

ENTREPRENEURSHIP INTEREST DEVELOPMENT STRATEGY THROUGH FOOD BUSINESS MANAGEMENT COURSE IN CULINARY ENGINEERING DIPLOMA STUDY PROGRAM

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ABSTRACT

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This study aims to: 1) determine the entrepreneurial interest of Diploma students in Culinary Engineering in Food Business Management course, 2) formulate strategies for developing student entrepreneurial interest through Food Business Management courses for recommendations for lectures in the next period. This type of ex post facto research with a descriptive approach was carried out in February to July 2019 in the Culinary Engineering Study Program Universitas Negeri Yogyakarta (YSU). The population of research was the students who took courses in Food Business Management in the odd semester of 2018/2019 as amount of 40 students. Purposive sampling technique was employed while questionnaire was used in the data collection. Quantitative descriptive was used to analyze the data. The results show that: 1) Entrepreneurial interest of Diploma students of Culinary Engineering in Food Business Management course is 60% in very high category and 60% at high category, 2) there are two strategies for developing student entrepreneurial interest through Food Management Business course, namely SO (Strength-Opportunity) strategy: giving students the opportunity to develop ideas and creativity, increasing discipline both self-discipline and time discipline, providing opportunities, trust and responsibility of students to manage the business, improving the evaluation after the course has been practiced, while WO (Weakness-Opportunity) strategy: providing the opportunity to take turns the leadership responsibility, training students to take risks related to decisions that have been taken and agreed by a group and individually, giving understanding and training the students to be able to receive criticism and suggestions, to learn caring the criticism and suggestions proportionately, ST (Weakness-Opportunity) strategy: providing additional knowledge and understanding of business financial management, providing understanding theoretical classes are also support Food Business Management course and that all curriculum courses have been designed to equip students, WT (Weakness-Threat) strategy: consider providing additional leadership material or with leadership training, fostering student confidence by discussing various things / problems that exist during course activities, giving survey or observation tasks to a culinary business related to business management and financial management so that students get a real picture of the food business management.

Kata Kunci: *Development Strategy, Entrepreneurship Interest, Food Business Management Course.*