Edupreneurship Excellence: Improving Student Morale and Performance Through Sustainable Strategies in the UM German Language Education Study Programme

Pradypta Nurziyah Prameswari[1]; Erin Alida Damayanti[2] *; Thomas Gerald Billion Sambuaga[3]; Sri Prameswari Indriwardhani[4]

[1] State University of Malang, Indonesia, pradypta.nurziyah.2202416@students.um.ac.id
[2] State University of Malang, Indonesia, erin.alida.2002416@students.um.ac.id
[3] State University of Malang, Indonesia, thomas.gerald.2002416@students.um.ac.id
[4] State University of Malang, Indonesia, sri.prameswari.fs@um.ac.id

Corresponding author:
E-mail:
erindama26@gmail.com

Abstract
Edupreneurship, also known as entrepreneurship education, is an important and rapidly growing field of research. It makes significant contributions in understanding global and national trends as well as in formulating educational policies and measures for the future. One effective way to facilitate student learning in the context of entrepreneurship education is to implement a project-based learning model. This model encourages creativity and innovation and prepares the skills needed to face the Society 5.0 era. This research focuses on how learning media products can be used as a tool to improve student performance. Accordingly, this study aims to understand how learning media can affect student performance and how it can be used to improve the quality of education in the German Language Education study program at the State University of Malang. It also seeks to explore how sustainable strategies can be implemented in this context to ensure that improvements in student performance can be sustained in the long term. In addition, this research also attempted to understand how student morale could be improved through the implementation of these strategies. As such, this research has comprehensive and multifaceted objectives in an effort to improve the quality of education in Indonesia. This research uses a qualitative approach to understand the research phenomenon and its influencing factors in depth. The research design is experimental, with data collection techniques such as interviews, observations, documentation studies, questionnaires, and focus groups. The data were analyzed using the 6P simultaneous technique. This research has the potential to significantly contribute to the development of entrepreneurial skills, innovation, and academic performance of students in the Department of German Literature.

Keywords: *Edupreneurship, Learning media, Entrepreneurship education, German language*

Introduction

.

The emergence of a teaching field with Entrepreneurship as a subject matter is one evidence of a renewable concept. According to Kuratko (2005), this shows that developments and challenges in entrepreneurship education show an increase in student interest in entrepreneurship education as an innovative field. Malang State University, especially the German language education department, has produced many innovative products developed by students who are interested in entrepreneurship, for example BRIX products, innovative products in the form of German language learning games that are not only for learning media but also have the potential to be commercialized in the future. This can show an increase in student interest in entrepreneurship education. According to Harvard University research, teaching entrepreneurship in schools can improve critical thinking skills and creativity, which are key components of entrepreneurship development. By optimizing their potential, soft skills, and mindset, students can realize their interest in entrepreneurship and use it as a business opportunity. In Indonesia, entrepreneurship programs in high schools and universities have successfully produced many young entrepreneurs who are able to create new jobs.

According to the Oxford Dictionary, an entrepreneur is defined as someone who makes money by starting or running a business, especially one whose activities involve a variety of financial risks. Edupreneurship is a combination of the words education and entrepreneurship (Hadion Wijoyo, 2021). In its application to the world of education, edupreneurship applies a learning process that focuses on entrepreneurial activities through learning processes such as understanding entrepreneurial concepts and attitudes to achieve self-potential for students as prospective entrepreneurs. The stages of understanding entrepreneurial concepts and attitudes through education have many innovations, one of which is the introduction of students to the notion of edupreneurship. Edupreneurship can be interpreted as entrepreneurship education, which is a learning process that focuses on entrepreneurial activities both in theory and practice (Astuti & Ismail, 2021). The process of business creation in the world of education is carried out by combining all similar ideas and emphasizing collaboration between students, and educational institutions in entrepreneurial activities according to their fields. An activity that emphasizes creative and innovative efforts in lectures to achieve learning outcomes and increase income can also be said to be the definition of Edupreneurship.

One of the universities that supports edupreneurship learning, better known as entrepreneurship courses or Teacherpreneurship, is the State University of Malang. Mulyatiningsih (2015) argues that Teacherpreneurship is a teacher who excels in the teaching and learning process, tirelessly and selflessly educating students to be creative and competitive in the global era. Students who have entrepreneurial ideas, and are able to develop them are facilitated by the Teacherpreneurship course. The course also aims to equip students who do not have entrepreneurial ideas with the knowledge and practical skills needed to become an entrepreneur.

In the learning process, students have different aspects related to morale, motivation, and productivity levels by exploring differences in these factors. The existence of motivation, desire, sense of ability, drive, and prejudice is greatly influenced by differences in morale, which can have an impact on the final result of student performance. One aspect that has a big influence is morale. According to Hasibuan (2009), work enthusiasm is the desire and ability of a person to do his job well and disciplined to achieve maximum work performance. One example of behavior with self-willingness and without feeling forced in students is when students have the enthusiasm to do their assignments well so as not to be left behind by others. According to Halsay (2003: 305) work enthusiasm is a willingness of feeling that allows a worker to produce more and better work without increasing fatigue. However, technological advances in the form of the internet itself can help many types of

.

work. One example of technological progress is the creation of a website which for students is not only useful as a medium for reading and searching for information, but also as a commercial tool, a medium for collecting assignments and even as a means of creating website-based projects with various servers spread throughout the world.

A website is an internet facility that connects documents locally and remotely. Web pages are a term for documents on the website, and users are allowed to move from one page to another (hypertext) through links on the website, both between pages stored on the same server and servers around the world. Browsers such as Google Chrome, Mozilla Firefox, and others are used to access and read pages (Hakim Lukmanul (2004). This explains that the website can be called a multifunctional tool today that can not only be used by individuals, but many individuals at one time as a means of supporting work and education.

The many fields of work that can be done with the help of computers and their systems to support the work show this. In this case, technological developments also affect the field of education. (Imawan et al., 2023). One example of a website as a supporting educational tool is the product of German Literature students which is used as one of the requirements for passing the Teacherpreneurship course. Apart from acting as a form of technological development in the world of education, the website is also used as the main subject in this research. The fulfillment of everyone's needs will be greatly influenced by the number of products produced by students. Enthusiasm may be interpreted as an activity where the desire, ability, prejudice, and drive within oneself are influenced to do or produce something by practicing discipline and a sense of responsibility within oneself.
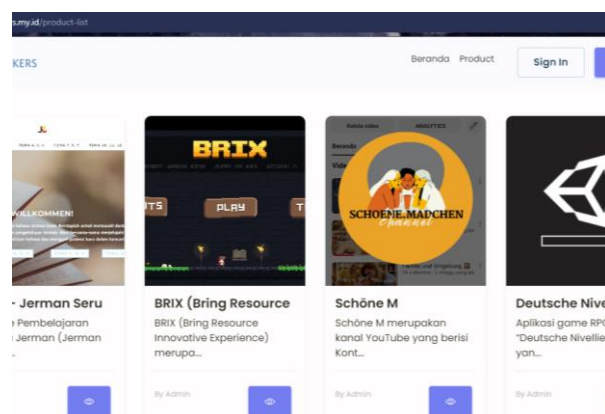

Figure 1. Prototype website MAKERS

Enthusiasm in the field of education can be seen from the contents of one of the MAKERS website products which contains various types of creative products made by students of the German Literature Department. Through the website, visitors will be assisted by service options that provide various information such as prices, quantities, and specifications of goods. MAKERS includes a variety of products and product information presented in a complete and simple display. The website is planned to be kept active so that students managing the website have an understanding of how effective time should be used in creating and managing a website and as a commercial tool that can help students of the German Literature Department to run and hone their business skills. This research aims to find out the reasons for differences in enthusiasm, performance, and the usefulness of the MAKERS website that affect the performance of students who take Teacherpreneurship courses. In the future, the results of the research can then be utilized for the progress and sustainability of the Teacherpreneurship course.

.

Method

The research method used is descriptive qualitative. According to Moleong (2014), qualitative research aims to understand the phenomenon of what is experienced by the research subject, for example, behavior, perception, motivation, action, etc., holistically and by means of description in the form of words and language, in a special natural context and by utilizing various natural methods. This method is suitable for studying more deeply complex thoughts such as edupreneurship.It involves a complex process of data collection and analysis carried out from the beginning to the end of the research (R, 2017; Rianto & Uii, 2020).The research problem is the impact of sustainable strategies on student participation and achievement in the context of learning German.

The instruments used in this research are observation sheets and questionnaire sheets. The observation sheet used in this study aims to systematically observe the interaction and participation of students in the classroom so as to maximize the potential of edupreneurship in learning. The questionnaire used in this study contains questions about student responses whose data are obtained using yes or no answers and long responses. The data analysis used in this study was using the Miles and Huberman (1984) model data analysis technique with steps:
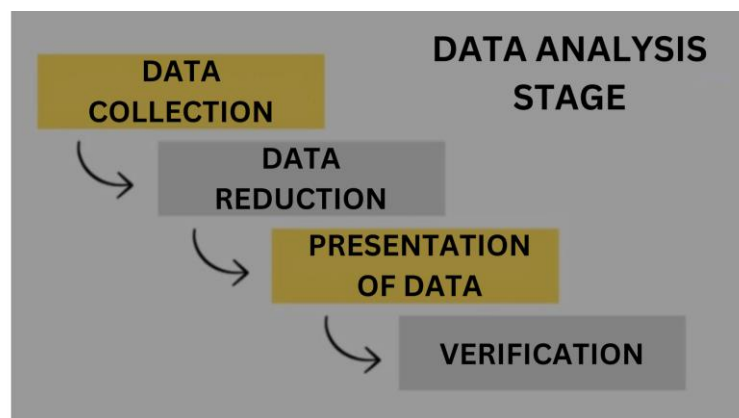

Figure 2. Data Analysis Stage

Data was collected from students enrolled in the Teacherpreneurship course to understand how the implementation of edupreneurship strategies affects learning motivation and academic performance when learning German. At the data reduction stage, information collected from observation sheets and questionnaire sheets was organized and presented in the form of tables, graphs, or descriptive text to provide a clear picture of the sustainable strategies.

Data validation is conducted to ensure the accuracy and reliability of the analysis results, and data interpretation aims to examine the impact of the results on teaching practice in the specific context of the German language learning program. Using this approach, this research not only identifies the relationship between sustainability strategies and student participation, but also examines how these strategies affect students' learning motivation and academic performance in specific higher education settings. The research also provides detailed insights into what can be improved.

In addition, to optimize the validity of research findings, it is also important to triangulate or combine various data sources and methods. Triangulation allows researchers to corroborate and validate findings by comparing data collected from multiple sources

.

(Nurunnada et al., 2023), using multiple data collection methods, and utilizing multiple theoretical viewpoints. This approach provides an opportunity for researchers to ensure that their research results are more accurate, comprehensive, and reliable.

The research subjects as the source of research data were 15 (fifteen) students taking Teacherpreneurship and Unternehmendeutsch courses in the even semester of 2023/2024 as key informants. In this research process, the learning model used and identifying the learning process and the planning process are the main focus (Ergawati et al., 2023). The findings from each stage of the research were used as the basis for developing a more effective model through development according to the planned flow.

Results

Excellent Edupreneurship Research: Improving Student Morale and Performance Through Sustainable Strategies in the UM German Language Education Study Program was conducted in the Teacherpreneurship course FY 2023/2024. Data was then collected through a motivational questionnaire containing questions related to student motivation on the topic of how important student enthusiasm and performance are and ways to increase enthusiasm and performance in undergoing courses. The results of this study showed various differences of opinion regarding the importance of student enthusiasm and performance in the Teacherpreneurship course. These results were obtained from a survey of fifteen students who took the Teacherpreneurship course. This is presented in the form of a horizontal bar chart in the figure below.

Figure 3. Survey results on the importance of differences in morale and performance in students

In the figure, thirteen out of fifteen respondents thought that student enthusiasm and performance in the Teacherpreneurship course was very important, and students recognized the great role of motivation in supporting success by expressing various ways to improve student enthusiasm and performance. Some of the ways include taking inspiration from grades and family, sharing with classmates, being patient and appreciative of the learning process, and trying without complaining too much. In addition, they provided suggestions for future course improvements, including the reduction of irrelevant tasks, focusing on product completion, and developing teaching methods to be more effective. While in the research results section related to how students can improve enthusiasm and

performance in undergoing Teacherpreneurship courses, it is found that students must first increase motivation within themselves with the encouragement that Teacherpreneurship courses will be useful in the future. Increasing enthusiasm within students is supported by help from within students to always make new innovations both in making study schedules or completing individual learning strategies in undergoing these courses. Motivation in students also depends on their friends in class, this was found inCreate a discussion section in the form of several paragraphs and compare and validate it with other research answers from respondents who mentioned that their enthusiasm, motivation and existence with each other in class. So, in addition to the help of lecturers or mentors, the student friendship environment plays a big role in realizing and increasing the enthusiasm and performance of students in undergoing and evaluating themselves while pursuing the course. The sustainable strategy implemented in the Teacherpreneurship course has had a positive impact on student participation, with a significant increase in active participation in class where students are more often involved in discussions, sharing ideas, and collaborating on group projects; increased involvement in edupreneurship projects which makes students more enthusiastic about developing innovative products such as the MAKERS website as a platform to showcase their creative work; and more effective collaboration among students, who are more open in sharing information and helping each other in completing assignments and projects, as seen from the observation results which show an increase in teamwork and positive interactions between students.

a) The impact of sustainable strategies on student participation
b) The effect of sustainable strategies on student learning motivation

Discussion

Students' motivation in developing innovative products is greatly influenced by their understanding of German-Indonesian culture. The course process, from the initial design stage to the final product, requires good communication skills and group cooperation. This is in line with motivation theory which emphasizes the importance of cultural understanding to improve individual skills and motivation to innovate. For example, research from Harvard University shows that teaching entrepreneurship in schools can improve critical thinking skills and creativity, which are key elements of entrepreneurial development.

In addition, the results of this study showed that the use of the subject by teachers of Sustainable Entrepreneurship subjects had a positive impact on student engagement. Students regularly engage in discussions, share ideas, and collaborate on group projects. This suggests that sustainable strategies can increase student engagement and enthusiasm in course activities.

Other research also supports these findings. For example, Mulyatiningsih's (2015) research found that the Teacherpreneurship program can equip students with the knowledge and practical skills needed to become entrepreneurs. Students who have a business idea and are able to develop it will be facilitated through this program thus improving their motivation and performance.

In the context of research, it is important to continue to explore the possibility of sustainable strategies being implemented to improve student motivation and performance. This research provides valuable insights into how these strategies can be implemented and optimized in higher education. Validation of the results through triangulation of data from multiple sources also ensures that the results of this study are accurate and reliable.

Conclusion

.

The results show that it is important to increase student enthusiasm and performance in the Teacherpreneurship course. The implementation of sustainable strategies that encourage collaboration and cultural understanding can assist students in developing the skills necessary for success in the world of business and entrepreneurship. This is supported by the survey results which show 86.7% 'Yes' responses in the bar chart presented. Evidence from the survey also shows that students, as respondents, prefer to increase their own enthusiasm and motivation first before innovating new personal learning strategies, relying on peers for information exchange, motivating each other, and understanding individual learning materials or content for self-assessment. Suggestions given by students regarding the development of the Teacherpreneurship course, such as adding comprehensive information to help students understand the responsibilities of a teacher and emphasizing product completion, can contribute to improving and developing ideas and innovations for the course. Students, as respondents, also think that enthusiasm and performance are very important as they allow students to find their direction and purpose in achieving their own learning outcomes, especially through peer support and guidance from lecturers or mentors who can overcome students' weaknesses and shortcomings.

Acknowledgements or Notes

References

Imawan, M., Pettalongi, A., & Nurdin, N. (2023). *The influence of technology on character education of students in the era of Society 5.0.* Al Amin Journal of Islamic Studies and Cultural Sciences. Proceedings of Islamic Studies and Integration of Knowledge in Society 5.0 Era (KIIIES 5.0), Graduate School, State Islamic University Datokarama Palu.

Nurfitriani, T. (2015*). Review of Saving and Loan Procedures at the North Bandung Cattle Breeders Cooperative (KPSBU Jabar).* Universitas Komputer Indonesia, Bandung.

Wafa, Z., Kusumaningtyas, E. D., & Arkhan, F. (2022*). Implementation Of Teacherpreneurs On Productive Teachers In Vocational School In Grobogan Region During The Covid-19 Pandemic.* Universitas An Nuur.

Rahmadani, R., Suwatno, & Machmud, A. (2018). *Analysis of Factors Affecting Entrepreneurship Education in State Universities in Bandung City.* Universitas Pendidikan Indonesia, Bandung.

Murniyati, I. (2022). *The Influence of Work Discipline and Work Morale on the Performance of Employees of Toko Pojok Soeharto Prambanan during the Covid-19 Pandemic.* Klaten Widya Dharma University.

Sudirman, S., Fauzana, A., & Mustakima, R. A. W. (2023). Website development as a means of branding and promotion in Kamiri Village, Balusu Subdistrict, Barru Regency. Ilmu Komputer Untuk Masyarakat, 4(1), 1-8. Universitas Bosowa, Makassar.

Syauqillah, M. (2023). *Edupreneurship.* Mojokerto, Indonesia: Insight Mediatama. ISBN 978-623-8450-52-7.

Astuti, H. M., & Ismail, H. F. (2021). *Edupreneurship.* Palembang: NoerFikri Publisher.

Utama, A. S., Dewi, S., Wijoyo, H., Haudi, S., Anggraini, N., & Sapiun, Z. (2021). *Edupreneurship.* West Sumatra, Indonesia: Insan Cendekia Mandiri Publisher.