

# Entrepreneurship\_mindset\_training

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## ENTREPRENEURSHIP MINDSET TRAINING TO STRENGTHEN ENTREPRENEUR CAREER: THE CASE OF CATHOLIC STUDENT UNION OF INDONESIA

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**Abstract:** Currently, Indonesia has only 1.65% of entrepreneurs from the population of Indonesia. This amount is still very small, compared to neighbouring countries, Singapore has 7.2% businessman, 11% Japan, 10% China and Malaysia 3%, especially when compared with developed countries, such as United States, the number of entrepreneurs has reached 11.5 %. To make young people aware of the importance of creating their own jobs to increase income and family welfare, entrepreneurship training needs to be done. The target of this training is young people in the keviKepan West Surabaya, who come from various universities and members of the organization of the Catholic Students Union of Indonesia (PMKRI) St Lucas Surabaya. The training aims to make students more entrepreneurial mindset, to understand the selection of the right type of business, to understand how to start a business and understand the tips of entrepreneurship. After delivering training and sharing materials from a business actor, the event is continued with Focus Group Discussion (FGD). From the results of the discussion it can be concluded that the majority of young people have the intention to entrepreneurship after they finish college, especially in their respective areas as an effort to develop the economy of the region of origin and reduce dependence on the effort 'to seek work after graduation'. Nevertheless, the discussion also implied concerns about the obstacles that will be faced in business development, especially in the field of capital and business network development. In addition, other constraints are also related to financial access, lack of expertise, knowledge, information and technology.

**Keywords:** entrepreneurship mindset, entrepreneur career, young entrepreneur

### 1. INTRODUCTION:

Currently, Indonesia has only 1.65% of entrepreneurs from the population of Indonesia. This amount is still very small, compared to neighboring countries, Singapore has 7.2% businessman, 11% Japan, 10% China and Malaysia 3%, especially when compared with developed countries, such as United States, the number of entrepreneurs has reached 11.5 %.

The choice of becoming an entrepreneur is not so much growing among the younger generation. The inclusion of Government Servant registries, mental into impromptu celebrities or novice politicians shows the lack of mental character of our youth entrepreneurship. Some of the above points out the importance of entrepreneurship education so that the younger generation when it is finished through all the formal education sequences are not confused to find work but can instead create jobs. More and more young people who create jobs, it will have a positive impact on the environment and improving the welfare and help the government in solving the economic problems faced.

Entrepreneurship itself means creative endeavors that produce something new, which creates value or benefits for society (Turner, 2002). Thus, indeed an entrepreneur is an innovator or reformer both for the socioeconomic environment of society as well as for himself. The condition of young people who tend to be more interested in becoming workers or employees (job seeker) than those who seek to create work need solutions through entrepreneurship empowerment efforts. In this empowerment the target is young people in the area of Surabaya. Young people in this case are those who are students, who come from various universities and members of the organization of the Catholic Students Union of Indonesia (PMKRI) St Lucas, Surabaya.

#### 1.1 Problems of Young Generation and Solution Offered

Partner problems are the reason why this program of dedication is proposed. The problem of partnership of this devotion is the condition of young people who tend to be more interested in becoming workers or employees (job seeker) compared with those trying to create work. Referring to the formulation of the above problems, the purpose of community service activities is to improve student competence in early entrepreneurship, in this case start a business. Referring to the problems of the partners above, then the solution offered is entrepreneurship training. The training aims to make students more entrepreneurial mindset, to understand the selection of the right type of business, to understand how to start a business and understand the tips of entrepreneurship.

## 2. LITERATURE REVIEW:

### 2.1 Entrepreneurial Mindset

Many entrepreneurs are unaware that the world is full of change and they should not sit well past life from profit without vigilance. Change can happen at any time, but humans always deny it and remain preoccupied with expectations that seem to live and fate never change.

There are three reasons why the change is really remarkable (Ambadar, 2004):

- The changes that occur are discontinuous and not in one particular pattern.
- The slightest changes that occur will cause great differences to all mankind including ways of working and even way of life.
- The discontinuous change will require people to think upside down, it is said to be CHANGE.

He stands out in many ways. He is always looking for alternatives when the resources are limited, tend to be a job creator rather than just a job seeker. All of these characters are caused by the total number of positive, creative, financial, and productive mindset they have (Wahyudin, 2009).

The basic characteristics of an entrepreneur. There are seven basic characters that an aspiring entrepreneur must possess:

- Action Oriented
- Thinking is simple
- They are always looking for new opportunities
- Pursuing opportunities with high discipline
- Only take the best chance
- Focus on execution
- Focusing each person's energy on the business involved

### 2.2 Entrepreneurial Mindset

At the time of starting a business, many beginner entrepreneurs who have mental barriers in the form of negative perceptions about his ability. Many think it's "too old" or "too young". Many also say "do not have entrepreneurial talent" or reason "no capital" (Satrio, 2006; Khasali and Hakim 2010). To overcome these obstacles, many successful people programmed their subconscious brain to make changes that is with Visualization Techniques and Affirmations Techniques. Both require a relaxed condition so that the storage process by the subconscious mind can take place well. Therefore, the memory will be the driving force for us while working actively with the conscious brain.

**Visualization techniques** relate to motivating the mindset through "the image of the intended success". To Visualize Techniques: First, set clear, challenging and specific goals. Next start doing visualization with the stages (Kiyosaki and Letcher, 2002):

1. Relax, create a relaxing moment that makes your brain more open to start and reinforce the right way of working.
2. Focus the exercise on the real step that must be done
3. Imagine your goals as detailed as possible
4. Involve emotions, feel how good it is to be able to reach that goal perfectly.
5. Do the same thing over and over again. To get optimal results do a positive visualization every time you have a minimum of once a day.

**Affirmative technique** is the strengthening of mind motivation through the selection of words that "support" the purpose of success. If you want a small change in life, change your behavior, but if you want major changes, change your mindset. Our mind is the creator of our life. Begin to decide and affirm the aspirations that come to life by changing the mindset. Entrepreneurial Mindset Enhancement based on experience

## 3. METHOD OF IMPLEMENTATION

### 3.1 Topics and Learning Objectives

There are three topics of entrepreneurship education with the theme of starting business tips with adult learning methods for students, as follows:

Table 1. Topics and Learning Objectives

No.	Topics	Learning Objectives
1	Thinking of changes	• Why people are hard to change



		<ul style="list-style-type: none"> <li>• Factors that inhibit change</li> <li>• Factors supporting factors change</li> <li>• The essence of change</li> <li>• Turn from consumptive to productive</li> <li>• Changing from desire to need</li> <li>• Looking for other sources of income other than salary</li> </ul>
2	Entrepreneurial Mindset: Concepts and games	<ul style="list-style-type: none"> <li>• The importance of the mindset in life</li> <li>• Turn from consumptive to productive</li> <li>• Changing from desire to need</li> <li>• Games: Visualization and Affirmations</li> </ul>
3	Entrepreneurial Mindset: Experience	<ul style="list-style-type: none"> <li>• Why not entrepreneurship long ago</li> <li>• Why people do not start businesses fast</li> <li>• Choice of business type</li> <li>• Marketing tips</li> <li>• Tips for managing money</li> </ul>

### 3.2 Learning Methods

Learning method refers to adult education, ie participants are not only "passive recipients" or passive recipients, but as "active actors" or individuals who play an active role in learning. In this case many participants perform activities, using their brains to examine ideas, solve problems and apply what they learn known as the Student Active Learning approach. Therefore, the speakers are expected to be able to encourage the development of the participants toward three things: (1) to encourage participants, (2) to give the participants the ability to do as others do and (3) to give the participants the ability to reject or accept things related to their development. Achieving these three aspects refers to the self-confidence and ability to live independently according to one's status in society.

Training materials and training methods are fun and interactive, using a mix of short, structured learning with interactive practices and activities, combined small discussion groups, providing clear and easy to follow materials. After delivering training and sharing materials from a business actor, the event is continued with Focus Group Discussion (FGD). From the results of the discussion it can be concluded that the majority of young people have the intention to do business after they finish college, especially in their respective home areas as an effort to develop the economy of the region of origin and reduce dependence on the effort 'to seek work after graduation'.

### 4. FINDINGS:

Community Service Activity has been conducted on Saturday, May 7, 2016, at 08.30 to 14.15 WIB. This activity was conducted in the meeting room of Faculty of Business, building A Floor 2, in Room A203, Widya Mandala Catholic University Surabaya. The trainees are 37 members of the (Catholic Students Union of Indonesia) PMKRI in Surabaya. Members of PMKRI participants consist of new members and senior members, as well as attended by Chairman of PMKRI. The training was opened by Yulius Koesworo as Chairman of the Community Training Center at 08.30a.m. After the opening, the event continued with the main material delivery of "Building Entrepreneurial Mindset" in turn by Mr. Julius Koesworo and Ms Ninuk Muljani. The training begins with the Unemployment Phenomenon in Indonesia and what to do to deal with it. This topic is Ms. Ninuk Muljani followed by Second speaker: Building Entrepreneurial Mindset by Mr. Yulius Koesworo for 120 minutes. The participants then conducted FGD guided by Lena Ellitan, <sup>2</sup>.D. FGDs were conducted by four groups of participants, each consisting of 9 to 10 participants. Discussion results are tabulated in Table 2, Table 3 and Table 4.

**Table 2. Things to Do After Graduate**

Group	Things to Do After Graduate
1.	Work according to profession / field respectively
2.	To be and entrepreneur
3.	1. Work (raising money for business) 2. Farmers, cattle ranchers, writers 3. Work as government servants
4.	Work according to profession / field respectively

**Table 3. Things to Do If Not Getting a Job**

No	Things to Do If Not Getting a Job
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1.	Opening the home stay, Culinary business, business electronic goods, Photocopy and printing business
2.	Opening distro business, opening research institute " Counselling, Develop CU (Credit Union) Planning financial that has a social impact, Opening EO "Prewedding"
3.	Farmer group business, author, coffee factories, construction companies.
4.	Open the law firm of the vocational training center and open a private pharmacy.

**Table 4. Reasons for Doing Business Selected**

Group	Reasons for Doing Business Selected
1.	- Be self-employee and based on skill and competency
2.	- Opening distro business: Because humans need a primary need, with the development of our era as a human always involves life-style - Opening research institute "Education and Guidance Counselling" Responding to the scientific crisis which means the interest of researchers is still lacking. In addition to opening jobs, also for the real contribution in the country. - Develop CU (Credit Union) Planning financial that has a social impact Helping people through the CU, have social impact for the community in need. - Opening EO "Prewedding": This business is tempting, the growth of Indonesian population is increasing.
3.	- The Change of life style
4.	- Provide jobs - Reduce unemployment - Looking for additional income

From the results of the discussion it can be concluded that the majority of young people have the intention to do business after they finish college, especially in their respective areas as an effort to develop the economy of the region of origin and reduce dependence on efforts 'to seek work after graduation' but create opportunity.

## 5. CONCLUSION:

Although young people creative in an effort to develop entrepreneur mindset but some obstacles in business development still faced, especially problem of capital and development of business network. In addition, other constraints are also related to financial access, lack of expertise, knowledge, information and technology (Overton, 2004). For the development of entrepreneurs in Indonesia, in addition to the economic situation, the barriers to entrepreneurship development are also the lack of business knowledge, entrepreneurship, bureaucratic regulation that is not conducive, corruption, and lack of government support. Therefore, it takes an intensive handling to save entrepreneurs in Indonesia. Things that need attention from all parties is how to develop this entrepreneur in order to contribute and influence and create greater value to the industry and society around him. From the initial discussion to identify the problems faced by entrepreneurs in general obstacles related to the low quality of human resources (HR), weakness of business management, low access to financing sources and low utilization of information and technology owned.

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