



Interest in Entrepreneurship in Vocational School 9 Bandung Students

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ABSTRACTS

Based on data obtained through the Public Relations of SMKN 9 Bandung, culinary arts graduates in the last 3 years have the largest percentage, namely 68.75% employed, the lowest percentage is entrepreneurship at 0% and the highest percentage is unemployed at 37.50%. The aim of this research is to determine the interest factors of SMKN 9 Bandung students. Researchers conducted research on entrepreneurial interest among students at SMKN 9 Bandung using quantitative descriptive and data collection using questionnaires. The approach used in this research is quantitative because the data processed is in the form of numbers. Data analysis in this research refers to a Likert scale, with a population of 101 and the author uses a total sample so that the number of samples is the same as the population. The results of this research can be seen based on internal and external factors with the average being at high levels. This can motivate students to plan entrepreneurship and start entrepreneurship and internal and external factors rely on each other and go hand in hand. With this research, it is hoped that students, schools and educational institutions will be more aggressive in encouraging and motivating students to start a business, either in the form of programs or training.

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1. INTRODUCTION

Indonesia is a republic with a population of 271,349,889 people. Population in Indonesia is divided into several parts. The number of young people in Indonesia is 66 million, for students in Indonesia it is 61.92 million and for young people studying at Vocational High Schools (SMK) it is 18.14 million (Kemendikbud, 2020).

Unemployment is a big problem in Indonesia. The number of unemployed people in Indonesia always increases every year. So unemployment has an impact on other problems such as social inequality and poverty. Based on data obtained from the Central Statistics Agency (BPS), unemployment in Indonesia has increased by 50 thousand people/August 2019, and based on the data obtained, the highest unemployment still comes from Vocational High Schools (SMK) at 10.42%, SMK graduates have the potential to work compared to high school (SMA) graduates. Therefore, vocational schools are expected to be able to prepare themselves so that after graduating from school they can work, continue or become entrepreneurs (BMW).

The independent curriculum is a curriculum launched by the Ministry of Education and Culture to optimize student learning and teaching processes. One of the schools that implements the independent curriculum is SMKN 9 Bandung. The departments at SMKN 9 Bandung that have used the independent curriculum include Travel, Hospitality, Catering, Hair and Skin Beauty, Fashion, and Visual Communication Design.

Based on data obtained through the Public Relations of SMKN 9 Bandung, culinary arts graduates in the last 3 years have the largest percentage, namely 68.75% employed, the lowest percentage is entrepreneurship at 0% and the highest percentage is unemployed at 37.50%. According to Mardani H.Maming as general chairman of the BPP Indonesian Young Entrepreneurs Association (HIPMI), the number of entrepreneurs in Indonesia is still around 3.47% of the total population of Indonesia, which when compared with one of the developed countries, namely America, it is found that the entrepreneurship ratio reaches 12% of the population of 309.24 million and the condition of Indonesia is also still below the ideal entrepreneurship ratio of developed countries, namely around 12-14% of the population. As the ratio of entrepreneurship in Indonesia increases, Vocational Schools are also one of the pioneers in increasing the entrepreneurial spirit. Because there is a curriculum that has been determined and subjects that have been planned. Based on information obtained by the author from one of the teachers in the culinary arts department, the Creative and Entrepreneurship Project (PKK) subject is a Creative and Entrepreneurship subject that supports the school's vision and mission and supports the character of students and girls to become entrepreneurs, and produces graduates of SMKN 9 Bandung which is good and more optimal in terms of entrepreneurship so that the percentage of vocational school graduates who are entrepreneurs becomes more optimal from year to year.

The percentage of SMKN 9 Bandung graduates who are entrepreneurs has a low percentage compared to the percentage who work and continue, whereas based on data the author obtained from [Bandungkita \(2019\)](#), SMKN 9 Bandung is a pilot vocational school in ASEAN, so this makes the author interested in researching the entrepreneurial interests of Vocational High School students. (SMK) at SMKN 9 Bandung majoring in culinary arts.

2. LITERATURE REVIEW

2.1. Interest in Entrepreneurship

Khairani (2014, p. 136) states that interest is a person's awareness of an object, person, problem or situation that is related to him. Interest is a psychological aspect of a person who pays high attention to certain activities and encourages the person concerned to carry out these activities. An interest is an important part of running a business or entrepreneurship, because having an interest can generate more attention and give rise to a desire to do it wholeheartedly and sincerely.

Interest has types, including those stated by Woolfok (2004, pp. 363-364), interest is divided into two parts, namely, personal (Individual), personal interest arises within oneself somebody, without the presence of external factors as an influence; And Situational, situational interest is an interest that arises from within oneself without existing activity social. Interest can also be interpreted as a high-minded tendency towards something, passion and desire (Big Indonesian Dictionary (2008, p. 916). Based on this statement, there are several indicators of interest that can be seen, including interest, attention and pleasure.

An entrepreneur is someone who can utilize resources to make them an alternative. Entrepreneurship is also an activity or activities where someone can read opportunities and can exploit these opportunities into a business or enterprise. This is in line with the opinion of Suryana (2014, p. 13) who states that an entrepreneur is an individual who has the ability to manage resources, both in their use and combining them with other aspects such as workers, raw materials, information, capital and expertise. An entrepreneur will take advantage of an opportunity and dare to take a risky decision. Based on theory and expert opinion, it is found that interest in entrepreneurship is a desire, interest and availability to start a business without feeling afraid or failing at the risks that will occur, so that an entrepreneur can run a business well by taking advantage of opportunities so that he can produce good products. good goods and services in accordance with the creativity and innovation that has been planned.

2.2. Factors that Influence Interest in Entrepreneurship

Interest in entrepreneurship is one of the influences on someone to become an entrepreneur. Basrowi (2014, pp. 64-66) stated that the factors that influence interest in entrepreneurship are internal and external factors.

- 1) Internal factors are factor Which influence thoughts, personal and emotional and originate from within a person;
- 2) External factors are factors that come from outside the individual which can influence interest in entrepreneurship.

2.3. Internal Factors of Interest in Entrepreneurship

According to Basrowi (2014, pp.64-66) Internal factors are factor Which influence thoughts, personal and emotions and originate from within a person. Meanwhile, indicators of internal factors of interest in entrepreneurship include:

- 1) Motivation is one of the determining factors in achieving a goal. Motivation is also the basis of fundamental psychological processes and is also one of the parts that can explain a person's attitudes and behavior. An impulse or force that resides within an individual is closely related to motivation. Motivation can also be within a person which is not visible, but motivation moves people to display behavior towards a certain achievement and goal.

- 2) Ability Factor, Ability factor is an internal factor, ability can be defined as a person's skills in a particular field. An ability factor can be obtained from learning outcomes or education formal and informal that an individual has gone through. With the ability to entrepreneurship, it will generate interest in entrepreneurship from within the individual. The abilities you have are an opportunity to open a business by relying on your own abilities.
- 3) Feelings of joy, a feeling that is closely related to each individual's personality, the feelings experienced and faced by a person are not the same between one individual and another. Feelings of happiness or pleasure greatly influence interest in entrepreneurship, because feelings of joy in the field of entrepreneurship will give rise to interest in entrepreneurship. A person who has a feeling of enjoyment or liking for an activity or ability that he has, then that person will continue to learn and find out what he likes and enjoys without any coercion from within or from outside that person.

2.4. External Factors of Interest in Entrepreneurship

According to Basrowi (2014, pp. 64-66) external factors are factors that come from outside the individual who can influence interest in entrepreneurship.

- 1) Family Factors, the family is an external factor that has an important role in achieving a good future for the family, oneself and society. Encouragement from family and friends greatly influences an individual's interest in entrepreneurship. Apart from encouragement from family, family background is also a factor in growing interest in entrepreneurship.
- 2) Community Environmental Factors, is one of the external factors that influence interest in entrepreneurship, such as the community environment and the values that grow in society, including relationships, peers, newspapers, television.
- 3) School Environmental Factors, is one of the external factors that influences interest in entrepreneurship. School is an excellent environment for encouraging students to develop individual interests.

3. METHODOLOGY

The population in this study were students at SMKN 9 Bandung majoring in college who had taken Creative Projects and Entrepreneurship subjects as one of the courses that supports students to become entrepreneurs, totaling 101 students.

In this research, the author used an instrument in the form of a questionnaire, using Google Form. The measurement scale used refers to the Likert scale, with answer options strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS).

The steps in the research that the author carried out are as follows:

- 1) Determine the topic of the problem that will be studied in the research, as a basis for preparing the thesis.
- 2) Prepare a research outline, by describing the background of the problem to be researched, the research objectives, and the formulation of the problem that will be used as research, namely "Entrepreneurial Interest in Students at SMKN 9 Bandung".
- 3) Formulate the research objectives and benefits of the research "Entrepreneurship Interest in Vocational School 9 Bandung Students".

- 4) Compile a literature review and research methods that will be used in the research.
- 5) Preparation of research grids, to make it easier for authors to compile research instruments.
- 6) Preparation of research instruments that will be distributed widely to respondents.
- 7) Validating instruments, carried out through guidance and design seminars.
- 8) Dissemination of research instruments via Google Form.
- 9) Collect the research instruments that have been filled in by respondents.
- 10) Data verification, this step is carried out to re-check the questionnaire that has been filled out by the respondent and ensure whether the questions given by the researcher have been answered completely by the respondent, as well as re-checking the questionnaire.
- 11) Tabulating data, in this step the aim is to get an idea of the frequency with which respondents have answered on the questionnaire sheet.
- 12) Make interpretations, discuss research results, then draw conclusions based on research results.
- 13) Make research recommendations to parties who are interested and related to this research.

Management in this research uses descriptive analysis. Descriptive analysis is one of the entire question items, a way to find out the state of the data based on each variable. The descriptive calculations in research include knowing the tendencies of respondents' answers. Entrepreneurial Interest Indicators:

$$\begin{aligned}
 \text{Maximum score} &= 1 \times 4 \times 101 = 404 \\
 \text{Minimum score} &= 1 \times 1 \times 101 = 101 \\
 \text{Range} &= \frac{404 - 101}{5} = 60,6
 \end{aligned}$$

The criteria for interest in entrepreneurship among students at SMKN 9 Bandung can be interpreted as follows:

$$\begin{aligned}
 \text{Very low} &= 101 - 161,6 \\
 \text{Low} &= 161,7 - 222,2 \\
 \text{Currently} &= 222,3 - 282,8 \\
 \text{Tall} &= 282,9 - 343,4 \\
 \text{Very High} &= 343,5 - 404
 \end{aligned}$$

5. RESEARCH RESULT

Interest in entrepreneurship among students at SMKN 9 Bandung, based on internal and external factors, was obtained by looking for the average interest in entrepreneurship based on the aspects studied. After obtaining the average percentage results based on external and internal indicators. Then we will know the entrepreneurial interests of SMKN 9 Bandung students. Internal and external factors of entrepreneurial interest are presented in Table 1.

Table 1. Interest in Entrepreneurship Based on Internal Factors and External Factors

No	Statement:	Actual Score	Ideal Score	Citriteria
1	I want to be an entrepreneur	341	404	Tall
2	I plan to open a business in the culinary sector	332	404	Tall
3	I want to be an entrepreneur like my idol	293	404	Tall
4	I want to join a community that will motivate me to become an entrepreneur	300	404	Tall
5	I will plan strategies in entrepreneurship	337	404	Tall
6	I want to implement the entrepreneurial skills that I have acquired	337	404	Tall
7	I plan to take training that will make me have a business plan	308	404	Tall
8	I am able to innovate products well	299	404	Tall
9	I plan to have a business vision and mission	306	404	Tall
10	I am able to solve problems	309	404	Tall
11	I can take the positive side of an incident that I experienced	332	404	Tall
12	I can motivate myself	321	404	Tall
13	I can organize work well	312	404	Tall
14	I enjoy running business activities	334	404	Tall
15	I am grateful for the experience and knowledge I have gained	352	404	Very high
16	I am proud because I am a working class person	330	404	Tall
17	I'm happy if my plan goes well	375	404	Very high
18	I hope to have a good business plan	352	404	Very high
19	When I become an entrepreneur I will become a better person	338	404	Tall
20	I really love entrepreneurial activities	322	404	Tall
21	I want to be an entrepreneur like my family	286	404	Tall
22	My family supports me in planning my business	340	404	Tall
23	My family provides opportunities for me to plan my business	325	404	Tall
24	I try to be a good person	340	404	Tall
25	The consumer pattern of society gives me the opportunity to plan a business	312	404	Tall
26	<i>TrendsOnline</i> business makes me want to plan a business	322	404	Tall
27	I plan to take business training that can help me have a business plan	289	404	Tall
28	The curriculum provided by the school made me want to plan a business	320	404	Tall
29	The teacher encouraged me to plan my business	330	404	Tall
30	The Creative Entrepreneurship Project (PKK) subject made me want to plan a business	323	404	Tall
	Average	323.9		Tall

This research aims to determine the entrepreneurial interest of SMKN 9 Bandung students. Discussion of research results is structured based on research objectives, literature review, and data processing results. The emergence of an interest is due to an urge to undertake entrepreneurship. The existence of an interest can be viewed based on internal factors originating from oneself, including motivation factors, ability factors, and feelings of happiness. Meanwhile, the factors that encourage someone to become an entrepreneur do not only come from themselves (internal factors) but there are also factors that come from outside a person or are called external factors. External factors can be an influential factor in influencing a person's entrepreneurial interest. Factors included in external factors include the family environment, community environment and school environment.

Based on the research results, it can be concluded that internal factors are factors that already exist within oneself and arise because of oneself to carry out a business. This is supported by a statement according to [Khairani \(2014, p. 136\)](#) stating that "Interest is a person's awareness of an object, person, problem or situation that is related to him. Interest is a psychological aspect of a person who pays high attention to certain activities and encourages the person concerned to carry out these activities."

The family environment is an environment that can influence students' entrepreneurial interests. A family environment that actively supports students to become entrepreneurs can make students motivated and have a desire to become entrepreneurs. Based on research that has been carried out, it was found that family factors are included in high criteria. Meanwhile, other external factors are community environmental factors, meaning a community environment that supports the creation of a business can make students motivated to carry out business activities.

A person becoming an entrepreneur can also be created through external factors, whether in terms of attitudes, norms or knowledge. This agrees with [Goode \(1955\)](#) who stated that success or achievement achieved by students in the education they are undertaking cannot only pay attention to the quality of the educational institution, but rather the attention and preparation that has been carried out by the family is also one of the determining factors for a student's success. It is in the family that the child's personality is first formed and the child also learns the norms and morals of the child's outlook on life, which will be carried forward into the future. The moral values presented are provisions for being an entrepreneur when your child grows up.

The results of research conducted by the author show that the results of interest in entrepreneurship among students at SMKN 9 Bandung are at a high level based on both internal and external factors, which also shows that these two factors are closely related to each other in fostering interest in entrepreneurship, and these factors also cannot separated from each other because they are closely related because these factors mutually support each other.

4. CONCLUSION

Interest in entrepreneurship can be seen from internal and external factors that are at a high level. This shows that there is already an interest in student entrepreneurship based on

internal and external factors. Internal factors include motivation, ability factors, and feelings of happiness. External factors include the family environment, community environment and school environment. Based on data analysis, it was found that, these factors have high levels of motivation, students at SMKN 9 Bandung already have entrepreneurial motivation. Based on the research results, it can be concluded that students' interest in entrepreneurship at SMKN 9 Bandung is at a high level, where these factors mutually support each other in students' interest in entrepreneurship. Based on the results of research regarding the interest in entrepreneurship of students at SMKN 9 Bandung that the author has carried out, the author tries to provide implications and recommendations that can be used as input to increase interest in entrepreneurship among students at SMKN 9 Bandung: The Creative Entrepreneurship Project (PKK) course is a subject that supports students to become entrepreneurs. With additional training, as well as additional information regarding skills training both organized by schools and government institutions, delivery to students can be further intensified, so that students can be even more skilled and have a greater interest in entrepreneurship so that students will be more active and active. in planning and even starting a business. Based on the results of the research data, future researchers should be able to develop scientific work regarding interest in entrepreneurship among students at SMKN 9 Bandung in discussing the implementation of entrepreneurial students. As well as a wider discussion and population, because this research population is limited to students at SMKN 9 Bandung majoring in Culinary and who have taken the Creative Entrepreneurship Project (PKK) subject.

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