

Building Student Entrepreneurship Spirit Through Innovation Strategy

Muliadi Rizki ^a, Eddy Noviana ^a, Masyitha Ramadhani ^a, Rahma Widi ^b, Wilda Susanti ^c

^a Faculty of Teacher Training and Education, Universitas Riau, Indonesia

^b Faculty of Education, Institut Az Zuhra, Indonesia

^c Faculty of Computer Science, Institut Bisnis dan Teknologi Pelita Indonesia, , Indonesia

Article History

Received

26 May 2025

Received in revised form

30 August 2025

Accepted

29 April 2026

Published Online

31 May 2026

*Corresponding author

muliadi.rizki4553@student.unri.ac.id

Abstract

This study consists of one variable, namely the Entrepreneurial Strategy of Community Education Students of FKIP Universitas Riau. The concept of the entrepreneurial strategy of community education students of FKIP Universitas Riau in question is an action plan prepared by entrepreneurs to achieve their business goals. This strategy includes strategic decisions and steps to develop, create, and grow a business, which is illustrated by: 1) Plan, 2) Pattern, 3) Position, and 4) Perspective. The subjects of this study amounted to 4 people who will be used as research information. The purpose of this research is to find out data and information about the Entrepreneurial Strategy of FKIP Students at Universitas Riau. The determination of the research subject is based on the consideration that the informant can provide the data and information needed in the research.

Keywords: Strategy; Entrepreneurship; Students; Community Education

DOI: <https://doi.org/10.35145/j544h574>

SDGs: Quality Education (4); Decent Work and Economic Growth (8); Industry, Innovation and Infrastructure (9)

1.0 INTRODUCTION

One of the objectives of organizing courses and training for the community is to provide knowledge, skills, and life skills, one of which is an entrepreneurial attitude. According to Suryadi (2018), entrepreneurship aims to increase competitiveness, provide employment, reduce unemployment, and poverty. Thus, entrepreneurship can be interpreted as "the passion for developing new businesses". Community Education is part of a key factor in the development of the country, as it is closely related to improving the quality of life and economic development. An important aspect that can accelerate such development is student entrepreneurship strategies. As agents of change, students have a strategic role in applying entrepreneurial skills that have a positive impact on society.

Entrepreneurship is a dynamic process in which added value is created for goods and services as well as services and wealth. Individuals create this added value and wealth. An entrepreneur must take risks, dedicate time, and offer different goods and services. The goods and services produced by entrepreneurs are not just new goods, but new value benefits. Suryana (2019) explains that an entrepreneur is an independent person, that is, a person who has a company as a source of income. In other words, he does not depend on others for his income. Basrowi (2011) states that entrepreneurship leads to people who carry out their own business or activities with all their abilities.

Strategy is an overall approach related to planning, implementing ideas, and executing an activity or activities that have been planned within a certain time. Strategies in trading are, of course, very necessary to overcome competition, especially in a modern world like today, with access so easy it is a shame if it is not utilized by traders to sell their merchandise.

In the business world, strategy is a very important element so that a business can achieve its expected goals. A successful business lies in the strategy that is implemented. The reason that shows the importance of strategy is that the increasingly fierce competition in the era of modernization, as it is today, will require a business to compete hard to maintain its existence during such intense competition.

All these problems are a stage to train one's ability to search and find solutions. It is from this process that an entrepreneurial person will have a very high decision-making spirit with mature risk considerations so that in the future he can solve his problems, from all of which will certainly grow someone confident, diligent, diligent, tenacious, and not easily discouraged.

2.0 LITERATURE REVIEW

Strategy

A strategy is a method or step that someone uses, designed beforehand to win a competition. It is closely related to the business world. Strategy encompasses an overall approach to an idea, planning, and executing an activity within a certain time frame (Soputan, 2019).

Entrepreneurship

Entrepreneurship is a dynamic process through which added value is created for goods and services and wealth. Individuals generate this added value and wealth. An entrepreneur must take risks, dedicate time, and offer various goods and services. The goods and services produced through entrepreneurship are not simply new offerings, but new value benefits (Suryana, 2019). An entrepreneur is an independent person, it means someone who has a company as a source of income. In other words, they do not rely on others for their income (Basrowi, 2011). Entrepreneurship fosters individuals who pursue their own business or activities with all their abilities.

Student

Students at the higher education level have previously completed education at the elementary, middle (junior high), and upper (high school or equivalent) levels. They can then pursue higher education. Students are entitled to educational services based on their talents, interests, strategies, and abilities. They can complete the education program at their own learning pace without exceeding the maximum time limit set (Laucu, 2023).

Community Education

Community Education, also known as Non-formal Education (PNF), is an educational pathway outside of formal education that can be implemented in a structured and tiered manner (Sisdiknas, 20 Year 2003). The pathway distinguishes itself from formal education in Indonesia. When we examine the formal education program, we see various levels, including kindergarten, SD / MI, SMP / MTs, SMA / MA, and PT. In contrast, non-formal education encompasses life skills education, early childhood education, youth education, women's empowerment education, literacy education, skills education and job training, equivalency education, and other types of education aimed at developing students' abilities (Sisdiknas, 20 of 2003).

Mintzberg (2000), as quoted by Suryana (2021: 41) in his book entitled Entrepreneurship, suggests that parts of the strategy are divided into: (1) Strategy is planning, (2) Strategy is a pattern, (3) Strategy is a position, and (4) Strategy is a perspective.

Based on the explanation of the term above, it can be concluded and serve as a reference to deepen the definition in this study that the entrepreneurial strategy of community education students at FKIP Universitas Riau, as intended in this research, is an action plan developed by entrepreneurs to achieve their business goals.

3.0 METHODOLOGY

The research conducted is descriptive research utilizing a qualitative approach. According to Aurbach and Silverstein (2003) in Sugiyono (2020), qualitative research involves analyzing and interpreting text and interview results to uncover the meaning of a phenomenon. This research aims to investigate, describe, and provide answers to questions regarding the Entrepreneurial Strategy of Community Education Students at FKIP Riau University. Sugiyono (2018: 38) states that qualitative research methods are those grounded in the philosophy of postpositivism/interpretive, aimed at studying the conditions of natural objects, where the researcher serves as the primary instrument. Data collection techniques are triangulated (combined), data analysis is inductive or qualitative, and qualitative research outcomes prioritize meaning over generalization.

The descriptive method is a procedure that generates descriptive data in the form of observable behavior records, which produce new findings that can be explained naturally. Research is conducted with a focus on behavior, revealing a natural context. Researchers aim to observe the phenomena associated with the Entrepreneurial Strategy of Community Education Students at FKIP Universitas Riau through this qualitative descriptive method.

This research is descriptive and aims to describe the careful reality of the phenomena that occur. It focuses on field research, but does not exclude literature studies, especially when compiling the theoretical basis. The steps taken to describe an object, phenomenon, or social setting are expressed in narrative form, which means that the collected data and facts are presented as words or images rather than numbers.

4.0 RESULTS AND DISCUSSION

Based on the results of the data analysis regarding the Entrepreneurial Strategy of FKIP Universitas Riau, the discussion of the research results will be presented individually.

a. Planning

When running a business, we also discuss strategy. A business plan is very important for both large and small enterprises when starting a new venture. The ability to create a solid business plan based on one's actual background can indicate whether someone is ready to enter the business world and confront challenging and risky competition.

Making careful and achievable plans is one of the keys to starting a business successfully (Sitompul, P., Tarigan, M. I. & Telaumbanua, E. S., 2022). This applies to any type of business being pursued. This aligns with the statement by Turrahmah, H. (2023) that the ability to incorporate innovative, creative, and brilliant ideas, as well as ideas with high economic and commercial value, into a mature and realistic business plan is one of the keys to successfully starting a business, regardless of the type of business pursued.

Strategy is an integral part of business planning. This is because the role of the strategy is an overall approach related to the implementation of ideas, planning, and execution of a business activity to be carried out. Research conducted by Ramadhani, A. S., Fajri, M., & Dos Santos, E. D. A. (2023) states that entrepreneurial strategy is a plan that is prepared to build and develop the business to be run. This strategy can help entrepreneurs develop their business well.

The findings contained in the Planning indicator (Plan) are found in the Making Strategies sub-indicator. In terms of making strategies, it was found that the four entrepreneurs had formulated their respective strategies and were well-managed. Interestingly, even though they have been managed, the four entrepreneurs admit that in the future adjustments will also need to be made to the strategies made due to various factors and certain reasons.

The reason why the four entrepreneurs need to make adjustments in the future is due to the characteristics of the strategy itself. The characteristics of the strategy are: strategy is a continuous and incremental action, strategy is carried out based on the point of view of what customers expect in the future, strategy emphasizes long-term decision making as optimally and efficiently as possible and strategy is an approach related to the implementation of ideas, planning and execution of an activity within a certain time.

After the above discussion regarding Planning (Plan), it can be seen that the four entrepreneurs studied have formulated their strategies quite well. Although in practice some adjustments are needed again, this shows a flexibility that allows the business they are running is still able to compete and survive until now.

b. Patterns

In a business, certain patterns are used to develop the business that is being undertaken. For example, a business that is run with a pattern is a component of the business being run to reshape a new business model by looking at old business components that can be reused.

The research findings in the Pattern indicator are in the Analyzing Market sub-indicator section. Although the results of the document review, observation, and interview answers from research informants explained that the location where they opened their business was considered quite strategic. However, research informants also mentioned that they have achieved their marketing targets and always meet consumer demand, but at certain times, this is not achieved.

The causal factor, according to the research informants, is that they sell in an open place. So that during the rainy season, it is possible for them not to sell, and what happens will be quiet customers. Another contributing factor is that when the holiday season arrives, this also makes sales decline.

In this pattern discussion, we can see that each entrepreneur has their challenges and obstacles. This is a natural thing in the business world. Because every business that will be run certainly has its risks. Every business that is run has risks due to various factors, both internal and external.

Talking about entrepreneurship is inseparable and always faces the threat of real risk. This risk not only arises in large businesses but also in MSMEs. Risk will arise at any time, and to anyone, because everything is closely related to risk (Firmansyah, M. A., & Roosmawarni, A., 2019).

The term risk is commonly used in our daily lives, and we generally intuitively understand what it means. But the scientific understanding of risk is still quite diverse, according to experts. Wajdi, M. F., et al. (2012) mentioned that generally, this risk is defined as something that triggers a loss of events. Darmawi, H. (2022) states that risk is the probability of a result or outcome that is different from what is expected. Meanwhile, Soekarto in Nasution, M. H. (2020: 34) states that risk is the uncertainty of the occurrence of an event.

For risk to be minimized, risk needs to be managed and overcome. Irham Fahmi (2010) in Marginingsih, R. (2017) explains that risk management is a field of science that discusses how an organization applies measures in mapping various existing problems by placing various management approaches comprehensively and systematically. Rahmany, S. (2017: 202) Risk management can simply be interpreted as the implementation of

management functions in risk management, especially the risks faced by business actors. It includes planning, organizing, compiling, and evaluating what is at risk when a business is run.

Thus, in the Pattern indicator, it can be seen that the entrepreneurial strategy of community education students at FKIP Universitas Riau has tried as much as possible to overcome problems in analyzing the market. However, there are challenges in the form of risks faced that can become obstacles that are difficult to overcome. Therefore, sustainable risk management and adjustments to existing problems are needed in the future. This is so that existing challenges and obstacles can be overcome as soon as possible and minimize losses.

c. Position

In the Position indicator, precisely in the sub-indicator section Developing Self-Skills, there are various ways that each entrepreneur can develop their skills. The various ways they develop self-skills, for example, by learning from their friends who have the same hobby in the business they are working on, learning from their families, and by utilizing social media such as the YouTube video platform.

The inequality of the methods used by these four entrepreneurs is a natural thing. This is because the types of businesses they run are also different. Thus, the way to develop skills must also vary depending on what type of business is being run.

Entrepreneurship, according to Suryana (2006) in Latifah, I. (2020: 84), is a creative and innovative ability that is used as a basis, tips, and resources to seek opportunities for success. So basically, entrepreneurship is the ability to create something new and different (create and different) through creative thinking and innovative action to create opportunities. Meanwhile, skills, according to Latifah, I. (2020: 84), are the ability to use reason, thought, ideas, and creativity in doing, changing, or making something more meaningful to produce a value from the work. Dunnatte (1976) in Latifah, I. (2020: 85) skills are knowledge that is obtained and developed through practice or training and experience by performing various tasks.

According to Irianto (2015) in Latifah, I. (2020: 85) some characters are most needed to support the emergence of an entrepreneur who has a chance of success, namely: 1) Drive, 2) Thinking Ability, 3) Ability to Build Relationships (Competency in Human Relations), 4) Able to Convey Ideas (Communication Skills) and 5) Technical Knowledge.

It can be concluded that, regardless of the various methods used by the four entrepreneurs studied, it is a natural thing to happen. This is due to certain factors, in the form of the types of businesses that are opened, which also vary. However, each entrepreneur has done everything as well as and as optimally as possible.

d. Perspective

In the Perspective indicator, precisely in the Ability to See and Utilize Opportunities sub-indicator, it was found that all business actors studied would not increase the price of the products they sell if there were an increase in purchasing power from consumers. Furthermore, they will also always strive to meet consumer demand by increasing the production of their products.

Efforts to meet consumer demand are something that should be done (Supit, T., & Jan, A. H., 2015). This is because in the rapidly growing world of entrepreneurship, consumer behavior in purchasing decisions is increasingly complex. This condition requires entrepreneurs to display their best products and meet consumer tastes that are always evolving and changing.

Meeting consumer demand is also important to do. Consumers are an important part of the sustainability of entrepreneurship (Novitasari, D., Nuringwahyu, S., & Hardati, R., 2018). Therefore, entrepreneurs must understand more about consumer behavior so that they can provide the best, including meeting the demands of the consumers themselves.

From this discussion, it can be concluded that the method used by the four entrepreneurs studied is quite good. Namely, by increasing the quantity of production and its quality to meet consumer demand in the event of an increase in the purchasing power of their consumers.

5.0 CONCLUSION

This research shows that overall, the Entrepreneurial Strategy of Community Education Students of FKIP Universitas Riau has been running quite successfully. This is because the entrepreneurial strategy is made with careful planning, and as a result, the desired target of the entrepreneur can be achieved. Although in practice, some obstacles and challenges must be overcome immediately. The challenges and obstacles can be minimized with sustainable risk management. So that way, each entrepreneur has done all his duties as well and optimally as possible. This is also because each entrepreneur always strives for what their consumers need based on their respective intuition.

References

- Basrowi. (2011). *Kewirausahaan untuk Perguruan Tinggi*. Bogor: Ghalia Indonesia.
- Darmawi, H. (2022). *Manajemen Risiko*. Bumi Aksara.
- Firmansyah, M. A., & Roosmawarni, A. (2019). Kewirausahaan (Dasar dan Konsep). *Qiara Media*, 2019.
- Latifah, I. (2020). Pemberdayaan Perempuan melalui Pemanfaatan Media Youtube dalam Meningkatkan Keterampilan Wirausaha. *Comm-Edu (Community Education Journal)*, 3(2), 83-90.
- Laucu, Wasti. (2023). "The Impact Of Part-Time Work On Student Academic Achievement." *Continuum: Indonesian Journal Islamic Community Development* 2.1: 65-79.
- Marginingsih, R. (2017). Tata Kelola Manajemen Risiko pada PT Unilever Indonesia, Tbk. *Cakrawala-Jurnal Humaniora*, 17(2), 156-164.
- Nasution, M. H. (2020). Telaah Kritis Berbagai Risiko SDM dalam Mempertahankan Kelangsungan Perusahaan. *Jurnal BONANZA: Manajemen dan Bisnis*, 1(1), 32-42.
- Novitasari, D., Nuringwahyu, S., & Hardati, R. (2018). *Analisis Strategi Pengembangan Produk dalam Upaya Memenuhi Permintaan Konsumen*.
- Rahmany, S. (2017). Sistem Pengadilan Internal dan Sistem Manajemen Risiko Pembiayaan pada Bank Syariah. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 6(2), 193-222.
- Ramadhani, A. S., Fajri, M., & Dos Santos, E. D. A. (2023). Studi Literatur: Strategi Kewirausahaan dalam Upaya Mengembangkan Usaha Masyarakat. *Comm-Edu (Community Education Journal)*, 6(1), 11-18.
- Sitompul, P., Tarigan, M. I. & Telaumbanua, E. S. (2022). Perencanaan Bisnis Sebagai Kompas Bagi Wirausahawan Pemula. *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat dan Corporate Social Responsibility (PKM-Csr)*. 5, 1-10.
- Soputan, G. J., Mamujaja, N. C., Ohy, J., & Krisnanda, M. (2019). Program Pengembangan Kewirausahaan di Fakultas Ekonomi Universitas Negeri Manado. *Jurnal Kewirausahaan dan Bisnis*, 24(14), 100-108.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Supit, T., & Jan, A. H. (2015). Analisis Persediaan Bahan Baku pada Industri Mebel di Desa Leilem. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(1).
- Suryadi, Dedy (2018). "Peran dan Strategi Perkembangan Kewirausahaan dan Tantangannya dalam Menghadapi Perekonomian di Masa Yang Akan Datang".
- Suryana. (2019). *Kewirausahaan*. PT. Salemba Emban Patria.
- Suryana. (2021). *Kewirausahaan*. PT. Salemba Emban Patria.
- Turrahmah, H. (2023). Perencanaan Usaha (Business Plan). In *Forbiswira Forum Bisnis dan Kewirausahaan* (Vol. 13. No. 1, pp. 219-227).
- Wajdi, M. F., dkk. (2012). Manajemen Risiko Bisnis UMKM di Kota Surakarta. *Benefit: Jurnal Manajemen dan Bisnis*, 16(2), 106-126.