A Stimulator of Entrepreneurial Interest: BCM Entrepreneurship Learning and Training Model

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Abstract

In the world of school, where learning is organized systematically, the propensity for entrepreneurial curiosity can develop from a young age. According to earlier studies, entrepreneurship interest can be cultivated through the proper educational framework for entrepreneurship studies and efficient entrepreneurship training. This demonstrates how some elements of theoretical research, applied science, and practice must work together. The Business Canvas Model (BCM) entrepreneurship learning model and entrepreneurship training have an impact on the rise of entrepreneurial interest in higher education, according to prior research, which offers empirical support. The study was carried out in the Lumajang Regency's Miftahul Midad Islamic Boarding School. This study set out to determine the level of entrepreneurial interest among the younger generation receiving their education at Islamic boarding schools in the Lumajang district. Multiple linear regression analysis was used to examine the primary data that were received through the distribution of questionnaires. The findings demonstrated that entrepreneurship training and the Business Canvas Methodology (BCM) learning model had an impact on participants' interest in entrepreneurship. A suitable and systematic methodology is required to encourage students to become competent entrepreneurs given the significant influence that education and entrepreneurship training have on their interest in entrepreneurship.

Keywords: Entrepreneurial Interest, Learning Model, Training

Introduction

Along with the rapidly increasing population in Indonesia in the era of the industrial revolution 4.0 and the development of industrialization in various developed countries, more and more problems have emerged that the Indonesian state is facing (Maryanti, Rohana, & Kristiawan, 2020). Especially if it is associated with competition from the ASEAN Economic Community (MEA), which means that ASEAN countries open a free trade system between member countries (Chen, Cuyvers, & De Lombaerde, 2017). It is possible that the labor market market in Indonesia will enter from foreign

workers and vice versa, because competent and competitive quality human resources are needed (Perdana, 2019).

According to the Central Statistics Agency in 2021, the number of unemployed in Indonesia increased by 17.41 million people, particularly triggered by the multiplier effect of the COVID-19 pandemic. One of the solutions that the government has taken to reduce the impact on unemployment due to the COVID-19 pandemic is to create public awareness for entrepreneurship. Entrepreneurs themselves are individuals who are able to appreciate the mental attitude and spirit that always advances and develops a work in an effort to find and increase profits in their business activities (Muttaqien, 2019).

The concept of growing entrepreneurial interest must be in accordance with the characteristics of the community and carried out systematically (Muttaqien & Sulistyan, 2022; Yatminiwati, Setyobakti, Sulistyan, & Ermawati, 2021). Such as the support from the family, community environment and entrepreneurial interest from individuals who are stimulated by the desire to build an economic platform by managing available and owned resources (Lukiana & Sulistyan, 2021; Sulistyan, Lukiana, & Ato'illah, 2022). In the world of education, both formal and informal, a good learning model is needed that is able to stimulate the desires, interests and talents of the younger generation for entrepreneurship and can be conveyed appropriately by educators. Among the targets that can be developed are the students of Islamic boarding schools so that an interest in entrepreneurship can be created from an early age. The right learning model that can foster entrepreneurial interest among students through an easy understanding process is the Business Canvas Model (BCM) learning model.

According to Osterwalder and Pigneur (2015) in Fransisca, Novalia, and Darawati (2021) the Business Canvas Model (BCM) learning model is a business plan to describe, describe, visualize and perceive values that can innovate businesses. The factors that influence interest are experience and education. What is meant by experience here is the training of students in the field they are studying. So that when they enter the business world, students have studied and practiced in the field they are aiming for (Riyanti, 2003).

Previous studies that inspired this research include the research of Athia, Saraswati, and Normaladewi (2018) which states that the application of the Business Canvas Model (BCM) has a significant effect on encouraging the entrepreneurial mindset of students at the Islamic University of Malang. Sitio (2017) stated that the implementation of the Business Model Canvas strategy in the Small and Medium Industry (IKM) of Bir Pletok Bu Lina in Ciracas Village, East Jakarta had a significant positive effect. Siswadi (2013) suggests that entrepreneurship learning can increase interest in entrepreneurship.

The aims of this study are (1) to find out whether the Entrepreneurship Business Canvas model (BCM) learning model influences the entrepreneurship interest of the Miftahul Midad Lumajang Islamic Boarding School students. (2) To find out whether entrepreneurship training affects the entrepreneurial interest of the Miftahul Midad Lumajang Islamic Boarding School students. (3) To find out whether the Business Canvas model (BCM) learning model and entrepreneurship training together affect the entrepreneurial interest of the Miftahul Midad Lumajang Islamic Boarding School students.

Methods

This research is a quantitative research by looking for causal associative relationships. Associative research is a research that is asking the relationship between two or more variables. So this study uses multiple linear regression analysis techniques (Sugiyono, 2016, Paramita et al., 2021). The population of this study were all students of the Miftahul Midad Lumajang Islamic Boarding School with a total of 900 Santri/Santriwati. The sample of this study was the students of the Miftahul Midad Lumajang Islamic Boarding School with 30 respondents taken using the Non Probability Sampling method. According to Sugiyono (2016) Non Probability Sampling, namely all elements in the population do not have the same opportunity to be selected as samples. The sampling method used was purposive sampling technique. That is, anyone who is interested in entrepreneurship can be used as a respondent.

Results and Discussion

The results of the study are described as follows:

a. Demographic Characteristics of Respondents

Table 1. Description of Respondents by Gender

Description	Jumlah Responden	Precentage
Gender		
Male	12	40%
Female	18	60%
Major		
IPA	12	40%
IPS	18	60%
14-15 years	5	16,7%
16-17 years	22	73,3%
18 years	3	10%

Source: Data Processed, 2021

b. Instrument Validity and Reliability Test Results

Table 2. Validity Test Results

No.	Item	r_{test}	r_{table}	Sig.	Information
1	Entrepreneurship Learning Model Business Canvas Model (BCM)				
	- Item 1	0,888	0,3	0,000	Valid
	- Item 2	0,860	0,3	0,000	Valid
	- Item 3	0,770	0,3	0,000	Valid
	- Item 4	0,807	0,3	0,000	Valid
	- Item 5	0,842	0,3	0,000	Valid
2	Entrepreneurship Training				
	- Item 1	0,729	0,3	0,000	Valid
	- Item 2	0,755	0,3	0,000	Valid
	- Item 3	0,630	0,3	0,000	Valid
	- Item 4	0,792	0,3	0,000	Valid
	- Item 5	0,821	0,3	0,000	Valid
3	Entrepreneurial Interest				
	- Item 1	0,882	0,3	0,000	Valid
	- Item 2	0,836	0,3	0,000	Valid
	- Item 3	0,758	0,3	0,000	Valid
	- Item 4	0,844	0,3	0,000	Valid
	- Item 5	0,712	0,3	0,000	Valid
	- Item 6	0,834	0,3	0,000	Valid
	- Item 7	0,569	0,3	0,001	Valid

Source: Data Processed, 2021

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Interval	Information
Entrepreneurship Learning Model Business Canvas Model (BCM)	0,887	0,601 – 0,80	Reliabel
Entrepreneurship Training	0,798	0,601 – 0,80	Reliabel
Entrepreneurial Interest	0,891	0,601 – 0,80	Reliabel

Source: Data Processed, 2021

Based on table 3 above, it can be seen that the Cronbach's Alpha value of all variables is greater than 0.6 so it can be concluded that all questionnaire questions for each variable are reliable.

c. Classical assumption test results

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Entrepreneurship Learning Model Business Canvas Model (BCM)	0,524	1,908	Multicollinearity Free
Entrepreneurship Training	0,524	1,908	Multicollinearity Free

Source: Data Processed, 2021

All of the variables employed as predictors in the regression model had VIF values below 10 and tolerance values more than 0.1, as shown in Table 6. This indicates that there are no signs of multicollinearity in the independent variables utilized in the study.

Table 5. Hypothesis Testing Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,988	4,723		,633	,532		
	Business Canvas Model	,599	,199	,497	3,013	,006	,524	1,908
	Pelatihan Kewirausahaan	,666	,310	,354	2,146	,041	,524	1,908

a. Dependent Variable: Minat Wirausaha

Source: Data Processed, 2021

In table 5, it can be seen that the results of the t-test, namely the Entrepreneurship Learning Business Canvas Model (BCM) obtained a value of t_{count} = 3.013 with a significance of 0.006. Using a significance limit of 5% or 0.05, a t_{table} of ± 2.048 was obtained. This means that t_{count} (3.013) > t $_{table}$ (2.048). With a significance level of 0.006 which is below the 0.05 significance limit, it can be concluded that there is a significant effect of Entrepreneurship Learning Business Canvas Model (BCM) on the Entrepreneurial Interest of Miftahul Midad Lumajang Islamic Boarding School Students. Entrepreneurship Training, has obtained the value of t_{count} = 2.146 with a significance of 0.041. By using a significance limit of 5% or 0.05, a t table of ± 2.048 is obtained. This means that it shows t_{count} (2.146) > t_{table} (2.048). With a significance level of 0.041 which is below the 0.05 significance limit, it can be concluded that there is a significant effect of Entrepreneurship Training on the Entrepreneurial Interest of Miftahul Midad Lumajang Islamic Boarding School Santri.

Table 6. Results of Hypothesis Testing F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246,597	2	123,298	21,565	,000[b]
	Residual	154,370	27	5,717		
	Total	400,967	29			

a. Dependent Variable: Minat Wirausaha

b. Predictors: (Constant), Pelatihan Kewirausahaan, Business Canvas Model

Source: Data Processed, 2021

The results of the F test on the research variables obtained the calculated F_{value} = 21.565 with a significance level of 0.000. By using a significance limit of 5% or 0.05, the F_{table} of 3.35 is obtained. This means that F_{value} 21.565 > F_{table} 3.35, which means Ho is rejected and Ha is accepted. With a significance level of 0.000 which is below the 0.05 significance limit, it can be concluded that there is a significant simultaneous influence of the Business Canvas Model (BCM) entrepreneurial learning model and entrepreneurship training on the entrepreneurial interest of Miftahul Midad Lumajang Islamic Boarding School students.

Table 7. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,784[a]	,615	,586	2,39111	2,055

Source: Data Processed, 2021

In table 7 using the SPSS program it can be seen that the coefficient of determination (R^2) obtained is 0.615. This means that 61.5% Entrepreneurial Interest can be explained by the independent variables, namely the Business Canvas Model (BCM) Entrepreneurship Learning Model and Entrepreneurship Training while the remaining 38.5% Entrepreneurial Interest is influenced by other variables not examined in this study.

Discussion of Research Results

In general, this study shows the results of descriptive analysis that the condition of the respondents' assessment of the variables of this study is generally good. This is indicated by the number of high approval responses from respondents to the condition of each research variable. From

these results, it was found that two independent variables, namely the Business Canvas Model (BCM) entrepreneurship learning model and entrepreneurship training had a significant influence on the entrepreneurial interest of the Miftahul Midad Lumajang Islamic Boarding School students. nThe explanation of each variable is explained as follows:

The Influence of the Business Canvas Model (BCM) Entrepreneurship Learning Model on Entrepreneurial Interest

The results of the t-test on the variable, namely the Entrepreneurship Learning Model Business Canvas Model (BCM) obtained a value of tcount = 3.013 with a significance of 0.006. Using a significance limit of 5% or 0.05, a ttable of ± 2.048 was obtained. This means t count (3.013) > ttable(2.048). With a significance level of 0.006 which is below the 0.05 significance limit, which means Ho is rejected and Ha is accepted. So it can be concluded that there is a significant influence of the Business Canvas Model (BCM) entrepreneurship learning model on the interest in entrepreneurship.

The Effect of Entrepreneurship Training on Interest in Entrepreneurship

The results of the t-test on the variable, namely entrepreneurship training, have obtained a t-value = 2.146 with a significance of 0.041. By using a significance limit of 5% or 0.05, a t table of ± 2.048 is obtained. This means that it shows t count (2.146) > t table (2.048). With a significance level of 0.041 which is below the 0.05 significance limit, which means Ho is rejected and Ha is accepted, it can be concluded that there is a significant influence of Entrepreneurship Training on entrepreneurial interest.

The Effect of Business Canvas Model (BCM) Entrepreneurship Learning and Simultaneous Entrepreneurship Training on Entrepreneurial Interest

The results of the F test of the research variables obtained the calculated F value = 21.565 with a significance level of 0.000. By using a significance limit of 5% or 0.05, the Ftable of 3.35 is obtained. This means that Fcount 21.565 > Ftable 3.35, which means Ho is rejected and Ha is accepted. With a significance level of 0.000 which is below the 0.05 significance level. So it can be concluded that there is a simultaneous significant effect of Business Canvas Model (BCM) Entrepreneurship Learning and Entrepreneurship Training on Entrepreneurial Interest.

Conclusion

This study aims to prove the significant influence of the Entrepreneurship Model Business Canvas Model (BCM) and Entrepreneurship Training on the Entrepreneurial Interest of Miftahul Midad Lumajang Islamic Boarding School Santri. From the data analysis carried out and the discussion that has been stated previously, it can be concluded that the results of testing the first hypothesis using the multiple linear regression method state that partially the Entrepreneurship Learning Model Business Canvas Model (BCM) has a significant influence on the Entrepreneurial Interest of Miftahul Midad Lumajang Islamic Boarding School students. . The results of testing the second hypothesis using the multiple linear regression method state that partially the Entrepreneurship Training Model has a significant influence on the Entrepreneurial Interest of Miftahul Midad Lumajang Islamic Boarding School students.

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