



## **A Strategy To Establish Campus Entrepreneurship Activities As An Avenue For Encouraging Sustainable Economic Development**

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### **Abstract:**

Sheikh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University is one of the universities in Padangsidempuan. Its vision is to organize the Tridharma of Higher Education to produce exceptional graduates with a national outlook and an entrepreneurial spirit at the national level by 2022. The university aims to become a strong and deep institution of higher learning. This study employed a descriptive method using a qualitative approach as its research methodology. Primary data from surveys and interviews is the type and source of data used in this study; secondary data comes from research-related written material and images. The source triangulation data credibility test is the one that researchers utilize. In the meantime, conclusions, data presentation, and data reduction are used in data analysis approaches. The study's findings demonstrate that there are generally good entrepreneurship programs in place, as evidenced by the Syekh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University students' entrepreneurial growth as demonstrated by their comparatively rising revenue and profits. Businesses that are provided with facilities under the scheme There are only 18 groups out of 35 that are managed internally through the Student Entrepreneurship Technical Implementation Unit (UPT) of the Syekh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University, which is still operating; the remaining groups are not operating because of internal company issues.

**Keywords:** *Entrepreneurship Program, Student Entrepreneurial Development*

### **Abstrak**

Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary Padangsidempuan merupakan salah satu perguruan tinggi yang ada di Padangsidempuan. Visinya adalah menyelenggarakan Tridharma Perguruan Tinggi untuk menghasilkan lulusan yang unggul, berwawasan kebangsaan dan berjiwa wirausaha di tingkat nasional pada tahun 2022. Universitas ini bertujuan untuk menjadi institusi pendidikan tinggi yang kuat dan mendalam. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif sebagai metodologi penelitiannya. Data primer dari survei dan wawancara merupakan jenis dan sumber data yang digunakan dalam penelitian ini, sedangkan data sekunder berasal dari bahan tertulis dan gambar yang berhubungan dengan penelitian. Uji kredibilitas data triangulasi sumber adalah salah satu yang digunakan oleh peneliti. Sementara itu, kesimpulan, penyajian data, dan reduksi data digunakan dalam pendekatan analisis data. Temuan studi menunjukkan bahwa secara umum program kewirausahaan sudah berjalan dengan baik, sebagaimana dibuktikan dengan pertumbuhan kewirausahaan mahasiswa Universitas Islam Negeri Syekh Ali Hasan

Ahmad Addary Padangsidimpuan yang ditunjukkan dengan pendapatan dan keuntungan yang relatif meningkat. Usaha yang diberikan fasilitas di bawah skema hanya 18 kelompok dari 35 kelompok yang dikelola secara internal melalui Unit Pelaksana Teknis (UPT) Kewirausahaan Mahasiswa Universitas Islam Negeri Syekh Ali Hasan Ahmad Addary Padangsidimpuan, yang masih beroperasi; sisanya tidak beroperasi karena masalah internal perusahaan.  
Kata kunci: Program Kewirausahaan, Pengembangan Kewirausahaan Mahasiswa

## A. INTRODUCTION

In order to create a sustainable increase in economic value, entrepreneurship (entrepreneurship) is an activity that makes use of the resources that an individual or organization has. An abundance of entrepreneurship will contribute to the growth of the Indonesian economy. According to Minister of Trade Enggartiaso Lukita, as published in *Republika*, there was still a low degree of entrepreneurship in Indonesia in 2018.

He claims that out of 137 countries, Indonesia is only ranked 94. This results from the educational system's failure to inspire pupils to start their own businesses. Consequently, due to the rise, Indonesian colleges must be able to produce superior cadres in entrepreneurship. Because so many of them are entrepreneurs, they will be able to successfully compete on a global scale.

Society and the government work together to carry out national development, which encompasses all facets of national life. The government has a duty to defend, direct, guide, and cultivate a climate that is conducive to growth, with the community serving as the primary actor. Promoting general welfare is one of the nation's objectives, as mentioned in the 1945 constitution's preamble. The Indonesian people implemented a number of comprehensive, focused, and integrated development programs in order to achieve these national objectives. These programs were implemented consistently and assumed the shape of the RPJP.

Programs in entrepreneurship education that are especially created to impart the abilities and knowledge required to launch and run a firm can be found at universities. Along with skills development, these programs might offer instruction in business procedures, planning, management, marketing, and finance. Students can use facilities and resources for research to create company concepts based on findings and innovations.

Sheikh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University is one of the universities in Padangsidimpuan. Its vision is to become a powerful and profound institution of higher learning by putting the Tridharma of Higher Education into practice and producing exceptional graduates in 2022 who will have an entrepreneurial spirit and a national perspective. As for Sheikh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University, its goals are as follows: conduct research to create science, technology, and art that benefits the community; use community service as a means of implementing research and education outcomes related to science, technology, and art for the greater good of society; and organize instructions to produce knowledgeable graduates with an entrepreneurial spirit and nationality.

The establishment of an Entrepreneurship Technical Implementation Unit (UPT) is one of the entrepreneurship courses that must be completed for all study programs at Sheikh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University since the institution's vision is to lead learners toward entrepreneurship. Technically oriented students who work in business management units. The University oversees the development of the entrepreneurial spirit among learners and plans, organizes, and conducts out practicums in the field of entrepreneurship in addition to delivering coaching.

Several internal and external projects are being implemented at the Syekh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University to help realize this aim. Regarding outside programs, there are 1. Every year, the Ministry of Research, Technology, and Higher Education organizes the Indonesian Student Business Competition (KBMI).

This program is based in the Directorate General of Learning and Student Affairs. The goal is to give students a platform to put their newly acquired knowledge and entrepreneurial abilities to use through startup funding and support. In order to promote Indonesian startup development even more, The Ministry of Research, Technology, and Higher Education's Directorate General of Belmawa hosted a program in 2019. The Indonesian Student Startup Acceleration program is designed to provide 100 Indonesian student businesses with the best resources to help them grow into international companies, with a focus on digital and technology. Activities Types.

Activities for coaching and mentoring through the Startup Accelerator are included in this. The country's chosen incubator centers and businesses will work together to host the camp. The thousand new entrepreneurs initiative, or the New Entrepreneurs program (WUB), is known as New Entrepreneurship (WUB). adopted in a number of departments within Tasikmalaya City. These resources include capital loans, interest-free financing, certificates, mentoring, and training in pertinent sectors. following entrepreneurship.

Meetings with the purpose of expanding the number of New Entrepreneurs (WUB) who are currently operating their enterprises will resume after (WUB) is constituted. PKMK stands for Entrepreneurship Student Creativity Program. Universities (PT) participated in the Competition Indonesian Students (KMI), an annual event that takes the form of a business exhibition and business meeting place for implementing student entrepreneurship. KMI is the source of coaching activities related to entrepreneurship and serves as a forum for recognizing students who have been actively involved in the field. encouraging entrepreneurship among students. Encourage the establishment and bolstering of institutional entrepreneurship development in higher education (PT) in order to honor Indonesian students who have turned into entrepreneurs.

In the meantime, the Technical Implementation Unit (UPT) Student Entrepreneurship offers internal programs such as 1. Entrepreneurship Seminar, which takes the form of workshops (35). 2. Home Industry Licensing (PIRT) and Halal Certification Socialization (36). Entrepreneurship Day. It is hoped that by implementing these programs, the number of Syekh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University students who are entrepreneurs will increase.

33 out of 2,355 students became entrepreneurs in 2018, according to the findings of a survey done in 2021 by the Chair of the Creative Economy Division at Syekh Ali Hasan Ahmad Addary Padangsidempuan State Islamic University Student Executive Board. Out of 2,632 students, approximately 62 were involved in entrepreneurship in 2019. That means that out of 2,645 students, approximately 9 of them were entrepreneurs in 2018. Moreover, out of 2,645 students in total in 2019, about 46 of them are entrepreneurs.

Subject: There are 150 students who are entrepreneurs overall if you add together all of these individuals year over year. This is a significant difference from the number of students from 2018 to 2021. Consequently, you can There's a rumor that the university has a large number of entrepreneurial students. There is still a little amount of Sheikh Ali Hasan Ahmad Addary Padangsidempuan's Islamic State.

Kwil, Piwovar-Sulej, & Krzywonos (2020) noted that prior research supported their claim that local food production is helpful in promoting local entrepreneurship since it originates with activities. The function of entrepreneurs is involved in the production and

consumption of locally grown food. Nonetheless, there are two things to think about: internal health (hygiene) and marketing oversight of the regional food industry. Prior research by Coelho, Coelho, & Egerer (2018) highlighted the environmental benefits of eating food that is produced locally. People's environment, economy, and society will all benefit from using environmentally friendly technology.

Consequently, it can be said that the potential When locally grown food is valued in an environmentally responsible manner throughout its entire life—from production to consumption—it can open up commercial opportunities for local company owners, which will ultimately improve community welfare

## **B. METHODS**

This study employed a descriptive method using a qualitative approach as its research methodology. The working mechanisms of qualitative research are determined by subjective, non-mathematical, and non-statistical evaluations. Instead of using numerical or score-based measures of worth, the value measure employed in this study is a classification of value or quality. Because it is subjective and transferable, the qualitative technique offers highly specific instruction and precise study results.

Working in nature to describe, illustrate, and synthesize different settings, situations, or variables seen is known as the linguistic-descriptive method. Descriptive methods are research techniques used in the context of an item (reality or phenomenon) that are meant to characterize, characterize, or explain the state of the thing as it is, given the circumstances and conditions at the time the research is conducted.

In this study, there were two different kinds of data sources: This is the explanation that follows:

### **a. Principal Data Source (Primary)**

According to Maloeng in Ibrahim's book, written notes, recorders, audio or video tapes, and shooting pictures or films are the primary methods used to gather data during the research process. Recording of the data source. What matters most is that observations and interviews are not only products of seeing, hearing, and questioning; they also have a function to play. This is where the original data for this study came from. The management of UPT Entrepreneurship conducts this study and plans initiatives pertaining to student entrepreneurship.

### **b. Supplementary (Secondary)**

Information Sources Maloeng states in Ibrahim's book that textual and photographic documents are all types of extra data sources. records, especially written ones like books, scientific publications, archives of personal records, and official documents, cannot be overlooked in research, even though they are referred to as a second (extra) data source.

Secondary data in this study refers to material from sources such as websites, written documentation, and research-related pictures that can be used to support and enhance the main findings. The researcher is the primary instrument in qualitative research, meaning that they are the tool or instrument. Its duties include defining the focus of the study, choosing informants as data sources, gathering data, evaluating the quality of the data, analyzing the data, interpreting the data, and drawing conclusions based on the findings. Other research instruments, such as tape recorders for recording interviews, cameras for taking pictures and

video, guidelines for conducting interviews, observation guides, and so forth, can still be used as assistance in research, but they will never be able to take the place of essential instruments.

The process of selecting what is significant and what will be studied, organizing data into categories, characterizing it into units, synthesizing it, arranging it into patterns, and drawing conclusions that are simple to understand for oneself or others is known as data analysis. Data analysis is the methodical search and compilation of data from field notes, interviews, and documentation. Following the collection of field data as previously mentioned, the investigator.

Process and evaluate the data that has been acquired after that. Example The Huberman and Miles models were utilized for data analysis in this study. Here are the steps involved in data analysis: subsequently.

a. Data Reduction (Reduction of Data)

Data reduction is a delicate cognitive process that calls for high levels of insight breadth and depth as well as intelligence. 69 Moves. Data reduction is the initial stage in qualitative data analysis. Reducing data entails condensing, selecting the most essential information, concentrating on what matters, and searching for trends and themes. Consequently, data The ones that are smaller will give researchers clear instructions and make it simpler for them to gather more data. After the interview is over and the field's conditions are known, this data is collected.

b. Data Display (Data Presentation)

The second phase involves presenting the data once it has been reduced. Data can be presented in qualitative research in a variety of ways, including flowcharts, graphs, pictures, charts/tables, and so forth. Presenting data has the aim of making it simpler to comprehend current events and organize future tasks.

What has been understood informs the next course of action. Following the collection and selection of field data based on the research's topic, data presentation is completed. The data is given by first outlining the ideas and then the field data that was collected. This is carried out in order to identify any holes and mistakes in the field circumstances that deviate from the theory, as stated in multiple references.

c. Confirmation

Verification, or closing, is the third phase in the data analysis process. The reduced and served data is initially analysed by researchers before applying conclusion-making. After reducing the amount of data, conclusions are made by presenting the theories with the data collected in the field, allowing for the determination of whether or not the existing theories apply to the field conditions.

### **C. RESULTS AND DISCUSSION**

This project is preliminary in nature and focuses on two sustainable development goals: eradicating poverty and hunger. It will be implemented through local food-related business ventures in Padangsidimpaun, particularly at the Sheikh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University. As stated by Coelho et al. (2018). Local food is defined as having been produced in the same state or city as its consumers, or as having been grown physically close to them. Martinez et al. (2010) highlight the importance of distance by using an example of several miles from the place of sale. As a result, buying food locally requires a short supply chain. Many nations expressly place restrictions on what constitutes local food since it relates to distance-based standards.

Coelho et al. (2018) outlined various criteria for this information, specifically: (1) in the United States, the product manufactured and marketed in the same state, or the total distance traveled is less than 400 miles ( $\pm$  644 km) from the source; (2) in Canada, local food is defined by the Canadian Food Inspection Agency (Regulatory Agency Canadian Food) as food produced in the province or region in which it is sold, or as food sold directly across provincial borders within 31 miles (50 km) of the home province or territory; and (3) in France with a distance of 150 km. Furthermore, the existence of local food builds awareness people buy local food with the consideration of "freshness, support for the local economy, support for small farms, and environmental sustainability" (Martinez et al., 2010).

Food is produced nearby and sold at "alternative food markets," or it possesses regional traits, or it has specific cultural connotations (Sonnino cited by Coelho et al., 2018). Hence, valuing locally grown food complements environmental principles. Raw materials are in compliance with environmental sustainability features in addition to helping to achieve "zero hunger" and "zero poverty" during the processing and preparation stages.

Local business owners are undoubtedly involved in the commercial processing and marketing of regional food, which boosts revenue and impacts on social welfare issues. The following link advocates for "responsible production and consumption," which maintains the traditional processing of common foods and takes into account the consumer's desire to buy the food out of nostalgia, longing, or respect for its existence. Thus, the phrase "local food" is employed entrepreneurship as a development model in Padangsidempuan. Agro-business entrepreneurs and agriculture Entrepreneurs have a vital role in guaranteeing food security and prosperity for farmers (Mangnus, 2019).

The term "sustainable entrepreneurship" consists of sustainable and entrepreneurship which is a new business concept that integrates sustainable development with business activities (Tilley & Young, 2009). Previously, Frederick, Kuratko, & Hodgetts (2006) entrepreneur.

as catalysts for transformation According to Zimmerer, Scarborough, and Wilson (2008), entrepreneurs may launch new businesses and run the risk of uncertainty. In order to work in tandem with environmental initiatives, this concept is still important in the modern era. The idea of sustainable business needs to be improved by the ecosystem. Recognizing sustainability "Sustainable entrepreneurship is the process of discovering, evaluating, and exploiting economic opportunities that are present in the market failures," according to Dean & McCullen (2007), who highlight entrepreneurship. In a similar vein, Cohen & Winn (2007) characterize sustainable entrepreneurship as "the investigation of how opportunities to create future goods and services are found, developed, and exploited, by whom, and with what consequences in terms of the economy, psychology, society, and environment".

In addition, Schaltegger & Wagner (2011) define sustainable entrepreneurship as "an innovative, market-oriented, and personality driven from creating economic and societal value through breakthrough markets or institutions that are environmentally or socially beneficial." The following definitions of sustainable entrepreneurship are complementary: (1) the process of finding and seizing opportunities; (2) the presence of future goods and services; (3) generating economic and societal value; and (4) breaking ground in a market that benefits society or the environment.

Three processes—"recognition, development, and exploitation of opportunity"—can be summed up as follows, according to a variety of literature: providing goods and services while taking into account the advantages for the economy, society, and environment. There are three aspects of sustainability in the development of entrepreneurship, and taking the triple bottom line into account will help preserve local wisdom, ensure social and community welfare, and undoubtedly create growth economy opportunities that are present in market failures. Similarly, sustainable entrepreneurship is described by Cohen & Winn (2007) as "the investigation of how possibilities to bring into existence future goods and services are discovered, created, and exploited, by whom, and with what economic, psychological, social, and environmental consequences".

Furthermore, Schaltegger & Wagner (2011) define "Sustainable entrepreneurship can be described as an innovative, market-oriented and personality-driven from creating economic and societal value by means of break-through environmentally or socially beneficial markets or institutions innovations". These definitions complement each other, namely sustainable entrepreneurship related to (1) the process of discovery-exploitation of opportunity, (2) the existence of future goods and services, (3) creating economic and societal value, (4) break-through environmentally or socially beneficial market. In accordance with various literature, three processes can be summarized namely: "recognition, development, and exploitation of opportunity" in offering products and services by considering economic, social, and ecological benefits. With Thus there are three dimensions of sustainability in entrepreneurship development so that considering the balance of the triple bottom line will help preserve wisdom locally, ensuring social/community welfare and certainly achieving growth economy.

#### **D. CONCLUSION**

This research delineates the commercial activities associated with traditional cuisine in Padangsidimpuan, specifically focusing on local food entrepreneurship. Next, using a SWOT analysis approach with four attributes each attribute, an internal potential analysis is conducted to build local food entrepreneurship. Because of this, five local food development strategies were effectively created for entrepreneurship with the goal of offering suggestions for commercializing specialty foods at Syekh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University using a sustainable local food entrepreneurship strategy. Method The present study employed a descriptive analysis methodology, whereby the findings serve as a preliminary step towards ascertaining the characteristics of the Internal Factors Analysis Matrix (IFAM) and External Factors Analysis Matrix (EFAM) within the context of SWOT analysis.

Future research will therefore utilize the Quantitative Strategic Planning Matrix (QSPM) approach to establish these traits, using respondents drawn from the Syekh Ali Hasan Ahmad Addary Padangsidimpuan State Islamic University community. This study is an appreciation of entrepreneurial activity because it contains elements preservation of traditions or local wisdom of the Padangsidimpuan community so that it is relevant to the dimensions of sustainability is oriented towards socio-cultural values, the environment, and economic growth for rural communities. Thus, through local food entrepreneurship is expected also synergize with achieving SDGs, including ensuring no poverty and zero hunger so that this icon can be a competitive advantage as well as value creation value) for local governments and entrepreneurs.

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