

# **THE IMPACT OF ENTREPRENEURSHIP COURSE TOWARDS THE PERCEPTION OF STUDENTS OF MUAMALAH FACULTY OF SYARIAH AND LAW OF STATE ISLAMIC UNIVERSITY SURABAYA**

**Vidia Gati<sup>1</sup>**

Islamic University Sunan Ampel Surabaya,  
INDONESIA

**Emails:** <sup>1</sup>vidiagati@uinsby.ac.id

## **ABSTRACT**

*High Education is responsible for reducing the number of unemployment by creating young entrepreneurs and giving materials of entrepreneurship. This is a field research that try to answer the impact of entrepreneurship course towards the perception of students of muamalah faculty of syariah and law of state Islamic University Surabaya. This study used a quantitative, descriptive comparative research method which analyzed and described how far the distinction of Muamalah students perceptions before and after taking the course of entrepreneurship. Based on the study result and analysis, it was concluded that there was a significant distinction in the students perceptions before and after taking the course of entrepreneurship in the class of MD. Meanwhile it was stated that there was no significant distinction in the students perceptions before and after taking the course of entrepreneurship in the class of ME. From this study there are two different results between muamalah D class and muamalah E class where there was no significant distinction in E class instead. This result demonstrates that in the construction of perception for some people there is a cognitive process used by an individual to interpret and understand the word around them (towards object). Consequently, each individual gives meaning to the stimulus distinctively eventhough the object is the same. The way the individual reads the situation is often times more essential than the situation itself. The given lecturing materials along with the applied method eventually were exactly similar in the two classes of muamalah, however the final result reveals different case, it might be from various external factors that affect them. Next studies are needed to follow up how the influence of entrepreneurship in another study program or teaching strategies such as what is really effective to be able to change the perceptions.*

**Keywords:** Entrepreneurship course, Perception

## **INTRODUCTION**

According to Municipal Representative of the Manpower Ministry from 1074 bachelors of law seeking for jobs, 1064 of them are known to be unemployed, additionally from 728 bachelors of Management Economics, 710 of them are unemployed. Data of Central Agency on Statistics in

2010, reported that from 8,32 millions of unemployee in Indonesia, were dominated by bachelor and diploma graduates. In 2012 according to data from deputy assistant of Youth Pioneering Division of Ministry of Youth And Sport, graduated unemployee was recorded as much as 41,81 percent from the total of national unemployee (Bagong,2015). Nevertheless, high degree graduates are not guaranteed to get the wanted jobs. Surely this is a bad condition that shows *mismatch* between high degree and working market. Thus high degree graduates should be encouraged to not only be a *job creator*, but also create work fields. Consequently it is suggested to give entrepreneurship course to the graduating candidates in high education.

Unfortunately the number of entrepreneurs in Indonesia does not meet the ideal standard. Ideally a developed country should possess entrepreneur ratio above 5 percent. Meanwhile the number of graduates in Indonesia is only 1,65 percent of 250 millions population below Thailand which is 4 percent, Malaysia 5 percent and Singapore 7 percent.

Several agendas have been run by the government to upbringing the entrepreneurship skills. Some of them are by giving out education and training from school dropped-out teenagers to high degree graduates. However a study of Schram and Usman demonstrated that educational program that was held once could not produce an entrepreneur (Jurry and Yuthika, 2013). Besides education and training programs tend to be more conventional, without any follow ups and implemented merely for projects matter.

A study of Rosana used education model of *entrepreneurship* by implementing *five strategies of entrepreneurship learning* for high degree students (Jurry and Yuthika, 2013). This model was said to be chosen in its ability to create the character of deeper *entrepreneur* through the development of *mindset, attitude, skills and knowledge* an improvement of *five phases of instructional design* model. Result of the study conducted by Rosana suggested that there was a well significant progress from the aspects of cognitive, affective and *entrepreneurship* skill.

The next study was conducted by Jurry Hatammimi and Yuthika Fauziyah about *The Understanding Of Entrepreneurship Course And Its Connection With The Intention Of Starting Up A Business* which demonstrated that students' perception about the understanding of entrepreneurship course was high whereas their intention of starting up a business was in a higher percentage compared to their intention of running a franchise business.

From several facts described with the available study result, High Education is responsible for reducing the number of unemployment by creating young entrepreneurs and giving materials of entrepreneurship. Entrepreneurship materials have so far been viewed as teaching "selling" only. In fact, the core of entrepreneurship is how an individual can be creative and innovative. Hence this material will be possible to be expanded in accordance with the *basic* of education he posses, not only suitable for business faculty such as economics but also proper for other scientific fields learning.

It is true that many theories are not necessary in entrepreneurship yet it is a matter of *just do it* as it has commonly said in entrepreneurship materials. In order to become an *expert* it is unnecessarily feel and experience one's own failure, however it can be learned from other people's failure to be analyzed and not to do the same mistake again. By entrepreneurship program enlisted in the course of High Education, it is expected that this program may give lessons in the form of *skill* to be an entrepreneur.

Muamalah Study Program of Syariah and Law Faculty has enrolled entrepreneurship course since 2010. Few lecturers of this entrepreneurship course were given opportunity to participate in an *entrepreneurship workshop* in Australia. Some teaching models have been improved, not only about talks but also practices in the field, market analysis in the field, try outs of product marketing, *up grade skill* with the mandatory skill courses up to internship. Meanwhile it has not yet been studied of how the impact of entrepreneurship material towards Muamalah students

from the perceptual side by seeing the distinction before and after passing the lecture of entrepreneurship.

This is interesting to be investigated to evaluate how the *content* efficacy and the delivery of entrepreneurship material have been implemented so far to examine its necessary improvement in the future.

## LITERATURE REVIEW

### A. Perception

The attitude and behavior of a man depend mainly on his perception. The act of excitement towards a thing is determined by his perception about that thing. As well as the intention of disliking one thing or even not possessing or not acting is affected by the owned perception. Perception is a process of taking, selecting, organizing, defining, testing, and reacting towards the stimulation of five senses or data (Udai,1996).

Aly Nooerdin quoted Gibson who explained about perception (Aly,2015), that is

A cognitive process used by an individual to interpret and understand the world around him (towards the objects). Gibson also described that perception is a process of giving meaning to the environment by the individual. Nevertheless, each individual gives meaning to the stimulus differently eventhough the object is the same. The way an individual reads the situation is often times more important than the situation itself.

Steps to transform perception into an entrepreneurial perception (Mufti,2013):

- a. Participate in business trainings.
- b. Join the membership of business community.
- c. Read books of *success story*.
- d. Contemplate internal cause that leads to negative business experience.
- e. Stay tuned on *talkshow* regarding business world and self development.
- f. Search for information in the internet.
- g. Learn from friends and relatives' business *success and failure stories*.

### B. Entrepreneurship

In general someone who runs his own business, work on his own (not to be a worker) is called as an entrepreneur. Yet there is a distinction between an entrepreneur and a business man.

**Table 1. The Difference Between An Entrepreneur And A Worker (leonardus,2014)**

Entrepreneur	KarWorker
1. Varied income and disorganized, thus it is difficult in the beginning since the income is uncertain	1. Fixed income or organized even in small amount
2. Bigger opportunity to get rich, monthly income may cover all expenses or living costs for a year	2. Relative opportunity to become prosperous
3. Irregular work	3. Regular work
4. Highly free time	4. Bound time/tied to the company's working hour
5. Uncertainty in many things including wealth prediction	5. Certainty in many things (wealth can be predicted/calculated)

6. Creativity and innovation are required at all times	6. Tend to wait for instruction/order
7. Low dependence	7. High dependence
8. Many high risks (asset may be perished if it is turned to be mortgage in the loan) and become bankrupt	8. Risks are relatively low even it is predictable
9. Open opportunity to become a superior	9. Closed opportunity to become a superior let alone working for a family company
10. Big responsibility.	10. Relative responsibility.

### Education of Entrepreneurship In High Degree

The following is several materials given in entrepreneurship course. The material of lecturer team of entrepreneurship is developed together with Rumah Mandiri (Kasali at all,2010)

a. Entrepreneurial mindset, there are seven fundamental characters belong to prospective entrepreneurs according to Mc Graith and Mac Millan. Those characters are as follow:

- 1) *Action oriented*. Not a typical procrastination ( *wait and see*) but a type of *see and do*. This means unwillingness to let the opportunity go pass them, that risk is not to be avoided but to be taken and faced for them.
- 2) Simply thoughtful. Trying to simplify a problem even the progress is getting more complex.
- 3) Always seeking new business opportunities. In this case it may mean a brand new business opportunity or opportunities from the same business.
- 4) Grabbing opportunities with a high discipline. A successful entrepreneur dislikes to procrastinate. They try to do the job with a good discipline because threat does not always come twice.
- 5) Only taking the best opportunity. A skillful entrepreneur will more easily train and read the opportunity. Yet the real entrepreneur is the one who takes the best opportunity.
- 6) Focusing on the accomplishment. An entrepreneur is not only occupying himself with thoughts, introspection, or hypothetical test, but also focusing on the accomplishment.
- 7) Focusing energy on one's business. He should have ability to gather people, expand the network, lead, merge the effort, motivation, and to communicate.

b. Thinking about change

It is defined as how to understand the importance of change and role of mindset (the way of thinking), since mindset influences one's behavior.

- 1) Perceptual constrains in starting up a business are feeling too old or too young, not talented and lacking of capital.
- 2) In business there are only motivation, *mindset*, and *make it (just do it)* required.

c. Creative thinking

d. Action oriented.

e. Risk taking.

f. Business ethics.

g. X factor.

h. Hint-taking to efforts.

i. Business marketing, a process of conceptual planning and implementation, price determination, promotion, and distribution of concepts, goods and services to establish a satisfying exchange of individual and organisational targets.

j. Financial and business subsidising management

It is essential to make a financial plan in starting up a business. Starting from determining funding resource, calculating budget flow, and making up the profit projection in order to count the *break event point*.

k. Starting up a new business

There are several things to do in starting up a business, those are:

- 1) Choosing the name and deciding the logo
- 2) Picking the business location
- 3) Buying equipments
- 4) Supplying the machinery and production tools
- 5) Recruiting staffs
- 6) Preparing the try-out
- 7) Producing promotional tool
- 8) Legal or informal option
- 9) The inauguration
- 10) Additional process
- 11) Learning from *common mistakes*

l. Getting into business plan

Business plan is made to be aids to systemize business logics. Business plan is a specific description of business ideas. As for available items in business plan are business description, types of customers (marketing target), competitive situation, infrastructure to produce the products, resources, and financial management, as well as human resource as the business manager.

## **RESEARCH METHODS**

This study used a quantitative, descriptive comparative research method which analyzed and described how far the distinction of Muamalah students perceptions before and after taking the course of entrepreneurship. Then the data was analyzed by using SPSS data. This study was conducted in the period of entrepreneurship lecturing course in the even semester 2014/2015 which was in the given post test in the beginning of the course and pre test in the end of the course. The study was carried out in the classroom of Syariah and Law Faculty major of Civil Law of Study Program of Syariah Economics Law (Muamalah) State Islamic University of Sunan Ampel Surabaya Jl Jend A. 117 Surabaya.

Population in this study was 65 participants, with the sample 53 significancy 10%. The data distribution of students D was 24 participants and E was 29 participants. Technic of data collection in this study was performed by *questionnaire*. Technic of data analysis used in this study was technic of quantitative analysis, an analysis using numerical measurement by statistics method. In this test analysis technic used was as follow: Test of Data Normality, Test of t Paired Sample and Test of Paired Difference.

### **Hypothesis**

Ho : no significant distinction was found in the students perception before and after taking the Islamic course of entrepreneurship.

H1 : a significant distinction was found in the students perception before and after taking the Islamic course of entrepreneurship.

Decision was made by: applying Ho if sig > significance level 5% and rejecting Ho or applying H1 if sig < significance level 5%.

### **Study Result**

Based on the study result and analysis, it was concluded that count t value in the class of MD was as much as -3.421 with the significancy 0,002. Since sig < 0,05 it was concluded that Ho was rejected, which means that the average perception before and after taking the course of entrepreneurship was distinct. Therefore it was stated that there was a significant distinction in the students perceptions before and after taking the course of entrepreneurship in the class of MD.

Meanwhile count t value in the class of ME was as much as -1.667 with the significancy 0,107. Since sig > 0,05 it was concluded that Ho was applied, which means that the average perception before and after taking the course of entrepreneurship was the same (not distinct). Accordingly it was stated that there was no significant distinction in the students perceptions before and after taking the course of entrepreneurship in the class of ME.

From this study there are two different results between muamalah D class and muamalah E class where there was no significant distinction in E class instead. This result demonstrates that in the construction of perception for some people there is a cognitive process used by an individual to interpret and understand the word around them (towards object). Consequently, each individual gives meaning to the stimulus distinctively eventhough the object is the same. The way the individual reads the situation is often times more essential than the situation itself. The given lecturing materials along with the applied method eventually were exactly similar in the two classes of muamalah, however the final result reveals different case, it might be from various external factors that affect them.

This result is yet imperfect, subsequently it needs further study such as how the impact of entrepreneurship course in other study programs or what kinds of teaching strategy highly yield efficacy to change the perception about entrepreneurship as required.

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