



Improving entrepreneurial motivation for health workers through entrepreneurship training[☆]



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KEYWORDS

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Abstract Problems that exist in health segment is the number of medical graduates that is not comparable with the amount of job vacancy and that makes health worker need to have another skill or ability. The program that is held by Yogyakarta Husada Health Polytechnic to equip the graduate is to provide entrepreneurship training, which is in accordance with their competence in order to open up opportunities of business either independently or collaborated. The method of this research is using descriptive method. The data collection is done by observation, documentation study of business growth done by all the tenant (student or alumni) after getting training doing visits and internship. The sample of the research was student and alumni of nurses and midwives in Karya Husada Health Polytechnic who has participated in entrepreneurship training. The results were obtained by this program is carried out during 3 years since 2015 until 2017 first year of this study followed as many as 20 participants, second year do allowed by 21 participants, third years of this study followed by 34 participants and that mean there was 75 participant of the sample.

After further training has been given then do an evaluation and monitoring, in first year there were 6 (30%) of entrepreneur is independent, second year there was 9 people (42.86%) of entrepreneurs are independent, in third years there was 12 people (35.29%) are independent entrepreneurs. Meanwhile the participants who still need mentoring and guidance form first year till third year as many as 48 people. Type of business that they do in the form of goods or services. Conclusion of the entrepreneurship training activities is the activity that can create new entrepreneur who was independent in health segment or non- medical segment both in form of goods or services.

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Introduction

If in the past entrepreneurship was an innate talent from birth and honed through direct experience in the field, now this paradigm has shifted. Entrepreneurship has become a discipline that studies the values, abilities and behavior of a person in facing life's challenges to obtain opportunities with various risks that may be faced. As a discipline, entrepreneurship can be learned and taught, so that each individual has the opportunity to be an entrepreneur. Even to become a successful entrepreneur, having talent is not enough, but also must have knowledge of all aspects in business that will be pursued.

The problem experienced as a manager of health education is the limited employment opportunities for nurses and midwives, especially in government institutions. Thus, it is necessary for nurses and midwives to be equipped with other abilities/skills in accordance with their competencies in order to open business opportunities, both independently and collaboratively. The ability to do business can be done since they are studying in college or when they have completed their education by entrepreneurship training.

Based on the background behind the problems the Karya Husada Health Polytechnic Yogyakarta is routinely held entrepreneurship training once time every year for student and alumni. The output of the training provided was expected to be able to trigger the spirit of entrepreneurship among students through the science and technology program for entrepreneurship (IbK), so students could be new entrepreneurs, by developing business plans to capture business opportunities in the community especially in the health sector.¹

By the implementation of science and technology for entrepreneurship at the Yogyakarta Husada Karya Health Academy, it was expected to: (1) develop entrepreneurial spirit among students by (a) providing conceptual knowledge and managerial skills on how to become successful entrepreneurs, (b) training students on how to find business opportunities and choose them accordingly with the ability of human resources, funds, and business development projects in the future according to market demands, (c) train students' skills in preparing Business Plans (RU) in accordance with the types of businesses they choose, (d) conduct SWOT analysis to evaluate and improve Business Plans based on the results of a business feasibility survey and actual information relevant to supporting business development in the future, and (e) creating new independent entrepreneurs, (2) improve business management skills for students, and (3) create methods of entrepreneurship training that are suitable for college students.

Method

This research is a descriptive research that aims to know the student and alumni of Karya Husada Health Potytechnic Yogyakarta doing entrepreneurship independently or collaboratively. Tenant or entrepreneur is student or alumni who attend the entrepreneurship training program in 2015, 2016, and 2017.²

The study was conducted at Karya Husada Health Potytechnic Yogyakarta.

With total sample 75 respondents. In the study's respondent research has been getting fostered by training, varied lectures, demonstration, bands making, saraseham, consultative business monitoring and evaluation and also internships

Result and discussion

The Science and Technology Program for Entrepreneurship of the Yogyakarta Husada Health Academy was conducted by providing training, visits, gatherings, internships and business consultations attended by students and alumni of nurses and midwives of the Yogyakarta Husada Health Academy for Health for 3 years from 2015 to 2017. The results of the study are listed in the table below and will be explained narratively (Table 1).

In 2015, there were 20 participants consisted of 15 student and 5 alumni. Among the 20 participants, there were 4 participants who already had business in cake production, graphic design, home care, sales of medical devices, and duck hatchery, while 15 other participants just started the business. Types of service business were in the form of home care services, baby SPA services, while the types of business in the form of goods include cake production, sales of medical devices, graphic design, duck hatchery, selling clothing. After attending training, they did visits, gatherings, internships and business consultations.

During the program, participants who have already had a food business were given training on how to pack food that met health standard, marketing through social media, brochures, etc. Of the 20 participants, there were 6 participants who were ready to do independent business, while the others still need guidance and assistance. The comparison of the turnover before and after joining the program there was an increase of about 20–27%. Follow-up activities which was done to participants who already have an independent business was done by monitoring and evaluation, while for participants were not ready were given guidance and assistance on how to continually increase their production and other efforts to make their turnover increased.

In the second year in 2016, there were 21 participants consisted of 19 student and 2 alumni. Among the 21 participants, there were 2 participants who already had a baby SPA service business, while 19 other participants just started the business. Types of business conducted were in the form of baby SPA services, beauty salons, motorcycles/car wash, and culinary (spicy noodles). After attending training, there were visits, gatherings, internships and business consultations.

While participating in the program, the participants who have had food businesses were given training on how to pack food that met health standard, marketing through social media, brochures, etc. Of the 21 participants, there were 9 participants who were ready to start the independent business, 6 of them were in groups (divided into 2 groups) while others still needed guidance and assistance. The comparison of the turnover before and after joining the program there was an increase of about 25–33%. Follow-up activities which was done to participants who already have an independent business was done by monitoring and evaluation, while for participants were not ready were given

Table 1 Data on student status, business ownership and independence of tenant.

| Number | Year | Respondent | | Business ownership | | Independence | | Amount |
|--------|------|------------|--------|--------------------|----|--------------|----|--------|
| | | Student | Alumni | Yes | No | Yes | No | |
| 1 | 2015 | 15 | 5 | 4 | 16 | 6 | 14 | 20 |
| 2 | 2016 | 19 | 2 | 2 | 19 | 12 | 9 | 21 |
| 3 | 2017 | 33 | 1 | 4 | 30 | 22 | 12 | 34 |
| Amount | | 67 | 8 | 10 | 65 | 40 | 35 | 75 |

guidance and assistance on how to continually increase their production and other efforts to make their turnover increased.

In the third year of 2017, there were 34 participants consisted of 33 student and 1 alumnus. Among the 34 participants, there were 4 participants who already had a baby SPA service business, banana stick production, twin's cake production and a distributor of organic fertilizer, while 30 other participants only started the business. The type of service business was in the form of baby SPA services, while other types of business in the form of goods include food production of banana sticks, twin's cake, fresh starfruit sweets, fried snake fruit, distributor of organic fertilizer, and recycled product (bags and purse).

While participating in the program, the participants who have had food businesses were given training on how to pack food that met health standard, marketing through social media, brochures, etc. Of the 34 participants, there were 12 participants who were ready to start the independent business and 10 people for group business (divided into 3 groups) while others still needed guidance and assistance. The comparison of the turnover before and after joining the program there was an increase of about 25–35%. Follow-up activities which was done to participants who already have an independent business was done by monitoring and evaluation, while for participants were not ready were given guidance and assistance on how to continually increase their production and other efforts to make their turnover increased.

In addition to training, visits, gatherings, internships and business consultations, participants who were ready to become independent entrepreneurs were also given stimulus funds in limited yet effective capital. As a form of accountability for funds received by tenants, they were required to provide monthly reports on the development of their businesses.

The success of tenants who were ready to do independent entrepreneurship was a form of entrepreneurship courses implementation in the real setting in the business market field, as stated by Lestari and Wijaya³ that entrepreneurship education influences the mindset, attitudes, and behavior of students to do business. The techniques to increase production of tenant businesses are done by increasing marketing, improving product packaging, distributing brochures, installing banners or ex-banners, and marketing through social media or online.⁴

The business conditions of the participants before joining the program experienced many obstacles due to lack of science and technology implementation and marketing, as well as lack of ability in market penetration.

The sales of students' products and services initially only reached the surrounding area. After receiving coaching and mentoring, there was a touch of science and technology creation in production that was associated with their competence. The marketing techniques in the production of Baby Massage and SPA services⁵ was done actively by making brochures/leaflets which were distributed to several hospitals, clinics, *posyandu* or in the community especially to families who had pregnant women, post-partum women, infants and toddlers. Tenant products showed significant sales progress. It showed that the Science and Technology Program for Entrepreneurship (IbK) could increase the readiness of students to do business so that they could compete in the business market.⁶

The first Baby Massage and SPA service technique was given an assessment of the baby to determine the baby's health condition. Then, determining the patient's needs was started with massage, fitness, and followed by SPA. Based on the results of the anamneses which were done to the mother and baby who received SPA, the baby had a better sleep quality with the number of hours of sleep which was suitable to the baby's needs.⁷ Babies who received massage could grow and develop faster than babies who did not receive massages.^{8,9}

Besides providing Baby massage and SPA services, it also provided independent home care nursing services or collaboration with other health teams such as doctors. The services provided by nurses were in accordance with the nurses' competencies. The results of the activities were documented in the form of progress notes containing the development of the patient's health after the treatment. The tenant product through home care and Baby massage and SPA services reached the highest peak in profit making with an average cash flow of IDR 4.5 million per month with an average profit margin of IDR 3 million per month.

After training, services business of massage and SPA for women developed the business by the addition of service in massage and SPA services for pregnant and breastfeeding women (puerperal) by doing oxytocin massage and marmite techniques to increase milk production. It increased the business by 25% compared to before participating in IbK activities.

There was also an increase in the production of "Lia" cake, traditional culinary foods "Mie Des", Banana sticks, Twin's cake which received marketing techniques by introducing products through leaflets/brochures to students, lecturers and in the community. This food production increased, especially on Eid ul-Fitar, holidays, and weekend. The profit has increased by 25–35%.

In the production of organic fertilizer, recycled goods, sales of medical equipment, graphic design and printing, and duck eggs hatchery, the marketing techniques were carried out by distributing products through leaflets/brochures to students, lecturers, community, offices, and shops. The production of these goods has increased mainly on Eid al-Fitar, holidays, and weekend. The graphic design and printing business increased especially in November - March (the end of the year to make calendars and the production of brochures/banners for the admission of new students). The benefits had increase of 30–35%.

Discussion & conclusion

The training program which was complemented by visits, gatherings, internships and business consultations were attended by 75 participants and could create 27 participants as new entrepreneurs, in the form of home care services, baby massages and SPA as well as other various products. For participants who had not been able to start the business yet, the coaching, mentoring and motivation were given to support them in their business production. Follow-up to this program was done by monitoring and evaluation on a regular basis for independent participants to provide report of business development.

Conflict of interest

The authors declare no conflict of interest.

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