

EVALUATION OF STUDENTS ENTREPRENEURSHIP PROGRAM OF UNIVERSITAS NEGERI PADANG

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ABSTRACT

This research aimed to evaluate the component of context, input, process, and product on Entrepreneurship Program at Universitas Negeri Padang. This research was an evaluation study with CIPP model (Context, Input, Process, and Product). The method was used a mixed method with a quantitative and qualitative approach with sequential explanatory. This research was characterized by collected and analyzed quantitative data at the first stage and qualitative data from the second stage to reinforce the result of the quantitative approach. The result of this research showed that the component of the context, input, process, and product on Entrepreneurship Program at Universitas Negeri Padang was in the less satisfactory category. The component of input, process and product should be improved to make The Entrepreneurship Program to be more optimal. The recommendation is The Entrepreneurship Program can proceed with the improvement of each of its components.

KEYWORDS: Evaluation Program, CIPP Model, Mixed Method, Entrepreneurship Program

1. INTRODUCTION

The problem of unemployment is a national problem that needs to be solved in an integrated way and synergies by the relevant agencies, agencies and components of the community in Indonesia. By considering the educational background based on the data in Table 1.1, it shows the number of open unemployed with a university education background has increased.

Table 1.1. Open unemployed based on Educational Background in 2014, 2015 and 2016

No	Pendidikan Tertinggi yang Ditamatkan	2014		2015		2016	
		(Agst)	%	(Feb)	%	(Agst)	%
1.	Tidak/ belum pernah sekolah	74.898	1,0	124.303	1,68	55.554	0,7
2.	Tidak/ belum tamat SD	389.250	5,28	603.194	8,1	371.342	5,0
3.	SD	1.229.652	16	1.320.392	17,8	1.004.961	13,3
4.	SLTP	1.366.838	17,7	1.630.387	22,1	1.373.919	18,2
5.	SLTA Umum/SMU	1.962.786	27,1	1.762.411	23,6	2.280.029	30,2
6.	SLTA Kejuruan/SMK	1.332.321	18,4	1.174.366	15,8	1.569.690	20,8
7.	Akademik/Diploma	193.317	2,7	254.312	3,4	251.541	3,3
8.	Universitas	493.143	6,8	365.402	4,8	633.386	8,6
	Total	7.244.905	100	7.454.767	100	7.560.822	100

One of the causing factors of the increasing number of university graduates unemployment in Indonesia is most of the college graduates tend to be *job seekers* than *job creators*.

Directorate General of Higher Education of Ministry of Research, Technology, and Higher Education (MORTHE) is implementing various policies

and programs of entrepreneurship culture development in Higher Education. This is done to cultivate the spirit of entrepreneurship and increase entrepreneurial activity so that university graduates are able to become the *job creator*. One of the programs that have been developed is the Students' Entrepreneurship Program (PMW). This program has been held at Universitas Negeri Padang (UNP) since 2009. Students who have interests and talents are mentored and guided well to continue their creativity. Source of funds used by Universitas Negeri Padang (UNP) in this program comes from the Directorate General of Higher Education (DIKTI).

The implementation of the Students' Entrepreneurship Program (PMW) involves students directly to start their desired business unit through the selection, supervision and evaluation of business companions. In the end, if the PMW runs well, students can become young entrepreneurs with new business opportunities and able to support the government's will in realizing the nation's independence through job creation and empowerment of Small and Medium Enterprises (SMEs). PMW implementation process at Universitas Negeri Padang (UNP) can be seen from Figure 1.

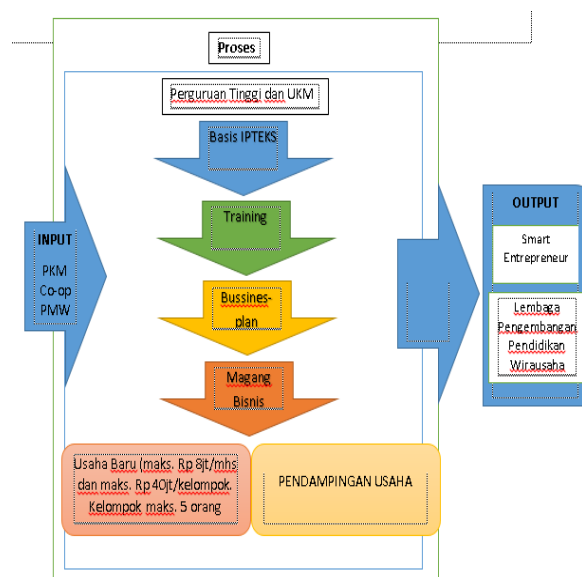


Figure 1. The Implementation Process of Students' Entrepreneurship Program (PMW) at Universitas Negeri Padang (UNP).

Based on the initial observations made by the authors in October 2016, in the implementation of the Students' Entrepreneurship Program (PMW), many units of participants' business are left off. By considering the Table 1.2., from 2014, participants' business that received funding was 22 groups. There were only 4 groups which can continue the business until now. Likewise with 2015, From 52 groups, there were only 6 groups which can continue the business until now. The program has decreased in which the entrepreneurship spirit of the students has decreased, but the number of students who follow the program increases from year to year.

Table 1.2. Participants of Students Entrepreneurship Program (PMW) of Universitas Negeri Padang (UNP)

No	Tahun	Jumlah Pengajuan Proposal PMW UNP	Jumlah yang Lulus Pendanaan 70 %	Jumlah yang Lulus Pendanaan 30 %	Jumlah yang Lulus Tahap Pengembangan	PMW yang masih berjalan sampai saat ini
1.	2014	101	22	15	5	4
2.	2015	172	52	30	7	6
3.	2016	91	33			

Sumber: BAAK (Oktober 2016)

PMW has several indicators of the successful program: Number of Students who successfully run the business (as an entrepreneur), the establishment of entrepreneurship education model in universities and the establishment of entrepreneurship education development institutions that coordinate various activities related to entrepreneurship in universities (Kemenristekdikti, 2015: 20).

Based on the results of interviews conducted in October 2016 against participants of PMW of Universitas Negeri Padang (UNP), there are some problems or other obstacle factors encountered; i.e. students do not practice internships in accordance with the time specified and only perpetuate the documentation on the place of apprenticeship. Furthermore, there is a difference between the knowledge (theory) obtained in educational institutions and the lack of seriousness of the students at the time of briefing of Entrepreneurship materials with those found in the field. They are the obstacle factors of the implementation of PMW.

The next problem is found in students who are implementing PMW. Students produce business products that are less varied. It leads the business is not running for long periods of time. In addition, students who are still lacking in time management and cooperation among the participants in the group.

Regarding these problems, the author felt that it needs an evaluation of the Students' Entrepreneurship Program (PMW) at Universitas Negeri Padang (UNP). The purpose of this evaluation study, in accordance with the opinion Suharsimi and Cepi (2010: 18), is "Program evaluation is an effort to determine the level of policy implementation carefully by knowing the effectiveness of each component". This evaluation is expected to produce things that need to be addressed in the PMW at the Universitas Negeri Padang (UNP). If a program is not evaluated it cannot be known how and how well the policy has been implemented.

In addition, the evaluation of the Students' Entrepreneurship Program (PMW) is important because there has never been any research on the evaluation of PMW at the Universitas Negeri Padang (UNP). Program evaluation is a systematic process for collecting, analyzing, and using the information to answer basic questions about the program (Wirawan, 2011: 17). The evaluation of this program aims to evaluate the extent to which PMW has been implemented and any constraints encountered during the implementation process.

2. REVIEW OF LITERATURE

2 1 Evaluation Program

- a. Evaluation is an activity to collect information about the operation of something that further information is used to determine the right alternative in making decisions (Arikunto and Jabar, 2010: 2). Evaluation, according to the Law of the Republic of Indonesia Number 2 the Year 2003 regarding National Education System, Article 57 paragraph (1), is conducted in the context of the quality control of education nationally as a form of accountability of education providers to interested parties such as to learners, institutions and education programs .
- b. Next Cross in Sukardi (2011: 1) defines that "*Evaluation is a process which determines the extent to which objectives have been achieved.* Evaluation is a process that determines the conditions under which a goal can be achieved ". Wirawan (2011: 7) states that "evaluation as a research to collect, analyzes and presents useful information about the object of evaluation, and then evaluates it by comparing the object evaluation with the evaluation indicator. The result of the evaluation is used to make decisions about the decision on the object of evaluation".

Based on the theories concerning the evaluation that has been stated, evaluation is a process or activity of selecting, collecting, analyzing and presenting information that can be used as a basis for making a policy or decision about an object.

One of the objects in the evaluation is the program. The term program, in general, can be defined as a "plan". A program is a plan that involves various units that contain the policy and sequence of activities to be performed over a period of time. The program, according to Arikunto and Jabar (2010: 4), is "A unit or unity of activities, then a program is a system that is a series of activities performed not only one time but continuous".

Based on the description of the evaluation and program terms, it can be understood that program evaluation is the application of systematic scientific procedures to assess the design, further presenting information in order to make decisions on the implementation and effectiveness of a planned and sustainable system (program)

2 2 Students' Entrepreneurship Program (PMW)

According to MORTHE (2015: 6), Students' Entrepreneurship Program (PMW) is one of the programs in the system of learning/education in universities. Thus, PMW must be integrated and synergized with existing entrepreneurship programs such as; Entrepreneurship Lecture, Entrepreneurship Student Creativity Program (PKMK), Integrated Work / Learning Work / Co-op Program, Business Lecture (KKU) and other entrepreneurship programs.

Students' Entrepreneurship Program (PMW), is a policy issued by the government and a Dikti priority program, is delegated to universities. Therefore, it could be another university's rule because of the role of campus autonomy in the implementation of the Students' Entrepreneurship Program (PMW). This program is motivated by the number of unemployed

universities graduates. The high unemployment rate is educated due to the increasingly limited available job opportunities. In addition, this condition is caused by most college graduates are more likely being as a job seeker, not a job creator. The presence of PMW then is expected that students are able to carry out the entrepreneurship and may even be able to provide the business field for the people around them.

This program is expected to support the government's vision and mission in realizing the nation's independence through job creation and empowerment of Small and Medium Enterprises (SMEs) and able to reduce the educated unemployment rate in Indonesia. In addition, through PMW, it is also expected that there are more young people who are interested to become *entrepreneurs* and can revive the Indonesian economy.

2.3 Previous Related Research

Several Studies on the evaluation of the Students' Entrepreneurship Program (PMW) are:

- a. Andi Taufiq (2012) entitled Evaluation of Students' Entrepreneurship Program (PMW) At Hasanuddin University; the model evaluation program used is *CIPP* model and using *Mixed Methods*. The result of the research shows that based on the overall successful indicator set by Dikti, it is seen that the level of achievement is very low and can be said that the program is not successful. However, we do not recommend that this PMW being stopped by considering the purpose and its function is very strategic in encouraging the progress of the nation. The study found that program failure was not due to lack of program implementation but the mismatch model from PMW itself in achieving the desired result so that new model should be developed.
- b. Putu Desta Sativana (2014) entitled the level of success of the Student Entrepreneurship Program (PMW) in Undiksha viewed from the business unit aspect. The results showed that 1) the success rate of PMW in Undiksha in terms of business unit aspect in 2012 as a whole has a percentage of 35%. It is included in the category of unsuccessful, 2) problems faced by PMW students in running business unit in 2012 that is non-current cash flow, difficult to coordinate among PMW members in managing the business, turnover not meet the target, insufficient capital, unstable supply of goods, and 3) how to solve problems faced by PMW participants in 2012 that is offering more affordable product prices, in cooperation with partners, that is effective, hiring employees, increasing the intensity of promotion, raising capital from personal capital or co-workers' loans, and adjusting inventory to consumer demand.

3. METHODS

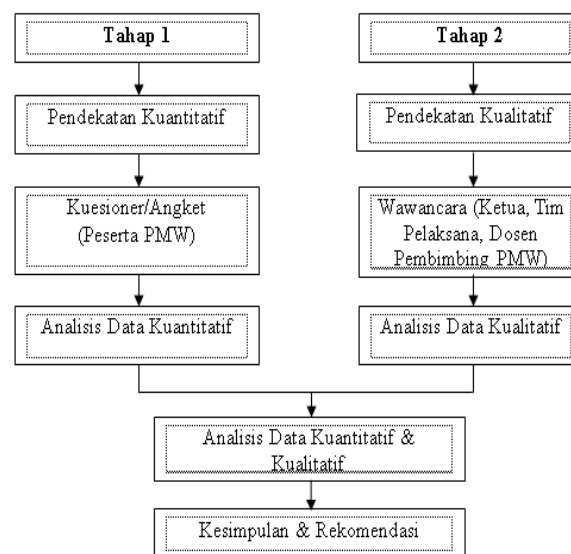
3.1. Research

Type of this research is evaluation research using the model of *Context, Input, Process, Product* (CIPP). In this case, the researcher evaluated the Student Entrepreneurship Program at Universitas Negeri Padang (UNP) in terms of (a) *Context*, (b) *Input*, (c) *Process*, and (d)

Product. The method used in this research was *Mixed Method* with the quantitative and qualitative approach in the sequence of verification (*sequential explanatory*). The quantitative approach in this study used statistical processing numbers and qualitative approach to reveal the phenomenon that occurs and appointed from the facts fairly, not from a controlled condition or manipulation. Strengthening the description of quantitative data, there was used qualitative data obtained from the results of documentation, interviews, and observations on the subject of research. The subject of this research is the participants of the Students' Entrepreneurship Program (PMW) in 2016.

3.2. Research Procedure

The procedure is the flow of research activities to be carried out during the research process. The following research procedures in this study.



Gambar 3.1 Prosedur Penelitian

Based on Figure 3.1., it can be explained that this research used two approaches that are quantitative approach and qualitative approach. A qualitative approach was used as a compliment or as additional information from a quantitative approach. The instrument used in the quantitative approach is questionnaire (questionnaire). Questionnaires were given to PMW participants. After the dissemination of the instrument is done then analysis of the data obtained in order to determine the level of achievement of respondents on each indicator.

The next step, after having the data analysis on a quantitative approach, a qualitative approach is done by conducting interviews. The interview was conducted with PMW Chairman, PMW Implementation Team, and PMW Advisor at Universitas Negeri Padang (UNP). Interview results are then analyzed in order to complement the quantitative data. The results of quantitative and qualitative data analysis are analyzed together. This analysis was for the defining the conclusions and recommendations of each indicator.

4. RESULTS AND DISCUSSIONS

a. Context Component

Contexts Component in the Students' Entrepreneurship Program (PMW) at Universitas Negeri Padang (UNP) is viewed from its objectives of the Students' Entrepreneurship Program (PMW). Based on a questionnaire distributed to 33 participants with 30 points of the statement, the results obtained for the indicator of the goal is 3.72 with a level of achievement of 74.41%. It is included into the category enough. This means that the goal of the Students' Entrepreneurship Program (PMW) at Universitas Negeri Padang (UNP) has not been maximally implemented properly. However, participants have begun to be motivated to grow their mindset as job creators by starting a business although it was not yet optimal and most of them were left off. Furthermore, it has encouraged the growth, development or establishment of institutional (unit/centre) managers of entrepreneurship programs in universities and has encouraged the formation of educational models or entrepreneurial learning in universities although there are not all goals have been reached optimally.

Interview on the objectives of the Students' Entrepreneurship Program (PMW) can be concluded that the Students' Entrepreneurship Program (PMW) has a good purpose to form the soft skill or entrepreneurial character and create the mindset of the job creator. The goal is to instil the entrepreneurial character so that participants have an entrepreneurial spirit that can be used to create jobs after completing their study in universities. However, the goal of this Students' Entrepreneurship Program (PMW) has not been achieved properly as it should be so that participants have soft skills or entrepreneurial character and can grow the mindset of job creators. This is related to the objectives of the Students' Entrepreneurship Program (PMW) described by the MORTHE in the guidebook of the Students' Entrepreneurship Program (PMW) (2015: 5), namely (1) Developing soft skill or entrepreneurial character, (2) Growing up new entrepreneurs who are highly educated and (3) Encouraging the growth, development or establishment of institutional (unit / center) managers of entrepreneurship programs in universities, and (4) Encouraging the formation of an entrepreneurship education or learning model in universities.

b. Input Component

Component of input component in the Students' Entrepreneurship Program (PMW) is divided into two indicators in terms of human resources (participants) and funding. Based on the questionnaire of human resources indicators (participants) distributed to 33 participants with 31 statement points, obtained results for indicators of 3.96 with a level of achievement of 79.15% and included into the category enough. This means that human resources (participants) have a good interest and motivation of entrepreneurship. However, human resources (participants) are still lacking in readiness for implementation of the entrepreneurship. This will result in the participant not lasting long to run the managed business. If the readiness of participants for entrepreneurship has been trained and optimized, it will form human resources (participants) of Student

Entrepreneur Program that is able to create jobs and empower the people around him.

Based on the questionnaire of funding indicator distributed to 33 participants with 2 items of the statement, it is obtained a result for funding indicator equal to 84,85% and included into the good category. That is, the University has fully supported this Students' Entrepreneurship Program (PMW) to run well by providing capital assistance funds for a *startup business*. Participants receive funding provided by the University for Capital Support in creating its business.

The results of interviews on human resources (participants) in the Students' Entrepreneurship Program (PMW) can be concluded that human resources (participants) are still quite unfavourable to run the business they manage. This is seen in sub-indicators of readiness of students to entrepreneurship owned by participants of the Students' Entrepreneurship Program (PMW) that has not been maximized which will result in participants not last long to run a managed business.

With regard to the requirements for the students for the Students' Entrepreneurship Program (PMW) described by the Ministry of Research and Technology and the Higher Education in the Student Entrepreneurship Program (2015: 7), which states that 1) This program can be attended by University students and diploma/polytechnic which is registered in PDDikti and has completed 2 semesters or at least completed 36 credits. 2) Students who have qualified are expected to take the selection which includes aspects of interest, entrepreneurship motivation, business feasibility and soft skills. Selection is done by a professional team consisting of elements of universities, entrepreneurs, and banking. The involvement of such parties is important because students should be accompanied by mentors from universities who are directly involved in the entrepreneurship education process, whereas SMEs are internships and have practical experience in business, and banking is a related party and experienced in financial feasibility. 3) Students are willing to follow the rules and regulations of PMW program managers by following all the scheduled stages, then after receiving regular funds to give accountability reports of business development to the manager.

The results of interviews on funding in the Students' Entrepreneurship Program (PMW) can be concluded that it is going well. Funding here is a grant fund provided to help *start-up* businesses run by participants. In order to run the business runs smoothly, participants are required to be able to manage good financial management. With regard to funding for the Students' Entrepreneurship Program (PMW) described by Ministry of Research and Technology and Directorate of Higher Education in the guidebook of Students' Entrepreneurship Program (2015: 6) points 7 and 8 stating that 1) Establishment of new business can be done individually (individually) or in groups. The amount of venture capital provided for the business establishment is a maximum of Rp8,000,000.00 (eight million rupiahs) per student. If grouped then the maximum number of members 5 (five) people with the maximum amount of business capital Rp40.000.000,00 (forty million rupiahs). 2) Business capital is also possible for ongoing business development with special arrangements by universities.

Based on the above explanation can be concluded that a program requires good input related elements in the Students' Entrepreneurship Program (PMW). The input components that have been evaluated and obtained sufficient results, need to be improved and optimized in each component.

c. Process Component

Process components of the Students' Entrepreneurship Program (PMW) are divided into three indicators in terms of mechanisms, constraints and solutions from obstacles. Based on the questionnaire distributed to 33 participants with 30 points of the statement, the results obtained for the mechanism indicator of 0.77 with the achievement level of 77.41% and included in the category enough. This means that the mechanism is sufficient category. The mechanism of student entrepreneurship program at Universitas Negeri Padang (UNP) is sufficient to run in accordance with the procedure. However, there are things that need improvement. One of them is at the stage of debriefing. At the stage of the debriefing, especially when the participants do internships, many of the participants do not follow seriously and diligently. This will result in a lack of participant skills during the implementation of the Students' Entrepreneurship Program (PMW).

The result of an interview about the mechanism of Student Entrepreneur Program is concluded that it has been run in accordance with the procedure. However, it is further improved in the substage of the briefing stage, especially on the students' apprenticeship. Students' apprenticeship should be conducted seriously and diligently so that the skills gained will increase after the internship is done.

Results for the obstacles indicator in the Students' Entrepreneurship Program (PMW) obtained an average of 0.71 with an achievement level of 70.71% and fall into the category adequately. This means obstacles in Students' Entrepreneurship Program (PMW) are sufficient for the participants. Obstacles encountered among them are still many participants who have not been able to divide the time between the lectures and the business it manages. The next obstacle is the lack of cooperation between participants in a group that resulted in their efforts sometimes does not work well. Many also among the participants' efforts are not the same as the study program being undertaken. This will cause the participants to be less able to find a solution when the barriers are being experienced. Thus, the process component of the Students' Entrepreneurship Program (PMW) belongs to the category is quite unsatisfactory and needs to be improved in the future for the implementation of Entrepreneurship Student Program at Universitas Negeri Padang (UNP) better.

The result of an interview about obstacles in Students' Entrepreneurship Program (PMW) can be concluded that there are still many participants who have not been able to divide their time between the lectures and the business they manage. The next obstacle is the lack of cooperation between participants in a business group resulting in their efforts sometimes not executed. Many are also among the participants' efforts that are not in line with the study program being undertaken. This

will cause the participants to be less able to find a solution when the barriers are being experienced.

The results for the solution indicator obtained an average of 0.80 with an achievement level of 80.30% and included in either category. This means that the solution provided by the university in minimizing the problems or barriers of the Students' Entrepreneurship Program (PMW) is good. This is evident from the university has arranged for one group of different study programs.

The result of the interview about the solution can be concluded that the solution for the participant's time management problem is by making a schedule between lecture and schedule of company's activity, so as not to disturb one of the activities undertaken. The solution to the lack of cooperation among fellow participants in the group is to find a group friend who has thought and together wants to develop a managed business. The solution for the business that is not in sync with the course of study is that the participants should seek a business in the same field with the study program they are running so that the participants understand the business being managed. The university will also create *workshops* for participants where there will be material about the problems and shortcomings of participants in a particular field

The average earning scores of the three indicators related to the process component of the Students' Entrepreneurship Program (PMW) is obtained by 0.77 with the achievement level of 77.41% and fall into enough categories. Thus it can be concluded that the process components need to be improved for the preparatory sub-stage, the stage of briefing and the implementation stage in order to minimize future constraints, and need to be improved and optimized for indicators of solutions to barriers in the Students' Entrepreneurship Program (PMW).

d. **Result Component**

From the achievement rate indicator, it is obtained an average of 0.62 with the achievement level of 61.62% and included in the category less. This means that the level of achievement/achievement given in the Students' Entrepreneurship Program (PMW) is still lacking. This is evident from the number of businesses stalled.

Participants have entrepreneurial interests and high entrepreneurial motivation but their readiness in the implementation of entrepreneurship, soft skills or entrepreneurial character, and the mindset of employers who are not yet optimal employment. In addition, the participants are still less serious and diligent in the preparation phase, especially the apprenticeship when this activity to increase his skills. Other obstacles that make the results less satisfactory that is still a lot of participants who have not been able to divide the time between lectures and businesses that manage. The lack of cooperation between participants in a business group also resulted in their efforts sometimes not run and become obstacles. Many are also among the participants' efforts that are not in line with the study program being undertaken. This will cause the participants to be less able to find a solution when the barriers are being experienced.

The results of interviews about the level of achievement/results can be concluded that there are still many businesses that have been running

but stopped and not run anymore. But the positive impact is also felt that the existence of the business from participants who are still running to make them can get income to meet their needs. Another positive impact felt by participants is to increase the source of learning and knowledge about entrepreneurship.

Based on quantitative data and qualitative data can be concluded that the results in the Students' Entrepreneurship Program (PMW) is not implemented properly. The university and the implementing team should further improve and optimize the implementation of the Entrepreneurship Student Program, and improve the components that need to be improved such as objectives, human resources (participants), mechanisms and so on.

Sudjana (2008: 56) states that evaluation results measure and interpret the achievement of the program during the implementation of the program and at the end of the program in the form of output generated. Evaluation of the results of the Student Entrepreneurship Program Universitas Negeri Padang (UNP) can be felt directly from the participants whose business is still running as gain from knowledge in entrepreneurship to get additional revenue. Therefore, in order to optimize the implementation of the improvement of all elements, namely context, input, and process.

5. CONCLUSION

Based on the results of the evaluation of the Student Entrepreneur Student Program at Universitas Negeri Padang (UNP), it can be concluded as follows. The context component of the Students' Entrepreneurship Program (PMW) is categorized as sufficient and needs to be improved so that the implementation of program objectives can go very well for the future. The input component of the Students' Entrepreneurship Program (PMW) is categorized as sufficient and needs to be improved in the future. The process component of the Students' Entrepreneurship Program (PMW) is categorized as sufficient and needs to be improved for better implementation of the Entrepreneur Student Program. The result component of the Students' Entrepreneurship Program (PMW) is categorized as less meaningful for the Entrepreneurship Student Program Universitas Negeri Padang (UNP). It is not implemented maximally (less effective) because only 6 business groups are still running from 33 groups that get the capital fund of the participant of the Entrepreneur Student Program 2016.

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