

MINI BUSSINES IN ECOLABEL FASHION AS STUDENT ENTREPRENEURSHIP CHARACTER DEVELOPMENT

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ABSTRACT

Character education is part of the National program in education and a part of the 2025 "Indonesia Emas". The concept of character education covers various aspects and methods, with the aim of fully forming Indonesian people. Research on character based on human resources still needs to be developed in a comprehensive manner. The use of various methods and tools needs to be researched and developed to identify and collaborate them so that they can be applied and support the achievement of these goals. In higher education, character education. currently being developed through the main curriculum as well as innovative supporting activities. A number of innovations were implemented to strengthen the character weight of the courses, taking into account aspects of local wisdom and the potential for uniqueness of a field of knowledge.

In this research, the development and assessment of the character of students from the *Creativity, Innovation and Entrepreneurship* class was carried out through entrepreneurial innovation activities. The innovation developed is a simulation of the Ecolabel Fashion business. This business is in the form of production and sales of environmentally friendly fashion products. This business involves raw materials, processes and products that are 'environmentally friendly'. This choice is a character that was also developed to deal with environmental developments that are increasingly damaged due to industrial pollution. Through this simulation, students are given a business case with a division of roles, such as a "mini business". By doing role playing, several small teams act as actors of the business parts. Each division has responsibility for the success of the business together. Student character is studied based on activity sections such as managerial, financial, production, marketing, communication and interaction between personnel. A number of observations are applied to record the characters that appear and need to be developed or otherwise reduced. A written questionnaire instrument was also provided to review the opinions of the participants.

The research showed the student character development model through the Entrepreneurship learning innovation. The indicators that emerged were a number of positive characters shown by students as research subjects. The dominant characters that emerge are creative, independent, cooperative, courageous, leadership, honest, conscientious, and confident. These characters are in accordance with the character of entrepreneur.

Kata Kunci: *mini bussines, character, entrepreneurship, ecofriendly*