

ONLINE SHOP ENTREPRENEURSHIP SOUL ANALYSIS TO IMPROVE THE CREATIVITY OF ACCOUNTING EDUCATION STUDENTS MUHAMMADIYAH SURAKARTA UNIVERSITY IN THE MILLENIAL ERA

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Keyword

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Abstract

Becoming an entrepreneur among students is indeed important, because by deciding to become an entrepreneur students will also reduce the unemployment rate in Indonesia after completing their studies. Entrepreneurs in Indonesia are still at 3.47% and that is still quite low compared to entrepreneurs from other countries. The purpose of this study is to find out how much students have an entrepreneurial spirit and increase their creativity in the millennial era. This study uses qualitative research with informants who are still actively studying at the Muhammadiyah University of Surakarta and have an online shop entrepreneur. The results of this study, students choose to do online entrepreneurship because they want to create their own jobs that are not bound by companies, and can increase their creativity through online shop entrepreneurship. Starting an entrepreneur must also have strong intentions and determination because if they stop in the middle of the road, they will think again and remember the goals to be achieved. To increase their creativity, students can do this by thinking of new interesting ideas, broadening their horizons, and creating attractive promotional strategies. In this millennial era, technology has also become increasingly sophisticated, making it easier for students to take advantage of technology in online entrepreneurship. To increase their creativity, students can do this by thinking of new interesting ideas, broadening their horizons, and creating attractive promotional strategies. In this millennial era, technology has also become increasingly sophisticated, making it easier for students to take advantage of technology in online entrepreneurship. To increase their creativity, students can do this by thinking of new interesting ideas, broadening their horizons, and creating attractive promotional strategies. In this millennial era, technology has also become increasingly sophisticated, making it easier for students to take advantage of technology in online entrepreneurship.

INTRODUCTION

Entrepreneurial spirit is the attitude and personality of someone who has the will and courage to make a decision in running a business or business. This is also to encourage someone to become a successful entrepreneur (ED Kurniawan et al., 2021). A student who is capable of entrepreneurship is one of the career paths that needs to be pursued because it will also have a positive impact on their lives in the future. Not only that, but in his determination to become an entrepreneur he can also provide jobs for other people who need jobs, especially in our own country

which really needs a lot of young entrepreneurs who are creative, innovative, and dare to take existing risks.

Entrepreneurs in Indonesia are still at 3.47% and that is still quite low compared to entrepreneurs from other countries.(Wardani & Nugraha, 2021). To reduce the problem of unemployment in Indonesia, especially for universities by creating their own jobs through entrepreneurship. Growing an entrepreneurial spirit that has not yet appeared in students also requires more motivation and knowledge from the tertiary institution. Sometimes students also still feel confused about where to start an entrepreneur. This is because their entrepreneurial spirit is not yet attached to each of them. Not only that, but student creativity is still low enough to start an entrepreneur. But in this millennial era, technology has also become more sophisticated, they can take advantage of this technology to start an online entrepreneur.

Accounting Education at the Muhammadiyah University of Surakarta also has entrepreneurship courses. Not only theory but also practice. The existence of this course can be a motivation for students to start entrepreneurship, either offline or online. Being an entrepreneur as well as being a student is not an easy thing, they have to go through many challenges to achieve their goals. However, with strong intentions and determination students can do entrepreneurship well. However, Accounting Education students have not fully realized that entrepreneurship from an early age is important for the future.(Asmawan, 2017)

Entrepreneurship is a process that is carried out alone or in groups for efforts to be organized, have opportunities, and meet needs with interesting creations and innovations. Developing innovation, creativity and persistence are also important points in online entrepreneurship(Rahim & Basir, 2019). In online shop entrepreneurship, you also have to have more trust, have strong intentions, be able to take existing risks, be able to be a leader, always think about the next few years, have high honesty, and have a creative and innovative attitude.(Kuat, 2016).

The role of entrepreneurship education for tertiary institutions is very important, because education is able to create students who become young entrepreneurs. Apart from entrepreneurship education, environmental factors are also very influential on his desire to become an entrepreneur.(Wafroturrohmah, 2017). The creativity of each student is different, that's why an online shop entrepreneur is advised to broaden his knowledge from others. The decision to become an online shop entrepreneur for students is not only an alternative to working while studying but is the right choice and thinking about a long future.

Each college has its own goal to provide good things for its students. but one way that is provided to achieve success is by cultivating an entrepreneurial spirit and increasing student creativity. So that students have an optimistic mindset, are dynamic, and dare to take risks(DE Sari et al., 2022). Muhammadiyah University of Surakarta Accounting Education hopes that many students who take part in the independent entrepreneur program will train themselves to become entrepreneurs, and that after completing their studies, many graduates will become entrepreneurs and not become employees in a company.

METHOD

The type of research used is qualitative research, with a case study approach. This research was conducted at the Muhammadiyah University of Surakarta in April-July 2023. Data collection was carried out through observation, interviews and documentation. The subjects of this study were active students of accounting education at the Muhammadiyah University of Surakarta. the instrument used is the existence of an interview guide which contains the main questions regarding: 1). How to cultivate an entrepreneurial spirit that has not yet appeared in students, 2). How do accounting education students start an online shop entrepreneur without any doubts 3). How to increase creativity in online shop entrepreneurship, 4). What strategies can students do when they become online shop entrepreneurs?

In carrying out the validity of this data, the researcher used a data validity test using a triangulation technique. Triangulation technique is a technique where the collection is different in

obtaining the same source. With this triangulation, the collection of different information is obtained from the results of interviews, observations, and documents. Then for source triangulation, this technique is a technique where the source data is different, but the technique in the data is the same. Triangulation in this source technique is used to ask the truth of information from other informants (Rohmah et al., 2017).

According to Miles and Huberman in (Selvi & Untari, 2019) The data analysis technique used in this research is to use a descriptive technique regarding the Development of an Entrepreneurial Spirit on the Creativity of Accounting Education Students in the Millennial Era. This technique is used to draw conclusions from research that has been done by researchers. In collecting this data, it is then processed so that it will make it easier for other researchers to examine it and the information obtained must be accurate. In this data analysis using data collection, data reduction, presentation, and verification.

RESULTS

Growing entrepreneurial spirit that has not yet appeared in students

Being a student as well as being a young entrepreneur is not easy, they have their own challenges to do both. There are still many Accounting Education Students at the Muhammadiyah University of Surakarta who are not aware of the importance of having an entrepreneurial spirit. Overcoming this, the Accounting Education study program provides education through entrepreneurship courses that must be taken by students in semesters 4 and 6. With this, students can be motivated and increase their entrepreneurial spirit. Not only that, but now universities have also provided independent entrepreneurs for those who want to start entrepreneurship. participating in independent entrepreneurship, there are many benefits to be gained, not only being an entrepreneur but they will convert 20 credits in their lectures

Growing an entrepreneurial spirit that has not yet emerged in a student's most important supporting factor is himself just from entrepreneurship education and other people. You can motivate yourself to move forward in a better way, because the one who knows more about his abilities is himself. For this it is necessary to have strong intention and persistence to start an online shop entrepreneur. Along with motivating oneself, there is also a need for broader knowledge through entrepreneurship education from universities and insights from other people to better prepare to become an entrepreneur.

That intention and belief must also exist in someone who will foster an entrepreneurial spirit because if we are going to start entrepreneurship without intention and belief it will definitely not be possible to start an online shop entrepreneur, it could even stop in the middle of the road. Often watch entrepreneurial content so that he himself will be inspired to start an online shop entrepreneur. Studying entrepreneurship is also very influential on the entrepreneurial spirit.

The role of the family and environmental factors are also very influential in fostering an entrepreneurial spirit. from the role of the family that can help with initial capital for entrepreneurship, being motivated, and providing full support for starting an online shop entrepreneur. Environmental factors will also become a knowledge and an observation to start entrepreneurship. Being an entrepreneur does not need to be afraid of failure, because failure is what will lead us to success. These failures are always evaluated so that these problems can be resolved.

There are many doubts in starting an online shop entrepreneur

Many students are still hesitant about starting an online shop entrepreneur, because they still lack confidence, they don't have enough capital, they haven't thought of an idea that will become their business, they tend not to want to take high risks, they still doubt their abilities, and most of all that's because they are still confused about starting an online shop entrepreneur. They prefer to be employees in a company compared to those who create their own jobs. When we don't try

something, we will never know what will happen in the future, so it's better to broaden our horizons about online shop entrepreneurship, so that we are confident about the business that will be run.

Entrepreneurial spirit is a characteristic or independent nature of a person to earn income by opening a business and channeling his creativity which is used as an opportunity to earn income. Having an entrepreneurial spirit in this millennial era is also very important because they are able to create new businesses, which will reduce the current unemployment rate in Indonesia. To start an online shop entrepreneur, accounting education students must also have a number of things in themselves, namely 1). Have a strong intention, 2). Determine the type of business 3). Have leadership qualities, 4). Have good communication 5). Thinking about future goals 6). Have an optimistic and dynamic attitude 7). Dare to take risks 8). Have a creative and innovative nature of the business that will be carried out.

When making the decision to start an online shop entrepreneurship in this millennial era, many benefits are generated, both for distributors and consumers. For the distributors themselves they will get results or profits from their business, while for their consumers they no longer need to leave the house to look for the needs they want. They can choose their daily needs by shopping online. It makes consumer time more effective.

In starting an entrepreneur, of course, it will reduce the number of unemployed so that this will also greatly help Indonesia to become a developed country. In addition, students who choose online entrepreneurship will also earn their own income to meet their daily needs, and continue to be creative for the business they are undertaking.

Increase the creativity of students who are still low

Many students have low creativity because they themselves do not set targets in their studies, there are still many who do not fully understand entrepreneurship, and what future goals will be unclear, and many students do not understand the importance of creativity in online shop entrepreneurship. In increasing our creativity will also be more productive and easier to deal with a problem.

Increasing student creativity in online shop entrepreneurship will greatly affect the business being undertaken at this time. They can increase the creativity by modifying it so that it will create something new and interesting. To become a successful entrepreneur, you also have to be good at thinking about ideas or innovations. not only that but creativity can be in the form of a marketing strategy. They must be good at determining marketing strategies, especially for an online shop entrepreneur.

Creativity and innovation must also be attached to an entrepreneur. without creativity and innovation, the business that is carried out is only monotonous, there is no development in the business. If you don't use creative ideas and there is no innovation then customers will also feel bored, and it is inevitable that they will go looking for something more interesting. Therefore, to start an entrepreneur, you must recognize what must be attached to him, and know the next steps for starting an entrepreneur, especially online shop entrepreneurs.

Technology that is already sophisticated in this millennial era can also support students in starting online shop entrepreneurship. Students can use it to increase their creativity in strategies carried out by entrepreneurs. In carrying out their business, students must also be required to develop their creativity and innovation, because the competition is getting tougher. This creativity will also be a benchmark for an entrepreneur in running his business. One way to increase the creativity of students who are still low is to broaden their horizons, so that businesses can develop well.

In cultivating this creativity we must be able to find out the opportunities that exist. To find out opportunities for themselves students can do research, must be sensitive to the environment so this can determine the type of business, must be able to determine the capital and selling price, often attend entrepreneurial seminars or often watch things that can inspire us, try to always follow trends existing business, and create a new business and attract customers.

Determining strategy is also part of increasing creativity. Many students choose their strategy by promoting on social media, especially for those who run online entrepreneurs, because this will be much more effective and widely recognized by other people. Students can use promotions via Facebook, Instagram, TikTok, WhatsApp, Lazada, Shopee, and other social media. For an entrepreneur himself, it is also necessary to have a brand name to be recognized by everyone. Competition in the entrepreneurial world is also getting tougher, therefore creating a unique and attractive brand name is important because it will become the identity of the business to be run.

The use of the brand name must also be considered, because the determination of this identity should not be arbitrary. This will affect the business, the use of that name must also be in accordance with the business, and contain a positive meaning. When we plunge into the world of entrepreneurship, we are required to be as creative as possible. Competition is also getting tougher due to the widespread use of technology in this millennial era.

DISCUSSION

Seeing the results that the unemployment rate in Indonesia is still low when compared to other countries, universities must also pay more attention to student entrepreneurship education. The government in Indonesia has set a target to produce more entrepreneurs, especially students (Winarti et al., 2022). Without entrepreneurship education students will also lack the insight they have, even though they can learn from other sources but that is only a small possibility. This can be proven that the accounting education study program already has entrepreneurship courses and universities have facilitated independent entrepreneurs, but their interest in starting an entrepreneur can still be said to be quite low.

In this millennial era, education must also be of higher quality, for this reason, the world of education must have even better resources. One of the ways that education should be provided is by providing better, quality, and broad knowledge about entrepreneurship education (Harsono & Budiyanto, 2015). Especially for universities that are able to guide or motivate students to have an entrepreneurial spirit.

Entrepreneurial spirit in Accounting Education can be said to be quite low, because they think more about working in the company they want by being tempted by a large salary. But most of them don't think about their future too long, they think only about the short term. Many students choose to work in companies compared to starting entrepreneurship because they don't want to take the risks involved. From people's thinking like that, Indonesia is said to be a country that is still developing and its entrepreneurs are still far behind other developed countries. (Rahim & Basir, 2019)

In student research, it was revealed that the Muhammadiyah University of Surakarta, especially Accounting Education, needed special training for entrepreneurship. The existence of entrepreneurship courses alone is not fully enough to have an entrepreneurial spirit, Universities need to implement Entrepreneurial Student Training (Ulfatun et al., 2015). As is currently being carried out by Universitas Muhammadiyah Surakarta, it is hoped that many students will take part in the independent entrepreneurship program. With this students will be more open minded to start a business (Gunawan & Hazwardy, 2020). As a student, you don't need to be confused anymore about where to start a business, because they can use the technology to become a source of income. One online entrepreneur that can be used as a student business is in the food sector. Students can modify existing food into new food and attract customers. Not only food, but you can try fashion, especially for women who like to pay attention to fashion every day, which can be used as an opportunity to earn income. In the field of fashion, entrepreneurs can adjust the current trends for their business.

Research that has been carried out by researchers, many students do not fully understand the importance of the entrepreneurial spirit. They think that this entrepreneurship is a normal thing, even though this is very influential on the unemployment rate. Many students want to become employees in a company rather than being the business leader. Therefore, Accounting Education

students are fully supported by their students who will run entrepreneurship.(Hasmidyani Dwi, Suranto, Eko Soetjipto Budi, 2019). In Indonesia, even though the unemployment rate is still high, the existing technological developments are developing rapidly and at a high rate, even becoming the largest technological growth compared to other countries, and the country with the most access to the internet. this can be fully utilized by the people of Indonesia(Widayanti & Oktafia, 2021). It cannot be denied that this millennial era is also very attached to existing technology, they always use it every day for their needs.(IM Sari & Siregar, 2019).

Growing an entrepreneurial spirit that has not yet emerged must have the intention and belief in the business being undertaken. As an entrepreneur, he must also have characteristics that are embedded in him, namely by 1). Creative 2). Innovative 3). Think long term 4). Ability to lead 5). Proper time management 6). Dare to take risks 7). Respond to increasingly sophisticated technology 8). Have a big responsibility. The importance of entrepreneurship education that must be given to students will affect their mindset in making decisions for entrepreneurship.(Darojat & Sumiyati, 2015). Interest in becoming an entrepreneur also arises because of more knowledge about entrepreneurship which then this knowledge continues in entrepreneurial activities and produces experiences that make the desire to start entrepreneurship(IS Kurniawan, 2020).

Starting an online shop entrepreneur in the millennial era without any doubts is by focusing on the business that will be undertaken, always jotting down ideas that come to mind, providing sufficient capital, conducting research, and making attractive strategies. One marketing strategy that can be implemented is to be diligent in updating your business on social media. Students can use their promotions via WhatsApp, Instagram, TikTok, or market places such as Shopee, Lazada and Tokopedia as a marketing strategy.(Joesyiana, 2019).

Creativity is the ability to create something different, for the first time, no one has made it yet, and attract customers. Someone who has high creativity will indirectly think critically and be able to solve problems(Anam et al., 2022). To increase creativity as an online shop entrepreneur, ideas are needed to observe, imitate, and modify so that it will become a new business. Each student has their own ability, therefore it is necessary to have extensive knowledge from other people.

The existence of entrepreneurship education and independent entrepreneurs at the Muhammadiyah University of Surakarta, especially Accounting Education Students, is expected to produce more graduates who are able to create their own work, and start entrepreneurship in accordance with the passions that each student has, and not depend on other parties. Of course this will greatly assist the government in increasing entrepreneurship in Indonesia and reducing the unemployment rate in Indonesia(Susilo et al., 2019).

CONCLUSION

Entrepreneurial spirit is a characteristic or independent nature of a person to earn income by opening a business and channeling his creativity which is used as an opportunity to earn income. Having an entrepreneurial spirit in this millennial era is also very important because they are able to create new businesses, which will reduce the current unemployment rate in Indonesia. To start an online shop entrepreneur, accounting education students must also have a number of things in themselves, namely 1). Have a strong intention, 2). Determine the type of business 3). Have leadership qualities, 4). Have good communication 5). Thinking about future goals 6). Have an optimistic and dynamic attitude 7). Dare to take risks 8). Have a creative and innovative nature of the business that will be carried out. In this millennial era, education must also be of higher quality, for this reason, the world of education must have even better resources. One of the ways that education should be provided is by providing better, quality, and broad knowledge about entrepreneurship education. Starting an online shop entrepreneur in the millennial era without any doubts is by focusing on the business that will be undertaken, always jotting down ideas that come to mind, providing sufficient capital, conducting research, and making attractive strategies. Technology that is already sophisticated in this millennial era can also support students in starting online shop entrepreneurship. Students can use it to increase their creativity in strategies carried

out by entrepreneurs. In carrying out their business, students must also be required to develop their creativity and innovation, because the competition is getting tougher. This creativity will also be a benchmark for an entrepreneur in running his business. One way to increase the creativity of students who are still low is to broaden their horizons, so that businesses can develop well. The existence of entrepreneurship education and independent entrepreneurs at the Muhammadiyah University of Surakarta, especially Accounting Education Students, is expected to produce more graduates who are able to create their own work, and start entrepreneurship in accordance with the passions that each student has, and not depend on other parties.

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