

**MOTIVATION, SKILLS AND ENTREPRENEURIAL SPIRIT AS THE  
MAIN CAPITAL OF CHARACTER BUILDING BECOME "SCHOOL  
AGE MASTERS" (JUS) IN THE ERA OF INDUSTRIAL  
REVOLUTION 4.0**

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***Abstract***

This research is motivated by the increasing prevalence of school-age adolescents who become entrepreneurs, both online and offline, entrepreneurial spirit, and skills possessed by teenagers need to get motivation or motivation, with this research expected to shape the character of young entrepreneurs in school age used in this study is descriptive qualitative, namely finding and knowing the facts that occur related to adolescents to be entrepreneurs at school age, by interviewing, documenting and observation, because based on data while 60% of school students have entrepreneurship, the solution to this problem is forming the character of entrepreneurial spirit to become a "skipper at school age" by providing motivation and skill to become an entrepreneur. Then learning Entrepreneurship so that the entrepreneurial spirit in adolescents can be channeled even though it is in public and not a vocational school so that unemployment at a young age can be overcome and can compete in the industrial era 4.0.

**Keywords:** entrepreneurship, motivation, school age, Industry 4.0

**PRELIMINARY**

Vocational education is a combination of theory and practice in a balanced manner with an orientation to the readiness of work of graduates. The curriculum in vocational education is concentrated in the apprenticeship of learning on specific vocational courses (specific trades). The advantages of vocational education are, among others, students can directly develop their expertise tailored to the needs of the field or field of work that they will face. Barrie Hopson and Scally (1981) suggest that life skills are self-development to survive, grow, and develop, have the ability to communicate and relate both individually, in groups and through systems in dealing with certain situations. While Brolin (1989) means simpler that life skills are interactions of various knowledge and skills so that one is able to live independently. The definition of life skills is not merely possessing certain abilities (vocational jobs), but also has functional supportive basic abilities such as: reading, writing, and counting, formulating and solving problems, managing resources, working in groups, and using technology (Dikdasmen, 2002) (Sobari, 2013)

Entrepreneurship education as creativity and innovation is applied in the social, government and business realms.<sup>37</sup> Jones and English define entrepreneurship education as teaching skills and character development to individuals who will give them the ability to develop innovative new plans.<sup>38</sup> Timmons define "Entrepreneurship is the ability to take action and build things from practically nothing at all. Entrepreneurship is initiating, doing, achieving, and building a business or organization, rather than just watching, analyzing, or describing something Entrepreneurship is a dynamic process to create added value for goods and services and prosperity. Peter F. Drucker (1994) defines entrepreneurship as the ability to create something new and different. Thomas W. Zimmerer (1996; 51 (Through Implementation, Social, & Saragih, 2017) Today's technology is growing more rapidly. In addition to the rapidly developing technology, the use of language by its speakers has grown. One of the uses of the language is the use of written language in the media social According to Pradiatiningtyas (2016, p. 1), 2016) revealed that social media is a medium that experiences trends in this digital era. Social media is used as a means to interact, communicate, and build networks through online communication media. Whereas according to Ayun (2015, p. 1) revealed that social media is one form of internet development (Nuryastini, Nurdian, & Wikanengsih, 2018).

The development of dynamic governance certainly affects the economic situation of a country, including the development of each individual society. Humans are born as dynamic and social individuals so they need other people as a plurality of thoughts. Today's Asean economic era requires superior individuals amid the globalization of the age of competition. Students are the spearhead of a country for character formation, the formation of this character is in accordance with the main purpose of education according to Law No. 23 of 2003, article 3, namely the goal of national education is to develop the potential of students to be faithful and godly people, moral noble, healthy, knowledgeable, capable, creative, independent, and a democratic and responsible citizen. Students in getting an education are not only given cognitive understanding (knowledge) but must be given skills in the future. According to Salirawati, (2012: 215) Research at Harvard University in America shows a person's success is not determined solely by knowledge and technical abilities (hardskill), but by the ability to manage themselves and others (soft skills).

According to Samsudin (2010: 281) suggests that motivation is the process of influencing or encouraging from the outside of a person or work group so that they want to implement something that has been determined. While according to Liang Gie in Samsudin stated that

motivation is work done by managers in providing inspiration, enthusiasm and encouragement to others, in this case the employees, to take certain actions.

encouragement to subordinates so that subordinates can work in line with the limits given in order to achieve organizational goals optimally. Whereas according to Richard M. Stears in Sedarmayanti (2009: 233), motivation is the power of the tendency of an individual to involve himself

The driving factors and impulses that can trigger a sense of enthusiasm and also be able to change human behavior or individuals to lead to things that are better for themselves. Sardiman (1986: 750) explains learning motivation is a psychological factor that is non-intellectual. Its distinctive role is in terms of growing passion, feeling happy and passion for learning. Many students who do not develop in learning because of lack of motivation that can encourage the enthusiasm of students in learning

The most important motivation is self so that one can optimize his ability to create something as an effort to self-creativity. Self-development as a motivation to develop potential in him, depending on the goals he wants to achieve. Motivation is also influenced by various driving factors depending on individual needs.

In addition to motivation, students must also have skills in developing themselves, to understand and recognize themselves characteristically. Diversity of character also influences skills to support skills, making it easier for work. Students who have self-taught skills (talent) are very influential on the motivation and continuation of their development. So that students not only master the theory but the most important thing is their expertise to compete in the outside world, the real world. In line with the opinion of Sukmadinata (2011: 92) that individual personality is a unity, but broadly can be distinguished in several aspects, namely: intellectual, physical-motoric, social and emotional aspects.

Students' motivation and skills become capital to become entrepreneurs with the hope that they are able to master the economy globally. The industrial revolution 4.0 is the competition for human resources amid the onslaught of technology. Then it cannot be denied that technology has an impact on the quality of human resources. So with the background of the problem it is necessary to increase the motivation and skills of students in entrepreneurship facing the millennial era.

Motivation is an encouragement to yourself as a reference for carrying out work. In line with the opinion of Sukmadinata (2011: 60) the strength that drives the individual activities is called motivation, which shows a condition in the individual who drives or moves the individual to

carry out an objective to achieve something. Motivation is formed by personnel who come from within and outside the individual. Against these forces, some experts provide different terms, such as urging or drive, motive or motive, need or need and desire or wish even though there are similarities and all of them lead to motivation some experts give special meaning to these things. Insistence or drive is interpreted as an impulse directed at fulfilling physical needs, motives or motives is a drive directed towards meeting psychological or spiritual needs, need or need is a condition where the individual feels a lack or lack of something that is needed, desire or wish is hope to get or have something needed. although there are variations in the meaning of the four things that are very closely related and difficult to separate, and all include a condition that encourages individuals to carry out activities, these conditions are called motivation.

Motivation has two functions, namely the first directing or directing the function, in directing the activity, the motivation to move closer or distance the individual from the situation to be achieved. If something goals or objectives are something desired by the individual, then motivation plays a role (approach Motivation), and if the goal or goal is not desired by the individual then motivation plays a role away from the goal (avoidance motivation) because motivation plays a role with regard to fairly complex conditions, It might also happen that the motivation is usually a role in getting closer and distancing goals (approach-avoidance motivation). According to data from the Ministry of Tourism and Creative Economy, during 2010–2014 the creative industry contributed an average of 7.13 percent to gross domestic product (GDP). ) Data from the Ministry of Tourism and Creative Economy also shows the increasing role of the sector. In 2010, the creative economic contribution to GDP was recorded at Rp 473 trillion, while in 2013 the amount reached Rp 641 trillion. The absorption of labor is also quite high by this industry sector, reaching the range of 11 million to 12 million people.<sup>2</sup> (Language & Dan, n.d)

Insistence, motives, needs, and desires involved in a motivation are often not just one type, but many, maybe too many so that there is an election or selection (choice or selectivity) of motives or needs to be served by individuals depending on the results of election or selection (choice or selectivity) of motives or needs that will be served by individuals from the results of elections or selection, those that are the most served or driving individual activities, the strength of a motive or need or a very subjective and situational need, not always the same for each individual and the situation, the motive for having a book from a student is different from a

scientist, teacher, businessman, farmer or trader in the student, and the motive is different if he is going to face the tentamen, the final test dl.

Proficiency in English "ability" is distinguished in two things, namely potential skills or potential bility, also called achievement. And it is hidden skills that are still budded and have not yet been manifested, and are skills that are brought from birth. Real skills are skills that are already open, already manifested in various aspects of life and behavior, and based on potential skills. This skill has been influenced by the environment and can be seen in special behavior or daily behavior

Individual personality is one entity, but broadly can be distinguished in several aspects, namely intellectual, physical - motoric, social and emotional aspects, every aspect has strength, which varies from very strong to the weakest, and characteristics or characteristics traits that better describe variations of "color", certain aspects such as intellectual strength are more prominent while other aspects such as emotional characteristics are more visible.

The social aspect is the ability and characteristics to foster relationships and cooperation with others, mastery of these abilities is related and supported by language skills, both written, oral and the language of motion and symbols. Emotional and moral aspects relating to the conditions and ways individuals know , understanding, accepting, living and expressing the inner atmosphere and values.

Skills are the ability to recognize, understand, analyze, assess and solve problems using ratios or thoughts, skills are distinguished between potential skills or capacity and real skills, Spearman shares skills over general factors (G or General factors) special factors (S or special factor).

there are three characteristics of intelligent deeds, namely deep, broad and fast, Witherington suggests six characteristics of intelligent deeds, namely fast working with numbers, efficiency in language, fast observing and drawing conclusions, fast and durable in remembering, fast understanding of relationships, having imaginary power high, and today a special intellectual concept develops, similar to the talent or group factor of Thrustune. Skills that are either potential or capacity as well as real skills or achievement can be known through measurement techniques using various forms of tests.

Talent as a potential skill that is special in nature contains behavioral patterns in each of these specialities. There are so many special skills that individuals have in the field of scholasticism or expertise - expertise, vocational or employment.

Life skills are the ability of someone to want and dare to face life and life problems naturally without feeling pressured, then proactively and creatively looking for and finding solutions so they can overcome them. Life skills are fundamental and essential for every student, because in living life and life, a person is always faced with a number of problems that must be followed. Life skills training provides provisions for students to face and solve life problems, both as independent individuals (ii & Depression, 2010)

The term entrepreneurship is usually called entrepreneurship which replaces the term from an entrepreneur. The term entrepreneur was first put forward by Richard Cantillon who came from an Irishman who lived in France who in his book *Essai sur la nature du Commerce*, in 1755. Whereas when viewed from an etymological perspective, the entrepreneur came from private and private words. *Wira* means brave and *private* means to stand according to your own strength. So etymologically, the definition of entrepreneur is to realize the aspirations of life in General Understanding Entrepreneurship is a person who has enthusiasm, attitude, behavior and entrepreneurial ability. Understanding entrepreneurship is someone in handling a business or activity that leads to efforts to seek greater profits. While the understanding of *pengusaha* is people who try to make a profit by managing their own company or together with others.

Entrepreneurship in the view of Islam is an aspect of life that is grouped into your problem, which is a problem relating to relationships that are horizontal between humans and will still be accounted for later in the hereafter. In the letter *An-Najm* verses 39-42 remind people, Meaning: "and that man only gets what he has tried, and in fact his efforts will be shown (to him), then will be rewarded to him with the most perfect reply, and indeed to your Lord the end (all things)." (Basrowi, 2014)

Social entrepreneurs are individuals or groups that create change for society by capturing lost opportunities and improving the system through new approaches and creating solutions to change society for the better. Social entrepreneurship is destined to touch people who are not touched by existing policies (Through Implementation et al., 2017)

entrepreneurship is a business that is built based on new innovations to create something creative and new, has added value, is useful, and is useful for creating new jobs. The person who runs entrepreneurial activities is an entrepreneur. So entrepreneurs are people who dare to take risks to carry out entrepreneurial activities. Entrepreneurship according to Hisrich et al (2008: 10) is the process of creating something new in value using the time and effort needed, bearing the financial, physical and social risks that accompany it, receiving the monetary rewards generated, as well as satisfaction and personal freedom. According to Nasution et al.

(2007: 4) entrepreneurs are not just traders, but mean much deeper, namely with regard to human mentality, self-confidence, time efficiency, creativity, perseverance, tenacity, sincerity and morality (Islam, Case, Shari'a, And , & Islam, 2016)

Entrepreneurship education has been taught as an independent science discipline. (Suryana, 2003) This is according to Suharto Prawirokusuma (1997) because,

- a. Entrepreneurship contains a "body of knowledge" that is intact and distinctive, namely there are complete theories, concepts, and scientific methods.
- b. Entrepreneurship has two concepts, namely the position of "venture start-up" and "venture-growth", this is not clearly included in the general management education framework that separates management and business ownership.
- c. Entrepreneurship is a scientific discipline that has its own object
- d. Entrepreneurship is a tool for creating business equity and income distribution. (Suryana, 2003: 8)

## 2. Object of Entrepreneurship Study

The object of entrepreneurship study is the values and abilities of a person that are manifested in the form of behavior. According to Soemahamidjaja (1997: 14-15), a person's ability to become an object of entrepreneurship includes; (Suryana, 2003: 9)

- a. Ability to formulate life / business goals
- b. The ability to motivate yourself to give birth to a determination of burning will.
- c. The ability to take the initiative
- d. The ability to innovate, which gives birth to creativity (creativity) after being accustomed repeatedly will give birth to motivation.
- e. The ability to form capital money or capital goods
- f. The ability to manage time and get used to always being on time in all actions through habits that always don't delay work.
- g. Mental ability based on religion
- h. The ability to get used to taking lessons from good and painful experiences.

## 3. The Nature of Entrepreneurship

In simple terms, entrepreneurs (entrepreneurs) are people who have the soul to dare to take risks to open businesses on various occasions. Being brave enough to take risks means being mentally independent and daring to start a business, without being overwhelmed by fear or anxiety even in uncertain conditions.

There are two opinions about the notion of entrepreneurship, namely Peter F. Drucker said that entrepreneurship is the ability to create something new and different. This definition implies that an entrepreneur is a person who has the ability to create something new, or is able to create

something different from something that already exists. Meanwhile Zimmerer interpreted entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business) (Kasmir, 2007: 16-19).

From the two opinions above, it can be concluded that entrepreneurship is an ability in terms of creating business activities. An entrepreneur must have the ability to be creative and innovative in finding and creating various ideas. Entrepreneurial activities can be carried out by someone or a group of people. In other words someone either personally or joined by another person can run a business or open a business. Personally it means opening a company with initiative and self-attack capital. In the meantime groups are together two or more people by means of each depositing capital in the form of money or expertise. So, for entrepreneurship can be done by means of a. Having capital as well as being a manager (Widiastuti & Kartika, 2017)

For entrepreneurship, of course there are stages. In general, an entrepreneur will go through the following stages:

1. Beneficial stage

At this stage begins by looking at opportunities, such as applications, creating webs,

2. At this stage an entrepreneur cultivates various aspects such as financing,

3. This stage is the stage when entrepreneurs conduct an analysis of business development based on.

4. Maintaining business, entrepreneurs analyze business development based on

5. This stage is the stage of analysis of business development based on the results that have been achieved to be followed up in accordance with the conditions faced.

6. The stage of business expansion is to develop the business

Industry 4.0 is the name of the latest automation and data exchange trends in factory technology. This term includes cyber-physical systems, the internet for everything, cloud computing, [and cognitive computing, Industry 4.0 produces "smart factories". In smart modular structures, cyber-physical systems oversee physical processes, create copies of the physical world virtually, and make decisions that are not centralized. Through the Internet for all (IoT), cyber-physical systems communicate and cooperate with each other and humans simultaneously. Through cloud computing, internal and cross-organization services are provided and utilized by various parties in the value chain.

both from curriculum, human resources, and education management. But in terms of quality, the education system in Indonesia needs changes to be in line with the education system in



developed countries and overcome the challenges of the world of education in the industrial era 4.0.

Quantity is no longer the main indicator for a university in achieving success, but the quality of its graduates. The success of a country in facing the industrial revolution 4.0 is closely related to innovation created by quality resources, so universities must be able to answer the challenges to face technological advances and competition in the world of work in the era of globalization.

In creating innovative and adaptive resources for technology, it is necessary to adjust learning facilities and infrastructure in terms of information technology, the internet, big data analysis and computerization. Universities that provide learning infrastructure are expected to be able to produce graduates who are skilled in aspects of data literacy, technology literacy and human literacy. The breakthrough in innovation will lead to increased industrial productivity and the birth of technology-based startup companies, such as those that have emerged in Indonesia today.

The next challenge is the reconstruction of the higher education curriculum that is responsive to the industrial revolution is also needed, such as redesigning the curriculum with a human digital approach and digital-based expertise. Minister of Research, Technology and Higher Education M. Nasir said, "Information technology-based lecture systems will be expected to be a solution for children in remote areas to reach quality higher education."

both from curriculum, human resources, and education management. But in terms of quality, the education system in Indonesia needs changes to be in line with the education system in developed countries and overcome the challenges of the world of education in the industrial era 4.0. (Harto, 2019)

Preparations in producing graduates who are able to adapt to the Industrial Revolution 4.0 are one of the ways that universities can do to increase competitiveness against competitors and attractiveness for prospective students. Various challenges have arrived before our eyes, are universities ready to prepare the next generation of the nation in the era of the Industrial Revolution 4.0 and global competition?

The importance of developing science and technopark in the face of change industry, in the current condition is the Industrial 4.0 era revolution, it is necessary to see how the formation and success of the development of science and technopark in other countries. In the US science and technopark emerged as a form of development of centers of innovation and

implementation. It began to develop in the early 1950s, when a research park was established at Stanford University, California. Land and space are leased to small businesses and state-owned companies, which are developing to work on orders for the military needs of the federal government. The university then placed the high-tech department's scientific resources in the research park area. Within thirty years, this research park can develop a science-based industry. This research park is the place of origin of Hewlett Packard and Polaroid, which became a world-famous company developing technopark. This program is managed by the Ministry of Education. The beginning of the 1990s saw the initial wave of the establishment of building technoparks in Russia. Most are established in universities. This Technopark does not have a developed infrastructure, fixed property, or a team of skilled managers. The history of technopark in India begins with the establishment of IT technopark in Trivandrum, (Aldianto, Raafaldini Mirzanti, Sushandoyo, & Fitriana Dewi, 2018)

## **METHOD**

This research uses descriptive qualitative methods. According to Sugiono (2015, p. 35) Descriptive research methods are those relating to the question of the existence of independent variables, both only on one variable or more (independent variables). So in this study, the researcher did not make a comparison of the variables in the other samples, and looked for the relationship of the variable with other variables.

The population in this study were students of MA Al-Huda Cikalongwetan with a sample of 30 students taken randomly from several classes. The instrument used in this study is a research sheet in the form of a questionnaire directly given to students who are the research sample. Data collection is done by collecting questionnaires and documentation in the form of small notes, which aim to record the writing from the sample. The procedure of this study consists of (1) Determining the focus of research for students who have their own income (2) The implementation of direct data collection in the form of photos of activities (3) Analyzing the results of data collection (4) Arranging reports. The data analysis phase carried out is (1) identifying problems (2) analyzing the results of documentation and interviews (3) analyzing questionnaires (4) making conclusions.

## **RESULTS AND DISCUSSION**

Entrepreneurship is the ability to create something that is creative and innovative to create added value. The development of school entrepreneurship is a new trend that supports the development of educational units at various levels. This is based on the reality that the spirit and spirit of

entrepreneurship is not only possessed by entrepreneurs but also all people who are at least able to think creatively and act innovatively to increase the added value (benefits) of the results of their efforts.

Entrepreneurial spirit must be instilled early on, more precisely at the age of elementary, middle or high school / MA so that students better understand the real world of work, by creating their own business opportunities, for example by selling small pieces individually or through student organizations as media, when people old students, a trader, they are expected to follow or understand how to sell their parents, especially those who are entrepreneurs or entrepreneurs, it will be easy to learn or continue their lives, entrepreneurship with their children. At present the Entrepreneurial Education does not only belong to SMK students but high school / MA students must also be taught how to have entrepreneurial spirit (entrepreneurship)

Children who know the world of entrepreneurship early on, will find benefits for the future. At a relatively young age, children who learn to grow an entrepreneurial spirit, will grow into a creative person. "In addition, with the development of the modern world today, employment will be difficult to find because for the current era every company will choose employees who have high education, while not everyone can go to college because of economic constraints and not a few people who have graduated in college also end up being a burden on the state because they do not have jobs aka unemployment

Most people still think that the purpose of education is to find work. Advice such as "diligent learning, so that later you can find work, have lots of money, and be happy" is still often heard everywhere. Indeed this opinion is not wrong, but for now such assumptions should be discarded all the way because if such an assumption is still valid then be prepared for the emergence of millions of unemployed and that has all been proven at this time.

So for that, it is good for every teenager to be equipped and given about the importance of entrepreneurship learning, entrepreneurial motivation and not only theory but also action in the field, because with entrepreneurship early they will get many benefits as well as experience, along with entrepreneurial benefits according to "Wulan Ayodya". With entrepreneurship early on, teenagers will:

1. Get to know the ins and outs of the business world
2. Sharpen talents of students who have an entrepreneurial spirit
3. Having knowledge, in addition to formal education to be applied at any time
4. Knowing alternative ways to make money besides working as an employee
5. Finally, have a direction to become a successful entrepreneur

Being a "master of school age" is not easy, because students must be given training besides the students themselves who have the desire to become entrepreneurs, to become skipper at the school age, of course the role of parents and schools is very helpful for students who want to become entrepreneurs in school age, it means that the school must prepare a place for students to become entrepreneurs, for example through Kopsis (cooperative school) or OSIS as the media at school, because if in Vocational School there must be special entrepreneurial material so it will be easier to develop it, so for non-Vocational schools must be given a place and guidance or training so they can develop his talent in terms of entrepreneurship.

In this digital era, Indonesia must be a laboratory for sowing ideas for creative young people, young people who are ready to work hard, innovative, consistent with their ideas will be able to open the door for the future of themselves and their communities. Evidently, those who work hard, are super creative, and resilient to realize their brilliant ideas.

In this digital era, with such vast internet users, both geographically and age, it allows Indonesia as a giant in the field of digital economy. With such massive and growing internet users, Indonesia is a fertile ground for testing creative ideas that executed in business competition in the digital era. .

For example, Gojek, Traveloka, Tokopedia and Bukalapak are growing as companies with the vision and face of the millennial generation of this country. The presence of several digital companies from the United States, China, Korea, Singapore, and the expansion of accompanying capital shows how Indonesia is not only a digital market, but also a digital laboratory that allows creative ideas to grow in a dynamic ecosystem.

The current and future layers of Indonesia's generation face challenges that are totally different from what the nation's founders fought for. The heroic footsteps of the national heroes must be extracted from their essence and their example to be transformed in the present. Hard work, creativity, determination, solidarity, as well as integrity as part of the Indonesian nation must be presented to the struggle of strength and creativity in this era.

Millennials must appear to make the Indonesian nation not as a digital market, but as an active player in today's digital contestants. At present the world is entering the industrial era 4.0 and requires optimal and creative human resources, where smartphones are scattered everywhere , almost all students have it, so the teacher must motivate how to use smartphones as a medium for the development of entrepreneurial spirit in students. And of course a "school age skipper" must have a qualified character in the development of his soul. It is not easy to develop this, especially in the millennial era where all this is already digital,

There are so many ways to become an entrepreneur, for example, trading, opening workshops and more. However, all of the problems faced are mostly in terms of capital. Very few Indonesians know, there are actually ways and ways to become an entrepreneur who is almost without capital, namely becoming an online or online entrepreneur. Not a few online entrepreneurs who successfully run their businesses even go to the export domain. One example, a young man named, Reza Nurhilaman, a scholar, from Bandung, this young millionaire managed to become an entrepreneur, starting with the chips business through the internet. In my opinion, one of the easy and inexpensive ways to become an entrepreneur is to become an online entrepreneur, because now is part of the industry 4.0 era where the internet is prioritized, then opportunities can be created. Of course being a "school age boss" in the industry 4.0 has been widely opened, then how do the schools facilitate or even the creativity of the students themselves that will make him an entrepreneur.

## **CONCLUSION**

Entrepreneurship Education or entrepreneurship is the key to the progress of a Nation because Entrepreneurship Education is the solution to the problem of unemployment and poverty, namely by opening a field of employment. Entrepreneurship in school means combining personality, opportunity, finance, and resources within the school to take advantage. This personality includes knowledge, skills, attitudes, and behavior.

Millennials have become part of students' lives, so there is a need for school readiness. Entrepreneurship is about the process of creating something different, which has added value through the sacrifice of time and energy with various social risks and getting an appreciation of something that is obtained along with the emergence of personal trust in the results obtained.

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