

**MODEL *SOCIAL ENTREPRENEURSHIP* MAHASISWA
PERGURUAN TINGGI NEGERI BERBADAN HUKUM (PTNBH)
DI INDONESIA**

DISERTASI

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*MODEL SOCIAL ENTREPRENEURSHIP MAHASISWA PERGURUAN TINGGI NEGERI BERBADAN
HUKUM (PTNBH) DI INDONESIA*

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DI INDONESIA**

Oleh
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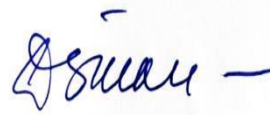
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PERGURUAN TINGGI NEGERI BERBADAN HUKUM (PTNBH)
DI INDONESIA**

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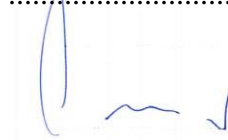
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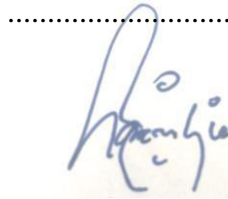
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Yang membuat pernyataan,

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KATA PENGANTAR

Puji syukur kami panjatkan kepada Tuhan Yang Maha Esa, atas karunia-Nya, peneliti dapat menyelesaikan proyek disertasi dengan judul “**Model *Social Entrepreneurship* Mahasiswa Perguruan Tinggi Negeri Berbadan Hukum (PTNBH) di Indonesia**”.

Peneliti menyadari bahwa masih banyak terdapat kekurangan baik dari segi materi maupun penyajiannya, namun peneliti berusaha semaksimal mungkin membuat hasil penelitian ini supaya berguna bagi pembaca. Disertasi ini menganalisis beberapa faktor yang dijadikan variabel-variabel penelitian dalam pembentukan Model Kewirausahaan Sosial yang diharapkan dapat menjadi model pembelajaran dalam mendidik dan mengarahkan mahasiswa untuk berpartisipasi aktif dalam kegiatan usaha sosial demi tercapainya tujuan kewirausahaan sosial itu sendiri, yaitu *Social Change*, *Social Problem Solving*, dan *Social Transformation*. Hal yang perlu ditingkatkan adalah sikap dan perilaku kepemimpinan mahasiswa sehingga diharapkan mampu menjadi pemimpin sekaligus *sociopreneur/entrepreneur* yang berbakat di masa sekarang dan mendatang.

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Bandung, Agustus 2021



Herlina
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ABSTRAK

Penelitian ini berawal dari permasalahan sosial yang terjadi di lingkungan masyarakat, diantaranya adalah rendahnya tingkat kesejahteraan dan banyaknya pengangguran. Dari kedua permasalahan tersebut maka ditetapkan tujuan dari penelitian ini adalah mengatasi permasalahan – permasalahan sosial dengan menciptakan suatu paradigma pada para mahasiswa dalam model kewirausahaan sosial melalui Pendidikan IPS dimana diharapkan para mahasiswa menjadi calon-calon *social entrepreneur* muda yang berbakat. Maka diangkatlah tema penelitian Model *Social Entrepreneurship* mahasiswa Perguruan Tinggi Berbadan Hukum di Indonesia dengan mengambil sampel sejumlah 412 mahasiswa yang terdiri dari 11 Universitas Negeri di Indonesia. Adapun pendekatan yang digunakan adalah kuantitatif dengan metode studi survey eksploratif yaitu dengan menyebarkan angket kepada mahasiswa. Selanjutnya pengolahan data secara statistic dilakukan dengan menggunakan pendekatan model persamaan *Partial Least Square - Structural Equationn Modeling* (PLS-SEM). Hasil analisis secara deskriptif menunjukkan bahwa *knowledge, intention, digital innovation thinking, dan leadership attitude* mahasiswa cukup signifikan mempengaruhi suatu pembentukan *social entrepreneurship*. Namun belum muncul sikap kepemimpinan/*leadership attitude* mahasiswa sehingga mereka belum peka terhadap masalah-masalah sosial. Sedangkan dari hasil statistik yaitu 12 Hipotesis diperoleh 11 hipotesis signifikan dan 1 tidak signifikan yaitu pengaruh *digital innovation thinking* terhadap *leadership attitude*. Temuan penelitian menunjukkan bahwa model kewirausahaan sosial berbasis pengetahuan kewirausahaan ini dapat dikembangkan melalui strategi peningkatan sikap kepemimpinan. Diharapkan mahasiswa tidak hanya dipersiapkan dari sisi pengetahuan, niat, dan keterampilan digitalnya saja namun sikap kepemimpinan mereka pun ditumbuhkan/dimunculkan sedari dini. Dengan keyakinan apabila mahasiswa telah memiliki sikap kepemimpinan yang bagus maka *social entrepreneurship* akan tercipta. Adapun rekomendasi bagi pihak Perguruan Tinggi hendaknya membuat kebijakan tentang pelatihan-pelatihan kepemimpinan dan menciptakan *business centre* bagi para mahasiswa untuk membekali mahasiswa mampu berwirausaha baik berwirausaha secara umum ataupun berwirausaha sosial dengan masyarakat.

Kata Kunci: *Social Entrepreneurship, Knowledge, Intention, Digital Innovation Thinking, Leadership Attitude*

ABSTRACT

This research originated from social problems that occur in the community, including the low level of welfare and the large number of unemployed. From these two problems, the purpose of this study was determined to overcome social problems by creating a paradigm for students in the social entrepreneurship model through social studies education where students are expected to become talented young social entrepreneur candidates. So the research theme raised is the Social Entrepreneurship Model for students of universities with legal status in Indonesia by taking a sample of 412 students consisting of 11 State Universities in Indonesia. The approach used is quantitative with the exploratory survey study method, namely by distributing questionnaires to students. Furthermore, statistical data processing is carried out using the Partial Least Square - Structural Equation Modeling (PLS-SEM) equation model approach. The results of the descriptive analysis show that students' knowledge, intention, digital innovation thinking, and leadership attitude significantly influence the formation of social entrepreneurship. However, there is no leadership attitude of students so that they are not sensitive to social problems. Meanwhile, from the statistical results, namely 12 hypotheses, 11 hypotheses are significant and 1 is not significant, namely the effect of digital innovation thinking on leadership attitude. The research findings indicate that the knowledge-based social entrepreneurship model of entrepreneurship can be developed through strategies to improve leadership attitudes. It is hoped that students will not only be prepared in terms of knowledge, intentions, and digital skills, but their leadership attitudes are also raised / raised from an early age. With the belief that if students have a good leadership attitude, social entrepreneurship will be created. As for the recommendation for the higher education institution, it should make policies on leadership training and create a business center for students to equip students to be able to do entrepreneurship either in general entrepreneurship or social entrepreneurship with the community.

Keywords: Social Entrepreneurship, Knowledge, Intention, Digital Innovation Thinking, Leadership Attitude

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