

Business Center as Entrepreneurship Learning Laboratory

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ABSTRACT

Business center as an entrepreneurship learning laboratory at SMK Negeri 4 Jember was conducted. This research to obtain information about business center (an overview of the role business center in entrepreneurship learning and describe the implementation business center as entrepreneurship learning laboratory). Business Centers at SMK Negeri 4 Jember part of business activities developed by schools that can be collaborated in entrepreneurship learning and have two business types, namely the school canteen and retail businesses. This research method is descriptive qualitative (observation, interviews, and documentation with a sample size of 40 students). The results of research business center at SMK Negeri 4 Jember are provided training in entrepreneurship learning to students, the role of business centers as a means of enhancing entrepreneurship characteristics and spirit with the management of business center as a business unit, and the implementation of business center activities is selling practices at the laboratory business center.

Keywords: *business center, entrepreneurship, entrepreneurship laboratory*

INTRODUCTION

Entrepreneurship is the ability in business activities that have creative and innovative skills carried out by one or a group of people to see opportunities through business activities or business. Entrepreneurial learning and knowledge for students need to be improved because with high entrepreneurial knowledge students will be more easily understood and have broad insight into entrepreneurship [1]. Entrepreneurial activities originated from cognitive understanding and self-motivation that lead to entrepreneurial behavior. Cognitive understanding can be assessed through the learning process from school [2].

Entrepreneurial capacity development can provide competencies by increasing the growth of entrepreneurship education programs [3]. Entrepreneurship education is enhanced through entrepreneurship learning in Schools to stimulate entrepreneurial behavior in students. Entrepreneurship learning must carry out simulations or practices including actual business creation as part of a formal curriculum [4]. Students get the task to create new businesses and carry out business management tasks in the school when the students act as entrepreneurs in the learning process. The business center activity at SMK Negeri 4 Jember is a process of business activities by schools in a continuous,

academic and business manner by empowering school residents and the environment in the form of professionally managed production and service business units. A business center is applied in Vocational Schools with the aim of: improving graduate quality in various aspects of knowledge and skills, production based training services for students, fostering and developing teacher and student entrepreneurial spirit, direct productive practices for students, and help funding for maintenance, additional facilities, and school operational costs and others [5]

The business center at SMK Negeri 4 Jember have two business units managed by students namely the school canteen business and retail businesses. The school canteen managed by students is the product made by students of SMK Negeri 4 Jember, while the retail business unit is the result of the collaboration between the school and the retail business by building a laboratory at the front of the school. Retail is a business venture that directs its marketing capabilities to satisfy end consumers based on the organization of sales of goods and services as the core of distribution. Laboratory business centers are built like retail companies around the school. Studies similar to the existence of a business center have been performed [5] [6]. This research was an influence of entrepreneurship learning through the business

center on competency entrepreneurship, there are supporting factors and inhibiting factors for business centers as an entrepreneurial learning laboratory but never been done using role and implementation business center as an entrepreneurship learning laboratory (school canteen and retail business). The existence of a business center makes interesting to study because entrepreneurial learning activities usually carried out in classrooms. The students at SMK Negeri 4 Jember can be collaborated with business center activities and implementation business centers as entrepreneurship learning laboratory. Based on these problems, the research about the role and implementation of business centers as entrepreneurship learning laboratory in SMK Negeri 4 Jember is important. The research conducted with aims to uncover the role and implementation of business centers as entrepreneurial learning laboratories in Vocational business and management categories to enhance entrepreneurship learning activities through business center programs.

METHODS

The research was conducted on 3-14 September 2018 located at SMK Negeri 4 Jember. Methods of data collection using descriptive qualitative method (data collection, data reduction, data presentation, and conclusions) from observation, interviews, and documentation. The data source of this research is divided into two primary data and secondary data.

The observation in this research was conducted at SMK Negeri 4 Jember. The parameter observations are noted all activities about business center during the research period. The interviews in this research were conducted with deputy headmasters in the curriculum, entrepreneurship teachers, business center administrators and students of SMK Negeri 4 Jember. The Topic interviews are role business center as entrepreneurship laboratory and implementation business center in entrepreneurship learning. Documentation about activities at business center as entrepreneurship laboratory must be complete recorded.

RESULTS AND DISCUSSION

Role of Business Center as an Entrepreneurial Laboratory

Concept business center laboratory is an academic unit as a support for educational institutions managed systematically for testing activities, limited production based on specific

knowledge in the context of implementing education [6]

Business Center activities at SMK Negeri 4 Jember that have been impact on the practical learning process. Students are emphasized in the business management process that is in SMK Negeri 4 Jember. Students need to be prepared for unstructured situations, the uncertain nature of entrepreneurial experience [7]

Business Center at SMK Negeri 4 Jember provided facilities for students so students can understand and practice entrepreneurship learning, by finding business ideas and managing them. There are obstacles in the process of learning activities in the business center students have limited ability to understand the concept of entrepreneurship, but from the concept of characteristics students have entrepreneurial character ranging from discipline, hard work, independence, courage and responsibility. Entrepreneurship values applied in the implementation Business Center at SMK Negeri 1 Kudus are discipline, independence, creativity, resilience, courage, communicative, responsibility, and enthusiasm for success [8].

Implementation of the Business Center as an Entrepreneurial Learning Laboratory

The implementation of business center activities can be carried out through sales activities as well as management of business center units at SMK Negeri 4 Jember.

Selling Practices at the Laboratory Business Center:

- Practice selling good at the Laboratory of Business Center
- The practice of selling is carried out by individuals
- Students must sell goods at the Laboratory of Business Center.
- The number of items that must be sold for each purchase is determined by agreement at the time of study.
- Within one week students must report the results of the sale and make repayments to the laboratory.
- When reporting, students are required to bring notes and lists of names with the consumer's signature.

The purpose of this selling practice is so that students can:

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- Train students' skills in selling products
- Improve student's ability to communicate with consumers
- Learning to read a business opportunity.
- Growing the spirit of entrepreneurship in students



Figure1. Business Center SMK Negeri 4 Jember



Figure2. Practice Selling



Figure3. Practice Selling at Canteen SMK Negeri 4 Jember



Figure4. Interview with business center administrators



Figure4. Interview with student

CONCLUSION

The existence of the Business Center as an entrepreneurial learning laboratory provides an important role in entrepreneurial practice activities at SMK Negeri 4 Jember. Based on the results of the research conducted by the researcher there are still obstacles in the activity. Understanding of students who are lacking in the process of the Business Center activities to a maximum lack of activity and there are limits to school hours such as rest. Responding to the shortcomings above, the authors propose several

solutions to improve the business center at SMK Negeri 4 Jember:

- Establish a school entrepreneurship group
- Reconstruction of the curriculum that collaborates productive learning with entrepreneurship

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