HOW TO DEVELOP BUSINESS ETHICS IN ENTREPRENEURIAL STUDENT PROGRAM?

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Abstract: This article illustrates how business ethics can improve sales achievement and discusses how it can be developed among students who involved in entrepreneurial student program. Good sales achievement is supported by the business ethics attitudes owned by the students. This business ethics is important because it contains value and ethics. The research methodology used in the article is descriptive and qualitative. In this way, analysis of business ethics building is made by exploring students' attitudes in order to improve their sales achievement. From the results, it can be concluded that the application of business ethics in entrepreneurial student program activities on campus is still not good. Students who undertake entrepreneurial student program activities have not fully implemented ethical moral values in running their business. Not all students in the program get knowledge about business ethics in entrepreneurship in their lectures because they are not included in one of the courses in their study program. The student did not get any socialization or business ethics in entrepreneurial student program activities, which emphasized only how to get maximum sales results.

Keywords: business ethics, education, entrepreneurial student program.

INTRODUCTION

In business activities or entrepreneurial activities always aim to get a profit. This indeed becomes a necessity where a good business from an economic point of view must benefit. The next point of view is law, business is said to be good if it has legality. And one other aspect is very popular and needs attention in this business world is the norm and business ethics. This is sometimes forgotten in running a business, whereas a business that is good from an ethical perspective is ethical business. In addition to business ethics can guarantee the trust and loyalty of all that affect the company also determines the progress or withdrawal of a company. Business ethics is very important to maintain the loyalty of stakeholders in making decisions and solving all company problems. Because all company decisions greatly affect and are influenced by stakeholders. Stakeholders are all individuals or groups with an interest in and influence the company's decisions. How about the application of business ethics in entrepreneurial practice activities on campus? has it been applied in the values of entrepreneurial practice? Did they get knowledge about business ethics in entrepreneurship?

LITERATURE REVIEW

Business Ethics

Kerf (2005), in the broadest sense of ethics is a procedure for dealing with other humans. Ethics is often referred to as the act of regulating human behavior or behavior with society. Behavior needs to be regulated so that it does not violate the norms or habits prevailing in society, because the norms or habits of the people in each region of different countries.
Business ethics is a specialized study of right and wrong morals. This study concentrates on moral standards as applied in policies, institutions, and business behavior. (Velasquez, 2005). During this time we as consumers can judge the unethical actions taken by the company will usually get a countermeasure from consumers or the public for example in the form of boycott movements, bans on circulation, prohibitions on operations and so forth. Recently if there are consumers who are dissatisfied with a service or product from a company, then they will post their frustration on social media. This will have an impact on the decline in sales value and corporate image. Whereas companies that uphold business ethics, generally include companies that have a high corporate image ranking, especially if the company does not tolerate unethical actions.

Business ethics is very important to maintain stakeholder loyalty in making company decisions and in solving company problems. This is because all company decisions greatly influence and are influenced by stakeholders. Stakeholders are all individuals or groups with an interest in and influence on company decisions. Who are the company's stakeholders:

1. Entrepreneurs and business partners
2. Farmers and companies supplying raw materials
3. Workers' organizations representing workers
4. The government regulates the smooth running of business activities
5. Bank of corporate funders
6. Investors
7. The general public served
8. Customers who buy products

In this article, we agree that company’s stakeholders are also relate with the students who join the entrepreneurial student program. According to Goffrey (1996), there are several attitudes and behaviors that must be carried out by employers and all employees, namely:

1. Be honest in acting and behaving,
   Honest attitude is the main capital of an employee in serving customers. Honesty in saying, speaking, behaving, or acting. It is this honesty that will foster customer confidence in the services provided.
2. Be diligent, on time, and not lazy
   An employee is required to be diligent and punctual in working especially in serving customers and should not be lazy in working.
3. Always smile
   In dealing with guests / customers, an employee must always smile, never be depressed or sullen. With a smile we are able to tear down the hearts of customers to like our product or company.
4. Meek and gentle
   In behaving and speaking when serving customers or guests should be with a gentle voice and a suave attitude. This can attract guest interest and make customers feel at home in touch with the company.
5. Polite and respectful
   In providing services to customers, the barriers are always polite and respectful. Thus the customer will also respect the services provided by these employees.
6. Always cheerful and passionate
   The always cheerful attitude shown by employees can break the existing rigidity, while the social attitude will also cause customers to feel fast and close friends like old friends so that everything runs smoothly.
7. Flexible and likes to help customers
In dealing with customers, employees must be able to provide understanding and want to budge to customers. Everything can be resolved and there is always a way out in a flexible way. Employees are expected to like helping customers who have difficulty to find a way out.

8. Serious and have a sense of responsibility
In serving customers, employees must be serious and earnest, steadfast in dealing with customers who are difficult to communicate or who like to chatter. And also must be able to take responsibility for their work until the customer feels satisfied with the service provided.

9. High sense of belonging
This sense of ownership will motivate employees to serve customers, besides that employees must also have a soul of service, loyalty, and loyalty to the company.

Entrepreneurship and Entrepreneurship Program
According to Frinces in Eryanto (2019), "entrepreneur who comes from the French "entreprendre" who does (to undertake) or try (trying). Then the word entreprendre is also defined as 'between the taker' or 'intermediate' (go-between)." HAR Tilaar in Eryanto (2019) stated that: "discussing the relationship between curriculum and entrepreneurship implicitly recognizes that entrepreneurship can be incorporated into the curriculum of formal and non-formal education institutions."

Entrepreneurship material or courses have indeed become compulsory subjects at Jakarta state universities, but business ethics courses to complement these courses have not been applied in all faculties at Jakarta State universities, even though business ethics is also a value that can support running business or good entrepreneurial activities.

There are several concepts that explain entrepreneurship. Here are 6 important entrepreneurial essentials (Suryana, 2003), namely:

1. Entrepreneurship is an effort to create added value by combining resources through new and different ways to win the competition. The added value can be created by developing new technologies, finding new knowledge, finding new ways to produce new goods and services that are more efficient, improving products.
2. Entrepreneurship is the ability to create the new and different.
3. Entrepreneurship is a process of doing something new (creative), and something different (innovative) that is useful to give more value.
4. Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life.
5. Entrepreneurship is a value needed to start a business (start-up phase) and business development (venture growth).
6. Entrepreneurship is a value that is manifested in the behavior that is the basis of resources, driving forces, goals, strategies, tips, processes, and business results.

Business Ethics and Entrepreneurship
Ethical goals must be in line with company goals, there are several ethical goals that the company always wants to achieve, namely:

1. For friendship and association
Ethics can increase familiarity with employees, customers or other interested parties. The friendly atmosphere will turn into friendship and increase the breadth of the association. If
employees, customers, and the community become familiar, all matters will become easier and smoother.

2. Pleasing others
The attitude of pleasing others is a noble attitude. If we want to be respected, then respect others. Pleasing people means making people happy and satisfied with the services provided. If the customer feels happy and satisfied with the service provided, hopefully they will repeat it some time.

3. Persuade customers
Each prospective customer has its own character. Sometimes potential customers need to be persuaded to become customers. Various ways can be done by companies to persuade prospective customers, one of them is through ethics shown by all company employees.

4. Retain customers
There is an assumption that maintaining customers is much more difficult than finding customers, and there are also those who think that maintaining customers is easier because they have felt the product or service provided.

5. Fostering and maintaining relationships
Relationships that are already going well must be continued and fostered. Avoid differences in understanding or conflict. With ethics create relationships in a closer and better atmosphere.

RESEARCH METHOD
This research uses the descriptive quantitative survey method and the data is analysed by content analysis. The research uses primary data from observations of the respondents, who were students selected according to student entrepreneurial program.

RESULTS
From the results, it can be concluded that:

The application of business ethics in entrepreneurial student program activities on campus is still not good. Based on the survey results to them, it was found that 60% of respondents had not applied ethics in doing business in their business activities. They still rely on how to sell a lot and get a profit.

Students who undertake entrepreneurial student program activities have not fully implemented ethical moral values in running their business. As many as 68% of students participating in the entrepreneurship program said that moral values and business ethics were set aside first because for start-up business needed first was an entrepreneurial mentality that never gave up and always worked hard, not lies in the business ethics and moral values in business.

Not all students who take part in entrepreneurial student programs get knowledge about business ethics in entrepreneurship in their lectures. Only 42% of program participants gained knowledge about business ethics in teaching and learning activities, the remaining 58% did not get this knowledge because it was not included in one of the courses in their study program. Entrepreneurship material or courses have become compulsory subjects in Jakarta state universities, but for business ethics courses that can complement entrepreneurship courses have not been applied in all faculties at Jakarta state universities, even though business ethics are also moral values which can support the running of a business or good entrepreneurial activity.

Although only 32% of students apply business ethics in their practical entrepreneurial activities, they themselves believe that the increase in sales occurs in their businesses because they have adopted moral and ethical values including honesty in doing business, discipline in
carrying out their work or division of work respectively, being polite and respectful towards consumers also makes sales results or achievements increase, because consumers return to buy their products because the services provided are satisfactory. Having responsibility for the business and services for consumers also makes the life cycle of the business that they run also good and healthy.

72% of students who participate in the program do not get socialization or deepening about business ethics in entrepreneurial student program activities, which emphasizes only how to get maximum sales results.

SUGGESTIONS

From the results, researchers give suggestions to the problems that were found in this research. The application of business ethics in entrepreneurial student program activities on campus is still not good and students who undertake entrepreneurial student program activities have not fully implemented ethical moral values in running their business. So the executive committee of the university should add assessment criteria, one of which is the criteria for applying moral and ethical values in entrepreneurial activities carried out. It is hoped that this can become a motivator for program participants to implement the business ethics. Not all students in the program get knowledge about business ethics in entrepreneurship in their lectures because they are not included in one of the courses in their study programs, so universities must create curriculum FGDs that involve all elements in the university to make curriculum or ethics courses business in study programs at UNJ, because UNJ graduates themselves are not only as teachers but also entrepreneurs. The student did not get any socialization or business ethics in entrepreneurial student program activities, which emphasized only how to get maximum sales results, so it should be added material about business ethics in the material depth or training education in entrepreneurial student programs.

REFERENCES