



REFERENCES ON THE SPIRIT OF INTERPRENEURSHIP IN FORMING AN INDEPENDENT ATTITUDE OF STUDENTS AT UNIVERSITY

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Abstract:

Instilling an entrepreneurial spirit in students is not an easy thing, as an active student you must be able to divide your time, so that the student's responsibilities can be completed perfectly, starting a business for students who have a creative and innovative spirit within themselves by channeling it through a business that can produce, so that students can have income to meet their needs. Being an independent student who owns a business can make a person more responsible, strategic, innovative and productive. Where students will become familiar with the responsibilities that must be carried out in order to become an experience that can motivate the future. As students living in an era of disruption, you should understand better what an entrepreneur is, where within this scope there is active interaction between producers and consumers. Being an independent student can of course influence many things in life, if students have the courage to start opening an online or offline business, then besides cultivating and having an entrepreneurial spirit, students can also have income that can be used for semester payments and daily needs, so that students can lighten the responsibilities of both parents towards him. Any business that students start requires a process for its achievement. With several references and the best strategies used, this can facilitate the achievement of the student's efforts. Because what students need in a business is not only enthusiasm but also a perfect marketing strategy, aimed at development so that it can be known to many people. Becoming an independent student is not only for experience and income, but can also make you a smart student, a student who can motivate others and the younger generation, where independent students can be used as a reference for those who want to start a business.

Keywords: *Interpreneuship, Student Independence*

INTRODUCTION

Students who have an independent attitude are students who can motivate other students, independent students are students who are able to think critically, creatively and innovatively. Becoming an independent student not only has knowledge as a hard skill, but it can also enable students to hone soft skills such as skill, responsibility, discipline by respecting time, and having work or business experience. Business experience can mature students' mentality and understanding of concepts, so from a business students can learn financial management, operational management, HR management, and other management. An independent attitude is an attitude that really

educates, develops and trains students to be able to explore their own knowledge related to the discipline they want to master (Fua, 2011)

Student independence in carrying out actions that can connect academic and non-academic knowledge to achieve good goals, student independence is very necessary for every individual. In order to have responsible behavior and disciplined behavior, as well as contributing to the development of better education and helping students to achieve their academic potential, it can also provide good insight into how teaching approaches and curricula can be adapted to facilitate better independent learning. effective (Rohmah & Ashlihah, 2021)

In identifying external factors that can influence students' independent abilities, such as social support and environmental conditions that support their growth and development. Students in studying also need direction and supervision in understanding science, providing guidance for students to develop better time management and study skills, so that they can achieve success in their education and life as a reference for students (Tsauri & Wahidah, 2021)

The research was conducted on students who have an entrepreneurial spirit. Students who are financially independent and can pay their own SSP are rare and great students. Because apart from having to be smart in dividing your time, managing a business must also focus on achieving a satisfactory GPA, where students will be faced with various kinds of problems that must be resolved. At Nurul Jadid University, the economics study program has study activities once every two weeks, where in the study students discuss material related to entrepreneurship, so that students are motivated to see the efforts that have been made and are introduced to them by their older/senior students as a reference for enthusiasm. entrepreneur and independence of Nurul Jadid University students.

At Nurul Jadid University there is a business managed by economics study program students, a business selling kulpis chips (banana peel chips) which is done online and offline. We were told a little about how to get the ingredients and how to process them, which we think is done with little capital. However, it requires a lot of energy, and the manufacturing process is not easy. The kulpis chips business is a business from the HIMAPROMI organization (economics study program student association) which is an association of students majoring in the economics study program, where economics study program students can hone their entrepreneurial skills in this organization.

Instilling an entrepreneurial spirit can be done by participating in student creativity programs, or participating in entrepreneurial activities in student organizations. In this way, students can instill an entrepreneurial spirit in forming students' independent attitudes, which can provide knowledge, experience and new things. Every student definitely has their own views, but in my opinion being an independent student is something that really deserves appreciation. Because starting to train ourselves by running a buying and selling business can make us students with a lot of work experience, so that after students have lived their lives in society, it is no longer a new thing for students to start a business for their future life. Therefore, we are interested in researching references to the spirit of entrepreneurship in building students' independent attitudes at Nurul Jadid University.

RESEARCH METHODS

In this research we used qualitative methods using observation, documentation and interview data collection techniques. The approach and type of research used in this research is qualitative research with the type of phenominology. Phenomenology is a type of qualitative research that aims to understand and explain human subjective experiences of a phenomenon. Phenomenology tries to explore the meaning contained in the experiences of individuals or groups, without including previous assumptions or abstract concepts. The basic idea behind phenomenology is to understand the world through the eyes of the individual experiencing the phenomenon. Seeing the

phenomenon of students working and facing all the problems that arise, researchers are interested in conducting research on student independence to determine the spirit of entrepreneurship and the independent attitude of Nurul Jadid University students.

RESULTS AND DISCUSSION

Instilling the Spirit of Entrepreneurship in Forming Student Independence Student Entrepreneurship Spirit. Instilling an entrepreneurial spirit in students is important in preparing them to become future leaders. Students need to be given the opportunity to develop creative and innovative ideas, through entrepreneurship programs in higher education. So that students can learn how to start a business, manage finances, and build a strong business network. Collaboration between universities and the business world can help students gain practical experience in the world of entrepreneurship. Through internships, collaborative projects, or collaboration with companies. So that students can learn directly from business practitioners about how to run a business successfully (Tsauri & Wahidah, 2021).

Besides that. Assistance and guidance from mentors who are experienced in the world of entrepreneurship can also help students hone their skills and knowledge. Mentors can provide valuable advice, guidance and insight for students in starting and growing their own businesses. Education about risk management and the courage to take initiative also needs to be emphasized to students. They need to understand that entrepreneurship involves taking measured risks, and the courage to face uncertainty (Margahana, 2020).

With this understanding, students will be better prepared to face challenges and opportunities in the business world. Lastly, awards for students' entrepreneurial achievements can also be a strong motivation. Through awards, business exhibitions or entrepreneurial competitions. Students can feel recognized for their efforts and achievements in developing innovative business ideas, this can encourage their entrepreneurial spirit and help them build self-confidence in pursuing a career as an entrepreneur (Astiara et al., 2022).

The entrepreneurial spirit is a person's attitude or behavior with seriousness, tenacity, tenacity and sincerity. to do everything tenaciously and diligently in order to achieve success in their efforts in accordance with the goals and objectives, instilling an entrepreneurial spirit in students. In order to help the process of student enthusiasm to manage a business, which will give birth to a spirit of independence in students is not an easy thing. to motivate students to have the view that entrepreneurship is the right choice to form student independence. There are students who choose to focus on their studies so that after graduating they can get employee jobs with high salaries (Hendrawan & Sirine, 2017).

In fact, a student can start a business even though he still doesn't have a bachelor's degree. Therefore, it is important for students to instill an entrepreneurial spirit that can give students the ability to open a business. Evaluating what has been learned in the lecture material and putting it into practice becomes a business that can generate profits, one of which is so that students do not always rely on their parents for everything, learning to be independent regarding financial independence/tuition fees.

Growing interest in entrepreneurship among students can be done in various ways. Such as achieving learning in the curriculum related to entrepreneurship in the form of creating new products created by students, this can also be done by participating in student creativity programs or in other ways. Within the scope of a discussion that leads to the creation of a product or creativity, so that it can be used as a perspective for starting a business (Margahana, 2020).

With an entrepreneurial spirit, students can find innovation and new ideas in managing available natural resources. Just as students are useful for the surrounding environment because they can exploit natural resources, through the process of developing and applying creativity and innovation to solve problems and being able to see opportunities to set up a business. So that students can use what they have learned to form their independence from the beginning of the learning period (Wahyuni & Hidayati, 2017).

Aspects of Student Independence. Student independence is a concept that refers to students' ability to manage their own personal, academic and financial lives without relying too much on parents or other parties. This concept covers various aspects, including time management, finances, and personal responsibility. In an academic context, independent students are required to have the ability to organize study schedules, complete academic assignments, and manage time well (Astiara et al., 2022).

Apart from that, independent students are also expected to be able to manage their own finances. Including looking for additional sources of income and managing a financial budget, as an independent student. They are also expected to be able to take the initiative in looking for self-development opportunities outside the academic environment, such as taking part in training, internships, or extracurricular activities. Apart from that, students' ability to independently manage social relationships and build networks is also important, because this can help them in finding job opportunities or business opportunities in the future (Wahyuni & Hidayati, 2017).

In a psychological context. Independent students are also expected to have the ability to cope with academic pressure and stress as well as find ways to maintain a balance between personal and academic life, this ability is very important in ensuring that students can remain focused and productive in completing their studies without relying too much on help from other parties. Therefore. The concept of independent students involves various aspects of student life, ranging from academic, financial, self-development, to psychological aspects. Independent students are expected to be able to organize and manage these various aspects well, to achieve success in their studies and a better future (Muharram et al., 2022).

Apart from that, the aspect of financial independence is also important for students, because students who are financially independent are able to manage their own finances, from daily expenses to savings management. This can help students understand the value of money and develop healthy financial habits. Social independence is also an important aspect in student life. Students who are socially independent are able to maintain good interpersonal relationships, resolve conflicts, and participate in social activities without relying too much on other people. This can help students build strong social networks and expand their circle of friends (Jaya & Harti, 2021).

The aspect of independence in decision making is also important for students. Students who are independent in decision making are able to consider various factors wisely before making decisions, both in terms of academics and daily life. This ability will help students face challenges and take responsibility for the choices they make. Emotional independence is also a key aspect in student life. Emotionally independent students are able to manage stress, anxiety and pressure well, and have the ability to motivate themselves when facing difficulties. Emotional independence will help students maintain their mental and emotional balance during the lecture process (Hamdani & Bisnis, 2018).

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CONCLUSION

Content Marketing Marketing Strategies for Increasing Consumer Interaction with Social Media Users are Creating Easy to Understand Content, Sharing Motivations, Persuading and Encouraging Customers, Exposing Product Supporting Criteria, and Paying Attention to the Views of Friends, Family and the Surrounding Environment. Encouraging and inhibiting factors in increasing consumer interaction with social media users through content marketing are design, presenting the latest phenomena, consistency in uploading, and suitability for customers.

Product content that customers like is one that suits the customer's own needs. This shows that content in marketing must know its consumers and adapt to the consumers' conditions. The suitability of the content will influence customer purchasing decisions. Apart from that, frequently uploading content by creators will make customers stay and bring in new customers. On the other hand, content creators who rarely upload will be competed by other content and abandoned by customers. As researchers saw from social media users who were no longer active on social media, many of their followers no longer paid attention. Therefore, producers must determine the exact time when and how many times the content should be uploaded.

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