

**DEVELOPMENT OF AN ENTREPRENEURSHIP PROGRAMME THROUGH SERVICE
DELIVERY IN ENHANCING THE SELF-RELIANCE ATTITUDE OF SENIOR HIGH SCHOOL
STUDENTS IN KENDARI CITY**

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Abstract

English. The aim of this research is to analyze students independent attitudes through entrepreneurship program with services. Educational institutions and the government not only create a generation that is intelligent in its knowledge but also good in attitude and has potential and skills that are useful for themselves, society, nation and state. To achieve these educational goals, schools, must establish entrepreneurship training programs that aim to develop students potential and entrepreneurial skills. The method used in this research is descriptive qualitative. Implemented in several high schools in the city of Kendari. The data sources in this research were 4 people per school, both teachers and students. Data collection techniques in this research used observation, interviews and documentation. The results of this research are that the entrepreneurship program is able to increase

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students independent attitudes at school through creativity such as selling various kinds of snacks and heavy meals. This is practiced directly in the field during special study hours in the entrepreneurship program and during break times. The attitudes formed in students are independence, cooperation and discipline. This is also able to build and develop students creativity in selling.

Keywords: Entrepreneurship, Services, Independent Attitude.

INTRODUCTION

Employment opportunities are often a major issue in development, the important role of entrepreneurship in economic development is to build productivity, innovation, competitiveness and sources of income. Entrepreneurship is an activity that involves innovation, evaluation, and exploitation of opportunities to introduce new goods and services, through organisations, markets, processes, from previously non-existent raw materials into existence (Noviariata, 2018).

There needs to be rare innovations and creations that must be carried out by schools and the government in building the spirit of student independence. One important indicator in shaping students' personalities is entrepreneurship training. With this training programme, students have a view and target in the future so that entrepreneurship becomes an important target that will be achieved by students. This training can be used as a tool that serves to improve organisational performance problems, such as effectiveness, efficiency and productivity. Training is also a learning effort organised by organisations both government and non-governmental organisations or companies with the aim of meeting organisational needs and achieving organisational goals. Training as part of the process of teaching people to acquire and improve skills in entrepreneurship (Ganesha, 2008).

An entrepreneurship training programme is a specially designed programme that enhances effective knowledge and skills for starting a business. The most important thing that participants want is clear guidance and to be involved in real practice. From this training programme, participants can demonstrate at least four dimensions of entrepreneurship training programme characteristics, namely: programme design, presentation methods, content and curriculum and wrap around services (Valerio et al., 2014).

Independent attitude is the behaviour of being able to take the initiative, being able to overcome obstacles / problems, having self-confidence and being able to do something on their own without the help of others. independent attitude is the desire to do everything for yourself (Kartono, 2000). Students' independent attitude can be determined when students are able or not in solving a problem they face. An

independent attitude is usually marked by the ability to determine one's own destiny, creativity and initiative, regulate behaviour, be responsible, be able to restrain oneself, make one's own decisions, and be able to overcome problems without any influence from others. From the explanation above, independence is one of the characters that needs to be instilled and formed in children from an early age.

Entrepreneurship is the starting capital for economic growth in a country. Achieving good economic growth without being educated with entrepreneurship development will only be a nightmare for coastal communities. So entrepreneurship has the potential to develop and improve the welfare of coastal communities. In addition, entrepreneurship can also create jobs and open up opportunities for the grassroots to work both locally and nationally.

Entrepreneurship development can be created by developing qualified entrepreneurs in terms of knowledge, mentality, and skills in the hope of creating an independent spirit in business. This also applies to coastal entrepreneurs or fishermen. Jong and Wenekers (2008) state that entrepreneurship can be defined as taking risks to run one's own business by utilising opportunities to create new businesses or with an innovative approach so that the managed business grows to be large and independent in facing competitive challenges. The ability of dynamic, innovative and adaptive entrepreneurs will have a significant impact on the development and progress of entrepreneurship itself.

So, it is time for educational institutions and the government to not only create a generation that is intelligent in its knowledge but also good in attitude and has the potential and skills that are useful for itself, society, nation and state. To achieve these educational goals, schools must establish an entrepreneurship training programme that aims to develop the potential of students and have entrepreneurial skills. So as to create high school students in Kendari City who are entrepreneurial, independent, and superior. With this entrepreneurship training programme, it is expected to produce quality and independent human resources in accordance with the objectives of education.

RESEARCH METHODS

The research method consists of a description of the type of research, data collection, data sources, data types, and data analysis. Written in paragraph form.

The research method used is descriptive qualitative. Researchers try to reveal and portray the social situation to be studied thoroughly, broadly and deeply (Sugiyono, 2012). This research will be conducted in several high schools in Kendari city. The data sources in this study are 4 people from each school both from teachers and

students. Data collection techniques in this study using observation, interviews, and documentation. Data analysis techniques that have been obtained will be carried out data reduction, data presentation, then draw conclusions.

RESULTS AND DISCUSSION

Entrepreneurship is the ability and willingness of individual humans either from themselves or from the team they have to create new economic opportunities. another meaning is also said that entrepreneurship is part of the manifestation of the ability and willingness of individuals to build new opportunities, and introduce these ideas to the market as an effort to face uncertainty and limitations by making decisions on location, form, and use of resources and institutions (Didip, 2019)).

Here are some stages in entrepreneurship, Kasmir in (Sutrisna, 2017) including the first, Starting stage The stage where someone who intends to do business prepares everything necessary, starting with looking at possible new business opportunities whether opening a new business, making acquisitions, or doing "franchising" This stage also chooses the type of business to be carried out whether in agriculture, industry or services. Second, the stage of implementing the business In this stage an entrepreneur manages various aspects related to his business, including aspects such as financing, human resources, ownership, organisation, leadership which includes how to take risks and make decisions, marketing, and conducting evaluations. Third, the stage of maintaining the business The stage where the entrepreneur, based on the results achieved, analyses the progress achieved to be followed up according to the conditions faced. Fourth, the stage of developing a business where if the results obtained are classified as positive or experiencing development or can survive, business expansion is one of the options that may be taken.

Based on the above explanation, to become a successful entrepreneur, you must work hard, have a high fighting spirit, and believe in your abilities because becoming a successful entrepreneur is not easy. Every entrepreneurial activity must go through a critical period, with hard work, fighting spirit, and strong belief, all obstacles can be overcome.

There are five main dimensions related to service quality including physical evidence, reliability, responsiveness, assurance, and empathy. These dimensions are indicators used to assess the quality of service provided by a company to consumers and also to find out the opinions of consumers about their consumers, and also to find out the opinions of consumers about the quality of these services. In the end, service quality will be assessed based on the perceptions of consumers / customers who have received services (Buchari, 2009).

Improving the Independence Attitude of High School Students in Kendari City

There are several characteristics that can be used as a reference to identify that someone is said to be independent. There are at least five characteristics of a person said to be independent, namely self-confidence, being able to work alone, mastering expertise and skills that are in accordance with their work, respect for time, and responsibility. students' independent attitudes have characteristics, including: physically able to work alone, mentally able to think for themselves, creatively able to express their ideas in a way that is easy to understand, and emotionally the activities they carry out are accounted for by themselves (Covey & Steven, 1997).

With the above characteristics, the goal of changing the attitude of a student will be able to lead to the path of success, this is because an independent attitude also includes the ability to adapt actively to the environment, be able to determine their own destiny, be able to take the initiative, be creative, mature in carrying and placing themselves, and most importantly not have dependence on others. An independent attitude is seen in a sense of responsibility, self-confidence, full of initiative and does not avoid the need to take appropriate risks and does not avoid competition. While the indicators of independent attitude assessment are the existence of behaviour that does not like to depend on others, progressive, tenacious, initiative, and the time available is always used effectively and efficiently as possible (Covey & Steven, 1997).

As stated in Law number 20 of 2003 that "education is a conscious and planned effort to create an atmosphere of learning and learning so that students actively develop their potential to have religious spiritual strength, personality self-control, intelligence, noble character, skills needed by themselves, society, nation and state" (Kemendikbud, 2003).

Table 1. Entrepreneurship Programmes in Kendari City Schools

No	School	Sells
1	SMA 1	1. fried food 2. Bread 3. Various drinks
2	SMA 2	1. Various drinks 2. Bread
3	SMA 5	1. Various drinks 2. Fried food
4	SMK	1. Chicken Rice 2. Fried Rice 3. Fried Rice 4. Various Drinks
5	MA AL-FATH	1. Various drinks

		2. Fried Rice
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Source: Interview, 5 February 2024.

Analysis/Discussion

Service-based Entrepreneurship Programme

The entrepreneurship programme is a special programme to build entrepreneurial knowledge and skills. The existence of this programme, students can show 4 models of entrepreneurship programme characteristics including: programme design, presentation methods, content and curriculum.

Researchers in this case concluded that the purpose of the entrepreneurship programme through services is first, to train and make the soul of Kendari city high school students with a creative and innovative entrepreneurial mentality. Second, Making Kendari city high school graduates able to be entrepreneurs independently and reduce unemployment. Third, Opening job opportunities in the community. Fourth, Improve the quality of service, promote welfare, and educate life.

Based on the results of the interview, the researcher can explain that the curriculum applied in the training programme through services at Kendari city high school is the curriculum applied in the Tefa (Teaching Factory) programme. It is part of entrepreneurship lessons in developing businesses, technoparks, multimedia, and software engineering. It should be noted that entrepreneurship applied in Kendari city high school is taught in grade 11 then entrepreneurship training is applied in grade 12. The results of the entrepreneurship programme products through services are the results of products that are carried out independently then deposited in student cooperatives, sold by going around each class and selling in the school yard during recess. The forms of business vary such as fried foods, various foods, and cakes that are packaged in plastic independently, creatively, and innovatively.

Improving the Independence Attitude of High School Students in Kendari City

The entrepreneurship programme is part of the way to increase the independence of students. The purpose of increasing the independence attitude of high school students in Kendari city is first, to be able to direct themselves towards positive behaviour that can support success in the learning process and entrepreneurship practice. Second, making students trained and accustomed to doing positive things and being able to regulate every behaviour they do. Third, making students have discipline in the learning process and practice both in class and in the field. Fourth, the entrepreneurship program is in accordance with the characteristics of an independent attitude, as for keeping this program able to be mineralised in a

progressive and developing manner, it is necessary to have the support of students such as first, students are able to work independently. second, students are able to express their ideas in a way that is easy to understand and understand. Third, the activities carried out must be accounted for independently.

Actualisation that aims to improve the attitude of independence of students is certainly inseparable from the supporting factors that support its success. Kendari city high school in the results of researcher interviews, it can be concluded that first, the existence of direction and attitude services that support the enthusiasm of students to face their future. Second, There is encouragement in making creative and fun activities so that it creates a sense of pleasure in them. Third, There are various rewards for students who achieve the goal of independent attitude.

Entrepreneurship Development through Services at Kendari City High School

Developing an entrepreneurship program through service services in improving the independent attitude of students, researchers see several things from the conclusions obtained that the actualization of schools in developing entrepreneurship training programs through service services is first, creating a creative and enjoyable learning atmosphere so that students do not only provided with theory but with practice so that students are able to realize what they have learned in class. Second, students are provided with assistance by teachers so that they are able to direct and organize the running of the entrepreneurship program smoothly and in a well-organized manner. Third, give students life skills, general life skills, or specific life skills so that students excel both in class and outside of class. Fourth, carry out comparative studies between institutions that have entrepreneurship programs to be able to exchange ideas and share experiences. Fifth, collaborate with both government and private institutions to create a bright future for prospective entrepreneurs. Sixth, holding workshops for both teachers and students regarding entrepreneurship. Based on this, the researcher views that independent values in students can be observed through the impact on the surrounding environment, such as realizing products that have been produced by students.

CONCLUSION

Based on the explanation above, it can be concluded that the entrepreneurship program in several Kendari city schools has been running well through assistance from the teachers of each school. The curriculum applied in the training program through services at Kendari City High School is the curriculum implemented in the Tefa (Teaching Factory) program. It should be noted that entrepreneurship implemented in

Kendari city high schools is taught in class 11 and then entrepreneurship training is implemented in class 12. The product results of the entrepreneurship program through services are products that are made independently and then entrusted to student cooperatives, sold by going around each class and selling in the school yard during break times. There are various forms of business such as fried foods, various foods and cakes packaged in plastic independently, creatively and innovatively.

The entrepreneurship program is part of a way to increase student independence. Actualization which aims to increase the independent attitude of students is certainly inseparable from the supporting factors that support its success. guidance services and attitudes that support students' enthusiasm to face their future. encouragement in making creative and enjoyable activities that create a sense of joy in them. Various awards are given to students who achieve the goal of being independent. Independent values in students can be observed through the impact on the surrounding environment, such as realizing products that have been produced by students.

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