

What An Entrepreneurial Mindset Contributes To Increasing The Creativity Of Graduates

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Abstract. *The entrepreneurial part of the program encourages graduates to think creatively, innovate, and take risks. This will help students develop the capacity to come up with innovative ideas, spot opportunities, and confront difficulties in novel ways. The goal of this research is to determine what variables hinder graduate creativity and how entrepreneurial orientation in learning might help increase graduate creativity. This study employed a qualitative technique with a library approach. Data sources were obtained via library examination of papers, journals, publications, and so on. The findings of this study show that factors inhibiting graduate creativity include an overly structured curriculum, monotonous teaching methods, and limited resources and facilities in the form of infrastructure, which are among the most significant barriers to students developing creative ideas..*

Keywords: *Entrepreneurial Orientation, Creativity, Graduates, Proactive, Independent.*

INTRODUCTION

Educational input is declared quality if it is ready to process according to national minimum standards in the field of education. In other words, the educational process is able to create an active, creative, innovative educational process and a pleasant learning atmosphere so that educational goals can be achieved well. The output is declared quality, if the learning outcomes achieved by students in both academic and non-academic fields are high. Non-academic means building independent students to think creatively in entrepreneurship. The current curriculum is designed with the aim of students being able to produce products at the end of learning which is called an independent curriculum. This is one of the government's efforts to improve the quality of students' skills so that they become creative and more independent individuals (Moridu, 2021).

Entrepreneurial orientation refers to an individual or organizational mindset, attitude, and behavior characterized by a strong emphasis on innovation, risk-taking, proactiveness, and a desire for growth and opportunity. a strategic orientation that focuses on identifying and exploiting new business opportunities, being proactive in the face of uncertainty, and taking calculated risks to achieve competitive advantage. Entrepreneurial orientation is often associated with entrepreneurial ventures and startups, but this orientation can also be found in established organizations that foster a culture of innovation and encourage employees to think and act entrepreneurially (Posumah, 2021).

According to Moridu (2021), the large number of unemployed or lack of entrepreneurship in Indonesia is caused by many factors, both internal and external. Internal

factors in the form of passive students' character or self-development result in graduates being less creative and unable to develop their potential, making it difficult to find work or preferring to work for other people. One of the causes of the problem of unemployment for those who have graduated from college or degrees is that many graduates only aim to find work, right?

Create new jobs. Becoming an entrepreneur is one of the determinants of economic progress or decline, because the entrepreneurial sector has the freedom to work and be independent. Meanwhile, external factors can be the inability of students to compete with companies or entrepreneurs and business people from various countries who are more competent and creative in developing entrepreneurial ideas.

RESEARCH METHOD(S)

The type of research designed to be used in this case is qualitative research. According to Creswell (2014), qualitative research means the process of investigating understanding based on different methodological traditions of inquiry that explore social or human problems. So the method used is literature study through content analysis. In this research, the social problem is the limited number of graduates who are independent and creative in entrepreneurship.

FINDINGS AND DUSCUSSION

1. Factors that limit graduate inventiveness.

Although creativity is highly recognized in many sectors, certain companies or job markets have specific job skill requirements. It is crucial to highlight that the employment market is competitive, and obtaining work may be difficult for graduates, regardless of their level of education or inventiveness. Economic circumstances, industry trends, and the precise skills and certifications that employers want may all have an impact on the job search process. Similarly, the difficulty of professional development may be impacted by a variety of educational elements.

2. The importance of entrepreneurial orientation in learning to increase graduate creativity

Entrepreneurial orientation helps shape students' mindsets and talents, equipping them to tackle the difficulties and possibilities of the business world. Here are some of the functions of entrepreneurial orientation for students: Promoting innovation and creativity: An entrepreneurial mindset enables students to think extensively, generate new ideas, and

discover inventive solutions to challenges. Innovating promotes a creative mentality and encourages pupils to experiment with new ideas. Teachers utilize a variety of metrics to measure a student's creativity. They emphasize actions such as listening to kids, seeing them outside of planned activities (e.g., free time), and reading diaries. However, the majority of the criteria are connected to learner behavior, which includes: initiative, perseverance,

- a) **Develop a proactive mentality and be willing to take risks:** Entrepreneurial orientation instills in students a proactive attitude, training them to discover and capitalize on opportunities rather than waiting for them to arise. It also helps pupils build a tolerance for risk and uncertainty, allowing them to take measured chances and learn from their mistakes. An entrepreneurial orientation instills in pupils an entrepreneurial attitude, stressing characteristics such as self-motivation, resilience, tenacity, and a strong work ethic. These characteristics are essential for success in entrepreneurship and may also be useful in a range of other careers.

According to Bagis (2022), developing a student's entrepreneurial orientation that is proactive, innovative, and brave enough to take risks necessitates strong entrepreneurial intentions, a positive attitude toward becoming an entrepreneur, close family support for students, and control behavior accompanied by student self-efficacy. Risk-taking is making choices or activities with unknown consequences but possible benefits. Entrepreneurs and people with an entrepreneurial attitude aggressively search for possibilities, forecast market trends, and take calculated risks to attain their objectives. They aren't hesitant to question the existing quo, try new things, and adapt to changing situations. In today's fast-paced and competitive business climate, proactive thinking and taking chances are essential for innovation, development, and success. Successful risk-taking requires a delicate mix of boldness and calculation, taking into account both potential benefits and drawbacks. Overall, proactive thinking.

Individuals and organizations may negotiate uncertainty, generate innovation, and achieve long-term success by adopting an entrepreneurial attitude, which includes taking risks.

- b) **Enhance business and leadership abilities:** An entrepreneurial approach provides learners with critical business skills such as strategic thinking, financial management, marketing, and networking. It also helps to build leadership qualities, since entrepreneurship often needs people to take initiative, make choices, and motivate others. Schools or universities may develop relationships with local businesses or groups to give students with hands-on job experience, internships, or joint projects. This relationship allows students to learn directly from business practitioners, comprehend the realities of the business world, and make crucial contacts for their future as entrepreneurs.

Kushendar et al. (2021) were the first to include creativity into a theoretical model of entrepreneurship education and entrepreneurial goals, testing hypotheses drawn from the

theory using multiple regression and sequential analysis. The study's findings indicate that creativity training might boost entrepreneurial intentions.

- c) Encourage entrepreneurial career paths: Entrepreneurial orientation introduces students to the world of entrepreneurship, motivating and encouraging them to create their own firms. This equips students with the necessary information, abilities, and mentality to handle entrepreneurial obstacles and boost their chances of success. Overall, entrepreneurial orientation prepares students to be proactive, imaginative, and flexible, whether they pursue entrepreneurship or use entrepreneurial abilities in other disciplines. This prepares students for a dynamic and competitive business environment, as well as providing them with the skills they need to create value and have a positive effect in their chosen profession. One of the measures done might be training. Education may include entrepreneurship skills training as part of the curriculum. This may include abilities like invention, creativity, problem-solving, leadership, communication, and time management. This course helps students acquire the attitudes and abilities needed to be successful entrepreneurs.

CONCLUSION AND RECOMMENDATION

Several issues may hinder graduate creativity. For starters, the curriculum does not allow kids to have free time, and an overly organized curriculum discourages students from developing their full potential. As a result, graduates fall behind individuals with higher levels of competence in the job market. Furthermore, boring teaching techniques reduce students' drive to improve themselves, albeit this is not a huge impact since students may develop themselves outside of the classroom. The importance is that learning techniques serve as a means of education, allowing educational objectives to be delivered effectively and positively impacting pupils. Then, one of the most significant barriers to pupils creating innovative ideas is a lack of resources and infrastructure. It is obvious that resources and facilities significantly contribute to the success of the learning process. The more comprehensive and complex it is, the more competitive the skill experience of students or graduates will be. There are additional aspects to consider, such as an unsupportive atmosphere, which might impede pupils' creative development. Essentially, a person's success is determined by how they develop positive interactions with society, namely the environment. Finally, the most important element for kids who struggle to develop creativity is self-doubt or a belief that they are constantly inferior to others. This is one of the reasons why graduates fail to generate or get employment.

It is known that an entrepreneurial perspective in learning promotes innovation and creativity. Entrepreneurial orientation pushes students to have a proactive mentality and take risks. Continuous entrepreneurial orientation develops character strength in pupils, allowing

them to be more confident and work harder. Furthermore, entrepreneurial orientation helps students improve their business abilities by teaching them how to produce profitable concepts. Entrepreneurial orientation may also inspire students or graduates to develop their creativity and ideas, as well as to become proactive, inventive people who can easily adapt to whatever setting they choose..

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