

TECHNOPRENEUR BASED ENTREPRENEURSHIP DEVELOPMENT PROGRAM AS AN EFFORT TO REALIZE THE NATIONALITY OF NATIONS IN POLITEKNIK NEGERI BATAM

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Abstract

The Entrepreneurship Development Program (PPK) program is a place for students and alumnus in entrepreneurship. The Entrepreneurship Program implemented comes from the DRPM Ristek Dikti. The Entrepreneurship Development Program is a realization of the commitment of the Batam State Polytechnic in developing entrepreneurship. The Entrepreneurship Development Program at Batam State Polytechnic is an entrepreneurial program with the aim of producing new entrepreneurs who are independent based on science and technology. There is a series of activities in the process of recruiting tenants until the selection of candidates who have criteria has the right to participate in the program of entrepreneurship development. The method of implementing entrepreneurship development program activities through the Capacity Building with an approach in the context of empowering potential tenants using the PALS method (Participatory Action Learning System). The PALS method emphasizes the existing activities to be attempted to be brought to the condition of students through entrepreneurial awareness phase, capacity building and mentoring phase. The PALS method in the form of skills and management training is carried out with the aim of providing knowledge and understanding of entrepreneurship, encourage innovative ideas motivation, as well as to increase understanding in the management of business organization, the production of the operation, business financial, as well as making business and marketing business plan. The incubation activity in the Entrepreneurship Development Program received 41 candidates who were selected according to the criteria and then produced 25 tenants. At the end of the program the development of entrepreneurship has succeeded in producing new independent entrepreneurs who are ready to go to the community.

Research paper

Keywords: Science and technology, Entrepreneurship, Tenants, Capacity building, Business management, Skills

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Introduction

Batam State Polytechnic from 2003 to 2005 has been developing entrepreneurship including incubation in the field of technology, namely the manufacture of spare part components and printing service businesses, both of which are independent. In 2004-2006 the Batam State Polytechnic had cooperated with Bank Indonesia to foster SME scale business traders around Batam City. The average business is the culinary business of food stalls, snack snacks. In the beginning of 2010, the commitment to build independence in the border areas was further enhanced by incubating SMEs in tools, electricity, network informatics to support the industry in Batam (Bambang, 2006).

The incubation is more on assisting product quality for the interests of manufacturing industries and shipyards in Batam. In line with the project requirements from supporting the SME industry to large industries in Batam, the demand for orderly books and business management is a necessity and necessity for SMEs (Brown et al., 2001; Sooreh et al., 2011; Salamzadeh and Kirby, 2017). In that year the Polibatam Business Incubator directed the policy to work together between study programs. That building and fostering entrepreneurship must be integrated and synergized. The impact of improving the performance of SMEs is not only the quality of the product but there must be an impact on improving economic performance and HR skills. In that year the pattern of the development of synergy and integrated policies resulted in assistance of UKM 5 utilities, 7 Electronics,

networks and multimedia as many as 4 while the culinary processing of food and restaurants was 7 SMEs.

Along with the status of the Batam State Polytechnic Becoming a State College the mission and strategy in developing self-sufficiency continued continued the results of effective cooperation in 2010 had a positive impact, one of which was increasing the number of prospective SMEs wanted to be fostered by the Batam Polytechnic. Looking at gait and travel in building entrepreneurship in Batam by utilizing existing facilities, entrepreneurship development in technopreneur-based Batam State Polytechnic.

Entrepreneurial student products at Batam State Polytechnic are very diverse, in addition to a variety of student products are also creative. The business sectors run by students vary in the services, trade and manufacturing businesses (Kienan, 2001). Student business products in the culinary field are quite a lot, because in fact food business opportunities in Batam are quite promising. There are several culinary results in the form of processed foods sold to Singapore and Malaysia, but the sales are still in bulk form. There are student-processed businesses that are already in the center of souvenirs in Batam and are in demand by tourists. The next coolie product is in the form of stalls or cafes that have enough positioning among young people in Batam. These culinary products have several times participated in local and regional competitions. Culinary entrepreneurs of this student often attend bazaars in Batam and Sumatra region. There needs to be a guidance and assistance to become an independent entrepreneur.

To carry out coaching and mentoring Batam State Polytechnic has an Entrepreneurship Development Program. This program comes from the DRPM Dikti Research and Technology, an integrated and integrated program to encourage students' independence in entrepreneurship. The Entrepreneurship Development Program is a system that can provide roles more than just a place where management training is held for tenants, but is able to produce, foster and develop entrepreneurship sustainably so that it becomes a strong entrepreneur (Kasali, 2010) and innovative (Kienan, 2006).

The Entrepreneurship Development Program at Batam State Polytechnic is an organizational unit that provides facilities and infrastructure as well as integrated services in developing new entrepreneurs to develop into independent entrepreneurs who are ready to face challenges and business competition. It is expected that the Entrepreneurship Development Program at Batam State Polytechnic contributes to encouraging regional and national economic progress to achieve community welfare.

The operating method in the Entrepreneurship Development Program in Batam State Polytechnic follows the principle of "learning by doing" (Hackathorn, 2011) which invites business tenants to pay attention, study, try to design and carry out production, participate in marketing, and evaluate for all activities that have been carried out. The expectation of using this method is so that the participants or tenants can change their mindset patterns to absorb the design process and business model, design products and services, produce, marketing, so that in the end it will be easy to adopt the things that have been experienced.

Batam State Polytechnic has a vision, mission in independence through the development of entrepreneurship. Related to this, a real program is needed in developing science and technology-based entrepreneurship through the Entrepreneurship Development Program. The role of the Entrepreneurship Development Program at Batam State Polytechnic is a place of guidance and awareness of students and alumni of entrepreneurial students who have an independent entrepreneurial attitude. Activity Objectives Entrepreneurship development programs foster tenants in pioneering and developing businesses

Methods

The selection process for prospective entrepreneurship development program participants at Batam State Polytechnic was carried out in stages namely as follows: 1) Socialization to management and heads of departments. The socialization was also held for students and alumni forums who were interested in developing a business. Recruitment socialization is carried out through electronic media, namely www.polibatam.ac.id sia@polibatam.ac.id learning@polibatam.ac.id 2) The next stage is to conduct selection on applicants for entrepreneurship development programs. Obtained 41 candidates who participated in the selection (3) of 25 consisting of students and alumni according to the criteria with good ranking scores who managed to qualify and were selected to continue participating in entrepreneurship development programs using the method of capacity building methods with the PALS approach. Of the 25 tenants businesses it is certain

that there will be 5-6 tenants who are ready to be self-sufficient in entrepreneurship.

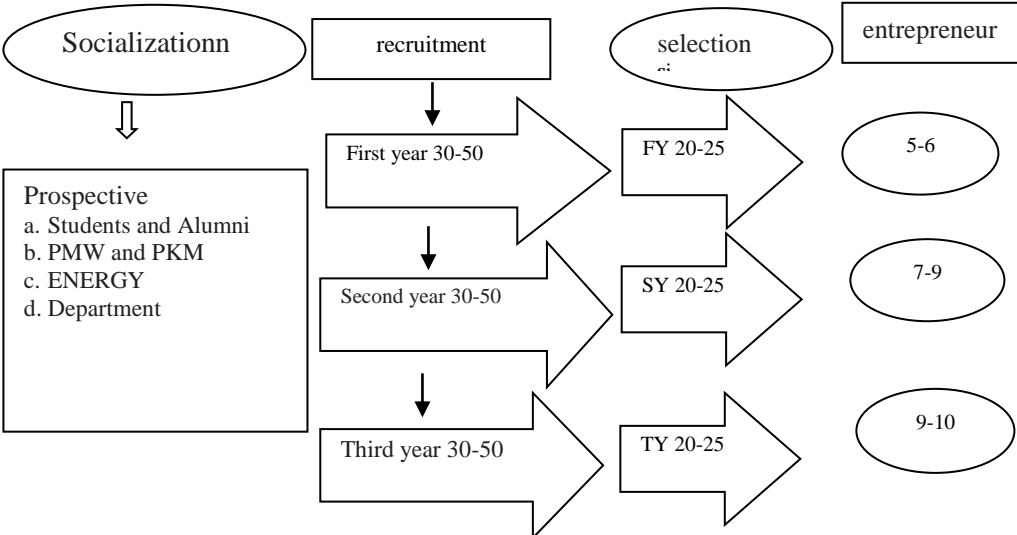


Figure 1. Pattern of PPK Polibatam

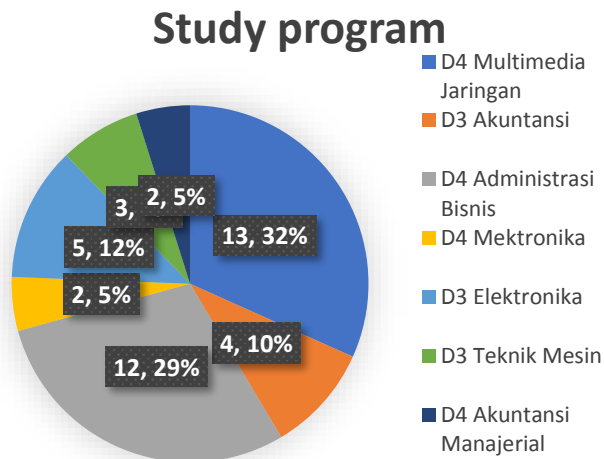
The implementation of the Entrepreneurship Development Program approach in the context of empowering the entrepreneurial potential of students and alumni by using the PALS (Participatory Action Learning System) method. The principle of the PALS Method is the involvement of students in the active learning process in entrepreneurship programs with all approaches so as to form a participatory learning interaction system, the PALS Method focuses on the transformation of existing activities to try to change the improvement of entrepreneurial conditions through awareness raising, capaciting and mentoring (scaffolding) phase of entrepreneurship and institutionalization phase.

Results and discussion

a. Description of Tenant Entrepreneurship Development Program

A total of 25 tenant people consisting of students and alumni who were selected as participants in the Entrepreneurship Development Program. Participants came from various study programs in Batam State Politics, here is the distribution of selected students who participated in the Entrepreneurship Development Program activities

Figure 2. Study program

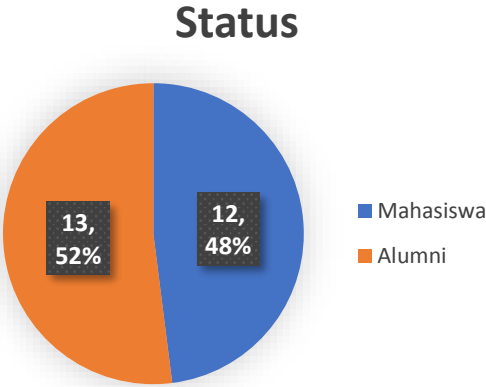


Legend: respectively, D4-Multimedia and network; D3-Accounting; D4-Business Administration; D4-Mechatronics; D3-Electronics; D4-Manajerial Accounting; D4-Mechanical Engineering

Tenants who were selected to take part in the Entrepreneurship Development Program activities were students and alumni, while the distribution was 48% of the students came from students and 52% were from alumni of the Batam State Polytechnic. The following is the identification of se-

lected tenants who participated in the Entrepreneurship Development Program.

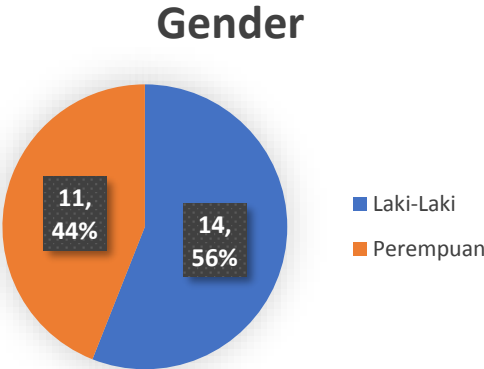
Figure 3. Students and Alumni



Legend: respectively, Student, Alumni

The results of the identification of selected tenants showed that of the 25 tenants selected male sex was 56% and female 44%.

Figure 3. Gender Tenan



Legend: respectively, Male, Female

b. Implementation of Coaching

Awareness Phase

Mindset and develop entrepreneurial attitudes and behaviors that are capable of creativity, innovation, and always ready to adjust business conditions and are ready to face the development of science and technology and business competition. In this phase of the activity guidance was carried out with practice methods, simulations and discussions. In this phase, knowledge transfer is business motivation, business management such as business finance and marketing. The tenants were given technical guidance on entrepreneurial quality quality standards. The tenants are also guided in developing product creativity and innovation. In this technical guidance activity, tenants are given technical guidance in implementing internet marketing.



Figure 4. Awareness Phase Activity

Facilitation and Mentoring Phase

This phase is more directed at strengthening the business capacity of tenants. To maintain the sustainability of their business, this is the phase of

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the insight and motivation given. In this phase, business consultations are carried out to continue the spirit of entrepreneurial dynamics. This business consultation program is carried out by the Entrepreneurship Development Program and is also supported by experts for the development of their business. This phase is also given insights from small entrepreneurs who have succeeded. In this activity, there are shared experiences of entrepreneurs from SME entrepreneurs who have succeeded in entrepreneurship until now.



Figure 5. Facilitation and Mentoring Phase

Institutional Phase

In this phase the Entrepreneurship Development Program tenants were given insight into the importance of networks or partners in entrepreneurship. Tenants have begun to be active in the business community. The business community that has been involved is from Batam Pos Entrepreneur, TDA, Aspabri, Marketing Association and Photography community.

The business community is a place to meet and gather young entrepreneurs who have the same passion in entrepreneurship.



Figure 6. Institutional Phase activities

c. Business Marketing

In an effort to improve the performance of tenants, marketing the Entrepreneurship Development Program Team has coordinated and communicated with events in Batam, namely national events such as SPI, Batam Car Free Night, entrepreneurial bazaar within the Batam State Polytechnic.

d. Output

The output reached to date is:

1) Independent tenant services or products that have the advantage of science and technology, including:

- Fashion and make up artist products: WHOM (Widi Utami)

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- Cosmetic skin care products: Srikandi facial masks and scrubs (Citra Wulandari)
- Processed food products: whipped pudding (Aulia Purnama Sari)
- Products of videography, photography, graphic design and aerial photo drones (Miftahul Huda, Dani Restu Maulana, Alfi Syahrin)
- Tourism Services: Hanan Tour and Travel (Salena), Leman Backpack (Prima Sue)

Some participants in the Entrepreneurship Development Program still have not decided on the type of business that will be undertaken, even though the business pilot has been carried out. For this reason, stabilization in the form of business consultations involves established business actors. Building strategic alliances in the efforts to develop tenants' businesses in the Entrepreneurship Development Program with the business community so that there are sustainable partnerships in coaching.

Conclusion

The Entrepreneurship Development Program is the right program to grow entrepreneurial spirit and motivation in entrepreneurship among students and alumni at Batam State Polytechnic. This is also the case in similar research (e.g. see, Guerrero et al., 2014). Participants in the Entrepreneurship Development Program have gone through a guiding process covering 3 phases, namely the awareness, capacity building, mentoring and institutionalization phases. Participants in the Entrepreneurship Development Program get knowledge and technology and practical experience from experts and

small entrepreneurs who are independent in entrepreneurship. There are 6 Tenans consisting of students and independent alumni. This program is needed to support and be sustainable as part of developing entrepreneurial activities at Batam State Polytechnic.

Suggestion

This program is an integrated and integrated entrepreneurship development program for students and alumni at Batam State Polytechnic so that mutual understanding is needed between implementing Entrepreneurship Development programs with the Batam State Polytechnic community, especially student and alumni fields, departments, and study programs in realizing independence where independence is a form of commitment universities in producing educated graduates who are capable of entrepreneurship with the basis of science and technology.

Cooperation and strategic alliances need to be carried out between universities in Batam in particular and the Riau Islands in general in the form of joint activities such as entrepreneurial competition, joint expo, product development and joint marketing, and others. Need to establish broader and more intensive cooperation with other parties that are concerned with developing entrepreneurship.

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Development Program activities can be carried out. Thank you to the Batam State Polytechnic for providing support in the form of facilities and advice and infrastructure so that the Entrepreneurship Development Program can run smoothly.

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