STRATEGIES IN BUILDING STATE ISLAMIC UNIVERSITY OF NORTH SUMATERA’S MANAGEMENT MAJOR STUDENTS’ ENTREPRENEURIAL SPIRIT

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Abstract
Entrepreneurship is a process of creativity and innovation activities in creating a change by taking advantage of existing opportunities and resources so that they can add value to the economy. Being an entrepreneur is very important and needs to be developed for students of the Management Study acara at the State Islamic University of North Sumatra. This writing is motivated by the high unemployment rate in Indonesia and the low employment opportunities in Indonesia which make students able to become entrepreneurs, so the employment opportunities will increase and economic growth in Indonesia will be more advanced. The purpose of this study is to show how the strategy in fostering the spirit and spirit of entrepreneurship in Management Study acara students at the State Islamic University of North Sumatra. In this study, the method used is a survey method with a sample of 20 students of Management Study acara at the State Islamic University of North Sumatra. The research analysis used is descriptive analysis by conducting direct interviews.

Keywords: growing; entrepreneur; student

INTRODUCTION
Being able to be an entrepreneur means a form of the process of creating new jobs with the innovation of discovery and brilliant money sit to meet the needs of life in the long term (Simanjuntak et al., 2021). The Minister of Cooperatives and Small and Medium Enterprises revealed that Indonesia’s entrepreneurship ratio is at the level of 3.74%. Malaysia, Singapore, and Thailand are above the 4% number. At that time, some developed countries had an entrepreneurial ratio of 12 percent. in handling this case, the government reached the act of using targeting Indonesia must be able to increase the ratio. and use automatically obliged to build entrepreneurs, so that the number exceeds workers (Ningsih, 2017). In this case, students are needed to reach the crucial role.

Using this, to reduce the level of unemployment in Indonesia, citizens can take action by forming graduates who not only have an orientation as job seekers but also have job makers or who are claimed to be entrepreneurs (Hendarman, 2011). It would be an entrepreneurial person it is impractical to do so. However, the government annually opens registration to become civil servants, but some of those who apply to get what will happen that is not in sync because it does not succeed in graduating. using the limited employment opportunities for college graduates in the government sector can cause a shift in attention to employment opportunities in the particle sector, but the requirement is very heavy applied sometimes forming students to work. In the private sector, it is increasingly limited (Syaharuddin & Susanto, 2019). Sadly, we rarely see students who
have become scholars who are willing and brave to change their fate by starting their own struggle. Though this is one way to increase the number of entrepreneurs so as to increase the ratio of entrepreneurship in Indonesia. Such similarities, result in a high level of the labor force in the form of educated unemployment. The number of college graduates every year is increasing. Such conditions are not comparable to using increased availability of employment opportunities that will accommodate them.

Some college graduate students target that the completion of their graduation must be able to accept a job in a company with the spirit and knowledge to create something new creative and innovative that they can through entrepreneurship courses. In fact, even though a student means a graduate of college, it is not simple if a student is accepted into a job. The number of unemployed people in Indonesia will increase. Therefore, a student is expected to foster the spirit and spirit of entrepreneurship using creating creative ideas and innovations, and being able to utilize and follow the rapid development of digital technology, as a result, will make it easier for a student to create new jobs and produce a decrease in unemployment. The government and agencies are also very supportive and participate in the spirit and spirit of entrepreneurship that can be instilled in a student so that students are able to improve the Indonesian economy that is experiencing a crisis or experiencing a drastic decline by taking an action to catch up with the lag earlier. as a result, Indonesia can catch up with some countries that have populations. There are more entrepreneurs than in Indonesia.

METHOD
This study uses examples of qualitative approaches. This research uses a type of narrative qualitative research. The basis for which it is considered is that qualitative research methods are more easily adjusted using the reality that is being studied. Data collection techniques use surveys and interviews. Survey research is a research activity conducted by collecting data at exclusive times, while there are three important goals, namely: first, using describing a natural state that is biological at that time. Then the second, identify measurable with the current state of being compared. The last means determining the relationship of something biological between special incidents (Sugiyono, 2019). This research model is very often used by students in collecting original data to describe a situation to the population. The subjects and research areas are students of the Management Study Program at UINSU. The study was conducted from October 7 to November 28, 2021.

RESULT AND DISCUSSION
The Importance of Entrepreneurship in Student Management Study Program at North Sumatra State Islamic University
Entrepreneur can be interpreted as someone who has the ability to use the origin of power, such as finance, raw materials and work energy, to form something new. For students, entrepreneurship is very important, where a student must be able to build a new struggle and must be a creative and innovative entrepreneur in building something new. We as students must have
an entrepreneurial spirit in order to form new things by studying the experiences that often appear in the present.

Factors that suggest the Spirit and Soul of Entrepreneurship in the Student Management Study Program at The State Islamic University of North Sumatra

As a result of the research of some students, there are many factors that can affect the spirit and soul of entrepreneurship in the Students of Management Study Program at the State Islamic University of North Sumatra, namely:

1) Personality Factor: The personality factor is the most crucial thing in encouraging the spirit and entrepreneurial spirit of students, to form a new struggle that begins from our own personality and our will;

2) Economic Factors: Many students are constrained by the economy and circumstances due to the current low economy and the lack of encouragement from those around them to make new struggles;

3) Environmental factors: Using a good environment, will make a student able to become a creative and innovative entrepreneur, a good environment will make it easier for a student to create something new or a new business.

The Art of Management Fosters the Spirit of Entrepreneurial Spirit di Students of Management Study Program at The State Islamic University of North Sumatra

From the results of the research, various tactics that students do in fostering spirit and soul in entrepreneurship, the other error is by reviewing the experience that has happened from someone entrepreneurial before. Here are some tactics that students can do:

1) Intent and confidence: Of course, every time we do something new, it is obligatory to start with intent and conviction. Intent and confidence here, we have to be sure that our efforts are going well;

2) Motivate themselves: Everyone must be able to motivate themselves so that they are always passionate about making new efforts;

3) Thinking positively: To be an entrepreneur must always think positively about the struggle we run, do not easily give up, and permanent spirit;

4) We have a creative and innovative spirit: As students, we must be able to apply creative and innovative souls in forming something new; and

5) Follow entrepreneurship training: There are social media that can help to gain knowledge and learn many things about entrepreneurship including in the following training.

CONCLUSION

Based on the results of the research and discussions that have been outlined above, it can be concluded that there are actually those who say fear and failure when starting a business, there are also those who say that entrepreneurs can accommodate the workforce and reduce unemployment and can support the progress of the economy, and some of those who say that entrepreneurship
does not guarantee the future. Imperfection will be the result of the end. Such a thing we often meet around us.

There are several tactics on fostering the spirit and entrepreneurial spirit in Masiswa Prodi Management at the State Islamic University of North Sumatra, the other error is by following the learning on the curriculum related to entrepreneurship, in the form of being able to create new products that will occur the work of students themselves. If there is only a will but does not have the ability and knowledge, it will not produce a person be a successful entrepreneur. Support comes from the family environment and the people more or less also greatly affect the interest of entrepreneurship in someone, where the support can encourage someone to become an entrepreneur.

REFERENCE


