

Implementation & Impact Of MBKM Digital Entrepreneurs Narotama University

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Abstract

This study aims to figure out the impact of the implementation of MBKM Program in Digital Entrepreneurship. Students had difficulties running their business while they study in the university. Kampus Merdeka provides solutions to most of the problems of students and lecturers. MBKM Entrepreneurship program has been running since September 2021, majority students were ready and stated positively about the programs. Digitalization develops the process of sophisticated entrepreneurship and digital entrepreneurship has been seen as an important pillar of entrepreneurial work for economic development, job creation, and innovation for students.

Keywords: Merdeka Belajar Kampus Merdeka, Entrepreneurs, Digital Entrepreneurship

1. Introduction

Kampus Merdeka is part of the independent learning policy by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia which provides opportunities for students to sharpen their abilities according to their talents and interests. They enter directly into the world of work as preparation for future careers. Kampus Merdeka is a comprehensive career preparation program to prepare the best generation of Indonesia. Kampus Merdeka programs consist of practical activities in the field will be converted into credits, exploration of knowledge and abilities in the field for more than one semester, learn and expand networks outside the study program or home campus and gain knowledge directly from quality and reputable partners.

Entrepreneurship that is influenced by, or exploited by digital transformation in business and society. The basic principles of entrepreneurship still apply and can be applied in the world of digital entrepreneurship, such as: fostering an entrepreneurial mindset, identifying good opportunities, getting to know your customers, meeting legal requirements, or trying to raise capital. In digital entrepreneurship, the fundamental change lies in efforts to be active in business activities and connect with a digitally literate society.

In the digital age, entrepreneurship is now more in demand than ever before. However, digital entrepreneurship is not limited to holding online meetings, paperless office or communication on social media. Rather, it must be seen as a holistic approach to thinking that encompasses all processes of an organisation,

including communication and service provision. If we succeed in “thinking digitally”, such as integrating digital process support at all levels, we can experience long-term success and keep uprising competitors at bay. Data, information and knowledge are the new factors of success that lead to new market opportunities and business models through their intelligent combination and networking with operational performance and service provision. This ranges from platform economics to support systems, as well as the use of new technologies to make processes more effective and elegant. It is precisely the exploration of promising opportunities and the creation of unique ideas that offer digital entrepreneurs the potential to successfully develop their business. The design of business models, the planning of the architecture of software and hardware components, as well as the storage of individual data, information and knowledge components, form the core of the new digital entrepreneurial approach.

Around the world have studied and researched about Digital Entrepreneurship. As the figure below shows a graph from 2017-2021 found as many as 253 documents on the Scopus international journal site.

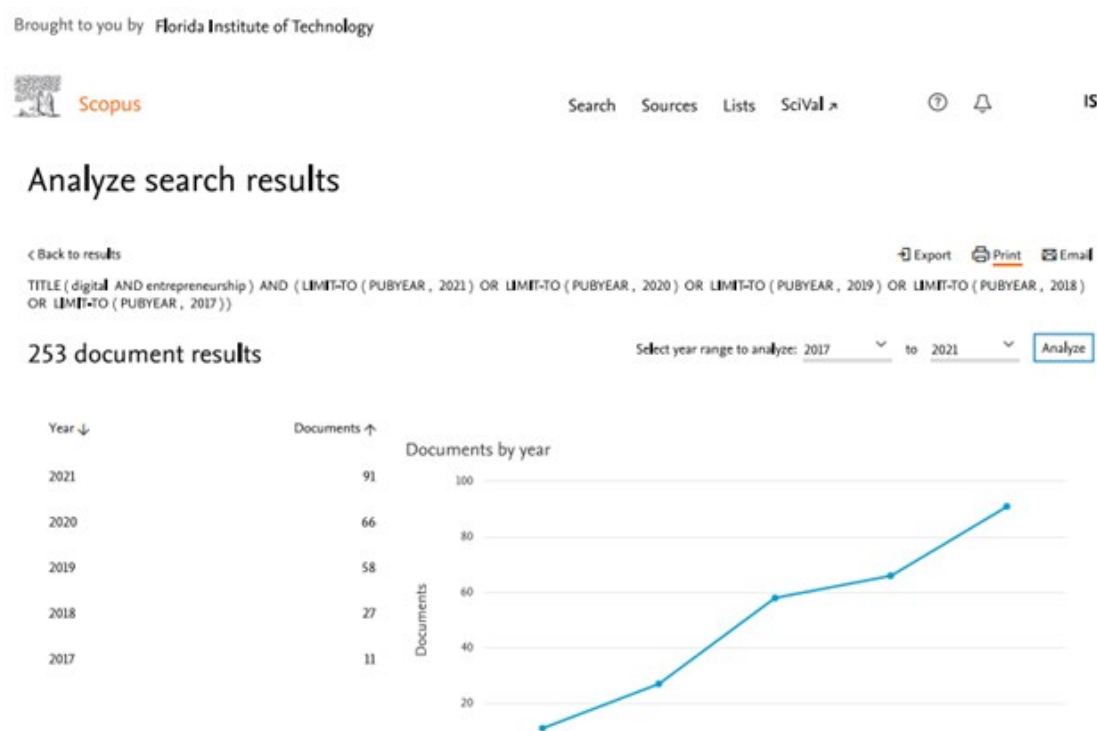


Figure 1 Digital Entrepreneurship Documents
Source: Scopus

In analyze results there were found 253 document results, documents by year range to analyze 2017 to 2021. In 2021 there were 91 documents, 2020 were about 66 documents, 2019 there were 58 documents, 2018 were found 27 documents, and in 2017 only found 11 documents

253 document results, documents per year by source, compare the document counts for up to 10 sources year range to analyze 2017 to 2021 were found Sustainability Switzerland 12 documents, Technological Forecasting And Social Change 11 documents, International Journal Of Entrepreneurial Behaviour And Research 10 documents, Lecture Notes In Networks And Systems 9 documents, Frontiers In Psychology 7 documents, Journal Of Business Research 6 documents, Information Systems Journal 5 documents, Small Business Economics 5 documents, International Journal Of Entrepreneurship 4 documents, ACM International Conference Proceeding Series 3 documents, Canadian Journal Of Administrative Sciences 3 documents, Fgf Studies In Small Business And Entrepreneurship 3 documents, International Entrepreneurship And Management Journal 3 documents, International Journal Of E Entrepreneurship And Innovation 3 documents, International Journal Of Innovative Technology And Exploring Engineering 3 documents.

253 document results, documents by affiliation, compare the document counts for up to 15 affiliations year range to analyze 2017 to 2021 were found Universita del Salento 6 documents, Case Western Reserve University 4 documents, Università degli Studi di Napoli Federico II 4 documents, Friedrich-Alexander-Universität Erlangen-Nürnberg 3 documents, Universidade da Beira Interior 3 documents, The University of Texas at Austin 3 documents, Maastricht School of Management MSM 3 documents, Syddansk Universitet 3 documents, Universität Bayreuth 3 documents, Politecnico di Milano 3 documents, Dublin City University 3 documents, Samara State University of Economics 3 documents, Russian Presidential Academy of National Economy and Public Administration 3 documents, DCU Business School 3 documents, École Supérieure du Commerce Extérieur 3 documents, University of Edinburgh Business School 3 documents.

253 document results, documents per year by source, compare the document counts for up to 10 sources year range to analyze 2017 to 2021 were found Sustainability Switzerland 12 documents, Technological Forecasting And Social Change 11 documents, International Journal Of Entrepreneurial Behaviour And Research 10 documents, Lecture Notes In Networks And Systems 9 documents, Frontiers In Psychology 7 documents, Journal Of Business Research 6 documents, Information Systems Journal 5 documents, Small Business Economics 5 documents, International Journal Of Entrepreneurship 4 documents, ACM International Conference Proceeding Series 3 documents, Canadian Journal Of Administrative Sciences 3 documents, Fgf Studies In Small Business And Entrepreneurship 3 documents, International Entrepreneurship And Management Journal 3 documents, International Journal Of E Entrepreneurship And Innovation 3 documents, International Journal Of Innovative Technology And Exploring Engineering 3 documents.

253 document results, documents by country or territory, compare the document counts for up to 15 countries/territories year range to analyze: 2017 to 2021 were found United States 37 documents, Russian Federation 27 documents, Germany 26 documents, United Kingdom 24 documents, China 23 documents, Italy 19 documents, Australia 15 documents, France 11 documents, Indonesia 11 documents, Spain 11 documents, Denmark 10 documents.

253 document results, documents by funding sponsor, compare the document counts for up to 15 funding sponsors year range to analyze 2017 to 2021 were found European Commission 4 documents, Russian Foundation for Basic Research 3 documents, Australian Research Council 2 documents, Deanship of Scientific Research, King Saud University 2 documents, Fundação para a Ciência e a Tecnologia 2 documents, Marianne and Marcus Wallenberg Foundation 2 documents, National Natural Science Foundation of China 2 documents, National Research Foundation of Korea 2 documents, Vetenskapsrådet 2 documents.

2. Methodology

This study using combined method is useful when quantitative and qualitative methods are combined into one and are often referred to as mixed methods. Combined research is the stage of data collection, data analysis, with a combination of sequential methods, namely quantitative and qualitative methods or vice versa. These two methods were used to conclude the research questions.

Quantitative research methods focus more on numerical data with certain measuring instruments or instruments, meanwhile qualitative methods aim to describe analytical data in a narrative manner. It is different with quantitative and qualitative methods, combined is a method used to combine qualitative and quantitative research.

3. Result and Discussion

3.1. Result

Entrepreneurial opportunity examines how entrepreneurs exploit technological change to create new processes, products, services, markets or firm structures. This literature is concerned with issues like the role of prior knowledge in discovering new opportunities and the role of bridging organisations in facilitating opportunity recognition.

Table 1 The level of knowledge of Narotama University students about MBKM Policy

Item	Frequency	Percent (%)
Knowing the overall policy	1.082	66,3
Knowing most of the contents of the policy	510	31,2
Knowing a little	33	2,0
Don't know at all	8	0,5
Total	1.633	100,0

Table 1 describes the knowledge of Narotama University students about MBKM program policies. Students who knowing the overall policy were 1,082 or equivalent 66.3%. Knowing most of the contents of the policy were about 510 or equivalent 31,2%. There were 33 or 2,0% students who knowing a little about MBKM policy. The last is who don't know at all were 8 or equivalent 0,5% students in the university.

Table 2 The type of MBKM chosen by Narotama University students

Item	Frequency	Percent (%)
Student exchange	457	28,0
Internship	335	20,5
Teaching Assistant in Education Unit	31	1,9
Research	335	20,5
Humanitarian Project	51	3,1
Entrepreneurial Activities	113	6,9
Independent Study	45	2,8
Building a Village, or Thematic Community Service Program (KKNT)	266	16,3
Total	1.633	100,0

Table 2 describes the type of MBKM chosen by Narotama University students. For Student exchange there were 457 or equivalent 28,0% students. Those who chose Internship were about 335 or equivalent 20,5% students. Teaching Assistant in Education Unit were about 31 or equivalent 1,9% students. Research were chose by 335 or 20,5% students. There were 51 or 3,1% of students chose Humanitarian Project. Entrepreneurial Activities were chosen by 113 or 6,9% students. Independent Study were about 45 or equivalent 2,8% students. The last were Building a Village, or Thematic Community Service Program (KKNT), chosen by 266 or equivalent 16,3% students.

Table 3 Availability of curriculum documents, guidelines, and operational procedures for participating in MBKM activities

Item	Frequency	Percent (%)
Already available	1.588	97,2
Not yet available	17	1,0
Do not know	28	1,7
Total	1.633	100,0

Table 3 describes availability of curriculum documents, guidelines, and operational procedures for participating in MBKM activities. The total respondents were 1.588 or equivalent 97,2% stated that curriculum documents, guidelines, and operational procedures for participating in MBKM activities were already available. People answers not yet available were only 17 or equivalent 1,0%. The last answer for do not know there were 28 or 1,7% people.

Table 4 Narotama University students have prepared themselves to be part of MBKM

Item	Frequency	Percent (%)
Already prepared	1.576	96,5
Not ready yet	53	3,2
Do not know	4	0,2
Total	1.633	100,0

Table 4 describes Narotama University students have prepared themselves to be part of MBKM. There were total 1.576 or 96% students who answered already prepared. Students who answered not ready yet, there were 53 or 3.2%, and students who do not know there were 4 or 0,2% students.

Table 5 Opinion of Narotama University students that learning activities outside the study program will have implications during the study period

Item	Frequency	Percent
The study period is long	19	1,2
Stay on time	1.596	97,7
Do not know	18	1,1
Total	1.633	100,0

Table 5 describes opinion of Narotama University students that learning activities outside the study program will have implications during the study period. There were 19 students who chose that the study period is long, and 1.596 or 97,7% students were stated that it will have on time implication during study period. The rest of them about 18 or 1,1% were not sure.

Table 6 Opinion of Narotama University students off-campus learning activities will provide additional competencies such as skills in solving complex real problems, skills in analysis, professional ethics.

Item	Frequency	Percent (%)
Yes, it will provide additional competencies	1.609	98,5
Maybe, it will provide additional competencies	22	1,3
Do not know	2	0,1
Total	1.633	100,0

Table 6 describes opinion of Narotama University students off-campus learning activities will provide additional competencies such as skills in solving complex real problems, skills in analysis, professional ethics. Majority of the respondent said that it will provide additional competencies. There were 22 students stated that off-campus learning activities might provide additional competencies. Meanwhile, 2 students do not know whether off-campus activities will be able to provide additional competence.

Narotama University has been running the MBKM program since September 2021, the Digital Entrepreneurship course makes it easy for working students. A very real difference is that before the MBKM program, students had difficulty managing time between work and study, and did not focus between the two. Therefore, there were many problems such as delayed graduation, dropping out of college and lack of motivation, as well as neglected businesses.

After the MBKM program is implemented, business activities can be converted into credits according to the regulations applied by the university. Students can focus on their business, also have plenty of time to think of the development of their business. They get real knowledge and work experience because they run their business with all their heart. On the other hand, college matters, automatically finish well. Win-Win Solution!

3.2. Discussion

There has been much discussion of agility, disruptive processes and the constantly increasing speed of market developments. Therefore, the digital entrepreneurial personality must maintain the following competencies:

- 1) Creativity, organisational skills and a feel for market opportunities
- 2) Strong knowledge of the technical requirements and the competitive environment
- 3) Courage to apply the process of creative destruction to their own business or its processes at any time.

Table 7 Cross-tabulation between MBKM program choice and student readiness to join MBKM

Item		Have you prepared yourself to be a part of MBKM activities?			Total
		Already	Not yet	Do not know	
Were you asked to choose from 8 (eight) forms of learning activities outside the study program, which would you choose?	Student exchange	448	9	0	457
	Internship	319	16	0	335
	Teaching Assistant in Education Unit	29	1	1	31
	Research	335	0	0	335
	Humanitarian Project	49	1	1	51
	Entrepreneurial Activities	101	11	1	113
	Independent Study	44	1	0	45
	Building a Village, or Thematic Community Service Program (KKNT)	251	14	1	266
Total		1576	53	4	1633

Table 7 describes Cross-tabulation between MBKM program choice and student readiness to join MBKM, especially in Entrepreneurial Activities. There were 101 students stated that they are prepare themselves to be a part of MBKM Entrepreneurial Activities. Eleven students stated they were not prepare for MBKM Entrepreneurial Activities. The rest was one student stated that he did not know about preparation of MBKM Entrepreneurial Activities.

4. Conclusion

Since middle of 2021 Narotama University has been implemented MBKM Digital Entrepreneurs and had a good impact from student, shows from the tables in discussion. The good impact of this program will be a good sustainable activities and create the good quality of entrepreneurship.

Rapid digital advancements present various websites and social media that are very attractive to users. The existence of social media with various different functions has been present in the midst of the citizens of the world, including the people of Indonesia.

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