

DEVELOPMENT OF ENTREPRENEURSHIP TEACHING MATERIALS TO IMPROVE MOTIVATION AND CREATIVITY OF STUDENT ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship education is a mandatory charge in the curriculum of all levels of education, including higher education. One of the implementations is the availability of Entrepreneurship courses in all universities. Although the guidebook has been published, the implementation of Entrepreneurship lectures is still very diverse, especially the learning outcome and its teaching substance. Therefore, this study aims to find out the factors that influence the growth of interest in and entrepreneurial intentions of students, and the inhibiting factors of student entrepreneurship development.

This research method is Research and Development (R & D) using a 4D model, which consists of four stages, namely: Define, Design, Develop, and Dessiminate. This R & D research design consists of three stages or three years. The first stage is the need assessment which is a "learner analysis" step in the Define stage. The second stage is the development of a teaching material prototype, which is a step in Define and Design. The third stage is to develop or test the prototype and its improvements. In the first stage, namely need assessment, descriptive-quantitative research design was used.

The results of this study are as follows: a) from a sample of 266 respondents, 95.9% of respondents had entrepreneurial interests, but entrepreneurial intentions were only 24.3% of respondents, b) Factors inhibiting students' entrepreneurial intentions were: self-efficacy, financial, social, and motivational environment, c) out of 55 student entrepreneurship units, 81.8% included in the micro business category and 5.4% included small businesses, with growth slowing down to 78.1%, and growing rapidly by 21.8%, d) constraints in developing entrepreneurship students include: looking for business ideas (52.6%), obtaining a market (26.4%), and developing business capital (20.7%), e) the substance of the teaching needed added are inhibiting factors for entrepreneurial intentions and inhibitors of entrepreneurial development

Kata Kunci: *entrepreneurial interest, entrepreneurial intention*