

THE EFFECT OF ENTREPRENEURSHIP SUBJECT MATERIALS TO THE BUSINESS PIONEERING OF FKIP UNPAS STUDENTS

*(A Case Study of Students Program Study Economic Education FKIP Unpas
Grade 2014 and 2015)*

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ABSTRACT

The purpose of this research is to know how the entrepreneurship subject material, the business pioneering of student effort and the effect of entrepreneurship subject materials to the businesss pioneering of FKIP Unpas Students (a case study of students program study economic education FKIP Unpas grade 2014 and 2015). The method used in this research is survey with sample students of FKIP Unpas economic education study grade of 2014 and 2015 as many 135 students. Data analysis used is simple linear regression analysis through calculation of average score with the help of program of IBM SPSS Statistics Version 24.0. for Windows. The result of the research shows the recapitulation of average score of responses of respondents about entrepreneurship subject material of 4.15 (83.03%) and business pioneer of 3.92 (78.49%). Thus, it can be concluded that the responses of respondents to entrepreneurship subject matter "strongly agree" and the pioneering business "agree". Based on the data analysis that has been done, the results of research on the influence of entrepreneurship subject matter based on the calculation of determination coefficient with R Square value of 0.273. It can be described that the variable X has an influence of 27.3% to variable Y and the remaining 72.7% influenced by other factors. Factors that give effect to the variable of Y as much as 27,3% caused by X variable in the form of entrepreneurship subject matter. The authors suggest to the relevant parties namely: (1) For students, is expected to apply learning materials obtained from the courses taken; (2) For the study program, to improve the learning materials of entrepreneurship subject that emphasizes entrepreneurship skill, and give opportunity to the students to be able to process as an entrepreneur. (3) For the university, providing facilities to develop businesses that arise from entrepreneurship courses so that the pioneering of student business can be more real progress. (4) For the next researcher, conduct a similar study with other factors as well as different discussion topics in order to obtain various alternatives for improving the outcome of entrepreneurship education in college towards business pioneering.

Keywords: *entrepreneurship subject materials and business pioneering.*