



THE ROLE OF ENTREPRENEURSHIP EDUCATION IN PRODUCING YOUNG ENTREPRENEURS

PERAN PENDIDIKAN KEWIRAUSAHAAN DALAM MENGHASILKAN PENGUSAHA MUDA

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Abstract

Entrepreneurship education has a strategic role in facing the challenges of unemployment and the low interest of the younger generation in the business world. Through entrepreneurship education, students are equipped with knowledge, skills, and mental attitudes that encourage independence and creativity. This study aims to analyze the role of entrepreneurship education in producing independent, innovative, and competitive young entrepreneurs. The research method used is a qualitative approach with literature study techniques and descriptive analysis of various relevant literature sources. The results of the study show that entrepreneurship education is able to form an entrepreneurial mindset, improve risk-taking skills, and foster creativity and courage to do business in the younger generation. Entrepreneurship education that is applied systematically and contextually also contributes to building a strong character and orientation to business opportunities. The conclusion of this study emphasizes that entrepreneurship education plays an important role as a strategic means in producing young entrepreneurs who are ready to face economic challenges in the modern era.

Keywords : Entrepreneurship Education, Young Entrepreneurs, Economic Independence.

Abstrak

Entrepreneurship education plays a strategic role in addressing unemployment and the low interest of young people in entrepreneurial activities. Through entrepreneurship education, students are equipped with knowledge, skills, and entrepreneurial attitudes that foster independence and creativity. This study aims to analyze the role of entrepreneurship education in producing young entrepreneurs who are independent, innovative, and competitive. The research employs a qualitative approach using a literature review and descriptive analysis of relevant academic sources. The findings indicate that



entrepreneurship education contributes to shaping an entrepreneurial mindset, enhancing risk-taking abilities, and developing creativity and entrepreneurial courage among young people. Systematic and contextual implementation of entrepreneurship education also supports the formation of resilience and opportunity-oriented thinking. In conclusion, entrepreneurship education plays an essential role as a strategic instrument in preparing young entrepreneurs to face economic challenges in the modern era.

Kata Kunci : Entrepreneurship Education, Young Entrepreneurs, Economic Independence.

1. INTRODUCTION

Economic development and limited formal employment require the younger generation to have independence and entrepreneurial skills. Entrepreneurship education is seen as a strategic means in equipping the younger generation with entrepreneurial knowledge, skills, and attitudes that support the creation of young entrepreneurs (Suryana, 2020). Through entrepreneurship education, students are not only directed to understand business concepts, but also to build a creative, innovative, and opportunity-oriented mindset (Wibowo, 2021).

Several studies have shown that entrepreneurship education plays a role in fostering interest and entrepreneurial readiness in the younger generation. Entrepreneurial learning that is contextual and experience-based is considered more effective in forming independent character and the courage to take risks (Nurhayati & Rahmawati, 2021). However, the implementation of entrepreneurship education in various educational institutions still faces obstacles, such as the dominance of theoretical learning and the limitations of real practice (Putri & Kurniawan, 2023).

Based on these conditions, this qualitative research aims to examine the role of entrepreneurship education in producing young entrepreneurs. The research questions are focused on how entrepreneurship education shapes the entrepreneurial mindset of the younger generation as well as the factors that affect its success in practice.

2. RESEARCH METHOD

This study uses a qualitative approach with a descriptive type of research (Nugraha, 2025). A qualitative approach was chosen to deeply understand the role of entrepreneurship education in producing young entrepreneurs based on experiences, views, and practices that occurred in the field. This research focuses on revealing the meaning, process, and context of the application of entrepreneurship education.

The data sources in this study consist of primary data and secondary data. Primary data was obtained through semi-structured interviews with purposively selected informants, namely educators and students who were directly involved in entrepreneurship education activities. Secondary data was obtained from learning documents, curriculum, and literature relevant to the theme of entrepreneurship.

Data collection techniques were carried out through interviews, observations, and documentation studies. Interviews were used to explore the informants' views on the role



of entrepreneurship education, while observations were made to see the implementation of entrepreneurship learning directly. Documentation studies were used to reinforce the data obtained from interviews and observations.

Data analysis is carried out thematically through the stages of data reduction, data presentation, and conclusion drawn. The validity of the data was tested using source triangulation techniques and methods to ensure the validity of the research findings..

3. RESULTS AND DISCUSSION

a. The role of family guidance in supporting the effectiveness of entrepreneurship education

The results of the study show that family guidance has a significant role in supporting the effectiveness of entrepreneurship education for the younger generation. The family is the first environment that shapes children's attitudes, values, and mindsets, including in looking at the business world. The younger generation who receive positive family guidance tends to have higher courage, independence, and motivation to be entrepreneurial. Entrepreneurial education obtained at school or educational institution becomes more meaningful when strengthened with family support in the form of direction, example, and moral encouragement. These findings show that the family functions as the main supporting agent in the process of internalizing entrepreneurial values (Suryana, 2020: 112).

Family guidance in the context of entrepreneurship is not only limited to material support, but also includes the formation of an entrepreneurial mentality and character. Parents who provide space for children to be independent, make decisions, and learn from failures have been proven to be able to foster an attitude of never giving up and daring to take risks. This attitude is an important capital for young entrepreneurs in facing the dynamics of the business world that is full of uncertainty. Entrepreneurship education accompanied by democratic and communicative family guidance encourages the formation of children's confidence and creativity (Wibowo, 2021: 94)

b. The role of entrepreneurship education

Entrepreneurship education has a strategic role in forming an independent and job-oriented young generation. The results of the study show that entrepreneurship education not only functions as a means of transferring business knowledge, but also as a process of forming entrepreneurial character and mindset. Through entrepreneurship education, students are directed to have the courage to take risks, creativity, and the ability to see business opportunities in the midst of existing limitations. This is in line with the view that entrepreneurship is a combination of knowledge, skills, and mental attitudes that must be systematically built through education (Suryana, 2020: 45).

The role of entrepreneurship education is clearly seen in the formation of an entrepreneurial mindset in the younger generation. Entrepreneurship education encourages students to think innovatively, solutively, and adaptively to changes in the economic environment. The learning process that emphasizes problem solving and real business case



studies is able to increase confidence and entrepreneurial motivation. The younger generation who have an entrepreneurial mindset tends not to rely on formal employment, but is able to create business opportunities independently (Wibowo, 2021: 92).

In addition to forming a mindset, entrepreneurship education also plays a role in improving practical entrepreneurial skills. Through business practices, business simulations, and entrepreneurial projects, students gain hands-on experience in managing businesses, from planning, production, to marketing. This experience is an important capital in facing the real challenges of the business world. Practice-based learning is considered more effective than learning that is purely theoretical (Nurhayati & Rahmawati, 2021: 50).

Further discussion shows that entrepreneurship education contributes to the formation of attitudes of independence and social responsibility in the younger generation. Entrepreneurship is not only seen as an effort to make a profit, but also as a means of providing benefits to the surrounding environment. Values such as work ethic, honesty, and leadership are an important part of entrepreneurship education. Thus, the young entrepreneurs produced are not only profit-oriented, but also have social concern (Hidayat, 2022: 138).

However, the implementation of entrepreneurship education still faces various challenges. One of the main obstacles is the learning method that is not fully contextual and practice-oriented. Some educational institutions still place entrepreneurship as a complementary subject, not as an integral part of the formation of students' competencies. As a result, entrepreneurship education has not been able to have an optimal impact on producing young entrepreneurs who are ready to compete (Putri & Kurniawan, 2023: 205).

On the other hand, the role of educators greatly determines the success of entrepreneurship education. Educators who have entrepreneurial experience and insight are able to provide more inspiring and applicable learning. Educators not only play the role of teachers, but also motivators and facilitators in the entrepreneurial learning process. Therefore, improving the competence of educators in the field of entrepreneurship is an important need in strengthening entrepreneurship education (Wibowo, 2021: 97).

Overall, this discussion emphasizes that entrepreneurship education has an important role in producing independent, creative, and competitive young entrepreneurs. Entrepreneurship education that is systematically designed, practice-based, and supported by competent educators can be a strategic solution in dealing with unemployment and employment problems. By strengthening entrepreneurship education, the younger generation is expected to be able to become the driving force of economic development in the modern era (Suryana, 2020: 53)

c. Objectives of Independent Entrepreneurship Education

Entrepreneurship education is understood as an educational process that aims to instill entrepreneurial values, attitudes, and skills in the younger generation in order to be able to create business opportunities independently. Based on the results of the study, entrepreneurship education plays an important role in changing the thinking orientation of the younger generation from job seekers to job creators. This orientation transformation has become very relevant in the midst of limited formal employment and increasing competition in the world of



work. Entrepreneurship education encourages the younger generation to be more responsive to economic opportunities in the surrounding environment (Suryana, 2020: 61).

The main role of entrepreneurship education can be seen in the formation of an entrepreneurial mentality. Through the entrepreneurial learning process, students are trained to be creative, innovative, and dare to make decisions. This attitude is the main foundation in building confidence and courage to start a business. Entrepreneurship education also teaches that failure is part of the learning process, so that the younger generation does not give up easily when facing business obstacles (Wibowo, 2021: 88).

In addition to mental attitudes, entrepreneurship education contributes to the development of practical entrepreneurial skills. Skills such as business planning, simple financial management, product marketing, and risk management are introduced through practice-based learning. This skill is an important provision for young entrepreneurs in managing their business sustainably. Learning that integrates theory and practice has been proven to be able to increase the readiness of the younger generation to face the reality of the business world (Nurhayati & Rahmawati, 2021: 53).

The next discussion shows that entrepreneurship education also plays a role in shaping the values of independence and social responsibility. Young entrepreneurs are not only directed to pursue economic gains, but also to have social awareness of the environment and society. Entrepreneurship education instills the values of business ethics, honesty, and social care as part of the character of entrepreneurship. These values are important so that the business run is not only profit-oriented, but also has a positive impact on the surrounding environment (Hidayat, 2022: 140).

However, the effectiveness of entrepreneurship education in producing young entrepreneurs is greatly influenced by the learning strategies used. The results of the study show that entrepreneurial learning, which is still theoretical, is not able to build real experiences for students. The limitations of practice and the lack of business assistance are factors that inhibit the development of the entrepreneurial spirit. Therefore, entrepreneurship education needs to be designed contextually and based on direct experience in order to be able to have a significant impact (Putri & Kurniawan, 2023: 209).

On the other hand, the role of educators in entrepreneurship education is a determining factor for learning success. Educators who have entrepreneurial competence and experience are able to present more inspiring and applicable learning. Educators play the role of facilitators who guide students in exploring their potential and developing business ideas. Thus, increasing the capacity of entrepreneurship educators is an important need in supporting the creation of competent young entrepreneurs (Wibowo, 2021: 99).

Overall, this discussion emphasizes that entrepreneurship education has a strategic role in producing independent, creative, and competitive young entrepreneurs. Entrepreneurship education that is carried out in a planned, practice-based, and supported by competent educators can be a solution in overcoming the problem of unemployment among the younger generation. Therefore, strengthening entrepreneurship education needs to continue to be carried out so that



the younger generation is able to actively contribute to national economic development (Suryana, 2020: 67).

4. CONCLUSION

In conclusion, entrepreneurship education has a very strategic role in shaping the character, attitudes, and competencies of the younger generation so that they are ready to become entrepreneurs. Through entrepreneurship education, students are not only equipped with theoretical knowledge about the business world, but also trained to have creativity, innovation, courage to take risks, and the ability to think critically and independently. This makes entrepreneurship education one of the solutions in preparing productive and competitive human resources.

In addition, entrepreneurship education contributes to fostering an entrepreneurial mindset in the younger generation from an early age. Learning that emphasizes practice, case studies, and hands-on experience can increase students' interest and motivation to be entrepreneurial. Thus, the young generation is not only oriented to be job seekers, but also able to create jobs for themselves and others.

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