

## Investigation of Entrepreneurial Values Through Business Program at Gudo Vocational School, Jombang District

**Deni Alimaningtyas**  
Malang State University

**Mohammad Syukri Ghozali**  
Malang State University

Address: Jl. Semarang no. 5, Summersari, District. Lowokwaru, Malang City, East Java 65145

Corresponding author: [deni.alimaningtyas.2304158@students.um.ac.id](mailto:deni.alimaningtyas.2304158@students.um.ac.id)

**Abstract.** This research aims to evaluate the instillation of entrepreneurial values through the Business Program at Gudo Vocational School, Jombang Regency. Through a qualitative approach, observations and in-depth interviews with 50 students, teachers and school management, this research highlights the impacts and challenges faced in implementing the program. The research results show that the Business Program has succeeded in increasing entrepreneurial awareness among students, with more than 80% of respondents indicating an increased understanding of the essence of entrepreneurship. However, challenges such as the lack of integration between theory and practice in the curriculum and the need for more mentor support and guidance in developing business ideas are highlighted. Recommendations for this research include expanding direct practice, increasing theory-practice integration, and strengthening the role of mentors to support the development of students' entrepreneurial ideas and skills at Gudo Vocational School, Jombang Regency.

**Keywords:** Entrepreneurial Values; Business Program; Awareness Businessman.

### INTRODUCTION

Entrepreneurship education has an important role in fostering an entrepreneurial spirit in Indonesia. According to Munandar (2009), an entrepreneur is someone who dares to face future risks by expanding his innovation. Despite this, the number of entrepreneurs in Indonesia is still relatively low, not yet reaching 2% of the population. To overcome this, entrepreneurship education is the main solution. Aligning the curriculum with industry needs, teacher training, and collaboration with local industry are key aspects in building effective entrepreneurship education programs.

At Gudo Vocational School, Jombang Regency, entrepreneurship education has become an integral part of the school curriculum. This approach is not only provided at the high school level, but has also been included in the middle school curriculum, indicating this school's strong commitment to instilling entrepreneurial values from an early age. Through a business program which is one of the leading activities, Gudo Vocational School not only equips students with knowledge about the business world, but also trains independence, responsibility and self-confidence.

Entrepreneurship education at Gudo Vocational School, Jombang Regency, bases its curriculum on four pillars, including the formation of an entrepreneurial spirit and leadership. By focusing on business learning, the main goal is not only to provide practical experience, but

also to train students to have a business spirit from an early age. Through this effort, it is hoped that entrepreneurship education can be the main driver in increasing the number of entrepreneurs in Indonesia and reducing the unemployment rate.

## **THEORETICAL STUDY**

The theoretical review described in this research comes from several relevant previous studies, as a basis for the theoretical framework, determination and research analysis as follows.

### **Entrepreneurship Education**

Entrepreneurship education is a field of study that includes the knowledge, skills and attitudes needed to build and manage a business. Entrepreneurship education theory refers to a teaching concept that is oriented towards developing an entrepreneurial spirit in individuals. One important theory is student-centered learning theory, which emphasizes the importance of students' active involvement in the learning process. This theory suggests using practical approaches, such as projects and business simulations, to hone entrepreneurial skills. Other theories include character development concepts that promote entrepreneurial traits such as creativity, independence, perseverance, and the ability to take risks. Apart from that, business management theory is also an important part of entrepreneurship education, which involves the concepts of business planning, marketing strategy, financial management, and leadership. Entrepreneurship education combines these theories to form the foundation for holistic learning, equipping individuals with the skills and knowledge necessary to start and manage a business successfully (Kalargyrou et al., 2020; Nguyen & Nguyen, 2023) .

### **Activity Business**

Activities refer to various approaches and concepts that underlie business management, operations and development. This theory covers various aspects, from management strategies to market analysis and financial decisions. One relevant theory is strategic management theory, which emphasizes the importance of establishing a business's vision, mission and long-term goals to achieve competitive advantage. This theory also highlights the role of managerial decision making in directing companies towards growth and sustainability. Apart from that, there are marketing theories that discuss sales strategies, promotions and product adjustments to market needs. Business finance theory is also important, which discusses asset management, investment, and appropriate financial policies to ensure a company's liquidity and profitability. Meanwhile, business organization theory focuses on the company's internal structure, decision-making processes, and human resource management. These theories provide an important

framework for an in-depth understanding of business operations and provide a foundation for effectively planning, managing and developing business activities. (Dakung et al., 2019; Faizal et al., 2020; Prasetya & Mawardi, 2019) .

## **RESEARCH METHODS**

This research uses a qualitative approach with case studies to understand planting mark entrepreneurship through business programs for vocational school students. The choice of case study as a research design is based on the complexity of the phenomenon to be investigated. The initial stage involves preliminary study and preparation by preparing an interview guide. Primary data was obtained from interviews and supported by secondary data in the form of photos and documents, involving teachers who were sources application values entrepreneurship. Researchers become the main instrument in the research process by collecting data through triangulation, namely participant observation, in-depth interviews, and documentation. Data analysis refers to the Miles and Huberman model which includes collecting, reducing, presenting and drawing conclusions from data. To ensure the validity of the data, credibility, transferability, dependability and confirmability tests were carried out. The research stages include pre-field work, data collection, analysis, evaluation, and report preparation which includes aspects of the problem, context, research process, results, and discussion of findings.

## **RESULTS AND DISCUSSION**

### **Implementation of the Business Program at Gudo Vocational School, Jombang Regency**

Based on observations and interviews, it shows that The business program at Gudo Vocational School, Jombang Regency, is an interesting study that highlights how entrepreneurship education can be applied in a vocational secondary education environment. This research provides an overview of the effectiveness of business programs in instilling an entrepreneurial spirit in students. The research focus may include evaluation of the implemented entrepreneurship curriculum, the effectiveness of practical teaching methods related to business management and marketing, as well as the impact felt by students after participating in this program. In addition, analysis of students' experiences in managing business projects or small businesses that they build in the school environment can be an important part of this research. Evaluation of the mentoring, guidance, or practical experience provided by business practitioners to students can also be an important focal point in discussing the success of the program. Apart from the student's perspective, looking at the perspective of

teachers and school management regarding the implementation of the business program will also provide broader insight into the impact and effectiveness of this program in fostering entrepreneurial skills in Gudo Vocational School students, Jombang Regency.

### **Instilling Entrepreneurial Values in Students Through the Business Program at Gudo Vocational School, Jombang Regency**

Based on observations and interviews, this research refers to the implementation of the Business Program at Gudo Vocational School, Jombang Regency as an effort to instill entrepreneurial values in students. Through in-depth interviews with 50 students from various classes, it was revealed that this program had a significant impact in building awareness of entrepreneurship among students. From interview data, most students indicated an increase in their understanding of the essence of entrepreneurship. More than 80% of them thought that this program helped them understand the process of starting and managing a business. They described that direct lessons from business practitioners and activities in creating business plans helped them see the business context more realistically.

However, the findings also reveal some of the challenges students face. About 30% of respondents felt there was a lack of integration between theory and practice in the program. They argued that more hands-on practical implementation would help them understand the application of entrepreneurship theory better. Additionally, around 20% of students also felt the need for more mentor support and guidance in developing their business ideas. Overall, this research shows that the Business Program at Gudo Vocational School, Jombang Regency, has succeeded in creating entrepreneurial awareness among students. However, there is room for improvement, especially in integrating more hands-on practice and supporting students with more engaged mentors to guide them in developing entrepreneurial ideas and skills.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the research results above, researchers can conclude that the results of research on the implementation of the Business Program at Gudo Vocational School, Jombang Regency highlight the importance of entrepreneurship education in the vocational secondary education environment. Evaluation of the curriculum, teaching methods, student business projects, and mentoring are necessary focuses in evaluating the effectiveness of this program. Analysis of the perspectives of students, teachers and school management provides a more holistic picture of the program's influence on the formation of students' entrepreneurial skills.

Meanwhile, in research related to instilling entrepreneurial values through the Business Program at Gudo Vocational School, Jombang Regency, it was found that this program was successful in increasing students' understanding of entrepreneurship. However, there are still challenges regarding the integration of theory and practice, as well as the need for more mentor support to develop students' business ideas.

### **Suggestion**

Based on the research results, there are research suggestions that can be submitted. To increase integration between theory and practice in the program. It is hoped that more hands-on practice will help students understand the application of entrepreneurship theory better. In addition, there needs to be more mentor support and guidance in developing students' business ideas. Although the program was successful in creating entrepreneurial awareness among students, there is room for improvement, particularly in integrating more hands-on practice and supporting students with mentors who are more involved in developing entrepreneurial ideas and skills.

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