



**AN ANALYSIS OF STUDENTS' BUSINESS PLANS IN
EDUPRENEURSHIP COURSE**

*(A Study of the Sixth Semester Students of English Teaching Department of IAIN
Batusangkar Registered in 2019/2020 Academic Year)*

THESIS

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for getting Bachelor Degree*

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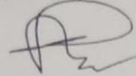
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




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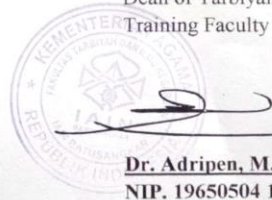
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ABSTRAK

Meza Dina Amelia, NIM. 15300400053. Judul skripsi: **“AN ANALYSIS OF STUDENTS’ BUSINESS PLANS IN EDUPRENEURSHIP COURSE.”**
Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Ilmu Keguruan, Institut Agama Islam Negeri (IAIN) Batusangkar.

Permasalahan dalam penelitian ini adalah adanya belum tergambarinya komponen rancangan bisnis mahasiswa. Penelitian ini bertujuan untuk menganalisis penerapan prinsip-prinsip rancangan bisnis yang telah didesain oleh mahasiswa yang berbentuk *output* tugas akhir pada mata kuliah Edupreneurship di Jurusan Bahasa Inggris Tahun Akademik 2019/2020.

Metode penelitian yang digunakan adalah *deskriptif kualitatif* dengan menggunakan *analisis isi*. Sumber data dalam penelitian ini adalah 5 dokumen tugas akhir mahasiswa yang tergolong edupreneurship jurusan Tadris Bahasa Inggris semester 6 fakultas Tarbiyah dan Ilmu Keguruan IAIN Batusangkar tahun akademik 2019/2020. Pada penelitian ini, peneliti adalah instrument utama. Instrumen pendukung pada penelitian ini adalah video dan dokumen mahasiswa. Dalam menganalisis dokumen-dokumen tersebut, peneliti fokus pada komponen yang ada dalam *rancangan bisnis* mahasiswa. Untuk menguji keabsahan data, peneliti menggunakan sumber triangulasi. Selanjutnya untuk menganalisis data, peneliti menggunakan teori Miles dan Hubberman yang meliputi reduksi data, penyajian data, serta verifikasi data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa peneliti menemukan ada 7 komponen utama *business plan* pada dokumen mahasiswa dengan beberapa sub komponen di dalamnya; (1) ringkasan bisnis terdiri dari latar belakang 100%, target pemasaran 100%, kelayakan proyek secara umum 100%, inisiator 60%, kelayakan finansial proyek dan manajemen proyek 20% (2) Profil bisnis terdiri dari; visi 80%, misi 80%, target bisnis 80%, bentuk bisnis 40%, email 40%, alamat 60%, dan website 20% (3) barang/layanan yang terdiri dari; deskripsi produk 80%, jenis produk dan jasa yang dipasarkan 40%, barang yang dihasilkan dan alasan jasa yang dipasarkan 20% dan manfaat bagi pelanggan 60% (4) analisis aspek pemasaran terdiri dari; peluang bisnis 40%, upaya pemasaran 60%, kondisi persaingan 60% dan posisi perusahaan di pasar 20% (5) analisis aspek manajemen terdiri dari; biaya yang dibutuhkan untuk proyek 40%, kebutuhan pegawai 20%, struktur organisasi 20%, prinsip bisnis 20% dan distribusi waktu kerja 20% (6) analisis aspek keuangan terdiri dari penilaian kelayakan bisnis 40%, kebutuhan pendanaan 60%, sumber dana 40%, arus kas 20%, proses kebutuhan 20% dan (7) analisis resiko 40%.

TABLE OF CONTENTS

COVER.....	i
SURAT PERNYATAAN KEASLIAN	ii
THESIS EXAMINER APPROVAL.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRAK.....	vii
TABLE OF CONTENTS.....	viii
LIST OF APPENDICES.....	x
CHAPTER I : INTRODUCTION.....	1
A. Background of the nproblem.....	1
B. Research Focus and Question.....	5
C. Definition of key terms.....	6
D. Purpose of the Research.....	6
E. Significance of the Research.....	6
CHAPTER II : REVIEW OF RELATED LITERATURE.....	8
A. Review of Related Theories.....	8
1. Entrepreneurship.....	8
a. Definition of Entrepreneurship.....	8
b. Definition of an Entrepreneur.....	10
c. Characteristic of an Entrepreneur.....	11
d. Entrepreneurial Personality.....	13
e. Factors that Cause Entrepreneurial Failure.....	13
f. Entrepreneurial Orientation.....	14
g. Types of Entrepreneurship.....	15
2. Edupreneurship.....	16
a. Definition of Edupreneurship.....	16
b. Edupreneur's Focus.....	17
c. Purpose and Benefits of Edupreneur.....	18
3. Business Plan.....	18
a. Definition of Business Plan.....	18
b. Business Plan Objectives.....	20
c. Benefits ofn a Business Plan.....	21
d. The Main Components of Business Plan.....	22
e. Contents of Business Plans.....	26
f. Make Good Business Planning.....	26
B. Review of Relevant Studies.....	36
CHAPTER III : RESEARCH METHODOLOGY.....	38
A. Research Design.....	38
B. Data and Source of Data.....	39
C. Technique of Data Collection.....	39
D. Technique of Data Analysis.....	40
E. Data Triangulation.....	42
CHAPTER IV : RESEARCH FINDING AND DISCUSSION.....	38
A. Research Finding.....	38
B. Discussion.....	77

CHAPTER V : CONCLUSION AND SUGGESTION.....	79
A. Conclusion.....	79
B. Suggestion.....	80
BIBLIOGRAPHY.....	81

List of Appendices

Appendix 1: Documents.....	81
Appendix 2: Lists of the Data.....	121
Appendix 3: Reduction of the Data.....	159
Appendix 4: Display of the Data.....	180
Appendix 5: RPS of Edupreneurship Subject.....	183

CHAPTER I INTRODUCTION

A. Background of the Problem

In the era of globalization, competition is very fierce everywhere. All people competent in finding and getting decent jobs. Therefore, who can survive and who are creative and have high competitiveness to get opportunities through thinking abilities and skills possessed. The skill possessed will be able to develop all potential within oneself to be able to create creations and a variety of products that can benefit both himself and others.

In making an effort, it not only theory is needed. Because a deep theory without any real practice in developing the knowledge possessed, will not produce a product that can be used directly. Someone who already can combine theory and practice to produce something means that the person can already be said to have an entrepreneurial spirit. That is what is currently being attempted to be embedded in students to be able to achieve a better life in the future with the skills they have.

At present the condition in Indonesia is getting worse, some of which are still many unemployment in Indonesia which also includes tertiary graduates. So, a lot of terms emerge for college graduates is "Educated unemployed". This is because of the limited available jobs, while more college graduates each year. For this reason, entrepreneurship education in tertiary institutions is highly needed. So that students who graduate from college, start designing businesses, to become an expert in the field of education. This is not only for them but also beneficial for the environment.

Edupreneurship which has a combined meaning of education and entrepreneurship is a unity that is not for separated meaning. It means business related to education. An entrepreneur in education is called Edupreneur. Educational entrepreneurship in higher education is related to

building entrepreneurial character, entrepreneurial mindset, and entrepreneurial behavior that is always creative and innovative in creating added value, takes advantage of opportunities, and is brave to take risks. Facing the challenges of a very competitive future, entrepreneurial behavior is needed for all occupations or professions. Therefore entrepreneurship education can be carried out in tertiary institutions and applied to all students regardless of the field of study.

According to Palipa and Marganingsih (2019:21) Edupreneurship is an approach through learning scenarios that can bring students' entrepreneurial ideas to life. Based on theory above, we can conclude that Edupreneur is an entrepreneur in the field of education. This means someone who can build, organize, run a business in advancing education. An edupreneur can take enormous risks and challenges, to be able to build his business. In this entrepreneurship education, there is a great need for support, innovation, creativity, and extraordinary enthusiasm to be able to create an educational business that can drive economics in the present or future era.

In higher Education edupreneurship aims students to have characteristic of an entrepreneur. Educational entrepreneurship in higher education is related to building entrepreneurial character, entrepreneurial mindset, and entrepreneurial behavior that is always creative and innovative creates added value, takes advantage of opportunities, and is brave to take risks. Facing the challenges of a very competitive future, entrepreneurial behavior is needed for all occupations or professions. Therefore entrepreneurship education can be carried out in tertiary institutions and applied to all students regardless of the field of study. According to Sutrisno (2017:26) edupreneurship wants to put concepts of entrepreneurship in education field, with the purpose create the characteristic of edupreneur in education field, does not create the students be an entrepreneur.

In addition, Susilaningsih (2015) did a research entitled “Entrepreneurship Education in Higher Education: Is that Important for All Profession? She shows that Edupreneurship in higher education related with developing entrepreneurial minded entrepreneurial behavior that is always creative and innovative, creating added values, advantage of opportunities and brave to take risks. Facing the future challenges that very competitive, and entrepreneurial behavior is needed for all occupations or professions. She also clarify that edupreneurship can be applied in higher education without exception major in university. Based on research above show that edupreneurship can apply in higher education and also a solutive effort to decrease educated unemployment.

To start a new business, of course there must be careful planning at the beginning. Because a new business without any planning is tantamount to preparing for failure of the business. According to Bangs in Kementrian Pendidikan Nasional (2010:18) an entrepreneur who cannot plan is actually planning to fail. In building a business, a business design is needed. one of the key to success in starting a business in the ability to pour creative and innovative brilliant ideas that have high economic or commercial value into a mature and realistic business plan (Supriyanto, 2009:73).

The important parts of the edupreneurship is Business plan. A business plan is a document that states confidence in a business ability to sell goods or services by generating satisfactory and attractive profits for funders. A business plan is a written statement about everything in a business that includes what business will be built, the business objectives, and how to achieve these objectives, business finance, and so on. Hisrich and Peters in Setriani (2013) who said that: The business plan is a written document prepared by the entrepreneur that describes all the relevant external and internal elements involving in starting a new venture. With the existence of a business plan, it will help an entrepreneur in achieving business goals that will be created. A clear and attractive business plan

will provide a guide to building a successful business and focus on achieving business targets.

In English teaching Departement in IAIN Batusangkar, edupreneurship in this course the students are offered Edupreneurship subject as an elective course as new subject concept of looking for and creating opportunities, explain the concept of business planning, explain the concept of a feasibility study, explain the concept of risk and business failure, explain alternative solution or solution to failures and explain the implementation of the concepts that have been discussed in the edupreneurship plans they have designed. This course gave students the chance to create their own job in the future after graduated from university. Because in this subject students are equipped with entrepreneurial soft skills as always creative and innovative, creating added values , advantage of opportunities and brave to take risks.

During one semester students are given the basic theories and concepts of entrepreneurship and their implementation in education. In addition, students identify business opportunities in the field of education, especially English language education, both individually and in groups, which they will put in a business proposal. There are some topics that have to be learned by students. They are an introduction of edupreneurship, definition and character of entrepreneur and entrepreneurship, critical thinking, creativity and innovation, seek and create opportunities, entrepreneurial planning, entrepreneurial feasibility study, the implementation of entrepreneurship, risk and business failure, alternative solution or ways out of failure, seek and create opportunities, entrepreneurial feasibility study, the implementation of entrepreneurship, risk and business failure.

In learning process in the classroom, lecturer asks students to make some group and they have to make paper for each group and have to present in front of class every week and lecturer point two persons randomly will present in front of class and discuss at the time. Based on

observation did by researcher, in learning process there were some student who really follow learning process. They more active in the class and also always participate in learning process. There are two classes for Edupreneurship course. In one semester of edupreneurship course, the students carry out offline and for the other half semester students carry out online course. They are class B and class C. For the final project, the lecturer asks students to design the business plan.

In preliminary analysis, the researcher tried to analyze two documents of business plan from the students who had taken Edupreneurship subject in 2019/2020 academic year. The researcher classified business plan based on good component of business plan. The results of the preliminary 2 documents, the researcher found a document almost fulfilled components of business plan, while other document there are still many shortcomings of components of business plan. In this pre analysis of two documents above, the researcher wants to examine more deeply the documents of business plan.

Based on the phenomenon, the researcher is eages to knowing the business plan designed by English students, whether is it accordance with the existng business plan components. Considering this phenomenon, the researcher is interested to conduct this research entitled "An Analysis of Students Business Plans in Edupreneurship course at Sixth Semester Students of English Teaching Department at IAIN Batusangkar in 2019/2020 academic year"

B. Research Focus and Question

Edupreneurship course requires students to be more creative about the businesses that will be built according to the needs of the public at this time. Based on the background of the problem above, the researcher focused on analyzing business plan of English teaching department students who were taking an edupreneurhip course in the sixth semester. The research question of this research is formulated as the following

question "What are the components of business plan written by English teaching department students of IAIN Batusangkar in edupreneurship course?"

C. Definition of Key Terms

1. Edupreneurship

Edupreneurship a new subject as an elective course in English Teaching Department which was offered for sixth semester students in 2019/2020 academic year.

2. Business Plan

Business plan is documents written by English departement students in Edupreneurship class for the design of what will be carried out in the future or for future business activities as their final project in 2019/2020 academic year.

D. Purpose of the Research

The purpose of this reserch is to Find out what are the components of business plans written by students of the sixth semester of English departement at IAIN Batusangkar register in 2019/2020 academic year in Edupreneurship class.

E. Significance of the Research

The result of this research hopefully may give a contribution to the following people :

1. Edupreneurship subject lecturer

The lecturers will get a description of the problem faced by English teaching department students of IAIN Batusangkar in Designing a business plan. Therefore, based on the description itself, they can find out the solution to the problem faced by English teaching department students of IAIN Batusangkar in Designing Business plan.

2. The students

This research, hopefully, can give information and solution for the students about their problem in designing a business plan in the edupreneurship course.

3. Researcher Herself

This research will be expected to enrich the researcher's knowledge of the problems faced by English teaching Department students of IAIN Batusangkar in designing a business plan. Besides, this research is one of the requirements to get an undergraduate degree (S.1) at IAIN Batusangkar.

CHAPTER II REVIEW OF RELATED LITERATURE

A. Review of Related Theories

1. Entrepreneurship

a. Definition of Entrepreneurship

Entrepreneurship comes from the French *Entreprendee* which means entrepreneurship which is also interpreted as *entreprise* which means welcoming challenges. Lacatus and Staiculescu (2016:438) states that Entrepreneurship is a valid model in economy described in terms of changes, innovation, and initiatives and often associated with economic development entrepreneurs are visionary people who dream to new technologies and products and act to make them real. According to kourilsky and hendstake in musoke et al (2018:127) entrepreneurship is when you act upon opportunities and ideas and transform them into value or others.

According to Mulyatiningsih et al (2014) entrepreneurship is a creative or innovative business by seeing or creating opportunities and realizing them into something that has added value (economic, social, etc). Whereas John in Marfu'ah (2014) defines entrepreneurship as an effort to create value through the introduction of business opportunities, management of appropriate risk taking and through communication and management skills to mobilize people, money and other raw materials or other resources. needed to produce a project so that it is implemented well.

Meanwhile according to Robert Hisrich Entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks and receiving the resulting rewards of monetary and personal satisfaction. In addition, the definition of

entrepreneur (entrepreneur, entrepreneur) in accordance with the results of the Workshop on Entrepreneurship Education and Development System in Indonesia in 1978 is as follows: Progressors who devote themselves to the community with the form of education (education) and determined with their own abilities, as a series of tips (tips art) entrepreneurship to help meet the increasing needs of the community, expand employment, contribute to efforts to end dependence on foreign affairs, and within these functions are always subject to environmental law.

According to Wijatno in Ananda and Rafida (2016:6) entrepreneurship is the result of the application process creativity and innovation systematically and regularly towards needs and the opportunities that exist in the market to meet consumer needs or solve consumer problems. Decree of the Minister of Cooperatives and UKM Number 961/KEP/M/XI/1995 in Ananda and Rafida (2016:7) stated that entrepreneurship is a spirit, attitude, behavior and a person's ability to handle the business or activity that leads on efforts to find, create and apply methods of work, technology and new products with increasing efficiency in order to deliver better service and/or get a bigger profit. Meanwhile, entrepreneurship is a person who has enthusiasm, attitude, behavior and entrepreneurial skills.

Stephen and Mary in Takdir, et al (2016) states that entrepreneurship is the process whereby an individual or a group of individuals uses organized efforts and means to pursue opportunities to create value and grow by fulfilling wants and needs through innovation and eniquenees, on matter what resources are currently controlled. In addition, Norman and Thomas in Takdir, et al (2016) entrepreneurship is human, creative act that builds something of value from practically nothing. It is the pursuit of opportunity regarless of the resources, or lack of

resources, at hand. It required a vision and the passion and commitment to lead others in the pursuit of the vision. It also required a willingness to take calculated risks. Raymond in Takdir, et al (2016) also revealed that Entrepreneurship is the process of doing something new or something different to create wealth for the individual and to add value to society. The definition has wide-ranging applications, extending entrepreneurship beyond the realms of business to not-for-profit enterprise and government, and bringing into the fold of entrepreneurship all other vocations going beyond the traditional business entrepreneur.

b. Definition of an Entrepreneur

Zimmerer in Ananda and Rafida (2016:2) describes an entrepreneur as someone who create new ventures by facing uncertainty and risk with aim to achieve profit and business growth through identification significant opportunities and use of its resources required. meanwhile Schumpeter in Ananda and Rafida (2016:3) explained that an entrepreneur is a person who carry out new combinations. Entrepreneur is a person who have the ability to see and evaluate business opportunities, acquire the resources necessary to take advantage from him and take the initiative to take appropriate, effective actions and efficient to guarantee success.

Rodney in Takdir, et al (2016) state that Entrepreneur is one who reforms or revolutionizes the pattern of production by employing an invention or, more generally, an untried technological possibility for producing a new commodity or producing either an old one in a new way. This action will open up a new source of supply of materials or a new outlet for products by reorganizing an industry. Moreover, Norman and Thomas in Takdir, et al (2016) An entrepreneur is a person who create a new business in the face of risk and uncertainty for the purpose of

achieving profit and growth by identifying opportunities and assembling the necessary resources on them.

Entrepreneurs usually start with nothing more than an idea, often a simple one, and then assemble the resources necessary to transform that idea into a sustainable business. Ontario Ministry of Industry, Trade, and Technology (Takdir, et al 2016). An entrepreneur is a person who organizes and manage a business. Donald F. Kuratko and Richard M. Hodgetts in Dedi takdir, et al (2016) An entrepreneur is an innovator or developer who recognizes and seizes opportunities, convert those opportunities into workable/ marketable ideas, adds value through time, effort, money, or skills, assume : time risks of the competitive market- please to implement these ideas, and realizes the reward from these efforts

c. Characteristics of an entrepreneur

According to Frese and Gielnik in Kozubikova, et al (2017:222) entrepreneurs should be capable of having the features of several personalities at once and as one person to demonstrate the ability to act as investors, inventors, accountants, dispute investigators, leaders, technologists, marketing specialists and top sellers. Because of this, the more knowledge and skills the entrepreneur is capable of demonstrating the better. The same authors discuss the question of optimism that is required for entrepreneurs to believe in the feasibility and success of an idea but may have negative consequences because it can lead to overextension and flawed forecasts. Moreover Hines in Kozubikova, dkk (2017) believes there are at least 9 other characteristics (apart from the fact that successful entrepreneurs should be honest, intelligent, skilful and well-educated in their chosen fields) that he values highly: energy level, ego, courage,

enthusiasm, desire to make money, creativity, resourcefulness, tenacity, and leadership qualities.

Meanwhile, according to David in Takdir, et al (2016) characteristics possessed by an entrepreneur meet the requirements of competitive advantage for a company / organization, such as innovative, creative, adaptive, dynamic, ability to integrate, ability to take risks on decisions made, integrity, struggle, and code of conduct undoubtedly realize the effectiveness of the company / organization. Meanwhile, according to Sukardi in Hutagalung, et al (2008) make conclusions about the nine characteristics that exist in entrepreneur as follows:

- 1) The instrumental nature, which is responsive to business opportunities and opportunities as well as those related to work improvement
- 2) The nature of achievement, which is always trying to improve performance, use feedback, like challenges and try to make the work always better than before.
- 3) The nature of social freedom, which is always actively associating with anyone, fostering new acquaintances and trying to adapt to various situations.
- 4) The nature of hard work, which is trying to zalways be involved in work situations, is not easy to give up before work is finished. Never gave himself the opportunity to stand by, put his full attention on work, and have the energy to be continuously involved in work
- 5) The nature of selfconfidence, is that in all its activities full of optimism that its efforts will succeed. He is confidently passionate about being directly involved in concrete activities, rarely seen hesitating.

- 6) The calculated nature of risk taking, that is not worrying about facing an uncertain situation where the business does not necessarily lead to success.
- 7) The nature of self-control, which really determines what must be done and is responsible to himself
- 8) Innovative nature, which is always working hard to find new ways to improve performance. Open to ideas, views, new discoveries that can be utilized to improve its performance.
- 9) Independent nature, that is, what is done is a personal responsibility.

d. Entrepreneurial personality

According to Miner in Hutagalung, et al (2008:8-9) the entrepreneurial personality type can determine the business field that will lead to success. Based on his research, he found that an entrepreneur will succeed if he follows a certain achieving route according to his personality type.

- 1) Personal achievers will be successful if they constantly overcome obstacles and face crises, and in dealing with everything try to be positive as possible
- 2) Supersalesperson will succeed if he spends much of his time selling and asking to manage his business.
- 3) Real managers will succeed if they start a new business and manage the business themselves.
- 4) Expert idea generation will succeed if you enter the high-tech business

e. Factors that cause entrepreneurial failure

According to Zimmerer in Dedi Takdir, et al (2016) there are several factors that cause entrepreneurs to fail in running their new business:

- 1) Not competent in managerial. Inept or inadequate ability and knowledge to manage a business is a major contributing factor that makes a company less successful
- 2) Lack of experience both in the ability to coordinate, human resource management skills, and the ability to integrate company operations
- 3) Lack of financial control. In order for a company to succeed well, the most important factor in finance is maintaining cash flow. Manage expenses and receipts carefully. Mistakes in maintaining cash flow will hamper the company's operations and result in the company not going well
- 4) Fail in planning. Planning is the starting point of an activity, once it fails in planning it will experience difficulties in implementation.
- 5) Inadequate location. Strategic business location is a factor that determines business success
- 6) lack of equipment supervision. Supervision is closely related to efficiency and effectiveness. Lack of supervision can result in the use of inefficient and ineffective tools.
- 7) A lack of earnest attitude in trying. A half-attitude toward business will result in efforts being unstable and failing. With a half-hearted attitude, the possibility of failure is great. Inability to make entrepreneurial transition/transition. Entrepreneurs who are not ready to face and make changes will not be successful entrepreneurs. Success in entrepreneurship can only be obtained if you dare to make changes and are able to make the transition every time

f. Entrepreneurial orientation

Drucker in Helia, et al (2015) state that entrepreneurial orientation as a character or traits attached to someone who has a

strong will to realize innovative ideas into the real business world and can develop them with resilience. So entrepreneurial orientation based on Frishammar and Horte in Helia, et al (2015) suggests that entrepreneurial orientation consists of three dimensions: innovation, risk taking, and proactivity. Innovative refers to an entrepreneur's attitude to be involved creatively in the process of experimenting with new ideas that make it possible to produce new methods of production so as to produce new products or services, both for the current and new markets. Daring to take risks is an entrepreneur's attitude that involves his willingness to tie up resources and dare to face challenges by exploiting or engaging in business strategies where the outcome is likely to be uncertain. Proactivity reflects the willingness of entrepreneurs to dominate competitors through a combination of aggressive and proactive moves, such as introducing new production or services over competition and activities to anticipate future demands to create change and shape the environment.

g. Types of Entrepreneurship

According to Alim in Mulyatiningsih (2014) there are 4 types of entrepreneurship, namely;

1) Sociopreneur (entrepreneurship in the social field)

Suhartini (2014) states that social entrepreneur aims to improve social aspects and implement an integrated strategy between social and economic aspects so that their performance can be seen from the contribution they make in an effort to improve social aspects. A social entrepreneur is someone who understands social problems and uses the ability of entrepreneurship to make social change, especially in the fields of welfare, education and health (Santosa in Suhartini 2014).

2) Interpreneurship (entrepreneurship in the corporate sector)

3) Edupreneurship (entrepreneurship in education)

Mulyatiningsih and Sugiono (2014) Edupreneurship is a part of entrepreneurship that is unique in the field of education. Entrepreneurship is a creative or innovative effort by seeing or creating by seeing or creating opportunities and realizing them into something that has added value (economic, social, etc.)

4) Technopreneurship (business and technology entrepreneurship)

According to Posadas in Baihaqi, et al (2015) the term technopreneurship is an entrepreneur in the field of technology that includes semi-conductor technology to personal computer (PC) accessories. Meanwhile, according to Hartono in Baihaqi et al (2015) states that technopreneurship is a collaboration between the application of technology as an instrument and an independent business spirit as a necessity. While Zimmerer and Scarborough in Baihaqi et al stated that a technopreneur is a person who runs technopreneurship or a person who runs a business who has an entrepreneurial spirit by marketing and utilizing technology as a selling point.

2. Edupreneurship

a. Definition of Edupreneurship

According to Palipa and Marganingsih (2019:21) edupreneurship is an approach through learning scenarios that can bring students' entrepreneurial ideas to life. Edupreneurship is a part of entrepreneurship that is implemented in the field of education (Tri kuat 2018:8). Oxford Project in Mulyatiningsih (2014) explains that edupreneurship is schools that always make meaningful innovations in systemic, transformational change, without paying attention to existing resources, current capacities or national pressures in order to create new educational opportunities and excellence. Taqiyudin in Suprpto et al (2018:82) states that

education is entrepreneurial-minded, that is, education that applies principles and methodology towards the formation of life skills in its students through an integrated curriculum developed in schools. Mulyatiningsih and Sugiono (2014:12) Edupreneurship is a part of entrepreneurship that is unique in the field of education. Entrepreneurship is a creative or innovative effort by seeing or creating by seeing or creating opportunities and realizing them into something that has added value (economic, social, etc.)

Donald in Wahyudi (2017:58) Edupreneur is someone who has gained formal knowledge at an educational institution, then devotes all his knowledge and skills to the reality of business / business in order to create professional entrepreneurs. The basis for edupreneurship is contained in Permendiknas No. 63 of 2009 in Assingkily and Rohman (2019:126) concerning education quality assurance. In the Permendiknas it emphasizes paradigmatically that education must be of quality so that it brings progress and sustainable development. Based on this foundation, it is understood that Edupreneurship has a spirit of building which is already present in various government policies.

b. Edupreneur's focus

According to Wahyudi (2017:61) edupreneur will focus on the following areas:

1) Mental Skill

Skills in this field are needed by business people so that in the event of challenges/obstacles it is not easy to give up/give up

2) Marketing Skills

Skills in this field are needed so that business people know what is needed to market a product / service

3) Business Skills

Avoid the emergence of a myopia business landscape so that strategies and business targets are not optimal. The

combination of the three things above that determine the success or failure of a business.

c. Purpose and benefits of edupreneur

According to the Ministry of National Education of the Republic of Indonesia (2011:8) Entrepreneurship Education in schools aims to:

- 1) Increasing the development of entrepreneurial values in students at every level of education so that not only graduates who are competent at their substance are formed but also have values of entrepreneurial character
- 2) Strengthening the learning process to active learning (students active learning) so that the goal of developing entrepreneurial values is achieved.

3. Business Plan

a. Definition of Business Plan

According to Coulthard and Clarke in Jasmine (2017) business planning is learning in detail about the activities of organizations or companies and targets in the future that combine various activities within the company to achieve desired goals. Meanwhile, according to Megginson in Melati (2017) Business planning contains things that make thinking about targets, make creative activities go according to plan, and concentrate power to achieve goals.

A business plan is a document that expresses confidence in the ability of a business to sell goods or services to produce satisfying profits that are attractive to funders of Bygrave in Suprpto, et al (2018:84). Moreover, Suprpto and Rusdi (2018:82) state that a business plan is a written document prepared by an entrepreneur describing all relevant elements, both internal and external, about the company to start during the business.

Furthermore, Suprianto (2009:75) business planning is the whole process of things that will be done in the future, in order to achieve the goals set. This is very important, because business planning is a work guide for an entrepreneur.

In general, business planning regulates the process of business activities, production, marketing, sales, business expansion, business finance, purchasing, labor, and equipment supply or procurement. Furthermore, Suprianto explained that business design is a plan about what to do in a business going forward including the allocation of resources, attention to key factors and processing the problems and opportunities that exist. Meanwhile, according to Coulthard and Clarke in Melati (2017:218) business planning is learning in detail about the activities of the organization or company and future targets that combine various activities within the company to achieve the desired goals. According to Setriarini (2013:149) states that Business Plan is a document provided by entrepreneurs that is adjusted with the views of professional advisors that contain details about the past, present circumstances and future trends of a company. Hisrich and Peters in Setriani (2013:151) who said that: The business plan is a written document prepared by the entrepreneur that describes all the relevant external and internal elements involving in starting a new venture. Meanwhile, according to Coulthard in Setriani (2013:151) Business plan is a detailed study of the organization's activities, which highlights where the organization has been, where it is owe and where it might get to in the future, and incorporates an action program to achieve these results.

Setriani (2013:150) in her conclusion states that a business plan is a written document prepared by an entrepreneur describing all relevant elements both internally and externally about the

company to start at the time of business, the contents are often integrated plans regarding marketing, capital, operations and sources human power. According to Sodikin and Susilo (21) business planning is a coordinated process to identify various problems that might be encountered in business and various alternative solutions to solve these problems. Business planning will provide a clear picture of the opportunities and constraints of the business being run and can convince others who will work with the company that the business prospects are good enough. Business planning must also be based on community needs for the goods and services offered by the company so that business planning must be based on market demand.

So, a business plan is a written document in the form of a business proposal containing a detailed design of the business to be planned. Business plan includes all about the business that we will build. Like where the business is suitable to run, where the source of funds or venture capital, how to marketing and much more. Which of these business plans will affect the progress of the business to be run.

b. Business Plan Objectives

According to Yohana (2015:94-95) the business plan objectives are as follows:

1) As an Action Plan

A business plan will help to move and take business action. We may have long thought about starting a business, but the process may seem like something that is 'scary' and too complex. A business plan will help to break down the process into smaller, clearer parts. Thus a large business problem can be seen as a sequence of small problems. And by solving the problem of small problems in question, automatically the big

problems will also be solved. So writing a business plan will help in taking business action by dividing big problems into small problems that are not too complicated.

2) As a Road Map

Instantly starting a business, business planning will be a very useful tool so that the business stays in the desired direction. In a frenzied daily business activity, it is very easy for someone to lose the direction of business to achieve the goals to be achieved. A business plan helps to stay focused in the desired direction to achieve the stated goals. Also business planning will help others to understand the vision of the business to be run, including suppliers, workers, business partners, friends and family.

3) As a Sales tool

Perhaps the most important thing is that a business plan is a sales tool, so a business plan is a tool that can be used to convince investors to place their investments in the business. A well-written business plan will bring business managers closer to those who see that the business ideas offered will also benefit them.

c. Benefits of a Business Plan

According to Setriani (2013:150) mentions some of the benefits of a business plan as follows:

- 1) As a bridge between ideas and reality, providing a clear picture of what the entrepreneur intends to do, providing statements of clearly articulated goals and strategies for use in the company's internal environment, serves as a sales document to be distributed to outsiders.
- 2) With a business plan, you can develop an entrepreneurial spirit that can be instilled early on, so that it is very useful for

entrepreneurial opportunities in running an entrepreneur. Entrepreneurial character can be honed by careful business planning, which will directly affect the mindset of entrepreneurs in the business world competition. For that there are various ways of entrepreneurship in planning their business

d. The main components of a business plan

Here are some of the main components of a business plan according to Suprianto (2009:78-80), namely:

1) Executive summary

Contains a brief overview of approximately 1 to 2 pages, covering the background of the project, the initiator of the project, the target market, project management to project financial viability, project viability in general.

2) Company Description

Contains a brief profile of the company that will run the project, for example what legal/legal aspects of the form of business entity, Company History/Vision, Vision, Mission, Objectives, Targets, Ownership in the company and others.

3) Goods or services that are produced or marketed

Contains a description of what goods/ services will be produced or marketed, the reason the goods/services are produced and the benefits/benefits that can be obtained by consumers/customers for the goods/services.

4) Market Aspect Analysis

Contains an overview of:

- a) Business Opportunities and Prospects, things that need to be explored in business opportunities include: What we can make, what the Market needs, the Need to Create Consumer Needs (The latest paradigm so that our business

- can exist we must be able to create a market), Seeing still is there Opportunity, Eligible Opportunities that we work on?
- b) Competition conditions, how the form or condition of competition from the market we will face, the speakers include: Captive Market, for example we produce on the basis of orders, then we don't need to think about the goods we sell or don't sell, the market determined by the Buyer / Market Buyer (if the market is controlled by the buyer then our position as a producer will be more difficult because we have to compete fiercely fighting over consumers).
 - c) Position of the Company in the Market, which needs to be discussed include: What market will be controlled/Target Market, Position in the Market/Positioning whether as a Leader (market leader), follower or Nicher (filler niche/niche of the market).
 - d) What about marketing efforts/marketing efforts, If we already have a target market, so that the target can be achieved must be supported by marketing efforts. One form of marketing business can use the marketing mix / marketing mix which includes 4P: product, price, place, and promotion. On the other hand the problem of product life cycles/product life cycles (a product will experience the following stages: introduction, growth, maturity, saturation and decline) must also be considered.
- 5) Technical/Production Aspect Analysis
- Contains images about:
- a) Location (Near consumers or near raw materials)
 - b) Layout (Layout of Lines if grouping of machines or equipment uses a sequence of production processes or Layout Functions if grouping of machines or equipment based on the same functions are put together).

- c) Area or Production Scale (can you use consideration of Maximum Profit or Lowest Average Cost)
- d) Selection of the Machine or Technology to be used (Technology-intensive or Labor-intensive).

6) Analysis of management aspects

Contains a description of:

- a) Business/project under Construction, contains the study How long does it take to prepare the project until the project is ready to operate? And the second must be able to answer how much is the cost needed for the project
- b) Business/project is already running or operating, containing what kind of study is the legal entity of the managing organization, firm, cooperative, PT or something else, organizational structure, number of employees needed, employee requirements for key positions, the recruitment process, career path and others.

7) Financial Analysis

Includes funding requirements, sources of funds, cash flow, and assessing the feasibility of a business/project in terms of finance.

Components of business plan by Hutagalung, et al (2008) that are:

1) Executive summary

Executive summary is one of the most important things that must be in a business plan, because executive summary is the first to be read by potential investors. executive summary is an attraction for potential investors. If the summary is made as attractive as possible, investors will continue to read until the end of the business proposal, but if not, potential investors are reluctant to read the proposal to the end. This executive

summary aims to provide a brief summary of the business that will be run.

2) Company profile

In the company profile, contains information related to the company in the form of owner's name, shareholder composition, organizational structure, form of business ownership, company address, telephone, fax, e-mail, company licensing and so on which are deemed necessary to be included

3) Market and marketing aspects

Contains what products or services are provided, target or target market segments, market description, marketing strategies, competitor analysis, etc.

4) Production aspects

Contains the production process, raw materials and how to process them, production development plans, etc.

5) Human resources analysis

Contains how the human resources competition, analysis of human resource development needs, etc.

6) Business development plan

Contains production strategy, organizational strategy and human resources, marketing strategy and financial strategy.

7) Utilization of technology

How technology can be used as business support. as well as any possible technology to be used.

8) Financial analysis

Investment requirement plans such as loan needs plans, and loan refund plans.

9) Risk analysis

Contains analysis and impact of business risks in the short term and in the long term.

e. Contents of business plan

According to Kementrian Pendidikan Nasional (2010) that is :

1) Background

In this part contains background of company establishment, competitive circumstances, business opportunities, facilities owned, and business prospect in the future.

2) Owner identity

In this part, contains owner of the company, date of birth, address and phone number, gender, marriage status, education that has been taken, and work experience.

3) Company data

In this part contains name of company, office address, phone number, business fields, form of business entity, bank, start of the company, and board of management.

4) Production aspects

In this part contains types and amount of machine that used, production capacity, average production amount per month, source of raw material.

5) Marketing aspects

In this part, contains distribution system, payment system, target of consumers, marketing area, market segmentation, and average profit from sales.

6) Financial aspects

In this part contains average money requirement per month, salary, general expenses, tax and other costs.

f. Make good business planning

According to Suprianto (2009:81) mentions several ways to make a good business plan:

1. Good planning is a process, not just planning. Good planning indicators include
 - a) Simple: Good planning is planning that is easy to understand and easy to implement (contains convenience and practicality)
 - b) Specific, good planning is concrete, measurable, specific in time, personnel and budget.
 - c) Realistic, namely good planning is realistic planning in terms of goals, budget and time achievement targets
 - d) Complete, namely good planning is a complete planning of all its elements.
2. Good planning is planning that can be used for various things, such as:
 - a) Define and set goals
 - b) Create regular business reports
 - c) Define new businesses
 - d) Support loan applications,
 - e) Define various agreements with partners
 - f) A set of values for achievement legal objectives
 - g) To evaluate problems with products, promotions or expansion

Table 2.1 Comparison Theories

Hutagalung (2008)	Supriyanto (2009)	Kementrian Pendidikan Nasional (2010)	Thompson 2002	Nunn and McGuire (2010)	Conclusion
Executive summary Contains : Provide a brief summary of the business that will be run.	Executive summary Contains : a brief overview approximately 1 to 2 pages. covering background of project, target market, project management, visibility, project visibility	-	Executive summary	Executive summary	Executive Summary <ul style="list-style-type: none"> • Provide a brief summary of business • a brief overview approximately 1 to 2 pages • Background of project • Target market • Project Management • Visibility • Project visibility
Company profile Contains : owners name, shareholder composition, organization	Company description Contains : profile of company ex.what legal business, company history, vision,	-		Business description	Company profile and description <ul style="list-style-type: none"> • owners name • shareholder composition • organization

<p>ional structure, form of business, company address, teephone , fax, e-mail, company licensing and so on</p>	<p>mission, objectives, targets, ownership</p>				<p>ional structure</p> <ul style="list-style-type: none"> • form of business • company address • telephon e • fax • e-mail • company licensing • business legal • company history • vission • mission • objective s • targets • ownershi p
<p>Market and marketin g aspects Contains : product or services, target or target market segments , market descripti on, marketin g strategies , competit or</p>	<p>Market aspect analysis Contains : business opportunities and prospect, competition conditions, position of company in the market, marketing efforts,</p>	<p>Marketin g aspects Contains : distributi on system, payment system, target of consumers, marketin g area, market segmenta tion and average profit</p>		<p>Marketing and sales</p>	<p>Analysis marketing aspects</p> <ul style="list-style-type: none"> • product and services • target market segments • market descripti on • marketin g strategies • competit or analysis • business opportun ities and

analysis					<ul style="list-style-type: none"> • prospect • competition conditions • position company in market • marketing efforts • distribution system • payment system • target consumers • marketing area • average profit
<p>Production aspects Contains : production process, raw materials , how to process, production development plan.</p>	<p>Technical/Production aspects Contains : location, layout, area or production scale, selection of machine or technology</p>	<p>Production aspects Contains : types and amount of machine, production capacity, average production per months, source of raw material</p>	<p>Production and operating plan</p>	-	<p>Production aspects</p> <ul style="list-style-type: none"> • production process • raw materials • how to process • production development plan • location • layout • area or production scale • selection machine or

					<p>technology</p> <ul style="list-style-type: none"> • production capacity • average production per months • source of raw materials
<p>Human resource analysis Contains : Human resources competition, analysis of human resource development needs.</p>	-	-			<p>Human resource analysis</p> <ul style="list-style-type: none"> • human resource competition • analysis of human resource development
<p>Business development plan Contains : Production strategy, organizational strategy, human resources , marketing strategy and</p>	-	-		<p>Business and market development</p>	<p>Business development plan</p> <ul style="list-style-type: none"> • Production strategy • organizational strategy • human resources • marketing strategy • financial strategy

financial strategy					
Utilization of technology Contains : technology to support business	-	-	Technology		Utilization of technology <ul style="list-style-type: none"> • technology to support business
Financial analysis Contains : Investment requirement plans such as loan needs plans and loan refund plans	Financial analysis Contains : funding requirements, source of funds, cashflow, assesing the feasibility of a business in finance	Financial Aspect Contains : average money requirement per months, salary, general expenses, tax and other costs	Financial summary	Financial data	Financial analysis <ul style="list-style-type: none"> • investment requirement plan such as loan needs plan and loan refund plan • funding requirements • source of funds • cashflow • assesing the feasibility of business finance • average money requirement per months • salary • general expenses

					<ul style="list-style-type: none"> • tax and other costs
Risk analysis Contains : Analysis and impact of business risks in short and long term	-	-	Critical risk factor		Risk analysis <ul style="list-style-type: none"> • analysis • impact of business risks in short and long term
-	Goods or services produced Contains : goods or service that are produced, benefit that obtained by customers and consumers for goods or service	-	Product and service		Goods or services produced <ul style="list-style-type: none"> • good or services • benefit that obtained by customers and consumers for goods or service
-	Analysis of management aspect Contains : business under construction, business already running	-			Analysis of management aspect <ul style="list-style-type: none"> • Business under construction • business already running
-		Background Contains	Business description Background		Background <ul style="list-style-type: none"> • company establish

		: company establishment, competitive circumstances, business opportunities, business opportunities, facilitates owned, business prospect in future	und		ment <ul style="list-style-type: none"> • competitive circumstances • business opportunities • facilitates owned • business prospect in future
-		Company data Contains : name of company, office address, phone number, business fields, form of business entity, bank, start of company, board of management			Company data <ul style="list-style-type: none"> • name of company • office address • phone number • business fields • form of business entity • bank • start company • board of management
				Title page	Title page
			Table of content	Table of content	Table of content
				Market and business analysis	Market and business analysis
				Management	Management

				Application of fund	Application of fund
				Appendix	Appendix
			Market environment		Market environment
			Competition		Competition
			Industry		Industry
			Business model		Business model
			Marketing and sales		Marketing and sales
			Management and outside advisors		Management and outside advisors
			Intelligent property		Intelligent property
			Regulation and environmental issues		Regulation and environmental issues
			Milestones		Milestones

B. Review of Relevant Studies

The researcher found other studies which are relevant to this research. All of them talk about Edupreneurship and business plan.. First, A research by Ridwan Kurniadi (2015) entitled An Analysis of Business Plans and Networks in Improving Business Operations at PT Primayasa

Adiguna, Banjar City. The method used by researchers is descriptive using a qualitative design. the result of this research are the implementation of the Business Plan at PT Primayasa Adiguna in Banjar city has been carried out well and supports the improvement of its business operations, the network used has been effective in improving the business operations of PT Primayasa Adiguna, Banjar City, the business plan and network have been implemented well and the results are proven to improve business operations. The equation with this research is the same as analyzing a business plan. The difference is that the research written by Ridwan Kurniadi covers entrepreneurship in Company, while this proposal discusses educational entrepreneurship.

Second, a reserch by Sri Endah Setriani (2013) about Business plan as an entrepreneurial implementation in economic learning in Senior high school. The respondents were all students of class X at SMA Negeri 1 Wonosobo. The result of the research showed that 10th grade students at SMA Negeri 1 Wonosobo have implemented entrepreneurial spirit by composing the business plan. The similarities of this research are because it has same subject about business plan. The Differences is About informant and focuss research.

Third, a research conducted by Siswo Wiratno (2012) about implementation of entrepreneurship education in the higher education. The result of the research are competence of collage graduate required by stakeholders have not fully met the needs of the world of work, collage graduates are expected have life skill and soft skill to the work environment long life education, the implementation of edupreneurship in collage has not succeeded as expected. The similarities of this research are because it has same subject about edupreneur in collage. The difference of this research are focuss and informant.

CHAPTER III RESEARCH METHODOLOGY

A. Research Design

This research was qualitative research. This research was analyze and describe about business plan of students who had taken Edupreneurship subject. According to Sugiyono (2018:9) qualitative research is a research which is used to do research in natural condition, the researcher as the key instrument, triangulation as the technique of data collection, the data analysis is inductive and the result of the research focused in meaning.

Maleong (2006:6) qualitative research is the study intends to understand the phenomena of what is experienced by the subject of the research such as behavior , perception, motivation, action and many others in a holistic and then describe in some words and language in natural specific context by utilizing a variety of natural method.

In addition, Gay and Peter (2012:7) states that qualitative research is collection, analysis, and interpretation of comprehensive narrative and visual (i.e., nonnumerical) data to gain insights into a particular phenomenon of interest in.

In this research, the researcher used content analysis design. Chelimsky (1989:6) states that content analysis is a set of procedures for collecting and organizing information in standardized format that allows analysis to make inferences about the characteristics and meaning of written and other recorded material. Content analysis is a research technique for making replicable and valid inferences from texts (or meaningful matter) to the context of their use.

Dealing with this theories, the researcher used descriptive research to analyze the data. It describes the analysis of business plan as a final project made by students and the data of this research in the form of documents.

B. Data and Source of Data

1. Data

The data of this research were components of business plan in edupreneurship that written by English students of IAIN Batusangkar who taken Edupreneurship class in 2019/2020 academic year.

2. Source of Data

In this research, the researcher used business plan documents of the sixth semester students. This method support by Sudijono (2005:30) state that document checking is conducted by the research in exiting document stuff. The researcher got the business plan document from the sixth semester students written by English students departement in IAIN Batusangkar who taken Edupreneurship class in 2019/2020 academic year.

C. Technique of Data Collection

1. Research instrument

The instrument of this research was the researcher herself. Sugiono (2007:305) state that the instrument of qualitative reserch is the researcher her/himself. The researcher collect students business plan as final project. Then, the researcher analyzed to find lack of business plan components that found in students final project in Edupreneurship class.

2. Research procedure

This research conducted by applying several steps. they are pre-operation, whilst-operation and post operation.

a. Pre-Operation

- 1) Finding the research problem and theories
- 2) Doing preliminary research of business plan document
- 3) Collecting the relevant source and references deal with this research
- 4) Preparing and writing the reseach proposal

b. Whilst-Operation

In whilst activities, the researcher did several steps, they are:

- 1) Asking permission to English Edupreneurship lecturer to get students business plan documents as a final project in Edupreneurship class.
- 2) Collecting the students business plan
- 3) Learning students business plan documents in Edupreneurship class
- 4) Coding the business plans

c. Post-Operation

In post operation, the researcher did several steps, such as:

- 1) Analyzing the data
- 2) Categorizing component found in students business plans
- 3) Putting the raw data into the table
- 4) Doing analysis to find out what the data reflect
- 5) Drawing the conclusion

D. Technique of Data Analysis

The data collect were students business plan documents as a final project in Edupreneurship class of english Teaching Departement of IAIN Batusangkar registered in 2019/2020 Academic year. They were analyzed in three steps, namely reduction of the data, data display, and conclusion or verification of the data. According to Miles & Huberman (1994:10), there are three activities that needed in analyzing the qualitative data. They are:

1. Reduction of the data

The reduction of the data is occurring as long as collecting document happened. Its means when the data is collected, the phrase of the continuing of reduction is occurring; such as

make conclusion, codification, investigate of theme, grouping, and made memorandum.

In the data reduction, the researcher did some steps. First, the researcher collected the data. Second, the researcher omitted students' name of the documents. Next, the researcher read the documents paragraph by paragraph repeatedly. Then, the researcher underlined the components of students business plan and coding of data collection.

- a. Coding the data : Document 1 (D1), Document 2 (D2), and so on
- b. Coding main component of business plan: Executive summary (A), Company profile (B), and so on
- c. Coding component of business plan: Background (A1), Vision (B1) and Comparative Mission (B2) and so on.

All those steps the next step is counting the frequency of business plan. to find the percentage of frequency in each sub component of business plan (ex. executive summary : background etc), the researcher used the formula by Sudijono (2005:43)

$$P = F/N \times 100\%$$

Where :

P= The index of percentage

F= The number of frequency

N= The number of doc

2. Data display

The second step of analysis data is data display. Data display is the set of information that is arranged possible to give possibility to take a conclusion and a treatment. In this step, the researcher used table of component business plan. By looking at table, it helped the researcher to analyze about how

do the sixth semester students' written components of business plan in their documents

3. Conclusion Drawing and Verivication

After reducing and displaying the data, the researcher drew conclusion and verification of the data. The step is aimed to conclude components found in students business plan. The conclusion was taken based on the data which has been reduced and displayed.

E. Data Triangulation

In qualitative research, the data is confirmed valid only when there is no difference between the report of this research and the reality that happen. therefore, this research needs to check the data truthworthiness. it is the purposed that be reached by the researcher who is used the qualitative research. To satisfy the creadibility of the data, the researcher did the credibility test whichmeans the truthwortines of the research findings.

According to Sugiono (2010), credibility test can be done through several ways such as extending of observation, improving the dilligance, data triangulation, peer discussion, analysis of negative case and member check

This research did credibility test to check the data truthworthiness by extending the documen transcription form in which researcher analyzed the data repeatedly to make sure which business plans designed by students' in final project of edupreneurship course

CHAPTER IV RESEARCH FINDING AND DISCUSSION

A. Research Finding

This chapter discusses the finding of the research about an analysis of business plans designed by students in Edupreneurship class. The researcher analyzed 5 documents of the students' business plans.

Based on the data analysis, the researcher found 7 main components of business plan on the students' business plan: 1) Executive Summary; 2) Company Profile; 3) Goods/Services; 4) Market Aspect Analysis; 5) Analysis of Management Aspects; 6) Analysis of Financial Aspects; and 7) Risk Analysis.

1. Executive Summary

In this part, the reseacher found six components of executive summary on the students' business plan: a) Background; b) Target Marketing; c) Initiator; d) Prject Viability in General; e) Project Financial Viability and f) Project Management.

a. Background

Background is the place to identify the goals and objectives of the business by explaining in general term what business you are in or want to be in. A good background in business plan should have a brief history of the company, and describe in detail what your company will be about. In this case, the researcher found in 5 documents related to this finding: Doc 1, Doc 2, Doc 3, Doc 4 and Doc 5, as followed:

1) Doc 1/A1/p.1

The underline sentences (See appendix 1) indicated the background of the student's business plan in Edupreneurship about EduCafe. This background told us that millennial in the recent year always waste the time in Cafe without doing an Educated Activity. So, the plan maker planned to build a

Cafe that could be a place for Millennial, not only for wasting the time but also for studying. The study point here was English.

2) **Doc 2/A1/p.1**

The underline sentences (See appendix 1) indicated the background of the student's business plan in Edupreneurship about English Private for Elementary School and High School Students. Because of the development of modern era, the environment and the culture impacted the negative behavior for mostly the people including the students. It affected the students' sympathy in facing Educational life. So, the plan makers planned to make English extracurricular for students to guide them in learning.

3) **Doc 3/A1/p.2**

The underline sentences (See appendix 1) indicated the background of this business plan was to make a service in English Education like extracurricular or English private aimed for Elementary School students because as we know English in Elementary School was deleted from national curriculum. So, the plan makers were about to create an English learning method that designed interestingly that used sophisticated technology.

4) **Doc 4/A1/p.3**

The underline sentences (See appendix 1) indicated the background of this business plan. It stated in that students in elementary school have not learnt English in basic vocabulary level like animals, fruits, name of the days even numbers. It would be a problem if they did not learn the basic. They went to Junior high school with no basic; they probably would feel confused with English. It was the impact if they have not learnt English in elementary school.

5) **Doc 5/A1/p.1**

This underline sentences (See appendix 1) indicated the background of the student's business plan in Edupreneurship about book store. Mostly, book store only sells and provides entertainment book. This phenomenon became the main ideas why this business plan was made by the plan makers. Using available chance to start building a book store, not only for selling entertainment books but also focusing in providing educational book to increase the education itself.

Those data were analyzed by following the theory about business plan, especially the background. According to Small Business Administration (2014) states that background is the part of a good business plan that the place to identify the goals and objectives of the business by explaining in general term what business you are in or want to be in. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as background

b. Target Marketing

Target marketing is researching and understanding your prospective customer interests and needs. In this case, the researcher found in 5 documents related to this finding: Doc 1, Doc 2, Doc 3, Doc 4 and Doc 5, as followed:

1) **Doc 1/A2/ p.7**

The underline sentence (See appendix 1) focused on target marketing of the student's business plan in Edupreneurship about EduCafe. The target marketing of this business plan was Millennial that almost every day wasting their time without doing anything that gave benefit for them.

2) **Doc 2/A2/ p.1**

This underline sentence (See appendix 1) indicated the target market in this business plan is students. It would be a place for the students as alternative the way of learning to have a flexible and comfortable learning situation.

3) **Doc 3/A2/ p.2**

The underline sentence (See appendix 1) indicated the target market of this business plan was Elementary School Students.

4) **Doc 4/A2/ p.2**

The underline sentence (See appendix 1) indicated the target market of this business plan was Elementary School Students. The plan makers were thinking about ideas to teach English to elementary school students who have not learned English at all at the school.

5) **Doc 5/A2/ p.1**

The underline sentence (See appendix 1) indicated the target market for this book store. There were students in schools and college students, this because the planned book store near the area that surrounded by students.

Those data were analyzed by following the theory about business plan, especially the target marketing. According to Small Business Administration (2014) states that target marketing is the part of good business plan which researching and understanding your prospective customer interests and needs. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as target marketing

c. Initiator

Initiator is the first person who suggests or thinks of the particular product or service. In this case, the researcher found in 3 documents related to this finding: Doc 1, Doc 3, and Doc 4, as followed:

1) **Doc 1/A3/ p.7**

The circle word of the picture (See appendix 1) indicated initiator of the student's business plan in Edupreneurship about EduCafe. The initiator was the plan maker of the business plan; in this case, he was Ezzy Suhatril.

2) **Doc 3/A3/ p.2**

The underline sentence (See appendix 1) indicated the initiators of this business plan were college students named Reza, Gina, Mika, Ayu and Yulan.

3) **Doc 4/A3/ p.1**

The underline words (See appendix 1) indicated the initiator of this business plan, it can be seen; there were 5 people that were going to build this company. From these people, there was one person as initiator and had an idea to see opportunity in her surrounded area. The initiator's name was Winda Mulyana.

Those data were analyzed by following the theory about business plan, especially the initiator. Small Business Administration (2014) defines initiator is the part of a good business plan that the first person who suggests or thinks of the particular product or service. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as initiator.

d. Project Viability in General

Project viability is measuring the business' ability to start, grow and survive. In this case, the researcher found in 5 documents related to this finding: Doc 1, Doc 2, Doc 3, Doc 4 and Doc 5, as followed:

1) **Doc 1/A4/ p.7**

The underline sentence (See appendix 1) of the picture indicated the project viability in general of the student's business plan in Edupreneurship about EduCafe. The plan maker of this business plan hoped that it would be longterm project for customers to make their understandings in English became better than before.

2) **Doc 2/A4/ p.1**

This underline sentence (See appendix 1) indicated project viability in general of the students' business plan in Edupreneurship about English Private for Elementary School and High School Students. The plan makers hoped that this plan could increase students' motivation in learning and to get better result in their academic life.

3) **Doc 3/A4/ p.2**

The underline sentence (See appendix 1) indicated the project viability in general of this business plan was to be a solution that not only able to speak Bahasa but also International language, in this case the language is English.

4) **Doc 4/A4/ p.2**

The researcher found that the project viability in general of this business plan was to be a solution that not only able to speak Bahasa but also International language, in this case the language is English.

5) **Doc 5/A4/ p.1**

This underline sentence (See appendix 1) indicated project viability in general of the students' business plan in Edupreneurship about Book Store. The plan makers hoped that this plan could be not only as the distributors but also distributed books directly to schools and college around Tanah Datar Regency.

Those data were analyzed by following the theory about business plan, especially the project viability in general. Small Business Administration (2014) defines project viability is the part of a good business plan which measuring your business' ability to start, grow and survive. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as project viability in general.

e. Project Financial Viability

Project financial viability is the ability to generate sufficient income to meet operating payments, debt commitments and, where applicable, to allow growth while maintaining service levels.

In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) **Doc 5/A5/ p.1**

This underline sentence (See appendix 1) indicated project financial viability of the students' business plan in Edupreneurship about Book Store. The plan makers expected to cooperate with school as a source of educational books. For college students, the target was students that there were going to test their TOEFL.

That data was analyzed by following the theory about business plan, especially the project financial viability. Small Business Administration (2014) states project financial viability is the part of a good business plan which the ability to generate sufficient income to meet operating payments, debt commitments and, where applicable, to allow growth while maintaining service levels. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as project financial viability.

f. Project Management

Project management is the process of leading the work of a team to achieve all project goals within the given constraints. In this case, the researcher found in a document related to this finding: Doc 4, as followed:

1) Doc 4/A6/ p.3

The underline sentence (See appendix 1) indicated the project management of this business plan. This project was set up and handled by 5 people, they were Ari Tumiati, Resa HSF, Widya, Winda M, Lilia and Merry SH. This project was going to offer an English learning service.

That data was analyzed by following the theory about business plan, especially the project management. Project management is the part of good business plan that the process of leading the work of a team to achieve all project goals within the given constraints (Small Business Administration, 2014). That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as project management.

2. Company Profile

In this part, the researcher found seven components of company profile on the students' business plan: a) Vision; b) Mission; c) Target/Objective of the Business; d) Address; e) Form of the Business; f) E-mail and g) Website.

a. Vision

Vision is a vivid mental image of what you want your business to be at some points in the future based on your goals. In this case, the researcher found in 4 documents related to this finding: Doc 1, Doc 2, Doc 4, and Doc 5, as followed:

1) **Doc 1/ B1/ p.4**

The signal line (See appendix 1) indicated the vision of the student's business plan in Edupreneurship about EduCafe. The vision of this business plan was to be the place for Millennial to comfort them while studying English.

2) **Doc 2/ B1/ p.1**

This underline word (See appendix 1) indicated vision of the business plan. It was to create young generations that smart, intelligent and characterized

3) **Doc 4/ B1/ p.3**

The underline sentence (See appendix 1) indicated vision of the business plan. It was to know, understand and implement the English materials in basic level that was going to be taught.

4) **Doc 5/ B1/ p.3**

This underline sentence (See appendix 1) indicated vision of the business plan. It was to help students to develop their knowledge and to open the door the world. So in this case, this business is hoped to facilitate students to fill their needs.

Those data were analyzed by following the theory about business plan, especially the vision. Small Business Administration (2014) defines vision is a vivid mental image of what you want your business to be at some points in the future based on your goals, and it is the part of a good business plan. That theory became a sharp-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as vision.

b. Mission

Mission is a short written statement of your business goals and philosophies. A mission should defines what an organization is, why it exists, its reason for being. In this case, the researcher found in 4 documents related to this finding: Doc 1, Doc 2, Doc 4 and Doc 5, as followed:

1) Doc 1/B2/ p.5

The signal line (See appendix 1) indicated the mission of the student's business plan in Edupreneurship about EduCafe. There were three missions of this business plan; (1) to give facility for studying that supported their lesson, (2) to give supported networking for their learning process, and (3) to provide themselves a comfortable place for studying.

2) Doc 2/B2/ p.1

The underline word (See appendix 1) indicated the mission of the business plan about English Private for Elementary School and High School Student. It was to introduce global English with its benefit and the newest model of English learning.

3) Doc 4/B2/ p.3

The underline phrases (See appendix 1) indicated the objectives of this business plan were first, to increase

students' academic skill with flexible learning time. The students could be more focus with personal approach method. Then it easily watched over by their parents. Giving their best service was to make students felt they were learning in the classroom but in informal situation.

4) **Doc 5/B2/ p.3**

This underline sentence (See appendix 1) indicated mission of the business plan. It was to improve the quality of educational level and develop students and society around. And the books were expected to fulfill the standard and quality that students needed.

Those data were analyzed by following the theory about business plan, especially the mission. Small Business Administration (2014) defines mission is a short written statement of your business goals and philosophies, and it is the part of a good business plan. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as mission.

c. Target/Objective of the Business

Objective or target is to a group of potential customers to whom company wants to sell its products and services.

In this case, the researcher found in 4 documents related to this finding: Doc 2, Doc 3, Doc 4 and Doc 5, as followed:

1) **Doc 2/B3/ p.2**

The signal line (See appendix 1) indicated that the objectives of this business plan were first, to master vocabularies as much as possible since they were children and comprehend the correct structure of the language, so the students could understand communication skills easily, then

if they already knew English since they were child, so they would know that language earlier.

2) **Doc 3/B3/ p.3**

The picture (See appendix 1) indicated the goals of this company. It can be said that the goal was to give the best, and the fastest on service to the customers.

3) **Doc 3/B3/p4**

The signal line (See appendix 1) indicated the objectives of this business plan were first, to increase students' academic skill with flexible learning time. The students could be more focus with personal approach method. Then it easily watched over by their parents. Giving their best service was to make students felt they were learning in the classroom but in informal situation.

4) **Doc 5/B3/ p.4**

The circle line (See appendix 1) indicated that the main objectives of this business plan was to increase societies' interest in reading books specially for educational books.

Those data were analyzed by following the theory about business plan, especially the target/objective of the business. According to Nordquist (2019) defines objective or target is to a group of potential customers to whom company wants to sell its products and services, and it is the part of a good business plan. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as target/objective of the business.

d. Address

Address as a particular place where someone live or organization is situated. It means that address should tell about where the location is located.

In this case, the researcher found in 3 documents related to this finding: Doc 2, Doc 3, and Doc 4, as followed:

1) Doc 2/B4/ p.3

This underline sentence (See appendix 1) indicated the address of the business plan about English Private for Elementary School and High School Students. The researcher found that this organization located in Nagari Balimbing, Rambatan District, Tanah Datar Regency.

2) Doc 3/B4/ p.2

The underline word (See appendix 1) indicated the address of this company. The address was at Jl. Jendral Sudirman, Lima Kaum, Batusangkar.

3) Doc 4/B4/ p.1

The underline word (See appendix 1) indicated the address of this company. The address was at Jl. Dt. Bandaro Kuniang, No 31 J, Lima Kaum, Tanah Datar Regency, West Sumatera.

Those data were analyzed by following the theory about business plan, especially the address. According to Nordquist (2019) defines address as a particular place where someone live or organization is situated, and it is the part of a good business plan That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as address.

e. Form of the Business

Form business is a chosen legal structure (or form) that the first thing you will do when you start your business. It should sole proprietorships, corporations and partnertship.

In this case, the researcher found in 2 documents related to this finding: Doc 3 and Doc 4, as followed:

1) **Doc 3/B5/cover**

The underline sentence (See appendix 1) indicated the form of business in this business plan. In this page, plan makers gave an eye-catching form to describe what the business was. It named SOLE (Sangka Operation Learning English) that followed by address and contact person which where the service could be contacted.

2) **Doc 4/B5/ cover**

The picture (See appendix 1) indicated the form of business in this business plan. In this page, plan makers gave an usual eye-catching form to describe what the business was. It named Smart Home that followed by address and contact person which where the service could be contacted. A form of a business should be interested.

Those data were analyzed by following the theory about business plan, especially the form of business. Small Business Administration (2014) states that form business is a choosen legal structure or form that the first thing you will do when you start your business, and it is the part of a good business plan. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as form of business.

f. E-mail

Email is messages distributed by electronic means from one computer to one or more recipients via network. In business or maketing, e-mail is the act of sending a commercial message, typically to a group of people.

In this case, the researcher found in 2 documents related to this finding: Doc 3 and Doc 4, as followed:

1) **Doc 3/B6/ p.2**

The phrase (See appendix 1) indicated the email that could be contacted. The email was @sangkaoperationlearningenglish.co.id.

2) **Doc 4/B6/ p.1**

The phrase (See appendix 1) indicated the email that could be contacted. The email was smarhomehere@gmail.com.

Those data were analyzed by following the theory about business plan, especially the e-mail. Small Business Administration (2014) states Email is messages distributed by electronic means from one computer to one or more recipients via network, and it is the part of a good business plan. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as e-mail.

g. Website

Website in business generally serves a space to provide general information about the company or direct platform for e-commerce.

In this case, the researcher found in a document related to this finding: Doc 4, as followed:

1) **Doc 4/B6/ p.1**

The phrase (See appendix 1) indicated the website that could be reached. The website was <https://smarhome.com>.

That data was analyzed by following the theory about business plan, especially the website. Small Business Administration (2014) states that website in business generally serves a space to provide general information about the company or direct platform for e-commerce and it is the part of a good

business plan. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as website.

3. Goods/Services

In this part, the researcher found six components of goods/services on the students' business plan: a) Product Description; b) Kinds of the Product; c) Goods that Produced; d) Services that Marketed; e) Reasons of Services that Marketed; and f) Benefits for the Customer.

a. Product Description

A product description is the marketing copy used to describe a product's value proposition to potential customer. In this case, the researcher found in 4 documents related to this finding: Doc 1, Doc 3, Doc 4 and Doc 5, as followed:

1) Doc 1/C1/ p.6

The signal line (See appendix 1) indicated the product description of the student's business plan in Edupreneurship about EduCafe. The product description of this business plan divided into two different types; goods and services. The goods are foods and beverages, while the service was providing English Course.

2) Doc 3/C1/ p.3

The underline sentence (See appendix 1) indicated the product description in this business plan. The plan makers offered two different types of product. The first was the product, it offered English dictionary and the second product was service. The plan maker offered teaching English for students.

3) **Doc 4/C1/ p.4**

The signal line (See appendix 1) indicated the product description in this business plan. The plan makers offered English teaching services that were divided into 3 different learning packages.

4) **Doc 5/C1/ p.5**

The signal line (See appendix 1) indicated the product description in this business plan. The plan makers offered books that were divided into 2 different categories; there were educational and non-educational books. It also included with TOEFL books for college students and novels, short story and also magazine.

Those data were analyzed by following the theory about business plan, especially the product description. A product description is the marketing copy used to describe a product's value proposition to potential customer, and it is the part of a good business plan (Small Business Administration, 2014). That theory became a sharp-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as product description.

b. Kinds of the Product

It is telling about types of the product that serviced or marketed. A product can be physical or virtual. A physical products include durable goods, such as; furnitures and computers. Then, nondurable goods, such as; foods and beverages. And also, virtual products offer services or experiences In this case, the researcher found in 2 documents related to this finding: Doc 1 and Doc 5, as followed:

1) **Doc 1/C2/ p.6**

The signal line (See appendix 1) indicated the kinds of the product of the student's business plan in Edupreneurship about EduCafe. The kinds of product were foods and beverages.

2) **Doc 5/C2/ p.5**

The circle line (See appendix 1) indicated the products that what will be available in the book store as listed in the marked picture.

Those data were analyzed by following the theory about business plan, especially the kinds of product. It is telling about types of the product that serviced or marketed which is the part of a good business plan (Small Business Administration, 2014). That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as kinds of product.

c. Goods that Produced

Goods are items that are the outputs offered by businesses to satisfy the demands of consumer and industrial markets In this case, the researcher found in a document related to this finding: Doc 3, as followed:

1) **Doc 3/C3/ p.4**

The signal line (See appendix 1) indicated the product was English Dictionary. It contained pictures in the dictionary that helped students in learning English happily. It produced with ergonomic price.

Those data were analyzed by following the theory about business plan, especially the goods that produced. Goods are items that are the outputs offered by businesses to satisfy the demands of consumer and industrial markets, and it is the part of

a good business plan, according to Small Business Administration (2014). That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as goods that produced.

d. Services that Marketed

Services as activities, benefits or satisfactions that are offered for sale or provided with sale of goods to the customer. In this case, the researcher found in 2 documents related to this finding: Doc 3 and Doc 4, as followed:

1) Doc 3/C4/ p.3

The signal line (See appendix 1) indicated the service that marketed in this business plan. The plan makers offered a service in teaching English. It combined with fun learning method with lower price. It offered teaching vocabulary, daily conversation and song in English. It expected could be a solution for students who were difficult in learning English.

2) Doc 4/C4/ p.4

The signal line (See appendix 1) indicated the service that marketed in this business plan. The plan makers offered a service in teaching English for elementary school. It offered teaching in 3 different packages that were regular, selected subject and national examination. It expected could be a solution for elementary school students who were difficult in learning English.

Those data were analyzed by following the theory about business plan, especially the services that marketed. Small Business Administration (2014) defines as services as activities, benefits or satisfactions that are offered for sale or provided with sale of goods to the customer, and it is also the part of a good business plan. That theory became a sharped-knife for analyzing the documents. In

conclusion, all of the data above included into a part of business plan which named as services that marketed.

e. Reasons of Services that Marketed

Reason service is marketed is to inform the customers about the products or services the company is offering. Through marketing, the customers get to know about the value of the products. This case, the researcher found in a document related to this finding: Doc 5, as followed:

1) Doc 5/C5/ p.4

The circle line (See appendix 1) indicated reasons product are marketed. It was to provide an appropriate book for students. Also to provide a good quality books so it would catch students' interests. The reason was most of book store nowadays, only sell entertainment books. It does not provide students' needs.

Those data were analyzed by following the theory about business plan, especially the reasons of services that marketed. Reasons service is marketed is the part of a good business plan to inform the customers about the products or services the company is offering. Through marketing, the customers get to know about the value of the products. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as reasons of services that marketed.

f. Benefits for the Customer

Benefit is a tangible outcome of an action or decision that helps meet business objectives. In this case, the researcher found in 3 documents related to this finding: Doc 3, Doc 4 and Doc 5, as followed:

1) **Doc 3/C6/ p.4**

The picture (See appendix 1) indicated the benefits for the customer. The benefit for the customer; first, it offered interesting image that contained words which familiar for the students. Second, it's pick-pocket sized. It easily picked up everywhere.

2) **Doc 4/C6/ p.4**

The signal line (See appendix 1) indicated the benefits for the customer. The benefit for the customer; first, the company gave free motivational and spiritual training that could be held every week so the students were expected to be motivated in activities. Second, a free refreshing time to go for a tour once a month. These benefits could be a consideration for those who wanted a fun learning method.

3) **Doc 5/C6/ p.5**

The underline sentence (See appendix 1) indicated the benefits for the customer. The benefit for the customer was this book store provided some books that directly from distributors and well-known company such as Erlangga, Yudhistira, Gramedia which was suited with people needs.

Those data were analyzed by following the theory about business plan, especially the benefits for the customers. Small Business Administration (2014) states a benefit is the part of business plan that is a tangible outcome of an action or decision that helps meet business objectives. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as benefits for the customers.

4. Market Aspect Analysis

In this part, the researcher found four components of market aspect analysis on the students' business plan: a) Business Opportunities/Prospects; b) Marketing Efforts; c) Competition Condition; and d) Position of the Company in the Market. In this part, the researcher found six components of goods/services on the students' business plan: a) Product Description; b) Kinds of the Product; c) Goods that Produced; d) Services that Marketed; e) Reasons of Services that Marketed; and f) Benefits for the Customer.

a. Business Opportunities/Prospects

A business opportunities or prospects is someone (can be a person, a department in a company) who has interest in your business and your product. A prospect is someone who has need or desire in what you offer. In this case, the researcher found in 2 documents related to this finding: Doc 1 and Doc 4, as followed:

1) Doc 1/D1/ p.4

The signal line (See appendix 1) indicated the business opportunities or prospects of the student's business plan in Edupreneurship about EduCafe. There were a lot of Millenials that needed a place for having fun and also studying as the business opportunities or prospects of this business plan.

2) Doc 4/D1/ p.4

The underline sentence (See appendix 1) indicated this company's prospects ahead. It mentioned that this business plan was about to focus in English teaching services. The company provided an English learning that could develop elementary students' knowledge about the real basic of English. The plan makers gave service that could be reached easily by people and also gave 20% discount for those 5 people who applied first.

Those data were analyzed by following the theory about business plan, especially the business opportunities/prospects. A business opportunities or prospects is the part of a good business plan which is someone (can be a person, a department in a company) who has interest in your business and your product. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as business opportunities/prospects.

b. Marketing Efforts

A marketing effort describes price, product and promotion (includes advertising, publicity and sales strategy). In this case, the researcher found in 4 documents related to this finding: Doc 1, Doc 3, Doc 4 and Doc 5, as followed:

1) Doc 1/D2/ p.9-11

The signal line (See appendix 1) indicated the marketing effort (promotion) of the student's business plan in Edupreneurship about EduCafe. The promotion would be social media and also the business planner's close friends.

2) Doc 3/D2/ p.5

The underline sentence (See appendix 1) indicated the marketing efforts in order to promote the products. SOLE focused on elementary school students level with concept and price that special from others. In promoting the products, the plan makers gave 3 type of aspects; that were suited, special day and social media promotion.

3) Doc 4/D2/ p.6

The signal line (See appendix 1) indicated that the plan makers also gave such a strategy to guide the clients by using product development, promotion and providing up-to-date learning material.

4) Doc 5/D2/ p. 6

The signal line(See appendix 1) indicated marketing efforts in order to start this business. It started with the price that depended on the market price that was given by the distributors and had a lower price. Then, the marketing strategy was to cooperate with schools directly. Promoting the books by spreading some brochures and giving the information through social media.

Those data were analyzed by following the theory about business plan, especially the marketing efforts. According to Small Business Administration (2014) A marketing effort is the part of a good business plan that describes price, product and promotion (includes advertising, publicity and sales strategy). That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as business marketing efforts.

c. Competition Condition

Competition condition as a condition that includes rivalry between companies selling similar products and services with the goal of achieving revenue, profit and market share growth. In this case, the researcher found in 3 documents related to this finding: Doc 3, Doc 4 and Doc 5, as followed:

1) Doc 3/D3/ p.5

The signal line (See appendix 1) indicated the competition condition in this business plan. The plan makers stated the condition of the market in English teaching, but it was not only for teaching but also equipped with English dictionary.

2) Doc 4/D3/ p.5

The signal line (See appendix 1) indicated the competition condition in this business plan. The plan makers stated the condition of their market in English teaching service really brought an opportunity because the cost was lower than competitors, but it followed by weakness that was less facilitation. It could be said that, in price, they were on the benefit side.

3) Doc 5/D3/ p.5

The underline sentence (See appendix 1) indicated the competition condition of this business plan. It could be said that the location was perfect because in that location, book store was rare, so it would be a good opportunity for the plan makers to start up their company.

Those data were analyzed by following the theory about business plan, especially the competition condition. Small Business Administration (2014) competition condition is the part of a good business plan that is a condition which includes rivalry between companies selling similar products and services with the goal of achieving revenue, profit and market share growth. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as competition condition.

d. Position of the Company in the Market

A company position refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors and different from the concept of brand awareness. In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) **Doc 5/D5**

The underline sentence (See appendix 1) indicated the position of the company in the market. The position was almost perfect. It placed at Pagaruyung, Tanah Datar Regency.

That data was analyzed by following the theory about business plan, especially the position of the company in the market. Small Business Administration (2014) states company position is the part of a good business plan which refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors and different from the concept of brand awareness. That theory became a sharp-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as position of the company in the market.

5. **Analysis of Management Aspects**

In this part, the researcher found five components of management aspect analysis on the students' business plan: a) Cost Needed for the business; b) Employee Requirement; c) Organizational Structure; d) Business Principles; and e) Distribution of Working Time.

a. **Cost Needed for the Project**

A cost needed is the sum of funds that your company needs to achieve its goals. In this case, the researcher found in 2 documents related to this finding: Doc 1 and Doc 4, as followed:

1) **Doc 1/E1/ p.13**

The picture (See appendix 1) indicated the cost needed for this project of the student's business plan in Edupreneurship about EduCafe. The cost needed for this project was Rp. 28.763.000, 00.

2) Doc 4/E1/ p.7

The underline word (See appendix 1) indicated cost needed for the projects. For the first step, cost needed was about Rp. 100.000.

Those data were analyzed by following the theory about business plan, especially the cost needed for the project. Small Business Administration (2014) defines cost needed is the part of a good business plan that the sum of funds which your company needs to achieve its goals. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as cost needed for the project.

b. Employee Requirement

Employee requirement is a quality or qualification that a company must have in order to be suitable for a certain job or position. It is really important to pre-select the candidates. In this case, the researcher found in a document related to this finding: Doc 4, as followed:

1) Doc 4/E2/ p.9

The underline sentence (See appendix 1) indicated the qualification needed for the employee. The company needed teachers who really qualified in their job and could give what students really needed in order to deliver an appropriate material.

Those data were analyzed by following the theory about business plan, especially the employee requirement. Small Business Administration (2014) states employee requirement is the part of a good business plan which is a quality or qualification that a company must have in order to be suitable for a certain job or position That theory became a sharpened-knife for analyzing the

documents. In conclusion, all of the data above included into a part of business plan which named as employee requirement.

c. Organizational Structure

Organizational structure is a way or method by which organizational activities are divided, organized and coordinated. This organization created the structures to coordinate the activities of work factors and control the member performance. Usually, organization structure is shown in charts. In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) Doc 5/E3/ p.6

The picture (See appendix 1) indicated the organizational structure. It was 'what to do' for each structures and authority in the company.

That data was analyzed by following the theory about business plan, especially the organizational structure. According to Small Business Administration (2014) states that it is the part of a good business plan that created the structures to coordinate the activities of work factors and control the member performance. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as organizational structure.

d. Business Principles

A business principle is the foundational statements that are adopted by an organization, department or team to guide future decisions. This principle may address things such as professional conduct, sustainability and fairness to people. In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) Doc 5/E4/ p.6

The picture indicated (See appendix 1) the principles of business. The principles of this company were leading, guarding, regulating and appreciating.

That data was analyzed by following the theory about business plan, especially the business principle. Small Business Administration (2014) defines business principle is the part of a good business plan which is the foundational statements that are adopted by an organization, department or team to guide future decisions. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as business principle.

e. Distribution of Working Time

A distribution of working time refers the period of time that an employees spend at the work. In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) Doc 5/E4/ p.6

The picture (See appendix 1) indicated the distribution of working. It illustrated the portion of working time. When the time for employees should be rest, work and off day.

That data was analyzed by following the theory about business plan, especially the distribution of working time. Small Business Administration (2014) defines distribution of working time refers the period of time that an employees spend at the work, and it is the part of a good business plan. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as distribution of working time.

6. Analysis of Financial Aspects

In this part, the researcher found five components of financial aspect analysis on the students' business plan: a) Assessing the Feasibility of the Business; b) Funding Requirements; c) Source of Funds; d) Cash-Flow; and e) Requirement Process.

a. Assessing the Feasibility of the Business

Assessing in business is a tool to help the business planner to achieve the company's goals, to expand and grow the business in a smart and strategic way. In this case, the researcher found in 2 documents related to this finding: Doc 3 and Doc 4, as followed:

1) Doc 3/F1/ p.6

The picture (See appendix 1) indicated the assessing the feasibility of a business, the plan makers stated table in order to illustrate the way of cash flow in the company at 2020 up to 2021. It contained income, dismissal, profit, operational income, operational profit and benefits.

2) Doc 4/F1/ p.8

The signal line (See appendix 1) indicated the assessing the feasibility of a business, the plan makers stated table in order to illustrate the way of funding in the company at 2020 up to 2021. It contained needs that must be fulfilled by the company.

Those data were analyzed by following the theory about business plan, especially the assessin the feasibility of the business. Small Business Administration (2014) states that an assessing in business is the part of a good business plan which is a tool to help the business planner to achieve the company's goals, to expand and grow the business in a smart and strategic way. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of

business plan which named as assessing the feasibility of the business.

b. Funding Requirements

Funding requirement means the total of funding that required to support the business, including the guarantee, season ticket bond and performance bond. In this case, the researcher found in 3 documents related to this finding: Doc 3, Doc 4 and Doc 5, as followed:

1) Doc 3/F2/ p.6

The picture (See appendix 1) indicated the cost needed for this project of the student's business plan. The cost needed to build this company was for Rp 150.000; with the details were English dictionary with pictures and one small white board to teach English itself.

2) Doc 4/F2/ p.7

The picture (See appendix 1) indicated the funding requirements for this project of the student's business plan. The funds to build this company were about Rp 500.000 for overall needs.

3) Doc 5/F2/ p.9

The circle line (See appendix 1) indicated the funding requirement for this project of the student's business plan in opening a book store. This project required funds Rp. 30.000.000 as capital financial and investment.

Those data were analyzed by following the theory about business plan, especially the funding requirement. According to Small Business Administration (2014) funding requirement is the part of a good business plan which is the total of funding that required to support the business, including the guarantee, season ticket bond and performance bond. That theory became a sharpened-

knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as funding requirement.

c. Source of Funds

Source of Funds (SOF) is business refers to the origin of the particular funds or any other monetary instrument which are the subject of the transaction between a financial institution and the customer. In this case, the researcher found in 2 documents related to this finding: Doc 4 and Doc 5, as followed:

1) Doc 4/F3/ p.7

The signal line (See appendix 1) indicated the source of funding to start this company. It came from the funds that students have paid each meeting

2) Doc 5/F3/ p.7

The signal line (See appendix 1) indicated the source of funds for this company. It came from summed financials from 5 people. The total reached Rp.10.000.000.

Those data were analyzed by following the theory about business plan, especially the source of funding. According to Small Business Administration (2014) source of funding is the part of the business plan which refers to the origin of the particular funds or any other monetary instrument. That theory became a sharped-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as source of funding.

d. Cash-Flow

Cashflow refers to the net balance of cash moving into and out of a business at a specific point in time. Cash flow can be positive or negative. Positive cash flow indicates that a company

has more money moving into it than out of it. In this case, the researcher found in a document related to this finding: Doc 5, as followed:

1) Doc 5/F4/ p.8

The signal line (See appendix 1) indicated the plan makers stated cash flow in order to illustrate how much money spent to start opening a book store.

That data was analyzed by following the theory about business plan, especially the cash-flow. According to Small Business Administration (2014) cashflow is the part of a good business plan which refers to the net balance of cash moving into and out of a business at a specific point in time. That theory became a sharp-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as cash-flow.

e. Requirement Process

A requirement process describes activities to be performed by the developing organization. The process may specify the methodologies that must be followed and constraints that the organization must obey. In this case, the researcher found in a document related to this finding: and Doc 5, as followed:

1) Doc 5/F5/ p.7

The circle line (See appendix 1) indicated the qualification needed to be the employee for the book store. It was listed some qualifications that job-seeker should fulfilled in order to work in the company. The better human resources were, the better profits the company got.

That data was analyzed by following the theory about business plan, especially the requirement process. According to Small Business Administration (2014) requirement process is the

part of a good business plan which describes activities to be performed by the developing organization. That theory became a sharpened-knife for analyzing the documents. In conclusion, all of the data above included into a part of business plan which named as requirement process.

7. Risk Analysis

Risk analysis is a proven way of identifying and assessing factors that could negatively affect the success of a business or project. In this case, the researcher found in 2 documents related to this finding: Doc 3 and Doc 4, as followed:

1) Doc 3/G/ p.6

The circle line (See appendix 1) indicated the risk analysis in this business plan. The biggest risk was this business 'SOLE' had a risk in the teaching market that really strict to start a business in teaching English, where the competitors were really

near from the planned place. This risk would give non-beneficial profit for the company. The risk was getting bigger if the competitors lower their price.

2) Doc 4/G/p.7

The picture indicated the risk analysis in this business plan. The biggest risk was this business lack of funding so it would be difficult for saving the money.

Those data were analyzed by following the theory about business plan, especially the risk analysis. Small Business Administration (2014) defines risk analysis is the part of a good business plan which is a proven way of identifying and assessing factors that could negatively affect the success of a business or project. That theory became a sharpened-knife for analyzing the

documents. In conclusion, all of the data above included into a part of business plan which named as risk analysis.

B. Discussion

According to Accelerating the World's research conducted by Thompson (2002), the outlines of a business plan should have 18 components; (1) executive summary, (2) table of content, (3) business description/background, (4) product/service, (5) technology, (6) market environment, (7) competition, (8) industry, (9) business model, (10) marketing and sales strategy, (11) production/operating plan, (12) management and personnel, (13) governance and outside advisors, (14) intellectual property, (15) regulations/environmental issues, (16) financial summary, (17) critical risk factors, and (18) milestones. However, in this research, not all outlines were included, it's only 7 outlines of the sixth semester students' business plan in Edupreneurship Class at IAIN Batusangkar registered in 2019/2020 academic year; (1) executive summary, (2) company profile, (3) goods/services, (4) market aspect analysis, (5) analysis of management aspect, (6) analysis of financial aspect, and (7) risk analysis. The finding based on the students' business plan, only document 4 was completely included 7 outlines of business plan above. Document 3 and Document 5 were almost included all the outline. Document 3 didnot have analysis of management aspect while document 5 didnot have risk analysis. In addition, Document 1 and Document 2 were different. Document 1 didnot have financial aspect and risk analysis while document 2 only had executive summary and company profile as the outline of students' business plan.

According to Journal Business & Economic Research conducted by Nunn & McGuire (2010), they mentioned that there were 11 sections of good business plan; (1) title page, (2) table of contents, (3) executive summary, (4) business description, (5) management, (6) market and business analysis, (7) business and market development, (8) marketing and

sales, (9) financial data, (10) application of funds and (11) an appendix. In this research, the researcher found that there were 7 main components of business plan designed by the students; (1) executive summary, (2) company profile, (3) goods/services, (4) market aspect analysis, (5) analysis of management aspect, (6) analysis of financial aspect, and (7) risk analysis. In this research, the most completely had the main component was Document 4 while the most lack of the main component was document 2 on students' business plan in Eduprenuer Class.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the finding above, it can be concluded that the researcher found 7 main components of business plan on the students' business plan in Eduprenuer Class:

1. Executive Summary with six sub components: Background, target marketing, initiator, project viability in general, project financial viability and project management
2. Company Profile with seven sub components, they are: Vision, mission, objective of business, address, form of business, email and website
3. Goods/Services with six sub components: Product description, kinds of product, goods that produced, services that marketed, reason of service that marketed and benefit for the customer
4. Market Aspect Analysis with four sub components: Business opportunities / prospects, marketing effort, competition condition, and position of the company in the market
5. Analysis of Management Aspect with five sub components: Cost-needed, employee requirement, organizational structure, business principle and distribution of working time
6. Analysis of Financial Aspect with five sub components, they are: Assessing the feasibility of business, funding requirement, source of funding, cash-flow and requirement process
7. Risk Analysis.

B. Suggestion

Based on the result of this research, the researcher would like to give some suggestions for English students, lecturer and the next researcher;

1. English Students

The result of this research can give information to the students of English Department of IAIN Batusangkar about this research, and also can be a reference for the readers who want to improve their comprehension about the use of English, not only for common students, but also for students with disability..

2. Lecturer

Based on research finding, the lecturer hopefully can get valuable information, especially to lecturer of Edupreneurshup subject which related to an analysis of business plans designed by students in Edupreneurship class., so that the lecturer gets the reflections and know from this research.

3. Next Researcher

Based on the result of research, the researcher suggests to the next researcher to consider this research to do the other research about analysis errors found in students' business plan.

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