

Analysis of Students Entrepreneurial Interest In Agriculture Sector

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Abstract

More agriculture and agricultural companies could be used, especially by students in the agricultural sector, to help Indonesia overcome its food issue. Therefore, entrepreneurship classes are essential for students to pursue their interests. Similar to this, raising student interest in a career as an entrepreneur in the agriculture industry is the first step in improving students' business management skills. As previously said, it is urgently necessary to increase entrepreneurial activity in the agriculture sector. So this research is important to be carried out in analyzing how the interest of students in the agricultural sector. The study was conducted in Indonesia by distributing 100 questionnaires online. The initial screening was carried out on students who have agricultural backgrounds in Indonesia with the criteria have received entrepreneurial courses. Based on the results of the analysis it was found that the majority of students had a high interest in entrepreneurial interest in the agricultural sector.

Keywords: Agriculture, Entrepreneur, Interenst,

INTRODUCTION

Each study program in Indonesian institutions must include a required course on entrepreneurship education. More agriculture and agricultural companies could be used, especially by students in the agricultural sector, to help Indonesia overcome its food issue. In Indonesia, the necessity for agricultural products is the primary factor influencing how people live their lives. so that a variety of agricultural products, including food, processed food, cosmetics, furnishings, and furniture, are available. The ability of pupils to operate as agricultural entrepreneurs was found to be enhanced by agricultural education (Ridha et al., 2017). However, having a background in agriculture is not a must for someone who works in the industry. In order

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to ensure that everyone has the chance to profit from agriculture as a practiced business object.

The goal of entrepreneurship education is to increase interest in entrepreneurship. In this instance, interest is a desire that might motivate people to engage in an activity out of delight or interest. According to Syarif, (2012) interest reveals what people want or enjoy. A person who is interested in agricultural entrepreneurs will focus all of his efforts on pursuing that interest. Thus, his own desires are what drive his curiosity. Entrepreneurial interest develops as a result of both an external and internal attraction. Interest is often controlled by two variables: intrinsic and extrinsic variables. Self-efficacy is an example of an intrinsic component, which is one that originates from a person's own personality. Extrinsic factors are those that have their source outside of the person, such as the environment, including the home, school, and community settings (Evaliana, 2015). Students' interest in entrepreneurs in the agriculture industry is influenced by the entrepreneurial environment. Students' interest in the agricultural industry will rise since his parents are an example of an entrepreneur in the family.

Students' entrepreneurial interests have positively impacted how prepared agricultural entrepreneurs are for business. According to (Irsyada et al., 2018), the presence of entrepreneurial preparedness and interests are positively correlated. Students should encourage the growth and development of entrepreneurial preparedness so that the increase in entrepreneurship enthusiasm can continue. The growing interest in student entrepreneurship will help the development of entrepreneurial readiness. It's critical to develop to generate more interest in agriculture entrepreneurs. The agricultural industry is being developed by an increasing number of young people, which helps the Indonesian economy. The main objective of this entrepreneur's expansion is to lower unemployment and broaden work options for the next generation. A significant possibility for this nation to benefit from student ingenuity is entrepreneurship.

Therefore, entrepreneurship classes are essential for students to pursue their interests. Similar to this, raising student interest in a career as an entrepreneur in the agriculture industry is the first step in improving students' business management skills. As previously said, it is urgently necessary to increase entrepreneurial activity in the agriculture sector. So this research is important to be carried out in analyzing how the interest of students in the agricultural sector.

METHOD

The study was conducted in Indonesia by distributing 100 questionnaires online. The initial screening was carried out on students who have agricultural backgrounds in Indonesia with the



criteria have received entrepreneurial courses. The analysis is carried out descriptively with the following indicators:

Table 1. Entrepreneur Interest Indicator

Indicator	Scale
Interest to start a business	High, Middle, Low
Have advantages from small businesses	High, Middle, Low
Starting and establishing a company with high growth	High, Middle, Low
Obtain and establish a company into a company with high growth	High, Middle, Low
Starting a business that will grow quickly	High, Middle, Low
Starting a business that will lead the industry	High, Middle, Low
Have a business that will have many locations (branches)	High, Middle, Low
Starting a business that will provide a good lifestyle	High, Middle, Low
Starting a business that will be famous internationally	High, Middle, Low
Starting a business with a small risk	High, Middle, Low
Run your own business without the help of others	High, Middle, Low
Starting two or more new businesses	High, Middle, Low

DISCUSSION

A. Entrepreneurial Interest

1) Interest to start a business

The majority of students were found to be interested in starting a new business, with a percentage of 66.7% and inclusion in the high category, according to the study's findings. Therefore, it can be said that the majority of respondents who answered the questionnaire on starting a business are very interested in doing so within the next five years. This demonstrates the motivation felt by the majority of respondents to launch a business. According to Karyaningsih et al., (2017), there are two factors—intrinsic factors (feelings and emotions, income, motivation and ideals, as well as self-esteem) and extrinsic factors (family environment, community environment, opportunities, as well as education and knowledge)—that affect students' desire to start a business or entrepreneurial interest. Based on research by (Merieska & Meiyanto, 2019), there is encouragement, advice, or discussion with close friends or family members who share the respondents' passion for running their businesses. Similar to how respondents' particular backgrounds, such as their interests, educational backgrounds,



expertise, abilities, and previous employment histories, play a part in the development of an entrepreneurial love for agriculture.

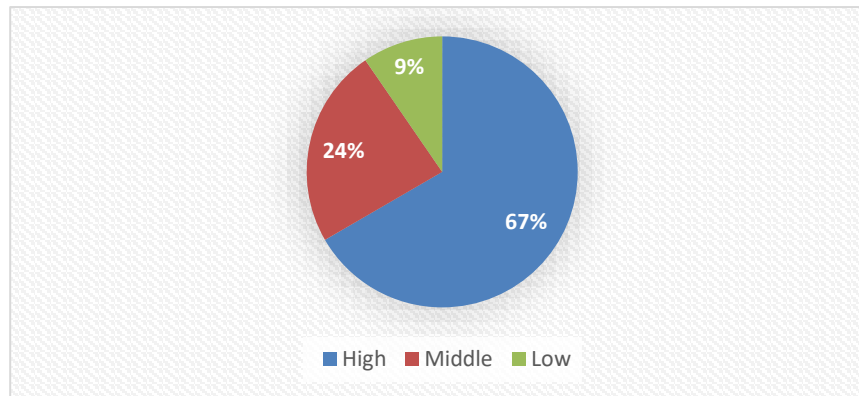


Figure 1. *Interest to start a business*

2) *Have advantages from small businesses*

According to the findings, respondents are quite interested in launching a small agricultural business, with a high interest rate of 57.1%. From the data collected, it can be inferred that the majority of respondents are actually willing to start their businesses with lower profits, while the remainder has a strong enough desire and ambition to launch a venture with a high degree of risk because they are not interested in launching a venture that yields low profits. This has to do with how much capital potential business owners have; the more capital, the higher the risk taking in starting a business. According to Kahayani's (2017), business financing is one of the barriers that prevents certain young people from starting or operating their own businesses. Some of them are willing to take the chance of obtaining venture money from banks, but others have discouraged their desire to start their own business.

Their fear of competition and their fear of the businesses they manage failed to stop them from starting their own businesses. Therefore, it can be concluded that the majority of respondents are keen to benefit from being a small firm for the next five years. This occurs as a result of respondents' interest in the advantages (despite coming from a small business). One of the elements that affects a person's interest in entrepreneurship is the presence of earnings.

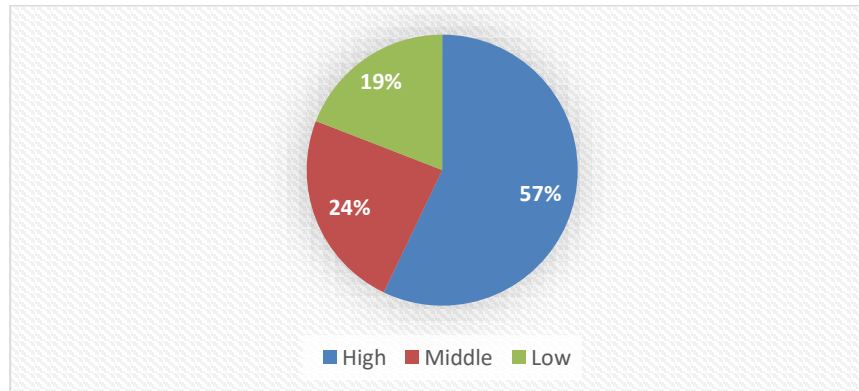


Figure 2. *Have advantages from small businesses*

3) *Starting and establishing a company with high growth*

The majority of respondents expressed interest in founding and growing a business with rapid development during the following five years. There are several fairly intriguing areas where respondents' interest in launching and creating a business with rapid development is underrepresented. 43% of those polled had a strong desire to start and grow a successful business. Young respondents (20–22 years old) may have an impact on these findings because their knowledge and experience in entrepreneurship are still in their formative stages. As a result, they may be more interested in starting businesses that will yield substantial financial rewards. In Sutanto, (2017) argues that an entrepreneur needs knowledge, skill, and will in order to be successful.

Even if someone has the desire, they lack the skills and expertise necessary to succeed as an entrepreneur. Additionally, successful entrepreneurs generally possess competence, or knowledge, skills, and individual qualities, such as attitudes, motivation, personal values, the willingness to take risks, and behaviors required for carrying out work or activities, according to Michael Harris in Suryana (2003). These are the factors that attracted the respondent's curiosity, which drove them to found a firm that grew rapidly over the following five years without becoming overpowering in order to gain knowledge and expertise in running a business or being an entrepreneur.

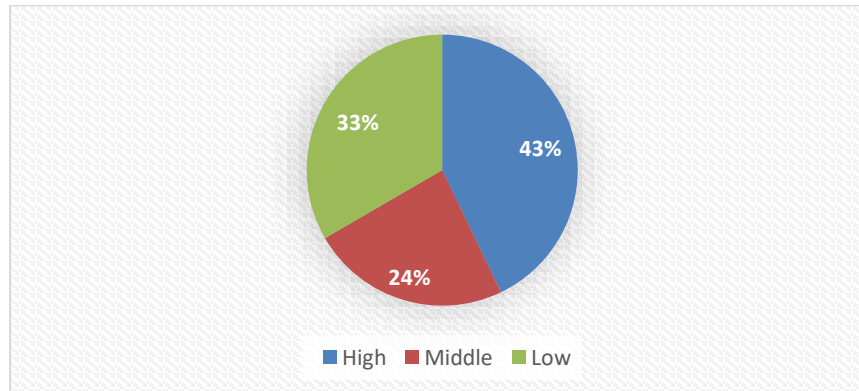


Figure 3. *Starting and establishing a company with high growth*

4) Obtain and establish a company into a company with high growth

The majority of respondents (53%) are very interested in acquiring and developing a business with rapid development during the next five years. Thus, it can be concluded that the majority of respondents are keenly interested in acquiring and developing businesses with rapid growth potential during the next five years. Respondents are drawn to businesses with strong growth rates because they believe they can be in charge of securing and establishing them. The way a student feels about being an entrepreneur can have an impact on this. According to Walipah and Naim's (2016) research, having authority and autonomy (authority and autonomy), seeking a challenging profession with a high economic value, enjoying creative and creative work (self-realization), and have confidence about perceived confidence.

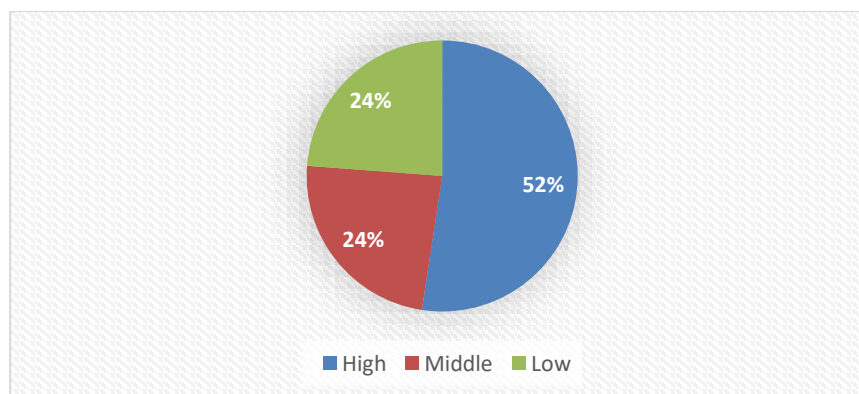


Figure 4. *Obtain and establish a company into a company with high growth*

5) Starting a business that will grow quickly

The majority of respondents (43%) expressed a strong desire to launch a company that will expand quickly over the following five years. We can infer that the majority of respondents would like to launch a company that will expand quickly during the next five years. This occurred as a result of respondents' curiosity in his company's quick growth. One aspect that influences entrepreneurial interest is profit; if a business is successful and quick, its profit will rise. This is connected to the pupils' adopted future orientation factor.

According to Walipah and Naim (2016) that those who are future-oriented are those who have perspective and opinions on the future. He always makes an effort to work because he has a long-term perspective. He continues to be consistent in his search for possibilities and challenges for the sake of upcoming rejuvenation despite the possibility that something bad could happen. A long-term perspective prevents business owners from becoming rapidly content with the karsa and works that currently exist today. Based on this, the majority of students are keen to launch a company that will expand quickly during the following five years.

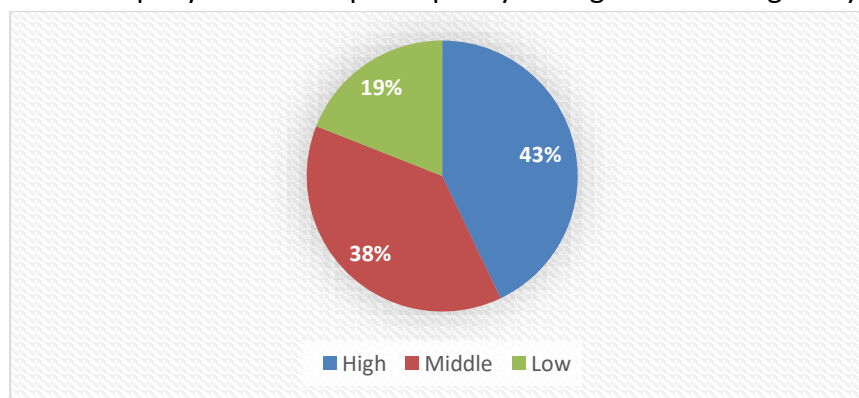


Figure 5. Starting a business that will grow quickly

6) Starting a business that will lead the industry

Most respondents expressed a strong desire to launch a company that will dominate its sector within the next five years. This occurs because leading businesses have many advantages over less successful ones, such as superior products and traits that can affect the selling price, higher profits, increased production, improved management, and high levels of competition, among other things. This is consistent with the principles of entrepreneurial conduct. These values are creativity, risk-taking, innovation, achievement-orientedness, ambition, and independence, according to Boohene et al. (2008). The ideal that an entrepreneur has to realize,

like founding a company that would dominate its field, can be a sign of their strong ambition.

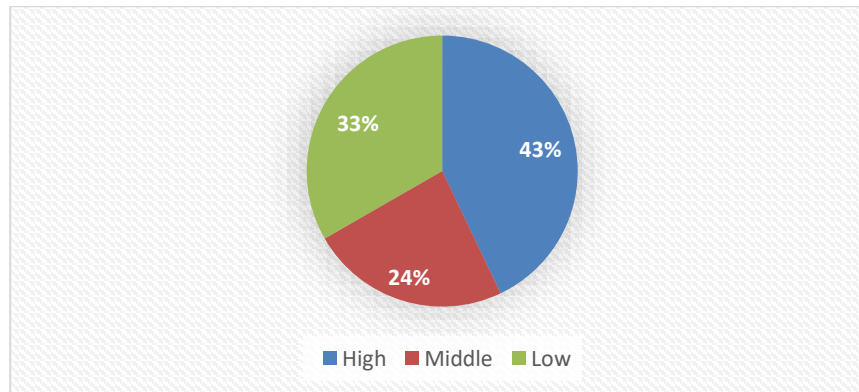


Figure 6. *Starting a business that will lead the industry*

7) Have a business that will have many locations (branches)

Nengsih, (2014) argues that the idea of business development is one of investment, and as such, each investment should have a higher rate of return and, of course, provide value to the business endeavor that is being created. The majority of respondents express a strong desire to own a company that, during the next five years, will have numerous locations (branches). This occurs because corporations with several branches are thought to have numerous advantages.

By opening numerous locations, we indirectly grow our business, which is a process of enlarging or growing your company by developing new markets, expanding facilities, boosting staff numbers, etc. This growth is anticipated to be noticeable and boost corporate power, earnings, access to technology, the emergence of clients or new clients, etc. Branches with a lot of business are successful because they are already confident in their ability to draw customers to their produce.

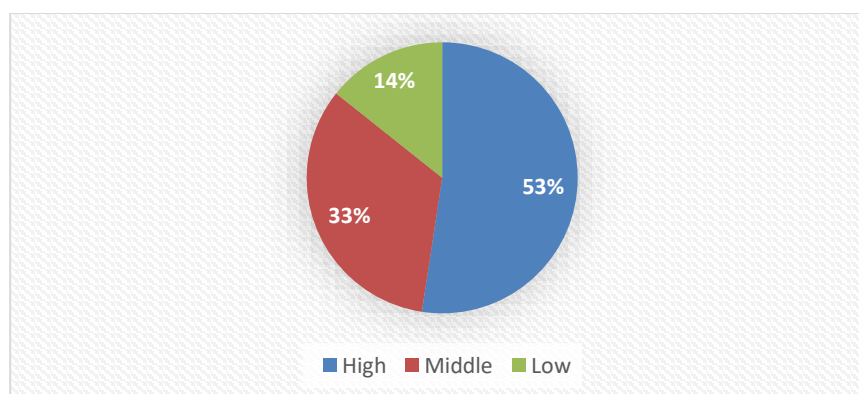
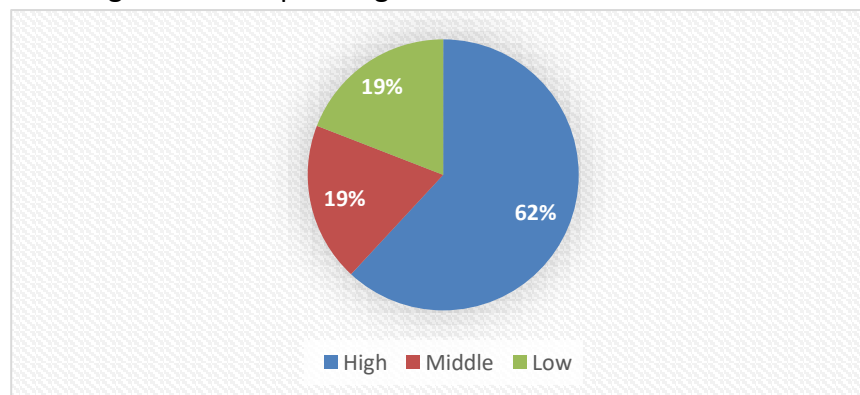


Figure 7. *Have a business that will have many locations (branches)**8) Starting a business that will provide a good lifestyle*

As many as 61.9% responded that they were very interested in starting a business that would provide a good lifestyle and be a majority value. Based on this data, it can be concluded that most respondents have an interest in starting a business that will provide a good lifestyle for the next 5 years. In some cases, for example, the coffee shop business established by students, in addition to making their profits, provides certain elements or concepts to attract people, especially young people, to stop by their shops. For example, in research conducted by Herlyana (2012) that explains coffee shops as a new lifestyle for young people, he explained that the rise of the phenomenon of the appearance of the coffee shop, or who is familiar to our ears, is commonly called a cafe, which shifts in meaning. People now visit coffee shops not only to enjoy the conventional coffee shop experience but also to socialize and unwind with others. Yogyakarta is now home to a large number of coffee shops, many of which have slightly different concepts in an effort to satisfy customers and, undoubtedly, to gain market share in order to profit or boost margins for the operating business.

Figure 8. *Starting a business that will provide a good lifestyle**9) Starting a business that will be famous internationally*

Within the next five years, students are interested in launching a company that will become well-known worldwide. This occurs as a result of the fact that globally recognized companies may have more and different types of customers or experiences, a larger market, consumer confidence in high-quality products, high levels of competition, and, of course, more advantages. more advantages, a larger market, consumer confidence in high-quality products,

and fierce competition. This relates to self-pride, where companies who succeed internationally not only make significant profits but also feel proud of themselves.

Hasbullah, (2016) claims that pride and happiness in oneself come from the qualities that one's self-concept possesses. The propensity for performance objectives to be oriented toward winning awards and averting negative evaluations is followed by the tendency for self-esteem. Through the development of knowledge and abilities, overcoming difficult and valuable professions, and improving one's self-esteem. Reaching the global market is a well-known task for entrepreneurs, but it is also highly valuable for them. If all of that is listed, an entrepreneur will develop self-esteem.

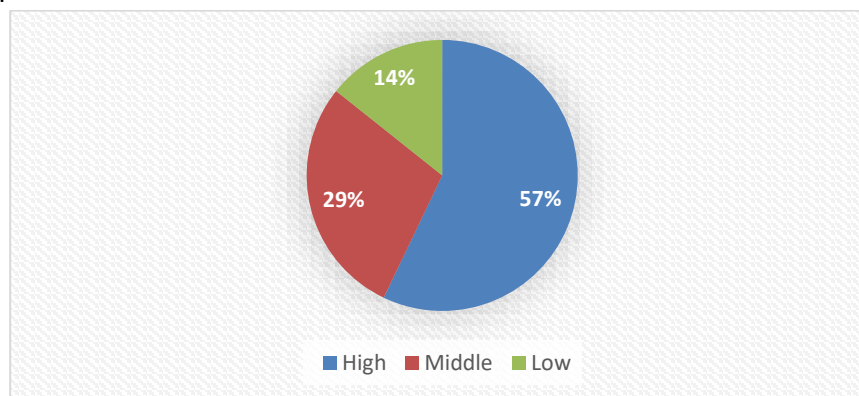


Figure 9. *Starting a business that will be famous internationally*

10) *Starting a business with a small risk*

The majority of respondents express a strong desire to launch a low-risk firm in the coming five years. This occurs because respondents favor business fields that are simpler to handle and also have a low risk of loss since they believe that as new beginners, they will enter the business world. It denotes a location where one can gain knowledge and practice in the field of entrepreneurship. Additionally, the experience can be assessed and improved in order to result in a more profitable business. "Risk refers to a situation where there is a possibility of expenditure that cannot be known with certainty," claims (Ermandara, 2017).

Risk can also be seen as an unanticipated outcome of a set of sensible activities. In addition, he listed four further company risks: (1) unstable market conditions, (2) challenging firm financial management, (3) irresistible sociocultural commitments, and (4) shifting macroeconomic conditions. That indicates that because taking a risk can result in losses for the firm being handled, respondents have a propensity to reduce it.

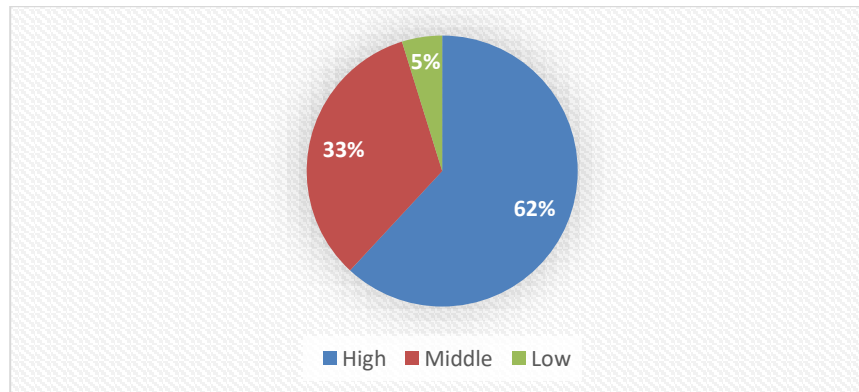


Figure 10. *Starting a business with a small risk*

11) *Run your own business without the help of others*

According to the data, it may be inferred that most respondents were not interested in operating their own firm without assistance. Since humans are social beings, it follows that a person cannot live alone and must have other people in their life. According to Sutanto (2017), how friendships might promote business performance, start-ups achieve the best outcomes. These findings highlight the value of coworkers in assisting business owners who are engaged in work since tasks are divided into portions in groups, which increases efficiency and job completion. This occurs because self-directed efforts allow individuals to develop their entrepreneurial spirit, practice independence, reap unrestricted rewards, ascend to the top position in the company (ownership), among other things.

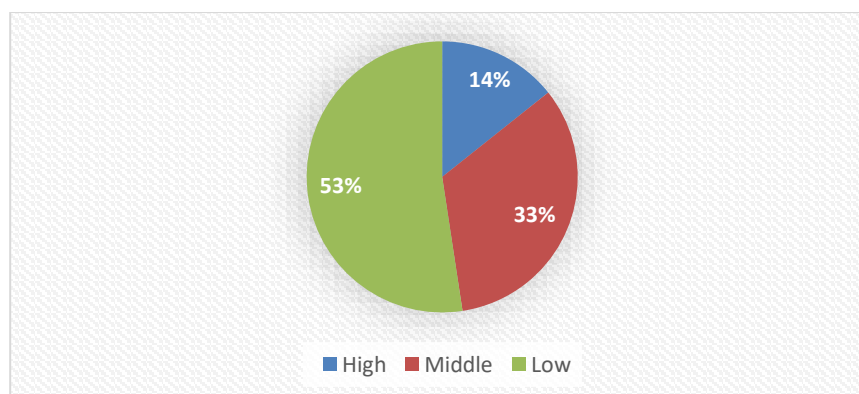


Figure 11. *Run your own business without the help of others*

12) Starting two or more new businesses

In the following five years, respondents were interested in launching two or more new enterprises, but half of them opted to concentrate on an existing one. This is related to each respondent's attitude toward risk; those who are strong risk-takers will decide to create two or more firms depending on the amount of capital they have, whilst those who are low risk-takers would concentrate more on growing one of their businesses. Both of these characteristics undoubtedly have benefits and drawbacks. For instance, if high-risk business owners have good management skills at one time, their company will be more successful than that of business owners who are more secure. Conversely, low-risk business owners will lose money if their company fails.

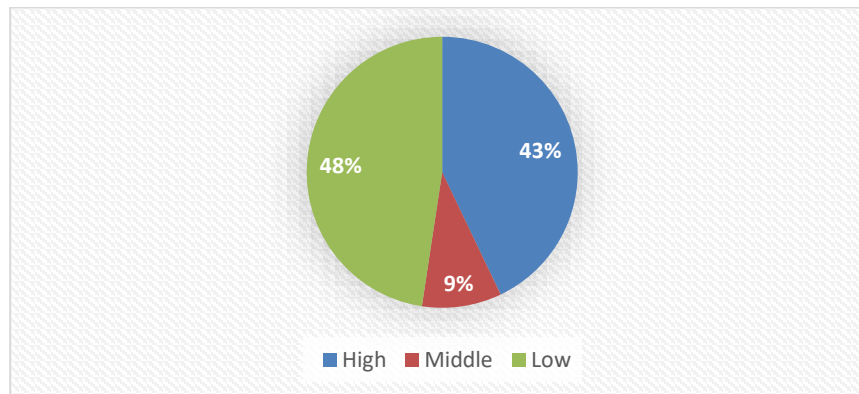


Figure 12. *Starting two or more new businesses*

CONCLUSION

Based on the results of the analysis it was found that the majority of students had a high interest in entrepreneurial interest in the agricultural sector. Interest to start a business, have advantages from small businesses, starting and establishing a company with high growth, obtain and establish a company into a company with high growth, starting a business that will grow quickly, starting a business that will lead the industry, Have a business that will have many locations (branches), starting a business that will provide a good lifestyle, starting a business that will be famous internationally, and starting a business with a small risk. While Run Your Own Business Without the help of others and starting two or more new businesses have a low value.

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