



Development Of An Entrepreneurship Program To Increase The Creativity Of Students

Indra Wahyuni Firli Fangestu¹,
UIN Syarif Hidayatullah Jakarta¹
Email Korespondensi: indra_wahyuni23@mhs.uinjkt.ac.id

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ABSTRACT

Entrepreneurship as a driver for developed countries, generates far-reaching social benefits through achieving success in business. In the midst of this dynamic, academics and practitioners enthusiastically play a role in expanding the knowledge platform, with the aim of increasing the success rate of startups through the creativity of the younger generation. This article examines the development of entrepreneurship programs to increase student creativity. The method used is literature review, the results of writing this article are; In the era, Islamic boarding schools strive to continue to bring up entrepreneurship programs in order to equip students related to knowledge as well as practice in entrepreneurship with the aim of preparing the younger generation to face the times and preparing the entrepreneurial spirit to face challenges from the economic sector.

Keywords: *Entrepreneurship Program Development, Creativity, Student.*

ABSTRAK

Kewirausahaan sebagai pendorong bagi negara-negara maju, menghasilkan manfaat sosial yang luas melalui pencapaian kesuksesan dalam bisnis. Di tengah dinamika tersebut, akademisi dan praktisi antusias berperan dalam memperluas platform pengetahuan, dengan tujuan meningkatkan tingkat keberhasilan startup melalui kreativitas generasi muda. Artikel ini mengkaji pengembangan program kewirausahaan untuk meningkatkan kreativitas mahasiswa. Metode yang digunakan adalah tinjauan pustaka, hasil penulisan artikel ini adalah; Pada era sekarang, pesantren berupaya untuk terus memunculkan program-program kewirausahaan dalam rangka membekali santri terkait ilmu serta praktik dalam berwirausaha dengan tujuan untuk mempersiapkan generasi muda menghadapi perkembangan zaman dan menyiapkan jiwa wirausaha dalam menghadapi tantangan dari zaman ke zaman. sektor ekonomi.

Kata Kunci: Pengembangan Program Kewirausahaan, Kreativitas, Mahasiswa.

INTRODUCTION

Islamic boarding schools as Islamic-based educational institutions, traditionally focus on teaching religious science as the main study. Even in society, there is still a perception that students are only limited to reading the yellow book and listening to lectures (Robuner, 2021, p. 33), But nowadays Islamic boarding schools have developed in line with technological developments and contemporary currents (Firmansyah, 2020, p. 28). Initiatives such as entrepreneurship training for students in several pesantren show efforts in empowering them to respond to community life (Komariah, 2016, p. 221), even creating your own jobs (Susanti, et al, 2021, p. 790). This is expected to reduce the unemployment rate by giving the younger generation creativity and potential to lead more productive lives.

The problem of unemployment faced by society is often caused by the increase in the number of job seekers every year, while the available jobs are not comparable. To overcome this problem, adaptability is needed, especially for organizations and human resources (HR) which must be flexible, innovative, responsive, and adaptive (Effendy and Aninsyah, 2019, p. 81). The importance of renewal in pesantren emphasizes an open, wise, and adaptive attitude to the times to improve the quality and existence of pesantren. Currently, pesantren actively develop entrepreneurial skills in students, preparing them to compete in society after completing their education period in pesantren through community needs production activities and service delivery (Firmansyah, 2020).

Islamic boarding schools are expected to always innovate in providing social impact and contributing to maintaining community morality. However, on the other hand, pesantren also have a responsibility in meeting the various needs of an increasingly complex and diverse society. To ensure the role and function of pesantren can be implemented, empowerment is needed. Empowerment as an aspect of human management in order to be able to participate in carrying out existing activities by utilizing resources for the progress of an organization (Prayitno, 2016, p. 2).

Islamic boarding schools need to play an important role in empowering communities in all sectors. This is an effort to ensure that Islamic boarding schools remain relevant to the development of society, not alienated and integrated with the dynamics of social life (Umam, 2022, p. 47). According to Suhartini, there are three main functions held by Islamic boarding schools, namely 1) as a center of excellence, a cadre of scholars or religious thinkers, 2) human resources, as a printer of human resources, and 3) development agents, as owners of power in carrying out community empowerment.

Entrepreneurship education in Islamic boarding schools is one of the efforts to encourage the spirit of doing business. Through the learning presented, it is hoped that student graduates can have competitiveness with good competency abilities in hard skills and soft skills, so that they become students who have strong capacities and capabilities. Therefore, entrepreneurship empowerment is competency-based training to improve the soft skills of students. Efforts to

improve the quality of human resources (HR) must be carried out in line with the goals and missions of the Prophet Muhammad SAW in educating and leading humans to the path of Allah SWT. Prophet Muhammad was sent to develop the quality of human life by preparing them to face this world and the Hereafter (Kholifatul Husna Asri, 2022, p. 19).

METHOD

This study uses the *literature review* method, which is a method by searching, selecting, and reviewing the writings and thoughts of previous researchers (Zulia Putri Perdana, et al, 2021, p. 40). *Literature review* can be done in several ways, namely using primary data sources in the form of journals, theses, dissertations, and other research results. Then use secondary data sources in the form of books, magazines, newspapers, *websites*, and other sources according to the research topic (Amruddin, et al, 2022, p. 117).

RESULT AND DISCUSSION

Islamic boarding schools not only function as religious educational institutions to form a generation that behaves Islamically, but also capable of becoming an economic entity. Thus, pesantren can play an active role in improving the welfare of students and the community at large. Pesantren economic initiatives can include a variety of activities, such as entrepreneurial skills development, production, or service services, which in turn can have a positive impact on the local economy and empower surrounding communities (Kholis Firmansyah, et al, 2020, p. 30).

Entrepreneurship has a crucial role in increasing the income of the community, region, and country as a whole. The growth of entrepreneurship can contribute significantly to national economic growth. The application of cultivation-based entrepreneurial values in Islamic boarding schools provides a new concept, where entrepreneurship is not only seen as an economic activity, but also as an effort to create economic independence and encourage innovative thinking among institutions and students. Thus, entrepreneurship can be a driving force for sustainable economic development (Ceceng Saepulmilah, et al, 2023, p. 82).

For this reason, this article will discuss the development of entrepreneurship to increase the creativity of students. After searching scientific articles and various journals through *Tandfonline* and *Google Scholar* channels, articles that match the researcher's topic will be presented in the form of the following table:

Table 1. Characteristics of article analyzed

No	Research Title	Researcher's	Year	Research Purpose	Findings
1	Increasing Students Skills Through the use of used cloth into doormats at the	Abdul Kholiq and Idam Mustofa	2023	To find out the efforts of Islamic boarding schools in improving	Increasing the quality and creativity of students through emerging

	Miftahul Muftadiin Al-Ridlo Nganjuk Islamic Boarding School			students' skills	entrepreneurship programs
2	Increasing Students' Creativity Through the Program Hydroponic Plant Processing	Siti Sukaesih, et al	2019	To find out whether there is creativity in students through the hydroponic planting entrepreneurship program	By taking part in hydroponic planting activities, students are able to increase their creativity to support their entrepreneurial spirit in the future
3	Formation Student Creativity to Grow Entrepreneurial Soul Through Fish Cultivation Catfish (<i>Clarias Gariepinus</i>) And Aquaponics	Ceceng Saepulmilah, et al	2023	To find out the creativity of students through the catfish cultivation program	Students are able to be creative and innovate through the entrepreneurship program
4	IBM Improves The Creativity of Students of Boarding School With 4 Stroke Automotive Engineering Knowledge	Sugeng Prayitno, et al	2021	To find out the provision of automotive engineering knowledge can stimulate students creativity	The students are interested and aspire to open a vehicle repair shop/service place because the program brings out their creativity
5	Hydroponic Farming Based on	Nur Muttaqien	2023	To find out the creativity of	The students are enthusiastic

	Land Use in Improvement Student Entrepreneurial Creativity	Zuhri, et al	students that emerges through the entrepreneurship program; planting hydroponic plants	about participating in the entrepreneurship program
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The entrepreneurship program has great potential to increase the ideas and creativity of the students. Through participation in entrepreneurial activities, students can develop innovative thinking skills, design creative solutions, and explore new ideas to create added value in economic and social contexts. Thus, entrepreneurship programs not only play a role in the development of business skills, but also stimulate the development of ideas and creativity among students (Anjum & Nazar, 2019, p. 72). Involving students in entrepreneurship programs can be considered as an investment in human resource development.

By giving students the opportunity to hone their creativity and understand aspects of business, it not only prepares them to start a business in the future, but also integrates the experience, skills, and knowledge gained during the program. Thus, entrepreneurship programs at Islamic boarding schools not only provide practical lessons in entrepreneurship, but also equip students with valuable provisions to achieve success in the business world (William E Donald, et al, 2019, p. 599).

Creativity has a very important role for the younger generation, including students, especially in facing increasingly complex economic problems in the current industrial era. The ability to think creatively allows them to find innovative solutions, create new opportunities, and adapt to changes as they occur. Creativity is also a valuable asset in developing new ideas that can have a positive impact in various fields, including economics. Therefore, motivating and developing the creativity of the younger generation is a necessity to face future challenges (S.M. Arbia, et al, n.d., p. 117).

Approaches that emphasize creativity skills in entrepreneurship programs are indeed very relevant. This aims to inspire and motivate students to be more creative, considering that creativity is a key aspect in entrepreneurship. The importance of providing these skills as part of education not only develops aspects of knowledge, but also affective and psychomotor aspects. Entrepreneurship programs need to be constantly updated to increase self-confidence and provide practical skills needed in the world of entrepreneurship. Modern economics emphasizes the importance of innovation and creativity in the world of entrepreneurship.

This is necessary in view of the expanding globalization and technological advances, which not only increase business opportunities, but also intensify market activity and competition. Creative skills allow entrepreneurs to take

advantage of these opportunities with strategies that give Islamic boarding schools an edge (Khuong Ngoc Mai and Van Thanh Nguyen, 2023, p. 2). Collaboration between Islamic boarding schools and the business world can provide more practical experience, creating opportunities for students to gain deeper insights and more time to practice entrepreneurship. With more practical experience, students will be better prepared and confident in facing challenges in the entrepreneurial world in the future (Imam Machali, et al, 2021, p. 10).

From the analysis of these articles, the author concludes that entrepreneurship programs launched in educational institutions, especially in Islamic boarding schools in order to increase the creativity of students have a fairly good impact. Because students are trained to think and act creatively. Of course this will be useful as a provision in the future if they plunge into the world of entrepreneurship. The role of the younger generation is very large in building the nation. The broad and creative way of thinking of the younger generation has the potential to create positive change and become pioneers of innovation in society. They have a tendency to not only follow existing trends, but also be able to create new things that can bring a positive impact in the development of the nation. Therefore, empowering and supporting young people in developing innovative and creative thinking is very important to build a better future (Mohammad Renandi Ekatama, et al, 2023, p. 106).

Entrepreneurship is expected to form a thought that sees life as a varied and not monotonous environment. Involvement in entrepreneurial activities opens up opportunities to face various challenges, solve problems, and explore new potentials. This can increase the motivation and enthusiasm for life of the younger generation, as they become accustomed to uncertainty, learn to face challenges, and find creative solutions. Thus, entrepreneurship not only helps in business development, but also forms a positive attitude towards life and continuous learning (Rici Solihin, et al, 2021, p. 676).

By doing entrepreneurial practices, students can develop their creativity. Until now, the concept of entrepreneurship continues to develop in line with the times. Through education, entrepreneurship can develop according to the demands of the times, allowing learners to understand the meaning of entrepreneurship. Many choose entrepreneurship after completing formal education, and the purpose of entrepreneurship education is to develop students' interests and talents in entrepreneurship. This is in line with the goal of national education to develop the ability of students to be able to compete in today's market. Thus, schools can achieve the goals of national education and entrepreneurship simultaneously (Nurvika Bella, et al, 2021, p. 388).

CONCLUSION

The conclusion of writing this article is, that as an educational institution (Islamic boarding school) that provides education and teaching to students as a young generation should pay special attention not only to the learning process, but

also in the field of entrepreneurship which of course this will be useful as a provision in the future. By increasing the creativity of students through entrepreneurship programs, it allows students to have the intention and innovation to develop entrepreneurship to support economic activities that support the progress of the nation. Even if we trace, there are also many young people today after graduating from school they have careers in the business world.

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