

IMPROVING ENTREPRENEURSHIP SKILLS IN THE SOCIALIZATION ENTREPRENEURIAL PROGRAM YEAR 2024 STATE POLYTECHNIC OF SRIWIJAYA

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Abstract

Entrepreneurship education plays a crucial role in fostering innovation and empowering future leaders in today's dynamic economic landscape. This paper delves into Socialization Entrepreneurial Program conducted at the State Polytechnic of Sriwijaya in 2024, aimed at nurturing entrepreneurial skills among students. Through a comprehensive analysis of the program's implementation, sharing sessions, challenges, and participant feedback, this study provides insights into the efficacy of entrepreneurship education initiatives. The program employed a hybrid approach, blending webinar sessions with coaching activities, to disseminate knowledge about entrepreneurship and guide participants in engaging with the program effectively. Various challenges encountered during implementation were identified, and recommendations for future enhancements were proposed based on participant feedback. The findings underscore the positive impact of the Entrepreneurial Program in instilling entrepreneurial interest and facilitating skill development among students, highlighting the transformative potential of integrating entrepreneurship education within academic institutions.

Keywords: Entrepreneurial, Socialization, Entrepreneurial Program, Skill Development, Hybrid Approach, Participant feedback.

1. INTRODUCTION

In the contemporary global landscape, entrepreneurship stands as a cornerstone for economic growth, innovation, and societal advancement (Abhijith, 2021). Recognizing its pivotal role, educational institutions worldwide have increasingly embraced entrepreneurship education to foster a culture of innovation and empower the next generation of leaders and innovators (Houjeir et al., 2023).

As an effort to cultivate entrepreneurial spirit and enhance entrepreneurial activities to encourage college graduates to become job creators, the Student Entrepreneurship Program (Program Mahasiswa Wirausaha - PMW) has been developed as part of the entrepreneurship education strategy in higher education institutions (Suwena, 2016). However, it is seldom found that a graduate wishes to embark on an entrepreneurial journey upon completing their studies. The failure of such endeavors is purportedly due to a lack of earnestness in entrepreneurial pursuits and a failure to recognize the inherent potentials within students (Yulikah et al., 2021). Identifying the entrepreneurial potentials of students can be assessed through six aspects: personality, self-discipline, creativity, drive/desire, willingness to face risks, and self-confidence.

In an endeavor to foster a culture of entrepreneurship and stimulate entrepreneurial activities among college graduates, the Student Entrepreneurship Program (PMW) has been formulated as an integral component of entrepreneurship education within higher education institutions (Setyobakti et al., 2022). Nonetheless, the inclination of graduates to venture into entrepreneurship post-graduation remains scarce. This dearth in entrepreneurial endeavors is often attributed to a lack of earnest commitment towards entrepreneurial pursuits and an inherent failure to recognize the latent potentials residing within students (Yuliana et al., 2022).

This paradigm shift is particularly evident in the initiatives undertaken by the State Polytechnic of Sriwijaya (Politeknik Negeri Sriwijaya), where the integration of entrepreneurial programs has become a focal point in shaping the academic landscape. Amidst this backdrop, the Entrepreneurial Program at the State Polytechnic of Sriwijaya in the year 2024 marks a significant milestone in nurturing the entrepreneurial spirit among its students.

Entrepreneurial Program serves as a precursor to delve into the multifaceted dimensions of the Entrepreneurial Program, elucidating its objectives, methodologies, and anticipated outcomes. By exploring the symbiotic relationship between entrepreneurship, education, and societal advancement, we aim to shed light on the transformative potential of integrating entrepreneurship within the social fabric of academic institutions (Jamali & Kreidie, 2014). This program to navigate through the intricate facets of this entrepreneurial journey, it becomes imperative to discern the underlying motivations and aspirations that drive the integration of entrepreneurship within the academic milieu. From fostering a culture of innovation to instilling an entrepreneurial mindset, the Entrepreneurial Program at the State Polytechnic of Sriwijaya embodies a holistic approach towards equipping students with the requisite skills and competencies to thrive in an ever-evolving global landscape.

This discourse endeavors to unravel the intricacies of the Entrepreneurial Program, delineating its core components, pedagogical approaches, and strategic imperatives. Through an interdisciplinary lens, we strive to elucidate how the amalgamation of theoretical knowledge with practical experiences can serve as a catalyst for fostering entrepreneurial acumen and propelling socioeconomic development. In the subsequent sections, we shall embark on a comprehensive exploration of the Entrepreneurial Program at the State Polytechnic of Sriwijaya, delving into its strategic underpinnings, collaborative endeavors, and transformative impacts. By elucidating the symbiotic relationship between entrepreneurship and education, we endeavor to catalyze a discourse that transcends conventional paradigms and embarks on a transformative journey towards a more entrepreneurial future.

2. THEORITICAL

2.1. Entrepreneur

An entrepreneur is an individual who takes on the responsibility of initiating, organizing, and managing a business venture or enterprise with the aim of making a profit (Giacomin et al., 2023). Entrepreneurs are characterized by their willingness to take risks, their ability to identify and capitalize on opportunities, and their innovative approach to solving problems. They are often driven by a strong sense of independence, creativity, and determination to succeed. Entrepreneurs play a crucial role in driving economic growth and development by introducing new products, services, and business models, creating jobs, and fostering competition in the marketplace (Pattinson & Cunningham, 2022).

3. METHODOLOGY

The Community Service Activity was conducted by the Career Development and Entrepreneurship Unit with representatives from nine departments in State Polytechnic of Sriwijaya participating. The event comprised webinar sessions and entrepreneurship coaching, with a focus on providing "Successful Entrepreneurship at a Young Age." The choice of the PMW-themed webinar aimed to assist participants who already harbored aspirations and interests in entrepreneurship in realizing their business ideas by utilizing the funding opportunities available through PMW. Essentially, igniting entrepreneurial interest and encouraging individuals to venture into entrepreneurship can be cultivated through educational and training activities focused on entrepreneurship. The execution of this initiative involved delivering insights into the Socialization PMW program to participants through online webinar sessions and providing coaching to ensure their success in engaging with PMW activities on this Year. This activity was conducted in a hybrid format, with some participants attending in-person sessions at the Career Development and Entrepreneurship Unit while others joined remotely via Zoom Meetings and in Graha Building State Polytechnic of Sriwijaya.



Figure 1 Activity Procedural Steps

The activity's procedural steps, as outlined in Figure 1, began with a comprehensive dissemination phase aimed at ensuring broad participation from stakeholders. This involved the distribution of informational materials, such as event flyers, across various channels including student associations, social media platforms, and departmental networks. Subsequently, the execution phase commenced with the conduct of hybrid webinar sessions, facilitated by knowledgeable speakers who provided valuable insights and strategies for engaging with the Entrepreneur Program 2024. Following the informative webinars, participants actively engaged in socialisation coaching sessions designed to refine their entrepreneurial ideas and proposals for submission. These coaching socialization sessions provided a platform for participants to receive personalized guidance and feedback from mentors as a source of information, fostering the development and enhancement of their entrepreneurial initiatives. The activity culminated in an evaluation phase, where feedback mechanisms such as questionnaires and observations were employed to assess the effectiveness and impact of the socialization efforts in instilling entrepreneurial interest and facilitating participation in the Entrepreneur Program 2024.



Figure 2 Event Flyers

Figure 2 presents the event flyer for the Socialization and Learning Program for Student Entrepreneurship (Program Mahasiswa Wirausaha - PMW) slated for the year 2024 at Sriwijaya State Polytechnic. The flyer highlights key details of the event, including the theme "Sukses Berwirausaha di Usia Muda" (Success in Entrepreneurship at a Young Age), scheduled for 12:30 PM WIB on March 28, 2024. The event features a distinguished speaker, Abdul Anzisy, the Owner of Bakso Grenat Mas Azis, who is a seasoned entrepreneur and Indah Pratiwi as a Lecturer and Practitioner to explain about entrepreneur program from Career Development and Entrepreneurship Unit State Polytechnic of Sriwijaya and M. Daffa Fadlurahman as Moderator from Polsri Outstanding Student. It is emphasized that the event held both offline and online, with the offline venue specified as the Graha Pendidikan building at State Polytechnic of Sriwijaya. The flyer also indicates that the event is free of charge and provides registration links for both students and lecturer. Additionally, it encourages early registration due to limited seating, particularly highlighting that the first 15 registrants from each department will have the opportunity to

attend the event offline. Overall, the flyer serves as a concise and informative tool to attract participants and communicate essential details about the PMW socialization event.

4. DISCUSSION

The discussion section encapsulates the comprehensive analysis and insights derived from the implementation of the State Polytechnic Sriwijaya Entrepreneurial Program in 2024, focusing on improving entrepreneurship skills through socialization efforts. This section explores various aspects, including the implementation, sharing sessions, challenges, and recommendation for future.

4.1. Implementation

The successful implementation of the Entrepreneurial Program at State Polytechnic Sriwijaya in 2024 is crucial for achieving its objectives of improving entrepreneurship skills among participants. This section delves into the various aspects of the program's implementation, including the strategies employed, the resources utilized, and the overall execution process. By examining these elements, we can assess the effectiveness of the implementation phase in reaching its intended goals.



Figure 3 Opening Speech From Head Unit Career and Entrepreneur Development
State Polytechnic of Sriwijaya

Figure 3 depicts the opening speech delivered by the Head of the Career and Entrepreneur Development Unit at State Polytechnic of Sriwijaya, Mr. Paisal. This speech likely serves to set the tone for the Entrepreneurial Program, highlighting its significance, objectives, and encouraging participants to actively engage in the program activities. The speech may also provide insights into the institution's commitment to fostering entrepreneurship among its students and the broader community, emphasizing the importance of entrepreneurial skills in today's dynamic economy. Overall, the opening speech plays a pivotal role in inspiring and motivating participants to embark on their entrepreneurial journey with enthusiasm and determination and give a start to held the event of socialization entrepreneurship program 2024.

4.2. Sharing Sessions

The sharing sessions within the Entrepreneurial Program serve as invaluable opportunities for participants to gain insights, knowledge, and inspiration from experienced entrepreneurs and industry experts. This section discusses the significance of these sessions in facilitating peer learning, fostering networking opportunities, and providing practical guidance for aspiring entrepreneurs. Furthermore, it explores the impact of these sharing sessions on participants' attitudes, motivations, and entrepreneurial aspirations.



Figure 4 Sharing Sessions From Mentor Abdul Anzisy (Owner Bakso Granat Mas Azis)

Figure 4 illustrates the sharing sessions conducted by Mentor Abdul Anzisy, the Owner of Bakso Granat Mas Azis, as part of the Entrepreneurial Program. These sessions likely entail valuable insights, experiences, and practical advice shared by Mr. Anzisy with program participants. As an accomplished entrepreneur, Mr. Anzisy's mentorship offers unique perspectives and guidance, inspiring aspiring entrepreneurs and providing them with the necessary knowledge and skills to navigate the challenges of starting and running a successful business. Through these sharing sessions, participants have the opportunity to learn from real-world experiences and gain valuable insights into the entrepreneurial journey.



Figure 5 Sharing Sessions From Mentor Indah Pratiwi (Entrepreneur Development Coordinator)

Figure 5 illustrates the sharing sessions led by Mentor Indah Pratiwi, the Entrepreneur Development Coordinator, as part of the Entrepreneurial Program in 2024. These sessions likely encompass detailed discussions on the procedural steps involved in the PMW 2024 program. Participants would benefit from Ms. Pratiwi's expertise as she provides insights into the intricacies of the program, including application procedures, project development stages, and evaluation criteria for a project plan program. Through these sharing sessions, participants gain a comprehensive understanding of the steps required to effectively engage with the PMW 2024 Entrepreneur program and maximize their entrepreneurial potential.

4.3. Challenges

Despite the program's objectives and efforts, various challenges may have been encountered during its implementation. This section identifies and analyzes these challenges, which could range from logistical constraints to socio-economic barriers faced by participants. By understanding these challenges, we can devise strategies to mitigate their impact and enhance the effectiveness of future iterations of the Entrepreneurial Program.



Figure 6 College Student Asking About Challenge

Figure 6 portrays a college student asking about the challenges that may arise in the future during the implementation of the Entrepreneurial Program. This indicates the student's awareness of potential obstacles and their proactive approach in seeking clarification to better understand and address these challenges. By asking about the challenges, the student demonstrates a readiness to confront difficulties head-on and a willingness to collaborate in finding solutions. This interaction highlights the importance of open communication and proactive engagement among program participants to effectively address challenges and ensure the success of the Entrepreneurial Program.

Following the student's inquiry depicted in Figure 6, the mentor responds with a comprehensive explanation addressing the potential challenges anticipated in the Entrepreneurial Program's implementation. Utilizing a qualitative method, the mentor delves into each identified challenge, providing insights and strategies for mitigation. This exchange underscores the mentor's role in guiding participants through the complexities of entrepreneurship and fostering a collaborative environment where challenges are acknowledged and addressed collectively. By leveraging qualitative methods, such as open-ended discussions and in-depth analyses, the mentor ensures a thorough understanding of the challenges, empowering participants to navigate them effectively and contribute to the program's success through proactive engagement and problem-solving.



Figure 7 Moderator, Mentor, And Committee Documentation Sessions With Deputy Director of Student Affairs

Figure 7 captures the documentation sessions involving the moderator, mentor, and committee members, along with the Deputy Director of Student Affairs. This image likely portrays a collaborative effort to document key aspects of the Entrepreneurial Program, including discussions, decisions, and action points. The involvement of the Deputy Director of Student Affairs underscores the program's institutional support and the importance placed on student initiatives and entrepreneurship within the institution.

Through documentation sessions like these, valuable insights, progress updates, and future plans are recorded, ensuring transparency, accountability, and continuity in program implementation.

4.4. Recommendations for Future

Drawing from the insights gained through the implementation, sharing sessions, and challenges encountered, this section provides recommendations for enhancing the State Polytechnic Sriwijaya Entrepreneurial Program in future years. Based on the results of the participant questionnaire from the Socialization 2024 Entrepreneur Program (see Table 1), it is evident that the program has been well-received by participants, with high average questionnaire results across various aspects. To further improve the program, recommendations may include enhancing the depth and breadth of the sharing sessions to provide more diverse perspectives and practical insights into entrepreneurship. Additionally, incorporating hands-on activities and workshops can offer participants experiential learning opportunities to reinforce their understanding and application of entrepreneurial concepts. Strengthening collaboration opportunities among participants and fostering mentorship programs with successful entrepreneurs can also contribute to the program's effectiveness in nurturing entrepreneurial skills and confidence among students. Moreover, continuous evaluation and feedback mechanisms should be established to monitor program impact and identify areas for improvement iteratively. By implementing these recommendations, the State Polytechnic Sriwijaya Entrepreneurial Program can continue to evolve and empower students to thrive in the dynamic world of entrepreneurship.

Table 1 Results of the Participant Questionnaire Socialization 2024 Entrepreneur Program

No	Question	% Average Questionnaire Results
1	I feel that the socialization of the Student Entrepreneurship Program has helped me understand the concept of entrepreneurship.	80,80%
2	The socialization activities were very effective in providing me with new insights into business opportunities.	79,20%
3	I feel more confident in developing business ideas after participating in this activity.	76,40%
4	I agree that the material presented in the socialization is easy to understand.	79,20%
5	I am very motivated to start a business after participating in this socialization activity.	79,20%
6	The socialization activities have helped me recognize the practical steps in starting a business.	79,60%
7	My knowledge of financial management increased after participating in this activity.	79,20%
8	I feel more prepared to face challenges in the entrepreneurial world after participating in this activity.	76,40%
9	This activity is very effective in providing opportunities to collaborate with fellow students.	79,20%
10	I think this activity is very beneficial for the development of my entrepreneurial skills.	76,40%

Source: Writer, 2024

Based on the results of the Participant Questionnaire from the Socialization 2024 Entrepreneur Program (refer to Table 1), it is evident that the program has been positively perceived by participants across various key aspects. The questionnaire revealed that 80.80% of participants felt that the socialization of the Student Entrepreneurship Program aided in their understanding of entrepreneurship concepts. Additionally, 79.20% of respondents found the socialization activities to be effective in providing them with new insights into business opportunities. Moreover, 76.40% of participants expressed increased confidence in developing business ideas after participating in the activity. The questionnaire also indicated that 79.20% of respondents agreed that the material presented in the socialization was easy to understand, while the same percentage felt highly motivated to start a business after participating in the socialization activity. Furthermore, 79.60% of participants acknowledged that the socialization activities helped them recognize practical steps in starting a business, and 79.20% reported an increase in their knowledge of

financial management after participating in the activity. While 76.40% of respondents felt more prepared to face challenges in the entrepreneurial world post-activity, the same percentage found the activity highly effective in providing opportunities for collaboration with fellow students. Lastly, 76.40% of participants believed that the activity significantly contributed to the development of their entrepreneurial skills. These findings underscore the effectiveness of the Socialization 2024 Entrepreneur Program in fulfilling its objectives and highlight areas of success that can be leveraged in future program iterations to further enhance participant satisfaction and skill development.



Figure 8 All Participant Documentation For Socialization Entrepreneur Program 2024

Figure 8 showcases the documentation of all participants during the Socialization Entrepreneur Program 2024 held at the Graha Pendidikan building State Polytechnic Sriwijaya of (Polsri). This documentation to confirm the attendance of each participant between Student, Lecturer, Mentor, and Committee.

5. CONCLUSION

In conclusion, the Entrepreneurial Program Socialization implemented at State Polytechnic of Sriwijaya in 2024 has demonstrated significant potential in fostering entrepreneurial skills and aspirations among participants. Through a multifaceted approach encompassing socialization efforts, sharing sessions, and proactive engagement, the program has effectively equipped students with the necessary knowledge, insights, and confidence to embark on their entrepreneurial journey. The high participant satisfaction levels, as evidenced by the results of the Participant Questionnaire, underscore the program's success in achieving its objectives and positively impacting participants' attitudes towards entrepreneurship. Moving forward, leveraging the program's strengths and addressing identified areas for improvement will be crucial in sustaining its momentum and further enhancing its impact on student entrepreneurship development. By fostering a culture of innovation, collaboration, and resilience, the Entrepreneurial Program at State Polytechnic of Sriwijaya continues to pave the way for aspiring entrepreneurs to thrive in an increasingly competitive and dynamic business landscape.

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