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The Role of Student Cooperatives in Improving Entrepreneurship Spirit (Study on Cooperative Students of Gorontalo University)

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Abstract

This study was conducted to describe the abilities obtained by students when they became members of a student cooperative and the role of student cooperatives in increasing the entrepreneurial spirit for students. The research design used in this study is qualitative research with a case study approach. The location of the research was carried out at the student cooperative of the University of Gorontalo. The data collection techniques used in this study were direct observation, interviews and documentation. Meanwhile, the data analysis techniques used by researchers are data reduction, data presentation, and data verification. The results of the study show that: 1) the abilities obtained by members in student cooperatives include Leadership abilities (leadership), the ability to control themselves and the ability to communicate (public speaking), 2) the existence of student cooperatives is one indicator that the role of student cooperatives can increase the spirit of entrepreneurship among students. As previously explained, the existence of student cooperatives is not just a process of running the cooperative, but more importantly, there is a domino effect obtained by students, which is to awaken the spirit of entrepreneurship. In order to provide knowledge about entrepreneurship and running cooperatives, the University of Gorontalo student cooperatives design and run various programs as a support in forming the spirit and knowledge of entrepreneurship or the procedures for running cooperatives that are good and right in various ways, for example making seminars.

Keywords

cooperatives; students; entrepreneurship



I. Introduction

Globalization that continues to touch human life from various aspects has a negative or positive impact. People who are able to master globalization will also be able to master aspects of life in society. On the other hand, people who are controlled by globalization will be carried away by globalization itself without a strong grip to defend themselves. The technological developments that we experience today show how many job opportunities the community should be able to fill. It's just that the problem that arises later is the lack of people to take advantage of existing opportunities. There are also times when people want to take advantage of existing job opportunities but the capacity or skills, they have are not very supportive so that job opportunities will also be lost.

The competition that we feel in this era of globalization is so tight, so that competitiveness is the main factor in taking advantage of the opportunities that exist.

Moreover, competition in filling job vacancies. Job opportunities indicate the availability of job opportunities for people who want to work in accordance with the abilities and skills possessed by each person. Job opportunities are the availability of job opportunities to accommodate the workforce. Employment opportunities are an important indicator of an economy. Wide employment opportunities reduce the number of unemployed people, increase population productivity, and increase production and national income (Kindangen & Tumiwa, 2015). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

The problem that is so clear to this day is that everyone who is ready to work will compete to get a job while the competition in finding a job is getting harder because there are fewer job opportunities compared to the number of workers who are ready to work. In addition, the problem that we feel is that competition does not only occur between domestic human resources, but also competes with human resources from abroad. If you look at data from the Central Statistics Agency (BPS) which reports that in August 2021 the number of Indonesia's workforce was 140.15 million people, an increase of 1.93 million people compared to August 2020 (Jatim Newsroom, released on November 5, 2021). These data indicate that there is an increase in the number of the workforce nationally.

To reduce unemployment and expand employment, we must look for alternatives and solutions. In this case, one thing that can be done is to prepare the younger generation to become prospective entrepreneurs and even run a business while they are still in college. With the enthusiasm and creativity possessed by the younger generation (students) they will be able to carry out these business activities because they are able to recognize their potential. As the statement from (Rintan Saragih, 2011) who said that those who become entrepreneurs are people who recognize potential and learn to develop it to seize opportunities and organize businesses in realizing their goals.

Universities that produce graduates are required to prepare students who are more creative and innovative beyond the basic knowledge received in their respective study programs. The increase in creativity and innovation referred to in this case is to build and even form an entrepreneurial spirit for students as a provision or in a practical setting as a driving force for the nation's economy. In fact, students are part of human resources that can be the backbone of development through the independence of the nation. In this case, it is necessary to have a form of support and facilitation through higher education governance that supports student entrepreneurship programs in universities. The number of graduate students that continues to increase every year can certainly help the government through educational institutions to try to continue to reduce the number of existing unemployed. Educational institutions as one of the front gates in creating job opportunities among students have a role in efforts to foster an entrepreneurial spirit among students, of course, they can really help the government so that it continues to create jobs that are in accordance with the competencies possessed by each student. (Savitri & ., 2018).

Therefore, in order to form an entrepreneurial spirit for students, the government always supports the program, namely the existence of an independent learning entrepreneurship program. Through this program, students have a great opportunity to develop creativity and innovation in the business sector. On the one hand, this program can receive direct assistance from the government to build a business that will be run. In addition, to prepare students in order to form an entrepreneurial spirit, namely by offering entrepreneurship courses. That way theoretically students will know the concept of

16 entrepreneurship. From the results of research conducted by (Arwan et al., 2018) shows that the People's Business Credit (KUR) program as a form of government policy has a significant effect on the level of entrepreneurship in Indonesia.

Entrepreneurship is the implementation of an activity or work as a profession occupied by an entrepreneur. Business activities carried out by an entrepreneur are the process of planning, starting a business, growing and developing an innovative business that acts as the philosophy and foundation of entrepreneurship. (Idrus, 2021). Next (Wijayanti, 2018) provide an explanation that entrepreneur can be a talent that a person has as a skill for work, but this talent can be formed. Therefore, to build an entrepreneurial spirit, students need to form a forum for them to express their creativity or innovation apart from the theories they get or the programs offered by the government. The entrepreneurial spirit is the soul of life in entrepreneurship which in principle is an entrepreneurial attitude and behavior shown through the nature, character, and character of someone who has the will to realize innovative ideas into the real world creatively (Hartanti 2008). (Sukirman, 2017)

One of the forums that can be formed to foster an entrepreneurial spirit for students is student cooperatives. The existence of student cooperatives on campus can support the daily activities of the entire academic community. The existence of student cooperatives can encourage students to increase their knowledge and awareness of the country's economy. According to (Atmosphere et al., 2019) A person who is interested in becoming a member of a cooperative can certainly be motivated by the expected benefits based on certain satisfying needs.

Students can be directly involved as members and participate in various student cooperative activities (Zaim, 2018). Student cooperative is one of the cooperatives based on member professions (Primary & Widiyanto, 2019). Student cooperatives can also be interpreted as one of the institutions contained in a university whose members and administrators come from students at the university. The activeness of a member of the cooperative in the activities and organization of the cooperative, is one way that the member can become the administrator of the student cooperative. Student cooperative administrators are cooperative members who have been appointed and agreed upon by all cooperative members. By joining students to become members and administrators of student cooperatives, it is hoped that they can build an economic climate that is in accordance with the goals of cooperatives.

Student cooperatives (KOPMA) in Gorontalo University is a forum formed for all students who want to become members as a direct involvement process to learn how to run a cooperative as well as to increase the entrepreneurial spirit for each member of the existing cooperative. Therefore, the authors are interested in conducting research to find out whether student cooperatives play an important role in increasing the entrepreneurial spirit of each member.

18 II. Research Method

7 The research design used in this study is qualitative research with a case study approach. The data collection techniques used in this study were direct observation, interviews and documentation. In checking the validity of the data obtained by the researcher, triangulation of sources and methods used were used. Meanwhile, the data analysis techniques used by researchers are data reduction, data presentation, and data verification.

III. Result and Discussion

The cooperative that is run by students at the University of Gorontalo is a cooperative that is engaged in the business of selling student needs because considering the main consumers of this sales process are all students at the University of Gorontalo. The student cooperative that was formed apart from being a forum in the learning process to run a cooperative, which is no less important is to increase the spirit of entrepreneurship. In depth there are values contained in the cooperative movement that is able to increase the social power in it. As explained by (Faedlulloh, 2015) that these values are the legacy and tradition of the founders of cooperatives who believe in ethical values such as: honesty, openness, and caring for others/social responsibility. It seems that we not only have to remember, but also carry out these values collectively.

3.1 The abilities obtained by members in student cooperatives

Student cooperatives are an inseparable part of the lives of their members. This means that this student cooperative is also like other student organizations. All students have the opportunity to obtain a forum for self-development through existing student organizations. In organizations, students can get various benefits that they do not get from lectures, including self-management, problem solving to the development of other soft skills. (Satria et al., 2021) So in cooperatives, students are not only educated about entrepreneurship but also learn about organization.

The abilities obtained by students as members of cooperatives include:

a. Leadership Ability

The leadership abilities obtained by a student in a student cooperative organization can be obtained by learning to organize existing cooperatives, regardless of whether he is a leader or an ordinary member. A strong business must be based on leadership skills. From this organizational process one will be able to influence others in accordance with a common goal. According to (Sofiah Sinaga et al., 2021) Leadership is also a very urgent aspect in determining the success of an organization, because leadership is related to the behavior of a leader in influencing his employees or employees, so that employees want to work together to realize an organizational goal.

b. Self-Control Ability

The organization is like a small community so there is a high possibility of turmoil or problems between its members. The problems that arise in an organization are the dynamics of development within the organization itself. Therefore every problem that exists will make its members able to control themselves and mature the attitudes and thoughts of each member.

c. Communication Skills (Public Speaking)

Public speaking focuses on the effectiveness of the message conveyed to the audience. Effective communication in public speaking is supported by several factors, including mastery of the material, self-confidence, managing the situation, managing the audience, and the appearance of an attractive speaker. The main factor of success in public speaking is self-confidence (Kusnadi et al., 2021). This communication ability is obtained indirectly by each member. The habit of expressing an opinion in a meeting forum or other activities makes each member more confident in conveying a message to others. So that in a student organization including student cooperatives will be able to familiarize its members in conveying something so that they will indirectly have good communication skills.

3.2 The role of student cooperatives to increase the spirit of entrepreneurship

As previously explained, the existence of student cooperatives is not just a process of running the cooperative, but more importantly, there is a domino effect obtained by students, which is to awaken the spirit of entrepreneurship. Student cooperatives are not only limited to providing the needs of students but also as an entrepreneurship laboratory. This means that the student cooperative is expected to be able to serve as a forum for the process of running a business. The results of observations and interviews from several student cooperative members stated that participation as a cooperative member was a great opportunity to learn the concept of entrepreneurship and of course to increase the enthusiasm for entrepreneurship. In addition, participation in cooperatives is to learn to organize and gain experience.

In order to provide knowledge about entrepreneurship and running cooperatives, the student cooperatives of the University of Gorontalo design and run various programs as a support in forming the spirit and knowledge of entrepreneurship or the procedures for running cooperatives that are good and right in various ways, for example making seminars, workshops or training. about entrepreneurship or cooperatives. So that these activities will be able to provide in-depth understanding to students in running businesses and cooperatives.

Things like this are an indicator that the role of student cooperatives can increase the entrepreneurial spirit among students. If the entrepreneurial spirit of the students has been formed from the start, it is hoped that when they finish their studies in college, they will become successful young entrepreneurs. The birth of these entrepreneurs will later become the hope of the nation as a contributor to the country's economy because they are able to open job vacancies.

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IV. Conclusion

Based on the results of research and data analysis conducted, the following conclusions can be drawn: 1) the abilities obtained by members in student cooperatives include leadership abilities, self-control skills and communication skills (public speaking); 2) the existence of student cooperatives is one indicator that the role of student cooperatives can increase the entrepreneurial spirit among students. As previously explained, the existence of student cooperatives is not just a process of running the cooperative, but more importantly, there is a domino effect obtained by students, which is to awaken the spirit of entrepreneurship. Student cooperatives are not only limited to providing the needs of students but also as an entrepreneurship laboratory. It means that,

In order to provide knowledge about entrepreneurship and running cooperatives, the student cooperatives of the University of Gorontalo design and run various programs as a support in forming the spirit and knowledge of entrepreneurship or the procedures for running cooperatives that are good and right in various ways, for example making seminars, workshops or training. about entrepreneurship or cooperatives. So that these activities will be able to provide in-depth understanding to students in running businesses and cooperatives.

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