E-COMMERCE AS ACCOMODATE AND TOOL NAROTAMA UNIVERSITY STUDENTS BECOME ENTREPRENEUR

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Abstract
One factor which can support a country to maintain its economic condition to become developed country is when 2% of the population of that country is performing entrepreneurship. The present issue stimulates Narotama University to encourage its students to become entrepreneur by including course which called Student Entrepreneurship Program (Program Kewirausahaan Mahasiswa) coupled with adopt the policy of Indonesian Education Ministry to include entrepreneurship into university curriculum. Within 3 years since 2013, student who is interested to become entrepreneur is around 32 (<1%) from the total student therefore Narotama university creates a program in order to support coupled with accommodate student’s desire to become entrepreneur which called E-commerce. This program is designed to help student by providing rigid access of internet connection and advice or supervision from expert consultant in preparing strategies to compete and cooperate in the Globalized World and expected to become a tools which able to accommodate all student activities in performing entrepreneurship therefore they are able to become Small and Medium Enterprises which able to compete not only in regional but also in the international market in the near future.

Keywords: E-commerce, Students, Entrepreneur, Small and Medium Entrepreneur

INTRODUCTION
Narotama University is a private university located in the city of Surabaya, East Java, Indonesia, and rank fourth as a private university superior in 2016. This is spirit Narotama University has 2377 students from 11 study programs (forlap DIKRTI-2015 http://forlap.dikti.go.id/ mahasiswa/homerekap/MDcxMDA4/0/1). On every third semester, all students are required to attend lectures entrepreneur with the guidance who is expert in the field entrepreneur. It is appropriate curriculum Narotama that apply at the same time implementing the policy of Undang-Undang No. 12 of 2012 DIKTI Government of Indonesia with the goal of being a man of faith and fear of God Almighty and noble, healthy, knowledgeable, skilled, creative, independent, skilled, competent, and cultured for the interest of the nation. Potential entrepreneurship Narotama students look after following the Student Entrepreneurship Program (PKM) which it’s compete of DIKTI every year. The purpose and objective of this study are analysis of potential entrepreneurs’ student and facilitating e-commerce. It is expected from this research is an attempt entrepreneurs student through e-commerce can successfully market their product.

METHOD
The concept complete entrepreneurship proposed by Joseph Schumpeter, that as who break the existing economic system by introducing new goods and services, by creating a new form of organization or process new raw materials. People are doing business through a new business or existing. In these definitions emphasized that entrepreneurs are who see an opportunity and then create an organization to take advantage of these opportunities. While, the entrepreneurs process is covering all the activities of the functions and action to pursue and capitalize on opportunities by creating an organization. According to McClelland (2000), one of the factors that support a country becomes developed is when the number of entrepreneurs in the country amounted to 2% of the population and one of the steps that can be done is creating of new entrepreneurs graduated from college. Currently, in Indonesia the entrepreneurs are reached 400 thousand, or less than 1% of Indonesia's population is around 200 million. The entrepreneurs in the United States are at 11.5% of its population or neighboring country Singapore is 7.2% of its citizens working as entrepreneurship. These conditions make the two countries became the countries with the development of the most advanced economies in the world. If you look at the number
of new entrepreneurs need to position Indonesia as developed countries, at least it still will take 25 years to achieve (Rukka, 2011). Estimated long time demanded should be promoted measures that the number of new entrepreneurs can grow relatively short time. The effect is not surprising that these two countries into one of the countries with the development of the most advanced economies in the world (Nurul Azhar Iqbal, 2009).

University participates and responsibility finds solution to overcome the problem of lack employment. By participating solve this problem, it is expected to be able to change the image of University that had been considered as one of the greatest contributor unemployment in Indonesia. Entrepreneurship is one alternative to overcome it. University contributes create the students become new entrepreneurs who are competent in their field, high knowledgeable, confident and have spirit entrepreneurial. (Goddess Irmawati 2011) Era technology enables the use of e-commerce in the business world as a way to start entrepreneurship. Electronic commerce (e-commerce) is the buying process, sell or exchange of products, services and information via computer networks. E-commerce is part of e-business, in which the scope of e-business wider, not just commerce but includes also calibration with business partners, customer service, etc. jobs application. Beside that network technology www, e-commerce also requires a database technology or database, e-mail or electronic mail (e-mail), and other forms of technology non-computer as well as delivery systems, and tools of payment for this e-commerce (Siregar, 2010). Provider of e-commerce in Indonesia is also already well developed as shown in Figure 1 below:

![Figure 1. Example of e-Commerce services in Indonesia](source: sharingvision.com)

While the Indonesia Government through the Ministry of Communications and Information Technology has also prepared a roadmap for e-commerce welcomes free trade ASEAN Economic Community (MEA/Masyarakat Ekonomi Asean), which are classified into three categories, that is small and medium enterprises, e-commerce company has been established and startup working in the technology field as shown in Figure 2.
A step to start an entrepreneurial in environment students is one way to implement six measures start an entrepreneurial strategy, namely: 1) Evaluation of business skills, direction and purpose. 2) Finding a suitable business idea. 3) Research competitors. 4) Creating a business plan. 5) Find a mentor / supervisor. 6) Registration of a business, start a business and do. Beside that, entrepreneur must have the following characteristics: 1) Having self-confidence and being able to be positive attitude about themselves and their environment; 2) Behave leader; 3) Having initiative, tenacity, persistence and encouragement of achievement; 4) Creative and innovative; 5) Able to work hard; 6) The broad-minded and have a vision for the future; 7) Daring take calculated the risks; 8) Responding to suggestions and criticism.

The method used in this study as shown in fig flow chart below.
RESULTS AND DISCUSSION
From the results for 3 (three) years of the study program, showed like fig below:

Activities Student Entrepreneurship Program (PKM) proposal during the interval 2013 to 2015 the sum of proposals has resulted total of 32 proposals. From 6 Program study involved in the activities of Student Entrepreneurship Program (PKM) proposal showed of program study of Information Systems and program study of the Civil Engineering showed the most active compared to others, while Accounting Economics, Management and Law has not optimal. To overcome the Student Entrepreneurship Program (PKM) interest in writing, students are given regular training in the form of duties contained in entrepreneurship courses.
Most of the activities are proposed Student Entrepreneurship Program (PKM). PKM proposal Entrepreneurship total of 32 titles, PKM Cipta Karsa is 10 titles, PKM Written Idea is 16 titles, PKM Application Technology is 11 titles, PKM Devotion is 5 title, PKM scientific articles is 4 titles and social Research PKM is three titles. The number of proposals that have been uploaded on the proposal Simlitabmas in the period 2013 to 2015 as many as 81 titles with the highest form of proposals PKM proposal of 32 titles. From the result of the proposed PKM proposal shows that Narotama university students have an affinity become an independent entrepreneur and the Narotama University provide opportunities to find internships and workshops entrepreneurship as the development of entrepreneurship skills. From the proposals made it through this review of entrepreneurial activity / entrepreneurs, students have made e-commerce to market the products, E-commerce created named e-commerce IbK Narotama University as shown in the picture below.

![Figure 6](image6.png)

Figure 6. Example e-Commerce IBK Narotama University

Which one of the products marketed is sukri milk as shown in the figure below.

![Figure 7](image7.png)

Figure 7. sukri (milk cream)

![Figure 8](image8.png)

Figure 8: Shirt of Learn Islam Clothing

Source: Rizki
CONCLUSIONS

From this study, it can be concluded that Narotama students having spirit entrepreneurs still little that as many as 32 students (<1%) from the sum of students in the Narotama University and e-commerce facilities are very helpful in marketing activities of student conduct its business. Going forward efforts to encourage entrepreneurial activity these students continue to be done through more intense socialization, training in multiply according the community needs, given help with the cost and improve the system of e-commerce.

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