



# Edupreneurship in Modern Era: A Lesson for Early Childhood Studies

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## Abstract

**Purpose** – The poverty rate, which has increased since the Covid pandemic and continued with the increase in fuel prices and even the influence of the conflict between Russia and Ukraine, has caused the world's economy to inflation. Employment opportunities are increasingly limited as companies and various sectors go bankrupt. This study aims to explain the idea of developing edupreneurship in the field of early childhood in the Modern era, which students and Islamic Early Childhood Education (IECE) graduates apply. The edupreneurship course is expected to equip students to improvise with life after graduating from college because it supports the profile of IECE study program graduates to become entrepreneurs.

**Design/methods/approach** – This study uses a qualitative descriptive method. This research uses a qualitative approach to describe developing edupreneurship in early childhood. The subjects in this study are students. Data collection techniques in this study included interviews, group discussion forums, and documentation. Interviews were conducted through direct interviews, face-to-face interviews with research subjects, and discussion group forums involving 64 students.

**Findings** – An important finding in this research is the emergence of business development ideas in the field of edupreneurship that students and alumni can implement. This study concludes that early childhood business ideas that can be developed include the Development of Daycare, Playgroups, Kindergarten, Educational Parks, Content Creators, and Children's healthy food businesses.

**Research implications/limitations** – This research has a narrow coverage area, so the study results are not intended to draw general conclusions or generalizations. However, the results of this study are expected to be used to overcome the problems.

**Practical implications** – The results of this study are expected to provide an overview of the development of edupreneurship for prospective educator students so that the emergence of a graduate profile can realize the learning outcomes of the study program according to the independent learning curriculum as an entrepreneur.

**Originality/value** – Further research recommend to deepen the implementation of the idea of developing edupreneurship in this digital era.

**Keywords:** Edupreneurship; Early childhood; Modern era

**Paper type:** Case study

## Introduction

Indonesia is a developing country, and in its implementation, the development of human resources is still the main center of the nation's progress in the future (Muharam et al., 2022; Putri et al., 2022). Indonesia, which continues to strive to become a developed country, must not stop developing human resources to compete globally. In the future, it is hoped that Indonesia will become a developed country with superior human resources. Through the 2022 G20 presidential forum held in Indonesia, it became the primary focus for global economic recovery after the COVID-19 pandemic. One of the G20's most significant successes was its support in overcoming the 2008 global financial crisis (Coskun & Taspinar, 2022; Lekakis & Liddle, 2022). The G20 has helped to change the face of global financial governance by initiating coordinated fiscal and monetary stimulus packages on a vast scale. The G20 also encourages increasing the lending capacity of the IMF and various central development banks. The G20 is credited with helping the world get back on the path of growth and pushing for some critical reforms in the financial sector. The 2022 G20 Indonesia Presidency theme is "Recover Together, Recover Stronger." Our Human Resources be able to answer the challenges of the opportunities that exist so that they can absorb labor with maximum. It is directly proportional to the number labor unemployed. If the absorption of labor is maximum, the number of unemployed workers will decrease significantly. If the unemployment rate decreases significantly, it will have implications for the micro-economic turnover system, and the growth of MSMEs will be positive (Ni Putu Diah Mustika Yanthi, Ni Made Yudhaningsih, 2022).

The development of advances in technology and information has a significant impact on supporting the effectiveness of learning in the classroom (Asensio-Pérez et al., 2017; Mayled et al., 2019; Roth & Price, 2016). With state support related to the development of young entrepreneurs in Indonesia, which is increasing daily, it is necessary to have the role of education in producing the next generation who are involved in the field of Educational entrepreneurship (Farrell & Rucinski, 2013; Newton et al., 2020; Pinzón et al., 2022). From early childhood to university, they are equipped with knowledge of entrepreneurship in education. Utilizing and disseminating instructional videos is an effective solution for online learning amidst the Covid-19 pandemic (El Iq Bali et al., 2021; Hodam et al., 2021).

Edupreneurship is a breakthrough change in the field of education to not only produce graduates in large quantities every period but also to produce graduates who are of high quality and have high competitiveness to make positive and beneficial contributions to many people (Ananda & Mukhadis, 2016; Darwish, 2019; Purwaningsih, 2015). Edupreneurship is also a formulation of the problems faced by the Indonesian nation today, aiming to create superior human resources (HR) who are creative, independent, and innovative, with an entrepreneurial mentality (Lailatu, 2017). Thus, economic backwardness and high unemployment rates can be minimized.

Edupreneurship, which has a combined meaning of education and entrepreneurship, is a unity that cannot be separated from its meaning. The two become a single unit because the process reflects the concept of entrepreneurship education, which means educating someone to do and produce something of sale value, and then it can be used by himself or a group. One of the efforts in preparing students to live and improvise with their environment is to apply character education. According to (Fadlillah & Khorida, 2013), Character education must be introduced early. So rather than that, there must be developed so that the goals are clear (E, Suhendro, Nugrahani & Munastiwi, 2020). This character education must start from the earliest education unit level, namely early age (Narwati, 2018). Early Childhood Education (ECE) plays a significant role in instilling the foundation for future child development (E, Suhendro, Nugrahani & Munastiwi, 2020). It can be said that ECE is the initial foundation for instilling character in children. According to (Mursid, 2015), the existence of ECE in Indonesia to date has shown excellent development.

The early childhood Islamic education study program at UIN Sunan Kalijaga is a study program that has implemented edupreneurship courses in the 2016 curriculum content and refined

it again in the independent campus learning curriculum. It is hoped that the implementation of this course can support the achievement of the graduate profile, namely becoming an entrepreneur in early childhood education. Edupreneurship is a breakthrough change in the field of education to not only produce graduates in large quantities every period but also to produce graduates who are of high quality, quality, and have high competitiveness to make positive and beneficial contributions to many people (Shaleh Assingkily et al., 2019). This course is applied to answer the challenges of the times regarding the problems of the limited economy of educators. Many educators still have economic shortcomings, so not focusing on work becomes a problem. The income of educators is still below the minimum wage, which is undoubtedly significantly less than the world's fulfillment of life in this modern era. It makes the performance not optimal. The same thing can be achieved by making the teaching profession while becoming an edupreneurship so that income can increase to support the needs of family life in the modern era. Competence achievements Students must be capable of balancing world business and industry development in education. Otherwise, it will only create unemployment which will increase every year. Thing the show importance build ethos high employment by implementing entrepreneurship so that unemployment at the college graduate level is reduced (Fertiliana Dea et al., 2021)

Edupreneurship is an approach through learning scenarios that can bring student entrepreneurial ideas to life. It is hoped that this approach to learning will provide an in-depth conceptual foundation on entrepreneurship, referring to the practice of entrepreneurship in the field combined with relevant and current theoretical studies. Then students are also given direct experience through entrepreneurship training and practice to design various entrepreneurship in early childhood education. So that the stimulation and creativity of students can increase concerning the development of graduate skills to become academically successful and financially successful, with this scientific provision, it is hoped that the profile of S1 IECE UIN Sunan Kalijaga graduates can be achieved by the emergence of young entrepreneurs in early childhood. Indeed, edupreneurship as a scientific discipline is not new, as well as in academia, especially in education and related research. In 2016, the results of a study written by Lăcătuș & Stăiculescu entitled "Entrepreneurship in Education" showed that edupreneurship, which was initially seen as an economic area, is now developing in the field of education. Maria and Camelia concluded that edupreneurship could represent a viable solution to the problems faced by schools and current school managers. It is worth mentioning that edupreneurship is one solution to the welfare problem in education and can reduce the unemployment of educated college graduates. Students who study Entrepreneurship Education are expected to be able to create jobs. In addition, an employee already working also uses this Entrepreneurship Education as a guide to finding additional income outside of their job (Anand et al., 2022; Apunyo et al., 2022; Chia et al., 2022; Mila, 2013).

Weixiao Li (2011) "Edupreneurs: A Study on For-Profit Education in Mainland China." Also, Nieswandt (2017), "Educational Entrepreneurs: The Professional Experiences of Five Edupreneurs." Considers that edupreneurship is the right solution for the progress and balance of education. Li emphasizes non-profit education and recommends cooperation between education in China and Germany, while Audrey emphasizes that edupreneurship can be applied to improve sustainable school reform (Li, 2011).

Early childhood education is a basic level of education because the child's figure will be easier to teach and shape while still at an early age. The Indonesian state, which is late in implementing early childhood education, has made this country lack honest, non-corrupt, disciplined, and trustworthy people. It can certainly be avoided in the next ten to twenty years if this structured education system from early childhood is implemented. They are provided with a good example, disciplined, obedient, obedient from an early age so that in the future, when they grow up, that character will remain attached. So, this early childhood education should be run and exist in every area from the center to remote areas of the country. With the challenges of an increasingly complex era, it is hoped that in addition to being an educator in an early childhood institution, students are also expected to have a role in the field of edupreneurship to develop their potential and the potential of their environment. It is hoped that ECE institutions will be in each

area, from the center to remote areas of the country, so that children can obtain proper education early to develop the potential and development of appropriate and appropriate childhood development maximal.

## Methods

This research was conducted at the Islamic Early Childhood Education study program at UIN Sunan Kalijaga Yogyakarta. This type of research uses a qualitative approach to describe developing edupreneurship in early childhood. The subjects in this study were students. Data collection techniques in this study included interviews, group discussion forums, and documentation. Interviews were conducted through direct interviews, namely conducting interviews face-to-face with research subjects and discussion group forums involving 64 students. In addition to interviews and Forum Group Discussion, researchers also use documentation techniques, taking documents in the form of pictures or photos, videos, and various data that support research data related to developing edupreneurship in early childhood in the modern era.

This study uses primary and secondary data collection methods. Primary data was collected through interviews and observations, while secondary data was collected from published data such as printed and online articles, journals, and books. The data analysis technique uses the Miles Huberman data analysis model with the stages; (1) data collection, (2) data reduction, (3) data presentation, and (4) drawing conclusions or verification (Miles & Huberman, 1992).

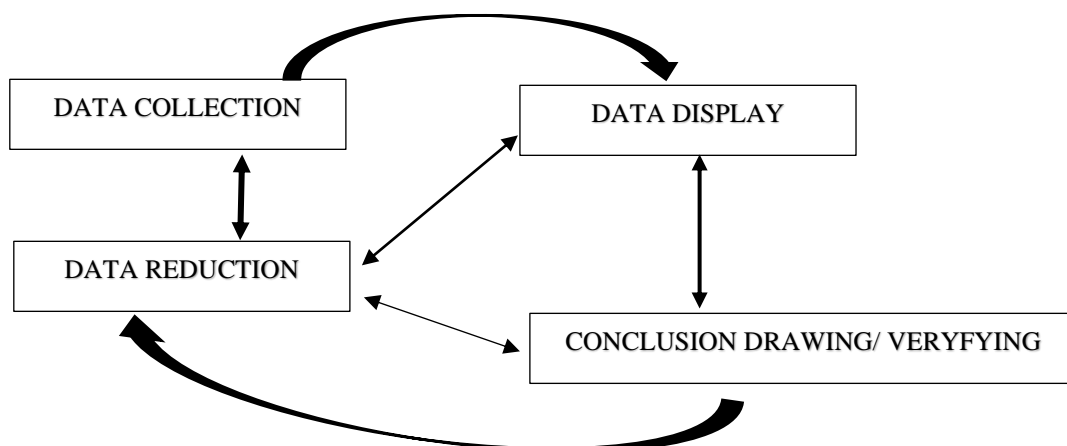


Figure 1. Qualitative Data Analysis

## Result and Analysis

### Mapping Regional Potential in Indonesia

Indonesia is a country that is rich in natural potential, a country that is fertile, and abundant in natural resources. Hence, the Indonesian state has the potential to become a country that can be developed in various sectors and attract tourists and assets for the development of economic independence. Regional potential can be developed as part of edupreneurship for someone who can read opportunities and improve their creative skills. This natural potential can be developed into a business opportunity.

*In my environment, there is a waterfall that will be developed into a tourist spot, and there is also a sideline gordang art that can be developed (UH)*

In addition to mountainous areas that have natural tourism potential that fascinates the potential of the coast/coast, it is part of the assets that can be developed as well. Dahuri (2003) details that one or more environmental ecosystems and resources exist in a coast and ocean region. Ecosystems could be natural or artificial. Ecosystem natural there is in the coastal region and the

ocean between other: reef coral, mangrove forest, field seagrass, beach sandy, formation pes caprea, formation Barrington, estuary, lagoon, and delta. While the ecosystem is artificial, Among others, in the form of ponds, ricefield install ebb, tourism areas, area industry, agro-industrial areas, and residential areas. In order to realize the development region's coast on an ongoing basis, needed area management coast by integrated (integrated coastal zone management) (Efendy & Efendy, 2009).

*In my area, there is a beach. It is often used for gymnastics, sports, and planting mangroves by residents and residents outside the village. Beach management also holds an event on certain days, selling and introducing products typical of our area. (ZA).*

Each region certainly has an environment that is a center for developing small and medium enterprises, one of which is market potential or a community-based business environment. According to Joseph Schumpeter, Entrepreneur is an activity that smashes the current economy by introducing new goods and services, creating new organizations, or processing raw ingredients (Robyardi, 2012).

*The potential I usually have where I have lived since childhood is the potential for entrepreneurship. Since I was little, I was taught how to be an entrepreneur well by my parents, and it also happens that the environment where I live is a lot of small entrepreneurs. Therefore my hobby is entrepreneurship (PB).*

### **Student Challenges in the Modern Era**

Students, as the nation's next generation, must be able to adapt and rise forward to become an increasingly advanced nation in terms of economy. The industrial revolution era is challenging for students because competition will be at a different level from the previous era. So students must give their best contribution to the nation. Students, in their work, become essential instruments in practicing the Tri Dharma of Higher Education, namely as educators and lecturers, research and development, and community service.

*Based on data from the Central Statistics Agency (BPS), as of August 2019, unemployed university graduates reached 5.67 % of the total workforce of around 13 million people. Although the percentage is down compared to August 2018, which was 5.89 %, the figure is above the national average unemployment rate of 5.28 %. It is a challenge for education and students they can print their graduates to be ready and able to anticipate various problems in the future (AFO)*

As teachers and educators, students must be able to play a role in preparing the quality of Indonesian Human Resources by providing education and assistance to the community so that they can compete creatively and economically independently. Mastery of technology is essential for students to be ready to compete in this modern era (Harahap, 2019).

*The challenge occurs when technology appears, but some learning processes are lost. Moreover, the challenge for education is printing graduates ready to face the revolution. How someone can act creatively by transforming what they have and mastery of technology into something influential Adaptive educators must be responsive to many changes and advances in the world of education (PR)*

Students need comprehensive support from the campus related to motivation and scientific studies that equip students to be able to become experts as young entrepreneurs. Because with the support of campus development, it can provide complete stimulation and encouragement to students. So here comes the edupreneurship course that can equip students in entrepreneurship science and as a momentum for simulating how to become an efficient young entrepreneur who can create creative ideas.

*I want to contribute to the scope of early childhood development actively. The product I made is an effort to increase children's interest in reading, improve foreign language skills, and practice basic calistung skills. (FT)*

The development of student skills must be improved, with the edu partnership course providing students with digital literacy and digital skills so that in the future, students can graduate to become young entrepreneurs in the field of education who have innovation.

*I developed and improved my skills by participating in training workshops, several competitions in writing and APE, and practicing self-taught by creating learning media to teach children's private lessons. (MF)*

### **Early Childhoods business ideas**

Students expect the implementation of the learning outcomes of the courses as prospective teachers and educators at the Early Childhood Education (ECE) level. Students are expected to be active to have an edupreneur spirit by applying a learning-while-working approach (learning-by-doing approach) (Kessel, 2018). Islamic Early Childhood Education (IECE) graduates can develop business ideas as part of the implementation of the curriculum in order to welcome the modern era.

### **Development of Educational Game Tools**

The development of APE media is one of the edupreneur program's lecturers can carry out for students in the Study Program IECE. Craft potential can also be one of the potentials that can be developed into business opportunities.

*My area has many batik crafts. Ideas that can be developed from batik among children are being able to invite children to visit batik crafts, children can follow or learn simple batik, and can introduce batik from an early age as a cultural heritage. Regarding the potential that I have, namely selling, I want to market batik products that can later be made as APE decorations or so that they can increase their selling value (HI)*

### **Daycare Institution**

Daycare is a method of parenting children in groups during working hours. Daycare is one of the ideas in the development of edupreneurship in the modern era because more and more parents are busy with their work until the afternoon, so there is no time to take care of them because they both work. Daycare is an effort to take care of children who cannot get complete parental care, not to take over the responsibility of caring for children from parents. Parents are master teachers who use all their abilities to benefit themselves, their children, and the programs the children run themselves. According to (Patmonodewo, 2003), Parents, children, and school programs are part of a process to shape children's development (Novita, 2016).

*I want to open a childcare service / create a food business for children (IA)*

### **Playgroup Institution**

Playgroup is a forum for fostering a child welfare effort by prioritizing play activities and providing preschool education for children aged at least three years until entering primary education (Directorate of PAUD, 2006). Playgroups can be an alternative business idea that is quite good because early childhood will never run out and die, meaning that business in the children's field is very profitable and provides stable passive income.

*Opening a place for groups to play and outbound with adequate facilities. (UM)*

### **Kindergarten Institution**

According to the Menristekdikbud program, Early childhood education is an education that is proposed to become a compulsory learning institution for pre-primary school children. Early childhood education is founded on systematic didactic considerations, which aim to create possibilities for developing children's personalities (M. Etc., 2005). The ECE, primarily Kindergarten, must provide various activities that foster children's cognitive, verbal, social, emotional, physical, and motor development (Suriansyah & Aslamiah, 2011).

*Open a ECE school or teach privately LWnSS (Learn Waldorf n Sell Seeds). Learn and create learning activities with the Waldorf approach. The children were invited to introduce plants, and a gardening activity was held to plant fruit tree seeds. Then if the tree starts to grow (seedlings), it can be sold at the neighboring school. I want to establish an Kindergarten based on local wisdom and nature, which is the main center of learning from the natural environment because there is much beautiful natural potential in my environment, and become a center for crafts such as batik and promoting "art and craft products, creating creative content" children's artworks, etc., become a craft activity blogger, become a book printer and writer, become a children's craft designer, make a children's craft business and then sell it (NF)*

### **Educational Park**

A garden is an open plot of land with a defined area where trees, shrubs, shrubs, and grasses are planted, which can be mixed with other materials to create unique creations (Kurniyati, n.d.). Education is a collaborative effort between subject and object to shift the subject's preferred method of acquiring and developing knowledge. Consequently, an educational garden can be defined as an open space where knowledge can be grown.

This edupreneur program, students become activities based on learning experiences that lead to teacherpreneur programs that encourage solid interests and talents for students so that the mental (teacherpreneur) of a teacher can develop and be based on edupreneurs.

*I want to develop an edupreneur related to plant or vegetable gardening activities in ECE with the Waldorf curriculum. Creating a place/exhibition containing drawing works, showing inspirational videos, and holding a cooking competition (AF)*

### **Content Creator**

Content Creator is one of the new professions that are pretty good in this modern era. Becoming a content creator can increase your income as a young entrepreneur. With the existence of social media, the content creators mentioned that content activities on Instagram could be used as new promotional media with a budget that is not too expensive for the company. With the content creator, the company gets a new promotional media whose message content can be made as attractive as possible and used as a company branding medium (Sundawa & Trigartanti, 2018).

*I want to be a Content Creator=Children's Song Creation, Educational Tourism Vlogger, Graphic Design / Interior Design, / Uniform Design. (AP)  
Become a content creator making learning videos, an educational tourist Vlogger, Become, a painting teacher, create children's songs, and become a graphic designer. (HF)  
Content creator cooking seafood. Take a trip to a seafood restaurant and write and create stories to be used as content. (SD)*

### **Kids Healthy Food**

Business in Children's Healthy Food / Children's culinary business is a perfect business because this business is the type of business needed to connect the pattern of community life, meaning that every human being needs to eat as part of the development and support of all activities, especially children. With this business in the culinary business, the trust of schools/parents is part

of the rise of unhealthy foods for children. This breakthrough can be utilized to the maximum by establishing cooperation with the school to provide healthy, child-friendly food.

*Selling items for children such as pencil cases, books, or painting tools for children. My family has a grilled sausage, kebabs, burgers, and ice cream business in the culinary field. The business idea is to lobby kindergartens to sell these food products if they cannot sell food that has not been arranged so that it can be used for children. If it cannot be a snack for events at children's events (AFI)*

Intake of food that does not follow needs will trigger problem nutrition which later impacts the body's susceptibility to disease and often occurs in areas growing (Amirullah et al., 2020).

*Various home Made food snacks with various innovative shapes, such as sponge cakes in the shape of dolls, flowers, etc. With affordable prices and using quality materials. to ensure the safety of the food product and fit for consumption (SK)*

### **Utilization of Digital Technology**

This era of disruption is where digital media is developing very quickly due to Covid-19 that hit all elements, from children to adults, and even all agencies need digital as part of business development. With digital technology, businesses will proliferate and penetrate the national and international world. Now selling does not have to have a kiosk but only with products prepared at home. Using gadget technology is a means of developing advertisements that can penetrate sellers in national and international areas. Development technology digital has changed marketing from effort small to medium, which began conducting conventional Becomes digital using social media and websites for marketing their products. The utilization of online media is a choice appropriate for the businessman to develop a business that runs it. It is easy to access the Internet moment, The magnitude of the benefits obtained and the low cost required are the main reasons for entrepreneurs finally choosing media online as a solution appropriate to expand their business reach (Wardhana, 2015).

*Steps can be taken through the implementation of entrepreneurship education by utilizing digital technology. It is essential because the development of entrepreneurship has led to the creative and digital economy. Every field of science requires entrepreneurs who can build entrepreneurial characters for students. In essence, by providing entrepreneurship education based on digital technology, it is hoped that it can form character-building entrepreneurs (ANS).*

One of the keys to creativity is mastery of digital information. For example, if we want to build an education business, we must know who our market is, what media we can use to maximize it, and how the strategies and procedures will be carried out. Development technology digital allows perpetrator effort to promote the product online and To do the transaction through the banking system online (Susilo et al., 2021).

### **Discussion**

Regional potential development in Indonesia is one idea that needs to be maximized. Indonesia is a country that is very fertile and full of natural resources. It deserves to be the primary source of potential development as a provision for the creation of creative ideas for the growth of edupreneurship ideas, one of which is the utilization of the potential of the sea. The abundance of natural wealth can produce a profile by utilizing marine product waste. In this way, many handicraft products are also made, mainly in areas such as tourism sites and big cities in Indonesia (Iranita & Wulandari, 2021).

The modern era that is increasingly developing is the main challenge for students to be able to compete. A new era that is increasingly advanced and full of developing technology requires



students to be active and play a role in business development by utilizing technology as supporting facilities. Students of this modern era are expected to be multi-potential and have superior competitive skills. Several things must be considered to deal with the negative impacts of the emergence of the industrial revolution 4.0 for students, including increasing competence in mastering computer technology, communication skills, the ability to work collaboratively, and the ability to continue to learn and be adaptive to environmental changes (Harahap, 2019)

Early childhood business ideas are very potential because children will never be destroyed, so developing edupreneurship potential for children after an early age is significant to be developed by prospective IECE alumni students. Apart from being educators, students can play a role as educational entrepreneurs by taking advantage of existing opportunities and potential. So, it is expected that teacher income will increase, which impacts family welfare. Increased family welfare makes educators focus and maximizes their work. The motivation of teachers to continue to grow and always be creative will be carried out well if the allowances and income of teachers are sufficient to meet the family's daily needs. The main thing is that well-being teachers and education personnel are suspected to be influential to no optimal teacher in teaching. This statement was reinforced by Arief Rahman, who said that teachers are burdened with curriculum on the one hand, but on the other hand, their welfare is not paid attention to the good. According to Arief, well-being That so takes affects the performance of teachers. Because welfare is often congested and the amount is not significant, the function of teaching a teacher does not again be round, holistic, and thorough. Furthermore, Arief says teachers must be sincere in educating students (Kartini & Kristiawan, 2019).

## **Conclusion**

Based on the analysis above, the idea of developing edupreneurship in the field of early childhood in the modern era can be carried out by IECE or ECE students to develop abilities to implement learning outcomes concerning the graduate profile. Edupreneurship Development in the Field of Early Childhood in the Modern Era can be described in several ways, including, Mapping of Regional Potential, Student Challenges, Utilization of digital technology with the above development, early childhood business ideas that can be developed include Development of Educational Game Tools, Daycare (Parks). The Daycare Institution, Playgroup Institution, Kindergarten Institution, Educational Park, Content Creator, and healthy food for children. It is hoped that the development of this idea in the future can increase the number of young entrepreneurs in Indonesia who are involved in the field of education.

## **Declarations**

### **Author contribution statement**

Eko Suhendro conceived the presented idea, developed the theory of early childhood education and edupreneurship, verified the analytical methods, discussed the result and contributed to the final manuscript.

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### **Data availability statement**

The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.

### **Declaration of interests statement**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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