THE UTILIZATION OF TECHNOLOGY INFORMATION TO SUPPORT ENTREPRENEURSHIP ACTIVITY AMONG STUDENTS OF SOCIAL SCIENCE EDUCATION DEPARTMENT IN UIN MAULANA MALIK IBRAHIM MALANG

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MAY, 2017

THE UTILIZATION OF TECHNOLOGY INFORMATION TO SUPPORT ENTREPRENEURSHIP ACTIVITY AMONG STUDENTS OF SOCIAL SCIENCE EDUCATION DEPARTMENT IN UIN MAULANA MALIK IBRAHIM MALANG

THESIS

Presented To Faculty of Tarbiyah And Teaching Training

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In Partial Fulfillment the Requirements for

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APPROVAL SHEET

THE UTILIZATION OF TECHNOLOGY INFORMATION TO SUPPORT ENTREPRENEURSHIP ACTIVITY AMONG STUDENTS OF SOCIAL SCIENCE DEPARTMENT EDUCATION IN UIN MAULANA MALIK IBRAHIM MALANG

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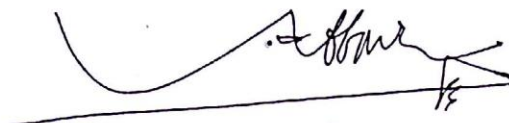Was Approved

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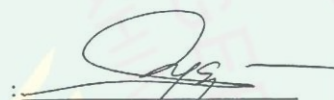
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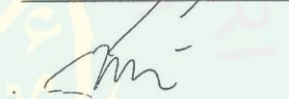as the requirement to earn degree of Sarjana Pendidikan Ilmu Pengetahuan Sosial (S.Pd)

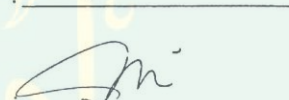Committee of Examiners   Signature

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DEDICATION

Thanks to Allah who gives me mercy and blessing to finish my thesis. Shalawat and salam also always be given to prophet Muhammad SAW who deliver us from jahiliyyah period to lightness *Addinul Islam.*

I would like to dedicate this thesis for special people who I respect and obey, they are my beloved parents, Mr Shohibul Fajar and Ms Hayati and my beloved sisters Rohma and Iin who give me praying, loving, and supporting to finish up this thesis. They who not only supporting in physical supporting but also in financial supporting.

And the last I dedicate this thesis for my beloved advisor who has been guides and teaches me during process of finishing this thesis.

MOTTO

خير الناس أنفعهم للناس

**Try not to become a man of success, but rather try to become a man of value,
because the more you give, the more you will get**

Dr. Alfiana Yuli Efiyanti, MA
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     Is considered **acceptable** to be defended after being intensively
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Malang, May 29th2017

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PREFACE

Bismillahirrohmanirrohim

All praises be to Allah the Most Gracious and the Most Merciful, the only one lord in this universe. Thanks to Allah because of all blessing and guidance, So writer is able to finish this Thesis entitled "The Utilization of Technology Information to Support Entrepreneurship Activity among Students of Social Science Department in UIN Maulana Malik Ibrahim Malang." as the final instruction activities on the Maulana Malik Ibrahim State Islamic University of Malang.

Shalawat and salam always be presented to our beloved Prophet Muhammad SAW who has guidance us from the darkness to the lightness in this world and who can give the blessing in the hereafter. This thesis is written to submitted as a part of the requirement for obtaining Bachelor Degree in Social Science Education Department, Faculty of Tarbiyah and Teacher Training at Maulana Malik Ibrahim State Islamic University of Malang would not have been completed without The contributions and supports from many people.

Thus, I want to express my deepest gratitude to my advisor, Alfiana Yuli Efiyanti, MA who has given me his valuable guidance, inspiration and patience, which finally lead me to finish the process of thesis writing. Furthemore, I also want to expres my sincerely thanks to:

1. Allah SWT who always give me mercies and blessings so I can finish my thesis.

2. My beloved parents, who endless love me, support and pray for me, so I can finish my study in first degree (S1) at Maulana Malik Ibrahim State Islamic University of Malang

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Isrotun, Dewi. 2017. *The Utilization of Technology Information to Support Entrepreneurship Activity among Students of Social Science Department, in UIN Maulana Malik Ibrahim Malang* . Skripsi, Social Science Education Department, Faculty of Education and Teacher Training, Maulana Malik Ibrahim Malang State IslamicUniversity, Malang. Advisor: Alfiana Yuli Efiyanti, MA.

Key Words : Entrepreneurship, Technology information, Marketing Strategy

Entrepreneurship offered as one of solution to react unemployment problems in Indonesia. Entrepreneurship values which includes of creativity and innovative can create independent character for society, particularly to create the job. Through education, internalizing entrepreneurship values is easier to do. But, as a practice which adopted to science, entrepreneurship concept can not limited to learning activity in the class. Entrepreneurship need practice system to support students character building. Then, beside of achieve entrepreneurship material in the class, students also do entrepreneurship learning outside of class, to make the understanding stronger.

The objectives of the research are: (1) to describe the implementation of marketing strategy in entrepreneurship activity among students, (2) to describe using of technology information to support entrepreneurship activity among students, (3) to describe the obstacles faced by students on utilize technology information to support entrepreneurship activity.

To achieve the objectives of research used qualitative research approach with descriptive qualitative type. The reason of using qualitative descriptive is researcher will describe phenomenon of utilization technology information used by students to support entrepreneurship activity. Data collection techniques in the research are observation, deep interview, and documentation. To check validity of data uses triangulation technique. Data analysis did by data reduce the data which not relevant, display the data, and make conclusion.

The result of research shows that, (1) implementation of marketing strategy did by students classified into 4P, that are product, price, placement, and promotion, (2) utilization of technology information to support entrepreneurship activity is the using as media or tool help students to promote the product through advertising on social media, (3) the obstacles faced by students on utilize technology information to support entrepreneurship activity is possible to deception, wider competitor, less consumer trust, image of product influenced by picture quality, and networking.

ملخص البحث

اسرة، دوي. 2017. استخدام تكنولوجيا الإعلام لإسناد الأنشطة الاقتصادية للطلبة قسم تعليم الاجتماعية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. بحث علمي.قسم تعليم الاجتماعية كلية التربية والتعليم، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: ألفيانا يولي ايفييانتي.

الكلمات الرئيسة: أنشطة الاقتصادية واستراتيجية التسويق وتكنولوجيا الإعلام

قدمت قيمةأنشطة الاقتصادية كإحدى الأحلال في تواجه المشكلات عن العاطلين في إندونيسيا. من محتويات أنشطة الاقتصادية هما الابتكار والابداع مكون على مستقل المجتمع أي مكون على ميادن العمل. سهل تثقيف قيمة أنشطة الاقتصادية بالتعليم. أنشطة الاقتصادية كالعملية المتبعة في قسم العلمية ليس هناك حد في عملية التعليم. تحتاج أنشطة الاقتصادية إلى التطبيق لإنشاء شخصية الاقتصادية بالطلبة. مع أن الطلبة مكتسبة بالمادة الاقتصادية في الفصل، هم مكتسبة بالمادة الاقتصادية خارج الفصل أيضا لتقوية نظرية التي قد تعلمها.

أهداف من هذا البحث هي: 1)لاشراح تطبيق استراتيجية التسويق في أنشطة الاقتصادية للطلبة، 2)لاشراح استخدام تكنولوجيا الإعلام لإسناد الأنشطة الاقتصادية للطلبة، 3)لاشراح اضطرابات في استخدام تكنولوجا الإعلام توجهها الطلبة.

استخدم منهج كيفي وصفي لتحقيق أهداف البحث. اختارت الباحثة منهجا كيفيا لأن أرادت الباحثة أن تشرح استخدام تكنولوجيا الإعلام لإسناد الأنشطة الاقتصادية للطلبة. أسلوب جمع البيانات المستخدمة هي الملاحظة والمقابلة والوثائق. التثليث. قدم تحليل البيانات بتصيير بيانات التي غير مناسبة بالبحث وعرض البيانات ونتيجة البحث.

كانت نتائج البحث: 1)قسم تنفيذ استراتيجية التسويق على هي انتاج، قيمة، توزيع ، ترويج، 2)استخدام تكنولوجيا لإسناد الأنشطة الاقتصادية للطلبة هي استخدامها كالوسيلة لترويج للطلبة، 3) اضطرابات في استخدام تكنولوجا الإعلام توجهها الطلبة هي كثرة الخيانة وتوسيع المنافسين وقلة ثقة المشتري وآثار كفء الصور على قيمة الإنتاج واحتياج على توسيع الشبكة.

Abstrak

Isrotun, Dewi. 2017. *Penggunaan Teknologi Informasi untuk Mendukung kegiatan Kewirausahaan Mahasiswa Jurusan Pendidikan Ilmu Pengetahuan Sosial di UIN Maulana Malik Ibrahim Malang.* Skripsi, Social Science Education Department, Faculty of Education and Teacher Training, Maulana Malik Ibrahim Malang State IslamicUniversity, Malang. Advisor: Alfiana Yuli Efiyanti.

Kata Kunci : Kewirausahaan, Teknologi Informasi, Strategi Pemasaran

Kewirausahaan ditawarkan sebagai salah satu solusi untuk menyikapi permasalahan pengangguran di Indonesia. Nilai–nilai kewirausahaan yang mencakup kreatifitas dan inovasi dapat menciptakan kemandirian bagi masyarakat, khususnya dalam menciptakan lapangan pekerjaan. Melalui pendidikan, penanaman nilai-nilai kewirausahaan dapat lebih mudah dilakukan. Namun, sebagai sebuah praktik yang diadopsi dalam dunia keilmuan, konsep kewirausahaan tidak dapat hanya dibatasi dalam sistem pembelajaran di kelas. Kewirusahaan membutuhkan sistem praktik, untuk menunjang pembentukan karakter kewirausahaan mahasiswa. Sehingga, dapat memperkuat teori yang telah didapatkan dalam proses pembelajaran.

Tujuan dari penelitian ini ialah untuk: (1) mendeskripsikan penerapan strategi pemasaran dalam kegiatan kewirausahaan mahasiswa, (2) mendeskripsikan penggunaan teknologi informasi untuk mendukung kegiatan wirausaha mahasiswa, (3) mendeskripsikan hambatan-hamabatan yang dihadapi mahasiswa dalam menggunakan teknologi informasi untuk mendukung kegiatan wirausaha.

Untuk mencapai tujuan penelitian tersebut, digunakan pendekatan penelitian kualitatif dengan jenis penelitian deskripstif kualitatif. Pemilihan deskriptif kualitatif dikarenakan peneliti ingin mendeskripsikan fenomena penggunaan teknologi informasi yang digunakan oleh mahasiswa untuk mendukung kegiatan kewirausahaan. Teknik pengumpulan data yang digunakan ialah observasi, wawancara dan dokumentasi. Untuk mengecek keabsahan data, teknik yang digunakan ialah triangulasi. Penganalisisan data dilakukan dengan mereduksi data yang tidak relevan, memaparkan data dan menarik kesimpulan.

Hasil penelitan menunjukkan bahwa, (1) implementasi strategi pemasaran yang dilakukan oleh siswa dikelompokkan dalam 4P, yaitu product (produk), price (harga), placement (distribusi), promotion (promosi), (2) penggunaan teknologi untuk mendukung kegiatan wirausaha ialah penggunaannya sebagai media atau alat sangat membantu mahasiswa untuk mempromosikan produk melalui periklanan di media sosial, (3) hambatan-hambatan yang dihadapi mahasiswa dalam menggunakan teknologi informasi untuk mendukung kegiatan wirausaha ialah besarnya kemungkinan penipuan, pesaing lebih luas, kurang kepercayaan dari konsumen, kualitas gambar mempengaruhi citra produk, dibutuhkan jaringan yang luas.

CHAPTER I

INTRODUCTION

A. Background of Research

Along the increase of population, it also confines the opportunities for someone to get a job. It is caused by the high level of competition a job applicant is not always directly proportional to the number of jobs available. Indonesia, with a population about 255 million peoples enter as four sthe biggest populous country, after China, India and America. As always, high number of population becomes the main problem in several countries, included Indonesia. The high number of Indonesian residents makes government difficult to provide the job.

One of the solutions offered to solve these problems is giving impetus the entrepreneurial system to the society. Beside it will be able to create their own jobs, entrepreneurship can create jobs for other people. Entrepreneurship is also interpreted the symbol of economy in a country. The higher number of entrepreneurship, it means the higher quality of economy in a country. Entrepreneurial can increase the activity of production, consumption and to reduce dependence State to other countries. And also the important one is entrepreneur can increase revenue of country through income tax.

The chairman of the Young Entrepreneurs Association Central Executive Board (HIPMI), Bahlil Lahadalia stated that until nowadays, the number of entrepreneurs in Indonesia amounted to 1.5%. He stated that Indonesia still needs about 1.7 million entrepreneurs to reached the figure of 2%, as a condition of a

developed country. It is the responsibility for the Indonesian government to increase public interest to the entrepreneurship. One of kind government's responsibility is the ratification effort of Draft Law about Entrepreneurship in this year. He stated, through high rates of entrepreneurship can be created jobs, improve the people's purchasing power and increase revenue of the Country.

However, the Central Bureau of Statistics noted that in 2016 the number of unemployed in Indonesia reached about 7.02 million, or about 5.5%, with unemployment educational background is undergraduate education reached about 6.22% or approximately 7.2 million people. It is so regrettably. Reminds, college students as agents of change is expected to help the State alleviate poverty and improve people's welfare. In fact, students will increase the burden of State with high unemployment rates. Even, college students are considered more qualified than the other educational background.

It leads understanding the importance of entrepreneurship for students should be improved continuously. For example is applied in education. Webster defines education is process of educating and teaching and has function to develop knowledge, skill and character of students. And, Socrates also argued that education was about drawing out what was already within the students. According to both of argument, education can be the useful tools to create the students. Students will be the person which created by education. Students can be lawyer, nurse, doctor, lecturer, or anything based on specific department they choose. Students also can be religious, apathetic, helpful, friendly, arrogant, depend on what is the values built in the school.

Education based on Undang-undang no 20 tahun 2003[1] is divided into 3 stripes, that is formal, non-formal and informal. Formal education is education which is conducted by government, through education in the schools. Formal education has certain stage, began from elementary schools, middle schools, until high schools. Non-formal education is education stripe which is conducted by government or private outside formal education. Example: education in Islamic Boarding School, Catholic Boarding School, etc. Informal education is conducted by awareness and responsible from learners itself. Usually, this kind of education conducted in family group, and has no class stage or certain training. But also can be done by students as developing of learning in the class.

Entrepreneurship education becomes important, especially for college students. College students desired as product of integration between high of knowledge and learning design. It will open point of view appropriately and wide of knowledge for college students[2]. Entrepreneur who is need innovative and creative thinking considered suitable with system of learning in university. Then, Indonesia has been face MEA need improvement of human resource quality. Include the quality of entrepreneur who will compete with people coming for all the corner of world. With the Latinist educational background, students will have the powerful capabilities and more robust to face MEA.

Not only limited for faculty relating to economics, entrepreneurship is applied in the subjects as a program that must be followed by students. In UIN Maulana Malik Ibrahim Malang, especially in Social science education program is

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[1] Undang-undang nomor 20 tahun 2003
[2] Suherman, Eman. *Desain Pembelajaran Kewirausahaan*. (2008, Bandung: Alfabeta), P. 116

one of institution established entrepreneurship as a subject must be followed by students. Student of Education Social Sciences Program is expected to realize the importance of entrepreneurship after enter into the community. Unfortunately, based on first survey did in the students of social science education program known that the number of students has been started to be entrepreneur is low. They admit have difficulties to make a product, or distribute.

Entrepreneurship education is subject which is not only limited to learning system in the class. Entrepreneur is not about theory only. It more emphasizes on practice to enhance students understanding about entrepreneurship system. It will more effective if learning is not stop in the class only. But also developed by students itself outside of learning. Understanding of theory will be gotten by students through learning. And, practice will make understanding stronger through experience. Outside of class learning is included to informal education. It has no curriculum, stage of class, and certain regulation of learning. It is a form of students developing to practice learning material has gotten in the class.

Entrepreneurship learning can be done by students with any kind of technology. For nowadays, technology can make entrepreneurship easier to do. One of technology development for entrepreneurship is using technology information especially internet as a media for selling product. Internet as tools depended on who is user to make positive or negative function. Internet that used in positive aspect can help human needed and solve some problem. But, if it used to negative aspect it also can make bad impact for human. The existence of

internet for entrepreneur give an opportunity to reach community wider than classic or conventional manner.

The development of Internet usage today in accordance with the statements that have mentioned in Undang-undang Republik Indonesia nomor 11 tahun 2008 about Informasi dan Transaksi Elektronik that use of technology and information plays an important role in trade and the growth of the national economy for the welfare community. The utilization of electronic media is expected to lead to positive things and helping embodiment prosperity for Indonesian society. The increased use of e commerce marketing communications, is open public mindset about the ease of entrepreneurship, giving rise willingness to undertake entrepreneurial activities.

For entrepreneurship, marketing is one of aspect which influence interesting of consumer to buying product. Internet also help to make a marketing activity easier to do. Marketing will give big impact to influence consumer decision. On that ground, an entrepreneur should be smart to design shape of marketing for consumer. Using internet for marketing will open opportunity for everyone to become an entrepreneur. This case suitable for students learning as an entrepreneurship beginner. Students can start to learn how to be an entrepreneur by themselves by selling product, or distribute product. On that matter students have learned one aspect of entrepreneur activity. Through experience, students will be more effectively accept the knowledge about entrepreneurship.

In UIN Maulana Malik Ibrahim Malang, especially students of Social Science Education Program based on first survey have done by researcher known

that about 92% students want to be an entrepreneur. But, the students has started to practice entrepreneurship just about 30% of them. All of the students got theory of entrepreneurship from learning in the class. And 30% students also did entrepreneurship learning outside of class through practice. The students using internet as a learning media to selling goods through internet, particularly in social media. Students try to producing or distribute goods then advertise in the social media. The students stated that high number of user social media can give chance for them to learn directly how to be entrepreneur.

They started to promote product on instagram, facebook,. They admitted want to be an entrepreneur after graduate from the collage. And they maximize learning of entrepreneurship in the collage to get many experiences before come to the real society. Base on utilizing technology information in entrepreneurship practice, it makes researcher interesting to know how the students utilize technology information to help entrepreneurship practice. Reminds entrepreneurship is still need to improve for better economic level of Indonesia. And the title of this research is "The Utilizing of Technology Information to Support Entrepreneurship activities among 5th semester Social Science Education Students at Maulana Malik Ibraim State Islamic University Malang".

B. Focus of the Research

Based on the background, the researcher can determine research questions of the research are:

1. How is the implementation of marketing strategy on entrepreneurship activities among students?

2. How is the utilization of information technology to support entrepreneurship activities among students?

3. What are the obstacles faced by students to utilize information technology to support entrepreneurship activities?

C. Objectives of the Research

The objectives of the research are:

1. To describe the Implementation of marketing strategy on entrepreneurship activities among students

2. To describe the utilization of information technology to support students' entrepreneurship activities

3. To describe the obstacles faced by students to utilize information technology to support students' entrepreneurship

D. Significant of Research

1. The theoretical benefits

The theoretical benefits are benefits that are expected to contribute to education field. The theoretical benefits of this research are:

a. Hopefully this research can giving input to the lecturer as a literature concern on the utilization of information technology to support entrepreneurship activities among students

b. Hopefully this research can contribute to the field of education as an erudition about the utilization of information technology to support entrepreneurship activities among students

2. Practical benefits

Practical benefits are benefits that can be used in the implementation of interest community. The practical benefits of this research are:

a. Researcher

1. This research can help researcher to explore knowledge and new information on the utilization of information technology to support entrepreneurship activities among students. This research also help researcher for the next research which is related with.

2. College student

Hopefully this research can add information regarding learning resource about entrepreneurship activities based on information technology.

3. Social Science Education Program

Hopefully this research can helped information regarding student learning resources specifically on the entrepreneurship subject that learning resource are not limited to learning in the classroom only. It can use learning resources around, one of is information technology.

E. Previous Research

In this research there are two term that have to be noticed. That are utilization of social media and entrepreneurship activity. Researcher try to find

some researches that has relation to the research. To make sure the research is original, below will describe some research used to support the research and what are the differences of both.

Research has done by Ambrose Jagongo with the title The Social Media and Entrepreneurship Growth which was done in Nairobi. He is a Lecturer of Entrepreneurship and Finance Kenyatta University. The result of research showed that the existence of social media tools offer greater market accessibility which in turn have a significant impact on the growth of small and medium enterprises (SMEs), which also show increasing of entrepreneurship.

The next research is done by Erlinda Nurdiana, student of Brawijaya University. The research aims to know the role of social media of increasing student's interest and online entrepreneurship phenomenon by students. Object of research is students of Brawijaya University, economics department. The result of research show that variable X (the role of social media) has significant impact to variable Y (entrepreneurship interest).

The next research is done by Rida Zuraida and Kagita Ayu. Subject of the research is students of Bina Nusantara's University. The research aims to prove theory of entrepreneurship motivation, that is internal and external factor. The research has two dependent variables. First variable is the influence of close friend and the second variable is influence of social media on entrepreneurship. The result of research show that there is positive correlation between using of social media on students' entrepreneurship.

The next research is done by Balachandran from Alagappa University and Sree Sakhtivelan from Knowledge Business School, with the title Impact of Information Technology on Entrepreneurship. The result of research showed that internet is a greatest revolution in science and technology that brought many benefits to the society, cultural, economical and political. Netpreneurship can set up a viable business with "Intellectual Capital" as the main input and the "Connectivity Infrastructure as the only physical input.

Table 1.1 Previous of Research

No.	Research Identity	Similarity	Differentiation	Originality of Research
	The Social Media and Entrepreneurship Growth (A New Business Communication Paradigm among SME's in Nairobi)	Discussion variable of social media and entrepreneurship	Research method	Describe significances between the effect of social media and economic growth
2	Peran Jejaring Sosial sebagai Media Peningkat Minat	Discussion variable of Social Media, the result of	This research using quantitative approach	Describe the role of social media as a media to

	Berwirausaha Mahasiswa untuk Berbisnis Online (Studi pada Mahasiswa Jurusan Ilmu Ekonomi Univeristas Barawijaya Malang)	research prove that social media give a positive impact into student's interest through online media		increase student's interest to doing entrepreneurship through online business
3	Perilaku Berwirausaha di Kalangan Mahasiswa Universitas Bina Nusantara	Discussing of variable of using social media to influence entrepreneurship activity	This research has two independent variables which influence entrepreneurship	This research did to know what are the factors which influence students decision to become an entrepreneur. Variable dependent on the research is internal and

				external factor
4	Impact of Information Technology on Entrepreneurship	Variable of Information technology and entrepreneurship	Subject of research	Describe how the impact of information technology on entrepreneurship

F. Definition of Key Terms

1. The Utilization of Technology Information

According to KBBI, utilization has meaning process, the way, do to use something, usage[3]. Technology information is a combination between computer technology and communication technology which used to process data, include of processing, getting, arranging, saving, manipulating has aim to produce best information, such as relevance, valid and reliable.

Utilization of technology information on the research is utilization of an internet as a one of technology information development nowadays. In the research, terms of utilization of technology more specify toward to the benefit or the advantage of using technology information, especially internet to advertise the product of students. Using of internet for subject of research limited on social media only.

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[3] Kamus Besar Bahasa Indonesia

2. Support Entrepreneurship Activity among Students

Students in the research are students' college of Social Science Education Department in UIN Maliki Malang, which has grade on 5th semester.

Support according to KBBI has meaning to aid, stood behind and help. Entrepreneurship is everything that leads to people doing business/ activity itself with all the capabilities they have. While, entrepreneurship refers to the mental attitude which owned by an entrepreneur in executing business/ activity. Entrepreneurship activity on the research is activity of selling (business) who begun by students.

G. Composition of Research Findings

Chapter I describes the background of the problem, focus of research, objectives of research, benefits of research, previous research, definition of key terms and composition of research findings.

Chapter II is a discussion of theory study, which includes a discussion of utilization of information technology to support students' entrepreneurship activities: understanding of information technology and entrepreneurship activities

Chapter III is an explanation of the research methods include approaches and research design, attendance of the researcher, setting of the research, data and data sources, data collection, data analysis and research procedure.

Chapter IV is an explanation of the research that has been conducted by the researchers. This chapter consists of two chapters, that is: first, the background of the object of study include; location Geographically, the condition of the institution, the vision, mission and objectives UIN Maulana Malik Ibrahim

Malang, organizational structures, the condition of faculty and staff, student development, and education program majoring in Social Science Education.

The second presentation of the data is; process and analyze carefully the findings of research in the field, includes; the utilization of information technology to support entrepreneurship activities among students and the obstacle faced by students in utilizing information technology to support entrepreneurship activities among students.

Chapter V is a chapter describing the discussion of research results associated with a literature review to strengthen the research that has been done by researchers. First, the utilization of technology information to support entrepreneurship activities among students. Second, the obstacle faced by students in utilizing information technology to support entrepreneurship activities.

Chapter VI is the last chapter contains the conclusions of the overall results research. In this chapter put forward some suggestions for object or subject of research that can be used as criticism consideration.

CHAPTER II

DISCUSSION

A. Review of Related Literature

1. Theoretical Framework

a. Basic Concept of Technology Information

Technology information turn up as causes of globalization developing in an organization, business competitive, increasing of consumer appetite for product and service have been supplied. To anticipate, enterprise should find new manner through utilizing technology. Technology expected can facilitate and interpreter. Firstly, using of technology information limited on processing data only. Along with technology information developing, mostly organization activity has been entered by application and technology information automation.

Technology information definite as integrating between computer technology and telecommunication with the other technology as like hardware, software, database, networking technology, and so on. Furthermore, technology information used in organization information system to provide information for decision making[4]. Technology information seem from arranged of words is technology and information. Technology has meaning development and implementation any kind of equipment or system to solve problem faced by

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[4] Sri Maharsi, "Pengaruh perkembangan Teknologi Informasi terhadap Bidang Akuntasi Manajemen", *Jurnal Akuntansi dan Keuangan.* Vol II, No II, November 2000. 127-137

human in daily activity. Information is data which is processed to be useful more for receiver and decision making, in the present and future[5].

ITTA (*Information Technology Association of America*) that information is technology information is a study, planning, developing, implementing, support or information system management computer-based, particularly application of software and hardware computer.

Williams stated that technology information is a general of technology which help to produce, manipulate, save, communicate, and carry on information[6]. The role of information technology in human activity at this time was so great. Information technology has become the main facility for business activities, contributed greatly to the fundamental changes in the structure, operation and management of the organization. Thanks to this technology, the convenience can be perceived by humans. Broadly speaking, it can be said that:

1. Information technology replaces human role. In this case, information technology automation on a task or process

2. Technology to strengthen the role of man, by presenting information on a task or process

3. Information technology plays a role in the restructuring of the role of humans. In this case, technology plays a role in making changes to a set of tasks or processes.

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[5] Azmi, Yan. 2009. Pengertian informasi. http://yanazmi.blogspot.co.id/2009/04/ 16/04/2017

[6] Suyanto, Muhammad. 2005. "Pengantar Teknologi Informasi, (Yogyakarta: Andi), P. 10

b. Internet

The Internet is a collection of networks connected to each other, where networks provide a connection to global information. In general, to build an Internet network requires network equipment such as Repeater (signal booster), Bridge (interconnect network), Router (traffic controller in the network), and gateway.

The Internet is a global gathering of thousands of computer networks and millions of privately run personal computers. The Internet has enabled communication between computers by using Transmission Control Protocol or Internet Protocol (TCP / IP) supported by communication media, such as satellites and radio packages. Thus, the range is unlimited.

The internet network can also function as a media conference. A number of people do the discussions without having to meet face to face with each other, but only through personal computer screen respectively.

The history of the internet has taken a long time, but generally people only see in the 1970s when happened development of information technology is very amazing. The event is the formation of convergence between computer technology and telecommunication, then gave birth to a new technology that is internet.

The development of the Internet had receded until the 1990's the term of the Internet re-spread. The Internet has become popular again since 1995 and

marked a dramatic increase in the domain of komerisal and the World Wide Web (WWW) network.

In Indonesia, the Internet network began to be developed in 1983 at the University of Indonesia by UINET. Joseph F.P.Luhukay. At that time, he just finished a doctoral program in Computer Science Philosophy in the United States. The network was built for four years. In the same year, Luhukay began to develop University Network (Uninet) within the Ministry of Education and Culture. Uninet is a computer network with a wider range and includes University of Indonesia, Bandung Institute of Technology, Bogor Agricultural University, Gadjah Mada University, Surabaya Institute of Technology, Hasanuddin University and Directorate General of Higher Education.

c. Basic Concept of Entrepreneurship

1) Definition of Entrepreneurs

The term comes from the entrepreneurial vocabulary of the English language, namely entrepreneurship. Entrepreneurship itself is a word derived from the French language, namely 'entreprende' which means that adventurers, authors, and business manager. The term was first introduced by Rihard Cantillon (1755), which was later popularized by economist JB Say (1803) to describe the entrepreneur is able to move resources from the economical level low productivity to a higher level and produce more[7]. The term entrepreneurship is a translation of entrepreneurship which means the application of creativity and innovation to solve the problem and attempt to exploit opportunities facing every day.

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[7] Yuyus Suryana dan Kartib Bayu, *op.cit.,* P: 24

Entrepreneurship is also a combination of creativity, innovation and courage to face the risks taken by way of hard work to formed a new venture.

Entrepreneurial comes from the word and business entrepreneurship. Wira is meaningful or can be imitated, means willed effort, to benefit. Based on the word, the entrepreneur is someone who willed to perform actions helpful and should be an example of living[8]. Entrepreneur (entrepreneur) is the person who has the courage to take risks to open a business in a variety of occasions. Spirited dare to take risks mean that the independent-minded and dare to start a business, without overcome fear or anxious even though conditions were uncertain[9].

John J Kao defines that doing entrepreneurship is the attempt to create value through the introduction of a business opportunity, management risk-taking that right, and through the communication skills and management to mobilize human, money and raw materials or other resources needed to produce the project to be implemented kindly.

Joseph Schumpter stated entrepreneur as the person who destroys the existing economic order by introducing new products and services, by creating new forms of organization, or by Exploiting new raw materials[10]. In a statement, Joseph illustrates that entrepreneur is someone who is able to break down No economic system by introducing new goods and services. An entrepreneur is someone who dares to innovate and is able to differ with the circumstances in

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[8] Drastian Enggar Aditya. *Hubungan Pengguanaan Media Sosial Facebook dengan Motivasi Berwirausaha siswi SMK Mataram-Semarang* .(Skripsi: S1 Jurusan Pendidikan Kesejahteraan Keluarga Fakultas Teknik Universitas Negeri Semarang) P: 35

[9] Kasmir. *Kewirausahaan*. (Jakarta: PT Raja Grafindo Persada, 2007), P: 17

[10] Alma, Buchari. *Kewirausahaan: untuk Mahasiswa dan Umum*. (Bandung: Alfabeta, 2009) P: 24

general. He also stated that an entrepreneur has creativity to create new things or processing the materials that have been there to be something different.

According KBBI, entrepreneurs are intelligent people or gifted to identify new products, determine how new production, compiling operation to hold a new product, manage its operations and market capitalization.

In the attachment of Minister of Cooperatives and Small Business Development policy No. 961 / KEP / M / XI / 1995, stated that:

a) Entrepreneurs are people who have the spirit, attitude, behavior and entrepreneurial abilities

b) Entrepreneurship is the spirit, attitude and behavior of a person's ability to handle business or activity directed to seek, create and implement ways of working, new technologies and products to improve efficiency in order to provide better services and or obtain greater profits.

Definition of entrepreneurship according to Presidential Instruction No. 4 of 1995: "Entrepreneurship is the spirit, attitude, behavior and the ability of someone to handle the business of funds or activities that lead to the search for, create, implement ways of working, new technologies and products to improve efficiency in order to provide better service and or gain a bigger ".

Entrepreneurship is the process of humanity (human process) related to creativity and innovation in understanding the opportunities, organize resources,

manage so the chances of it materialized into a business that is able to generate profits or value for long periods of time[11].

So entrepreneurship is everything that leads to people doing business / activity itself with all the capabilities they have. While entrepreneurship refers to the mental attitude which is owned by an entrepreneur in executing business / activity. Entrepreneurship is creativity and innovative for basic, an effort and resource to opportunity toward the success. The core of entrepreneurship according to Drucker is capability create something new and different through creative thought and innovative action for reach opportunity.

Many of entrepreneurs which are coming from entrepreneur background or not reach the success cause have capability of creative and innovative thought. Process of creative and innovative usually began with ideas and thoughts to create something new and different. Something new and different is value-added of goods and services to be advantage resources as an opportunity. So, entrepreneurship is a capability to create value-added in a market through resources management process with different ways.

In Islamic perspective, entrepreneurship be permitted to do. In another hand, humans have to remember the God in each activity of entrepreneurial. And entrepreneurial activity also has to suitable to Islamic teaching which has explained and showed by Rasulullah. Which as wrote in the QS Al-Jumuah verses 9-10:

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[11] Basrowi. *Kewirausahan untuk Perguruan Tinggi*. (Bogor: Ghalia Indonesia, 2011) P. 2

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا نُودِيَ لِلصَّلَاةِ مِنْ يَوْمِ الْجُمُعَةِ فَاسْعَوْا

إِلَى ذِكْرِ اللَّهِ وَذَرُوا الْبَيْعَ ۚ ذَٰلِكُمْ خَيْرٌ لَكُمْ إِنْ كُنْتُمْ تَعْلَمُونَ

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ

وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ

(9) O you who have believed, when [the adhan] is called for the prayer on the day of Jumu'ah [Friday], then proceed to the remembrance of Allah and leave trade. That is better for you, if you only knew.

(10) And when the prayer has been concluded, disperse within the land and seek from the bounty of Allah, and remember Allah often that you may succeed.

2) Character of Entrepreneurial

a) Definition of Characters

Character comes from the Latin kharakter, kharassein and kharax meaningful tools for making, to Engrave, and pointed stake. The name was then widely used in the language French caractere until eventually used in Indonesian. characters meaningful positive qualities of a person, a person's reputation and someone who has eccentric personality.

b) Character of Entrepreneur

In the dictionary Poerwadarminta, character is defined as a character, character traits psychiatric morality or character that distinguish one person to another. Build character is the process of measuring or sculpt one's soul in a way that get a unique shape, interesting, different or distinguishable by others[12].

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[12] Yuyus Suryana dan Kartib Bayu, *op.cit*., P. 50

Entrepreneurial character in question in this research is to quote from theory BN

Marbun stating that the characteristics and entrepreneurial character is:

Table 2.1 Characters of Entrepreneurs

Personality	Characters
Self confident	- Believing
	- Independent
	- Optimism
Job and result oriented	- Achievement needs
	- Profit oriented
	- Hardship and diligent
	- Consequences, work hard, motivated
	- Energic
	- Initiative
Take a risk	- Brave to take a risk
	- Brave for challenge
Leadership	- Leadership
	- Humble and friendly
	- Open for critical
Original	- Innovative
	- Creative
	- Flexible
	- Having lot resources

	- Multi talent
Future oriented	- Future perspective
	- Perceptive

Generally, an entrepreneur is the person who has the courage, and the potential to excel, always have the motivation to excel. Someone who has high achievement typically have a high satisfaction when successfully completed jobs challenge and do everything optimally. Anoraga explain the characteristics someone who is entrepreneurial is as follows[13]:

- Having goals and later trying to realize these ideals

- Brave for the risk

- Wants and likes to work hard

- High morale and are not easily discouraged

- High confidence

- Have the skills to lead others

- High creativity

c) Entrepreneurial Ethics

Ethics is a procedure for dealing with other humans. The procedure for the respective each individual is different. This is based on the diversity of the cultural life of the community coming from various regions. These ordinances are

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[13] Drastian Enggar Aditya. *Hubungan Pengguanaan Media Sosial Facebook dengan Motivasi Berwirausaha siswi SMK Mataram-Semarang* .(Skripsi: S1 Jurusan Pendidikan Kesejahteraan Keluarga Fakultas Teknik Universitas Negeri Semarang), P. 35-36

needed in many aspects of life humans to foster a harmonious relationship and mutual respect for each other[14].

Ethics should be in the spirit of entrepreneurs is:

- Honesty

An entrepreneur should always be honest in word and deed. Honesty is necessary so that all parties can be confident of what will be entrepreneurs.

- Responsible

An entrepreneur must be responsible for all activities done in the field of business. Obligations to various parties must be resolved. Responsible not only limited to the obligations, but to all employees, society and government.

- Keeping the promise

An entrepreneur is required to always keep promises, eg regarding payment, delivery of goods or the turn. Once an entrepreneur deny pledge, then the other party did not trust him. An entrepreneur also must be consistent with what has been done and agreed upon in advance.

- Discipline

An entrepreneur is required to always discipline in matters relating with his efforts, for example in terms of payment or reporting of its business activities.

- Obeying the law

An entrepreneur should always obey and comply with applicable law, good relating to the public or the government. Violations of the law and rules that

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[14] Kasmir. *Op,cit*., P. 20

have been made would be fatal in the future or even become a burden moral entrepreneurs.

- Love helps

A morally entrepreneurs should be able to assist the various parties need help. This helps attitude can be demonstrated in a variety of ways. An entrepreneur who is known to be stingy easily hated by many people.

- The commitment and respect

An entrepreneur must be a commitment to what they have run and appreciates the commitment by the other parties concerned. An entrepreneur who keep commitments will be respected and appreciated by others.

- The pursuit of achievement

An entrepreneur should be constantly striving for the highest possible achievement. The aim was to ensure that the business carried on may persist from time to time. For pursue the achievement, an entrepreneur compulsory mental resistant and not easily discouraged.

d) Creative and Innovative Thinking of Entrepreneur

Something new and different made by entrepreneur beside a product as like goods and services, also can in the form of ideas, methods and manners. It also create through creative thinking and innovative action is value-added which will be the advantage. The advantage will be competitive power created by entrepreneur. In the other word, value-added has been created opportunity resource for entrepreneur.

1) Developing creativity

Creativity is a capability of person to produce new matters, such as ideas or product which is different to had before. Inside of entrepreneurs needed creativity to develop business, caused by:

a. Success on competitive can be gotten by developing creativity

b. Creativity is a valuable resource and has to be kept

c. New challenge will be appeared and creativity is the way to solve that problem

But then, to develop creativity will be faced certain obstacles, such as restriction on thinking. It means that restriction on thinking happen in restriction of situation and mental. Restriction of situation is evidential restriction, as like restriction of money, ages, time, physics, education and norms in society. It is an evident which is limit to creative thinking of people. Restriction of mental is minds which limit to thinking process of people, as like apprehension about not enough money, not enough time, another class does not provide to help, etc[15]

Creativity will appear if entrepreneurs able to see ordinary thing differently. Creative thinking will appear naturally and can not to be forced. Qualifies to become creative person such as:

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[15] Basrowi, *Kewirausahaan untuk Perguruan Tinggi* (Bogor, Ghalia Indonesia, 2014), P. 24

1. Preparation through formal and informal education

2. Effort

3. Inkubasi, is collecting ideas had before to appear new ideas

4. Understanding the problem deeply

5. Evaluation

2) Developing of Innovative Capability

Along the development of period will also make a changing on several aspects of life. It will bring new ideology, technology and knowledge which influence human habitual and perspective. In entrepreneurship, innovation is needed for entrepreneur to make it balance. Entrepreneur need to make a modernity on products to allow human desire. Stagnancy will make an entrepreneur left behind, and consumer will move to the product which is suitable with necessity on that period or time. Joseph Schumpeter explained that the existence of business will bring developing and changing on autonomy[16].

An entrepreneur who is innovative will be known as someone able to integrate imagination and creative thinking logically and systematically. That combination become an important provisions to support success. Koratko stated that there are four kind of implementing processes on innovative capability, such as[17]:

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[16] Basrowi, *Kewirausahaan untuk Perguruan Tinggi* (Bogor, Ghalia Indonesia, 2014), P. 35

[17] Basrowi. *Ibid,* P. 36

1) Invensi (innovation), is finding goods or services of recent things. Example: finding of air plane by Wright, finding of telephone by Alexander Graham bell, finding of glow-lamp by Thomas A. Edison.

2) Ekstensi (developing), is recent utilization or another utilization of goods, services which has existence before. Example: owner of MC Donald's is Raynoc

3) Duplication (reduplication), is creative imitation of concept has been had before. Example: Walmart (department store)

4) Sintesis: is combination between concepts and factors had before in new utilizing or formulation. Example: Metty Lyuch (financial board)

Basically, everyone has capability of innovative thinking. Unfortunately, little of them try to develop that capability to become a success. To develop innovative thinking, can be done by the ways as like:

a. Accustom to have competencies

b. Enrich ideas

c. Accustom self to accept differences and changing

d. Enrich emphatic

e. Implemented innovative thinking

Creative and innovative becomes important aspect that must have by entrepreneurship. It can be done by entrepreneur on production process

and distribution process or marketing process. On production process, entrepreneur can try to create new product, or process the same product through new manner which does not use by people yet.

On distribution or marketing process, creative and innovative thinking can be done by entrepreneur through modern ways which use technology system. Nowadays, technology makes a marketing process easier to do. For example, through utilization of internet can help seller to promote the product through social media and the others. Promote the product through internet has several advantage for seller, such as:

- o Information of product can be spread quickly
- o Internet easy to do
- o Scope of consumer is wider
- o Low cost for advertising

3) Entrepreneurship and Marketing

Marketing is one aspect that must be noticed on entrepreneurship activity. Marketing will determine the success of business through decision of entrepreneur to promote the product. Marketing is business activity, for planning, price establishing, promoting, and distributing goods or services to complete human needed.

William J Stanton stated that marketing is total system of business activities, which is designed to planning, price establishing and distributing goods

and services to complete customers needed[18]. Marketing is a strategy made by entrepreneur before send the product to the market or consumer. Marketing include of activity before and during turn around to the field (market).

Characteristics of marketing are[19]:

a. Buyer orientation

It means that producing product has not to base on willingness of producer, but has to be focus on buyer needed. An entrepreneur has to doing analysis to determine exactly, what are consumers needed, such as products, prices and places.

b. Systemic oriented

Firstly, systemic oriented requires to have coordination in marketing program activities of seller. Interaction needs to be harmonization and synchronized to create all elements of marketing be cooperative effectively.

c. Maximization of profit

In the first period, marketing system will make profit as a center of goals. But there is another aspect which also have to be noticed, that is satisfaction of customer. Along the developing of period, marketing concept make a customer as a center of marketing.

One theory of marketing is marketing mix. Marketing mix is activity to combine any activities of marketing to reach maximize combination and satisfy

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[18] Winardi, *Entrepreneur and Entrepreneurship* (Jakarta: Kencana. 2003)P. 266
[19] Winardi. Ibid. P. 269-270

result. There are four elements include of marketing mix, which also called by 4 P such as[20]:

a. Product

Product is center of marketing activity. All activities are using to support marketing product. But, amazing marketing strategy will be not useful if there is no balanced between quality of product and marketing strategy. For that, developing of product quality must be noticed first by entrepreneur.

b. Price

The problem of price establishing also determine the success of marketing. Establishing of price can do at each level of institution, such as establishing of price by producer, distributor and retailer. Price that mean here is not about low or high price. But, the price which exactly establish by producer, consider on each factors mixed up inside.

c. Place (Distribution canal)

On marketing concept, place does not mean as location to promote the product. Producer can choose distributor through two strategies:

1) Push and pull strategy, is support distribution canal to selling more product to consumer. And, producer will give reward for each of selling unit.

2) Pull strategy is an effort to pull goods from the store to consumer through trade on promotion in mass media. This way becomes one of

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[20] Alma, Buchari. *Kewirausahan untuk Mahasiswa dan Umum.* (bandung: Alfabeta, 2008), P. 202

strategy which is done by entrepreneur for nowadays. Through technology, promotion will be easier to do.

d. Promotion

Promotion is activities to communicate benefits of the products and persuasive customers to buy the products[21]. The activities on promotion that are:

1) Advertising

Advertising is report about goods and services. More definition about advertising is form of presentation and promoting of ideas, goods, or services which has done by certain sponsor. Example: advertising on electronic or printed mass media.

2) Personal selling

Personal selling is presentation through interview by seller to do selling products. Personal selling can did in the store, house, or in the enterprise place.

3) Sales promotion

Sales or selling promotion is giving support to buyer through giving gift, discount, or certain bonus. Usually, sales promotion did on particular period, as like extraordinary days etc.

4) Public relation (publicity)

Public relation has aim to create image of product to influence buyer decision to buy the products. Example: inviting journalist to visit the company and write good news about it.

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[21] Winardi. *Entrepreneur and Entrepreneurship*. (Jakarta: Kencana. 2003), P. 293-294

e. The Utilization of Technology Information on Entrepreneurship activity

Developing of technology information have created comparative advantage in trade world. In decades, there are four kinds of technologies which have significant developing, such as technology information, technology manufacture, technology transportation, and technology communication. As we know, from the four kinds of technologies, technology information is the one which has the biggest impact for enterprise environment.

Technology information makes an entrepreneurship activity easy to do. The role of technology information as a helper for decision making on any function and managerial level becomes an important thing for enterprise organizer.

Contribution of technology information in creating value-added for accompany is one of controversial issue on Economics of Information Technology field, even extremely stated that information technology has been became "strategy must" or commodity only, and is not competitive advantage source.

Technology information is one of many things needed for enterprise developing in the world, include Indonesia. Even, we can call it as main factor in entrepreneurship developing right now. We can find using of technology information in processing entrepreneurship activity.

The reason of implementing technology information for entrepreneurship activity is to become near with consumer. It causes of technology information

ability to make space and time closer and make a product closer to consumer. It makes an entrepreneurship in Indonesia increase[22].

To start business or entrepreneurship using information technology, it will open opportunity for marketing widely. Through internet, process of marketing product, finding consumer, will be easier. There are some factors which influence business or entrepreneurship developing, such as:

1. Increasing of business complexity caused by international economic

2. Global business competitive

3. Developing and advanced technology information

4. Time utilization

5. Social consideration and technology capacity

In entrepreneurship for goods or services, the role of technology information will be so important for transaction activity. The roles of technology information for entrepreneurship, especially on online business are:

a. Technology information makes information spreading quickly and speedly. It also open opportunity for everyone to begin entrepreneurship

b. Many people who is expert on technology information help to grow online business in internet. Online business will be repaired in any kind of system.

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[22] Styaningsih Sri Utami, *Pengaruh Teknologi Informasi dalam Perkembangan Bisnis*. Jurnal Akuntansi dan Sistem Teknologi Informasi, Universitas Slamet Riyardi Surakarta. No 1. Vol. 8. th. April 2010

c. People admit that excited into online business caused by flexibility. It did not need seller to wait consumer in a place. Through technology information, especially connectivity on internet, producer or distributor can selling the product and doing another activity in the same. Also for consumer can buying something without come to seller.

d. Easy of internet connectivity and reached caused by technology information advancement will make a prosperity in online business.

In the other literature also said that there are seven business values on technology information, such as[23]:

1. Supplier Relations

Harmonious relations supplier could result in efficiencies in the production process. Information technology can be used to coordinate the relationship dealer or to reduce costs - the cost of billing information via EDI (Electronic Data Interchange), Quality Control (TQM / Total Quality Management) and the transmission technique JIT (Just In Time) to support competitive advantage.

2. Productions and Operations

Information technology can be used to improve production techniques through computer tools for the design and fabrication.

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[23] Ira Setiawati, *The Role of Information Technology to Developt Accounting Information System as A Tools to Increase A Corporate Performance*.Jurnal *Fokus Ekonomi*. No 1 Juni 2007. P. 47-55

3. Product and Service Enhancement

Information technology can help in the development of new products and services in addition to expediting the process of R & D. From the perspective of marketing, products and services can be identified uniquely in a variety of ways, so that it can use to identify and serve new market segments.

4. Sales and Marketing Support

Information Technology Support for marketing and pricing, can help increase revenue from sales, as indicated by the airline in a computerized reservation system. In addition IT can be used to track trends in the market and the market response to marketing program. The emergence of Internet-based e¬commerce, indicates the beginning of a new era for marketing initiatives enabled by IT, with the emergence of marketing program designed to suit specific customer needs rather than administered in the form of mass marketing.

5. Customer Relations

Information technology can be used to defend and make customer relationships more harmonious. Good relationship between the customers can increase market governance that ultimately affect the company's ability to maintain a competitive advantage. For example the American Aviation company (SABER), American Hospital Supply (ASAP) and Federal Express (COSMOS).

6. Process Planning and Support

Information technology can be used to provide complete information in planning and decision making by improving coordination and communication with the organization and improve the stability of the organization. IT can reduce costs - the costs of coordination with the parties - external parties.

7. The relationship between process and competitive dynamics

Technology Information can be used to change the industry from a competitive advantage, increase the barrier to entry against competitors prospective. Competitive dynamics can be influenced by a successful marketing strategy, while competitiveness can be improved by improving product selection and cost.

B. Research Roadmap

Entrepreneurship is one of the most important aspect in human life based on the viewpoint of psychology, and economics. Entrepreneurship is the process of humanitarian concerns in aspects of creativity and innovation. In the point of view of the psychology of entrepreneurship is a person's ability in organizing his thoughts to form, creating new things through a process of trial and perfecting to solve a particular problem.

In the viewpoint of economics, entrepreneurship is defined as a person's ability to combine, bringing new things or old things in a new way to add value and sell higher.

In the global economic landscape, entrepreneurship considered one way out to solve the problem of unemployment. Indonesia, with a population of unemployment amounting to 7.2 million inhabitants need self-reliance of communities to be able to create their own welfare for herself and her family. This is what the importance of entrepreneurship, or in a more urgent aspect is values entrepreneurship must be owned by everyone.

Creativity and innovation are at the heart of entrepreneurship can be considered the most appropriate problem solver. With the soul and the values of entrepreneurship that is owned by someone, they can think fast, different, daring and able to survive in conditions of a dynamic society. A creative and innovative will quickly read the problems and opportunities that there are around. So if applied in the world of work as a locally abundant, then needs a creative and innovative will be able to create job opportunities for himself and others.

The importance of the values of entrepreneurship must start implanted to the wider community. The way that felt most effective in spreading a value is through education. So this is the way through entrepreneurial mentality can be formed. Mental cultivation of entrepreneurship started to implanted in formal education. As a result, the current entrepreneurship have special hours at various level of formal education, including college.

Unfortunately, mental cultivation of learning activities in the classroom are already considered to be enough to build entrepreneurial attitudes. In her thesis, Alfida Rian Hidayah stated that in order to inculcate the values of

entrepreneurship is not enough could be made only in the system of learning in the class. However it must also be done learning practices. Or, the theory has been given to students can withstand stronger.

Entrepreneurship at first is a practice, which was later adopted in a scholarship. So, the definition of entrepreneurship should be returned to the fact. Practice as a learning can be done inside and outside the classroom. If the facts in the classroom students just got a concept and theory, then to reinforce the understanding of entrepreneurship students can practice entrepreneurial learning can be done outside of the learning in the classroom.

In this study researchers want to expose the phenomenon which occurred on the 5th semester student activity has started entrepreneurship. Entrepreneurial activity as a study done by involving students in information technology, in particular social media to help market their products. The use of social media as a marketing medium can facilitate students ' entrepreneurial activities. So the researchers wanted to find out how the use of information technology, particularly social media to help entrepreneurial activities 5th semester student majoring in social science education at the UIN Malang Maulana Malik Ibrahim.

Chart 2.1 Resesarch Roadmap

As for the frame of a researcher can be seen from the following chart:

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┌─────────────────────────┐
│   Entrepreneurship      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│      Education          │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Entrepreneurship     │
│       Learning          │
└─────────────────────────┘
            │
      ┌─────┴─────┐
      ▼           ▼
┌──────────┐  ┌──────────┐
│ In Class │  │ Out Class│
└──────────┘  └──────────┘
      └─────┬─────┘
            ▼
┌─────────────────────────┐
│      Technology         │
│  information (Social    │
│        Media)           │
└─────────────────────────┘
```
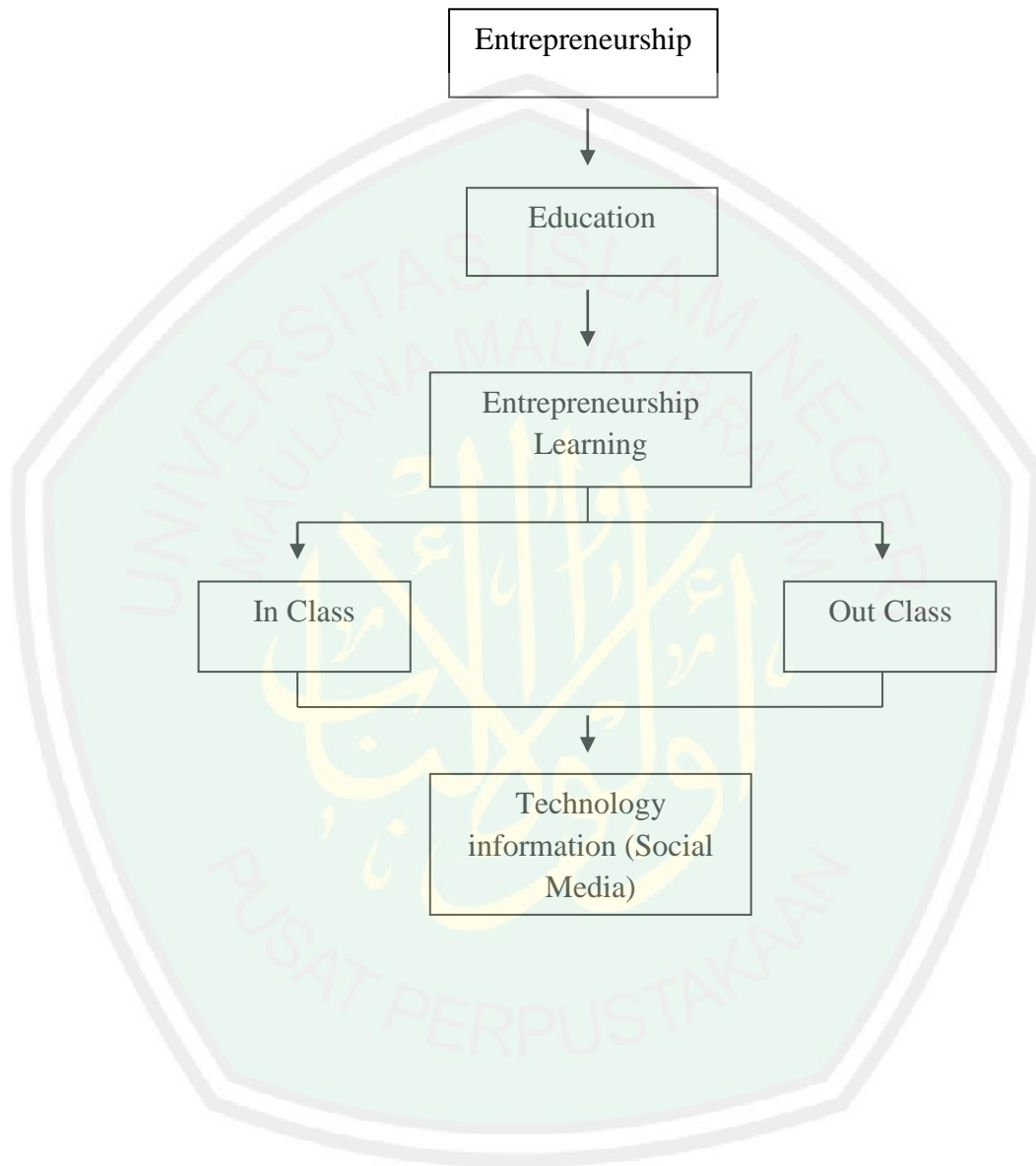
CHAPTER III

RESEARCH METHOD

A. Approach and Research Design

Research with the title "The utilization of information technology to support students' entrepreneurship activity (study of 5th semester students')" include of qualitative research approach concept. Nana Syaodah Sukmadinanta stated that qualitative research as a research has the aims to describe and analyze phenomenon, incident and social activity, attitude, belief, perception, perspective of person individually or collectively. Some of description used to find principles and explanation toward to conclusion[24].

This type of research used in this study is a qualitative approach. Qualitative research according to Bogdan and Taylor is a research procedure produces descriptive data in the form of words written or spoken of people and behavior that can be observed. Qualitative research is a study that intends to understand the phenomenon experienced by research subjects, which includes behavior, perception, motivations, actions and so on are described in the form of words using various natural methods[25].

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[24] Sukmadinata, Nana Syaodah, *Metode Penelitian Pendidikan*, (Bandung: Remaja Rosdakarya, 2009), P. 60

[25] Tohirin. *Metode Penelitian Kualitatif dalam Pendidikan dan Bimbingan Konseling*. (Jakarta: Raja Wali Press, 2012) P. 3

The research described as a qualitative research based on characteristics below[26]:

    a. Act based on scientific

    b. Human as a tool or research instrument

    c. Inductive data analysis

    d. Descriptive research

    e. Focus on process than result

    f. Focus determine the limit

    g. There is particular criteria for data validity

    h. Temporary design

    i. Result of research discussed and compromised together

Qualitative method is research method used to look deeply on object condition naturally, where the researcher as the key of instrument, collecting data method done by collectivity, inductive data analysis, and qualitative research result emphasize more on the sense than generalize.

Design of research used in the research is descriptive of qualitative research. Maxfield stated that descriptive qualitative is research about an effort to express a problem and condition naturally to reveal the fact and does not use hypothesis trial[27]. Researcher assumed that descriptive qualitative suitable to use

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[26]Lexy J Moleong, *Metofologi Penelitian Kualitatif*, (Bandung: Remaja Rosdakarya, 2008), P. 4

[27] Lexy J Moleong. Ibid, P. 6

on the research because it will describe the phenomenon of student's entrepreneurship activity through utilize technology information.

B. Attendance of the Researcher

Attendance of researcher is so important in the process of research. Buford Junker stated that researcher is as an actor and observer. In this case, attendance researcher in the field has an important role to act, observe, and do research directly. To be successful or not the research is depended on attendance of researcher. The attendance of researcher in observation process hope will get the data which suitable with the fact and make a researcher easier to analyze.

C. Setting of the Research

Location of the research is in UIN Maulana Malik Ibrahim Malang, Gajayana Street No. 50, East Java. The reason to choose this place is:

1. Location of institution is achieved
2. There is no same research with that title before
3. In UIN Maliki Malang, entrepreneurship is one of subject must be joined by students. Unfortunately it just limit on theory in the class. To make a theory stronger, there is needed a practices done by students and actually some of students have started entrepreneurship using a technology information.

D. Data and Resource

Data is information about an indication which has to write. Data is information about a phenomenon that should be recorded, and it is "Raison d'entre" the whole process of recording[28]. Sources of data in the study is the data obtained through subjects related to the research.

1. Data Resources

a) Primary Data

Primary data is the basis of data obtained from the first person, from the original source unprocessed or described by others. One of documentation used on research is documentation from institution related, in form of books, journal, documents, and the others. In this study, the primary data is data obtained through observation and interviews with the subject head of the Department, lecturer of Entrepreneurship subject and 5th semester student Social Sciences Education Program at UIN Maulana Malik Ibrahim Malang.

Primary data of the research are divided into key informant and supporting informant. Key informants of this research are:

1. Name   : Luluk Ismawati

   Age   : 21

   NIM   : 14130092

2. Name   : Annisa Rahayu Rizkiyadi

   Age   : 19

   NIM   : 14130013

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[28] Ahmad Tanze. *Metodologi Penelitian Praktis*. (Yogyakarta: Teras, 2007) P. 79

3. Name   : Afifah Haajar Qoonitah

   Age   : 21

   NIM   : 14130100

Informants supporting in the research are include of students who gave questionnaire and the lecturer who interviewed by researcher. Students gave questionnaire with the purpose to know how many students who have do entrepreneurship activity. The data of supporting informants as below:

1. Dr. H. Abdul Bhasit, M.Si

2. Endah Winarti. M.Pd.

3. Diah Ambarumi Munawaroh. M.Pd

4. Drs. Muh. Yunus, M.Si

5. All students of Social Science Education Department in 5th semester

    b) Secondary Data

Secondary data is data obtained through the second half of the study subjects. Secondary data is usually in the form of school data and the literature relevant to understanding and this data provided to data collectors. For example, data obtained from the parties are not directly related to research, source books, personal documents, school official documents, archives and so on. This data is used to supplement primary data. Secondary data were obtained in this study is the profile, vision, mission, goals, organizational structure UIN Maulana Malik Ibrahim and picture of using technology information to promote the product of students.

E. Data Collection Techniques

In one study, the fundamental thing needed is data. In this research researchers obtained data by field research, the methods used to determine and obtain concrete in the field. Methods used include:

a) Observation

Observation is an activity to look deeply into the subject to be researched. Observation can be done by senses, such as sight, smelling, hearing, sense of taste, and sense of touch. The data got from observation may be rich with any kind of information, which is can not reach by interview[29].

In this case the observation is made by directly observing educational activities, the activity of the subject of research to utilize information technology to do entrepreneurship and the activity of entrepreneurship directly.

b) Interview

The interview is a process of question and answer verbally, where two or more face physically, able to see and hear[30] . In this research, interviews conducted by the researchers is limited to the chairman of the Social Science Education Program at UIN Maulana Malik Ibrahim Malang, lecturer of entrepreneurship subject, and 5th semester students of Social Sciences Education Program at UIN Maulana Malik Ibrahim Malang who utilize information technology to do entrepreneurship activity.

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[29] Wisadirana, Darsono, *Metode Penelitian Pedoman Penulisan Skriosi* (Malang: UMM Press, 2005), P. 67

[30] Sukandarrumidi, *Metodologi Petunjuk Praktis untuk Peneliti Pemula*, (Yogyakarta: Gadjah Maja University Pres, 2006), P. 88

c) Documentation

Documentation is each of documents either written or not which is prepared for investigator needed[31]. Forms of documentation used in this study are official documents profile of UIN Maulana Malik Ibrahim, vision and mission, organizational structure, profile chairman Programs, pictures of social media's students that show the activity of entrepreneurship began by students and photographs of students for conducting research.

F. Data Analysis

Analysis of the data by Patton is the process of arranging the data sequence, organize them into a pattern, category and description of the basic unit. Data analysis in qualitative research does not start when the data collection has been completed, but lasted throughout the study done. Lexy believes the data analysis process compile the data set into patterns, categories and basic description unit such that can be found in the form of theme and formulated a hypothesis as data demands. Miles and Huberman stated that data analysis is which is elaborate an effort formally to find the them and formulate an idea as has been given by data and as an effort to give helping for certain theme and idea[32].

Data analysis in the research is using theory of Miles B and Huberman Michael A, which has a draft as like:

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[31] Moleong, Lexy J, *Metofologi Penelitian Kualitatif*, (Bandung: Remaja Rosdakarya, 2008), P. 161

[32] Moleong, Lexy J,. *Ibid.* P. 161

Chart 3.1 Data Analysis

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┌──────────────────┐          ┌──────────────────┐
│  Collecting Data │ ◄──────► │   Display Data   │
└──────────────────┘          └──────────────────┘

        ┌────────────────┐    ┌──────────────────┐
        │   Reduction    │◄──►│   Conclusion:    │
        │     Data       │    │   Verification   │
        └────────────────┘    └──────────────────┘
```
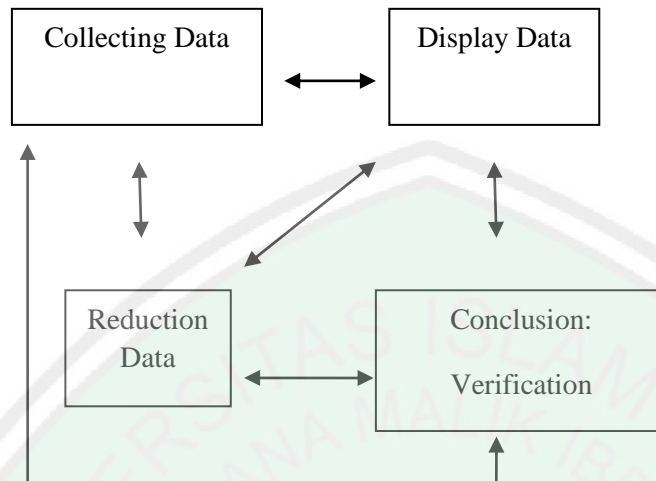
a) Collecting of data

First step did by researcher is collecting data from informants related to utilization of technology information to support entrepreneurship activity among 5th semester Social Science Education Students at Maulana Malik Ibrahim State Islamic Univerity Malang. in this case, the data gotten from students who do entrepreneurship and The Head Master of Social Science Education.

b) Reducing of data

Reducing the data is to summarize the activities, choose the subject matter and focus data on things that are important and in suitable with the theme. Data that has been reduced will give a clear picture and member convenience for researchers to collect further data and find the necessary data. In the data reduction phase, Researchers will be guided by the goal to be achieved, the main objective in qualitative research is on the findings.

In this study, researcher will process the data that has be obtained from observation, interviews and documentation from key informants, the Chairman of Department, Lecturer of entrepreneurship subjects and 5th semester student Social Sciences Education Program, systematically to suit the purpose of research.

c) Display of data

Presentation of data in qualitative research are described using words narrative. Data that has been reduced and clarified by groups of problems, to then be deduced by researchers. In this study data has been reduced, will be collected by subject matter, that is The Utilization of Technology Information in Entrepreneurship Practices among Students at UIN Maulana Malik Ibrahim Malang.

d) Verification of data

Information or data that has been acquired subsequent to be verifiable, solidity and suitability to know level of validity. Researchers at this stage will try to draw conclusions based on the theme of finding the meaning of data collected. The third form of data analysis are interrelated, so finding results the end of the study data presented systematically based on the themes raised.

To determine the validity of the data required inspection techniques. Implementation of examination techniques based on a number of criteria used are: degree of credibility, transferability, dependability, and certainty.

The test of data credibility or trust data to the results of qualitative research used in this study are:

1. Increase Persistence

Increasing perseverance means making more careful and sustainable observations. In this way the data and sequence of events will be recorded in a definite and systematic way.

2. Triangulation

Triangulation in credibility testing is defined as checking data from various sources in various ways and at various times. Triangulation is divided into three types, namely:

a) Triangulation of sources

Triangulation of sources to test the credibility of data is done by checking the data that has been there through several sources. This means comparing and checking the degree of confidence of information gained through different times and tools in qualitative research. This can be done by: (1) comparing observational data with interview results; (2) compare what is said personally; (3) compare what people say about the research situation with what is said all the time; (4) to compare the situation and perspective of a person with different opinions and views of people like ordinary people, middle or high educated people, resident, governmental person; (5) compare the results of interviews with the contents of a related document.

b) Triangulation technique

Triangulation techniques to test the data are done by checking the data to the same source with different techniques. For example data obtained from interviews and then checked with observation, documentation or questionnaire. When the three testing techniques of credibility of the data produce different data, then the researchers conduct further discussion to the relevant data source to ensure the data is considered correct.

c) Triangulation of time

Time can also affect the credibility of the data. Data collected by interview techniques in the morning when the resource is fresh, not many problems, will provide more valid data so it is more credible. For that in testing the credibility of data can be done by checking with interviews, observations or other techniques in different times or situations.

G. Procedures Research

a) Phase Of Pre-Research

In this phase, the researchers propose a title to lecturers guardian to get approval. Once accepted by the faculty trustee, the next step is to apply for research proposal to the faculty of science and teaching Uin Maulana Malik Ibrahim Malang, then selected for the feasibility study to be continued. During the pre field, researchers have carried out an initial survey to the subject of research on entrepreneurship development inside of them. In addition, researchers begin to

find literature review or literature relevant to the problem will raised up in this research.

b) Phase of Field Activity

In this phase, researchers began to conduct research at the sites. Requirements The main conducted by researchers is to apply for a permit research with attachments thesis proposal to the institutions concerned, in this research is the Islamic University of Maulana Malik Ibrahim Malang. After getting approval from the faculty, the next step will be done by researcher is collect data in the field. In this case, data collected form observations in the field, interviews with informants, and noted the important matters related to the research.

c) Data Analysis Phase

Based on the data that has been received from the implementation phase of the study, the next step is analyzing the data. Data have been obtained is the raw data must be processed and sorted then be able to be a source of systematic information and relevant to the research problems. In this phase, researchers conducted grouping and organizing data into a specific pattern to produce a description of the data clearly, detail and systematic.

CHAPTER IV

EXPOSURE DATA AND RESEARCH FINDINGS

A. Description of Research Site

1. Profile of UIN Maulana Malik Ibrahim Malang

Islamic State University of Maulana Malik Ibrahim (UIN Maliki) Malang was built base on Presidential Decree Number 50 at June 21st, 2004. UIN Maulana Malik Ibrahim Malang currently has 2 campus, the first campus is specified for bachelors degree and the second campus is specified Magister program and Faculty of Medicines (the only one bachelor degree department), and in the process to finish third campus with the area is 100 hectares in Sumber Sekar village in Malang district[33].

2. Vision and Mission of UIN Maliki Malang

a. Vision

To be a leader of Islamic University engaged in teaching, researches, and social services to produce students equipped with spiritual, moral and professional eminence and to be development center of Islamic Science, technology, arts as well as motor of social development.

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[33] UIN Maulana Malik Ibrahim Malang Profile

b. Mission

1) Facilitate the student to have resolute faith and deep religious belief good moral, wide knowledge and be professional on their fields

2) Give service and reward for people who dig knowledge. Especially people who use Islamic concepts and principles for advanced technology and art

3) Develop science, technology and art by conducting analysis and researches

4) To be a good model, always refers to Islamic value and Indonesian noble culture respectively for society

c. **The condition of UIN Maliki Malang**

Tarbiyah and Teacher Training Faculty conducting a superior education to produce educators in the school environment or boarding schools, and the community outside the school. Tarbiyah and Teacher Training Faculty have several departments namely:

a. Islamic Education Department

b. Social Science Education Department

c. Islamic Elementary School Education Department

d. Arabic Language Education

e. Islamic Education Management

f. Islamic kindergarten Teacher Education

Tarbiyah and Teacher Training Faculty not only learn about the values of education, but also the value of religion and social especially entrepreneurship. So, Tarbiyah and Teacher Training Faculty are able to produce graduates who are professionals in various fields, i.e. religion, social, education and economics.

d. The profile of Social Science Education Department

The existence of the program of Social Science Education Program is intended to support human resources that are able to follow the development of science and art and can provide a way out for the constraints of development. Based on these requirements, the social science education department in its education requires that its graduates be competent in six fields, namely:

1. Competent in the mastery of theoretical foundations of Islam, foreign language (Arabic-english) and science of education as basis and starting point of IPS education development at the level of primary and secondary education

2. Mastering the substance of the study of social science education that includes the mastery of the social sciences courses of economic education, mastery of content and teaching materials social science education and development

3. Mastering the theories of social science education learning, including the ability to identify the characteristics of learners, compile the design of learning, selecting and developing learning strategies, planning and executing the evaluation

process and learning outcomes, planning and conducting research, and managing and utilizing the laboratory

4. Mastering the skills of guiding and mobilizing social and economic activities that benefit the community, nation and State on the path of formal and informal education

5. Mastering the management of education unit of social science concerning the ability to plan social science education programs, the ability to carry out supervision, monitoring and evaluation of social science education programs

6. Develop personality and professionalism, including the ability to adapt to the work environment, as well as working independently and cooperate through partnerships, mastering new resources for the development of expertise, committed to profession and professional duties, improving themselves in performance / profession in accordance with Scientific discipline.

e. The vision and mission of Social Science Education Department

1. Vision of Social Science Education Department

"Becomes a leading study program in the organization of tri dharma college to produce graduates in the field of social science who have spiritual depth, majesty of morality, breadth of knowledge and professional maturity and become the

progress of the people who are ready to compete in national and international level.

2. Mission of Social Science Education Department

a) Providing a superior education to produce educators (teachers) of social science in the madrasah/school, boarding school and community outside the school

b) Organizing research programs and community service to develop the scholarship of study program

c) Establish partnerships with stakeholders in the ASEAN region in the tri dharma aspect of college and entrepreneurship

f. The purpose of education in Social Science Education Department

The purposes of education in Social Science Education Department, that are:

1. The realization of graduates as a social science educator who has pedagogic competence, social professional and leadership

2. The realization of graduates who have the ability to develop innovations in education and or social science learning at both national and international levels

3. The realization of graduates who have the competence to do entrepreneurship by applying Islamic values

4. The realization of graduates who have competence for further study at leading universities both at home and abroad

5. The realization of the results of research in the field of social science is used as a reference for the development of science education

6. Applied research results in social science teaching practices in madrasah or schools

7. Establishment of cooperation with the community in the framework of development of social science education program in madrasah / school

8. The realization of cooperation with the community in the framework of development of religious, social, economic and cultural programs related to the field of social science

g. **Entrepreneurship Learning in Social Science Education Department**

1. **Entrepreneurship as compulsory subjects in social science department**

Entrepreneurship subject is one of the compulsory subject in the Faculty of Tarbiyah and Teacher Training, especially in social science department. As the opinion of the head Department social science education, the background of social science education department made as compulsory entrepreneurship subjects:

So entrepreneurship includes core courses of study program. Yes, following up on the new KKNI provisions, to provide this new curriculum

to the levels of that level. Well, we adjust the curriculum with national standard qualification[34].

(Jadi kewirausahaan termasuk mata kuliah inti prodi. Ya, menindak lanjuti dari ketentuan KKNI yang baru, untuk menyediakan kurikulum yang baru ini kan ada level-level tingkatan itu. Nah kita, menyesuaikan kurikulumnya dengan standard qualification national).

Reinforced with the aim of the courses of entrepreneurship it self that:

The goal is to prepare students to equip themselves into entrepreneurship if they do not cultivate in the world of education. However, if they continue to cultivate the world of education and equip additional entrepreneurial skills. Indeed there are students who come here only for third choice, not accepted wherever. They do not know here is majoring in education or if they want to be entrepreneurship we still provide it. But someone already knows, then they want additional supplies, we add it with the provision of entrepreneurship[35].

(Kalo tujuannya mempersiapkan mahasiswa untuk membekali diri menjadi wirausaha apabila mereka tidak menggeluti di dunia pendidikan. Namun, jika mereka tetap menggeluti dunia pendidikan dan membekali tambahan kemampuan kewirausahaan. Memang ada mahasiswa yang masuk kesini hanya pilihan tiga, ga diterima dimana atau dimana. Dia gak tau kalo disini jurusan pendidikan atau dia ingin menjadi wirausaha tetap kita berikan bekal itu. Tapi ada yang sudah tahu, kemudian mereka ingin tambahan bekal, itu kita tambahi dengan bekal kewirausahaan).

Based on interview with head master of social science education department, known that the background of establishing entrepreneurship as compulsory subjects is based on KKNI and standard qualification national.

Urgency of entrepreneurship subjects itself for students according to view of entrepreneurship lecturer in Tarbiyah and Teaching Faculty, Mrs. Diah Ambarumi stated:

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[34] Interview with Dr. Abdul Bashit, M.Si. as a head master of social science education Department, Date May 5th 2017

[35] Interview with Dr. Abdul Bashit, M.Si. as a head master of social science education Department, Date May 5th 2017

"I think it's important. To creates opportunities early to become creative. Because the ability to read opportunities and creativity should be trained[36]" ("Menurut saya penting. Untuk menciptakan peluang sejak dini kreatif. Karena kemampuan membaca peluang dan kreatifitas harus dilatih.")

Supported with Ms. Endah ipinion's that:

If at the level of building a paradigm, I think it will be urgent, becomes important. Because we prepare college graduates it should be a figure who is not only equipped with cognitive, but must be equipped with a comprehensive nature. Because of what? The real world, right after graduation, the world of work. If you are not equipped to be someone who is creative, innovative, dare to try when hard to get a job, is finished, unemployment, burden the State[37].

(Kalo dalam tataran membangun paradigma, saya kira menjadi urgent, menjadi penting. Karena kita menyiapkan lulusan perguruan tinggi itu harusnya sosok yang tidak hanya dibekali kognitif, tapi harus dibekali sifat yang komprehensif. Karena apa? Dunia yang sebenarnya kan, setelah lulus nanti, dunia kerja. Kalo kamu tidak dibekali jadi seseorang yang kreatif, inovatif, berani berusaha ketika susah mendapatkan pekerjaan, sudah selesai, pengangguran, membebani Negara).

Mr. Yunus also give an opinion such as:

To support major competencies as educators. Educators must be creative. Because for example later teaching I think he will get a job to teach entrepreneurship. Well, if outside teaching they can be free to develop themselves because they already have memory in the classroom or in the field. So his urgency supports his major potential as a creative educator[38].
(Untuk mendukung kompetensi mayor sebagai pendidik. Pendidik harus kreatif. Karena misalnya nanti mengajar saya kira dia akan mendapat tugas untuk mengajar kewirausahaan. Nah, kalo di luar mengajar mereka bisa bebas untuk mengembangkan diri karena mereka sudah punya memori di kelas maupun di lapangan. Jadi urgensinya mendukung potensi mayornya sebagai pendidik yang kreatif).

Based on interview to lecturer of entrepreneurship in Tarbiyah and

Training Faculty, entrepreneurship subject has important position to create

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[36] Interview with Mrs. Diah Ambarumi Munawaroh, M.Pd as lecturer of Entrepreneur subject in social science education Department, Date May 8th 2017

[37] Interview with Ms. Endah Winarti, M.Pd.I as lecturer if entrepreneurship subject in tarbiyah and teaching training faculty date, Date May 8th 2017

[38] Interview with Drs. Muh. Yunus, M.Si as lecturer if entreprneurship subject in Tarbiyah and Teaching Training Faculty, Date May 10th 2017

entrepreneurship characters and provide students become an entrepreneur after graduate from university and faced the society.

2. Entrepreneurship Learning in the Class

According to interview with lecturer of entrepreneurship in faculty of tarbiyah an teaching training, Ms. Endah Mrs. Diah Ambarwati and Mr. Yunus has gotten some opinion of lecturer about entrepreneurship learning concept. First statement stated by Ms.Endah that is:

> So entrepreneurship as we all know, is an adoption concept, it's a business concept actually, adopted into science. There should be a shift in the concept of entrepreneurship that exists in that education more to the spirit I think that should be adopted rather than the system of building its business. Because if emphasized on the concept of building, his business later he will encounter obstacles. The obstacles if for example he was banged on majors such as science and engineering faculty or for example tarbiyah (education faculty), it will output will be teacher training, education. Continue to benefit what if entrepreneurship is understood as a business? So there must be a re-understanding of entrepreneurship if applied as a science, there must be a new definition[39].
>
> (Jadi kewirausahaan seperti yang kita ketahui bersama, merupakan konsep adopsi, ini kan konsep bisnis sebenarnya, diadopsi ke pendidikan. Harusnya ada pergeseran konsep kewirausahaan yang ada dalam pendidikan itu lebih kepada spiritnya saya kira yang harus diadopsi bukan sistem membangun bisnisnya. Karena kalau ditekankan pada konsep membangun bisnisnya nanti dia akan menemui hambatan. Hambatannya kalau misalnya dia dibenturkan pada ee jurusan-jurusan yang misalnya SAINTEK atau misalnya tarbiyah, dia kan outputnya nanti akan keguruan, pendidikan. Terus manfaatnya apa kalo misalnya kewirausahaan dipahami sebagai sebuah bisnis? Jadi harus ada pemahaman ulang tentang kewirausahaan kalau diterapkan sebagai sebuah keilmuan, harus ada definisi baru)

Supported by statement of Mrs. Diah Ambarumi, such as:

> I am in teaching is what is in society, what is set, what is the constraint, so not fixated on the theory. In entrepreneurship there are many theories, but

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[39] Interview with Ms. Endah Winarti, M.Pd.I. Op.cit.,

it turns out that in entrepreneurship the most needed is mental. Usually I tell my experience[40].

(Saya dalam mengajar adalah apa yang ada dalam masyarakat, apa yang ditetapkan, apa kendalanya, jadi tidak terpaku pada teori. Dalam kewirausahaan terdapat banyak teori, tapi ternyata dalam kewirausahaan yang paling dibutuhkan ialah mental. Biasanya saya menceritakan pengalaman saya).

As the same opinion as Mr. Yunus stated that:

During this time the material is more on entrepreneurship education in the spirit. So cultivate the spirit and entrepreneurial spirit in the sense of entrepreneurial traits that need to be owned by students who in general can create opportunities and change opportunities that become useful, according to their respective fields[41].

(Selama ini materinya lebih banyak pada pendidikan kewirausahaan dalam arti spirit. Jadi menumbuhkan spirit dan jiwa kewirausahaan dalam arti ciri-ciri wirausaha itu perlu dimiliki oleh mahasiswa yang pada umumnya bisa menciptakan peluang dan mengubah peluang itu menjadi hal bermanfaat, sesuai bidangnya masing-masing).

Based on interview to lecturer of entrepreneurship subject in Tarbiyah Teaching and Training Faculty concept of entrepreneurship learning depends on learning style, the aim of department and what is output expected by the lecturer.

And the difficulties in entrepreneurship learning in the class according to lecturer of entrepreneurship subjects of tarbiyah teaching and training faculty, Mr. Yunus gives an opinion that:

Do not have our own lab. Do not have an entrepreneurial lab. If we have a lab that is supported by funds can be once a year practice. So hope there is an entrepreneurship lab that can support the competence of educators. I guess so if for example I have to tell about how the story about selling used goods online, I have to try first[42]

(Nda punya lab sendiri. Nda punya lab wirausaha. Kalo punya lab ya ditunjang dana bisa setahun sekali praktik. Jadi harapannya ada lab

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[40] Interview with Mrs. Diah Ambarumi Munawaroh, M.Pd. Op.cit.,
[41] Interview with Drs. Muh. Yunus, M.Si. Op.cit.,
[42] Interview with Drs. Muh Yunus, M. Si. Op.cit.,

kewirausahaan yang bisa mendukung kompetensi pendidik. Saya kira begitu kalo misalnya saya harus bercerita tentang bagaimana cerita tentang jual barang bekas laku lewat online, saya harus mencoba dulu).

Ms. Endah's opinion such as:

The difficulty is the paradigm. My students, when I first entered to the class, i asked first , what do you know about entrepreneurship? O, the entrepreneur is making a business. Sell credit. So, this is a paradigm problem. People think that learning about entrepreneurship is it's all about to build something. So if you've managed to create a business plan and he is able to create, finish. Though this entrepreneur is not build it, but defend it. It's called a true business man what someone is capable of building, opening a McD for example, is not it? But it was called successful when McD was until how many branches. Can last several decades. So its difficult paradigm. People think that entrepreneurship is just a dodolan. I think that entrepreneurship is not selling product, especially in the world of education. In the business world alone entrepreneurship is not just selling. Moreover, this is brought to the world of education. Paradigm that must be changed[43].

(Kesulitannya adalah paradigma. Mahasiswa saya, kalau awal saya masuk pertama saya Tanya, apa yang kamu ketahui tentang kewirausahaan ? o, wirausaha itu bikin usaha. Jual pulsa. Jadi, ini masalah paradigma. Orang berpikir kalau belajar tentang kewirausahaan adalah it's all about to build something. Jadi kalo sudah berhasil membuat business plan dan dia mampu meng-create, selesai. Padahal ini wirausaha bukan membangunnya, tapi mempertahankannya. Dia disebut dengan business man sejati apa seseorang yang mampu membangun, membuka McD misalnya, engga kan? Tapi disebut berhasil ketika McD itu sampe punya cabang berapa. Dapat bertahan beberapa decade. Jadi yang sulit paradigmanya. Orang menyangka entrepreneurship ya pokoknya dodolan. Saya kira padahal entrepreneurship itu bukan dodolannya, apalagi di dunia pendidikan, ya. Di dunia bisnis saja entrepreneurship bukan hanya jualan. Apalagi ini dibawa ke dunia pendidikan. Paradigmanya yang harus dirubah.)

Supported with opinion of Mrs. Ambar that is:

"The difficulty is building entrepreneurship mental, because not all students have the spirit of entrepreneurship. Yet the most important thing is the entrepreneurial mentality itself"[44].

Kesulitannya membangun mental kewirausahan, karena tidak semua mahasiswa punya semangat wirausaha. Padahal yang paling penting ialah mental kewirausahaan itu sendiri.

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[43] Interview with Mrs. Endah WInarti, M.Pd.I. Op.cit.,
[44] Interview with Mrs. Diah Ambarumi Munawaroh, M.Pd. Op.cit.,

Based on interview to lecturer of entrepreneurship subject in tarbiyah teaching and training faculty known that the difficulties in entrepreneurship learning are to internalize entrepreneur character to the students and there is no laboratory providing in the department to make students explore about entrepreneurship.

3. Lecturer Preparation before Enter to Class

Before lecturers enter to the class, there are some preparations have to be prepared. According to Ms. Endah's statement preparation will be done such as:

> "For administrative need, there is definitely SAP, syllabus that must be prepared. But for material need, I usually prepare with materials that are up to date, adjust to the development of information now[45]".
> (Kalo secara administrative sudah pasti ada SAP, silabus yang harus disiapkan. Tapi kalo secara materi saya biasanya menyiapkan dengan materi-materi yang up to date, menyesuaikan dengan perkembangan informasi sekarang.)

Supported by Mr. Yunus opinion that is:

> "If the device is certainly no name RPS, the learning contract is always there .. if the entrepreneurial equipment depends on the contract with the student. Because entrepreneurship is art, depending on student's pleasure. according to the needs[46]".

> (Kalo perangkat sudah tentu ada namanya RPS, kontrak belajar itu yang selalu ada.. kalo peralatan wirausaha tergantung hasil kontrak dengan mahasiswa. karena wirausaha itu seni, bergantung dari kesenangan mahasiswa. sesuai kebutuhan.)

And Mrs. Diah perspective such as:

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[45] Interview with Ms. Endah Winarti, M.Pd.I. Op.cit.,
[46] Interview with Drs. Muh. Yunus, M.Si. Op.cit.,

"Besides administrative, I am not fixated on theory. So I usually give stories of experience to students. Because the most difficult is build mental entrepreneurial students[47]".

Disamping administrative, saya tidak terpaku pada teori. Jadi biasanya saya kasi cerita-cerita pengalaman kepada mahasiswa. karena yang paling susah itu membangun mental wirausaha mahasiswa.

Based on interview, preparation of lecturer before enter to class is administrative rules of learning and materials which is related to issues which is can give impact to students perspective about entrepreneurship and motivate them to be entrepreneur.

B. Research Findings

1. The implementation of Marketing Strategy on entrepreneurship activities among students

Marketing strategy include of 4 factors, that is product, price, promotion and placement.

a. Product

According to interview result from Luluk, she stated that her products will be promoted are:

"Bags, shoes, headscarves, shirts. I took it from some supplier or convection.[48]"

"Tas, sepatu, jilbab, baju. Itu saya ambil dari beberapa supplier atau konveksi."

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[47] Interview with Mrs. Diah Ambarumi Munawaroh. Op.cit.,
[48] Interview with Luluk Ismawati as student of Social Science Education Department, Date of April 21st 2017

Different to Luluk, Afifah has a product:

"Tassel, mbak. That's my own production, at my aunt's home.[49] "

" tassel, mbak. Itu saya produksi sendiri, dirumah tanteku."

Annisa also has different product, she stated:

"Shake, mbak. It's from the office.[50] "

"shake, mbak. Barangnya dari kantor."

Based on interview, both of Luluk and Annisa do not product by themselves. But, Afifah market the product which produced by herself.

    b. Price

Based on interview, Luluk stated that price of product is determined by supplier/convection:

"Who determine the price is manufacturer, I get a cut. It's up to me to sell how much[51]"

"Yang nentuin harganya produsen, aku dapet potongan. Terserah aku mau jual berapa"

Same as Luluk, Annisa also stated that price of product is determined by official:

"The price is set from the office. The price is certainly from the office. But it will be cut.[52]"

"harganya ditetapin dari sananya. Harganya uda pasti dari sananya. Tapi nanti dapat potongan."

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[49] Interview with Afifaah Haajar Qoonita as student of Social Science Education Department, Date of April 24th 2017

[50] Interview with Annisa Rahayu Rizkiyadi as student of Social Science Education Department, Date of April 28th 2017

[51] Interview with Luluk Ismawati. Ibid.,

[52] Interview with Annisa Rahayu. Op.cit.,

Different to Annisa dan Luluk, Afifah stated that price of product is determined by herself:

> I am. Usually I will look for the picture first. Search at references google, pinterest. Oh this is good, there is provided or not the material in Malang. If I make a product is one first. If the manner to make a product is difficult, although the material is cheap but make it difficult I expensive selling. I also see other online shop. O they sold at that price, if I can make better means can be more expensive[53].
>
> Aku. Biasanya aku kalo mau bikin cari-cari gambar dulu. Cari referensi liat google, liat pinterest. Oh ini bagus, ada gak ya bahannya di malang. kalo aku bikin satu dulu. Kalo misalnya ya bikinnya sulit, meskipun bahannya itu murah tapi bikinnya sulit aku mahal jualnya. Aku juga liat olshop lain. O dia jualnya harga sendiri, kalo aku bisa bikin lebih bagus berarti bisa lebih mahal.

Based on interview result, known that price of product is determined by seller as a producer or distributor. If the student as a producer, she will be free to determine the price. Either student as reseller will get first price from producer, then sell the product with new price, or she will get discount some percent of product price and did not admitted to change price of product.

c. Promotion

Annisa Rahayu give a statement about the kinds of promotion she choose are:

> "Through social media, or directly. Usually if I immediately spread the brochures in the mosque or wherever. Once also open weight services or fat checks.[54]"
>
> "lewat media sosial, secara langsung. Biasanya kalo langsung aku nyebar-nyebar brosur di masjid atau dimana. Pernah juga buka jasa timbang badan atau cek lemak."

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[53] Interview with Afifaah Haajar Qoonita. Op.cit.,
[54] Interview with Annisa Rahayu Rizkiyadi. Op.cit.,

Afifah Haajar Qonitah also stated about the kinds of promotion she choose is:

"Through social media only. Because I'm not confident to market directly.[55]"
("Lewat sosial media aja. Soalnya aku ga pede kalo masarin langsung.)

Then, the statement of Luluk Ismawati about the kinds of promotion she choose is:

"through social media[56]"
("lewat sosial media.")

Kinds of promotion chosen by students to market the product is different each other. It is based on their capability. Some of students just use technology information to promote the product. And another student, beside using technology information, also do direct marketing (face-to-face) to promote the product.

d. Placement

Annisa, Luluk and Afifiah use pull strategy as the kind of placement to pull goods from the store to consumer through promotion in mass media. Through technology, promotion will be easier to do.

Based on observation[57], below is a table about each of students' entrepreneurship activities:

1. Luluk Ismawati

Product	Clothes and shoes

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[55] Interview with Afifaah Hajaar Qoonita. Op.cit.,
[56] Interview with Luluk Ismawati. Op.cit.,
[57] Observation on April 2017

Price	Established by producer
Promotion	Advertising
Placement	Pull strategy

2. Annisa Rahayu Ridzkiyati

Product	Shake
Price	Established by producer
Promotion	Advertising, Personal selling
Placement	Pull strategy

3. Afifah Hajaar Qoonitah

Product	Tassel
Price	Established by herself
Promotion	Advertising
Placement	Pull strategy

2. The Utilization of Technology Information to support Entrepreneurship activities among students

Based on interview have done by researcher, get the data from Luluk Ismawati about the utilization of technology information to support entrepreneurship activities among students such as:

Very helpful. Because marketing through social media is lack of embarrassed, anyway we are not communication to consumer, just using handphone. Then faster, do not need to walk everywhere, anywhere can open the phone and can transaction. Range wider. The cost is more minimal, if we are selling offline it takes shop[58].

(Sangat membantu. Karena pemasaran lewat media sosial ya ngga malu, pokoknya kan kita ga komunikasi sama orangnya paling cuma mainan hape. Terus lebih cepat, ga perlu jalan kemana-mana, dimanapun bisa buka hp dan bisa transaksi. Terus jangkauannya luas. Biaya lebih minim, kalo kita jualan offline kan butuh ruko.)

Afifah Haajar Qonitah stated that the utilization of technology information

to support entrepreneurship activities among students is:

It's so. Even more effective yes. Yes it's because I'm mentally less to selling directly. If in ig I promo I think it can be greget. Enjoyed more in instagram that buyer come from far. I can sell to Sumatera, Kalimantan. The advantages are cheap yes first, because I do not have to open the store. I do not have to have ready stock because I just use photo. its work must not have a special hour. I'm can be doing whatever at the same time. And the range is more widespread[59].

Banget. Malah lebih efektif ya. Ya itu karna aku kan mentalnya kurang kalo langsung. Kalo di ig aku promo kayaknya bisa greget. Enakan di instagram yang beli sampe jauh-jauh. Aku bisa jual sampe ke sumatera, Kalimantan. Kelebihannya murah ya pertama, karna kan aku ga harus buka toko. Aku ga harus ada ready stock karna aku Cuma pake foto. Terus habis itu e, kerjanya ga harus ada jam khusus. Aku sambil nagapa-ngapain bisa. Abis itu jangkauannya lebih luas.

Annisa Rahayu stated that the utilization of technology information to

support entrepreneurship activities among students can be :

Yaa quite helpful. For example because I post what so there is a direct message which want to join the program. Anyway for now everything i do is herbalife completely, take the brand. The advantages of online marketing is easy to spread information, free, lots of people who see, fast[60].

Iya cukup membantu. Misalnya gara-gara aku posting apa gitu itu ada yang DM pengen program. Pokoknya sekarang apa-apa kudu herbalife,

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[58] Interview with Luluk Ismawati. Op.cit.,
[59] Interview with Afifah Haajar Qoonita. Op.cit.,
[60] Interview with Annisa Rahayu Rizkiyadi. Op.cit.,

bawa brand. Kelebihan dari pemasaran online, mudah menyebarkan informasi, gratis, banyak orang yang melihat, cepat.

Supported by a statement Lecturer of Entrepreneurship, Ms. Endah stated that utilization of technology information to support entrepreneurship activities can be:

> I think the development of his impact science is almost to the whole of human life. In practice, technology and business should be married. Mutual support. Because if efforts are supported with technological advances will continue to grow. The technology utilized by the business will also continue to innovate as well. If the old days, the development of information only through tv, radio or brochures. How many people want to watch tv if pas ad. How many people would listen to the radio? How many people when held the brochure to see? Finally through what now? Social media is so amazing. Supported by an incredible technological device of its programs[61].
> (Saya kira perkembangan ilmu pengetahuan impact-nya hampir ke seluruh sendi kehidupan manusia. Dalam tataran praktek, teknologi dan usaha itu harusnya kawin. Saling mendukung. Karena kalau usaha didukung dengan kemajuan teknologi akan berkembang terus. Teknologi dimanfaatkan oleh usaha itu juga akan terus berinovasi juga. kalau zaman dulu, perkembangan informasi hanya lewat tv, radio atau brosur. Seberapa banyak orang mau menonton tv kalo pas iklan. Seberapa banyak orang mau mendengar radio ? seberapa banyak orang kalau dipegangi brosur mau melihat? Akhirnya lewat apa sekarang? Social media begitu luar biasa. Didukung dengan perangkat teknologi yang luar biasa program-programnya.)

And also Mr. Yunus stated that:

> Very helpful. Once again is the media only. Only tools. The core of entrepreneurship is in creativity, taking advantage of opportunities. Advantages of information technology are fast, cheap, easy to know public and segment can even be devoted[62].
> (Sangat membantu. Hanya sekali lagi itu media, ya. Hanya alat. Jiwa inti kewirausahaan ada di kretifitas, memanfaatkan peluang. Keunggulan teknologi informasi cepat, murah, mudah diketahui public dan segmennya malah bisa dikhususkan.)

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[61] Interview with Ms. Endah Winarti, M.Pd.I. op.cit.,
[62] Interview with Drs. Muh Yunus, M.Si. op.cit.,

Supported by Mrs. Diah opinion that:

Very helpful. Advantages of information technology are simplify network and information speed, low budget, no working hours, affordable by everyone. Not only in the country also abroad. Easy to introduce to people who does not know[63].

(Sangat membantu. Keunggulan dari teknologi informasi Mempermudah jaringan dan kecepatan informasi, low budget, tidak ada jam kerja, terjangkau oleh semua orang. Tidak hanya di dalam negeri juga di luar negeri. Mudah dikenalkan kepada masyarakat yang belum mengenal.)

3. **Obstacle of Utilizing Technology Information to Support Entrepreneurship Activities**

As the opinion interviews with students of social science department about obstacle faced by students to utilize technology information to support entrepreneurship activities, Afifah stated:

I have almost cheated. But i think for now is not, because I really tight. And cause I use the internet, sometimes hard signal. And when i went to home, i feel work and settlement are hampered. O, i also difficult to find materials if fit out[64].

(Paling ya dulu hampir ditipu. Kalo sekarang engga, soalnya aku ketat banget. Terus karna aku pake internet, paling ya susah sinyal. Ga enaknya paling kalo aku pulang ke rumah paling pengerjaan sama penyelesaiannya jadi terhambat. Paling itu tok. O, paling kesulitan cari bahan kalo pas habis.)

Supported by the perception of Luluk that is:

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[63] Interview with Mrs. Diah Ambarumi, M.Pd. op.cit.,
[64] Interview with Afifaah Haajar Qoonita. Op.cit.,

Maybe rival. Ever almost cheated hehehe. I take the supplier right then I transfer directly. Keep coming my stuff. And he said it is original. The price is also pretty, not cheap so I believe[65].

Paling saingan. Pernah hampir ditipu hehehe. Kan aku ambil supplier kan terus langsung aku transfer. Terus yang dateng barang kw. Padahal katanya ori. Harga nya juga lumayan, ga murah makanya aku percaya.

Annisa also give an opinion about the obstacle of utilizing technology information to support entrepreneurship activities that is:

"The obstacles are difficult to convince others, lack of confidence, photos posted must be interesting, should be friends with people as much as possible, consider timing to start promotions[66]".

(Hambatannya susah meyakinkan orang lain, kurang kepercayaan, foto yang diposting harus menarik, harus berteman dengan orang sebanyak-banyaknya, perhatikan timing untuk memulai promosi)

The lecturer of Entrepreneurship subject in tarbiyah teaching and training Faculty also give statements about obstacle may be faced by student for utilizing technology information to support entrepreneurship activities. Mr. Yunus stated that:

While, the obstacle is perception. Usually there is news that does not match the reality, hoax. There are still some unbelieving groups. But the young prefer to use non-cash transactions, yes. Because of the digital era. The second may be the obstacle is for the unfamiliar. They can be disappointed when the goods do not match[67].

(Sementara hambatannya persepsi. Biasanya ada berita yang tidak cocok dengan kenyataan, penipuan. Ini masih ada sebagian kelompok yang tidak percaya. Tapi yang muda lebih suka pake transaksi non tunai, ya. Karena eranya digital. Yang kedua mungkin hambatannya, bagi yang belum terbiasa. Bisa kecewa ketika barangnya tidak cocok.)

Ms Endah in the same opinion also told that:

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[65] Interview with Luluk Ismawati. Op.cit.,
[66] Interview with Annisa Rahayu Rizkiyadi. Op.cit.,
[67] Interview with Drs. Muh Yunus. Op.cit.,

The purpose of marketing is not only to sell, but to get feedback from customers. Feedback is actually expensive and that is sometimes less captured by information technology. Information technology is one way. One way. But if later in the future information technology can create programs that can create feedback, which is even better. My age is S1, the most powerful form of communication that is face to face, meetings directly, I will get feedback. Make us get information is not reduced, the flow of information can be obtained intact either by a communicator or communicant. Information is not reduced[68].

(Tujuan dari pemasaran tidak hanya menjual, tapi mampu mendapatkan feedback dari pelanggan. Feedback itu sebenarnya yang mahal dan itu yang terkadang kurang ditangkap oleh teknologi informasi. Teknologi informasi kan sifatnya one way. Satu arah. Tapi kalo nanti kedepannya teknologi informasi dapat menciptakan program yang dapat menciptkana feedback, yaitu malah lebih baik lagi. Zaman saya S1, bentuk komunikasi yang paling dahsyat itu adalah face to face, pertemuan secara langsung, saya akan mendapatkan feedback. Jadikan kita mendapatkan informasi tidak terkurangi, arus informasi bisa didapatkan secara utuh baik oleh seorang komunikator maupun komunikan. Informasi tidak terkurangi.)

Based on interview with the students and lecturers get the data that the obstacle can be faced by students is about perception (less trust), possibility on deception, changeable of connection, quality of pictures, giving feedback, and networking.

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[68] Interview with Ms. Endah Winarti. Op.cit.,

CHAPTER V

DISCUSSION

A. **The Implementation of Marketing strategy on Entrepreneurship Activity among Students**

Entrepreneurship conducted by 5th semester students majoring in social science education is one of the implementations of entrepreneurial learning in the classroom. At FITK, especially in the Department of Social Sciences Education, entrepreneurship is one of the core subjects that students must follow. Background of entrepreneurship as the core subjects according to the Chairman of the Department of Social Sciences Education, Dr. H. Abdul Bashit, M.Si, is to adjust the KKNI (Kerangka Kualifikasi Nasional Indonesia).

The purpose of entrepreneurship courses is to equip students with special skills, if not wrestle the world of education. Lecturers of entrepreneurship subject in Tarbiyah and Teaching Training Faculty is an entrepreneurship character for students. Entrepreneurship subject is also important to create paradigm of students. Characters to be brave, creative and innovative in entrepreneurship value can make the students be independent. It will help students to be survived in the society competition.

However, a classroom based learning system is not enough to build a student entrepreneurial mentality. As stated by Ms Endah that as a prkatik that lifted in scholarship, entrepreneurship must be returned to his / her identity to be oriented to physical process / effort. Thus, students are expected to implement the

concept / theory of entrepreneurship that has been formed into a practice. Mr. Yunus, also stated that the students can build the spirit of entrepreneurship as the train of the students to find opportunities. But, the limitations on study time sometimes makes lecturer can not be implemented practically optimally.

Thus, the initiative of students to engage in entrepreneurial activities outside of classroom hours helps greatly to strengthen their entrepreneurial concepts. As in UIN Maulana Malik Ibrahim Malang, especially on 5th semester students majoring in Social Sciences Education some students have done entrepreneurial activities.Entrepreneurial activities include product manufacturing, packaging, and marketing.

Marketing is the process of removal or delivery of goods or services from the hands of producers to consumers[69]. In entrepreneurial activities, marketing becomes a very important tool for determining business success. Good product quality, but not equipped with good marketing ability, it will make the distribution of goods do not run optimally. Marketing strategy as important aspect roomates did by entrepreneur, has four elements Generally include, roomates Also called by 4 P such as[70] :

1. **Product**

Product is the center of marketing activity. All activities are used to support marketing product. But, amazing marketing strategy will be not useful if

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[69] Mursid. Manajemen Pemasaran. (Jakarta: Bumi Aksara. 2006) P. 26

[70] Alma, Buchari. *Kewirausahan untuk Mahasiswa dan Umum.* (bandung: Alfabeta, 2008), P. 202

there is no balance between quality of product and marketing strategy. For that, developing of product quality must be not first by entrepreneur.

The product which is marketed by Luluk Ismawati is clothes and shoes. She does not produce the product by herself. She took the product from some producer and resale the products. That becomes marketing strategy of Luluk, because as student of college she admitted have no enough time to create a product then sell it. She also stated that she plans to take products from supplier then labeling the product as her production.

Annisa Rahayu also does not produce the product by herself. She took the product from producer and resale the product. The product which is marketed by Annisa is shake. As a resale of grand branding of shake, which is focus on health drinking to create ideal bodies, Annisa has to have capability on several medical check up. She also learn to become coach for people who wants to have health and proportional body size. And, that capability becomes her marketing strategy to choose the product she is marketed.

Afifah Qoonitah produces the product by herself. She makes the product cooperating with her aunty. The kind of product she sells is tassel. Tassel later created become necklace, bracelet, earring and accessory of woman's veil. She said that marketing strategy she did is make a good quality of product. Tassel's product of Afifah is hand made and made only by request of customers. It is exactly more expensive than several seller. But she can sure that quality of her product is higher than the others.

As for the things that must be considered in the basic concept of the product is[71] :

    a. Product selection

The selection of products in marketing can be based on several aspects, such as basic needs, seasonal products, market needs analysis, and the company's ability to produce. In the entrepreneurial activities undertaken by students, product selection is based on internal and external factors, namely based on the analysis of consumer needs and the ability of students to create products.

    b. Packaging of goods

Packaging of goods must also be considered to support the selection of products by the manufacturer. High competition in the market, will make consumers more selective in choosing the same products from different manufacturers. Typically, manufacturers will choose products with more attractive packaging. In entrepreneurship activities conducted by students, the implementation of packaging of goods replaced with the quality of images displayed in social media. This is because the store used by students in marketing the goods is found on social media.

    c. Labeling of product

Brand or brand of a product can be a company's official identity of a product. To build an image of a company then the next step taken by the

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[71] Mursid. Manajemen Pemasaran. (Jakarta: Bumi Aksara. 2006) P. 71

company after selecting and packaging the product is to provide a label or brand on the product. In the student entrepreneurship activity, the brand that is created is usually also used in the student social media account. However, students who do not create their own products will usually still bring the brand of the major producers.

2. **Price**

The problem of price establishing is also determine the success of marketing. Establishing of price can do at each level of the institution, such as establishing the price by producer, distributor and retailer. Price that mean here is not about low or high price. But, the price which is established by producer, consider on each factors mixed up inside.

The price of product which is marketed by Luluk is established by producer. As reseller, Luluk get discount for each product. Then, she has authority for establishing the price of the product. Usually, she will adjust the price of product to another seller.

The price of product which is marketed by Annisa is also established by producer. Annisa will get the price of the product and she does not admitted to change the price has been established by official before.

Different to Annisa and Luluk, the price of product which is marketed by Afifah is established by herself. It caused by she produce the product by herself. Establishing of price based on material and level of difficulty to make the product. She also looks for the price of tassel in another seller to make an adjustment pricing.

3. Place (Distribution canal)

On marketing concept, place does not mean as a location to promote the product. Producer can choose distributor through two strategies:

1. Push and pull strategy, is support distribution canal to selling more product to consumer. And, producer will give reward for each of selling unit.

2. Pull strategy is an effort to push goods from the store to consumer through trade promotion in mass media. This way Becomes one of strategy which is done by the entrepreneur for nowadays. Through technology, promotion will be easier to do.

Kind of placement by Luluk is pull strategy. She pulls goods from store to consumer through promotion on online media, especially kind of social media facebook. And also the same way did by Afifah and Annisa. They promote the product through kind of social media instagram and facebook.

4. Promotion

Promotion is activities to communicate benefits of the products and persuasive customers to buy the products[72]. Michael Ray defines promotion as[73]:

> "The coordination of all-seller-iniated efforts to set up channels of information and persuasion to sell goods and services or promote an idea."

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[72] Winardi. *Entrepreneur and Entrepreneurship*. (Jakarta: Kencana. 2003), P. 293-294
[73] Morissan, *Periklanan Komunikasi Pemasaran Terpadu*. (Jakarta: Kencana. 2010), P.16

Promotion is an effort to communicate information about the product with the aim to influence buyer decision for buying product. There are several kinds of promotion as like:

a. Advertising

Advertising is a form of non-personal communication about an organization, product, service, or idea. Advertising is one of the popular kind of promotion to market the product. Advertising at traditional system is through television, radio and printed-media. For nowadays, advertising can do through information technology, such as internet.

b. Sales promotion

Sales promotion is an activity to promote the product through particular system. For example, sales promotion can do by discount for consumer or lottery etc. The purpose of sales promotion is to make consumer excited for buying the product.

c. Publication

Publication is information made by media to give an information about a brand, and there is no any paid by the company. Usually this news did by media to find factual and actual report of phenomenon.

d. Personal selling

Direct marketing is an effort of company to communicate directly to prospective consumer with the aim to achieve feedback or selling transaction. Direct marketing include of database management, direct selling and telemarketing.

Kind of promotion did by students in the research are advertising. Advertising is by students through online system, such as using social media to promote the product. Students will provide information about providing product through upload a picture on social media. Then, students will affect the consumer through any caption in the picture. Advertising through social media admitted as effective and efficient method for students to promote the product as a beginner entrepreneur. Social media becomes store for students which still has no real store.

B. **The Utilization of Technology Information to Support Entrepreneurship Activity among Students**

Technology information turn up as causes of globalization developing in an organization, business competitive, increasing of consumer appetite for product and service have been supplied. To anticipate, enterprise should find new manner through utilizing technology. Technology expected can facilitate and interpreter. Firstly, using of technology information limited on processing data only. Along with technology information developing, mostly organization activity has been entered by application and technology information automation.

The Internet is one of technology information developing which has biggest impact on almost every aspect of human needs, including in the development of the economy. In marketing activities, one of the functions of the internet is to promote goods. Based on interviews to the students, they admitted that technology information can positively impact and help them on entrepreneurship activity. Positive impact of technology information is specific on using of social media.

Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media are: facebook, instagram, whatsapp, youtube, twitter. And kind of social media used by students to advertise the products are facebook, instagram and whatsapp.

Specific entrepreneurship activity did by students is marketing. Richard T Elly and Ralph H.Hess stated that entrepreneur is someone who is tasked to organize and operate a company to achieve personal gain[74]. Thus, production activities, and distribution incorporated in marketing activities become the main activities in entrepreneurship. Marketing is a business activity system designed to plan, price and distribution of goods and services as an effort to meet customer

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[74] Winardi. *Entrepreneur and Entrepreneurship*. (Jakarta: Kencana. 2003), P. 3

needs[75]. Through marketing activities, the objectives of the company can be fulfilled.

An effort of marketing which using social media is on advertising. Steps of advertising they do are :

1. Uploading the picture to the social media. The picture will be upload by students has to good looking and it might not be dark. The picture has to include all part of product will be marketed

2. Giving caption. Caption which written by students has to inform about totality of product and persuasive

3. Direct message. Some students also spread information of product through message directly.

4. For students who use instagram to advertise the product, they can add symbol # to their caption. It will help peoples to find the product they need. When the students give symbol # on the explanation of picture will be uploaded, peoples just need to search through write the product and give that symbol before.

In the previous research of Sisir Neti with the title "social media and its role on marketing" known that the roles of social media on marketing are[76]:

5. Social media can be used to provide an identity about the companies and the items or solutions that they provide

[75] Winardi. *Entrepreneur and Entrepreneurship*. (Jakarta: Kencana. 2003), P. 266

[76] Sisira Neti, Social Media and Its Role in Marketing. International Journal of Enterprise Computing and Business System, Vol 1 Issue th.2 July 2011.

6. Social media can be useful for creating connection with those who might not otherwise know about the items or support or what the companies represent

7. Social media creates companies "real" to customers. If they want people follow them they need not just talk about the newest item information, but discuss their character with them

8. Social media can be used to affiliate themselves with their colleagues that may be serving the same concentrate on industry

9. Social media can be used to connect and provide the connection that customers look for

Based on interview to the students, the utilization social media for advertise students' products are:

1. Social media can provide place for students to creates an identity of products

2. Social media can help the students to communicate and inform about the product

3. Social media can be companies for students

4. For students which is not produce the product itself, social media direct them to find supplier that provides their needed

5. Social media can determine target of marketing

6. Social media as a tool for students to learn about entrepreneurship practice

Mostly, the roles of social media on Sisir Neti's research are same as utilization of social media on marketing did by students. However, the differences advantage between Sisir Neti's research and this research are:

1. In the research of Sisir Neti there is just analyze a kind of social media, that is facebook. While, in this research there are three kinds of social media, that are facebook, instagram and whatsapp.

2. In the research of Sisir Neti more specific on medium enterprises, in this research entrepreneurship activity used as learning practice for students.

Overall, student has been utilized social media optimally. Only in some aspects, students just did entrepreneurship in small scale and used as learning practice to make the concept of entrepreneurship stronger.

And the advantages of using social media according to students' opinion are:

1. More confident

Cause of the students did not do the promotion and did not face the consumer directly, they admitted that using the information technology, especially social media made them more confident to do promotion.

2. Speed

Internet as one form of technological developments is very popular by the community because of the speed of access in delivering and receiving information.

3. Low budget and wider range

For beginner entrepreneurs with limited promotional budgets, the internet becomes the most likely medium for them to do promotion. Through the internet, producers can inform their products on a national and even international scale. The provision of information is the greatest advantage the internet has. Internet users can find information on search terms through search engines.

4. No particular time

Using of technology information can be accessed anytime and anywhere. It becomes producer can do anything at the same time. And as entrepreneur, there is no particular time for work.

C. **The Obstacles in The Utilization of Technology Information by Students**

As a tool, technology information also has limitations in the delivery of information. Added by access of technology information used by students has to connect to internet. The obstacles may be faced by the students may related to connection. In developing of online marketing, which can be accessed without

meet directly, the consumer's trust is to be important thing to do transaction. Based on the opinion of the students, the obstacles faced in the use of information technology to market the product, which are:

1. Deception

Currently the internet has not been a completely secure place against the possibility of fraud. This is because the buying and selling process does not happen in real, and only through short messages. And also the rise of hacking cases that can undermine the image of business. It almost happens to students in their entrepreneurship activity. They admitted that sometimes customer try to deceive them. Customer claimed that have paid any payment. Then, when students do checking, there is no payment from customer. It makes students should be careful on online business.

2. Wide competitor

With an online sales system, competitors who offer the same product not only come from the same region. Rather than a variety of areas. This makes the ability of students to market the product must be improved again to be able compete with various competitors and achieve a wider market share.

3. Less trust

Students stated that rise of fraud cases that occur in online buying makes consumers more selective in website selection. So the thing that must be built by the perpetrators of buying and selling online is to build the image of buying and selling account used to market the product. Usually this is done with the testimony of the consumers. Consumer confidence can also easily decrease if there is a poor testimony.

4. Quality of Picture

As a novice entrepreneur, students do not have a store as a place to market the product. Thus, the use of information technology, especially social media can be used as a substitute for the needs of the store to market the product. As a result, to build a good labeling impression, the quality of the image to be uploaded to social media becomes the main highlight. Because, it is common for consumers to judge that poor image quality to be an eligibility indicator of decision making to buy.

5. Networking

Networking is also one aspect that gives a big impact in the development of the business world. Networking also makes students easier to market the product. Afifah, who sells tassel admitted that firstly she has Chinese customer. Then, Chinese customer informs tassel's product to her community. Until now, peoples who buys tassel's product is coming from Chinese.

As comparison, in his book with the title Periklanan: Komunikasi Pemasaran Terpadu, Morissan explained that information technology, especially the Internet has disadvantages on:

1. The process is slow

    The process of opening the site to get information sometimes runs slowly when a site must receive many visitors at the same time. The website is not even accessible if the number of visitors is very much at the same time. So this became one of the weaknesses of the internet.

2. Deception

    The Internet as a medium that brings together a group of people in a meeting does not have a real weakness in the level of trust transaction. Some cases of internet use that harm consumers and producers worsen the confidence of some people against the internet

3. Number of visitor

    One of the weaknesses of the internet is the unavailability of accurate data on the number of internet users or the number of people visiting on a website. So manufacturers are difficult to predict product marketing targets.

Overall, the disadvantages of internet by Morissan and data field based on students opinion is almost the same. However, the fundamental difference is that in the Morissan study more emphasis is placed on the use of websites in

marketing. While the media used by students is more specific, that is the utilization of social media in marketing.

CHAPTER VI

CONCLUSION

A. Conclusion

Based on findings, the utilization of technology information to support entrepreneurship activities among students can be drawn the following conclusion:

1. The Implementation of Marketing Strategy on Entrepreneurship Activities among Students

Marketing strategy did by students divided into 4 aspects which have to be completed by entrepreneur, that are:

a. Product

The product which marketed by students are clothes, shoes, shake, and tassel. For clothes, shoes and shake students do not produce by themselves, but as distributor. For tassel, student produces by herself and also as distributor.

b. Price

For products which are not produce by students, the price is established by producer. Then, student either can establish new price allow to common price on market or get some discount of price of product, but do not allowed to change price of product.

c. Placement

Kind of placement did by students is pull strategy. Pull strategy is pulls goods from store to consumer through promotion on online media, especially facebook and instagram.

d. Promotion

Promotion did by students is advertising trough social media. Social media used by students to do promotion is facebook, instagram, blackberry messanger and whatsapp. Through social students used to post the pictures and give caption to describe the product and also price. Then, customer will order the product through personal chatting.

2. The Utilization of Technology Information to Support Entrepreneurship Activities among Students

Based on interview to the students, they admitted that technology information can gives positive impact and help them on business. As beginner entrepreneurs, they need technology information to promote their product to the consumer. Most kind of promotion they choose is advertising. Specific social media they use is facebook and instagram. Steps of advertising they do are upload the picture to the social media, give caption or offer the product through direct message.

The advantages of technology information especially social media to promote the product are:

- Social media can provide place for students to creates an identity of products

- Social media can help the students to communicate and inform about the product

- Social media can be companies for students

- For students which is not produce the product itself, social media direct them to find supplier that provides their needed
- Social media can determine target of marketing
- Social media as a tool for students to learn about entrepreneurship practice

3. **The Obstacles in The Utilization of Technology Information faced by Students**

Based on opinion of students, the obstacles faced on utilization of technology information to market the product, that are:

1. Deception
2. Wide competitor
3. Less trust
4. Quality of picture
5. Networking

B. Recommendation

The advice from researcher, entrepreneurship courses has been applied kindly on Tarbiyah and Teaching Training Faculty. However, entrepreneurship is not theory only. It needs to be implied. As an activity which is adopted to science, entrepreneurship essentially will easier to understand through practice. Students can understand characteristic which is needed to become an entrepreneur. On the other hand, using of practice method also make students interesting more and did not feel bored when learning activity be held.

Advice for Social Science Education Department to develop and always innovated subject needed. It can be reflected on repair and expand learning facilities, as like laboratory of entrepreneurship to enhance creativity and ability of students. Finally, Tarbiyah Teaching and Training Faculty not only create professional educators, but also create graduates who have multi potential, including entrepreneurship.

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APPENDIX

Data of Supporting Informant

No	Identity Number	Name
1		ACHMAD AGUS FAISOL
2		NUR FITRIANA ARIFIN
3		NOVA ALIYATUL AFIFAH
4		MUCHAMAD CHOIRUL ANWAR
5		HERDIEN RAKA MOCHAMAD ISYA
6		AGHISNA HIDAYATI
7		YUNI MARATUS SOLICHA
8		FAJAR EKO PRISTIANTO
9		EKA PUJI RAHAYU
10		KHUSNUL KHOTIMAH
11		PUPUT HERSA AMILUS SENJI
12		ALFIYAN NUR FUAD
13		ANNISA RAHAYU RIZKIYADI
14		RIZKY AMALIA IGASUKMA
15		AAN RADEN BAGUS
16		RIZQI NURLITA
17		MUHAMMAD MIFTAHUL ULUM
18		BERIL FIRMANSYAH ROMADHON
19		ANANDA AYU MENTARI
20		NUR FIKRI FIRMANSYAH
21		AMALIA FAHRIA KHILDA
22		AHMAD NUR ARIFIN
23		TRI AYU SITI MAKHMUDAH
24		YUNITA VIVI LUTHFIANI

25		NIKMATUL MUDAWWAMA
26		ADE TRYANDA
27		BEVI NUR PITASARI
28		ROCHMATUL MEIRIDA CAHYANI
29		ANGGUN SUGIARTI
30		FUJI AYU HIDAYATUL M
31		MUHIMATUS SOLIHAH
32		ZUHROTUL HANI'AH
33		LUTVIATUL QUMAIROH
34		SARAH DEWI NUR FARICHA
35		AGUNG DWI SAPUTRA
36		KHISBIYATUL KHULWIA
37		KHOIRUL KHUSNADAN
38		GUFRAN
39		ALFIAN KHUSWAIDINSYAH A
40		EKA SAFITRI AYU HARIYATI
41		SITI AMINATUS ZAHRO
42		RISQI HASANAH
43		ALBADROTUS TSANIYAH
44		MARATUL ULUMIYAH
45		SYERA KARTIKA SETIYANI
46		IRMA FIRLIA QORIDA
47		RESA ANDRIAN PRADANA
48		MUHAMMAD NIZAR NUR GHAZIRAH
49		ZUHROTUL ANWARIYAH
50		AGENG PRATAMA PUTRA

51		NOFRIATULLAH
52		AINA AINUL YAQIN
53		TUSNIYAH
54		AHMAD FERRI MAHMUDI
55		DESTARI YULMA L
56		M TOHA MU'ID
57		RIDWAN SEPTIAWAN
58		MOH HABIBUL MUBIN
59		FINA LULIANATUN N
60		HALIMATUS SA'DIYAH
61		NOVITA MAULUDIYAH
62		LAILATUL ROMADHINA
63		ONY EKA RAHAYU
64		LINDA ANGGITA
65		DIANA FACHRURAZI
66		JUSTICA NUR FITRIA NASRI
67		DEWI AYU IMALIYAH
68		MOHAMMAD ICHWANUDDIN
69		SEPTA INDAYANI
70		SISKA WAHYUNI
71		RIA MAULIDATUS S
72		YUSTIN HAYATUN NISWAH
73		MARDLIYAH
74		AGUS SALIM HATAPAYO
75		ATIK NASHIHATIN
76		ELLYDIA NUR CAHYA

77		FITRI NUR JANNAH
78		AYUNI AMBARWATI
79		ILUS TRIAN DAYANO
80		YUDIS PRADANA
81		TRIA APRILIA
82		RISKA SEPTIANI
83		QORIK NASIKHATUN N
84		TRISNA ULFATUZZAHRA
85		ABDUL AZIZ ASHARI
86		MUSYAYYIDATUL MILLAH
87		EFFA LAILA GHURFIANA
88		LAILANAHDIYA
89		FITRIA DWI RIMBASARI
90		SYAHRUN NAZULAL Q
91		NURUL ULUWIYAH
92		LULUK ISMAWATI
93		EMA YUSRINA FAHMIDAH
94		ALFIKHOLISNAH
95		MUH. MIFTAHUROZOQIN
96		LINA FAKHRIYANI
97		AJENG EKA PRSTUTI
98		AFAN NUR MUBAROK
99		IMAM WAHYUDI
100		AFIIFAH HAAJAR QOONITAH
101		RETNO WIJAYANTI
102		RAHARDIANSYAH PUTRA

103		DANY SHOFY AL MUBAROK
104		PUTUT EKO PRASETYO
105		NUR MULAYKA
106		NIAR WULANDARI AKBARI
107		MUHAMMAD ADHIN BAGUS
108		AHMAD NADZIF ZUHRI
109		AISAH BURHAN
110		ANDI SOSE WARDHANA
111		QOROTUL AINI
112		ITSNA SHOFWATUDLIA
113		ERFA ILA FUJI ASTUTI
114		ALFYANA IMA NURVITA
115		RIDA AYU MASRIFAH
116		SYAMDA ARUM PHILOSOFI
117		TATIN NA'IN NADIROH
118		MUYESAROH
119		AJENG KRISNA MURTI
120		IMAM NAWAWI
121		MUKHAMAD ARFIANTO
122		MUHAMMAD HADI AWAD
123		ABD. BASSITH TAMIM
124		ALFU ALFIN NAJA
125		ISA ANSYARI SALLO
126		ZULFA MAZIDAH
127		AHMAD FALIHUL UMAM
128		LAILATUL MAGHFIROH

129		MOH. ROMLI
130		HERI PAMUJI
131		KURNIA SANDI
132		FADHILAH
133		IHWAN FAUQI EVENDI
134		ADIB KHAIRIL MUSTAFA
135		QUROTUL AINI
136		MAZIDATUL KARIMAH
137		RATIH NILAMROSHANTY
138		MUHAMMAD NUR FITRIANSYAH
139		REY ANGGYANNA

Checklist Observation

Entrepreneurship Activity

No	Indicators	Yes	No
1	Terdapat produk yang dipasarkan		
2	Terdapat penetapan harga		
3	Terdapat kegiatan pemasaran		
4	Terdapat penyaluran barang		
5	Terdapat pembaharuan/inovasi dalam membuat produk atau dalam kegiatan pemasaran		

Promotion Activity

No	Indicators	Yes	No
1	Mahasiswa melakukan pemasaran langsung		
2	Mahasiswa melakukan pemasaran melalui media iklan		
3	Mahasiswa melakukan pemasaran melalui publisitas		
4	Mahasiswa melakukan pemasaran melalui sales promotion		
	Pemasangan Iklan Melalui Media Online		
1	Mahasiswa membangun situs Web		

2	Mahasiswa melakukan promosi penjualan		
3	Mahasiswa melakukan penjualan personal		
4	Mahasiswa melakukan pemasaran langsung		

Interview Guideline of Lecturer

1. Menurut ibu, bagaimana konsep pembelajaran kewirausahaan di perguruan tinggi?
2. Menurut ibu, seberapa penting mata kuliah kewirausahaan?
3. Hal-hal apa yang ibu persiapkan sebelum melakukan pembelajaran di kelas?
4. Dalam pembelajaran kewirausahaan, hal apa yang ibu tekankan pada mahasiswa? (misal sifat-sifat/karakter, pengalaman, observasi)
5. Apakah ibu menerapkan sistem pembelajaran praktik?
6. Dalam pembelajaran kewirausahaan di perguruan tinggi, apakah sistem praktik efektif untuk dilaksanakan?
7. Kesulitan-kesulitan yang dialami dalam memberikan materi mengenai kewirausahaan?
8. Sesuai dengan perkembangan zaman, menurut ibu bagaimana peran teknologi informasi dalam membantu kegiatan wirausaha ?
9. Keunggulan teknologi informasi dalam membantu kegiatan wirausaha, terutama dalam memasarkan produk?
10. Hambatan/kekurangan yang mungkin dialami seorang entrepreneur dalam menggunakan teknologi informasi?
11. Bagaimana menurut ibu, jika sebagian mahasiswa sudah mulai melakukan kegiatan wirausaha?
12. Bagaimana menurut ibu jika penggunaan teknologi informasi sudah diterapkan mahasiswa untuk melakukan promosi penjualan?

Interview Guideline of

Social Science Education Department Head Master

1. Apa latar belakang yang menjadikan kewirausahaan menjadi mata kuliah wajib?

2. Apakah tujuan dari ditetapkannya mata kuliah kewirausahaan menjadi mata kuliah wajib?

3. Apakah pembelajaran kewirausahaan sudah maksimal dilaksanakan?

4. Menurut bapak, bagaimana jika terdapat mahasiswa yang sudah melaksanakan kewirausahaan?

5. Bagaimana menurut bapak, jika terdapat mahasiswa yang telah memanfaatkan teknologi informasi internet untuk memulai kewirausahaan?

Interview Guideline of Students

1. Apakah anda sudah lulus mata kuliah kewirauasahaan?
2. Menurut anda, apakah mata kuliah keirausahaan penting untuk mahasiswa?
3. Menurut anda, apakah pembelajaran di kelas sudah cukup efektif untuk menumbuhkan motivasi wirausaha bagi mahasiswa?
4. Social media apa yang anda gunakan untuk memasarkan produk?
5. Mengapa anda menggunakan jenis sosial media tersebut?
6. Siapakah target pasar anda ?
7. Jenis produk apa yang anda pasarkan?
8. Apakah yang membuat anda termotivasi untuk melakukan kegiatan wirausaha?
9. Bagaimana langkah-langkah anda memasarkan produk melalui media sosial?
10. Apa saja jenis-jenis pemasaran yang anda lakukan?
11. Apakah media sosial cukup membantu anda dalam memasarkan produk? Mengapa?
12. Apa saja hambatan-hambatan yang anda alami dalam menggunakan media sosial untuk memasarkan produk ?
13. Apa saja langkah-langkah yang anda ambil untuk mengahadapi hambatan tersebut?

Narasumber   : Afifah Haajar Qoonitah

Waktu pelaksanaan   : 24 April 2017

Tempat Pelaksanaan : Kediaman narasumber (Jln Mertojoyo no 2)

Hasil wawancara   :

1. **Apakah anda sudah lulus mata kuliah kewirauasahaan?**

   Sudah.

2. **Menurut anda, apakah mata kuliah kewirausahaan penting untuk mahasiswa?**

   Sebagai pelaku kewirausahaan menurut saya mata kuliah kewirausahaan itu penting, karena saya perlu tahu kewirausahaan menurut teori itu seperti apa. Kalau sudah di dunia kerja, kadang guru itu gak bisa cuma ngandelin gaji, gaji guru sendiri kan dikit. Mungkin kalo dia dapat mata kuliah kewirausahaan, mungkin bisa jadi dia itu semangat nanti kalo missal mau buka kewirausahaan.

3. **Menurut anda, apakah pembelajaran di kelas sudah cukup efektif untuk menumbuhkan motivasi wirausaha bagi mahasiswa?**

   Enak si bu ambar. Karena bisa memunculkan jiwa-jiwa kewirausahaan melalui pengalaman, cerita-cerita.

4. **Social media apa yang anda gunakan untuk memasarkan produk?**

   Instagram.

5. **Mengapa anda menggunakan jenis sosial media tersebut?**

   Kalo menurutku lebih enak. Soalnya kalo aku post, itu akau gak lupa kasi hashtag. Orang kalo mau beli gak harus ke olshop ku. Jadi pager misalnya hashtag tassel gitu. Kan semuanya ada dari yang daerah Jakarta, Surabaya dari mana. Jadi lebih mudah, kayaknya aksesnya lebih mudah. Dan semua orang sekarang uda punya instagram.

6. **Siapakah target pasar anda ?**

Aku kayaknya gak nentukan target, pokoknya rame. Entah itu kalangan elit, biasa atau mahasiswa, anak kecil, terserah wes. Kebetulan ketemu sama kalangan cina-cina.

7. **Jenis produk apa yang anda pasarkan?**

Gelang, kalung, anting-anting, hijab tassel.

8. **Apakah yang membuat anda termotivasi untuk melakukan kegiatan wirausaha?**

Kurang uang saku.

9. **Bagaimana langkah-langkah anda memasarkan produk melalui media sosial?**

Masang iklan, pre order, pengerjaan, barang dikirim.
Dan aku gak punya ready stock. Jadi kalo dia keburu, kita punya servis ekspres. Tapi nambah 10 rb setiap barang

10. **Apa saja jenis-jenis pemasaran yang anda lakukan?**

Lewat sosial media aja. Soalnya aku ga pede kalo masarin langsung.

11. **Apakah media sosial cukup membantu anda dalam memasarkan produk? Mengapa?**

Banget. Malah lebih efektif ya. Ya itu karna aku kan mentalnya kurang ya kalo langsung. Kalo di ig itu aku promo kayaknya aku bisa greget. Enaknan id instgaram yang beli sampe jauh-jauh. Aku bisa jual sampe ke sumatera, Kalimantan.

Kelebihan dari media sosial?

Murah ya pertama, karna kan aku ga harus buka toko. Aku ga harus ada ready stock karna aku Cuma pake foto. Terus habis itu e, kerjanya ga harus ada jam khusus. Aku sambil nagapa-ngapain bisa. Abis itu jangkauannya lebih luas.

12. **Apa saja hambatan-hambatan yang anda alami dalam menggunakan media sosial untuk memasarkan produk ?**

Paling ya dulu hampir ditipu. Kalo sekarang engga, soalnya aku ketat banget.

Terus karna aku pake internet, paling ya susah sinyal. Ga enaknya paling kalo aku pulang ke rumah paling pengerjaan sama penyelesaiannya jadi terhambat. Paling itu to. O, paling kesulitan cari bahan kalo pas habis.

13. **Apa saja langkah-langkah yang anda ambil untuk mengahadapi hambatan tersebut?**

Belum sampe ga ada sinyal, paling ya lemot.

Kalo pas pulang paling aku kasi pengumuman di ig kalo pengerjaannya agak lama, atau close order.

Narasumber : Annisa Rahayu Rizkiyadi

Waktu Pelaksanaan : 28 April 2017

Tempat Pelaksanaan : kediaman narasumber (Jln. Gajayana)

Hasil wawancara :

1. **Apakah anda sudah lulus mata kuliah kewirauasahaan?**

    Sudah.

2. **Menurut anda, apakah mata kuliah keirausahaan penting untuk mahasiswa?**

    Ya sebenernya penting banget sih, tapi kadang ya tergantung dosen. Kalo jelasin gimana enak ngga nya jadi suasana kelasnya dibuat enak engga nya ya tergantung. Apa ya namanya juga zaman sekarang tu, gini lo mba aku juga mikir si sebenernya eh kita lulusan sarjana belum tentu misalnya kita jurusan guru belum tentu kita jadi guru soalnya sekarang guru aja susah banget gitu. Terus gaji berapa sih, belum lagi banyak kebutuhan ini itu kan ya mikir juga sih. Bener si emang kita butuh banget ada kerjaan lain yang sekiranya kita gak di perbos gitu lo. Ya jadi kita jadi bos untuk diri kita sendiri.

3. **Menurut anda, apakah pembelajaran di kelas sudah cukup efektif untuk menumbuhkan motivasi wirausaha bagi mahasiswa?**

    Aku sendiri belum nangkep dan belum ada feel nya kalo diajar bu ni'mah.praktek paling kita tu yang temen-temen presentasi paling di kasi tau ada sikap entrepreneur kepada bawahan gimana.

    Berarti belum terlalu ya, misalnya karna ada pembelajaran itu di kelas pengen gitu berwirausaha

    Belum sih. Sebenernya kita tu mikir kalo mata kuliah ini tu penting, tapi belum dapet feelnya dari mata kuliah itu. Jadi rasa biasa aja. Rasa ga dapet apa-apa

4. **Social media apa yang anda gunakan untuk memasarkan produk?**

    E aku coba bbm, wa, instagram, facebook.

5. **Siapakah target pasar anda ?**

    Semua orang jadi target kita. Semuanya bakal butuh.

6. **Jenis produk apa yang anda pasarkan?**

    Shake.

7. **Apakah yang membuat anda termotivasi untuk melakukan kegiatan wirausaha?**

    Sebenernya ada apa ya, terbuka hati. Karna bisnisnya keren. Bisnisnya tu membantu orang sehat lebih banyak. Terus awalnya juga pengen

dapat uang tambahan. Setidaknya kan ga minta uang tambahan lagi dari orang tua.

8. **Bagaimana langkah-langkah anda memasarkan produk melalui media sosial?**
   - Dichat personal
   - Posting gambar

9. **Apa saja jenis-jenis pemasaran yang anda lakukan?**
   - Pemasaran langsung (face to face)
   - Media sosial

10. **Apakah media sosial cukup membantu anda dalam memasarkan produk? Mengapa?**

    Iya cukup membantu. Misalnya gara-gara aku posting apa gitu itu ada yang DM pengen program. Pokoknya sekarang apa-apa kudu herbalife, bawa brand.

11. **Apa saja hambatan-hambatan yang anda alami dalam menggunakan media sosial untuk memasarkan produk ?**
    - Susah meyakinkan orang lain
    - Kurang kepercayaan
    - Foto yang diposting harus menarik
    - Harus berteman dengan orang sebanyak-banyaknya
    - Perhatikan timing untuk memulai promosi

    Kelebihan:

    - Mudah menyebarkan informasi
    - Gratis
    - Banyak orang yang melihat
    - Cepat

12. **Apa saja langkah-langkah yang anda ambil untuk mengahadapi hambatan tersebut?**

Kuncinya Cuma 1 mba, lakukan. Ketika ga bisa dapet foto yang menarik, yaudah lakukan supaya dapat foto yang semenarik mungkin. Ketika followersnya sedikit, yaudah lakukan cari followers biar dapet feedback. Pokoknya semuanya lakukan.

Narasumber   : Luluk Ismawati

Waktu Pelaksanaan   : 21 April 2017

Tempat Pelaksanaan   : Kediaman Narasumber (PP AL-Fatimiyah)

Hasil Intreview   :

1. **Apakah anda lulus mata kuliah kewirausahaan?**
   Lulus. Nilainya A

2. **Menurut anda, apakah mata kuliah kewirausahaan penting untuk mahasiswa?**

   Penting. Soalnya hehe, saya sudah tidak tertarik jadi guru. Aku malah mikire ngene, oh aku saiki malah ga ngeh sama pendidikane, yowes ta coba ke dunia itu (wirausaha). Yo emang se aku bakalan terjun ke dunia pendidikan, tapi suatu saat aku pasti ada kebutuhan di dunia itu. Kalo suatu saat nanti aku benar-benar jenuh, nek aku keluar aku masih punya cadangan lain. Ini pemikiran awal ku, nek sekarang aku malah tertarik ke dunia wirausaha.

3. **Menurut anda, apakah pembelajaran di kelas sudah cukup efektif untuk menumbuhkan motivasi wirausaha bagi mahasiswa?**

   Sebenere iku, bagus se pembelajaran e bu diah iku. Bu diah itu lebih kaya nyemangati kita kaya gini gini ditumbuhkan sek jiwa-jiwa kewirausahaan melalui cerita-cerita beliau, usaha masker, kripik. Bahkan beliau sampe mau meninggalkan dunia PNS. Dan setelah itu langsung diajak praktek.

4. **Siapakah target pasar anda?**

   Semuanya. Terutama orang-orang dari daerahku

5. **Apakah jenis-jenis pemasaran yang anda lakukan?**

   Lewat sosial media.

6. **Jenis media sosial apa yang anda gunakan ?**
   Facebook

7. **Apakah sosial media cukup membantu anda dalam memasarkan produk? Mengapa?**
   Sangat membantu. Karena pemasaran lewat media sosial ya ngga malu, pokoknya kan kita ga komunikasi sama orangnya paling Cuma mainan

hape. Terus lebih cepat, ga perlu jalan kemana-mana, dimanapun bisa buka hp dan bisa transaksi. Terus jangkauannya luas. Biaya lebih minim, kalo kita jualan offline kan butuh ruko.

8. **Apakah yang membuat anda termotivasi untuk melakukan kegiatan wirausaha?**

Kalo apa uang jajan ga kurang. Cuma e apa ya aku ga terlalu minat sama kependidikan. Terus juga kalo aku s2 pengen ambil ini (kewirausahaan)

9. **Sosial media apa yang anda gunakan untuk memasarkan produk?**

Itu mba, orang lewat facebook aja uda kewalahan. Soale kalo di facebook akeh sing kenal mba. Jadi kalo misal belum ditransfer bisa diselidiki mba. Dan kalo di instagram kan ibu-ibu tetangga ku belum banyak yang pake. Sedangkan aku jualannya gamis-gamis gitu mba.

10. **Jenis produk apa yang anda pasarkan?**

Gamis, kerudung, sepatu, kadang makanan tapi jarang.

11. **Bagaimana langkah-langkah anda memasarkan produk melalui media sosial?**

Kalo saya niru mba. Jadi amati, tiru, modifikasi. Kan saya ambil barang dari orang. Biasa e kan (supplier) upload foto. Terus ta tambah-tambahin sendiri. Lek misal e pantes ta upload, tapi kalo ga pantes ta tambahin sendiri. Misalnya ada pesanan, hubungi supplier. Kalau jaraknya dekat dikirim ke saya dulu. Kalo jauh langsung dikirim supplier.

12. **Apa saja hambatan-hambatan yang anda alami dalam menggunakan media social?**

Paling saingan. Pernah hamper ditipu hehehe. Kan aku ambil supplier kan terus langsung aku transfer. Terus yang dateng barang kw. Padahal katanya ori. Harga nya juga lumayan ga iku (murah) makanya aku percaya.

13. **Apa saja langkah-langkah yang anda ambil untuk menghadapi hambatan tersebut?**

Ya karna supplier nya ga mau dituntut.. jadi saya jual dengan harga lebih murah.

Narasumber   : Dr. H. Abdul Bhasit, M.Si

Waktu Pelaksanaan   : Jumat, 5 Mei 2017

Tempat Pelaksanaan : Kantor Jurusan PIPS UIN Malang

Hasil wawancara   :

1. **Apa latar belakang yang menjadikan kewirausahaan menjadi mata kuliah wajib?**

   Jadi termasuk mata kuliah inti prodi. Ya, menindak lanjuti dari ketentuan KKNI yang baru untuk menyediakan kurikulum yang baru ini kan ada level-level tingkatan itu. Nah kita, menyesuaikan kurikulumnya dengan standard qualification national.

2. **Apakah tujuan dari ditetapkannya mata kuliah kewirausahaan menjadi mata kuliah wajib?**

   Kalo tujuannya mempersiapkan mahasiswa untuk membekali diri menjadi wirausaha apabila mereka tidak menggeluti di dunia pendidikan. Namun, jika mereka tetap menggeluti dunia pendidikan dan membekali tambahan kemampuan kewirausahaan. Itu memang ada mahasiswa yang masuknya kesini tu hanya pilihan tiga, ga diterima dimana atau dimana. Dia gak tau kalo disini jurusan pendidikan atau dia ingin menjadi wirausaha tetap kita berikan bekal itu. Tapi ada yang sudah tahu, kemudian mereka ingin tambahan bekal, itu kita tambahi dengan bekal kewirausahaan.

3. **Bagaimana menurut bapak pembelajaran kewirausahaan di dalam kelas?**

   Kalo pengamatan saya, mereka sudah, dosen-dosennya itu ya sudah membuat silabus, standart silabusnya juga berbasis KKNI. Terus, selain mereka mendapatkan secara teoritis, mereka juga mendapatkan praktis, praktek ke industry satu dua hari untuk menambah pengalaman biar clear.

4. **Kewirausahaan merupakan pembelajarana yang membutuhkan praktik, bagaimana menurut bapak jika ada mahasiswa yang telah melakukan kewirausahaan?**

   Tidak dianjurkan praktik, tetapi untuk menguatkan pemahaman teori itu didukung dengan praktek. Mengajar itu bagaimana memahami tentang dunia wirausaha, langsung apply-nya, dengan praktik itu lebih mudah.

   Namanya wirausaha itu kan ya bisa insiatif sendiri bisa dibentuk, ga masalah. Cuma dosennya kan lebih dari satu ya, masing-masing dosen kan mempunyai schedule yang tidak sama, mungkin ada yang sudah ada yang belum, kreatif aja. Itu kembali ke dosennya. Tapi penekanannya di silabus di SAP itu sudah ditekankan kesana. Selain teori dibekali dengan penguatan terhadap praktik.

5. **Bagaimana menurut bapak penggunaan teknologi informasi untuk kegiatan wirausaha?**

Sudah banyak. Dari kegiatan perkuliahan itu saja anak-anak sudah dibelajari praktik wirausaha bisnis online, itu mereka sudah praktik. Bahkan sudah menghasilkan. Ya, mereka menjadikan ini tambahan penghasilan untuk biaya studi ya, untuk tambahan uang saku. Ada yang bisnis jilbab, ada yang busana muslim, aksesoris. Gapapa, itu kan sah-sah saja yang penting mereka memahami resikonya dan tahu bagaimana mengantisipasi resiko itu kan sudah diajari. Yaopo ga sampe rugi dengan sistem bisnis online.

Untuk saat ini memang kita penekanan praktik itu yang sesuai dengan kondisi zamannya ya. Dosen-dosen yang ngajar juga disesuaikan dengan itu. Namun, secara manual konvensional juga tidak dilupakan, ada yang kemarin sampe jualan eceran ya gapapa. Itu melatih mentalnya. Kali online kan biasanya lebih kearah kecepatan ya, namanya dunia maya. Tapi kalo untuk mental, tekanan pelatihan mental itu ya face to face ketemu dengan customer itu lebih. Gimana menawarkan terus ditolak itu kan ada, kalo ditolak secara online kan ga kerasa. Tapi kalo ditolak secara langsung ada nilai pembelajaran kewirausahaan.

Narasumber : Endah Winarti, M.Pd.I

Waktu Pelaksanaan : 8 Mei 2017

Tempat pelaksanaan : UIN Maulana Malik Ibrahim Malang

Hasil Wawancara :

1. **Menurut ibu, bagaimana konsep pembelajaran kewirausahaan di perguruan tinggi?**

   Jadi kewirausahaan seperti yang kita ketahui bersama, merupakan konsep adopsi, ini kan konsep bisnis sebenarnya, diadopsi ke pendidikan. Harusnya ada pergeseran konsep kewirausahaan yang ada dalam pendidikan itu lebih kepada spiritnya saya kira yang harus diadopsi bukan sistem membangun bisnisnya. Karena kalau ditekankan pada konsep membangun bisnisnya nanti dia akan menemui hambatan. Hambatannya kalau misalnya dia dibenturkan pada ee jurusan-jurusan yang misalnya SAINTEK atau misalnya tarbiyah, dia kan outputnya nanti akan keguruan, pendidikan. Terus manfaatnya apa ini kalo misalnya kewirausahaan dipahami sebagai sebuah bisnis ya. Jadi harus ada pemahaman ulang tentang kewirausahaan kalau diterapkan sebagai sebuah keilmuan, itu harus ada definisi baru.

2. **Menurut ibu, seberapa penting mata kuliah kewirausahaan?**

   Kalo dalam tataran membangun paradigma, saya kira menjadi urgent, menjadi penting. Karena kita menyiapkan lulusan perguruan tinggi itu harusnya sosok yang seperti itu, tidak hanya dibekali kognitif, tapi harus dibekali sifat yang komprehensif. Karena apa? Dunia yang sebenarnya kan, setelah lulus nanti, dunia kerja. Kalo kamu tidak dibekali jadi seseorang yang kreatif, inovatif, berani berusaha ketika susah mendapatkan pekerjaan, sudah selesai, pengangguran membebani Negara.

3. **Hal-hal apa yang ibu persiapkan sebelum melakukan pembelajaran di kelas?**

   Kewirausahaan sebagai praktek bisa, tapi itu menurut saya hanya fungsi kedua. Karena kalo itu dijadikan fungsi pertama, menjadi sangat dangkal

nanti. Yang dipahami, konsep kewirausahaan dalam pendidikan itu harusnya diambil sebagai sebuah keilmuan yang berisi tentang kekreatifitasan, keinovatifan, usaha yang berani terhadap apa? Menghadapi segala permasalahan. Kalo kita pahami nilainya, nilai besarnya, paradigmanya, maka itu akan masuk ke semua jurusan. Yang harus dibangun adalah paradigma calon-calon lulusan.

4. **Dalam pembelajaran kewirausahaan, hal apa yang ibu tekankan pada mahasiswa? (misal sifat-sifat/karakter, pengalaman, observasi)**

Kalo saya itu kompleks. Karna saya ingin membangun paradigmanya anak-anak. Jadi kalian itu keluar jangan menggantungkan diri pada lapangan pekerjaan. Jadi kalian harus bisa menciptakan. Boleh memulai bisnis tapi yang paling penting adalah jiwa inovatif, kreatif, jiwa berani usaha itulah yang harus ditekankan. Dan kedua, saya selalu pake praktikal, karena menurut saya mata kuliah ini sangat penting akan praktik. Itulah kalo UTS saya suruh bikin bisnis mereka. Untuk setiap kelasa yang saya ajar kewirausahaan pasti ada praktiknya.

Jadi setiap jenjang pendidikan sudah mulai ditanamkan nilai kewirausahaan. Tapi, yang membedakan ialah penekanannya, outputnya. Output yang ditekankan pada jenjang pendidikan SMA tentu saja akan berbeda dari output yang ditekankan pada perguruan tinggi. Bukan lagi meng-create lapangan pekerjaan, tapi bagaimana dapat mempertahankan. Karena yang paling susah dalam kewirausahaan itu mempertahankan.

5. **Dalam pembelajaran kewirausahaan di perguruan tinggi, apakah sistem praktik efektif untuk dilaksanakan?**

Kalo secara administrative sudah pasti ada SAP, silabus yang harus disiapkan. Tapi kalo secara materi saya biasanya menyiapkan dengan materi-materi yang up to date, menyesuaikan dengan perkembangan informasi sekarang.

6. **Kesulitan-kesulitan yang dialami dalam memberikan materi mengenai kewirausahaan?**

Kesulitannya adalah paradigma. Mahasiswa saya, kalau awal saya masuk pertama saya Tanya, apa yang kamu ketahui tentang kewirausahaan ? o, wirausaha itu bikin usaha. Jual pulsa. Jadi, ini masalah paradigma. Orang berpikir kalau belajar tentang kewirausahaan adalah it's all about to build something. Jadi kalo sudah berhasil membuat business plan dan dia mampu meng-create, selesai. Padahal ini wirausaha bukan membangunnya, tapi mempertahankannya. Dia disebut dengan business man sejati apa seseorang yang mampu membangun, membuka McD misalnya, engga kan? Tapi disebut berhasil ketika McD itu sampe punya cabang berapa. Dapat bertahan beberapa decade. Jadi yang sulit paradigmanya. Orang menyangka entrepreneurship ya pokoknya dodolan. Saya kira padahal entrepreneurship itu bukan dodolannya, apalagi di dunia pendidikan, ya. Di dunia bisnis saja entrepreneurship bukan hanya jualan. Apalagi ini dibawa ke dunia pendidikan. Paradigmanya yang harus dirubah.

7. **Sesuai dengan perkembangan zaman, menurut ibu bagaimana peran teknologi informasi dalam membantu kegiatan wirausaha, terutama dalam memasarkan produk?**

Saya kira perkembangan ilmu pengetahuan impact-nya hampir ke seluruh sendi kehidupan manusia. Dalam tataran praktek, teknologi dan usaha itu harusnya kawin. Saling mendukung. Karena kalau usaha didukung dengan kemajuan teknologi akan berkembang terus. Teknologi dimanfaatkan oleh usaha itu juga akan terus berinovasi juga. kalau zaman dulu, perkembangan informasi hanya lewat tv, radio atau brosur. Seberapa banyak orang mau menonton tv kalo pas iklan. Seberapa banyak orang mau mendengar radio ? seberapa banyak orang kalau dipegangi brosur mau melihat? Akhirnya lewat apa sekarang? Social media begitu luar biasa. Didukung dengan perangkat teknologi yang luar biasa program-programnya.

8. **Hambatan/kekurangan yang mungkin dialami seorang entrepreneur dalam menggunakan teknologi informasi?**

Tujuan dari pemasaran tidak hanya menjual, tapi mampu mendapatkan feedback dari pelanggan. Jadi misalnya apakah kamu menyukai produk saya atau tidak? Kalau suka, suka dibagian mana? Apakah rasanya, bentuknya, warnanya atau apa. Feedback itu sebenarnya yang mahal dan itu yang terkadang kurang ditangkap oleh teknologi informasi. Teknologi informasi kan sifatnya one way. Satu arah. Tapi kalo nanti kedepannya teknologi informasi dapat menciptakan program yang dapat menciptkana feedback, yaitu malah lebih baik lagi. Zaman saya S1, bentuk komunikasi yang paling dahsyat itu adalah face to face, pertemuan secara langsung, saya akan mendapatkan feedback. Jadikan kita mendapatkan informasi tidak terkurangi, arus informasi bisa didapatkan secara utuh baik oleh seorang komunikator maupun komunikan. Informasi tidak terkurangi.

9. **Bagaimana menurut ibu, jika sebagian mahasiswa sudah mulai melakukan kegiatan wirausaha?**

Ya gapapa. Malah bagus ya. Kalo tataran baik dan tidak baik alat ukurnya, parameternya banyak. Jadi kembali lagi. Saya tidak berorientasi mahasiswa harus bisa berjualan. Kalau berjualan ngghe monggo, tapi itu bukan tujuan saya. Tujuan saya adalah bahwa semangat entrepreneurship harus dimiliki setiap masyarakat di Indonesia. Supaya kita tidak bergantung pada orang lain. Kalo ada kesulitan mampu menciptkana jalan keluarnya sendiri. Salah satunya, salah satu jalan yaitu dengan membuka usaha. Kalo saya pendapat pribadi, kalo saya tidak ingin mencetak mahasiswa untuk jualan. Jadi yang ditangkap bungkus besarnya. Ga bisa saya samakan entrepreneurship di pendidikan dengan di manajemen. Beda. Outputnya mau dijadiin apa dulu.

Narasumber : Drs. Muh. Yunus, M.Si

Waktu Pelaksanaan : 8 Mei 2017

Tempat pelaksanaan : UIN Maulana Malik Ibrahim Malang

Hasil Wawancara :

1. **Menurut bapak, bagaimana konsep pembelajaran kewirausahaan di perguruan tinggi?**

   Kalo di jurusan kita kan mata kuliah kewirausahaan kan hanya satu posisinya sebagai pelengkap, kompetensi minor. Karena dirasa penting, ini tarbiyah ada di seluruh jurusan, ya. Mata kuliah ini hanya sekali. Jadi kalo muatannya detail, tidak mungkin. Bahkan, jurusan marketing sendiri itu ada. Sungguhpun demikian karena ini bekal tambahan penting, bukan jurusan vokasional, maka itu ditambahkan. Selama ini materinya lebih banyak pada pendidikan kewirausahaan dalam arti spirit. Jadi menumbuhkan spirit dan jiwa kewirausahaan dalam arti cirri-ciri wirausaha itu perlu dimiliki oleh mahasiswa yang pada umumnya bisa menciptakan peluang dan mengubah peluang itu menjadi hal bermanfaat, sesuai bidangnya masing-masing.

2. **Menurut bapak, seberapa penting mata kuliah kewirausahaan?**

   Mendukung kompetensi mayor sebagai pendidik. Pendidik harus kreatif. Karena misalnya nanti mengajar saya kira dia akan mendapat tugas untuk mengajar kewirausahaan. Nah, kalo di luar mengajar mereka bisa bebas untuk mengembangkan diri karena mereka sudah punya memori di kelas maupun di lapangan. Jadi urgensinya mendukung potensi mayornya sebagai pendidik yang kreatif.

3. **Hal-hal apa yang ibu persiapkan sebelum melakukan pembelajaran di kelas?**

   Wirausaha itu seni, pengetahuan dan keterampilan. Seni memanfaatkan peluang dan mengubahnya menjadi usaha bisnis yang produktif. Karena seni, ini tidak bisa diajarkan hanya di kelas karena itu harus lewat pengalaman. Pengalamannya, kunjungan lapangan atau saya putarkan video. Praktiknya ini yang terbatas pada produksi atau distribusi.

4. **Kesulitan-kesulitan yang dialami dalam memberikan materi mengenai kewirausahaan?**

Nda punya lab sendiri. Nda punya lab wirausaha. Kalo punya lab ya ditunjang dana bisa setahun sekali praktik. Jadi harapannya ada lab kewirausahaan yang bisa mendukung kompetensi pendidik. Saya kira begitu kalo misalnya saya harus bercerita tentang bagaimana cerita tentang jual barang bekas laku lewat online, saya harus mencoba dulu.

5. **Keunggulan teknologi informasi dalam membantu kegiatan wirausaha, terutama dalam memasarkan produk?**

Keunggulannya cepat murah mudah diketahui public dan segmennya malah bisa dikhususkan. Misalnya ada blog-bog yang khusus kuliner, ibu-ibu sosialita. Jadi kecepatan, kemudahan, murah itu diperoleh.

6. **Sesuai dengan perkembangan zaman, menurut ibu bagaimana peran teknologi informasi dalam membantu kegiatan wirausaha ?**

Sangat membantu. Hanya sekali lagi itu media, ya. Hanya alat. Jiwa inti kewirausahaan ada di kretifitas itu, memanfaatkan peluang.

7. **Hambatan/kekurangan yang mungkin dialami seorang entrepreneur dalam menggunakan teknologi informasi?**

Sementara hambatannya persepsi. Biasanya ada berita yang tidak cocok dengan kenyataan, penipuan. Ini masih ada sebagian kelompok yang tidak percaya. Tapi yang muda lebih suka pake transaksi non tunai, ya. Karena eranya digital. Yang kedua mungkin hambatannya, bagi yang belum terbiasa. Bisa kecewa ketika barangnya tidak cocok.

8. **Bagaimana menurut ibu, jika sebagian mahasiswa sudah mulai melakukan kegiatan wirausaha?**

Ya, bagus diteruskan. Artinya kan bermanfaat. Kalo di kasi tugas kuliah kalo menjadi jalan keluar untuk mencari pekerjaan lain kan lumayan. Walaupun sambil hiburan kan ada nilai ekonomisnya. Tergantung apakah memproduksi sendiri atau memanfaatkan produk lain yang ia jualkan. Sistem online kan banyak, ada yang sistem bayar setelah cocok harganya. ada yang barangnya dari A diatas namakan B ketika mengirim ke pelanggannya.

9. **Hal-hal apa yang ibu persiapkan sebelum melakukan pembelajaran di kelas?**

Kalo perangkat sudah tentu ada namanya RPS, kontrak belajar itu yang selalu ada.. kalo peralatan wirausaha tergantung hasil kontrak dengan

mahasiswa. karena wirausaha itu seni, bergantung dari kesenangan mahasiswa. sesuai kebutuhan.

Narasumber   : Diah Ambarumi Munawaroh. M.Pd

Waktu Pelaksanaan   : 8 Mei 2017

Tempat pelaksanaan : UIN Maulana Malik Ibrahim Malang

Hasil Wawancara   :

1. **Menurut ibu, bagaimana konsep pembelajaran kewirausahaan di perguruan tinggi?**

   Saya dalam mengajar adalah apa yang ada dalam masyarakat, apa yang ditetapkan, apa kendalanya, jadi tidak terpaku pada teori. Dalam kewirausahaan terdapat banyak teori, tapi ternyata dalam kewirausahaan yang paling dibutuhkan ialah mental. mahasiswa Tanya kenapa saya ngajarnya enjoy, saya Cuma menceritakan pengalaman saya itu gini.

2. **Menurut ibu, seberapa penting mata kuliah kewirausahaan?**

   Menurut saya penting. Untuk menciptakan peluang sejak dini

3. **Dalam pembelajaran kewirausahaan, hal apa yang ibu tekankan pada mahasiswa? (misal sifat-sifat/karakter, pengalaman, observasi)**

   Kemampuan membaca peluang. Teori, mimpi, praktik

4. **Dalam pembelajaran kewirausahaan di perguruan tinggi, apakah sistem praktik efektif untuk dilaksanakan?**

   Efektif. Langsung terjun ke masyarakat

5. **Kesulitan-kesulitan yang dialami dalam memberikan materi mengenai kewirausahaan?**

   Membangun mental kewirausahan, tidak semua mahasiswa punya semangat wirausaha

6. **Sesuai dengan perkembangan zaman, menurut ibu bagaimana peran teknologi informasi dalam membantu kegiatan wirausaha ?**

   Sangat membantu, selama fokus. Terutama untuk orang yang tidak terikat dalam pekerjaan

7. **Keunggulan teknologi informasi dalam membantu kegiatan wirausaha, terutama dalam memasarkan produk?**

   Mempermudah jaringan dan kecepatan informasi, low budget, tidak ada jam kerja, terjangkau oleh semua orang. Tidak hanya di dalam negeri juga di luar negeri. Mudah dikenalkan kepada masyarakat yang belum mengenal.

8. **Hambatan/kekurangan yang mungkin dialami seorang entrepreneur dalam menggunakan teknologi informasi?**

   Mudah tertipu

9. **Bagaimana menurut ibu, jika sebagian mahasiswa sudah mulai melakukan kegiatan wirausaha?**

   Bagus sekali. Saya terakhir perkuliahan menyampaikan alangkah bahagianya orangtua kalian jika belum lulus telah memiliki pekerjaan.

10. **Bagaimana menurut ibu jika penggunaan teknologi informasi sudah diterapkan mahasiswa untuk melakukan promosi penjualan?**

    Lebih bagus. Lebih banyak dapat pengalaman. Setidaknya sudah menanamkan jiwa wirausaha. Tidak malu. Karena masih ada orang yang malu. Tidak masalah selama itu bisa mendukung.

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Nomor	: Un.3.1/TL.00.1/ 1200/2017	25 April 2017
Sifat	: Penting	
Lampiran	: -	
Hal	: **Izin Penelitian**	

Kepada

Yth. Kepala Ketua Jurusan PIPS FITK UIN Maliki Malang

di

Malang

Assalamu'alaikum Wr. Wb.

Dengan hormat, dalam rangka menyelesaikan tugas akhir berupa penyusunan skripsi mahasiswa Fakultas Ilmu Tarbiyah dan Keguruan (FITK) Universitas Islam Negeri Maulana Malik Ibrahim Malang, kami mohon dengan hormat agar mahasiswa berikut:

Nama	:	Dewi Isrotun
NIM	:	13130053
Jurusan	:	Pendidikan Ilmu Pengetahuan Sosial (PIPS)
Semester – Tahun Akademik	:	Genap - 2016/2017
Judul Skripsi	:	*The Utilization of Technology Information to Support Entrepreneurship Activity Among Students of Social Science Education in UIN Maulana Malik Ibrahim Malang*
Lama Penelitian	:	**Maret 2017** sampai dengan Mei 2017 (3 bulan)

diberi izin untuk melakukan penelitian di lembaga/instansi yang menjadi wewenang Bapak/Ibu.

Demikian, atas perkenan dan kerjasama Bapak/Ibu yang baik disampaikan terima kasih.

Wassalamu'alaikum Wr. Wb.

a.n Dekan
Wakil Dekan Bid. Akademik,

Dr. Hj. Sulalah, M.Ag
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Tembusan :
1. Yth. Ketua Jurusan PIPS
2. Arsip

Marketing Product through Social Media

annisarahayur Hello senin manis😌
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Sharing info pentingnya sarapan sehat🇮🇩

Sarapan adalah waktu makan terpenting dalam satu hari. Bayangkan jika Anda adalah mobil. Tangki bahan bakar menjadi kosong setelah Anda tidur malam yang panjang. Daaaan, sarapan adalah bahan bakar yang membuat Anda dapat memulai beraktivitas sehari-hari.

Beberapa point di bawah adalah manfaat sarapan yang wajib kamu bawa dan Sharing kembali ke temen-temenmu 😋 #indahnyaberbagi

1. Membantu melindungi tubuh dari penyakit.
2. Meningkatkan kemampuan otak.
3. Membantu menurunkan berat badan.
4. Memberikan nutrisi yang di butuhkan tubuh.
5. Hubungi kontak di bio untuk mendapatkan sarapan rendah kalori, rendah gula, non kolesterol, dan pastinya bimbingan untuk hidup sehat😊

#herbalifeIndonesia #herbalifeMalang #herbalifePekanbaru #herbalifeSurabaya #herbalifeKediri #imherbalife #dietsehat #langsingsehat #makanansehat #langsingaman #dietaman #imherbalife #gym #gymaman #nutrisisehat #zumba #sarapansehat #nutrisisehat #nutrisisel #herbalifejawatimur #herbalife

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Malang
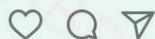
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annisarahayur Cakepppp banget yak kalo badan bisa kotak-kotak, bukan kurus atau gemuk💪

Kegiatan interview

Produk Mahasiswa

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