



## Entrepreneurial Motivation and Increased Creativity STIKES Bhakti Husada Bengkulu students

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### ABSTRACT

Entrepreneurial motivation is an internal drive to grow and develop new businesses by accessing information about entrepreneurial opportunities. In addition to motivation, entrepreneurial creativity is also needed as the ability to generate new ideas and product innovation in capturing opportunities. So that someone who has entrepreneurial motivation and creativity is expected to be ready to enter the world of entrepreneurship to win the competition. This community service activity aims to provide socialization about entrepreneurship, as well as generate motivation and increase entrepreneurial creativity for Semester VII students of Stikes Bhakti Husada Bengkulu. The method used is group counseling method. Group counseling or group approach is an extension related to the goals of group counseling. The results of this activity indicate that most of the targets have understood entrepreneurship and have motivation and creativity as things that cannot be ignored in entrepreneurship. This community service activity is able to contribute to increasing community empowerment in the field of motivation and creativity to prepare an entrepreneurial mentality. So that in the end the students of Stikes Bhakti Husada Bengkulu can be moved to start a business more seriously and increase their income, both those who are still active students and later become alumni.

Keywords: Motivation and Creativity in Entrepreneurship

### INTRODUCTION

Stikes Bhakti Husada Bengkulu is a private tertiary institution in the city of Bengkulu which was founded by the Persada Raflesia Bengkulu Foundation in 2003, registered Stikes Bhakti Husada Bengkulu students come from families who have middle to lower economic capabilities, low economic conditions have never made students on this campus lose interest in learning Many achievements have been measured by students. This is evidenced by the several trophies they have won, especially in competition activities in the health sector such as HIV/AIDS Ambassadors, PUPAN Ambassadors, Tourism Ambassadors etc.

The Raflesia Persada Bengkulu Foundation is very concerned about the condition of underprivileged students. Some students who are less well off are given relief in terms of tuition fees, not even a few are free of charge. Stikes Bhakti Husada Bengkulu annually graduates approximately 150 to 200 students per year, so that it indirectly contributes to the unemployment rate, not necessarily all of them get jobs.

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Unemployment is increasing from year to year. According to (Hermina, 2011), the number of graduates is increasing every year, while the available jobs are getting narrower. Based on BPS data, the number of Unemployed Unemployed According to Higher Education Graduates

(Persons) in February 2022 was 884769 or 11%. This unemployment is not for people who do not have knowledge and skills, but because they want to be workers, while job opportunities are limited. In line with this opinion (Azhar Putera Kurniawan, 2013), this is usually due to a lack of jobs for these young graduates even though if they have the knowledge, motivation and capital for entrepreneurship they may only be slightly unemployed amid the large number of graduates. young every year.

In fact there are three choices that college graduates are likely to experience after completing their studies. First, become a civil servant or employee of a private company. Second, the possibility of becoming intellectually unemployed, due to intense competition or reduced job opportunities according to their study background. Third, open your own business (self-employed). Meanwhile, according to (Harmoni, 2009), efforts that can be made to reduce the number of unemployed is to build their own business or entrepreneurship. In line with this opinion (Kholidah, 2015), also states "Entrepreneurship is praised as an engine of economic development and job creation", as well as the opinion (Mohmood, 2014), Many countries benefit from entrepreneurship. In addition to economic benefits, other benefits are also enjoyed by the community in terms of standard of living, social responsibility, and industrial strengthening, then (Alma, 2016), also explains that the more advanced a country is, the more educated people it has, and the more it feels the importance of the entrepreneurial world, then what students must have is the provision of knowledge and motivation for entrepreneurship so that not a few are unemployed amid the large number of young graduates each year.

To achieve success, of course, strong motivation is needed. According to (Sunyoto, 2013), explaining motivation comes from the Latin word *movere* which means encouragement or driving force, this motivation is only given to humans, especially to subordinates or followers whereas according to (Santrock, 2012), defining motivation involves a process that gives energy, directing, and sustaining behavior. Thus, motivated behavior is behavior that contains energy, has direction, and can be maintained.

According to MC Donald (Syaiful, 2008) who explained that what underlies students to carry out the entrepreneurial process is in the family environment, campus environment, and learning environment, where they gather and do activities. According to the results of research (Edwina, 2014), explaining that family support is the attention shown by parents to their children both physically and psychologically. Family support for children greatly influences the activities that will be carried out by their children. A supportive environment will certainly attract students' attention to entrepreneurship.

Entrepreneurs are people who have the ability to see and assess business opportunities, gather the resources needed to take advantage and take the right actions to ensure success (Basrowi, 2016). According to (Suryana, 2013), entrepreneurship is an effort to create added value by combining sources in new and different ways to win the competition.

This added value can be created by developing technology and science, producing goods and services to be more efficient, improving existing products and services, and looking for ways to provide satisfaction to consumers. Entrepreneurship or entrepreneurship is a creative business that is built on the basis of innovation to produce something new, has added value, provides benefits, creates jobs and the results benefit others.

Relating to entrepreneurial motivation can be explained by explaining the meaning of the word motivation. Motivation comes from the Latin *movere* which means encouragement or driving force that causes an action or deed. Someone who performs an action generally has a positive character. One's personal readiness is needed when entering the world of entrepreneurship. Someone who is not mentally prepared to enter the business world will feel pressured by the conditions in their environment, such as embarrassment when meeting other friends or relatives (Nitisusastro, 2013).

Furthermore, related to entrepreneurial creativity can be explained by explaining the meaning of the word creativity. Creativity is the ability to develop ideas and find new ways to solve problems and deal with opportunities. Entrepreneurial creativity is a person's ability to give birth to something new, both in the form of ideas and real works that are relatively different from what existed before (Alma, 2016). ultimately increase revenue.

An entrepreneur must have high creativity so that the business he runs can be successful. Someone who has an entrepreneurial spirit will always come up with ideas as alternative solutions to the problems they face in the business world. In addition, they will also be creative in responding to business opportunities, quickly adapting to social challenges and changes so that they can survive in the face of competition. Therefore, these two things, namely motivation and creativity in entrepreneurship, need to be raised through this entrepreneurship socialization for Stikes Bhakti Husada Bengkulu students so that they are more serious in starting a business and can increase their income. change client behavior according to what is planned/desired to be more modern. Counseling in an effort to change behavior, because counseling is believed to be able to develop or empower the potential of individual clients to be more empowered independently.

## LITERATURE OR CONCEPTUAL REVIEW

### Definition of Motivation

The term motivation comes from the Latin word *movere*, which means to move or move. Motivation is a physiological and psychological condition that exists within a person that encourages him to carry out certain activities in order to achieve a goal (need) (Djaali, 2007). Mulyasa (2003) defines motivation as a driving or pulling force that causes behavior towards a certain goal. Sardiman (2006) suggests that motivation is the driving force from within to carry out activities to achieve goals. Wiratmo (2001) motivation is defined as a state within individuals that causes them to behave in a way that ensures the achievement of a goal. From some of the definitions above, it can be concluded that motivation is an encouragement or reason to do something.

### Definition of Entrepreneur

In simple terms, the meaning of an entrepreneur (entrepreneur) is a person who has the courage to take risks to open a business on various occasions (Kasmir, 2009). According to Suryana and Bayu (2010) an entrepreneur is someone who has the creativity of a new business with the courage to take risks and uncertainties that aim to achieve profits and business growth based on identifying opportunities and being able to utilize resources and capitalize on these opportunities. According to the view of psychologists, entrepreneurs are people who have a power drive from within themselves to achieve a goal, like to try or experiment to display their freedom beyond the power of others (Suryana, 2013).

Entrepreneurship is an ability in terms of creating business activities (Kasmir, 2009). Entrepreneurship is an ability to manage something to be used and improved so that it is more optimal (Hendro, 2011). Entrepreneurship is matters or efforts related to the creation of activities or businesses or business activities on the basis of their own volition (Saiman, 2009).

According to Suryana (2013) entrepreneurship is a job or career that must be flexible and imaginative, capable of planning, taking risks, decisions and actions to achieve goals. Entrepreneurship requirements are to find and evaluate opportunities, gather the necessary resources, and act to benefit from these opportunities.

From the above opinion it can be concluded that entrepreneurship is an activity of creating business activities flexibly and imaginatively, being able to plan, take risks, make decisions, and take actions to achieve goals.

## **Definition of Entrepreneurial Motivation**

Entrepreneurial motivation is the overall driving force within an entrepreneur that gives rise to entrepreneurial activities that guarantee the continuity of entrepreneurial activities and that gives direction to the entrepreneurial activities so that the desired goals can be achieved (Venesaar, 2006). Entrepreneurial motivation is the driving force within a person to carry out entrepreneurial activities in order to achieve entrepreneurial goals (Koranti, 2013).

According to Ratnawati & Kuswardani (2010) entrepreneurial motivation is a condition that encourages, moves and directs individual desires to carry out entrepreneurial activities, in an independent manner, believes in oneself, is oriented towards the future, dares to take risks, is creative and values the desire for innovation highly. Entrepreneurial Motivation or entrepreneurial motivation involves motivation directed at entrepreneurial goals (goals that involve awareness and exploitation of business opportunities) (Wibowo and Ardianti, 2014).

Based on the description above, it can be concluded that entrepreneurial motivation is a condition that encourages, moves and directs individual desires to carry out entrepreneurial activities, in an independent way, believe in yourself, are oriented towards the future, take risks, are creative and highly value the desire for innovation, and are oriented profits and profits.

### **1. Dimensions of Entrepreneurial Motivation**

Venesaar (2006) explains that a person's motivation to become an entrepreneur is divided into three dimensions, namely ambition for freedom, self-realization, pushing factors. The following are the dimensions of motivation and their indicators:

- a. Ambition for freedom
  - 1) Freer activity
  - 2) Have your own business
  - 3) Become more respected
  - 4) Leading the way in implementing new ideas
  - 5) Develop a hobby in business
- b. Self-realization (self-realization)
  - 1) Gaining a better position in society
  - 2) Feel the challenge
  - 3) Motivate and lead others
  - 4) Continuing the family tradition
  - 5) Implement ideas or innovate
- c. Pushing factors
  - 1) Earn better income
  - 2) Dissatisfied with work

From the explanation above it can be concluded that the dimensions of entrepreneurial motivation are ambition to be independent, self-realization, and driving factors.

## 2. Entrepreneurial Motivation Factors

According to Susanto (2009) the motivational factors for entrepreneurship consist of:

- a. Environmental factors. Environmental factors have a significant role in the formation of an entrepreneurial spirit. According to Suryana (2003) trigger factors that come from the social environment, one of which is from parents.
- b. Sociological factors. Social conditions also contribute to increased entrepreneurial activity in certain groups such as women, minorities, and academics.
- c. Resource availability factor. Availability of capital is very important.
- d. Personal factors. An entrepreneur has a higher internal locus of control than a non-entrepreneur, which means that they have a stronger desire to determine their own destiny.
- e. Adversity Quotient is also one of the motivational factors for entrepreneurship.

In research conducted by Wisesa and Indrawati (2016) shows that the Adversity Quotient has a positive relationship with entrepreneurial motivation, which means that if the adversity quotient is high, then entrepreneurial motivation is also high.

From the explanation above, the factors that drive entrepreneurial motivation are social environmental factors, sociological factors, resource factors, personal factors and adversity quotient.

## 3. Creativity

Creativity is a potential that every human being has and not that which is received from outside the individual. Creativity possessed by humans, born with the birth of these humans. Since birth the individual has shown a tendency to actualize himself. In this life creativity is very important, because creativity is a very meaningful ability in the process of human life. It must be admitted that it is indeed difficult to determine an operational definition of creativity, because creativity is a multidimensional and multidimensional concept so that many experts put forward the definition of creativity. The different definitions of creativity put forward by experts are complementary definitions. As for skill, it is a consistent degree of success in achieving a goal efficiently and effectively. A person's skills which are reflected in their ability to complete certain movement tasks will be seen in quality from how far the person is able to carry out a given task with a certain level of success, the higher the success in carrying out the movement task, the better the person's skills.

According to Conny R Semiawan (2009: 44) creativity is a modification of something that already exists into a new concept. In other words, there are two old concepts that are combined into a new concept.

According to Utami Munandar (2009: 12), suggests that creativity is: The result of interaction between individuals and their environment, the ability to create new combinations, based on data, information, or elements that already exist or are known before, namely all experience and knowledge that has been obtained by someone during his life both in the school environment, family, and from the community environment.

Some of the descriptions above can be argued that creativity is essentially a person's ability to give birth to something new, both in the form of ideas and real works, both in the form of new works and combinations of existing things, all of which are relatively different from what already exists previously.

## METHODS

This community service activity is in the form of counseling which will be held on Tuesday and Wednesday, 24-25 October 2022, this activity will be held at the Stikes Bhakti Husada Bengkulu campus. Counseling is an activity to educate the public or an educational activity that aims to change a person's behavior in accordance with what is planned/desired so that humans are more modern. Counseling in an effort to change behavior, because counseling is believed to be able to develop or empower the potential of individual clients to be more empowered independently (Mardikanto, 2009).

In this service activity using group counseling methods. While group counseling or group approach is an instructor related to the goals of group counseling. This method is more advantageous because it allows for feedback, and group interaction provides an opportunity to exchange experiences and influence the behavior and norms of its members. The good thing about group counseling is that it is relatively more efficient in terms of time and extension workers. Although there are deficiencies that must be considered so that the goal is achieved, namely the lack of being able to pay closer attention to each individual. This service activity includes several steps. These steps are as follows:

- a. Lecture on the description of entrepreneurship.
- b. Lecture on the theory of motivation and creativity in entrepreneurship.
- c. Give an example of a business that can be done in a simple way.
- d. Debriefing, to deepen understanding which in the end is able to change the attitude of participants.

Followed by testing the extent to which entrepreneurial motivation and creativity are helped by answering their agreement with statements such as in.

**Table 1. Questions About Entrepreneurial Motivation and Creativity**

Variable	Code	Question	Answer	
			Yes	Not
Entrepreneurial Motivation	M1	Does an entrepreneur have to be active in controlling or directly involved in making decisions in his business.		
	M2	Does an entrepreneur have to have high enthusiasm and be willing to fight to get ahead?		
	M3	In doing business, apart from profits, there is also the possibility of losses		
	M4	The business undertaken must be in accordance with market needs		
	M5	I dare to open a business even though I don't understand the results yet		
	M6	With new ideas I can get opportunities in entrepreneurship		
	M7	No matter how hard the job I receive, I always try to finish it		
Creativity	K1	I participate in utilizing the latest technology		
	K2	I follow the news of the development of product innovation		
	K3	I learned to adjust to technological developments		
	K4	I like to live in an era full of creativity		
	K5	I always want to look for new business opportunities		

## RESULTS AND DISCUSSION

Entrepreneurship outreach activities to increase entrepreneurial motivation and creativity for Stikes Bhakti Husada Bengkulu students in the form of counseling in the framework of the local economic development process. This activity started with the availability of entrepreneurship courses with a weight of 2 credits in the curriculum, but was unable to become a trigger in running a more serious business. So that the students of Stikes Bhakti Husada Bengkulu feel hesitant to develop their

business. Therefore socialization is needed regarding motivation and creativity in entrepreneurship readiness so that it is motivated to be more serious and earnest in running its business.

When providing community service activities, in general socialization and discussion of entrepreneurship can run smoothly. As many as 40 students from Stikes Bhakti Husada Bengkulu attended this event. At the beginning of the session, resource persons for community service activities provided an overview of entrepreneurship. Furthermore, the resource person gave examples of businesses that can be done in a simple way. Then the participants were invited to look again at how much potential and business development opportunities exist in the city of Bengkulu and its surroundings.

In this session, participants were invited to tell about the various regional potentials in the city of Bengkulu and its surroundings as well as the participants' experiences in running their business today. In this session also held discussions to deepen understanding of the concept of entrepreneurship which in turn can change the attitude of participants in entrepreneurship.



**Figure 1. Group photo of socialization participants**



**Figures 2 and 3 introduce and provide material about entrepreneurship**

Community service activities carried out with counseling to Stikes Bhakti Husada Bengkulu students generally received a very good response from the participants by listening seriously and providing direct responses if something was not understood or something was considered odd according to the participants' understanding, by asking the resource person. The result of this activity was that in our opinion the participants' understanding of the general description of entrepreneurship was quite well recorded, judging from their responses when asked about the nature of entrepreneurship which requires motivation and creativity, not giving up easily and persistence.

It can be seen from the results of the responses to answers based on questions about Entrepreneurial Motivation and Creativity, motivation for entrepreneurship with 7 questions, 80% of activity participants said that they had motivation to carry out entrepreneurial activities while 20% were still unsure and 5 creativity challenge questions questions 75% of participants have creativity based on questions from sources, while 25% do not have creativity.

Based on the questions given by the interviewees, it can be seen that 20% of the participants' motivation was not good by stating that they were still unsure about entrepreneurship and 25% did not have creativity regarding entrepreneurship, but in general the participants understood what was conveyed by the speakers and most of the participants had the motivation and creativity to start entrepreneurship while continuing their studies or being active students.

In this service activity, participants feel confident in entrepreneurship, can teach responsibility, work hard and are confident, confident they can carry out a job well, can learn to make good decisions when entrepreneurship, it takes hard work to achieve success and likes creativity. These things are part of the indication that someone has entrepreneurial motivation. However, the expressions obtained through the field are still in the form of understanding and not yet in the form of action, so it is still needed so that this understanding or attitude can be realized in action. Meanwhile, regarding entrepreneurial creativity, the participants believed that being creative in entrepreneurship is necessary to make me independent, want to be a successful entrepreneur and willing to work hard and be creative to achieve it.

After doing community service to the students of Stikes Bhakti Husada Bengkulu with the socialization method, the results were obtained: Entrepreneurial motivation is very important because it is a person's strength to do something to achieve goals, this is in line with the opinion (Ahmadi, 2013), motivation is an impulse that has been tied to something purpose. Motive arises because there is a need. Need is seen as the power to become something and it requires immediate fulfillment, to find balance quickly. Entrepreneurship is the sum total of what is known about all forms of information that are processed through cognitive and logical processes. Entrepreneurial knowledge can be obtained through entrepreneurship courses. Entrepreneurship courses that are theoretical and practical can generate creativity and innovation that can generate new ideas that can be utilized.

## CONCLUSION

This community service activity is able to contribute to increasing community empowerment in the field of motivation and creativity in entrepreneurship. The provision of high entrepreneurial motivation and creativity will eventually move his heart to start a business more seriously, resulting in an increase in income for Stikes Bhakti Husada Bengkulu students, both those who are still active as students and those who are alumni so that it is hoped that there will be no more dependence on job opportunities. very limited.

Based on the evaluation that has been carried out, several suggestions can be put forward as follows:

- a. The duration of community service activities needs to be increased so that the objectives of this community service activity can be achieved optimally.
- b. This service activity can be continued with business assistance, for example in terms of marketing management which includes 4 things, namely product, place, price and promotion. So that business continuity will be maintained.
- c. Provide assistance in the production of both micro and macro scale.

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