

The Impact of Start-ups in Agriculture on The Desire of Agricultural Students to Become Entrepreneur

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Abstract

Entrepreneurship education pursued by universities is an effort to create entrepreneurs who can build the country. Now, various fields are developing and involving technology in the process to make it more effective and efficient. Not to forget, the agricultural sector is also a major concern, because in Indonesia there are not many start-ups in the agricultural sector and agriculture is a field that is one of the main needs and a leading sector for Indonesia. The purpose of this study was to determine whether agricultural students have the desire to become entrepreneurs after seeing start-ups engaged in agriculture have begun to appear in Indonesia. This study uses a qualitative approach. Data were collected from 44 agricultural students at a private university, in the city of Bandung, through an online survey, open-ended question. Data analysis in this study uses qualitative data analysis software to make cross tab analysis. The results of the study show that there is interest after seeing start-ups in the agricultural sector. With the same field, students want to start a business with the help of technology, and want to develop agricultural potential in Indonesia. Research is useful for universities to know that the existence of start-ups encourages the desire of students to build a business after graduating from college. The limitation of this research is that the research object only takes data from one university that provides agriculture.

Keywords

Entrepreneurship education, entrepreneurial intention, start-up, agriculture, entrepreneur

Biography

Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.

Dr. **Farida Iriani** is a lecturer in agriculture at UICM. Her areas of expertise are horticulture and agro business. She has decades of teaching experience in agriculture.