

# Exploration of Students' Self Confidence Entrepreneurship Based on *Minangkabau* Culture in UIN Imam Bonjol Padang

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## ABSTRACT

Self-confidence is one aspect of personality that functions to encourage individuals to achieve the success that is formed through the learning process in their interactions with the environment. When the Minang community entrepreneurship must have self-confidence in business for a one factor determinant of a person's success in entrepreneurship. This research was conducted to describe the self-confidence of students in entrepreneurship based on the Minangkabau culture. As for the data obtained in this research are qualitative data and quantitative data. Qualitative data were obtained from observations and interviews. Quantitative data were obtained by administering self-confidence questionnaires. The subjects of this research were 144 students of Da'wah and Communication Science of UIN Imam Bonjol Padang. The self-confidence of students in entrepreneurship as a whole is in the moderate category. A study of 144 respondents there were some items of questions whose grades were related to a lack of understanding student against the Minangkabau adage associated with passion and entrepreneurial spirit of Minangkabau society. So it can be concluded that the Self-confidence of students in entrepreneurship as a whole is in the moderate category.

**Keywords:** *Self-confidence, Students, Entrepreneurs, Culture Minangkabau.*

## 1. INTRODUCTION

During Indonesia's increasingly improving economic conditions, Partner & Co-Founder of Creco Consulting Chatib Basri highlighted one thing that he considered the government should pay attention to, namely the growing level of unemployment at the undergraduate level. Based on data from the Central Statistics Agency (BPS), the unemployment rate in Indonesia continues to decline. In August 2018, for example, the open unemployment rate was recorded at 5.34 percent or 7 million people, this figure is down when compared to August 2017 which reached 7.04 million unemployed. However, if you look at it in more detail, unemployment among educated workers are increasing every year. This opinion was also reinforced by the Head of BPS Suhariyanto in Jakarta, who said that "Although in the aggregate the unemployment rate has decreased, it is seen from the level of education that diploma and university graduates are increasingly unemployed".

University bag also has several functions as stipulated in Law No. 12 of 2012 Article 4 is as follows:

1) developing capabilities and shaping the character and civilization of a nation with dignity to educate the nation's life, 2) developing an innovative, responsive, creative, skilled, competitive and cooperative academic community through the implementation of Tridharma, and 3) developing

Science and Technology by taking into account and applying Humanities values. The above objectives and functions have implied that universities can generally produce quality graduates, namely: graduates who are successful in academics, are successful in career planning, and are successful in social life (Prayitno, 2004). Elfindri, Ayunda & Saputra (2010) explain that there are four aspects of the division of the entrepreneur, namely business entrepreneur, social entrepreneur, academic entrepreneur, government entrepreneur, corporate entrepreneur.

In the process of entrepreneurship learning, this entrepreneurial aspect should appear in the discussion, so that students have broad insights to determine and live an entrepreneurial spirit.

Ramadhani & Nurnida (2017) explained that the material explained directly affects student interest. This explains that entrepreneurship learning that is made complete and in accordance with student needs will have a good effect on student confidence in their careers. UIN Imam Bonjol students, especially the Faculty of Da'wah and Communication Sciences, generally come from the Minangkabau community, where the Minang community has a different character from other communities. Elfindri, Ayunda & Saputra (2010) explain some of the missing social culture factors. The current Minang generation has begun to lose its entrepreneurial spirit. This is due to the effects of globalization which cause degradation in society. To restore the basic culture of Minang people in entrepreneurship we need a study to improve confidence in the ability of self (self-confidence) and the entrepreneurial spirit of the young generation of Minangkabau. Self-confidence is an attitude of self that feels appropriate, comfortable with itself from the judgments of others, and also has strong beliefs (Syaifullah, 2010:11). Elfindri, Ayunda & Saputra (2010) explain the ethical concept of the Minangkabau community in entrepreneurship, namely *dima bumi dipijak, disinan langik di junjuang, alam takambang jadi guru*.

The meaning of the above philosophy is that Minang people learn from life that occurs from their surroundings. They use the events in life as learning materials for self-improvement. This is what the Minangkabau people always develop in advancing their business and have the confidence to be entrepreneurial in their respective scientific fields. So that they can always exist even though there are changes in today's business. The current phenomenon is that students of the Faculty of Da'wah and Communication Sciences have not yet built up their confidence to do entrepreneurship according to their scientific potential, while they have already learned in entrepreneurship courses. This is also inseparable from the student's Minang cultural background which is famous for its entrepreneurial culture. So this becomes a problem today when students who have learned entrepreneurship and Minangkabau cultural background do not yet have the confidence to be entrepreneurial.

Based on the description above, the culture adopted by the community also influences the development of interest in entrepreneurship. Society can be a dynamic vessel to open the seeds of entrepreneurship. Sowing the seeds of entrepreneurship can take place in the form of outside school education. Every student is generally raised and influenced by different cultural backgrounds and each culture has certain characteristics that can affect a person's character. The purpose of the research is to describe Students Self Confidence in entrepreneurship Based on Minangkabau Culture (Study

of the students of the Faculty of Da'wah and Communication Studies UIN Imam Bonjol Padang).

## 2. METHOD

Researchers used the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) development pattern developed by Mollenda (2003). The selection of the ADDIE pattern is based on the consideration that this pattern is not only in accordance with the research objectives but also has several advantages compared to other development patterns. The advantages referred to are:

1. A development flow that reflects flexibility and dynamism in initiating development.
2. Interrelationship between elements and development steps.
3. Each learning element is given the opportunity to be evaluated and revised before continuing the process of developing the next element.
4. Learning development is more practical and systematic.
5. Work steps in developing more operational learning.

Then, the data obtained in this study are qualitative data and quantitative data. Qualitative data were obtained from observations and interviews. Quantitative data were obtained by administering self-confidence questionnaires. The research subjects are students Preaching and Communication Studies UIN Imam Bonjol Padang many as 144 respondents.

## 3. RESULTS AND DISCUSSION

Self-confidence helps us to deal with situations in the community and to handle various tasks more easily. Lautser (in Ghuftron and Risnawati, 2010: 34) defines self-confidence, obtained from life experience, is one of the aspects of personality in the form of belief in one's ability so that it is not influenced by others and can act according to will, cheerful, optimistic, quite tolerant and take responsibility. Self-confidence is related to the ability to do something good. However, human abilities are limited to the number of things that can be done well, and the number of abilities that are mastered.

Ghuftron and Risnawati (20120: 35) argue that excessive self-confidence is not a positive trait. In general, this will make the person sometimes less careful and will do what they want. The types of people who have high self-confidence will appear calmer, feel less fearful, and can show their confidence all the time. Besides, a person who has great self-confidence in the abilities believes that he can do something with all the abilities he has.

According to Santrock (2003: 339), there are four ways to improve self-confidence, namely: a) Identifying the causes of low self-esteem domains self-important

competition is an important step to improve the level of confidence. b) Emotional support and social acceptance in the form of confirmation from other people are also important influences for individual self-confidence, some individuals with low self-esteem have family problems or conditions where they experience abuse or are ignored situations where the individual is not can get support. In some cases, alternative sources of support can be raised informally such as support from a teacher, trainer, or another influential adult. Support from friends is also a factor that affects individual self-confidence. c) Individual achievements can also improve the level of individual self-confidence. The emphasis on the importance of achievement in developing the level of individual self-confidence has much in common with the concept of social cognitive learning theory regarding self-quality, which is an individual's belief that he can master a situation and produce something positive. d) Facing problems, self-confidence can also increase when individuals face problems and try to overcome them, not only avoiding them because by choosing to solve problems real and honestly, this behavior results in a pleasant self-evaluation that can lead to self-approval can develop self-confidence. In Indonesia, the only studied entrepreneurship is limited to a few schools or universities. Based on the issuance of Presidential Instruction No. 4 of 1995 concerning the National Movement to promote and cultivate entrepreneurship.

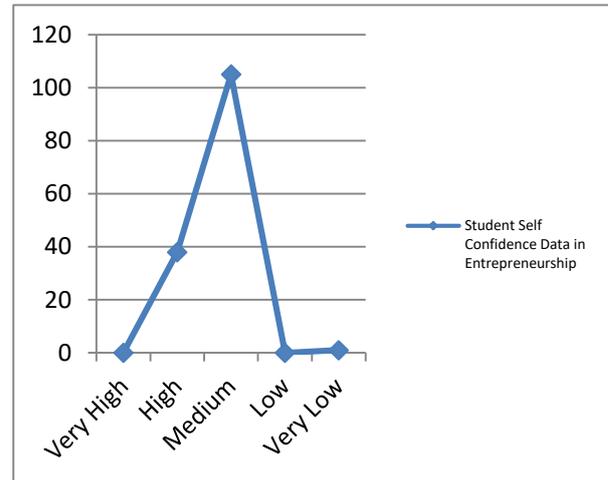
Basrowi (2014) argues that entrepreneurship comes from the words entrepreneur and business. Wira means warrior, hero, superior human, role model, virtuous, brave, and a great character. Effort means charity, work, and do something. So, entrepreneurship is a warrior or hero who does something. Minang people are generally known as successful entrepreneurs and have become a culture. Minangkabau culture is a culture that develops in Minangkabau and Minang overseas areas.

Even migrating and becoming entrepreneurial entrepreneurs are habits that develop in the Minang community. Elfindri, Ayunda & Saputra (2010) describe d natural term entrepreneurship as five aspects of the division of the figure of entrepreneurs and intrapreneurs are business entrepreneurs (business), social entrepreneur, academic entrepreneurship, government entrepreneur, corporate entrepreneur (entrepreneurship in the company). In the process of entrepreneurship learning, this entrepreneurial aspect should appear in the discussion, so that students have broad insights to determine and live an entrepreneurial spirit.

The results of the first needs analysis are based on the level of self-confidence of students in entrepreneurship and analyzing the actual conditions of the implementation of entrepreneurship learning at the Faculty of Da'wah and Communication Science, UIN Imam Bonjol Padang. Identification problem of self-

confidence student at the Faculty of Da'wah and Communication Studies in entrepreneurship based Minangkabau culture. This data collection uses an instrument in the form of a self-confidence questionnaire for students. The following is a description of the research findings in this step:

**Table. Student Self Confidence Data in Entrepreneurship**



The data above illustrates, of the 144 students who filled out the self-confidence instrument in entrepreneurship based on the Minangkabau culture. 38 people were in the high category. 105 people were in the medium category, and 1 person was in the very low category, but no student was in the high, very high, and low category. It can be concluded that the overall self-confidence of students in entrepreneurship is in the medium category. In detail analysis, there were more than 144 respondents whose grades were related to a lack of understanding.

**4. CONCLUSION**

The self-confidence of students in entrepreneurship as a whole is in the medium category. The results of this study showed that 144 respondents there were some items of questions whose grades were related to a lack of students' understanding against the Minangkabau adage associated with passion and entrepreneurial spirit of Minangkabau society. It shows that the Self-confidence of students in entrepreneurship as a whole is in the medium category.

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