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In Facing Asian Community**PREPARING THE ENTREPRENEURIAL SPIRITED YOUTHS THROUGH  
ENTREPRENEURSHIP EDUCATION IN FACING THE ASEAN ECONOMIC  
COMMUNITY****KURNIAPUTRI ABDINEGARA and RIRIS SETYO SUNDARI**

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# PREPARING THE ENTREPRENEURIAL SPIRITED YOUTHS THROUGH ENTREPRENEURSHIP EDUCATION IN FACING THE ASEAN ECONOMIC COMMUNITY

*by Riris Setyo Sundari*

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## PREPARING THE ENTREPRENEURIAL SPIRITED YOUTHS THROUGH ENTREPRENEURSHIP EDUCATION IN FACING THE ASEAN ECONOMIC COMMUNITY

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### ABSTRACT

Central Bureau of Statistics Indonesia shows the number of unemployed is still relatively high. Based on data February 2011, as many as 8.12 million people with open unemployment rate (6.80 %). One cause of rising unemployment is low of entrepreneurship so that the existing resources to focus on activities in search of work not create jobs. The development of entrepreneurship will affect the rate of economic growth in the country. Indonesia is now a race against time in welcoming the implementation of the free market of Southeast Asia or ASEAN Economic Community has begun in 2015. A statement sourced from the UN states that a country will be able to establish if it has the entrepreneurs as much as 2% of the population. Mental is always upbeat and willing to take risks to decide life choice is necessary, so that our young generation is not just stand by when trouble finding a job. They should be able to create their own jobs, and a character like this does not appear immediately, but must be nurtured early. Therefore, entrepreneurial character that includes leadership, soft skills, and creates a work or product is needed. Entrepreneurship education is a continuum of learning in which learners who plays the younger generation accustomed to the environment in the world of entrepreneurship education continues to grow raced to observe the market opportunities and produce a product that is worth selling.

**Keywords:** *entrepreneurial, entrepreneurship education, ASEAN economic community*

### Introduction

High unemployment is an empirical phenomenon that occurs in Indonesia. The limited job available has increased the number of unemployed. Statistical data in February 2011 as many as 8.12 million people with open unemployment rate amounted to 6.80 percent. (Central Bureau of Statistics Indonesia, 2011) shows the number of unemployed is still relatively high. One cause of rising unemployment is low (entrepreneurship) so that the existing resources to focus on activities in search of work not create jobs (Septa, 2010). The development of entrepreneurship in a country affects the rate of economic growth in the country.

Indonesia is now a race against time in welcoming the implementation of the free market of Southeast Asia, or commonly referred to as the ASEAN Economic Community (AEC), which will begin in 2015. A statement sourced from the UN states that a country will be able to establish if it has the entrepreneurs as much as 2 % of the population (Alma, 2005). Towards the implementation of the ASEAN single market or MEA, the number of



entrepreneurs should be increased. <sup>13</sup> Minister of Cooperatives and SMEs Anak Agung Ngurah Puspayoga confirms <sup>3</sup> the number of entrepreneurs in Indonesia is a very low if it is compared to the number of countries in the world. In Singapore, the number of entrepreneurs reach 7 percent, 5 percent of Malaysia, Thailand 3 percent of the total population of the three countries are also less than Indonesia. In fact, <sup>3</sup> the number of entrepreneurs in Indonesia is only 1.65 percent of the population of 250 million people.

Witjaksono explained that the absence of entrepreneurship is embedded characters for most of the parents early on led to inadequate number of young entrepreneurs in Indonesia. "Most parents are always instill and prepare their child to be workers rather than become entrepreneurs , " said Witjaksono . In addition , according Witjaksono education system in Indonesia is less successful embed entrepreneurship awareness . Impact, the number of people interested in becoming entrepreneurs is still minimal. As a result of lack of awareness of entrepreneurship, a graduate school in this country , mentality less steel in the job. " More likely to give birth to people who are good at planning than people working type , " he added . For the number of entrepreneurs in Indonesia, recorded up to February 2014 , there were 44.2 million people are trying to create jobs is self-sufficient. Meanwhile, the total working population reaching 118.1 million people .

Some things that need to be considered as a way to improve the existing entrepreneurial system. They need to be equipped with qualities of good leadership, the leader who holds the principles of cultural leadership, such as honesty, responsibility, caring, disciplined, intelligent, polite, and that is no less important to her to be an example of people he leads. All subordinates will obey the leader, if they can give an example, because of a good leader is a strong role model for his followers. <sup>12</sup> This is because a leader is required to have moral and ethical standards are very high in doing everything right and can be replicated (Bass & Avolio, 1994: 3).

In the learning process, teachers should in turn appoint the students to lead in a variety of activities undertaken, for example, lead in prayer, presentations, discussions, games, and ended the lesson. Thus simply start implanted leadership to them. When the ceremony Monday, alternately nor will they be the task of leading the ceremony, sing Indonesia Raya, or other tasks related to leadership. Overall, we are also able to instill an entrepreneurial spirit to the students, such as teaching how it can look for opportunities in an effort, to produce something of economic value, or simply market goods products already on the market to others around us. Karakterkarakter support to be able to form the entrepreneurial spirit, among them confident, optimistic, dare to try, dare to dream, creative,



good at seeing opportunities, not embarrassed, dare to be different, to be honest, and keeping promises.

From the background described above can be prepared a <sup>17</sup> formulation of the problem as follows: (a) <sup>15</sup> how does <sup>3</sup> the younger generation are preparing entrepreneurial, and (b) is Entrepreneurship through education can the ASEAN Economic Community? <sup>15</sup> The purpose of this study to find out “how <sup>3</sup> much entrepreneurial influence <sup>3</sup> the younger generation through entrepreneurship education in the face of the ASEAN economic community.”

It will give theoretical and practical benefits. Theoretical benefits can be used as a comparison in the existing theories and references if there is something that needs to be reexamined. Practical benefits: (a) for school, as an addition to teaching literature in entrepreneurship education and character formation of students; (b) for parents as new knowledge for the elderly in order to provide direct experience to their children to learn self-employment opportunities; and (c) for the community, as a means in the formation of a new generation of entrepreneurs, developing local potential that exists in the environment with innovative ideas, creative.

### Theoretical Review

*Entrepreneurial*. Character is <sup>5</sup> very important entrepreneurial implanted and developed in self-learners, considering <sup>5</sup> the current era of globalization is indispensable for human resources capable of competing and perseverance to achieve success in life. Mental is always upbeat and willing to take risks to decide life choice is necessary, so that our young generation is not just stand idly by when trouble finding a job. They should be able to create their own jobs, and <sup>5</sup> a character like this does not appear immediately, but must be nurtured early. Entrepreneurial character originally appear as the main characters are defined as the attitudes and behavior of an independent and intelligent <sup>11</sup> or talented to identify new products, determine how new production, preparing the operation for the procurement of new products, marketing, and arranging capital operations. Recent developments entrepreneurial character broken or broken down into three main characters, namely the courage to take risks, action-oriented, and leadership.

The translation into the three characters was done in light of the most difficult subjects integrated entrepreneurial character . Translated into three principal characters that are the hallmark of entrepreneurial spirit , it is expected to be more easily integrated one or if possible all three subjects . The notion courage to take risks is the readiness to accept risks /



consequences that may arise from actions taken . Action-oriented is the ability to realize the idea into action . Leadership is defined as the ability to direct and encourage individuals or groups to achieve goal by adhering to the principles of cultural leadership . Based on these definitions , the courage to take risks is one of the character traits of responsibility .

Learners must be instilled these characters so that they do not become passive generation, do not have the initiative, coward, and cowards. There is a saying "do dare to dare to be responsible". That is, when students do something that might violate the rules, he had to be "manly" to admit his mistake. For example, when he forgot or deliberately not do the work / homework, then he must have the courage to admit and ready to accept the sanctions. When he caught cheating, he knew the risk borne. Thus, this character is also adjacent to the character meaning honesty. Character "action-oriented" educate and teach the students how they become someone who has a high imaginative power that can be transformed into something extraordinary. Not impossible the simple idea of a child's right to direct students if the teacher can be an idea that could "change the world" (change state). Therefore, teachers should be able to grow and not otherwise turn off the creativity of learners. Whatever their ideas or dreams, though sometimes bizarre and ridiculous, as a good teacher and character, we must motivate and support their ideas and dreams.

In the stories of inventors or their scientific concept that gained Nobel science, mostly departing from the idea that it makes no sense and imagination they are often underestimated, even ridiculed others. They are considered the nyleneh, whereas the characteristics of creative people is nyleneh, means to have a mind that is different from ordinary people. As teachers we should try to be able to apply ideational learning when teaching, which accommodate any ideas or answers to our questions to them. Thus, the learning atmosphere becomes the arena emergence of new ideas which comes from the students. Learners should also be given the planting of leadership that after growing up a provision in every step of their foundation. Every protégé one day definitely become a leader, both in the community, home, and work environment.

**1**  
*Entrepreneurship.* Entrepreneurship is essentially the nature, characteristics, and the nature of someone who has the will to realize innovative ideas into real world creatively (Suryana, 2000). The term comes from the translation entrepreneurial "entrepreneurship", can be interpreted as "the backbone of economy", which is the central condition of the economy or controlling the economy of a nation (Soeharto Wirakusumo, 11 997: 1). In epistemologi, entrepreneurship is a value that is required to start a business or a process of doing something



new and different. According to Thomas W. Zimmerer, entrepreneurial creativity and keinovasian an application to solve the problems and efforts to exploit opportunities facing everyday.

Entrepreneurship is a combination of kretivitas, keinovasian, and courage facing risks undertaken by way of hard work to establish and maintain a new business. From some of the above understanding, it can be concluded that entrepreneurship is an ability in creative thinking and innovative behavior that basis, resources, propulsion, destination tactics, tips, and processes in the face of life's challenges.

*Entrepreneurship Education.* No advance entrepreneurship development notion that entrepreneurship is an innate talent, that entrepreneurship are born not made, so that entrepreneurial deemed not important to be learned and taught. But in its development, evident that entrepreneurial talent was not only innate, or is the practice field alone. Entrepreneurship is a discipline that needs to be studied. The ability of a person in entrepreneurship, can be cured through education. Someone who become entrepreneurs are those who want to learn to pay attention to the opportunities in the surrounding neighborhood. More and more potential for a thriving community, it will be used and created much innovation and creation.

Act 20 of 2003 base, Chapter II basis, function, and purpose, Section 3 mentioned. "National Education serves to develop the ability and character development and a dignified civilization in order to educate the nation, aimed at developing the potential of students to become Marusia that faith and fear of God Almighty, noble, healthy, knowledgeable, capable, creative, independent, and become citizens of a democratic and responsible".

Education is a conscious and deliberate effort. Through entrepreneurship education in order to form the character of students who are entrepreneurial unyielding, disciplined, responsible and have the value of the spirit of a high work ethic. Entrepreneurship education is done by planting socialization child's character. He saw the surrounding environment and the market as a reference in the development opportunities and innovative creativity. Utilization of handmade products of a work that is usually made by the students sensitize students to push provisions later in entrepreneurship. Good education also need some supervision role of education facilities and the support of parents for always giving out awareness about planting job opportunities. That entrepreneurs that create jobs instead of waiting for a job. A developed nation is a nation that has intelligent citizens in managing himself and others.



*Asean Economic Community*. Opportunities, challenges, and risks in facing the MEA clearly crossed. According to Arya Baskoro on its website [crsindonesia.org/node/624](http://crsindonesia.org/node/624) there are four things that will be the focus of the AEC in 2015 which can be used as a good momentum for Indonesia. First, countries in Southeast Asia will be used as an area-based market power production. Second, the MEA will be formed as the economic region with a high level of competence, which requires a policy. Third, MEA will serve as the region has equitable economic development by prioritizing small and medium enterprises ability SME competitiveness and dynamism will be improved by facilitating them with access to the latest information. Keempat, MEA will diintegrasikan fully to the global economy. For Indonesia itself MEA will be a good opportunity because of trade barriers will tend to be reduced even be non-existent. This will result in increased exports of goods and domestic products.

## Method

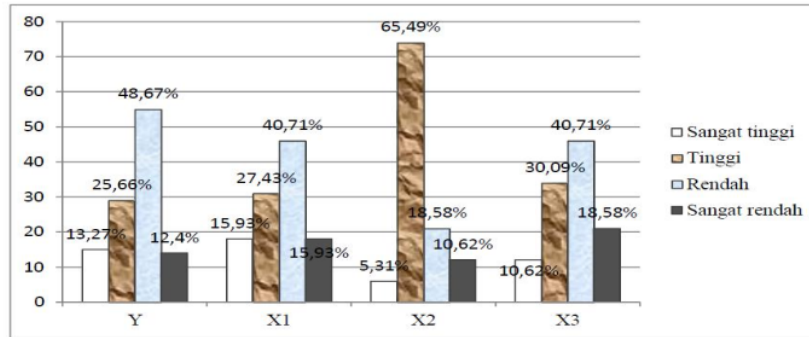
This study uses a qualitative method, because in this study the research data in the form of descriptive data that is not calculated using statistical formulas. Retrieval of data obtained through observation and wawancara and literature review of the literature journal where've done some research on the level of Mengeah Upper School. The main informants were used in this study include IVB grade students of SD Negeri Lamper Kidul 02 Gischa Aurelia Razzaque that friends of the class many are already doing trade for accessories and stationery. Class VI Kevin Ferr SD YSKI acceleration class 03 are also friends who sell books about the national exam preparation. Sample of this study are: (a) SD Lamper Kidul 02: Gischa Aurelia Razzaque, (b) SD YSKI 03: Kevin Ferr, (c) SMP Negeri 02 Tayu: Pass Wijayanti, (d) SMK 8 SMK in Semarang and Yogyakarta: education journal literature. In gathering the data for the study, researchers applied various data collection techniques. The technique are: (a). observation as data collection techniques have specific characteristics compared to other techniques, ie interviews and questionnaires. If interviews and questionnaires always communicate with people, then the observations are not limited to people, but also the objects that exist in the environment of the learners; and (b) interviews are data collection techniques or information by questioning from the interviewer to the informant or respondent on the basis of the research objectives to be achieved. Implementation of interviews with some of the students to know how much entrepreneurial activity that they have done.

## Results and Discussion





Entrepreneurship Development of Vocational Student table.



Gambar 1. Distribusi Minat Berwirausaha (Y), Potensi Kepribadian Wirausaha (X1), Pengetahuan Kewirausahaan (X2), dan Lingkungan Keluarga (X3) Siswa SMK Rumpun Pertanian di DIY

Source : influence entrepreneurial personality , entrepreneurial knowledge and interest in entrepreneurship environment for vocational students by Eka

Overall, we are also able to instill an entrepreneurial spirit to the students, such as teaching how it can look for opportunities in an effort, to produce something of economic value, or simply market goods products already on the market to others around us. Karakterkarakter support to be able to form the entrepreneurial spirit, among them confident, optimistic, dare to try, dare to dream, creative, good at seeing opportunities, not embarrassed, dare to be different, to be honest, and keeping promises.

Planting can be done through the entrepreneurial nature of education from pre-school education to higher education. In the scope of pre-school education or primary school, one entrepreneurial recognition method performed by introducing students with various professions, small industries, or even recognize the various trading centers / shopping. According to the Commission of the European Communities (CEC) which is cited in 3 3 research conducted by Pereira et al. (2007), the CEC will make a program for entrepreneurship education from primary school level to university, namely by requiring introduce the basic capabilities of entrepreneurship in the curriculum of schools and universities. In education, entrepreneurship aims to "help young people to be more creative and self-confident in whatever they are doing and to act in a socially responsible life".

Entrepreneurship education is education leading to the business world. Two goal of most business education program is to prepare a successful career and to increase capacity for future learning. Thus, primary education is private establishment and their contribution to society. This study is intended to result in the form of habit, so it is very close to the

entrepreneurial learning (Sexton and Kasarda in Pareira et al., 2007). The habit of which is to increase innovation, creativity, flexibility, the capacity to respond in various situations independence.

### Conclusion and Suggestion

It should be understood together that the progress of a country is determined by the advancement of education in the country. Thus, improvement of education, including curricula should receive top priority in the development of a country. Enforcement of the new curriculum that we are facing today is an effort to improve the process of education that is not lagging behind other countries. Curriculum change is something that is fair conducted by any country in order to accommodate any changes and advancements in the field of science and technology and the demands of an increasingly modern society (Olivia, 1992: 3). As a civilized nation and has a view of life that is believed to be true until today, the Indonesian people realize the importance of noble character takes precedence in the educational process. This is reflected in the function of education in article 3 of Chapter II that through potential will be able to establish the nature of creativity. Thus, the Indonesian people realize only those who have the creativity in managing and realizing an opportunity can be educated into easy-directed learners and successful that will form the future generation that character and quality as well as intelligent intellectual soul.

Teachers must teach students teaching materials in such a way that students have the ability to transfer of knowledge and transfer of value. May the good intentions of our nation will bear the formation of the next generation of noble personality and intellectual as well as intelligent in the future. We must be optimistic to be a great nation that is able to pursue the progress of other countries, not catch up.

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