

## ANALYSIS OF INTEREST IN ENTREPRENEURSHIP THROUGH LEARNING CREATIVE PRODUCTS IN ENTREPRENEURSHIP AND BUSINESS CENTERS FOR STUDENTS

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### Abstract

This research aims to determine students' interest in entrepreneurship through learning entrepreneurial creative products and business center activities. This research uses a qualitative approach. This type of research is phenomenological with the main informants namely students and supporting informants namely PKK teacher and business center management teacher. Data collection techniques in this research used observation and interviews. Data analysis in this research includes data collection, data reduction, data presentation and drawing conclusions. Checking the validity of the data in this research used reference materials, triangulation and increased observation persistence. The results of the research can be described as follows: Class XI BDP students have an interest in entrepreneurship and are very interested in becoming entrepreneurs after studying PKK and participating in a business center. the students thought that through PKK learning and participating in the business center program, they would train themselves to be confident in selling. Some students are interested in becoming entrepreneurs because of the interesting PKK learning and exciting business center activities. They think that being an entrepreneur is very beneficial for themselves because it will produce the best results if done in the right and diligent manner. some other students are interested in becoming entrepreneurs because of the results obtained from the sales process, this makes students want to continue selling and make a profit.

**Keywords :** *PKK Learning, Business Center, Interest In Entrepreneurs*

### Abstrak

Penelitian ini bertujuan untuk mengetahui minat berwirausaha siswa melalui pembelajaran produk kreatif kewirausahaan dan kegiatan business center. Penelitian ini menggunakan pendekatan kualitatif. Jenis penelitian ini fenomenologi dengan informan utama yaitu siswa dan informan pendukung yaitu guru PKK dan guru pengelola business center. Teknik pengumpulan data pada penelitian ini menggunakan observasi dan wawancara. Analisis data pada penelitian ini meliputi pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Pengecekan keabsahan data pada penelitian ini menggunakan bahan referensi, triangulasi dan meningkatkan ketekunan pengamatan. Hasil penelitian dapat dideskripsikan sebagai berikut: Siswa kelas XI BDP mempunyai daya tarik terkait kewirausahaan dan sangat berminat menjadi wirausahawan setelah mempelajari PKK dan berpartisipasi dalam business center. Para siswa berpendapat melalui pembelajaran PKK dan berpartisipasi dalam program business center ini melatih percaya diri untuk berjualan. Beberapa siswa tertarik menjadi wirausahawan karena pembelajaran PKK yang menarik dan kegiatan business center yang seru, mereka beripikir bahwa menjadi wirausahawan sangat bermanfaat untuk diri sendiri karena akan membuahkan hasil yang terbaik jika dilakukan dengan cara yang tepat dan tekun. Beberapa siswa lainnya tertarik menjadi wirausahawan dikarenakan hasil yang di dapat dari proses penjualan, hal tersebut membuat siswa menjadi ingin terus berjualan dan mendapatkan keuntungan.

**Kata Kunci :** *Pembelajaran PKK, Business Center, Minat Berwirausaha*

## Introduction

Indonesia is country develop with various process going to predicate as country proceed, However level unemployment Which tall is Wrong one problem in terms of human resources (HR) in Indonesia. The level is high Unemployment is caused by fewer job opportunities compared to the number of graduates looking for work at various levels education (Jannah et al., 2023).

The Central Bureau of Statistics (BPS) notes that the number of unemployed in Indonesia increased to 8.42 million people in the August 2022 period, from the previous 8.40 million people in February 2022. BPS said the working age population is now 209.4 million souls, up from the previous 2.71 million. Of this amount is absorbed into the workforce is 143.72 million people or an increase of 3.57 million people and not the workforce is 65.70 million people or down 0.86 million people. Head of Central Agency Statistics (BPS) Margo Yuwono convey, addition force Work No everything absorbed in all power Work And part become unemployment. One side economic growth was able to absorb a workforce of 4.25 million people, but at the time At the same time, the addition of the number of labor force is not all able to be absorbed into power Work and some will become unemployed.

Seeing the phenomenon of unemployment in Indonesia which is increasing the, very needed For create potentials new Which can increase interest entrepreneurship public Indonesia so that give birth to para businessman in Indonesia, especially starting from the younger generation first. How to reduce unemployment is with produce people educated Which can provide jobs for themselves and even create jobs jobs for other people (Portuguez Castro et al., 2019). One way that can prepare educated humans And produce source Power man (HR) Which quality is with increase entrepreneurial interest.

Entrepreneurial interest is interest self which leads on desire For work independently (self-employed) or run their own business and constitute manifestation psychological from desire For do something (Mahanani, 2018). According Apriana et al., (2019) interest entrepreneurship is ability For dare self in fulfil need life And solve problem

live to advance entrepreneurship or create new ventures with strength located on self Alone. Student interested entrepreneurship Because student get fun experience so that students want to continue learning relating to entrepreneurship. This is in accordance with the opinion of Alma (in Wathanakom et al., 2020) that factor What drives interest in entrepreneurship is the environment a lot found from activity entrepreneurship, Teacher school, And school Which teach about entrepreneurship, Friend peer, environment family as well as friend Which can invited discuss about idea entrepreneurship, education formal, And experience small business.

Research on interest in entrepreneurship was conducted in order to find out how a drive or tendency that shows interest and ability in involvement do learning nor activity businessman with use their knowledge, creativity, skills and experience as well as encouragement from various factor. Interest characteristic personal, For That interest between individual One with individual Which other different, Wrong One method increase interest entrepreneurship is through education.

Education expected role active in practice source Power man (HR) educated who are ready to face both local and global challenges. Improvement efforts One of the quality of students is through entrepreneurship education which exist in level Vocational High School (SMK). According to Wibowo (2011) education Entrepreneurship is an effort to form an entrepreneurial spirit and mentality both through educational institutions and other institutions such as training institutes and others etc.

Vocational High School (SMK) is education vocational Which produce qualified graduates in their fields who can directly enter the world Work. In learning in Vocational High Schools, there are different eyes lesson Which can support student For increase his skills. Entrepreneurial skills are one of the skills of school level students Vocational High School (SMK). Entrepreneurial skills are managing skills knowledge And apply it in activity real on life daily (Saroni, 2012). So that can increase Skills entrepreneurship student Vocational High School (SMK), need exists learning And training about entrepreneurship (Al-Mamary & Alshallaqi, 2022).

In general, entrepreneurship is defined as an attitude, passion and ability For create something Which new And have mark as well as benefit Which big for self Alone And person other

Alifia Sabila Khoirina, Jefry Aulia Martha| Analysis Of Interest In Entrepreneurship Through Learning Creative Products In Entrepreneurship And Business Centers For Students (Suharyono, 2017). Core from entrepreneurship is ability For create something Which new And different with thinking creative And action innovative to create opportunities new (Bhansing et al., 2018).

Entrepreneurial learning that can foster interest and skills student in entrepreneurship Wrong one that is through eye lesson Product Creative And Entrepreneurship (PKK). Eye lesson PKK the aim For support government programs in increasing skilled and soulful manpower entrepreneurship. This PKK subject combines technology and entrepreneurship so that this subject focuses more on cognitive aspects, soft skills and hard skills of students to support productive, creative and innovative power participant educate (Liu et al., 2020).

Besides eye lesson Product Creative And Entrepreneurship (PKK), exists program business Center in school Also can increase interest And Skills student in entrepreneurship. Business Center is a school business unit that is used as entrepreneurship laboratory where students can practice theories regarding entrepreneurship Which studied in class. Wrong One SMK Which apply learning Product Creative Entrepreneurship And business Center is SMK Vocational High School 2 Jakarta.

In an effort to instill and foster entrepreneurial interest in oneself student step carried out by the SMK Dinamika Pembangunan 2 Jakarta is with optimizing learning in eye lesson Product Creative Entrepreneurship (PKK). PKK learning is expected to help participants educate understand importance start business since early And practice they For do something new and unique and that can have selling points and benefits. However No all student enthusiastic will learning PKK This, Still Lots student Which just entering class and less notice (Zulfiqar et al., 2019).

In addition, there is a Business Center program at Vocational High School Dinamika Pembangunan 2 Jakarta is also growing the ability of students as an entrepreneur in school environment. The Business Center acts as an activity centered on development Skills process, Skills motor, And formation attitude scientific specifically development interest For do investigation, study environment and students' interest in studying entrepreneurship in depth would be realized without this business center . According to the results of interviews with class XI student majoring in Online Business and Marketing, Business Center is wrong a school unit where students major in Online Business and Marketing at SMK Dinamika Pembangunan 2 participates in the management process and business center maintenance (Al Shobaki et al., 2018). There are two sessions of the Business Center unit maintenance schedule , that is There is session Morning And session Afternoon. However For stock goods which are available Still fully arranged by Teacher productive, And For guard cashier Still done in a manner manual (paper) because the cash register is still adapted to students who still not practicing (Secundo et al., 2020). Therefore the purpose of writing this article is to find out interest entrepreneurship student class XI major Business Online And Marketing SMK Dinamika Pembangunan 2 Jakarta through learning product creative entrepreneurship And activity business center.

## **Method**

On study This, writer use approach qualitative with type study phenomenology. Creswell (2017) state that study qualitative is method dig And understand meaning from Lots person And group about humanitarian or social problems, done by asking questions, after that then interpret the data, and describe the final report as a story and skeleton Work Which more flexible.

According to Moedzakir (in Boldureanu et al., 2020) phenomenology is methodology study as well as philosophy that explores people's lived experiences and structures of meaning. Phenomenology produce qualitative data especially examine the subjective meaning generated and maintained. This research was conducted at SMK Dinamika Pembangunan 2 Jakarta conveniently located in Road Pedaengan Number 99, Penggilingan, Subdistrict Cakung, Jakarta Timur, Special Region Capital Jakarta. Source data primary in study This is three student class XI BDP 1, three student class XI BDP 2, three students of class XI BDP 3 and a class XI BDP PKK teacher and teacher manager business Center as informant supporters. Source data primary on This study was taken using a non-probability sampling technique with type purposive sampling, Where on study This technique taking sample source data with certain considerations and what the person is considered to know best about that researchers hope will make it easier for researchers to explore objects or social situations studied

Alifia Sabila Khoirina, Jefry Aulia Martha| Analysis Of Interest In Entrepreneurship Through Learning Creative Products In Entrepreneurship And Business Centers For Students which will later represent class XI students majoring in Online Business and Marketing Vocational high School Dinamika Pembangunan 2 Jakarta by whole.

**Table 1. Informant Key**

No	Name	Information	Code
1	Cantika Amalia	Student Class XI BDP 1	W.1
2	Aisyah Ajmil Maisuur	Student Class XI BDP 1	W.2
3	Dewi Cintya	Student Class XI BDP 1	W.3
4	Moh. Rafli Falatian	Student Class XI BDP 2	L.1
5	Najwa Aliyah	Student Class XI BDP 2	W.4
6	Danda Bryan Dinata	Student Class XI BDP 2	L.2
7	Pinkan Ayu Deswinta	Student Class XI BDP 3	W.5
8	Ahmad Faiz Dwi Rizky	Student Class XI BDP 3	L.3
9	Nazlia Putri	Student Class XI BDP 3	W.6

**Table 2. Informant Supporters**

No	Name	Information	Code
1	Hayatilah, S.Pd	Teacher PKK class XI BDP	G. 1
2	Esih Sukaesih, SE, MM	Teacher Manager <i>business Center</i>	G.2

Secondary data sources in this study include data from schools, teachers, as well as students at SMK Dinamika Pembangunan 2 Jakarta through direct observation direct. Data collection procedures in this study used observation and interview (Satrio Nugroho & Tomo, 2020). Interview will done in a manner deep so that get very detailed and accurate data information. Data analysis techniques on study This covers collection data that is with observation And interview, reduction data that is summarizing and focusing on the things that are important, presentation of data in the form of narrative text and drawing conclusions. Checking the validity of the data on study This use material reference, triangulation that is use Technical triangulation in the form of interview techniques and triangulation of the sources used For get information from various source Which relevant And increase perseverance observation.

**Table 3. Guidelines Interview Student**

Aspect	Guidelines
Product Learning Creative Entrepreneurship (PKK)	<ol style="list-style-type: none"> <li>1. Learning PKK in in class</li> <li>2. Learning PKK in outside class</li> <li>3. Learning product creative And entrepreneurship in theory and practice</li> <li>4. Results learning product creative And entrepreneurship</li> </ol>
business Center	<ol style="list-style-type: none"> <li>1. Opinion about business Center</li> <li>2. Participation student in businessCenter</li> </ol>

Interest Entrepreneurship	3. Power pull student related entrepreneurship through learning PKK
	4. Interest entrepreneurship student through learning PKK
	5. Interests that drive studentsto become entrepreneurs through learning PKK
	6. Related student attractiveness entrepreneurship through BC
	7. Interest entrepreneurship student through <i>business Center</i>
	8. Interests that drive studentsto become entrepreneurs through <i>the Business Center</i>

**Table 4. Guidelines Interview Teacher PKK**

Aspect	Guidelines
Learning PKK	1. Application of PKK learning through theory and practice 2. Competence base Which studied on student class XI BDP

**Table 5. Guidelines Interview Managing Teacher *business Center***

Aspect	Guidelines
<i>business Center</i>	1. History short founding <i>businessCenter</i> at DP Vocational High School 2 Jakarta 2. Management <i>business Center</i> inSMK DP 2 Jakarta 3. Participation student class XI BDP in <i>business Center</i>

## Result And Discussion

### Result

Following This is results study about interest entrepreneurship student through learning product creative entrepreneurship And *business center*. In do observation and in-depth interviews with informants, the researchers did on location And based on time Which Already arranged as good Possible. Besides That, researcher meet in a manner direct with para informant. On stages analysis Which done by researcher is make list question Which used For interview to para informant as collection data, Which Then analyzed For know How information Which given by informant, researcher do interview based on focus study about interest entrepreneurship through learning product creative entrepreneurship and *business center* . Research conducted by researchers in months February 2023, the research results were obtained by means of observation and interviews deep with source person as form search data And involved direct in the field Which then researchers analysis (Nurhayati, 2020).

Learning Product Creative Entrepreneurship (PKK) at SMK Dinamika Pembangunan 2 Jakarta in the form of theoretical classes, namely prize materials and games about trading (entrepreneurship), in PKK learning there is usually the practice of buying and selling in class. The exercise in question is between other students who are asked to bring something from home and are asked to sell their luggage in class. PKK learning in class also often works on questions in book packages. Then discussed one by one. PKK learning always provides theory before practice will be carried out. Whereas PKK learning outside the classroom is in the form of practices that are often carried out near the principal's room. PKK learning practice activities outside the classroom The only one is the practice of packing and selling 1 liter dish soap, floor soap and promoting it directly to school

residents or outside of school. each student is required to bring soap products and sell them for promotion and sales practices. As well as the practice of bringing groceries from home, then collecting classes to sell, the results of the sale will be analyzed and asked for information regarding marketing strategies, as well as obstacles in the process of selling these goods. Learning PKK so far This more Lots theory than practice, he gave practice only Intermezzo just, However For whole learning more Lots explain the theory because many students of class XI BDP have also done it street vendors (Practice Work Field) so that For practice sometimes just. Results learning PKK for student effective, easy understood And easy studied, when interspersed with practice student So more easy understand And So have shadow in a manner clear about objective learning PKK That Alone. So results from learning PKK Which has done by student can change And make development in in student That Alone with more expert selling Because in learning the student feel understand And Also learning the felt effective in affix theory before do activity practice. Student Also feel that Teacher PKK the can convey material with clear And can understood by student Because Teacher give theory Which the answer Already poured on book start from method teach him Also interesting And make student more understand How method produce goods business Alone.

Basic competencies learned in class XI BDP students at SMK DP 2 Jakarta This started from KD 3.1 about entrepreneurship And businessman, Then analyze business opportunities for goods and services, business service systems, product marketing, Then evaluate results activity business, apply media promotion For online marketing, until KD 4.14 namely apply HAKI (Right to Wealth intellectual). Educators apply PKK learning by providing theories then interspersed with practices, such as the example of packaging dish soap, and floor soap. While the entrepreneurial practice activities will be studied all from the start the manufacturing process, the packaging, then how to sell it, and How many profit from the sale (Adriana Hanny Bella Sukma & Alifia Maharani Nasution, 2022).

Other PKK practices such as making product flyers, often educators as well give task to student so that can present product Which want to they sell with as good Possible For practice method promote one product And teaches students to be brave, the products that students bring also vary from start to finish food to crafts. Educators focus students in order to open opportunities and looking for opportunities. So learning is not monotonous only in the classroom, but also out of class. Class XI student majoring in online business and marketing at SMK Dinamika Pembangunan 2 Jakarta has an attraction related to entrepreneurship after learn PKK.

*" I'm really interested sis, I've even started entrepreneurship outside school. What motivated me was that PKK learning was interesting sis, and useful also for yourself and others too . W. 1*

*" Interest sis, so until Now Also Like selling Also, nah That sell it Have person, friend, help Have person other So kayaking resellers that's it. And maybe we can go back to that, have our own fun like that, we make it, we can results, so want to continue, want again- do you want it again sis. " W.2*

*" Interested very sis I Also Already Have business. Lesson PKK This teach I make products too ." W.3*

*" Interest Sis, I also helped Mama made trades from the past ." W.4*

The results of the interviews with the codes W.1, W.2, W.3 and W.4 stated that the students were very enthusiastic and very interested in entrepreneurship after participating in the Creative Product and Entrepreneurship learning and the students had also practiced it directly by having their own business and helping parents sell This is in line with previous research from Mumuh (2018) which states that personality and influential environment in a manner real to interest entrepreneurship. This is also supported by the results of previous research conducted by Rini, (2021), which said that environment very influential family to interest in entrepreneurship and students who have entrepreneurial families that will educate students For entrepreneurship pool a.

*" In the future, I'm interested, because it's just fun. Yesterday too, right sell soap, quite a profit for the students ." L. 1*

*" Interested anyway Have plan business Also But Still Not yet realized, maybe later when the plan is ripe then the business can be realized. The main thing is because of the money, sis, and from the learning process selling Also got me motivated too ." W. 5*

The results of interviews with codes L.1 and W.5 stated that students also had things that motivated them to become entrepreneurs after participating in Creative Product and Entrepreneurship learning such as profits from sales and from the process of learning to sell. This was reinforced by the

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results of previous research from Mariskha (2020) which stated that many factors motivated students to be interested in entrepreneurship, other factors such as values and characteristics in learning entrepreneurship.

*Business Center* Unit at SMK DP 2 Jakarta has been running smoothly. Besides In addition, all students majoring in BDP also participate in managing *the business Center* like help keep cashier, administration, organize product, promote products and so on. Although erratic sometimes many buyers and sometimes quiet buyer, And For the product Also sometimes Still not enough interesting on the stock opmname but from all *Business Center activities* at school already quite effective. *The Business Center* was established to support activities in environment SMK DP 2 as point condition accreditation And place exercise entrepreneurship students majoring in online business and marketing. Establishment of this *Business Center* Already 20 year. About the product Alone school take from outside For *stock hospitalization*. Party school No take Lots profit from *business Center* or No orientation on profit, Because the goal of course For practice And place exercise entrepreneurship student major business online And marketing. Student class XI major business online And marketing SMK Dinamika Pembangunan 2 Jakarta Also have Power pull related entrepreneurship after executing the program *Business Center*.

Yes sis, *Certain. Same anyway like was happy selling, the question fit keep in business Center yeah maybe exciting very Just that's it sis, especially facility school that's it No need pay, No need What We just stay keep while exercise entrepreneurship.* " W.2

Yes *interest. Encouraged Because the advantage anyway sis, from the process Also exciting It's like we practice selling like that, right, so experience, help sell it ."* L.2 " *Very interested sis. Because right taught that's it right from method organize the product, Keep going Which help promotion And offer to guys other That Which most make pushed For in the future Can Also Have business owned by Alone, So No shame for selling ."* L.3

" *I'm still interested sis, maybe later it will be treated when I'm older. business this center makes me know like oh selling like this, we have to all those who manage and know from the start how the product is, must be friendly to people Also so that they want to buy our products, sis, that's what drives me ."* W. 6

From results interview Which has done, para student very enthusiastic And very interested entrepreneurship after operate program units school *business Center* . Student say that *business Center* is facility Which Can made place For exercise entrepreneurship And teach student The method selling start beginning from arrange supply of products to the hands of buyers and also teach related promote products and how to be friendly to buyers as well as prospective buyers so that students have an interest in entrepreneurship in the future. That matter strengthened with results study earlier from Wibowo (in Heriyansyah et al., 2020) Which state that with exists activity practice selling *business Center* in school can grow and increase interest in entrepreneurship for students because it will give birth to Internal factors related to entrepreneurship from the inside every self student a.

Most students are very interested in becoming entrepreneurs after studying PKK And participate in *business Center* . A number of student Also argue through learning PKK And participate in program *business Center* This practice believe themselves to sell and teach them many things related to entrepreneurship. Student encouraged because learning PKK teaches a lot about making products so that in the future students will intend to produce their own business products instead of just being a reseller and taking goods from other people and also businesses center always trains promotes and teaches goods management from scratch stock hospitalization until until to hand consumer make student interested For selling and owning a business. Some students are interested in becoming entrepreneurs because learning PKK which are interesting And activity *business Center* Which exciting, they think that become entrepreneur very beneficial For self Alone Because will produce results Which best If done with method Which appropriate And persistent. Some students are also interested in becoming entrepreneurs because of the results obtained from process sale, matter the make student become want to Keep going selling And get profit.

## Discussion

This discussion is based on data obtained from the results of research in The field is then associated with the theory that forms the basis of this research. There are two points of discussion that answer the purpose of this study regarding interest entrepreneurship students after learning entrepreneurship and creative products interest entrepreneurship student after run *business center programs*.

### **Entrepreneurial interest in class XI Online Business and Marketing students after attending learning Product Creative and Entrepreneurship**

One way to generate interest in entrepreneurship is to study about product creative And entrepreneurship. Learning about Product Creative And Entrepreneurship give understanding about entrepreneurship through process provision of materials and practices, provision of teaching materials that allow students to understand the basics start business. With thereby, when a student understand the basics of entrepreneurship, feelings or desires can grow called interest entrepreneurship in self student the, Because student the Already know the basics.

Matter the supported by study Ariesta in Tegus, (2021) Which states that entrepreneurial knowledge is one of the truly really to increase interest in entrepreneurship a. Those who have completed entrepreneurship training, seminars and courses will feel attracted to entrepreneurship. Having knowledge allows one to develop skills Which useful in life they. Besides That, knowledge business hold a very important role in doing business, because business knowledge is base from source any entrepreneurial power person.

Eye lesson entrepreneurship is stock knowledge entrepreneurship Which create an interest in entrepreneurship. Entrepreneurship study material contains things that related with entrepreneurship like steps entrepreneurship, process management business, And other etc. Man can develop with help knowledge knowledge. One of them is business science, business knowledge is very important in life, Because Knowledge is the source of all activity (Listiawati, 2020).

Study This Also supported by results study Karpin (2021) Which state Creative and entrepreneurial products are efforts to create new products that generated from process creativity Which maintain values entrepreneurship where the product has advantages or new innovations among other products has There is And own mark sell. Objective learning about product creative And entrepreneurship is to increase students' awareness of entrepreneurship, development technology And form soul entrepreneurship. Learning product creative and entrepreneurship are structured in such a way as to keep pace with the times and technology, without forget values entrepreneurship. Direction learning product creative and entrepreneurship is to encourage the development of students' skills needed for life ( *life education* ) and also the spirit of independence throughout life, Which means that learning product entrepreneurship creative help participant students develop opportunities to realize their ability to survive life.

From the research that has been done, it is stated that students of class XI Business Online and Marketing SMK Dinamika Pembangunan 2 Jakarta has its charms related entrepreneurship and have an interest in entrepreneurship after attending learning Product Creative And Entrepreneurship. para student Also have things Which make they pushed For become entrepreneur after follow learning Product Creative And Entrepreneurship. There is various reason that is Because According to students, PKK learning is interesting and they think that it becomes Entrepreneurs are very beneficial for themselves because they will produce good results best if done in the right way and diligently. Besides being useful for yourself Alone, PKK learning as well useful for person other.

A number of from student Also Already start start For entrepreneurship like selling to help parents, selling goods such as being a reseller, and have the pleasure to sell. There are some students who are interested entrepreneurship However Still Not yet brave For make it happen with constraint plan (plan) entrepreneurship the Still Not yet ripe And complete. Learning PKK teach student make product so that student pushed For have idea And can produce product business Alone. A number of student interested entrepreneurship because profit Which generated from process selling when practice on PKK learning, and getting benefits, that's one of the things that makes student pushed to want to continue doing business (Mufasiroh, 2022).

Matter the supported by study earlier from Nadya (2022) Which states that through creative



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product learning and entrepreneurship with gift material Which interesting And easy understandable as well as practiced That will push grow interest entrepreneurship on student. push from environment around such as teachers, friends and parents are also very influential. By providing materials learning the PKK Then next with practice making product creative which students can resell, it is hoped that students can have an interest in do business in the future. So, it can be concluded that students of class XI Business Online and Marketing have an interest in entrepreneurship after following the course Product Creative and Entrepreneurship.

### **Interest in entrepreneurship class XI Online Business and Marketing after operate *Business Center* school program**

Siswanto (in Ningsih et al., 2021) state that *business Center* is activity business schools in business and management Vocational Schools where students directly practice activity trading or retail. According to Directorate coaching Vocational High School in Guidelines Prani *business Center* (2012), “ *Business Center* is place to learn while doing ( *learning by doing* )”, therefore students can Study sell And designing service nor plan work, count cost production and travel, perform work, check quality, and sell produce his work. *The Business Center* is a trading activity in the school environment which serves as a unit of production and as a place to put theory into practice have learned in class. In this study what is meant by *Business Center* is a place or facility in a functioning school environment as center activity Which related with sell buy goods nor service For get profits where students and other schools play a role in operation.

*The Business Center* as a school production unit includes three aspects, namely aspects educational, economic aspects, and social aspects. It is hoped that there is activity practice Which There is in *business Center* para participant educate can own three aspect the. First namely the educational aspect which is about attitude that should owned participant educate in face world Work, character participant educate can built through creativity, positive motivation at work, discipline, and resilience mentally in face challenge on world Work. Second that is aspect economy, that is on aspect This participant educate trained For become a businessman Which Good so that when they graduate from school, students do not act as job seekers However expected can create field work Which independent. And Which The last is the social aspect, namely in carrying out activities based on production units with together so realization communication Which active.

From study which has done, very students enthusiastic And very interested in entrepreneurship after running the *Business Center school unit program* (Magnier-Watanabe et al., 2020). From the study states that the reason they are interested in becoming entrepreneurs after running the *Business Center unit program* is one of them from habit promote a product and be friendly to consumers and *the Business Center* teach method manage activity selling start from beginning income goods *stock hospitalization* until it reaches the hands of consumers so that later in the future they can get it know How The method entrepreneurship. There is from student Which Already start entrepreneurship that is the mochi business shaped *stands* At home, There is Which selling *lotions* and negligee also online (Iskandar, 2019). *The Business Center* trains students to sell from an early age, so that the process of selling and promoting products has become a habit and make students so brave to sell. *The Business Center* also helps students can manage product with Good, become cashier, become saleswoman And understand operational marketing of goods and services so that students become pushed and interested in entrepreneurship. In addition, some students are interested in entrepreneurship Because profit Which generated from selling on activity *business Center* This (Devi, 2021).

This is reinforced by the results of previous research from Wibowo (in Firda, 2020) which states that the Business Center is a student training center that is used as an entrepreneurship laboratory for sales practices, calculations and report generation. With real practice in the form of a Business Center at school, students can be directly involved in putting into practice the entrepreneurial theory learned in class, students can also learn how to serve customers and so on. In addition, factors that can influence students' interest in entrepreneurship can be encouragement from parents and influences from the surrounding environment. The higher the encouragement from parents and the surrounding environment such as the school will make students have a higher interest in entrepreneurship . So it can be concluded that class XI Online Business and Marketing students are interested in entrepreneurship after running the *Business Center school unit program*.

## Conclusion

Based on phenomenon Which happen, formula problem, as well as results And discussion conducted by researchers, the researchers draw conclusions as The following is the first conclusion according to the interesting PKK learning students, they think that being an entrepreneur is very beneficial for yourself as well as for others person other. A number of student Also Already start entrepreneurship And have pleasure to sell. There are some students who are interested in entrepreneurship However Still Not yet brave make it happen with constraint plan (plan) Which Still immature, some students are also interested in entrepreneurship because of the advantages that generated from process selling when practice on learning PKK. So can it was concluded that students of class XI Online Business and Marketing SMK DP 2 Jakarta interested entrepreneurship after carry out PKK learning.

Conclusion second that is business Center practice student For selling since early, so that the process of selling and promoting products has become a habit and make students so brave to sell. The Business Center also helps students can manage product with Good, become cashier, become saleswoman And understand operational marketing of goods and services so that students become pushed and interested in entrepreneurship. In addition, some students are interested in entrepreneurship because of the profits generated from selling at Business Center activities, p the make student become want to Keep going selling And get profit. So can concluded that student class XI Business Online And Marketing SMK DP 2 Jakarta have entrepreneurial interest after running program business Center.

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