

**MODEL KONSEPTUAL CIVIC ENTERPRENEURSHIP MELALUI
KOPERASI MAHASISWA DALAM MEMBINA KEMANDIRIAN
EKONOMI DI ERA DIGITAL**

DISERTASI

Diajukan Untuk Memenuhi Sebagian Syarat dalam Memperoleh
Gelar Doktor pada Departemen Pendidikan Kewarganegaraan



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MAHASISWA DALAM MEMBINA KEMANDIRIAN EKONOMI DI ERA DIGITAL**

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KEMANDIRIAN EKONOMI DI ERA DIGITAL**

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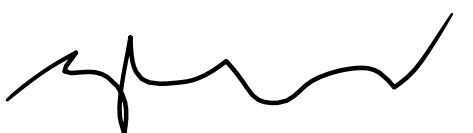
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ABSTRAK

Meiwatizal Trihastuti. 1707355. Model Konseptual *Civic Entrepreneurship* Melalui Koperasi Mahasiswa Dalam Membina Kemandirian Ekonomi Di Era Digital. Disertasi Program Studi Pendidikan Kewarganegaraan, Sekolah Pascasarjana, Universitas Pendidikan Indonesia. Promotor: Prof. Dr. H. Aim Abdulkarim, M.Pd. Ko-promotor: Prof. Dr. H. Endang Danial Ar, M.Pd. Anggota: Dr. Acep Supriadi, MPd., M.AP.

Masalah *entrepreneurship* mahasiswa sebagai warganegara belum dimunculkan secara lebih kongkrit melalui organisasi Koperasi Mahasiswa (Kopma) di setiap perguruan tinggi. Hal ini melatarbelakangi oleh ketiadaan konsep model *civic entrepreneurship* (mental warganegara/mahasiswa sebagai pengusaha) melalui koperasi mahasiswa dalam membina kemandirian ekonomi di era digital. Penelitian ini bertujuan untuk membuat model konseptual *civic entrepreneurship* melalui Kopma dalam membina kemandirian ekonomi di era digital. Lokasi penelitian tersebar di Bandung yaitu di lima Kopma yang ada di lima kampus yang berbeda yaitu : 1) UPI; 2) UNISBA; 3) ITB; 4) UNPAS; dan 5) UNPAD. Pendekatan yang digunakan dalam penelitian ini adalah metode campuran (*mixed method*), dengan disain model Steckler dan *Instrument Development Model* dengan proses pengumpulan datanya menggunakan angket atau kuesioner. Hasil penelitian menunjukkan bahwa di Kopma UPI sudah mempunyai konsep model *entrepreneurship* sebagai gugus *cooperative*; KOKESMA ITB mempunyai konsep model *entrepreneurship* sebagai wahana dalam berkolaborasi antara lembaga kemahasiswaan dan masyarakat di luar kampus; Kopma UNPAS mempunyai konsep model *entrepreneurship* sebagai cara untuk mendapatkan ilmu dan pengalaman bisnis (*entrepreneurship*); Kopma UNISBA mempunyai konsep model *entrepreneurship* sebagai wadah pembelajaran dan pengembangan diri mahasiswa di bidang kewirausahaan; Kopma UNPAD mempunyai konsep model *entrepreneurship* sebagai aktualisasi kemampuan berbisnis. Ide tentang *pilot project* KEMENKOP UKM RI untuk Kopma dalam menumbuhkan jiwa *civic entrepreneurship* di era digital dipengaruhi oleh berbagai faktor antara lain: faktor agen sosialisasi, bentuk sosialisasi, pola sosialisasi, dan tipe sosialisasi sebagai penunjang pelaksanaan *pilot project* mereka untuk Kopma. Indikator yang dapat memunculkan konsep model *civic entrepreneurship* digambarkan melalui tiga indikator untuk variabel *civic entrepreneurship* yaitu: 1. *Entrepreneurship* terdiri dari: a) *See opportunity*, b) *Entrepreneurial personality*, c) *Collaborative leadership*, d) *Motivated*, e) *Risk Taking*; 2. Kopma terdiri dari: a) *Social change*, b) *Three Bettters*, c) *Always Connected*, d) *Attract students to become members of Kopma*, e) *Make Team Work*, f) *Role of Government*, g) *Learn from successful cooperatives*; 3) Kemandirian Ekonomi terdiri: dari a) *Economic independence*, b) *Have personal responsibility*, c) *Respect human dignity and personal honor*, d) *Participate in community affairs*, e) *Encourage the healthy functioning of constitutional democracy*.

Kata Kunci: *Civic Entrepreneurship*, Kemandirian Ekonomi, Koperasi Mahasiswa.

ABSTRACT

Meiwatizal Trihastuti. 1707355. Conceptual Model of Civic Entrepreneurship through Student Cooperatives in Fostering Economic Independence in the Digital Age. Dissertation of Citizenship Education Study Program, Postgraduate School, Indonesian Education University. Promoter: Prof. Dr. H. Aim Abdulkarim, M.Pd. Co-promoter: Prof. Dr. H. Endang Danial Ar, M.Pd. Members: Dr. Acep Supriadi, MPd., M.AP.

The problem of entrepreneurship studentas citizens has not been raised more concretely through the Student Cooperative Organization (Kopma) in every university. This is based on the absence of the concept of model civic entrepreneurship (citizen / student mentality as entrepreneurs) through student cooperatives in fostering economic independence in the digital era. This study aims to create a model conceptual civic entrepreneurship through Kopma in fostering economic independence in the digital era. The research locations are spread across Bandung, namely in five Kopma's in five different campuses, namely: 1) UPI; 2) UNISBA; 3) ITB; 4) UNPAS; and 5) UNPAD. The approach used in this study is a mixed method, with a Steckler model design and Instrument Development Model with the data collection process using a questionnaire or questionnaire. The results showed that Kopma UPI already has a concept of model entrepreneurship as a group cooperative; KOKESMA ITB has a concept of model entrepreneurship as a vehicle for collaboration between student organizations and communities outside the campus; Kopma UNPAS has a concept of model entrepreneurship as a way to gain knowledge and business experience (entrepreneurship); Kopma UNISBA has a concept of model entrepreneurship as a forum for learning and self-development for students in the field of entrepreneurship; Kopma UNPAD has a concept of model entrepreneurship as an actualization of business ability. Idea pilot project carried out by the KEMENKOP UKM RI for Kopma in fostering civic entrepreneurship in the digital era are influenced by various factors, including: socialization agent factors, forms of socialization, socialization patterns, and types of socialization to support the implementation of their pilot projects for Kopma. Indicators that can give rise to the concept of model are civic entrepreneurship described through three indicators for variables, civic entrepreneurship namely: 1. Entrepreneurship consists of: a) See opportunity, b) Entrepreneurial personality, c) Collaborative leadership, d) Motivated, e) Risk Taking; 2. Kopma consists of: a) Social change, b) Three Betters, c) Always Connected, d) Attract students to become members of Kopma, e) Make Team Work, f) Role of Government, g) Learn from successful cooperatives; 3) Economic independence consists of: a) Economic independence, b) Have personal responsibility, c) Respect human dignity and personal honor, d) Participate in community affairs, e) Encourage the healthy functioning of constitutional democracy.

Keywords: Civic Entrepreneurship, Economic Independence, Student Cooperative.

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