STUDENT CREATIVITY AT SCHOOL: CAN THIS INCREASE INTEREST IN ENTREPRENEURSHIP?

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Abstract: This study aims to study the Effect of Student Creativity on Entrepreneurial Interest in Vocational Students in East Jakarta. The research method used was a survey method. The sample used in this study amounted to 100 students taken purposively. Data variables Entrepreneurial Interest and Student Creativity are primary data using a Likert scale model questionnaire. The results of this study indicate that students have a significant interest in student interest in entrepreneurship, or have a significant role in leadership in growing student entrepreneurial interest.

Keywords: Education, Entrepreneurial Interest, Student Creativity.

INTRODUCTION

The growth of entrepreneurial interest at this time is very important, considering the demand for the number of workers is no longer balanced. Labor supply is very low while demand is very high. The government needs to pay attention to the many factors that affect entrepreneurial interest in the order to prepare students to enter the workforce and reduce the unemployment rate.

One factor that influences entrepreneurial interest is student creativity. Student creativity can also encourage an entrepreneurial spirit in students. With creativity, students are able to generate new ideas and be open to new ideas and have new breakthroughs to produce a business or product. This certainly has an impact on entrepreneurial interest in students. Creative students tend to be able to produce products or business ideas that can be produced and marketed. Activities like this will be able to give birth to young entrepreneurs.

Entrepreneurial interest is a source for the birth of future entrepreneurs. However, the efforts made by schools, as if not enough to foster student interest in entrepreneurship, the fact shows that there are still very few students, especially students in office administration competency skills at State Vocational Schools entrepreneurship after finishing school. Based on data from several schools, it was obtained from the results of the search for alumni of office administration competency expertise that most State Vocational School graduates choose to work in a company or other occupation rather than being an entrepreneur. Interest, creativity and innovation are needed for students who are entrepreneurial to be able to identify business opportunities, then utilize business opportunities to create new job opportunities.

In order to encourage the growth of entrepreneurial interest for students and create graduates who are able to become job creation, it is necessary to provide guidance for students to be able to carry out entrepreneurship. Students are directed in a program in order to foster entrepreneurial activities in the school environment, such as entrepreneurial practices, namely marketing skills that will be a source of inspiration for students after graduation. However, based on the results of interviews conducted by researchers with the principal that there is no entrepreneurship program that is run at the State Vocational School. Thus there is no
entrepreneurship program that is run to increase student creativity so that the creativity of students at the State Vocational School is low.

If observed more deeply, there are no programs that can stimulate student creativity. The creativity of State Vocational School students is not in accordance with the expectations of the school, it is seen in the lack of school entrepreneurship programs. Whereas creativity is an important element in entrepreneurship. Creativity can also be someone's initial capital for entrepreneurship. Based on the background problem Liti interested in conducting research on creativity of students to the Interests Influence on Student Entrepreneurship at State Vocational Schools in East Jakarta.

LITERATURE REVIEW

Entrepreneurial Interest

Aris Subandono (2007) defines that interest in entrepreneurship is the tendency of the heart within the subject to be interested in creating a business which then organizes, organizes, bears the risk and develops the business that it creates. In line with this, the interest in entrepreneurship is the desire, interest and willingness to work hard to be independent or try to meet their needs without feeling afraid of the risks that will occur, always learning from failure (Santoso, 2009).

According to Fuadi in Putra (2012) interest in entrepreneurship is the desire, interest, and willingness to work hard to make the maximum effort to meet the needs of his life without fear of the risks that occur. Then according to Sutanto in Sifa (2016) interest in entrepreneurship is the desire, interest, and willingness to work hard or have a strong will to try to fulfill their daily needs and create new businesses without fearing the risks that will occur and always learning from failure in entrepreneurship.

Student Creativity

Hubeis (2005), that creativity is connecting and reassembling knowledge in the human mind that allows itself to think more freely in arousing new things, or producing useful things. Other opinions expressed by (Munandar, 2003) that creativity is an imaginative activity which results in the formation of a combination of information obtained from previous experiences into something new, meaningful and useful. Creativity is actually owned by every individual but the levels are different. The emergence of creativity is not bound by age and education, creativity can be realized anywhere, including in school students.

Buchari Alma (2007), creativity is a person's ability to give birth to something new, both in the form of ideas and real work, which is relatively different from what has been produced or delivered. Then according to (Supriadi, 2005) that creativity is a person's ability to give birth to something new, both in the form of ideas and real work that is relatively different from what already exists. It is similar that creativity is the ability to provide to provide new methods and produce something new that applies them in problem solving (Semiawan, 2009).

RESEARCH METHODS

The research method used was a survey method. The survey method used a collegial approach and used primary data for the independent variables of student creativity and the dependent variable for Entrepreneurial Interest. The population in this study were all students majoring in office administration at the State Vocational School in East Jakarta. Determination
of the sample taken purposively with sample criteria is the final grade students who have undergone entrepreneurial practices and are incorporated in school organizations. The data analysis technique will be performed using the estimation parameters of the regression model with the SPSS (Statistical Package for Social Science) version 21.0 program.

RESEARCH RESULTS AND DISCUSSION

The results showed a linear relationship between student creativity with entrepreneurial interest with values $F = 36.684$ and $p = 0.000$ and $t_{\text{count}}$ value $3.720 > t_{\text{table}}$ 1.986 which states the significance ($t_{\text{count}} > t_{\text{table}}$) meaning that each independent variable of student creativity has an influence positive and significant towards the dependent variable namely entrepreneurship interest in students.

Then student creativity has a coefficient of 0.343 which means that every time there is an increase in student creativity by 0.343 there will be an increase in entrepreneurial interest by 0.343 and vice versa at a constant of 38.668. The form of influence between the variables of entrepreneurial interest with the creativity of students of the State Vocational School office administration in East Jakarta has a regression equation $Y = 38.668 + 0.343X$. From this equation, it can be concluded that interest in entrepreneurship will increase, if the individual has high creativity.

Based on the results of calculations that student creativity affects entrepreneurial interest in students means the better the creativity of students, the better interest in entrepreneurship on students. Conversely the lower the creativity of students the lower the interest in entrepreneurship in students. Then the lower the family environment, the lower the interest in entrepreneurship in students.

The coefficient of correlation ($R$) is obtained by 0.546. These results indicate that the variable of creativity of students with an entrepreneurial interest occurs a strong influence. The results of the regression coefficient test ($R \text{ Square}$) obtained 0.298, the coefficient of determination of student creativity variables contributed the effect of 29.8% to entrepreneurial interest, and the remaining 70.2% was influenced by other variables not examined.

Based on the average score of entrepreneurial interest scores on the indicator where the interest gets the highest score of 50.2%. And it can be seen that the lowest indicator is the indicator ready to face the risk of 49.8%. This illustrates that students are still not ready to face the risks that will occur in entrepreneurship and this can affect the level of entrepreneurial interest in students at the school.

Based on the average score of students' creativity score on the indicator which produces a new form the highest score is 34.4%. And it can be seen that the lowest indicator is the new method indicator that is equal to 31.9%. This illustrates that the new methods of entrepreneurship in a school are still low and this can affect the level of entrepreneurial interest in students at the school.

The results of this study only apply to State Vocational Schools in East Jakarta, which cannot be generalized in other schools because of certainty respondents have different characteristics.

CONCLUSION

Based on the results of research on the influence of students' creativity to the interest in entrepreneurship in students State Vocational Schools in East Jakarta, the researchers concluded as follows: there is influence a positive and significant correlation between creativity of students
with interest in entrepreneurship in students the value of $t_{count} > t_{table}$ means the better the creativity of students, the better the interest in entrepreneurship in these students.

**SUGGESTIONS**

Based on the conclusions above, the suggestions that can be given by researchers include:

1. For the State Vocational School in East Jakarta and other educational institutions.
   It is better for the teacher or supervisor to create entrepreneurship programs that can support skills and develop students' creative ideas so as to increase student entrepreneurship. Teachers or mentors can also use learning strategies that are as creative as possible with the aim of developing their abilities and skills in entrepreneurship.

2. For student.
   As a hope that can be used as input for students to increase student creativity so as to foster interest in entrepreneurship. For this reason it is suggested to students that increased entrepreneurial interest makes students have creative thinking and can be entrepreneurial.

3. For Further Research.
   For further research development can be done with a variety of methods that can be used so that students have high entrepreneurial interest.

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