy of the nation's independence.

#### *D. Example of Student Entrepreneurship Development*

Here's one example of the development of the entrepreneurship of students conducted by the University of sand Pengaraian (UPP). In an effort to make the vision of the University of Pengaraian Sand (UPP), which is "to campus Teknopreneur 2035".

Entrepreneurship development program (PPK) RISTEKDIKTI in collaboration with the Centre for career development and entrepreneurship (P2K2) University of Pengaraian Sand, launched Entrepreneurial Student Program (WMP) in 2018. The Rector of the University of Pengaraian Sand, Dr. Adolf Bastian, m. Pd said, the launch of this event will be based on programs by tracking the results of studies that have been conducted the institution alumni P2K2-UPP in 2014.

Where 20% of alumni working as a Civil employee of Country, 30% as the Honorary power on government institutions and education, 35% work in companies and the remaining 15 percent of entrepreneurship or work on micro enterprise sector of small and medium enterprises (UMKM).

The survey results showed that the profession of CIVIL SERVANTS or work in government offices is still the main choice. By reason of this profession more prestigious comparison another profession and also encouraged due to factors guarantee old age (retirement) and allowances-other allowances. The low percentage of alumni entrepreneurship because the profession is still considered self-employment is not popular or not. This is an ancient paradigm that should be changed in the environment of the community. The fact a successful entrepreneur (entrepreneur), thus many have larger producers as compared to civil servants, "he said.

The paradigm of the problem continued, graduates, still lack the number of student entrepreneurship and decrease in the number of student entrepreneurship because it cannot

manage its business properly, shows that there is still a lack of business instinct and entrepreneurship among students.

Student Entrepreneurial program (WMP) in the UPP has begun since the year 2013. The program continues to grow, from University grant initially used to obtain funds from the RISTEKDIKTI both on the level of private colleges Coordinator or the national level. Quantity of funds given ranging from 5 million to 8 million rupiah for each proposal.

Systematic funding given in rolling with time returns for three years without interest. This scheme was chosen because the returned funds will be used again to fund other programs so that the entrepreneurial PMW goes on.

As a further commitment of the University to facilitate the program that has been running WMP then in the year 2015 in the form of student Entrepreneurial Cafeteria built Stall as many as six spaces equipped with Gazebo for a gathering place for visitors.

Up to the year 2017, recorded at least 12 active entrepreneurial already resulting from the program. Tim P2K2 and PPK represented by Purwantoro, M.Sc, Ratri Isharyadi, M. Pd, and Arif Rahman Saleh, MT stated, PPK program has entered the second year of implementation after starting from 2017, 2018, and in return get trust of UPP RISTEKDIKTI to manage the program.

In the year 2018, we have received a good entrepreneurial proposals from 15 students or alumni. The proposal will pass through the stages of selection and presentation of the Administration's proposal for a business plan. After that is done the assessment of winners based on visibility and sustainability efforts.

The selected participants will follow further entrepreneurship camp that provides intensive training to potential of entrepreneurship by presenting speakers and internal and external campus practitioners. The number of funded proposals will adjust the existing budget and the quality of proposals that are proposed.

### **III. DISCUSSION**

#### **A. The Role of College Education Towards Entrepreneurship Community In Indonesia.**

The high unemployment figures which are born of higher education in Indonesia distract us to hunt down what kind of education model that matches the currently applied in college. To answer the question in every college currently has begun opening up entrepreneurship education program.

Entrepreneurship development program was implemented to develop entrepreneurial souls on the students and faculty and is also expected to be a vehicle of integration in synergy between the mastery of science and technology with the soul entrepreneurship. In addition it also expected

results research and development not only of academic value only, but has added value to the economy of the nation's independence. Entrepreneurship can be defined as the ability to view and assess the opportunities (odds) business as well as the capability of updating the optimization of resources and the right to take action as well as the highly motivated in taking risk in order pass along to his business.

The College's role in motivating students to become a young entrepreneur is very important in growing number of businesspeople. With the rise of entrepreneur from among scholars will reduce the amount of added unemployment even increased the number of jobs. The question is how the College parties can print a young entrepreneur. Entrepreneurship education in Indonesia is still less gain enough attention adequately, either by education or community. Many educators are less attentive to the growth of entrepreneurial attitudes and behavior of target students, both at secondary schools, as well as in higher education. Their orientation, generally just on setting up manpower.

In addition, historically our society has a feudal attitudes inherited from the Netherlands colonizers, join our educational orientation of coloring. Most members of the public expect the output of education as workers, because in their view that workers (primarily civil servants) is such a noble who has a fairly high social status and is respected by the citizens of the community. Complete already, both educators, educational institutions, and community, have the same perception towards expectations of output of education.

In contrast to developed countries, for example in the United States. In the United States since 1983 has felt the importance of vocational education. Where Education entrepreneurship developed effort is directed at the American position in the economic and military competition. Entrepreneurship education in particular with regard to education business, said that can be done at any level of education, both at the level of elementary school, middle school, and in college.

As developing countries, including Indonesia still lacks entrepreneurs. This can be understood, because the condition of education in Indonesia is still not support the development needs of sectors of the economy. Note, almost all school/PT is still dominated by implementation of the education and learning that is conventional. Why it can happen? On the one hand the educational institutions and the public less supportive of growth entrepreneur. On the other hand, many government policies are not able to push the morale of society, e.g. the maximum price of rice policy, nor the excessive subsidies that do not educate behavioral economics community.

Most of the drivers of change, innovation and progress of a country is the entrepreneur. Entrepreneur is a person who creates a business dealing with risk and uncertainty was aimed at gaining profit and growth by means of identifying opportunities and utilize the resources needed. Nowadays

many opportunities for entrepreneurship to everyone who saw the business opportunities of jelly. Entrepreneurial career can support the welfare of society as well as providing a great selection of goods and services for consumers, both within and outside the country. Although the giant company more public interest and often graced the headlines, small business no less important role for social life and economic growth of a country.

Therefore the Government expect the students to have the ability and courage to set up a new business including business size although it is small, but open up opportunities for many people. College party responsible in educating and providing the ability in seeing a business opportunity as well as managing the business as well as provide motivation to have the courage face business risks. The College's role in motivating the student body into young entrepreneurs is part of one of the factors driving the growth of entrepreneurship.

In many foreign universities have a special program in learning the entrepreneurial field, so there is an embryo of young entrepreneurs. The role of College merely become facilitators in a motivating, directing and infrastructure providers in preparing undergraduates who have a strong motivation, courage, ability as well as a supporting character in setting up new businesses.

The College's role in motivating his student became young entrepreneur is very important. It is seen from some of the discussions of the field of entrepreneurship that has been presented above. The problem is how the College parties able to perform its role properly and capable of producing scholars who are ready to entrepreneurship. The role of College party in providing a container that provides the opportunity start a business since college is important, in accordance with the opinion of Thomas Zimmerer that starting a business, it could at the time college running, but more how important is the role of the College in terms of motivating its student to incorporated in the container. Because without giving any clear picture of the benefits of entrepreneurship, then likely the students no one is motivated to deepen skills doing business.

Therefore, the College also needs to know the most dominant factor motivating students in entrepreneurship. Results of the study said that there are three dominant factors in motivating undergraduates become entrepreneur i.e. a factor of opportunity, freedom, life satisfaction factor. A third factor that is what makes them become entrepreneurs. This article is very helpful college parties in providing information to the student body, that being the entrepreneur will get some opportunities, freedom and life satisfaction. This delivery process must often be done so that students are increasingly motivated to start entrepreneurship. Because many students feel scared face business risks which may arise that make them cancel the business plan early on.

The motivation is so large, there is a student lead containers prepared by the party College was not in vain, but will instead give birth to young entrepreneurs. With the growing number of students start a business since the time of the lecture, then likely after graduation will continue efforts already from. So the more reduced number of unemployment in our country, but rather a growing increase of the number of jobs that are open.

#### *B. The Role Of The University In Encouraging World Growth Entrepreneurship*

The University's role in motivating the he be young entrepreneurs, is part of one of the factors driving the growth of entrepreneurship. There are 8 factors driving the growth in entrepreneurship among others are as follows (Thomas w. Zimmerer, 2001:12):

- Entrepreneur as hero
- The above factors strongly encourage everyone to try to have his own business because of the attitude of the community that an entrepreneur is regarded as a hero and as a model to follow. So the status of this is what pushes someone started his own business.
- Entrepreneurship Education
- Entrepreneurship education is very popular at many colleges and universities in America. Many college students are increasingly afraid of dwindling job opportunities available so encouraging to learn of entrepreneurship with the goal after finishing college can open their own business.
- Economic factors and population
- In terms of the demographics of most of the young entrepreneur starting a business between age 25 years up to 39 years. This is supported by the composition of the population in a country mostly in the range of age above. Moreover, a lot of people realize that in entrepreneurship no more restrictions both in terms of age, gender, race, economic background or whatever can also achieve success with owning a business.
- The shift to a service economy
- In America in the year 2000 the service sector generates 92% 85% of employment and GDP of the country. Because the service sector is relatively low investment initially so that it becomes popular among the entrepreneurs and encourage self-employment to try to start their own business in the field.
- Advances in technology
- With the help of modern business machines such as personal computers, laptops, printer, fax machine, answering machine one can work at home like a big business. At times in the past, the high cost of making technology small business can't possibly compete with big business that can afford to buy these tools. Now computer and communication tools that are priced within reach of small businesses.
- Free lifestyle
- Entrepreneurial lifestyle liking Americans who love the freedom and independence that is wanting to freely choose

their place of residence and their preferred working hours. Although financial security remains a critical goal for almost any entrepreneur, but many other priorities such as more time to family and friends, more free time and greater capabilities of controlling stress relationship with the work. In a study conducted by Hilton Hotel, 77% of adults who researched, assign the use of more time with family and friends as a first priority. Making money is at fifth and spending money to purchase items are on order.

- E-Commerce and The World Wide Web
- Online trading grow quickly (see chart Online Commerce), which creates many opportunities for cloud-based entrepreneur or Website. The data collected showed that 47 percent of small businesses do internet access while 35 percent already have their own Web sites. These factors are also pushing growth entrepreneur in several countries.
- International Opportunities
- In search of customers, small business is now no longer restricted in the scope of its own country. The shift in the global economy that dramatically has opened the door to tremendous business opportunities for the entrepreneurs who are willing to reach across the globe. World events such as the Berlin wall, the revolution in the Baltic countries the Soviet Union and the disappearance of trade barriers as a result of the Treaty of the European economic community, has opened most of the world market for the entrepreneur.

Factors that support this discussion are factors of entrepreneurial Education. In America, many universities have a special program in studying the field of entrepreneurship so that there is an embryo of young entrepreneurs. The role of the University just become facilitators in a motivating, directing and infrastructure providers in preparing undergraduates who have a strong motivation, courage, ability as well as a supporting character in setting up new businesses.

The success of the program that is specified to reached The Finish of entrepreneurship education "more depending on how many scholars have a meaningful experience for teaching-learning process and this continues while business processes take place. University parties motivate and equip the Bachelor to open new business as well as run during college and forwarded after college is completed. The definition of entrepreneurship can help you find what's wrong in education entrepreneurship if universities have not managed to print the young entrepreneurs.

First it was the entrepreneurial process, and secondly it is not an entrepreneurial activity in its own right but rather an activity continues constantly. So the University will need to consider a lot of things about the process of learning which takes place both in the curriculum as well as a method of learning so that students experienced the process in getting a meaningful experience and the process can be continue on when running a business.

Various efforts have been undertaken by the Government of one of them is by doing various bilateral economic cooperation so that there are investors come in and open up employment opportunities in the country. However, it has not been able to resolve the problem of unemployment completely. On the other hand, the reduction of unemployment by providing solutions in employment will only give a temporary solution, because when the economic or political problems occur that is cause investors run out of State unemployment then it will happen again.

One good solution is making the college graduates, young entrepreneur. Intellectual ability with adequate skills, good use of IT as well as the production process, as well as the existence of global insights that make college graduates is becoming a tough young entrepreneur.

Orientation briefing students in order to become a young entrepreneur is not easy. The education system and the environment less able to provide motivation for entrepreneurship students interest in the outbreak at the time of study nor later after graduation. It is evidenced by the low number of young enthusiasts a variety of entrepreneurial competition both held by the Directorate General of higher education as well as private institutions such as Mandiri Bank, Shell, Pertamina, etc., compared to the total number of students. Most of them hope after finishing work as employees of private/professional or civil servant.

When parsed deeper that the system of education in Indonesia from the primary level (SD) until secondary school (High School) are less capable of providing inspiration and motivation for students to be entrepreneurial. From elementary school, students are loaded with a variety of science that relies solely on left brain to strengthen the ability to think logically. The condition is the same as with the education we prepare labour or labor for foreigners. Need a great breakthrough by the holder of the intellectual property policy in the field of education in the country to start developing a system of education that lead to prepare the birth of young entrepreneurs.

The College as a "lunar crater upfront (language: Java)" or place of study for millions of aspiring intellectual labor force has a strategic role in the creation of entrepreneurial students. Various programs have been implemented by the Government either through student entrepreneurial program (WMP) or with other grant programs that allow able to stimulate student learning entrepreneurship.

### *C. The Role Of The College In Support Of Small Medium Enterprises*

Problems of economic growth and the absorption of manpower are the two important things which faced by economy of Indonesia at the moment. Government through a variety of policy trying to create a better business climate of

the first sector of the industry. With the growth in the industrial sector then expected to provide new job opportunities. One of the pillars of economic powers Indonesia are small and medium enterprises, where the industry is already deeply embedded in society's Indonesia.

SMEC is judged to have a strategic role, both social as well as economical. In terms of social, Small Medium Enterprises able to absorb the workforce so that is expected to alleviate poverty, and the economic function of SMES, provide a wide range of goods and services for a variety of walks of life start high to low purchasing power.

However, the development of small industries is not always run smooth. Various obstacles often faced by perpetrators of Small Medium Enterprises, such as the limitation of capital, low awareness of trying, the difficulties of marketing, procurement of raw materials is limited, lack of skills or experience, a business location is not precise and wide range other problems. In addition, Small Medium Enterprises are also faced with various challenges in the global era, such as the market opportunity was wide open, the influx of new technology, efficiency and productivity, as well as competition with new players which is very strict. It is these factors which make the empowerment of SMES is not just a concern of the Government, but also other sectors such as higher education.

The College's role is very important in the development of the community. Effendi (2003) States that the community is now entrusted to the College as an institution of higher education moral deficiencies that still has to be role models for the community in the transformation towards the global community. Then do not be denied if the College has a very big role in empowering entrepreneurship. In his research, Rashid (2007) States the need for the empowerment of SMES activities undertaken by the College assisted by the Government and related parties so that the SMEC can serve as its driving force of economic populist.

For that community colleges are expected to perform the new findings in the field of science and innovations that can improve the progress of society. Related links and match between colleges and Small Medium Enterprises, there is a mutual cooperation should fill. Where the College serves as the source of learning and Small Medium Enterprises as partners in developing science and technology. The role of higher education rather than on the granting of capital but more on fostering the ability of small industry so as to encourage industrial capabilities in accessing capital. In other words, the College built the ability of small industries in calculating the required capital, as well as drawing up a proposal for funding to the institutions of the giver of the capital.

The real manifestation of the support of the College against the SMEC is the theoretical learning through courses



in entrepreneurship. In this course students are given not only the theory, but also must be able to apply them. Students should be able to make a feasible business plan, determine the marketing strategy, and execute a business plan. Thus the student will feel the a real experience and understand the ins and outs of the world of business. The experience that later can be used to help small and medium entrepreneurs to manage and develop its business.

The collaboration between the colleges with Small Medium Enterprises are expected to provide solutions to the issues facing the Small Medium Enterprises such as marketing, finance, product development and technology, and management development. Based on these conditions are already appropriately if the College plays an active role in the development of entrepreneurship because it will provide an effective impact for small entrepreneurs.

#### IV. CONCLUSION

The College's role in motivating students to become a young entrepreneur is very important in growing number of businesspeople. With the rise of entrepreneur from among scholars will reduce the amount of added unemployment even increased the number of jobs. The question is how the College parties can print a young entrepreneur. Entrepreneurship education in Indonesia is still less gain enough attention adequately, either by education or community. Many educators are less attentive to the growth of entrepreneurial attitudes and behavior of target students, both at secondary schools, as well as in higher education. Their orientation, generally just on setting up manpower.

Increased effort echoes of entrepreneurship in College, strongly associated with the elements that play a role in it, such as educators, the most concentrated near and deal with entrepreneurship in college. Tangible evidence of this Government's policy is to incorporate Entrepreneurship courses in the curriculum learning, especially at college level, where this level is the final stage before the students enter the world of work actually.

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