

The Role of Higher Education in Developing an Entrepreneurial Spirit Among Students

Ika Apia Septira¹, Fitria Sari Ayu², Ratna Sari³

^{1,2,3} Prodi Manajemen, Sekolah Tinggi Ilmu Ekonomi Tuah Negeri, Dumai,

Corresponding Author: Ika Apia Septira, E-Mail: ikaapiastie@gmail.com

Published: July, 2025

ABSTRAK

Perguruan tinggi memegang peranan penting dalam menumbuhkan jiwa kewirausahaan pada diri mahasiswa, sebagai salah satu langkah untuk mengatasi berbagai permasalahan dan mendorong mahasiswa menjadi pribadi yang mampu menciptakan peluang usaha di masa mendatang. Tujuan penelitian ini adalah untuk melihat bagaimana perguruan tinggi dapat membantu mahasiswa untuk menumbuhkan jiwa kewirausahaan. Penelitian ini menggunakan pendekatan kualitatif dengan menitikberatkan analisis pustaka sebagai sumber data. Dengan menggunakan sumber data dasar seperti pustaka, berbagai publikasi ditemukan, disaring berdasarkan relevansinya, kemudian dievaluasi secara induktif untuk mengekstrak dan mensintesis data. Keabsahan data dikonfirmasi melalui dokumentasi dan triangulasi yang cermat. Berdasarkan hasil penelitian, perguruan tinggi memegang peranan penting dalam pembentukan jiwa kewirausahaan di kalangan mahasiswa dengan menawarkan program kewirausahaan yang bertujuan untuk meningkatkan pembentukan jiwa kewirausahaan tersebut.

Kata Kunci: Pendidikan Tinggi, Wirausahawan, Mahasiswa

ABSTRACT

Higher education institutions play an important role in creating an entrepreneurial spirit in students, as one step toward overcoming numerous problems and encouraging students to become people who can create business chances in the future. The purpose of this research is to look at how universities might help students acquire an entrepreneurial spirit. This study employs a qualitative approach, stressing literature analysis as a data source. Using basic data sources such as literature, publications were found, filtered for relevance, then inductively evaluated to extract and synthesize data. The validity was confirmed through meticulous documentation and triangulation. According to the findings of the study, universities play a significant role in the establishment of an entrepreneurial spirit among students by offering entrepreneurship programs that aim to improve the formation of this spirit.

Keywords: Higher Education, Entrepreneur, Students

© The Author(s). 2021 Open Access This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if changes were made. The images or other third party material in this article are included in the article's Creative Commons licence, unless indicated otherwise in a credit line to the material. To view a copy of this licence, visit <http://creativecommons.org/licenses/by/4.0>

INTRODUCTION

Universities play an important role in instilling an entrepreneurial spirit in students as one of the ways to conquering obstacles and increasing company innovation in the future (Irwansyah & Tripalupi, 2018). Increasing the number of young entrepreneurs is a primary aim for accelerating Indonesia's economic growth. This is the primary foundation for colleges to continue to push students to want and directly carry out entrepreneurial activities, which will train and provide experience for students to be actively involved in entrepreneurial activities. Universities have a key role in generating a generation capable of innovating and adapting to ongoing and uncertain global economic developments (Abdillah, 2024).

At the moment, Indonesia confronts a tremendous challenge in increasing entrepreneurship rates in order to enable more significant economic growth (Kaswinata et al., 2023). According to the 2019 Global Entrepreneurship Index (GEI), Indonesia remains 75th out of 137 nations, with a score of 26. This index assesses a country's capacity to develop entrepreneurs.

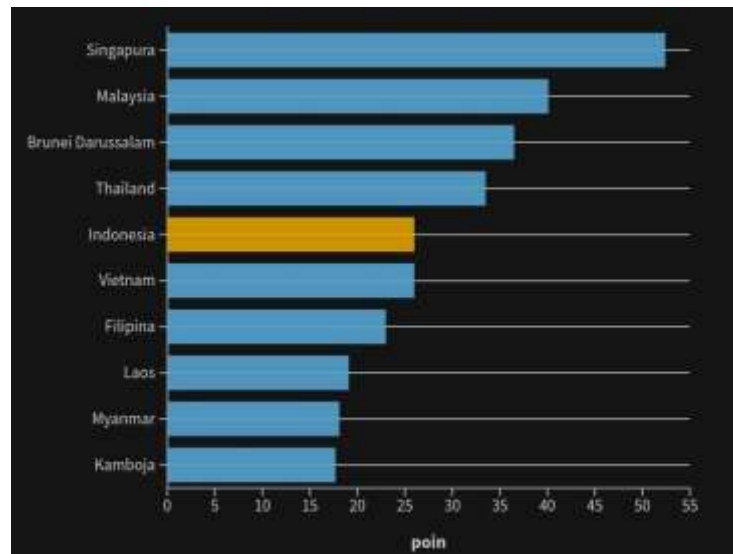


Figure 1: Global Entrepreneurship Index (GEI) in 2019

Source: www.katadata.co.id , 2024

The Entrepreneurship Index (GEI) in 2019, Singapore, Malaysia, Brunei Darussalam, and Thailand are all higher than Indonesia's ranking. This is a concern that must be addressed by fostering a more serious and significant entrepreneurial spirit and increasing the desire and direct practice of entrepreneurship, particularly among students who are agents of change in society. According to the Global Entrepreneurship Monitor in 2022, the percentage of Indonesian adults actively engaging in entrepreneurial activity decreased from 2013 to 2022.

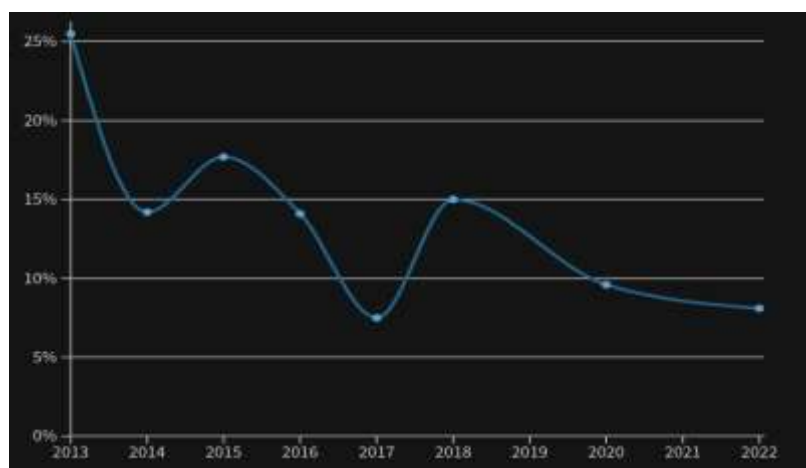


Figure 2: Entrepreneurial Activities in Indonesia

Figure 2 depicts how entrepreneurial activity in Indonesia fluctuates year after year, resulting in a major fall from 2019 to 2022. This is undoubtedly a concern for the government in determining the direction and objectives for increasing entrepreneurial activity in Indonesia, and universities are one of

the key actors in efforts to foster the formation of an entrepreneurial spirit in students; of course, this can be one step toward increasing entrepreneurial activity that begins at a young age.

Current economic globalization has resulted in changes in the structure of the labor market, with competition no longer limited to the local or national level, but also reaching the international level. This should be a concern for students to have a variety of skills and knowledge based not only on local but also on global market competition (Pertiwi et al., 2024), Entrepreneurship education and learning can assist students in understanding and developing broader insights into the global market, as well as hone the skills required to compete effectively (Hamdan, 2024). It is critical for colleges to address these difficulties by taking a holistic and integrated approach to entrepreneurship education (Pricillia & Moh, 2019). This entails creating a relevant and ever-changing curriculum to ensure access to more resources, as well as incorporating entrepreneurship learning into various disciplines. Only in this way can colleges improve students' competitiveness in an increasingly complex global world.

RESEARCH METHODS

This study employs a qualitative method with a descriptive analysis approach. Specifically, the qualitative methodology employed in this literature review aims to investigate diverse perspectives, findings, and thoughts regarding the importance of higher education in the development of an entrepreneurial spirit among students. The qualitative approach enables in-depth investigation into the concepts, beliefs, and practices that underpin the role of entrepreneurship education (Sugiyono, 2012). This research focuses on. This research will lead to a result that will benefit science, particularly in terms of understanding the role of higher education in developing entrepreneurial spirit among students.

RESULTS AND DISCUSSION

Universities play an important role in the community environment by providing education and human resource development, character building and moral values for students, and driving social change in the midst of society. As a result, universities are a strategic institution in shaping the nation's and the world's future. The development of an entrepreneurial spirit in students is a significant contribution to the role of universities. An entrepreneurial spirit developed at a young age can provide significant direction and goals for students in achieving individual and group goals that require a good understanding of ideas, creativity, and innovation as outputs in a learning process. This can provide students with valuable capital for future stages in securing competent positions, as well as have a positive impact on society by supporting community welfare and economic development.

The role of universities in the formation of an entrepreneurial spirit can be seen in the "Entrepreneurship"-based curriculum provided and given to students, where entrepreneurship courses are expected to help students understand the meaning of entrepreneurship, understand the character of

an entrepreneur, be able to foster a desire to become an entrepreneur, be able to apply an entrepreneurial mindset, understand potential risks when starting a business activity. Although there are many hopes for the development of this entrepreneurial spirit, there are challenges that must be overcome, one of which is the lack of integration between the entrepreneurship curriculum and other disciplines in universities, which can result in a mismatch between the skills acquired by students through entrepreneurship programs and the demands required by various industries (Hamdan, 2024). The presence of business practitioners in entrepreneurship programs is critical; it will help students get insight into the ever-changing business sector (Diana & Hakim, 2020).

Entrepreneurship education in higher education has not properly accounted for technology advancements. With ever-changing business trends, rapid technological innovation, and changes in company models, it is critical for entrepreneurship programs to remain adaptable and able to keep up with the latest advancements in the business world. Based on this, the entrepreneurship education that students will learn and understand must be as relevant to today's trends as possible, and the role of higher education in facilitating this can provide the best efforts for students so that the expected goals (Nuraeni et al., 2022) can be realized competently by students in the community later (Lutfiani et al., 2020). The integration of the entrepreneurship curriculum and other disciplines must be done carefully so that improving the quality of students' entrepreneurial spirit, which is pursued by higher education, has positive results and impacts on opening up employment opportunities, with implications for the environment and society (Hardana, 2018).

Over time, entrepreneurship has evolved to adapt to diverse changes in the economic, technological, and social settings (Septira et al., 2024; Septira et al., 2023). Of course, universities are concerned with preparing students to be qualified entrepreneurs in the future. To become a successful entrepreneur, students must be adaptable, use qualified technical breakthroughs, and run a business with a broad influence. The focus will be on improving the integration of entrepreneurship learning and related disciplines, as well as increasing business practitioners' support for relevant programs in the business world (Afrizal et al., 2023; Yuhardi et al., 2022). The role of colleges in preparing students to become successful entrepreneurs in the future will benefit greatly from this attention (Aman et al., 2023). Universities must assess and develop entrepreneurship programs on a regular basis to meet the intended needs (Aman et al., 2023).

Developing an entrepreneurial spirit can greatly assist individuals or groups in developing strong business contacts and expanding opportunities to enter the workforce (Sari, 2023). Several things can be done to foster an entrepreneurial spirit, including 1). Willpower and self-confidence, 2). Focus on Targets (Good Setting), 3). Hardworker, 4). Be willing to take risks, 5). Accept accountability, 6). Innovation (Innovation). There are various factors to consider when building an entrepreneurial spirit, including qualities that combine talent, knowledge, and skills. Being an entrepreneur is surely in high demand and sought by all pupils (Aman et al., 2023). As a result, the function of colleges in the formation of an

entrepreneurial spirit is one that deserves to be cultivated and must continue to advance significantly. Aside from the qualities mentioned above, the author must also consider the ethics of a prospective entrepreneur, and those who have become entrepreneurs should not be overlooked. Ethics are a guideline that must be examined since they serve as the foundation for discriminating between good and bad things. In the end, a person's ethics will be revealed through behaviors that depict an attitude that person holds. As a result, ethics has become a core rule that entrepreneurs must follow in order to avoid harming others. One of the aims of starting a business is to make as much money as possible, but it is important to remember that ethics are the fundamental basis that all entrepreneurs must adhere to in order to achieve long-term success.

CONCLUSION

The findings of research on the role of universities in the formation of entrepreneurial spirit among students indicate that the role of universities is critical; the existence of entrepreneurship programs that are implemented is expected to assist students in the formation of entrepreneurial spirit. The integration of entrepreneurial learning and allied disciplines in the implementation of a variety of activities that can be used to foster an entrepreneurial spirit. Students should apply their strengths, which include elements of talent, knowledge, and skills, to perfect their entrepreneurial spirit. However, students must also adhere to proper ethics when running the firm, so that the influence of good deeds can be felt by many people.

REFERENCES

- Abdillah, F. (2024). Peran Perguruan Tinggi dalam Meningkatkan Kualitas Sumber Daya Manusia di Indonesia. *EDUCAZIONE: Jurnal Multidisiplin*, 1(1), 13–24. <https://j-educa.org/index.php/educazione>
- Afrizal, D., Oktari Sari, D., & Martadinata Putra, A. (2023). Niat Pelaku UMKM dalam Penggunaan Aplikasi Online: Ditinjau dari UTAUT Model. *Ekonomika*, 7(1), 230–239. <http://journal.ildikti9.id/Ekonomika>
- Aman, A., Raharjo, T. J., Khafid, M., & Supriyanto, T. (2023). Peran dan Strategi Perguruan Tinggi dalam Membentuk SDM Unggul yang Berjiwa Creativepreneurship di Era Society 5.0. *Seminar Nasional Pascasarjana*. <http://pps.unnes.ac.id/pps2/prodi/prosiding-pascasarjana-unnes>
- Apia Septira, I., Nur Kholiza, H., & Rahmadhan, R. (2024). Brand and Country of Origin Towards Consumer Attitudes in Choosing Smartphones. *Golden Ratio of Data in Summary*, 4(2), 150–156. <https://doi.org/10.52970/grdis.v4i2.534>
- Diana, D., & Hakim, L. (2020). Strategi Kolaborasi Antara Perguruan Tinggi, Industri dan Pemerintah : Tinjauan Konseptual Dalam Upaya Meningkatkan Inovasi Pendidikan dan Kreatifitas Pembelajaran di Perguruan Tinggi. *Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1–4.

- Hamdan. (2024). Peran Pendidikan Kewirausahaan di Perguruan Tinggi dalam Meningkatkan Daya Saing Mahasiswa dalam Memasuki Dunia Kerja. *Jurnal Pendidikan Dan Kewirausahaan*, 12(2), 734–749. <https://doi.org/10.47668/pkwu.v12i2.1310>
- Hardana, A. (2018). Model Pengembangan Kewirausahaan Di Perguruan Tinggi. *Al-Masharif: Jurnal Ilmu Ekonomi Dan Keislaman*, 6(2), 31–50.
- Irwansyah, M. R., & Tripalupi, L. E. (2018). Menguji Pengaruh Pendidikan Kewirausahaan dalam Pembentukan Jiwa Wirausaha di Kalangan Mahasiswa. *International Journal of Social Science and Business*, 2(4), 251–255.
- Kaswinata, K., Harahap, I., Nawawi, Z. M., & Syahputra, A. (2023). Signifikansi Peranan Umkm Dalam Pembangunan Ekonomi Di Kota Medan Dalam Prespektif Syariah. *Jurnal Tabarru': Islamic Banking and Finance*, 6(2), 718–728.
- Lutfiani, N., Rahardja, U., & Manik, I. S. P. (2020). Peran Inkubator Bisnis dalam Membangun Startup pada Perguruan Tinggi. *Jurnal Penelitian Ekonomi Dan Bisnis*, 5(1), 77–89. <https://doi.org/10.33633/jpeb.v5i1.2727>
- Nuraeni, Y. A., Smk, N., & Ilham, B. (2022). Peran Pendidikan Dalam Pembentukan Jiwa Wirausaha: Pendidikan Kewirausahaan. *Jurnal Ilmu Pendidikan (ILPEN)*, 1(2), 38–53.
- Pertiwi, T. P., Pangestuti, D. D., Febrian, W. D., Nove, A. H., Megavitry, R., & Imanirubiarko, S. (2024). Strategi Pengembangan Kompetensi Dosen Untuk Menanggapi Tantangan Pendidikan Abad Ke-21. *Jurnal Review Pendidikan Dan Pengajaran (JRPP)*, 7(1), 2586–2596. <https://doi.org/https://doi.org/10.31004/JRPP.V7I1.25779>
- Pricillia, A., & Moh, T. H. (2019). Pemberdayaan Masyarakat Melalui Ekowisata Mangrove. *Batara Wisnu Journal: Indonesian Journal of Community Services*, 3(2).
- Sari, P. (2023). Melibatkan Generasi Muda dalam Ekonomi dan Bisnis “Menghadapi Tantangan dan Peluang di Era Milenial Generasi Z.” *JMEB Jurnal Manajemen Ekonomi & Bisnis*, 1(2), 50–59. <https://journal.sabajayapublisher.com/index.php/jmkeb>
- Septira, I. A., Lidiya, L., & Setya, S. (2023). Pengaruh Digital Marketing Terhadap Brand Awareness Produk Skincare Scarlett Pada Mahasiswa Sekolah Tinggi Ilmu Ekonomi Tuah Negeri Dumai Kota Dumai. *Jurnal Syntax Admiration*, 4(2), 152–164. <https://doi.org/10.46799/jsa.v4i2.532>
- Sugiyono. (2012). *Metode Penelitian Bisnis*. Alfabeta.
- Yuhardi, Y., Sari, T. V., & Afrizal, D. (2022). Dimensi Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Mayang Suri Hotel. *Ekonomika*, 6(1), 123–130. <https://doi.org/10.32503/jmk.v5i2.1003>