

## Conference Paper

# Entrepreneurship Education and Entrepreneurial Intention among Disability Students in Higher Education

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## Abstract

Entrepreneurship education helps to form appropriately entrepreneurial mindsets and behaviors in students. This is not only for normal students but also students with special needs in tertiary institutions. This study aims to identify the entrepreneurial intention of students with special needs (disability) at Jakarta State University (UNJ). This research used the case study research method, where the cases are students with disabilities at UNJ who are registered as active students. Data was collected using unstructured interviews. The research revealed three core indicators of student entrepreneurial intention. These are 1) elements of intention (cognition, emotions and conations), 2) characteristics of an entrepreneur and 3) business ethics. The results of this study state that students with disabilities know about entrepreneurship (cognition) and have a desire to become an entrepreneur (emotion) and have experience in trying entrepreneurship (conations). In addition, the students with disabilities also know what needs to be prepared to become an entrepreneur such as the readiness of the risks to be faced and how to run a good business.

**Keywords:** entrepreneurship education, disability student, higher education, entrepreneurial intention

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## 1. Introduction

Entrepreneurship is an activity where a person tries independently to be able to fulfill his life needs to be prosperous. For this reason, a creative and independent workforce is needed so that they can compete with other workers so that their quality of life improves. In addition, entrepreneurship also influences the economic growth of a country, especially in job creation [1]. Thus, in order to increase community entrepreneurship, there is a need to have a policy from the government that can encourage its development. Identifying internal and external human factors to become an entrepreneur is an important first step to take.

The desire for entrepreneurship is influenced by beliefs, choices and abilities. These characteristics are not constant, meaning that one's future career choice is influenced

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by what they have learned before [2]. Society is a group of people who live in a social environment and interact with each other, including those with disabilities or special needs. They are also part of the community who also have the same rights in getting Education. In Indonesia, people with disabilities can now go to regular schools together with other normal students. This government program is called an inclusive education program which was formalized in 2009. This inclusive education program is a form of equal human rights program where there is no difference in treatment, especially in the world of education between normal students and people with disabilities.

Children with special needs have the right to survive in the community, one of them is by working. Through working children with special needs can meet their own needs and can live independently, so it does not become a burden for families and communities. One effort to improve their abilities is to continue to tertiary education as explained by Anabel Morina [3] that continuing to tertiary education is one way to obtain and improve the quality of life in earning a higher income to achieve an independent life.

This study aims to find out how the intention of students with special needs who are registered as active students at Jakarta State University for entrepreneurship. So they are expected to later have the readiness to enter the business world.

## 2. Literature Review

### 2.1. Entrepreneurship

Kreitner's opinion quoted by Agustina & Siwi (2015)) explains that entrepreneurship is an effort made by individuals and organizations to respond to challenges and opportunities in the condition of limited resources. Furthermore, Agustina in her book (2015) also cites expert opinions namely Zimmerer and Scarborough related to the definition of entrepreneurship. Zimmerer and Scarborough define entrepreneurship as an effort by someone to create a form of business by involving all risks and opportunities in it and aims to obtain benefits and the ability to identify various resources to be used as opportunities. From these two definitions, entrepreneurship has important points that must be considered namely risk, opportunity, profit and resources. These important points are worth noting in starting a business.

In the latest literature, someone who wants to start an entrepreneurial activity is considered important to have confidence. a confidence and confidence to start a step in business or commonly called entrepreneurial self-efficacy. The construct is an adaptation of Bandura's theory of self-efficacy which is believed to be able to

describe how confident someone is to start a business [5]. In addition, this confidence is important to be able to increase the desire and skills to start entrepreneurship which is also supported by entrepreneurship training [6]– [8]. Therefore, the upstream of an entrepreneurial activity also needs to be considered so that the downstream of the entrepreneurial activity that is doing business itself can generate profits can be achieved according to the target.

## 2.2. Intention

‘Kamus Besar Bahasa Indonesia’ issued a definition of intention as the tendency of the high heart towards something, passion, desire. In more detail, intention is an aspect of oneself that gives a positive influence on academic learning, the domain of knowledge and certain fields of study for individuals [9] in, [10]. Ainley also stated that intention is not only a motivating factor for knowledge, but also as a motivating factor for attitude.

Opinions of several experts summarized by Nurhasanah & Sobandi (2016) also suggest that intention consists of individual and situational intention. Individual intention has a deep meaning to an activity that arises based on existing personal knowledge, emotions and experiences and arises as a desire within oneself to gain new experiences. Whereas situational intention tends to lead to spontaneous, temporary, and inspired by the environment.

## 3. Methods

The method used in this research is qualitative case study research method. Case study research aims specifically to explain and understand the object being examined specifically as a ‘case’. In this regard, [11] stated that the purpose of using case study research is not merely to explain what the object under study is, but to explain how it is and why the case can occur.

The population in this study were all students with disabilities in UNJ. The sample used as respondents in this study amounted to six people, consisting of three men and three women. The types of disabilities of the respondents are, two deaf people, two blind people and two autistic people. Data is collected through structured interviews so that a real picture of the object under study can be obtained. The interview process was assisted by volunteers who were tasked with assisting students with disabilities in lectures.

## 4. Results

The results of the research presented in this study are formulated according to interpretation and are presented based on the discussion of the researcher's description after the researcher has analyzed the data obtained from the interviewees.

### 4.1. Elements of intention (Cognition, Emotion, Conation)

Researchers provide questions related to entrepreneurial knowledge to students with special needs. Respondents are asked to talk about questions (1) What do you know about entrepreneurship? On average, respondents know entrepreneurship is selling. Like the interview quote:

*"... entrepreneurship is like selling..."* (TN 1, TR 1, TR 2, DA 1 and 2)

*"... Entrepreneurs take advantage of existing business opportunities..."* (TN2)

From interviews, respondents have often heard about entrepreneurship since school. Entrepreneurship is not a new thing, because now as an activity of people in marketing their products and services to benefit and around us in life, many people trade as their livelihood.

To find out more in depth researchers provide questions (2) Have you ever tried selling? How do you feel when trying to sell? Then the respondent answered:

*"... Never tried, but I want to try..."* TN 1, DA 1 and DA2 "

*"... I used to sell miscellaneous items at junior high, because at that time there were entrepreneurship lessons..."* TN 2

*"... Happy, because it can generate my own income...."* TR 1

*"... I have, helped my mom sell dimsum but I want to sell bread..."* TR 2

Of the six respondents, female respondents with 2 different types of limitations, they have started to try entrepreneurship and are happy to do selling activities in accordance with the desires of the skills they have. Whereas male respondents with new limitations want to try entrepreneurship as motivation.

Next the researcher asked the respondents questions (3) Do you have the desire to be an entrepreneur?, although they have self-determination, on average they are intention in becoming an entrepreneur but there are still those who have doubts about becoming entrepreneurs. The following quote is the answer:

*"... I I want to try the clothing business but is constrained by the little modal I have..." TN1*

*"... I'm still confused, but I like to make bracelets, yesterday I observed in lebak bulus. I learned the skill to make bracelets like that..." TN 2*

*"... There is. Want to open a food business. Because I like making cakes since junior high school and want to open vacancies and prove that I can..." TR 1*

*"... Want to sell, want to open a business, because later you have your own company..." TR 2*

*"... There is a desire, but constrained by modal..." DA 1 and DA 2*

Of the six respondents, they were all intention in entrepreneurship. When interviewing TN1, TN2, DA1 and DA2 respondents they had a lack of support from the surrounding environment because they saw the lack of respondents and lack of capital to start a business. In fact their enthusiasm for entrepreneurship is quite high. Especially in the two bronze respondents, physically their shortcomings are not visible, they have the enthusiasm to open a culinary business in accordance with their skills. Both of them want to prove that even with shortcomings, they are able to open vacancies and can.

The desire possessed by students with disabilities is inseparable from the support of those around him. TN 1, TN 2, TR1, and TR2, they have a family where one of the members has started a business. So they are inspired to open a business. Whereas for DA 1 and 2 with autism deficiency, in their family environment no one has a business, but the desire and enthusiasm are high enough to create a business.

## 4.2. Business Ethics

Business ethics is needed to encourage and provide moral awareness in doing business for the company itself or business partners. The researcher asks questions (6) If you have a business, who do you run a business with?

*"... Most close friends who want to be invited to business..." TN 1*

*"... I haven't thought about getting there yet and don't know how to..." TN 2, TR 2*

*"... With friends and show even though we have flaws, we can still run a business..." TR 1*

*"... Want to recruit disabilities and housewives who are friendly to disabilities, but those who want to be paid below the salary can only be housewives"*  
DA 1-DA 2

Of the six respondents four respondents had thought of the relationship that they would collaborate with when they were going to be entrepreneurs. Two respondents studied and did not think to look for relationships for entrepreneurship.

Furthermore, in business ethics, an entrepreneur must know where the products will be marketed and for whom, the researcher asks the questions (7) How do you market your business? In terms of marketing the average respondent will make online and offline. The following quote is the answer:

*"... If I market it from friends and through online media..." TN 1, TR 1*

*"... Selling online, if it works well it is made bigger..." TR 2*

*"... Cooperation with friends or relatives, ask for help in promotion" TN 2*

*"... Open a business in the market, so as not to open a shop on the sidewalk..."*  
DA1-DA2

Of the four respondents will make a business and market through friends and through online media. But students who have deficiencies in vision ask for help from their friends or brothers to do marketing. Whereas for students with disabilities he has planned to open a shop inside the market, so that he does not open stalls on the sidewalk. This was planned by them, because they did not want to break the rules by having sellers / traders on the sidewalks

## 5. Discussions

Being an entrepreneur is a phenomenon that is being sought after by various types of people, because as a livelihood for the community to benefit by exploiting the opportunities that exist. In this study, researchers divided into three sub focus based on intention, entrepreneurial characteristics, and business ethics.

The desire possessed by students with disabilities is inseparable from the support of those around him. TN 1, TN 2, TR1, and TR2, they have a family where one of the members has started a business. So they are inspired to open a business. As for DA 1 and 2 with autism deficiency, in their family environment no one has a business, but the desire and enthusiasm are high enough to create a business.

Becoming an entrepreneur is a step or effort made to improve the economy for the community. It is also possible for people with disabilities to play an active role in the business world. Entrepreneurship itself is a good source of income for people with disabilities and is very suitable for this population because they have experience of creative problem solving, persistence, grace under pressure and willingness to ask for help [12].

Based on the interview results, disable students' intention in entrepreneurship is quite high, starting from the knowledge of entrepreneurship that has been applied since entering the world of education or school, trying to have entrepreneurship and intention influenced by within themselves and environmental factors. Female respondents are more daring to try rather than male respondents. In terms of desires, the average disability student has a desire for entrepreneurship. For female respondents, they prioritize the skills and expertise they have for entrepreneurship. Where as male respondents think more about capital in running a business. This is in line with previous research which shows that women's education dominates the field of vocational training and counseling than men [13].

## 6. Conclusions

Research on entrepreneurship intention for students with special needs at Jakarta State University, shows that they have knowledge about what entrepreneurship means. It is seen that some of them have even tried to develop entrepreneurial ideas while becoming students. The knowledge they gained about entrepreneurship was obtained from the immediate environment such as from family, namely parents and relatives as well as from several college friends who were entrepreneurs in the field of food and making other products.

The main purpose of their entry into UNJ students is to want to be an educator especially for people with disabilities, but they also have the desire to be able to open their own businesses in accordance with their intention and hobbies. In addition, they also wish to open a business that will later invite other people with disabilities to work with them, so they can become independent people.

Not all faculties at Jakarta State University provide entrepreneurship education courses as in the faculty of education. However, these students understand what is meant by entrepreneurship that is trying to open their own businesses. Another understanding is that entrepreneurship is selling, and they want to sell or open their own businesses.

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