

## “Students Entrepreneurship” Promotion Model For Islamic Private University

Ashlihah<sup>1</sup>, Iin Baroroh Ma'arif<sup>2</sup>

<sup>1</sup>University of KH.A. Wahab Hasbullah Jombang Indonesia

<sup>2</sup>University of KH.A. Wahab Hasbullah Jombang Indonesia

Corresponding Author: Ashlihah<sup>1</sup>

---

**Abstract:** This research aims at reformulating promotion methods, particularly for Islamic university in Indonesia to increase competitiveness with other institutions. Promotional model "students entrepreneurship" based on Islamic products is the most alluring breakthrough. The main reason is; 1) such methods can be done at any time, 2) allocation of promotional funds redirected into venture capital, 3) the trademark becomes the legitimacy of the existence of the universities, 4) the resulting products demonstrate capability and the quality of students. Whereas products which can be used as promotional material such as; 1) fashion (hijab, bags, clothes), 2) tools of prayer (prayer mat, mukena, holsters, songkok), 3) food (bread dates, mariam), 4) Islamic medicine (habbatussaudah, zam-zam water, olive oil). This model can be done into eight steps; planning, market observing, innovating, prototyping, market trial, institutional branding, mass producing and product promoting.

**Keywords** –promotion, entrepreneurship, Islamic products.

---

### I The Dominance of State College in Indonesia

Private Islamic college in Indonesia experienced many obstacles in getting students and competing in academic market. The main problem is the Government's policy against the college allowed students with highly absorbing. Bahruddin (Sopandi, 2011:88) stated that there had been fears of the demise of the private University in East Java, caused by the opening of the various lines in the college as well as the lack of quality assurance graduates of the institution. As many as 49 private college in East Java are in an unhealthy condition. According to him the condition is visible from the small amount that is less than 100 people. Whereas, ideally a healthy institution in East Java has at least 200 students per course. (Compass, February 14, 2008)

Those reality lead to private college, particularly the Islamic private universities just get a little bit of students candidate. State college in Indonesia is still a main attraction for the students candidate, because there is a stigma that latched in the hearts of the public that the graduates of state college would easily get a job in the company or the institution of the country. When the power of the State or Government the dominant, then on the one extreme is found college are fully controlled by the State. When market forces dominant, found college completely private with business orientation. In between these two extremes, there are various variation in college governance that reflects interplay between the market, Government, and life academic. Thus, there is no single default pattern of university governance, which can be applied in all universities. This is because the tension or balance between two power. These are influenced by various factors, such as types of educational institutions, heritage, and social factors, a country's economic, and political (Soetjipto, Seda, Noor, Wardani, Soebagjo, 2014: 294).

Hence, it is needed for a solution to change the stigma, which is shepherding the mindset of students candidate that graduates must be entrepreneurial and not the employees. Self-employment is the creator of wealth through innovation, job growth and economic centre, and the Division of wealth which relies on hard work and taking risks (Bygrave, 2004). Davidsson (2003) and Kirzner (1973) argued that self-employment is a competitive behavior that drives the market, not only creates new markets, but create new innovations into the market, as well as the real contribution of wirausah as a determinant of economic growth. Thurik and Wennekers firmer (1999) and Carree and Thurik (2003) States that in essence, entrepreneurs are contributing to economic performance by introducing innovations, creating change, creating competition and increasing competition.

### STUDENTS ENTREPRENEURSHIP

The concept of model offered in this case is "Students Entrepreneurship". That is, the one who has status as a student are provided a vehicle for entrepreneurship in the context of making a product promotion-based on institutional promotion. These products are manufactured using part capital from college promotion capital. If formerly the college promoted using pamphlet, calendar, video profiles, which displays the excessive condition of

college (not for what it is), then this type of promotion is the student as entrepreneurial are required to make a trademark that represents the existence of the college. Agle of promotion is not focused to the college institutionally, but it is focused upon student success in creating innovation, creation, and economic growth educated by college.

The promotional patterns like this are more likely to illustrate that the college seeks to educate students to become independent figures in creating jobs and not the employees. In addition, through the products that are created and traded by the student will be a media of running promotions. As an example; If a group of students make a small company that produces duffel bag, which represents the college trademarks, then when the duffel bag was purchased and used in public would be promotions media related to the existence of college. If a food product is produced representing college trademarks, then those are spreaded out through the mini market and expand online, then that product will identifies the institution as a vehicle business training.

The constraints that will be faced is the process of creatinf product according the existing departments in the college. This means that if the Department of health, then the product will be a thing to do with health. If the Department of language and literature, then the products created are products of literacy and language learning. If their Department is biological, then their Department is a biological innovation results in the form of food or other.

The following chard id the flow of college-based marketing products model called “students entrepreneuring”



Figure 1. Flow chard of “students entrepreneuring”

The first thing to be done by college is giving spacecraft for students, it can be in the form of facilities as well as the allocation of capital for a group of students that have a creation and innovation. The process of making the product is started from *planning* (plan for innovation), *market observing* (observing market needs/buyer), *innovating* (making new things based on the needs of the market), *prototyping* (making samples of products), *market trial* (testing products in specific markets), *institutional branding* (gives trademark representing the existence of college), *mass producing* (producing in great numbers), *product promoting* (promoting products, both offline and online).

### PROMOTING ISLAMIC PRIVATE COLLEGE TROUGH ISLAMIC PRODUCT: A CASE STUDY ON UNIVERSITAS K.H. WAHAB HASBULLAH EAST JAVA –INDONESIA.

To strengthen the attractiveness of private Islamic college can be done by applying the model “Students Entrepreneurship”. The strongest reason is that Indonesia is the world's largest Islamic base, so the market is very wide to do the promotion that way. There are two functions that will be obtained, namely the empowerment of students and the existence and legitimacy of the character of the college.

Applying "Students Entrepreneurship" in Islamic private college, specifically in Universitas K.H Wahab Hasbullah (UNWAHA) Jombang Indonesia must be emphasised on the genre of the product. Example; in the process of *planning*, students plan to develop entrepreneurial containing drugs products. To ensure the product forms, in the process of *market observing* students can estimate about what are the form of products that already exist in the market. As an example; habbatussaudah, zam-zam water, and olive oil. In the process of *innovating* the students determine whether to create new product that does not yet exist in the market or to reproduce and repackaging existing products. If it is not possible to create new products, then it can be done by reproducing and repackaging. A process of *prototyping* in this case is done by creating a isntitutional trademarks. After the products are packaged using istitusional trademarks, the *market trial* can be done by the small scale of sale. When the small scale of sale is succes, *institutional branding* can be launched and carried out *mass production* (mass producing) and *promoting*.



**Figure 2:** example of Islamic product

Types of fashion products have more power to be able to raise the image of the institution, because in fashion can put messages as well as the vision and mission of college implied. Example if the fashion is bag, then in those bag product can be put an icon of the college, and also can be stated a message college ideology that leads to the importance of being an entrepreneur and open the employees. Similarly, in suits, jackets and t-shirts. Unlike the hijab that only play the institutional branding, hijab can only deliver the institutional message on the realm of its promotion, such as making video of hijab tutorial, which use institutional trademarks. If the type of product in the form of Islamic food, there are only around date, wheat, mariam bread and so on. That means, in this case required a profound process of innovating to create new things from the Islamic food.

These products were created or repackaged for two purposes. The first is to give the student insight in the world of work, i.e. an independent entrepreneur. While the final goal is as institutional promotion explicitly. The trademarks or icon of college will always be snapped in each of the product, thereby providing the legitimacy of its own for the quality and the independency of college. The disadvantage is that the product is issued must be truly viable products circulating in the market. For if the product does not meet the eligibility, it will be otherwise at a college or even will be able to drop the credibility of college.

## **II Conclusion**

“Students Entrepreneurship” for the promotion is essentially exerting college students to get creative making interesting things for sale on the market with two functions, namely financial function and the strengthening the college existence and attraction. As for the Islamic college like Universitas K.H. Wahab Hasbullah, that products could be issued in the form of Islamic medicine, Islamic fashion, and food, and which has undergone eight processes, namely; planning, market observing, innovating, prototyping, market rial, institutional branding, mass production, product promoting.

## **References**

### **Journal Papers:**

- [1] Sopandi, Encep, STRATEGI PROMOSI PENERIMAAN MAHASISWA BARU UNTUK PTS (Tinjauan atas kegiatan Promosi PTS di Jawa Barat Tahun 2010), *Journal Managerial* Vol, 9, No. 18, Januari 2011 : 87 – 101
- [2] Ani Soetjipto, Francisca Ery Seda, Ida Ruwaid Noor, Sri Budi Eko Wardani, Natalia Soebagjo, 2014. *Autonomy and Governance of State Universities Case Studies in the University of Indonesia, the Jakarta State University, and the Syarif Hidayatullah State Islamic University. Jurnal Masyarakat & Budaya, Volume 16 No. 2*

**Books:**

- [3] Bygrave, W. D. 2004. *The Portable MBA in Entrepreneurship: Third Edition*/edited by William D. Bygrave , Andrew Zacharakis. – Ed. 3 – New Jersey : John Willey & SonsInc.
- [4] Davidsson, P. 2003, *The Domain of Entrepreneurship Research: Some Suggestions*. in Jerome A. Katz and Dean Shepherd (eds.), *Cognitive Approaches to Entrepreneurship Research, Advances in Entrepreneurship, Firm Emergence and Growth* 6, pp. 315– 372.
- [5] Kirzner, I. M. 1973. *Competition and Entrepreneurship*. Chicago: University of Chicago Press.
- [6] Wennekers, S. and R. Thurik. 1999. *Linking Entrepreneurship and Economic Growth*. *Small Business Economics* 13(1), 27–55.

Ashlihah. ““Students Entrepreneuring” Promotion Model For Islamic Private University .”  
IOSR Journal of Business and Management (IOSR-JBM) , vol. 19, no. 9, 2017, pp. 73–76.