

# THE ROLE OF ENTREPRENEURSHIP EDUCATION IN IMPROVING STUDENTS' CREATIVITY IN ENTREPRENEURSHIP

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## Abstract

*The purpose of this study is to examine the role of entrepreneurship education in improving students' creativity in entrepreneurship. The results of this study are expected to be input for the development of entrepreneurship education in universities in order to encourage the birth of intellectuals who choose careers as entrepreneurs. Ultimately, with the increasing number of student graduates who choose to become entrepreneurs, the problem of limited job opportunities can be overcome, so that it is hoped that economic development in Indonesia will continue to increase and progress. The method used in this study is to use a literature review. Entrepreneurship education is a process or activity carried out in order to instill an entrepreneurial mentality, transmit knowledge and entrepreneurial skills to students through formal educational institutions (universities) and non-formal institutions (training institutions) in an effort to utilize business opportunities. Creativity Entrepreneurship is a driving force that makes someone do a new business as a long-term career. The drive can come from within oneself such as the intention and desire, or from outside such as advice, suggestions and input. Entrepreneurship education plays a very important role in increasing Student Creativity in entrepreneurship.*

**Keywords:** *Entrepreneurship Education, Creativity, and Entrepreneurship*

## A. INTRODUCTION

The more advanced a country is, the more educated people there are, and the more unemployed people there are, the more the importance of entrepreneurship is felt. Development will be more successful if supported by entrepreneurs who can open up employment opportunities because the government's capabilities are very limited. The decline in interest in entrepreneurship among students can be caused by several factors. First, the lack of understanding and knowledge about entrepreneurship among students. Entrepreneurship is still considered a less attractive career choice compared to working in a company or the public sector. Students may not have enough understanding of the benefits and potential for success that can be obtained through entrepreneurship. Second, the lack of practical skills needed to start and manage a business. Students often do not have adequate training in business planning, financial management, marketing, and skills

Other entrepreneurship. This makes them not confident to start their own business. Third, lack of support and access to relevant resources. Students may have difficulty accessing entrepreneurial mentors, business consultants, or other supporting resources that can help them develop business ideas and start a business. An effort is needed to overcome this problem, both from the government, the world of education, the world of industry, and society. Especially from the world of education, one effort that can be made is to provide entrepreneurship education. By providing entrepreneurship education, it can change the mindset that so far after graduating from school or even a bachelor's degree, they only look for jobs to job vacancies. This can be a challenge for educators to produce graduates who are motivated to become entrepreneurs.

The objectives of entrepreneurship education include several important aspects, namely:

- Encourage students to have a proactive, creative and innovative attitude in facing challenges.
- Providing knowledge about the basic principles of business, management, and marketing strategies as well as practical skills in running a business.
- Teaches students to think creatively and find new solutions to existing problems.

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- d. Helping students become confident in taking risks and making business decisions.
- e. Teaches the importance of building professional networks that can support business development.
- f. Preparing students to become independent entrepreneurs and able to create jobs for others.
- g. Instilling awareness of social responsibility in business and the impact of business on society and the environment.

With these goals, entrepreneurship education is expected to create a generation that is ready to face economic challenges and contribute positively to society.

One way to overcome unemployment among young people is to encourage an entrepreneurial spirit. Efforts are needed to encourage the unemployed to become entrepreneurs, so that the younger generation does not only depend on existing jobs with tight competition, but can create new jobs. Motivation is one source of energy needed by entrepreneurs. Motivation that is equipped with a creative mindset supported by an effective and efficient work attitude is the main key to business success (Hendro, 2011). Pursuing certain opportunities by taking entrepreneurial actions is often done deliberately to penetrate the market by offering new products. Interest in entrepreneurship shows motivational factors that influence individual behavior in achieving entrepreneurial results (Hisrich, et al., 2008). Universities are responsible for educating and providing entrepreneurial skills to their graduates and providing motivation to dare to choose entrepreneurship as a career. Entrepreneurship education is narrowly defined as preparing students to enter the business world, on the other hand is the process of acquiring a number of characteristics that will provide individual benefits.

Based on the description above, this study will examine the role of entrepreneurship education in increasing motivation to become entrepreneurs. The results of this study are expected to be input for the development of entrepreneurship education in universities in order to encourage the birth of intellectuals who choose careers as entrepreneurs. Ultimately, with the increasing number of undergraduate graduates who choose to become entrepreneurs, the problem of limited job opportunities can be overcome, so that it is hoped that economic development in Indonesia will continue to increase and progress. The problems that will be studied in this paper are as follows.

## B. LITERATURE REVIEW

### Definition of Entrepreneurship

Entrepreneurship is the process of creating, developing, and managing a business or enterprise to achieve specific goals, usually with the aim of making a profit. Entrepreneurship involves risk-taking, innovation, and the ability to identify market opportunities. An entrepreneur is an individual who is willing to take risks and has a vision to create something new, be it a product, service, or solution.

### Definition of Creativity

Creativity is the ability to generate new ideas, innovative solutions, or different approaches to problems. It involves thinking outside conventional boundaries and the ability to connect seemingly unrelated concepts. Creativity can be applied in a variety of fields, including the arts, sciences, and business, and is a critical component of the entrepreneurial process, as it helps entrepreneurs find new ways to meet market needs and create value. The two, entrepreneurship and creativity, are interrelated, as creativity is often the primary driver of innovation in business.

## C. METHOD

The hypothesis in this study the author uses associative descriptive. Descriptive hypothesis is a temporary answer to a descriptive problem, namely that which concerns the independent variable, while the associative hypothesis is a temporary answer to the formulation of the problem, namely asking about the relationship between two variables. This study uses a quantitative research approach. According to Sugiyono (2016) the Quantitative method is a method used to research certain populations and samples, the sample reversal technique is generally carried out by collecting data.

## **D. RESULTS AND DISCUSSION**

### **1. Entrepreneurship Education**

Education is a very complex activity and cannot be separated from community life. Almost all aspects of human life can be linked to the education process. Through education, the nature and character of humans can be formed to become humans who have intelligence and skills. Education starts from a small scope to a large scope, namely the scope of family, society, and school and outside school. This is in line with Redja Mudyaharjo's statement that education is a conscious effort made by families, communities, and governments, through teaching, guidance, and training activities that take place in schools and outside schools throughout life, to prepare students to be able to play an appropriate role in life in the future (Redja Mudyaharjo, 2012: 11). The concept of entrepreneurship is essentially still evolving. According to Kasmir, entrepreneurship is an ability to create business activities (Kasmir, 2006). The ability to create requires creativity and innovation from those who already exist. Creative and innovative entrepreneurial skills can be used as a basis, tips, and resources to find opportunities for success (Suryana, 2006: 2).

Entrepreneurship education is a process that can be a weapon to destroy unemployment and poverty and become a ladder to the dream of every society to be financially independent, have the ability to build prosperity and community welfare (Jamal Ma'mur Asmani: 2011). According to Wibowo, entrepreneurship education is an effort to internalize the mental and entrepreneurial spirit both through educational institutions and other institutions such as training institutions, education and training and so on "(Wahyono, 2014). This means that in entrepreneurship education what is emphasized is the instillation of attitudes and appreciation to obtain an entrepreneurial mentality through formal and non-formal education.

### **2. Entrepreneurial Creativity**

Creativity in entrepreneurship education is an important aspect that influences students' ability to think innovatively and develop new ideas in a business context. Here are some key points about creativity in entrepreneurship education. Creativity in entrepreneurship education refers to the ability to generate new ideas, innovative solutions, and different approaches to solving business problems.

#### **The Importance of Creativity in Entrepreneurship Education:**

- a. Innovation Development: Encourage students to create new products or services that can meet market needs.
- b. Increasing Competitiveness: Equipping students with the creative thinking skills needed to compete in the competitive business world.
- c. Preparation for Challenges: Helping students to be better prepared for challenges and changes in the business world.

#### **Creativity Supporting Factors**

- a. Supportive Environment: Creating a culture that encourages exploration of ideas without fear of failure.
- b. Adequate Resources: Providing the facilities, tools, and resources necessary for experimentation and innovation.
- c. Industry Engagement: Engaging industry players to provide real-world perspectives on market challenges and opportunities.

#### **There are also challenges faced in increasing creativity**

- a. Lack of Support: Not all educational institutions pay enough attention to the development of creativity.
- b. Time Constraints: A busy curriculum can limit time for exploring creative ideas.

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**3. The Role of Entrepreneurship Education in Increasing Entrepreneurial Creativity**

Entrepreneurship education has a very important role in increasing entrepreneurial creativity. Here are some points that explain this role:

**1. Creative Skills Development**

Entrepreneurship education often uses active learning methods, such as business simulations and case studies, which encourage students to think creatively and generate new solutions. As students are invited to design and run entrepreneurial projects, they are able to apply creative ideas in real contexts.

**2. Providing Relevant Knowledge**

The curriculum that combines entrepreneurial theory with field practice helps students understand how creative ideas can be implemented in the real world. Analyzing successful and failed cases in entrepreneurship provides insight into how creativity can impact business outcomes.

**3. Encourage Innovative Attitude**

Entrepreneurship education does not only focus on technical aspects, but also on developing attitudes, such as the courage to take risks and resilience to failure. Creating a culture that supports the exploration of ideas and experiments, so that students feel comfortable innovating.

**E. CONCLUSION**

This study aims to improve students' creativity in the field of business education. This study aims to contribute to the development of business education in a competitive environment to foster intellectual curiosity and entrepreneurial spirit. This study uses a mixed-methods approach involving formal and non-formal educational institutions to foster an entrepreneurial spirit. The study highlights the importance of education in fostering creativity in students. It emphasizes the need for students to have a strong mentality, knowledge of business principles, and practical skills to succeed in business. The study also emphasizes the importance of mentoring, business consultants, and other relevant resources to help students develop business ideas and achieve success.

The study identified several key aspects of education, including encouraging students to be proactive, creative and innovative in solving problems, understanding business principles, management strategies and practical skills. It also emphasized the importance of professional development to support business growth and foster a sense of community in business and society. In conclusion, this study aims to contribute to the development of entrepreneurial spirit in students in Indonesia. In order to increase entrepreneurial motivation and innovation, the role of entrepreneurship education has proven to be very significant. This education not only provides practical knowledge on how to start and manage a business, but also forms attitudes, skills, and critical entrepreneurial thinking. Entrepreneurship education provides a deep understanding of business opportunities, markets, and clients. This helps aspiring entrepreneurs to make more informed and intelligent decisions in developing their businesses.

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