

Factors Affecting the Mindset in Cultivating Management Major's Students' Entrepreneurship Spirit

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FACTORS AFFECTING THE MINDSET IN CULTIVATING MANAGEMENT MAJOR'S STUDENTS' ENTREPRENEURSHIP SPIRIT


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Abstract

The mindset of an entrepreneur is influenced by several factors such as environmental factors, association with the community, education, and experience. This study aims to determine what factors influence the entrepreneurial mindset to foster an entrepreneurial spirit in the Management Study Program students at the State Islamic University of North Sumatera. This research model uses a qualitative approach with survey and interview methods and involves 56 people. The results of this study indicate that the factors that influence the entrepreneurial mindset of Management Study Program students at the State Islamic University of North Sumatera are environmental factors, association with the community, education, and experience. The way to develop an entrepreneurial mindset in the Management Study Program students at the State Islamic University of North Sumatera is by developing a positive mindset and avoiding negative thinking patterns.

Keywords: Mindset, Entrepreneurship, Entrepreneurial Spirit

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INTRODUCTION

One of the efforts to reduce the level of educated unemployment in Indonesia is to create graduates who have an orientation as job makers (Entrepreneurs). It is a pity because students' interest in entrepreneurship is relatively small. Therefore, people need to form an entrepreneurial mindset (Nurrachmi et al., 2021).

The entrepreneurial mindset describes an innovative and energetic way of thinking that takes advantage of opportunities and acts to realize these opportunities (Romli, 2013). The mindset of a person often changes when realizing his dream of doing entrepreneurship, because there are many fears of things that they have never tried or happened. Mindset is believed to know who people really are and what their abilities are. Moreover, we must be confident in our abilities because so many people doubt their abilities. So that they discourage their intention to realize their dream of becoming an entrepreneur, in this case, we must seek, know and learn new knowledge to broaden our horizons to change our mindset, to have an innovative mindset because with innovative thinking people can create new things in entrepreneurship (Albra et al., 2019). Entrepreneurship is a value that is embodied in behavior that is used as the basis for resources, driving forces, goals, tactics, tips, business processes, and results (Sanusi, 1994).

Entrepreneurs are defined as people who can see and assess business opportunities, gather the necessary resources and act to obtain these advantages and opportunities. Therefore, the researcher sees that there are factors that influence the entrepreneurial mindset of Management Study Program students at the State Islamic University of North Sumatera. For this reason, the author makes research on this problem entitled "Factors Affecting the Mindset in Cultivating Management Major's Students' Entrepreneurship Spirit".

Understanding Mindset

The mindset according to Triantis (2013) is the philosophy of life, way of thinking, attitudes, opinions, and mentality of a person or a group. Another definition of mindset is that it is important to explain human judgment and decision making which in some decisions can correct or exacerbate decision bias (Hamilton et al., 2011). Shaping an entrepreneurial mindset is critical to sustaining economic competition (McGrath and MacMillan, 2000).

A mindset is built to interpret everything we see and experience. Mindset will move behavior and lead to facts that occur. When the mindset tends to be pessimistic, then our lives will also be like that, and vice versa, when the mindset tends to be positive, the results will also be positive, similarly, the mindset in the face of change. When a person has felt successful and rich, then he tends to feel satisfied and then resist change. On the other hand, someone who thinks about change will think and try to update the product, so that it is always fresh (Marsellina & Sugiharto, 2019).

Changes in mindset sometimes often happen to everyone, especially to people who always feel it, because they will realize the slightest change in their mindset whether they feel a positive or negative mindset if they feel a positive change in themselves. Then there is an urge in them to always be optimistic in achieving their dreams in entrepreneurship. On the other hand, with a negative mindset, it will cause them to be pessimistic about achieving their dreams, therefore education and communication to get information is very important in changing one's mindset in entrepreneurship so that they have innovative and creative minds in realizing their dreams of becoming a successful entrepreneur (Purwaningsih, 2019).

Entrepreneurship

In interpreting entrepreneurship, you must first understand the meaning of entrepreneurship and entrepreneurs. Entrepreneurship in terms of Indonesian etymology comes from the words *Wira* and *Usaha*. *Wira* means fighting, hero, superior human, exemplary, virtuous, valiant, and of great character. *Usaha* means an act of charity, doing something. Entrepreneur according to Joseph Schumpeter (1934) is an innovator who implements changes in the market through new combinations. The new combination can be in the form of introducing new products, introducing new production methods, opening new markets, obtaining new sources of supply of new materials or components, or running a new organization in an industry. From the meaning of entrepreneur, then entrepreneurship can be interpreted as follows.

Entrepreneurship is an ability to create something new and different (Drucker, 1959). Another definition of entrepreneurship is the spirit, attitude, behavior, and ability of a person in handling a business or activity that leads to efforts to find, create, and apply new ways of working, technology, and products by increasing efficiency to provide better services and/or obtain better profits. Entrepreneurship comes from the word "*Entreprendre*" (French) which means, "to undertake" (English) means someone who opens a business and is ready to face the risk of loss or loss to obtain money or profit. A person who is adept at giving birth to a new business is called an entrepreneur.

Entrepreneurial Spirit

Like planting a tree to make it grow and bear fruit, it needs to be cared for, watered, and given fertilizer. Making plants grow takes time; you cannot plant them right away. For the tree to grow it takes months, even years to grow and bear fruit. When small, these plants are very difficult to maintain so that they can grow, not to mention pests, lack of water, and so on. Plants to grow require a process, just like humans, growing an entrepreneurial spirit is very difficult at first.

Meredith (1996) suggests the characteristics of an entrepreneurial spirit are self-confidence, task and result oriented, risk-taking, leadership spirit, originality, and future-oriented.

1. Confidence, someone who has self-confidence, will always have confidence, do not depend on others, individuality, and optimism. People who have self-confidence will have the ability to work alone in organizing, supervising, and achieving success (Suryana, 2013).
2. Task and result oriented, an entrepreneur who is task and result oriented to have the character of need for achievement, profit-oriented, diligent and steadfast, determination work hard, has a strong drive, energetic, and initiative.
3. Risk-taker, having the ability to take a risk and likes a challenge. For an entrepreneur every challenge must be faced with full calculation. Someone who has high self-confidence is relatively able to face and solve problems without waiting for the help of others.
4. Leadership traits do exist within each individual. A successful entrepreneur always has leadership, pioneering, and exemplary qualities. The individual wants to get along to look for opportunities and is open to criticism and suggestions, which means that criticism and suggestions are used as opportunities, not offenses (Suryana, 2013).
5. Originality Innovative entrepreneurs are creative people. As an entrepreneur, they must have creative ideas for the success of their business, what is meant by original here is not only following other people's ideas but also having their own opinions and the ability to carry out something with the ideas they have.
6. Future-oriented, someone who is future-oriented is a person who has perspective and foresight. Because they have foresight, the individual always tries, has the initiative, and works. Even though there are risks that may occur, the individual remains steadfast in seeking opportunities and challenges for future updates (Suryana, 2013).

METHOD

This research model is the model of qualitative approach. The techniques of collecting data are through surveys and interviews. Survey research is the research activity that collects data at a given moment with three important objectives, which describe the natural state of living in the moment. Identifying measurably present circumstances to be compared and determine the relationships among living things specific events. This research model is the best model of the original to collect data to describe the state of the population (Sukardi, 2003). The subject of this study is the Student Management Prodi UINSU.

RESULTS AND DISCUSSION

Factors Affecting the Entrepreneurial Mindset of UINSU Management Study Program Students

The factors that influence the entrepreneurial mindset of UINSU management study program students are environmental factors, association with the community, education, and experience. Each of these factors is described below.

1) Environmental factor

The family environment is the first educational environment because it is in this family that children first receive education and guidance. It is also said to be the main environment because most of the child's life is in the family. Family background has a big influence on the formation of a person's mindset. Families who develop the habit of eating together, reading books, turning off the lights after finishing use, and other positive habits, will produce family members who have a mindset that is colored by the values that were built together by the family earlier. The mindset of someone who comes from a family that is full of positive value systems is certain to be superior to a family that does not or does not build its value system.

2) Factors of Association with Society

People who are friends with entrepreneurs tend to show an entrepreneur-like mindset. People who are friends with politicians tend to follow the politician's style of thinking. People who are friends with the gossipers then will be infected with the itching of the gossipers. In addition, if a person befriends a pious person, he or she tends to adopt the qualities and ways of thinking of the pious person. Consequently, if a person wants to have a good mindset, he will be careful in choosing friends.

3) Education Factor

Education is the best solution to form a superior mindset. One will not let the time pass without reading a book. He will diligently charge himself through useful seminars. He will try to improve his education to a higher level, not because of a diploma or the pride of holding a series of academic degrees, but because of the awareness to continue to improve self-competence. Nor would he allow himself to watch TV for more than an hour a day.

4) Experience Factor

Experience is knowledge or expertise gained from direct observation or participation in real events and activities. Experience can bring entrepreneurial people to success because with the experience of an entrepreneur or prospective entrepreneur has the capital to move to do a bigger business. It does not mean that someone who does not have experience does not do business; someone who does not have experience in this field can continue to do business with work experience and life experience. With experience, a person can think rationally to make objective decisions so as not to repeat past failures.

How to Develop an Entrepreneurial Mindset in UINSU Students

The definition of thinking is still debated among education experts. Among them, there are still different views, but generally, the thinkers agree that thinking can be related to the process of making decisions and solving problems. Thinking is the process of using the mind to find

meaning and understanding of something. Various possible ideas or create and make reasonable considerations, to make decisions and solve problems and so make reflection and metacognition of the processes experienced. Thinking is an activity that focuses on exploring ideas, providing various possibilities, and looking for answers that are more correct. In developing entrepreneurship, an entrepreneur must develop his mindset based on positive thinking patterns and avoid negative thinking patterns. The following describes how to develop an entrepreneurial mindset.

1) Develop a Positive Mindset.

Positive thinking is a form of thinking that usually tries to find the best results from the worst circumstances. Furthermore, Peale (1996) states that positive thinking is healthy thinking that is comprehensive because it contains a creative will to the real elements in entrepreneurial life. Positive thoughts are thoughts that can build and strengthen personality or character. Then we can become more mature individuals, more daring to face challenges, and do great things. Positive thoughts will not make us stop because of our limitations or weaknesses, but positive thoughts will make us look for our strength day by day. Positive thinking is a logical way of thinking that looks at things from a positive perspective towards themselves, others, and the state of their environment. Therefore, he will not despair over the problems he faces and finds it easy to find a way out. Positive thinking is a unit consisting of three components, namely the content of the mind, the use of the mind, and the control of the mind.

2) Avoiding Negative Mindsets

Many people face the problem of negative thought patterns. Thoughts will affect everyday life, including influencing emotions and behavior. We need to know how to overcome negative thoughts to prevent negative consequences from arising. The good news is you can change negative thinking habits by recognizing your mindset, changing what you think, thinking more optimistically, and overcoming negative thoughts in the right way, namely as follows:

1. Make a list of negative thoughts that come up spontaneously
2. Form a pattern from the list you made
3. Think about the consequences.
4. Record your thoughts.

CONCLUSION

The factors that influence the entrepreneurial mindset of UINSU management study students are environmental factors, association with the community, education, and experience. In developing entrepreneurship, an entrepreneur must develop his mindset based on positive thinking patterns and avoid negative thinking patterns. The good news is you can change negative thinking habits by recognizing your mindset, changing what you think, thinking more optimistically, and overcoming negative thoughts in the right way, which is as follows. Make a list of negative thoughts that arise spontaneously, form a pattern from the list you make, think about the consequences, and record your thoughts.

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