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MENTAL BUILDING IN ENTREPRENEURSHIP ON STUDENTS IN FACING THE INDUSTRIAL REVOLUTION ERA 4.0

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Abstract

Entrepreneurial mentality is needed in facing the era of Industrial Revolution 4.0. Through a qualified entrepreneur mentality will encourage students to create job opportunities. This article will describe tips for building mental entrepreneurs in students to have readiness in facing the era of Industrial Revolution 4.0. Students have a strategic role as the next generation in building the nation so that being able to play an actor is not limited to being a connoisseur. Then a good entrepreneur mentality is needed by having a mindset, knowledge, skill and attitude in facing the era of Industrial Revolution 4.0. In addition, the courage to choose unusual business activities is one form of creative and innovative mentality that is needed to become a successful entrepreneur.

Keyword: *Mental Entrepreneurship, Students dan Industrial Revolution Era 4.0*



A. Introduction

Along with the times that increasingly demand skills in dealing with it, each individual must have careful preparation to be able to compete in the midst of an era of technological sophistication. As with the existence of the industrial revolution era 4.0 which is a "real change" of changes that exist. The era of industrial revolution is also an integration of the use of internet technology with production lines in the world of production. The industrial revolution era 4.0 will certainly bring an impact that is not simple. Its existence will have an impact on all aspects of human life. Including in terms of entrepreneurship. Entrepreneurship is open to anyone. It's just that not many have been able to capture these opportunities, especially students.

Entrepreneurship or entrepreneurship is initially a concept developed in the tradition of sociology and psychology. Then it is hoped that entrepreneurship can answer the challenges that exist in the industrial revolution era 4.0. According to observers, entrepreneurial activity (Entrepreneurial activity) is still relatively low. This entrepreneurial activity can be translated with individuals who are active in starting new businesses and expressed in percent of the total active population working. With the lower the entrepreneurial activity index, the lower the level of entrepreneurship of a country, and the impact on high unemployment. This is certainly in line with the data from the Kemnaker (as of September 2018) stating that the number of Indonesians affected by layoffs is 3,362 people. Indeed, the numbers experienced a decline compared to the previous year but of course the decline did not necessarily solve the problem of workers who were looking for work. This number should not be added to the number of students who complete the study. So as not to create educated unemployment. So to be able to overcome this is to instill a mental entrepreneur for students. So it is very possible for students to have income when they are still students, and can even create jobs. So that it can reduce the number of unemployed.

So building a mental entrepreneur for students is needed so that students have the ability to face the industrial revolution era 4.0, both when they are students or when they are alumni. Having earned income



while being a student is certainly a matter of pride, so that when becoming an alumni you are no longer trapped as a job seeker because you already have a job and earn income and can even help your family and other colleagues. So you can imagine if you are not built from your mentality, your entrepreneur will have a tremendous impact, that is educated unemployed who are growing in number. Therefore, this is certainly not desirable to happen.

Entrepreneurial observers reveal that students as a product of college graduates are more job seekers than job creators. This can happen because the mentality of students is not yet established, they still think college is good and get the highest score in being able to occupy a position. Or maybe students still feel comfortable because they are in a comfort zone for example monthly needs are met, all wishes can still be fulfilled by parents. This of course can affect the mindset of the student. So that it feels very hard to get out of the comfort zone immediately to cause a very fear in the student.

Then how should students behave on this matter? Do you need repairs or mental nutrition? How do you nourish or build a mental entrepreneur for students so they can face challenges in the industrial revolution era 4.0? And how can students capture opportunities created by the industrial revolution era 4.0? This paper seeks to answer about how students should behave so that they can have a mental entrepreneur so they are able to face challenges and seize opportunities that exist in the industrial revolution era 4.0.

1. The Importance of Mental Entrepreneurship in Students

Entrepreneurship is a process of creativity and innovation that has a high risk of producing added value for products that benefit society and bring prosperity to entrepreneurs. Entrepreneurship is the ability to see and assess business opportunities and optimize my resources that we have to capture business opportunities and minimize all risks to be able to feel business success. Based on this definition, entrepreneurship can be learned by every individual who has desires (dreams), and not only dominated by talented individuals. This means that talent is not a



guarantee to be successful in business. But with the existence of ideals (dreams), that is what can encourage someone to do business. So entrepreneurship is the right choice for someone who is challenged and wants to create jobs instead of looking for work.

According to William Danko: "An entrepreneur (entrepreneur) has 4 times greater opportunity to become a millionaire". According to FORBES magazine: "75% of the 400 richest people in America work as entrepreneurs." Facts prove that many successful entrepreneurs start small businesses. Entrepreneurs are those who dare to realize ideas come true (Siswoyo, 2006).

According to Joseph Schumpeter, Entrepreneurs who perceive the opportunity and create an organization to pursue it (Bygrave, 1994: 2). Entrepreneurship is a person who sees opportunities, then creates an organization to take advantage of these opportunities. So the awareness of seeing future business opportunities can help someone to start a business.

In essence, to be able to start a new business, there are things that must be renewed from old habits that have been done by most people. The pattern or mindset especially mentally for this student must be changed. If the existing habits if you want to be rich must work first and then succeed, and after success can enjoy happiness. This pattern must be changed. Before working or starting a new business the most important thing to do is pray. It means involving Allah SWT in all activities that we will do. After that we do business or work, then we will get happy. With the change in pattern, it will have an impact on the activities that we do. This is in line with the word of Allah SWT in QS. Ar-Ra'du: 11, which means "Surely Allah will not change the state of a people before they change their own circumstances". When we want to get success, we must try or work. And so that what we do is not in vain but is worth worshipping, we must also involve Allah SWT in every activity that we do.

2. Student Views About Entrepreneurship

Entrepreneurship is a very important issue for a nation. Because through entrepreneurs or entrepreneurs can help the economy both for families and for the country. Because the progress or decline of a nation is



also influenced by this group of entrepreneurs. So entrepreneur has a very significant role for the growth of a country.

Through entrepreneurship, there will be many benefits for the community. According to Alma (2008) the benefits include the following.

- a. Increase the capacity of labor, so that it can reduce unemployment
- b. As a generator of environmental development, fields of production, distribution, environmental maintenance, welfare, and so on.
- c. Become a superior person who deserves to be emulated, because as an entrepreneur who is commendable, honest, brave, life does not harm others.
- d. Give examples of how to work hard, but not forget the religious orders, be close to God.
- e. Always respect the applicable laws and regulations, try to always maintain and develop the environment.
- f. Trying to provide assistance to others in the field of social development, according to their abilities.
- g. Trying to educate employees to be independent, disciplined, honest and diligent in facing work.
- h. Life does not waste and is not wasteful.
- i. Maintaining environmental harmony, both in association and environmental cleanliness.

From the benefits above, there are at least two (two) entrepreneurial contributions to the surrounding environment and nation-building, including the following.

1. As an entrepreneur: creating jobs, contributing to the process of production, distribution and consumption. Overcoming the difficulties of employment, increasing the income of the surrounding community which has an impact on state income.
2. As a nation fighter in the economic field, increasing national security, reducing dependence on foreign nations. Because the progress and decline of the economy of a nation is also determined by this group of entrepreneurs.

There are many psychological factors that influence the formation of negative attitudes for students so that they are not interested in the



entrepreneurial profession such as attitudes: requiring large, aggressive, expansive capital, unfair competition, dropping each other to be able to achieve success, selfish, dishonest, miserly, source of income that is not permanent, less honorable, lowly jobs, must recruit other people, always benefit the upline and so on. Such views are shared by some students, so they are not interested in becoming entrepreneurs. They do not want to pursue entrepreneurship because they are said to be in the comfort zone. Everything they want can be easily fulfilled by their parents. Or even they have been indoctrinated that their parents have unconsciously done. Their parents said, "Good lectures to get good grades, finish on time and get a good job". So without them realizing they have been doctined that their high level of education up to the degree to get a job. This kind of philosophical foundation causes students not to be interested in entering the business world.

Some students see that the business world is a very promising world in the future. This is driven by conditions of increasingly fierce job seeker competition, even the leading job vacancies also tend to be more limited. This group views entrepreneurship as an innovator, as individuals who have the instinct to see opportunities, have enthusiasm, ability and ability to conquer slow and lazy ways that can make them tend to be safe in the comfort zone. Many of them see the entrepreneurial profession as individuals who have unlimited income opportunities and of course in this case it will benefit many people.

This delay in addressing the importance of entrepreneurship causes us to be left behind from neighboring countries, which seem to have specialized in business professions. They can develop large-scale businesses ranging from upstream industries to downstream industries, including service businesses, banking, large trade (wholesale), large retail trade (department stores, supermarkets), small retail (retail), exporters-importers, and various other forms of business in various types of commodities.

It has been realized by all parties that it is very important the role of entrepreneurship in overcoming the problem of unemployment. To develop mental entrepreneurship in students so that graduates of Higher



Education become more job creators than job seekers. Then a real effort is needed to realize this.

3. Growing Mental Entrepreneurship on Students

Entrepreneurship requires an emphasis on skills and mental attitudes that are more than the realm of knowledge. To make it happen, it is usually constrained by the courage to make a decision to start a new business and fear of failure. The development of a student's entrepreneurial mentality is essentially natural. In everyday life, each individual will act rationally. This rational action is manifested in the form of alternative choices which lead to the calculation of profit and loss. Calculation of profit and loss is an economic action oriented to the application of economic principles. So, each individual basically has developed an entrepreneurial spirit. However, if you want to portray himself as a steel-minded entrepreneur, it is not enough to rely on that natural behavior. But a student must equip himself with a variety of knowledge and bi skills in the field of entrepreneurship. In addition, the presence of a mentor is also very helpful for entrepreneurs in behaving and starting action for business. Appropriate assistance will greatly help students who have entrepreneurial spirit.

The mental development of student entrepreneurs can be done through the following things.

- a. Student mentality can be obtained from entrepreneurship courses. For example students are taught to see business opportunities that can be done by students with hard work, smart work so they can reach the stage of success.
- b. Students need reinforcement in the form of education, training, and apprenticeship which equips them to better understand their thinking skills and act economically, principally and behave economically. This kind of reinforcement, currently carried out by the University of North Sumatra Muhammadiyah (UMSU) in this case is carried out by the CDAC (Career Development & Alumni Center), which is one of the agenda of its activities is soft skill development training for students and alumni.



- c. Environmental elements such as Business centers have a great influence on the mental maturity of student entrepreneurship. There is a lot of entrepreneurship learning that can be done through the utilization of business actors in the environment, from the closest to the furthest even those who do networking systems.

4. Relationship Between Students and the Industrial Revolution Era 4.0

According to Kamus Besar Bahasa Indonesia, Students are college students and in the structure of education in Indonesia occupies the highest level of education among others. The age limit for students is 18-30 years. Students certainly cannot be separated from what is called technology and the internet. But in this case students must be smart in facing sophistication in this era.

The term "Industrial Revolution" was introduced by Friedrich Engels and Louis-Auguste Blanqui in the mid-19th century. This industrial revolution is also running from time to time. The last decade has been called entering the fourth phase 4.0. Changes in phase to phase give articulatory differences in terms of their use. The first phase (1.0) is concerned with the discovery of machines that emphasize (stressing) the mechanization of production. The second phase (2.0) has moved on to the stage of mass production which is integrated with quality control and standardization. The third phase (3.0) enters the stage of mass uniformity which relies on computerized integration. The fourth phase (4.0) has presented digitalization and automation of the integration of the internet with manufacturing (Hendra Suwardana, 2017).

The impact of the industrial revolution era 4.0 is the emergence of the disruptive innovation phenomenon. The impact of this phenomenon has spread in all areas of life. Starting from industry, economy, education, politics, and so on. This phenomenon has also succeeded in shifting the lifestyle (life style) and pattern (mindset) of the world community. Simple disruptive innovation can be interpreted as a phenomenon of disruption of incumbent actors by new industry players due to the ease of information technology.



B. Method

In writing this article, the author uses the library research method, which is a series of activities relating to library data collection methods. According to Abdul Rahman Sholeh, library research is research that uses methods to obtain information data by placing facilities in the library, such as books, magazines, documents, historical records. Or pure library research related to the object of research.

In writing this article, the author uses a content analysis model, this research is an in-depth discussion of the content of written information or printed in mass media. This analysis is usually used in qualitative research. Content analysis is generally interpreted as a method that includes all analyzes of the content of the text, but on the other hand content analysis is also used to describe a specific analytical approach. Content analysis can also be used to analyze all forms of communication, both newspapers, radio news, television advertisements and all other documentation materials.

C. Research Finding

Based on the results of the literature study, it was found that the entrepreneurial mentality of students had not grown more due to philosophical foundations which indirectly indoctrinated students' thinking into their subconscious so that they were shackled with wrong thoughts and supported by their existence in the comfort zone.

To be able to penetrate the shackles of thinking that have tended to be negative is not easy. Especially the ones that are ingrained in students. This is the work for universities to grow entrepreneurial mentality for their students so that their insights and thoughts are opened by seeing increasingly fierce competition for work and the number of available job vacancies tends to be limited.

Then the important thing is to make students aware of their position to be prepared to face the industrial revolution era 4.0 which in fact cannot be separated from the sophistication of technology and the existence of the internet. In this context, students are expected not only as connoisseurs, but are able to become pioneers even business people in the digital era by utilizing technological sophistication. The technological



sophistication that supports it must also be accompanied by a solid religious foundation so that students are not eroded by technological sophistication. So even though it utilizes technological sophistication but does not forget self-obligation as a servant who has obligations to the Creator. So the point remains to be a student who has noble character in facing the era of industrial revolution 4.0.

This will be even better if the mentality of students to become entrepreneurs is supported by the existence of a business center that helps with the availability of mentors who will guide and direct students in doing business that will be well lived, plus the existence of a supportive system to realize hard work, smart work, noble success rich in abundant blessings.

With the existence of a mental entrepreneur in students, jobs will be created. With the existence of jobs, it will increase the income of students themselves and help the income of the surrounding community. So that it can reduce unemployment, especially educated unemployment of higher education products.

D. Discussion

In essence, building a mental entrepreneur for students is very necessary. And entrepreneurship is a solution to forge and develop mental entrepreneurs. To become an entrepreneur in essence is not needed talent because talent does not guarantee someone to be successful in running a business. Talent is made by supporters who are able to polish entrepreneurs to be more elegant and authoritative. But with the existence of ideals (dreams) and with the willingness to do so can lead someone to become an entrepreneur, because entrepreneurs can be learned both through training and workshops. Moreover, it was supported by the presence of a very helpful mentor.

The views or mindset of students about entrepreneurs also need to be straightened out so as not to become a trapper for themselves. Therefore, an example of understanding about if you want to do business must have money, this can be changed mindset to do business so you have money. So this philosophical view that tends to be positive is what



must be changed so that it does not become toxic to the thinking of students. Students must be aware that competition between job seekers is getting tougher and the number of available job vacancies is also increasingly limited. Then this must be anticipated with entrepreneurship. And one thing is that the allergic mindset with the name Multy Level Marketing (MLM) must be changed. Because unwittingly in everyday life can not be separated from what is called multy level marketing (MLM). A simple example in the family, simply carrying out the role of someone who is father, mother and child. In essence there is a role level, where each role helps each other to realize the family's vision and mission. So we don't have to be allergic to MLM terms.

To grow entrepreneurial mentality in students can be obtained from entrepreneurship courses. In this course students are taught to recognize and see promising business opportunities in the future. Students are also provided with training and internships to a business center that is able to direct students to work hard, work smartly assisted by mentors and systems. And making Warrant Buffet's phrase, "if you haven't found the way money continues to flow when you sleep, you will work for life." An expression that requires courage to be able to make decisions and actions in business.

Between students and industrial revolution 4.0 has an inseparable relationship. Today's students cannot be separated from technology and the internet. As for the industrial revolution 4.0 which has had a tremendous impact on human life. So that the emergence of human beings who are all practical as if the world is in grasp. Everything can be accessed by using a smartphone online. In this case, it is expected that students will continue to hold fast to the religious orientation so that it is not eroded by technological sophistication and remains a student who has noble character in the era of industrial revolution 4.0.

E. Conclusion

Conclusions that can be drawn based on the description above are as follows.

1. The problem of educated unemployment is a very serious problem, and entrepreneurial practice is one solution.



2. The higher a person's education, the lower his independence and entrepreneurial spirit.
3. Most graduates of Higher Education are better prepared as job seekers, rather than as job creators.
4. The future of entrepreneurs is portrayed to be brilliant. Debriefing and planting a mental entrepreneur in students is expected to motivate students to become strong, resilient and independent entrepreneurs.
5. Entrepreneurship is an important issue in the economy of a developing nation. The progress or economic slump of a nation is determined by the existence and role of this entrepreneur group.
6. Understanding of business networking as a channel to invite students to work hard, work smartly assisted by mentors and supported by a fair system, easily duplicated and carried out by anyone.

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