Studies in Philosophy of Science and Education
Homepage: https://scie-journal.com/index.php/SiPoSE
Email: sipose@scie-journal.com

p-ISSN: 2722-3523; e-ISSN: 2721-9267
SiPoSE, Vol. 3, No. 2, July 2022: 70-81
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Important Role of Entrepreneurship Readiness in Education

Irni Istiqomah[1*], Suparji[1], Marniati[1]
[1]Pendidikan Vokasi, Universitas Negeri Surabaya, Indonesia

Article Info

Article history:
Received February 12, 2022
Revised March 2, 2022
Accepted March 30, 2022
Available Online July 31, 2022

Keywords:
Education
Entrepreneurship
Readiness

ABSTRACT

Entrepreneurial skills, market orientation, and networking have a positive influence on entrepreneurial competence. Then entrepreneurial competence and entrepreneurial skills and networking have a positive influence on business performance. There is a significant influence of entrepreneurial competence in relation to entrepreneurial skills, marketing, networking and business workers. Entrepreneurship education in tourism is very important to improve the innovation skills of entrepreneurs in a dynamic environment. There is a positive impact of entrepreneurship education on business. Seeing the urgency of entrepreneurship education, therefore this article aims primarily to discuss the importance of entrepreneurship readiness in education. The reason why entrepreneurship education is included in the school curriculum and students should not be ruled by people or the government but they create jobs for themselves, this will also provide benefits for social and community welfare.

https://doi.org/10.46627/sipose

INTRODUCTION

Someone who decides to become an entrepreneur, then that person must have prior work experience (Susanto, 2007). Vocational High School (SMK) work experience is carried out in collaboration with companies or industry, which is packaged with industrial work practices (Prakerin). The conclusion from the results of the research is that there is an increase in the acquisition of student experience during internship, it will increase the readiness of students to become an entrepreneur (Supraba & Rahdiyanta, 2013). Implementation of internship will be very beneficial for students in gaining knowledge about business management. Cooperation between schools (SMK) and industry is a strategic step in providing soft skills, especially in the field of entrepreneurship.

Entrepreneurial knowledge is the knowledge of how to build a value in achieving success in opening a business with creativity, determination in taking business opportunities and daring to take risks and trying to find out what are the basic factors of success in achieving success (Ritonga & Sianipar, 2016). Entrepreneurship knowledge is an important aspect in the development of entrepreneurial skills based on empirical factual knowledge that serves to increase awareness of entrepreneurship as a career choice and foster students' awareness of entrepreneurship (Daniel et al, 2017). An entrepreneur must have the following basic knowledge, namely: (1) planned business; (2) business environment; (3) role of responsibility; (4) leadership and business organization (Suryana, 2013). Based on this opinion, it can be concluded that entrepreneurial competence is information that is processed by the senses through being remembered, understood about its relationship with entrepreneurial material that is able to increase innovation, dare to take rational and logical risks and is able to seize opportunities towards entrepreneurial success. Entrepreneurial competence can be developed through school and outside school education.

Entrepreneurial skills, market orientation, and networking have a positive influence on entrepreneurial competence. Then entrepreneurial competence and entrepreneurial skills and networking have a positive influence on business performance. There is a significant

DOI : https://doi.org/10.46627/sipose.v3i2.314

influence of entrepreneurial competence in relation to entrepreneurial skills, marketing, networking and business workers (Roxas et al, 2008). Entrepreneurial skills are activities that can run a company well (Linan & Chen, 2009). Entrepreneurial competence relates to managers' knowledge, skills and abilities as useful resources that contribute to a company's sustainable competitive advantage (Roxas et al, 2008: 70).

Entrepreneurship education plays an important role in promoting the entrepreneurial spirit among students (Iacobucci & Micozzi, 2012). Students who have attended entrepreneurship courses are more likely to start their own business than those who have not (Jones et al, 2010). Entrepreneurship education directly influences entrepreneurial intentions, traits and literature in the mindset of developing countries, (Ndofirepi, 2020). Entrepreneurship education affects entrepreneurial ability, which contributes to scientific guidance on social networks and guidance on entrepreneurship education practices, (Lai, 2015). Entrepreneurship education for job creation to expand the private sector in helping accelerate the country's development, (Owusu-Mintah, 2014). Entrepreneurship education in tourism is very important to improve the innovation skills of entrepreneurs in a dynamic environment. There is a positive impact of entrepreneurship education on business intentions (Roxas, 2014). Seeing the urgency of entrepreneurship education, therefore this article aims primarily to discuss the importance of entrepreneurship readiness in education.

DISCUSSION

Entrepreneurship Knowledge

According to a number of management theorists, entrepreneurship can be defined as the ability to create new companies by taking advantage of opportunities and taking risks in order to make a change. Education with an entrepreneurial perspective is an educational organization that implements principles and methodologies so that students have life skills through an integrated and developed curriculum in schools (Sutrisno, 2003). Entrepreneurship education has a positive and significant influence on interest in entrepreneurship (Mugiyatun & Khafid, 2020: 108). Some of the attitudes that entrepreneurs must have, namely: (1) able to think and take innovative and creative actions; (2) can carry out work productively, thoroughly, and diligently; (3) can produce works based on good business ethics; (4) can produce works with enthusiasm and independence; and (5) can solve a problem and make decisions systematically and dare to take risks. While the behavior of an entrepreneur that must be possessed, namely: (1) having self-confidence (firm, not dependent on other people, good personality, optimistic about the work he does); (2) oriented towards tasks and results (thirsty for achievement, concerned with profit, patient, tenacious, hardworking, and highly motivated); (3) risk takers (energetic and initiator, dare to take risks, like challenges, have a leadership spirit, are able to respond to suggestions and criticism); (4) originality (flexible, versatile, innovative, creative, and knowledgeable); and (5) oriented towards the future (optimistic about the future). Apart from being required to have these attitudes and behaviors, entrepreneurs are also required to master basic skills and special skills so that the business they are undertaking is more successful.

This business opportunity analysis aims to create good opportunities so that the implemented business can run effectively and efficiently which can be done by: (1) Assessing existing and future products and services; (2) Assess the market to be entered and generate profits; (3) Identifying what is needed and wanted by existing and potential customers in different markets; (4) Assess the company's ability to meet consumer demands on an after-sales basis; (5) Empower available resources to meet consumer needs; (6) Assess the price structure that corresponds to consumer acceptance and operates a business that is carried out actively and pays attention to profit and appreciation to the owner (Hutagalung & Situmorang, 2008).

There are obstacles that are often experienced by business people in creating new and different products, these obstacles can be in the form of market barriers or ideas. In this phase, the important stages are: exploring ideas, selecting ideas, developing concepts, as well as testing, marketing, analyzing business, developing products, testing markets, and

DOI : https://doi.org/10.46627/sipose.v3i2.314

commercializing (Hutagalung & Situmorang, 2008). Instilling entrepreneurship in students, the school requires the active role of the teachers. One of them is when teaching the teacher must teach in a friendly, smiling, humorous manner, presenting entrepreneurs to tell stories about the failures they experienced before they achieved success. In this teaching students are also required to play an active role because the goal is not the success of the teacher but the success of students. There are factors that need to be considered so that students are more motivated in entrepreneurship, including: Aspects of student personality, relations with school friends, relations with parents and family, and relations with the surrounding environment. In addition, the motivating factors so that students want to try include: there are small-scale business practices with friends, there are business teams that can be invited to work together regarding entrepreneurship at school, parents or families who encourage starting entrepreneurs, and there is experience in entrepreneurship before them. enter school. Individual entrepreneurial spirit is not only influenced by internal factors such as genetic traits or talents (hereditary factors), but can also be due to external factors which also influence the individual's entrepreneurial spirit.

Unlike other external influences, education has a different influence on the development of the individual's soul, including in entrepreneurship. In general, the surrounding environment (physical or social) provides a passive influence, which means that the environment is not able to force the individual. The environment only provides opportunities or opportunities, then it depends on the person concerned how the individual will take advantage of these opportunities or opportunities. This is different from education, especially education that is directly related to entrepreneurship. Education is carried out consciously, has specific goals and objectives and is organized systematically so that the existing potentials can be optimally developed. Education is one of the efforts so that individuals who have entrepreneurial attitudes, skills, and morals can be formed (Soemanto, 2002).

Education can produce individuals who have more self-confidence, can make the right selection and decision-making, optimize creativity and innovation, foster moral, intellectual, character, and improve the quality of other human resources so that later these individuals can be more independent. Education is also useful in forming a stronger student personality. A strong personality is one of the important aspects for entrepreneurs, and this personality takes a long time to form perfectly. The concept of life-long education also requires many parties to participate, not just educational institutions. Professionalism is an entrepreneurial element that can be grown through experience, training, or the learning process (Ismangil, 2005).

Education is an effort that aims to help so that all aspects of human personality can be more developed so that humans will be able to strive for a better life (Soemanto, 2002). In essence, human beings are individuals who experience development in line with the natural law that has been bestowed by God. Education serves to provide conditions that support the development of potential and existing capacities. Education has several forms, including: formal (school from elementary to tertiary level); and non-formal (courses) and informal (parental education at home); so that entrepreneurship education can also be carried out through these three educational channels.

Entrepreneurship is the soul, attitude and spirit of an individual who is creative, innovative and always tries to advance himself and the surrounding community. So it's better if entrepreneurship exists in everyone (teachers, employees, government employees, students, housewives, and so on) and is not exclusive to entrepreneurs only (Wibowo, 2011). The science of entrepreneurship begins with knowledge in the field of trade (Suryana, 2006). However, many other fields are also developing it, such as industry, universities, government agencies, and so on. An entrepreneurial image is like someone who sees opportunities, pursues these opportunities with his abilities, and believes that success is something that is possible to realize (Roxas, 2014).

Entrepreneurship is something that can be learned although there are also certain people who are naturally gifted in entrepreneurship. Innovation and Entrepreneurship presents three theories of entrepreneurship, including: a) A theory that prioritizes business opportunities. This

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theory is also known as economic theory, namely the emergence and development of entrepreneurship will occur if there is an economic opportunity; b) Theory that prioritizes the response of other parties as an opportunity, namely Sociological theory that seeks to explain the reasons for several social groups showing different responses to business opportunities, as well as Psychological theory that seeks to answer individual distinguishing characteristics between entrepreneurs and non-entrepreneurs and individual distinguishing characteristics between successful entrepreneurs and failed; and c) A theory that prioritizes the relationship between entrepreneurial behavior and results, also known as behavioral theory, namely a theory that seeks to understand entrepreneurial behavior patterns. Everyone is able to learn and master entrepreneurship, because entrepreneurship is a choice of work and career (Suryana, 2006). Based on these three theories, the myth/belief "Indonesians cannot become entrepreneurs and cannot become managers" can be broken because humans are able to learn, train, and master entrepreneurship.

An entrepreneur has the following characteristics: having self-confidence, having a positive attitude towards oneself and the environment, having the character of a leader, daring to initiate, hardworking, innovative and creative, broad-minded, daring to take calculated risks, having a vision for the future, and being responsive to criticism and suggestions. These characteristics can be obtained through various capabilities such as selecting the type of business, managing production and marketing development, improving financial and capital management, organizing and managing business groups, and developing business partnerships. Fundamentally, entrepreneurship is for everyone because everyone can learn it. Innovation and Entrepreneurship says that "every individual who is brave in making decisions and can behave like an entrepreneur will be able to learn entrepreneurship, because entrepreneurship tends to be behavior rather than personality symptoms, which are fundamentally based on concepts and theories, not on intuition". In addition, everyone is capable of learning theory, concepts, and behavior. As long as individuals are willing to learn, then each individual always has the opportunity to become an entrepreneur (Suryana, 2004).

Entrepreneurial knowledge is a variety of symptoms or information that is found and known by humans by utilizing their five senses and reason regarding an effort to build certain values with creativity, determination, ability, and courage to take risks in opportunities to achieve success by understanding the various factors that will influence success (Ritonga & Sianipar, 2016). Wawan & Dewi (2011) states that knowledge is the result obtained from "knowing" and this occurs when individuals have observed a particular object. Entrepreneurship is a science that examines individual abilities, values, and behavior in facing challenges and how to take advantage of opportunities with various risks that may occur (Suryana, 2013). Entrepreneurial knowledge is all that is known about various information in the form of memories and understanding of how to run a business that triggers the courage to take risks related to how the business is started, run and developed. Entrepreneurial knowledge is one of the factors that can trigger an interest in entrepreneurship, for example when an individual has attended seminars, training, or entrepreneurship courses, he will be interested in becoming an entrepreneur.

Some of the theories above, it can be concluded that entrepreneurial knowledge is a source of information or also a variety of symptoms that are found and known by humans by utilizing the five senses, understanding, memory, and reason regarding efforts to build certain values with creativity, determination, ability, and courage in making decisions. the risk to start, run, and develop its business in various opportunities to achieve success, by understanding the various factors that are the key to that success. In addition, entrepreneurial knowledge is one of the triggering factors to become an entrepreneur.

The term entrepreneur which means entrepreneur or entrepreneur was first introduced by Richard Cantilon, a French economist in the 18th century. Etymologically, the origin of the word "entrepreneurship" is the word "entrepreneurship" and "business". "Wira" means hero, warrior, role model, superior human being, virtuous, noble character, and brave. In addition,

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"wira" is also used in the word "officer". "Business" means "action to achieve a goal". Thus, literally an entrepreneur is a hero or fighter who carries out an act in order to achieve one goal. People who can create and realize an idea into reality are called entrepreneurs.

Individuals who own a business or company and bear possible risks such as losses are called entrepreneurial characters. So an entrepreneur must be mentally prepared, not only when he makes a profit but also when he experiences a loss. Someone who wants to become an entrepreneur must have the following entrepreneurial characteristics in order to achieve success. Entrepreneurial characteristics are: (1) Creative, namely the individual's ability to use available resources to develop different mindsets and actions; (2) Innovative, namely a process of creating a new invention or idea that is acceptable and can be commercialized. In addition, innovation can be a simple idea, but the invention must be superior to existing inventions; (3) Courage in decision making; and (4) Having courage in taking risks after carefully calculating them (Alma, 2010: 32). An entrepreneur must be able to convey his ideas and messages both internally (such as employees) and externally (such as partners). In addition, they must have the ability to build good relationships with several parties to ensure that their business runs. This means that an entrepreneur must be able to synergize to work together. An entrepreneur is an individual who no longer depends on other people for his future, but he will be more independent, more self-confident and confident in his own abilities. Confidence in one's own abilities is crucial, because it makes individuals more confident in taking the next step for their future.

An entrepreneur is someone who is highly motivated, independent, and has the will and ability to create opportunities. That way, entrepreneurs have a fairly large role in economic development. In the economy, the roles of entrepreneurs are: (1) opening job vacancies. If there is production, it will open job vacancies. This will be able to reduce the amount of unemployment; (2) increase national income. Various new products that emerge, both in the form of goods and services will contribute to increasing national income because the amount of production of goods and services is increasing; (3) minimizing economic and social inequality. The existence of many production opportunities causes a reduction in inequality between the upper and lower middle class society; (4) encourage the realization of justice and prosperity in society. The more entrepreneurs who are able to manage resources, the wider the opportunities to increase income and people's welfare; (5) income in the form of foreign exchange. Exports of goods and services produced will play a major role in generating foreign exchange thereby increasing economic growth; (6) Procurement of Domestic Investment (Investment). The greater the domestic investment, in addition to increasing national production, it will also minimize the country's dependence on investors from abroad so that it will make the national economy more resilient; and (7) income in the form of taxes. The more advanced and large a business is, the entrepreneur will also pay large taxes. Taxes are a source of state revenue that is useful for developing the national economy (Hendro, 2011).

Achievement work behavior is behavior that is always enthusiastic and wants to move forward. Achievement students will learn more enthusiastically, not easily complain and also not easily satisfied. Characteristics of entrepreneurs who gain success due to work in an achievement, among others; high commitment to his work, has the ability to lead, motivated to excel, flexible, creative, and responsible. In addition, they can maintain an entrepreneurial interest within themselves, are willing to learn from failure, can make opportunities to achieve goals, create tolerance to achieve risk of uncertainty, are oriented towards the future, and believe in themselves (Suryana, 2004). Entrepreneurs must be able to pay close attention to potential business opportunities, because there are more and more business opportunities around us. Characteristics of potential business opportunities; (1) has a sale value; (2) the business can last a long time in the market; (3) the business being carried out is not merely a personal wish and is actual in nature; (4) the scale can be increased to become an industry; and (5) does not spend capital because it does not require large investments (Ibrahim, 2009).

DOI : https://doi.org/10.46627/sipose.v3i2.314

The characteristics of a business opportunity worth selling include: (1) fulfilling creative and innovative aspects; (2) not temporary; (3) have a competitive advantage; (4) there is a value for money; and (5) can meet consumer needs. Business opportunities come from innovation or inspiration that are influenced by internal and external factors. Internal factors are the knowledge possessed, the experience of individuals and other people, thoughts/intuitions that arise from within. External factors are problems that are faced and cannot be resolved, needs that have not been met, big thoughts in creating something new. Analysis of business opportunities not all opportunities can be exploited. However, it needs to be analyzed first. Business opportunity analysis is an analysis to find out various possibilities that come from various existing opportunities, then determine which ones can be implemented and are profitable by considering the various risks that will be faced.

Business opportunities can be used optimally, entrepreneurs must be able to think positively and creatively, including: (1) being able to accept new ideas or ideas; (2) have trust and confidence in the business being done; (3) ask yourself; (4) have high morale; (5) able to establish good communication; (6) can listen to other people's suggestions. Things needed in preparation for analyzing business opportunities include: (1) assessing the size of the selected business; (2) have a map of profitable business opportunities; (3) type of business involved: (4) form of business; and (5) identify business information received. In addition, the steps in analyzing business opportunities are: (1) making a sketch of the business sector they are involved in; (2) provide capital; (3) administering permits; (4) preparing the workforce; (5) preparing the means; (6) preparing raw materials; (7) determine the location; (8) determine the methodology; (9) determine business technology; (10) establish management; and (11) looking for business partners.

Analysis of business opportunities aims to: (1) identify whether the business is feasible or not. So that an entrepreneur must have confidence and courage in his business; and (2) to find business opportunities and business potential, identify the size of the business potential, and to identify how long the business will be able to run (Dault, Kohar & Suherman, 2019). There are two possibilities that entrepreneurs always face, namely success and failure. The success and failure of an entrepreneur is greatly influenced by his own personality. Zimmerer argues that what causes entrepreneurs to fail in the businesses they undertake are: inexperience, lack of competence related to management, a less strategic location, poor financial management, a less serious attitude, immature planning, minimal monitoring of equipment, and not able to switch or transition in entrepreneurship.

In general there are 6 stages in developing a product, namely: (1) Phase 0: Product Planning: this activity is often referred to as the "zero phase" because the activities are carried out before the project is approved and the actual product is actually developed and launched. (2) Phase 1: Concept Development, in this phase identification of the needs of the target market will be carried out, creation and evaluation of the product concept, then further development of the selected concept will be carried out. (3) Phase 2: System Level Design, in this phase the product is designed and broken down into subsystems and components. (4) Phase 3: Detailed design, in this phase the product will be designed in detail from the shape, material and tolerances of all unique components in the product and identification of all components with standards purchased from suppliers. (5) Phase 4: Testing and Repair, in this phase various product versions from the start of production will be evaluated and reconstructed so that the results are better. Entrepreneurial knowledge in this study is a conceptual and analytical understanding of the multi-functional and multifaceted entrepreneurial process as an aspect of human resources necessary for entrepreneurial initiatives, success, and economic sustainability. Entrepreneurial knowledge is closely related to the value of attitudes, creativity, to improve the welfare of oneself, the environment and society, namely: (1) having entrepreneurial attitudes and behavior; (2) analyzing business opportunities; (3) understand intellectual property rights; (4) understand prototypes and product packaging; and (5) analyze production costs.

DOI : https://doi.org/10.46627/sipose.v3i2.314

Entrepreneurship Readiness

Readiness is the level of development of maturity and maturity to do something (Kartono, 2006). Readiness can also be defined as the ability or desire to carry out certain activities related to the maturity level of previous experience with the appropriate mental conditions (Sumarsih, 2010). Based on this view, readiness is the willingness, ability or desire to channel one's talents or abilities to carry out an activity at a level of maturity in terms of experience and mental condition, so that they are ready to join the world of work. Readiness is a condition that covers all aspects of the individual to provide a certain response or answer to a certain situation (Slameto 2003). What is meant by this opinion is that if an individual has readiness within himself then the individual will be able to respond and react in a certain way when facing a variety of different situations. Readiness has three aspects, namely: 1) physical, mental and emotional conditions: 2) needs, motivation and goals: 3) knowledge, understanding, and other skills that have been learned (Slameto 2003). Individual personal maturity will go hand in hand with the maturity of attitude, determination, enthusiasm and commitment within him (Yusuf, 2002). The level of maturity is a condition that correlates with the physical and mental aspects that have undergone perfect development, in the sense that they are ready to be empowered and will continue to develop with increasing experience. Job readiness can be obtained from the family environment and education. Therefore, individuals do not need to be obliged to choose a job. The definition of readiness is a condition that makes an individual able to respond or react in a certain way when facing a variety of different situations. There are 3 aspects of conditions that make a person quickly respond to something, namely: (1) physical, mental and emotional conditions, (2) needs, motives and goals, (3) knowledge, understanding, and other skills that have been learned (Slameto, 2013).

Entrepreneurial readiness is an important variable for predicting entrepreneurial behavior. Entrepreneurial readiness can be defined as the initial step in the process of establishing a business which is generally long-term in nature (Lee & Wong, 2004). Entrepreneurial readiness reflects an individual's commitment to starting a business and is a key issue that needs to be considered when setting up a new business (Krueger, 1993). Entrepreneurial readiness is a thought that encourages individuals to create businesses (Rasli, et al., 2013). Entrepreneurial readiness is a reliable estimate to identify entrepreneurial behavior and activities (Krueger, et al., 2000). In general, entrepreneurial readiness is a state of mind that functions so that individual behavior is more directed in developing and implementing new business concepts (Narzudin, et al., 2009). Based on this, the conclusion of entrepreneurial readiness is the individual's intention to establish a business or business by implementing a new business concept that has never existed before. Individuals who are ready for entrepreneurship will have a higher intention to progress in running their business than individuals who are less ready for entrepreneurship. This readiness will be manifested in the form of a strong will to become an entrepreneur and prepare himself so that the entrepreneurship he carries out will reap success. Through entrepreneurial readiness, it will be predictable which individuals will become entrepreneurs (Choo and Wong, 2006). Entrepreneurial readiness is influenced by several factors, namely: socio-demographic factors, which include: gender, field of study, parents' occupation, and entrepreneurial experience; attitude factors, which include: autonomy and authority, economic opportunities and challenges, security and workload, responsibility, self-actualization and participation, social environment, and perceived experience; Contextual factors, which include: entrepreneurship education, academic support, and support from the surrounding environment (Suharti and Sirene, 2011).

Indicators of someone who has entrepreneurial readiness consists of a number of characteristics, namely: students prefer a career as an entrepreneur after graduation, prefer to run their own business rather than being an employee of a company/organization; and predict that they will be able to do entrepreneurship within 1-3 years in future. Entrepreneurship education is a science that examines the value of abilities and attitudes in dealing with various life problems (Gerry, et al., 2008). Entrepreneurship education is taught as a real and intact

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knowledge and consists of two concepts, namely venture start-up and venture growth and has its own object, namely the ability to create something (Suryana, 2006). Entrepreneurship education is able to directly change the mindset, attitude and behavior of individuals to become entrepreneurs (Lestari and Wijaya, 2012). Individuals who want to enter the world of entrepreneurship must pay attention to entrepreneurial readiness which includes: (1) increased self-confidence by knowing and understanding everything that is done: (2) always focus on goals: (3) resources which include people, funds, equipment, technology, information, and time: (4) understanding of how to recognize and deal with risks: (5) having a clear vision: (6) being innovative: and (7) understanding of responsibilities (Mulyadi, 2009). To become a good entrepreneur, you can start with: (1) preparing yourself physically, mentally and spiritually: (2) preparing your personality as an entrepreneur: (3 developing skills: (4) planning a business through business: and (5) able to market the product (Frinces, 2011).

Based on the various theories that have been presented, the conclusion that can be drawn is the definition of entrepreneurial readiness is a mental condition, a mindset that functions so that individual behavior is more directed in developing and implementing new business concepts. In order to measure entrepreneurial behavior and entrepreneurial activity which is the first step of a process of establishing a business which is generally long term in nature, a thought that encourages individuals to create businesses. Readiness can be defined as the ability and desire to carry out certain activities at the level of previous experience and is a reliable prediction. Oriented to the future is the sharpness of perception so that a clear vision is needed. This is useful so that the steps taken are more focused and the things that must be done can be identified. Achievement oriented, a successful entrepreneur will always try to achieve better results than the achievements that have been obtained. Pay attention to product quality, service quality, and customer satisfaction. Conduct periodic evaluations of the business being run and strive to make the business better from time to time. Dare to take risks High Risk, High Return. The higher the risk, the higher the reward. Therefore, one of the characteristics of an entrepreneur is the courage to take risks. An entrepreneur must be willing to take risks so that he can grow. The risk that must be taken through careful calculation is the initial key in entrepreneurship, because the results to be obtained are in accordance with the risks taken. Risk calculations that are carried out carefully and carefully have a greater chance of success.

Creativity is thinking new things (thinking something new) and innovation is doing new things (implementing something new). Innovation means applying creativity. An entrepreneur will gain success if he thinks and implements something new or something old that is implemented in a new way (thinking and doing new things or old things in new ways) (Hutagalung & Situmorang, 2008). There are various kinds of innovations that can be made to products, from changing packaging, providing variations in product packaging sizes, or producing new products. New products are divided into five categories, namely: (1) New Product invention: in the form of products resulting from research. Examples include mobile phones that have camera, MP3, internet and FM stereo features; (2) New Product lines: in the form of features added to new products that the company has not produced or marketed so far. New product lines can also be in the form of increased production capacity; (3) Product revision: in the form of an old product that has been revised or perfected; (4) cost reduction: in the form of saving on production costs, for example by reducing product raw materials, or saving on packaging costs through the use of refill packs; 5) new perception: which is done by bringing up a new perception or the same product with a different perception. The use of new brands, brand repositioning and relaunching are ways that are widely applied in building new perceptions (Hutagalung & Situmorang, 2008).

There are three main types of capital that are required in entrepreneurship: (1) internal resources, namely part of the personality of the prospective entrepreneur, for example intelligence, skills, ability to analyze and calculate risks, vision that is oriented towards the future; (2) external resources, for example adequate capital to finance business and work, social networks, and supply and demand channels; and (3) other factors, for example opportunities,

DOI : https://doi.org/10.46627/sipose.v3i2.314

the ability of a prospective entrepreneur who must be able to take into account both resources owned as capital.

If these factors can be owned, the prospective entrepreneur will be more optimistic in making decisions to realize his desires. An independent entrepreneur may start considering that if he doesn't have one or two resources, then he can work around this by finding partners or partners so that his wishes can come true. The ideal work partner is a work partner who has resources that he does not have so that a balanced "capital and resources" will be created between the two parties. In general, family or close friends can become prospective partners before considering other parties, for example by seeking loans from financial institutions such as banks. Self-confidence or self-confidence is a belief in oneself that each individual has and how the individual sees himself as a whole by referring to self-concept (Rachmat, 2000: 109). Confidence is the most valuable attribute of the individual in social life, because if the individual has self-confidence then he will be able to manifest all of his potential. Confidence can also be influenced by the abilities and skills possessed. Individuals with high self-confidence will find it easier to socialize with other individuals, be able to express and respect opinions, be able to take action and think positively when making decisions. Conversely, individuals with low self-confidence will have difficulty socializing, expressing opinions, and will think that they will not be able to compete with other individuals (Andayani & Amir, 2019). Confidence can be increased in the following ways, namely: (1) Growing strong will. Willpower is the foundation for a strong personality and self-confidence to be built solidly. Strong will that is focused on life goals will make individuals not easily give up when facing problems. (2) Get used to being brave. Having courage but still being able to relax will reduce tension and even eliminate it. This can be trained by appearing in front of the class or speaking in front of the community in certain activities, (Hakim, 2002). Confidence can also be increased by: (a) Eliminating anxiety. Fundamentally, anxiety is destructive and destructive. The mind filled with anxiety will be restless and the anxiety must be removed so that the predetermined goals can be fulfilled: (b) Overcoming fear. Fear must be fought with confidence so that there will be a feeling of being able to face reality and will increase self-confidence (Douglas, 1992).

Entrepreneurial readiness is influenced by various factors that are closely related to the process of applying cross-sectoral knowledge which requires high-level thinking skills in entrepreneurs. Therefore, the development of adequate operational and managerial capabilities with broad cross-sectoral insights needs to be developed by each prospective entrepreneur (Naswan, 2018). Before entering the world of entrepreneurship, there are three very important factors to be anticipated by each individual, namely mental readiness, knowledge readiness, and resource readiness. There are several tips that can be done by entrepreneurs, namely: 1) limiting the core founders to give approval and direct contributions to what is targeted by the company; 2) determining the business to be carried out according to the needs and interests; 3) empower available resources to achieve specific targets within a predetermined timeframe; 4) prepare yourself to work according to the initial plan; 5) if you wish to employ employees, then look for employees in accordance with their fields; 6) appreciating or rewarding employees whose performance is optimal; 7) methodically expanding a profitable base for the business being run; 8) plan, monitor, and maintain cash and ability to pay; 9) looking at everything objectively; 10) observing and paying attention to business plans that are changed periodically by adjusting consumer desires in the future (Anoraga, 2011).

There are several factors that support someone to become an entrepreneur: 1) individual factors; 2) working atmosphere; 3) education level; 4) personality; 5) educational achievement; 6) family encouragement; 7) environment and association; 8) the desire to be appreciated; 9) compulsion and circumstances (Hendro, 2011). Things that are likely to occur in entrepreneurship are as follows: (1) a business that is opened and run does not guarantee a definite income that will be obtained and sufficient to continue life; (2) risk of loss of invested capital/assets. everything certainly has the biggest risk and risk for entrepreneurs to face is the loss that makes everything that has been invested disappear; (3) if you have a quality of life that

DOI : https://doi.org/10.46627/sipose.v3i2.314

is not yet established, then the entrepreneur may have to work for 6 to 12 hours in one day, (Wardati, 2013). Large capital alone is not enough to build a large business, but it must be balanced with hard work and spending more time on the business. Based on the opinions that have been explained, there are several things that entrepreneurs may experience, namely uncertain income and profits, there are risks that must be faced, and entrepreneurs must also work hard to achieve success. In wanting to do business, of course, you must have entrepreneurial readiness. In connection with the field of entrepreneurship, of course entrepreneurs must also have a goal. Indicators of entrepreneurial readiness include: (1) having business skills, (2) leadership spirit, (3) task and result oriented, (4) courage to take risks, (5) original and future oriented, (6) having confidence themselves (Nastiti, 2019).

CONCLUSION

entrepreneurial readiness is the maximum condition for someone who makes him ready to respond and answer in a certain way to business activities. Indicators of entrepreneurial readiness are: (1) believe in one's own abilities; (2) future oriented; (3) courage to take risks; (4) creativity and innovation; (5) work hard; (6) responsibility; (7) knowledge of the business sector to be carried out; (8) the ability to plan, run and control a business; (9) human resources; (10) financial resources; and (11) information resources. become an important point in learning activities in SMK. It was further explained that the revitalization of vocational education was carried out in the context of realizing Indonesia to be ranked 7th in the economic ranking of developed countries. Among the steps that can be taken are in addition to meeting the standard of graduates who are skilled and in accordance with the needs of the business and industrial world (DUDI) and have an entrepreneurial spirit. This entrepreneurial spirit is used to help increase economic growth while at the same time increasing the number of new jobs for skilled graduates. Thus it can be said how important personal capabilities are to the competencies possessed by students according to the development of the 21st Century. The reason why entrepreneurship education is included in the school curriculum and students should not be ruled by people or the government but they create jobs for themselves, this will also provide benefits for social and community welfare.

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Author (s):
* Dr. Irni Istiqomah (Corresponding Author)
Universitas Negeri Surabaya,
Jl. Lidah Wetan, Lidah Wetan, Kec. Lakarsantri, Surabaya, Jawa Timur 60213
Email: irni.19004@mhs.unesa.ac.id

Prof. Dr. Suparji
Universitas Negeri Surabaya,
Jl. Lidah Wetan, Lidah Wetan, Kec. Lakarsantri, Surabaya, Jawa Timur 60213
Email: suparji@unesa.ac.id

Prof. Dr. Marniati
Universitas Negeri Surabaya,
Jl. Lidah Wetan, Lidah Wetan, Kec. Lakarsantri, Surabaya, Jawa Timur 60213
Email: marniati@unesa.ac.id