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DEVELOPMENT OF ENTREPRENEURIAL SUSTAINABILITY FOR ALUMNI STUDENTS

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Abstract: *Entrepreneurial development after graduating from college is very necessary for students so that businesses or businesses run by dapat are developed in a* sustainable *manner. Students after graduating college on average look for work and do not continue their efforts. The problem in student business is limited labor, timely service, still limited in the use of information technology in marketing and business premises or business. This makes the student's business or the business is unsustainable. The goal of this activity is to assist in the management and development of businesses run by students who have advantages and are capable of creating jobs and trying to assist the government in its efforts to reduce joblessness. Entrepreneurial development's outcomes activities produced by 6 (six) Indonesian students after graduating from college can continue and develop their business.*

Keywords : development, entrepreneurship, student, sustainable

1. Introduction

It is necessary to organize entrepreneurship and enterprise curriculum in order to produce self-sufficient, innovative human resources, thinker, dedicated, and internationally oriented. The significance of on-campus entrepreneurship and innovation is forecast to expand graduate students as young entrepreneurs capable of creating jobs (Journal & Purnomo, 2005). The college's role in incorporating entrepreneurship activities into the curriculum, developing entrepreneurial independence, and going to carry out entrepreneurial education on campus. Entrepreneurship education is strongly related to because it fosters students' entrepreneurial aspirations sufficient knowledge and skills and encourages them to improve their skills (Boldureanu et al., 2020).

The problem in campuses in overall is determining the training program for students who want to be entrepreneurs. In addition, the right entrepreneurial development efforts for students in order to develop young, personality, lengthy businesses. Numerous students have innovative thinking for starting a business, but they only finish at the end of entrepreneurship lectures. However, after completing the entrepreneurship course, they decided not to start a company. There was no network marketing with the business and industrial worlds, which was a problem in marketing.

To create social and environmental value, sustainable entrepreneurs incorporate digital technology into their business models. So the most important thing is to use the institutional logic perspective of a sustainable business model (Gregori & Holzmann, 2020). The business model for sustainability innovation project will investigate how business models act as intermediaries the relationship between improving sustainability and the business plan for sustainable development. As agents, sustainable entrepreneurs are discussed aligning In order to succeed, new or existing business models must incorporate sustainability innovations succeed in business and generate worth for clients. (Freund, 2019).

The main objective of the Student Entrepreneurship Development Program is to encourage educational entrepreneurship in order to portray more competent startups that will benefit from it, the government by creating jobs and assisting in the reduction of unemployment and poverty. The problem of determining the right entrepreneurship development and training model, namely that provide entrepreneurship training to students through an entrepreneurship training development model. Implementing real-world planned business based on contextual business problems. This will be a type of community-based education model (it will encourage students' active involvement in training and education) that will be capable of changing students' belief systems to have a spirit of entrepreneurship and forming new startups who are income and sustainable businesses by placing students in internship programs in companies or market segments.

A study result (Grabara et al., 2020) that human resources in the management of entrepreneurship has a positive impact on long-term innovation, which leads to long-term development. of the university. Problem solving in by providing business startup training and markets for their production and services in the fields of online marketing, offline marketing, and business premises We advise people who want to start a business to do so from their own homes, in addition to also providing a place of business on campus. The project-based learning model at Universitas Duta Bangsa Surakarta is suitable for students studying entrepreneurship. These students' physical, psychological, and mental involvement could motivate learning motivation, judgment skills, and train analytical reasoning and advancement in solving variety of business startup problems (I Hastuti et al., 2020).

2. Research Method

a. Conducting socialization and data collection to all students of Universitas Duta Bangsa Surakarta (UDB), especially for students at computer science faculty with random sampling techniques, selected according to the type of business and business potential that has been carried out.

b. Offering entrepreneurship training in areas such as business group mapping, entrepreneurial encouragement, manufacturing visits based on business modeling, production process, wrapping of Consumer goods and services, online and offline marketing techniques, business and management, and company's financial preparation

c. Establishing a mini teaching factory or channel on the Universitas Duta Bangsa Surakarta campus, monitoring the business net by going instantly to the place of business in order to identify customers who visit the outlet and to strengthen business.

d. Assess student entrepreneurial development events by determining the proportion of tenants who are fully self capable of opening entrepreneurs off college.

3. Results and Discussion

3.1. Results

The sustainability of student business is managed with project-based learning, students from computer science faculty at Universitas Duta Bangsa Surakarta participated in this activity as part of a socialising program and tenant classification. Based on the selection results of 20 Student Tenants (Indra Hastuti et al., 2020). Measurements were made on a group of student business pilots, each of which consisted of 4-5 students enrolled in the Online courses. The model of development of educational programmes in students produced the succeeding outcomes. Students

can plan businesses based on their interests and competence, and through the training model of development, students can contribute to solving problems in business plans related to leadership, courage in risk taking, persistence in focusing on doing work, and level of professionalism, allowing students to be successful construct startups (Indra Hastuti et al., 2020).

The preliminary activity was carried out in early December 2021 through an analysis of the situation and problems. As for the duration of three months beginning with the implementation of activities from December 2021 to February 2022 involving student entrepreneurial alumni at Universitas Duta Bangsa Surakarta and Universiti Kuala Lumpur Business School (UniKL) Malaysia. Student entrepreneur alumni are a clear example, that the development of entrepreneurship for students when studying in the past has been carried out well. So, for the empowerment of entrepreneurial alumni, it is easy to implement their experiences and learning processes to the younger class. Representatives of students from Computer Science Faculty at Universitas Duta Bangsa Surakarta participated in this activity as part of a socialization and modeling program for student businesses. This student entrepreneur alumni's entrepreneurial development process is carried out in accordance with the method of implementation using the BLP (Based Learning Project) technique. The overwhelming majority of the student businesses are operate from their homes that used digital marketing methods and are entirely self-managed, resulting in subpar results.

3.2.Discussion

We direct the formation of an organizational structure in this entrepreneurial development program. In addition, optimization of human resource management as a work team is carried out so that work will be done collaboratively and consumers can be served to the greatest extent possible. One of the positive sides of this development activity is that the task that was done in our room originally was redirected to be completed in front of the house, so that the completed work is quickly recognized by the surrounding neighborhood community.

As a result of the development of collaborative entrepreneurship activities between entrepreneurial alumni in Universitas Duta Bangsa Surakarta Indonesia and Universiti Kuala Lumpur Business School (UniKL) Malaysia There are 6 (six) student businesses that continue after graduating from college, namely:

a. **SP Computer**

SP Komputer was founded by a group of three students from the 2017 class of the Informatics Engineering study program. SP Computer Business Type is a service service PC Computer, laptob, printer in addition to it also serves the sale of accessories mobile phones, headphones and electronic equipment.

b. **Catatan Imajinasi Creative Lounge and Coffe**

Service of Computer and Coffe web design services are provided by a group of Information System Students from the 2017 class.

c. **Shift Computer**

The service of PC Computer services, laptop and smartphones is carried out in groups by the University's Class of 2017 Information Systems students and the class of 2018.

d. **Gammacom**

The service of PC Computer service, service of printer and laptop was carried out in a group of 2017 Informatics Engineering Students.

e. **Tajji**

Computer Web Design Service was carried out by Information Systems Students in groups from the 2017 class.

f. **Social Media Marketing**

To assist newly opened businesses, digital marketing services sell followers. Student Information System class of 2016.

4. Conclusion

Our study provides evidence that entrepreneurial curriculum necessary for successful entrepreneurial role models has been shown to positively impact students' entrepreneurial attitude and behavioral intention, as well as to lead to a more positive approach of students' perspectives of the social advantages of entrepreneurship. (Boldureanu et al., 2020).

Based on the results of entrepreneurial development activities for students at the Computer Science Faculy, Universitas Duta Bangsa Surakarta, who manages the field of information technology obtained the following results:

1. It requires optimizing human resource management as a teamwork in a business or business. So that the service to consumers can be carried out properly.
2. Entrepreneurial development activities are part of organizing business-based education as an effort to develop self-sufficient, productive, great thinker, dedicated, and internationally oriented human resources are needed in the campus environment.
3. The collaboration of entrepreneurial development activities for these students resulted in 6 (six) Indonesian students , especially at the Faculty of Sciences, Universitas Duta Bangsa Surakarta after graduating from college , being able to continue and develop their businesses.

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