

# Edupreneurship Based on Local Toraja Wisdom to Strengthen Students' Learning Needs in Facing The Digital Era

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## Abstract

The Covid-19 pandemic that hit the world in the midst of the digital era has resulted in setbacks in various aspects, especially the education and entrepreneurship sectors. Edupreneurship based on local wisdom is expected to be one of the answers and solutions to increase the rate of economic growth affected by the post-pandemic. Through learning that focuses on local values, ideas, and culture to create a character who is resilient, wise, skilled and innovative so as to produce new business opportunities and breakthroughs. The Edupreneurship course is compulsory and is taught in semesters three, five and seven at the UKI Toraja English Study Program as a form of manifestation of the vision and mission of the English study program. The general purpose of the Edupreneurship course is that after the end of learning this course, students are expected to be able to master and practice values and attitudes related to entrepreneurship education. For example, characters with integrity, enthusiasm, not easy to give up, accomplished, independent, earned, and test-resistant in facing various conditions. To achieve these general goals, of course, various aspects of the learning process must be considered and prepared by teachers. These things are the elaboration and achievement of specific objectives of each sub-topic of the material, teaching and learning activities, the use of media and teaching tools, the implementation of teaching strategies, and up to the evaluation stage. The result of the purpose of this research is to identify the strengthening of students' learning needs in facing the digital era through edupreneurship based on local wisdom. The method used in this study is a qualitative method. This research will focus on efforts to create entrepreneurship education products based on local wisdom values. In collecting data, researchers will use qualitative research instruments. After conducting data analysis, the researcher will draw a conclusion about "Edupreneurship based on Toraja Local Wisdom as Strengthening the Learning Needs of Students in the Digital Era".

**Keywords:** *Edupreneurship, Toraja Local Wisdom, Learning Needs, English*

## Introduction

The impact of the Covid-19 pandemic that the world has experienced has provided massive changes to the world order that forces system changes in all aspects, especially in the world of education and entrepreneurship. Where education is the benchmark for getting a more established job, we must compete fiercely in understanding digital technology, which is difficult to adapt and has the potential to lag

behind in various knowledge and information. Education is a learning process related to science and skills that is carried out through teaching.

Entrepreneurship as an important aspect in the development line of increasing the pace of the economy is an alternative means for those who need jobs as well as creating jobs. Even though we are also affected by the effects of the pandemic, making business opportunities increasingly eroded along with the acceleration of digital technology itself, we are expected to be able to build our own marketing strategies based on the skills we each have to survive in the midst of global competition.

From the perspective of the Indonesian nation, education and business cannot escape the role of ideas and cultural values that have been embedded in the identity of our society since time immemorial. The importance of local wisdom as a basis in strengthening learning in various aspects, especially in the fields of education and entrepreneurship.

Edupreneurship based on local wisdom is expected to be a solution to deal with the economic difficulties that are currently faced by the community. Where our current community life does not have to depend on office work or staffing, but by learning about the world of entrepreneurship can open up broader insights to create business opportunities according to the skills of each individual.

Edupreneurship is a combination of 2 words, namely education and entrepreneurship. Education means education and entrepreneurship means entrepreneurship. So it can be concluded that edupreneurship is a science that wants to place entrepreneurial ideas, concepts and attitudes in the world of education. Education is often interpreted as the process of maturing oneself to become a better person, while entrepreneur comes from the French language which means adventurer, risk-taker, and entrepreneur.

Based on the two meanings above, etymologically edupreneurship can be interpreted as entrepreneurship or entrepreneurship education in the field of education. Of course, the application of learning is carried out in theory and practice.

The goal of Edupreneurship is to change the mindset and perspective of thinking, so that an entrepreneurial character who is independent, creative and innovative, and never gives up will emerge. Entrepreneurship-based education must have more value and create something different. Creativity and innovation are two things that are the main factors for an entrepreneur to increase performance effectiveness. For example, in a course institution business, making the learning process fun with various learning media based on internet and digital technology such as the use of gadgets (easy and efficient electronic tools) through creativity accompanied by innovation and competitiveness, which ultimately becomes a differentiator from other similar businesses. Hatten and Rosenthal (2000:5) said that mastery in the field of technology and science at an adequate level can give birth to the ability to be creative, develop (innovation) and apply knowledge as an absolute demand in the era of globalization. The public's need for technology and information systems is increasing rapidly in the digital era, making business opportunities even greater. The availability of information technology devices such as computers, laptops, and smartphones makes it easier for us to find and read information and news in an easier and more enjoyable format.

This research is important to be carried out as a form of support for the post-pandemic economic growth rate through entrepreneurship learning based on local wisdom, especially for students or students in facing the digital era.

The following is a formulation of the problems that will be studied:

1. What are the forms of entrepreneurship based on the wisdom of Toraja lokat?
2. What are the learning needs of an entrepreneurial student based on local wisdom of Toraja?
3. How is the role of entrepreneurship education based on the values of local wisdom of Toraja?

Based on the background and formulation of the problems mentioned above, we are interested and inspired to carry out research with the title Edupreneurship based on Local Wisdom as Strengthening the Learning Needs of Students in the Digital Era.

## Method

This study applies qualitative research methods. According to Creswell in Sugiyono (2013:347-348), Qualitative Research is a process of exploring and understanding the meaning of behavior of both individuals or groups to describe social problems and humanitarian problems. As a solution to the problem in this study, the researcher uses a case study design, where the researcher collects and analyzes data sourced from observations, interviews and other supporting sources such as documents. The researcher aims to produce an educational product that is integrated with the entrepreneurial spirit as Edupreneurship based on Local Wisdom as Strengthening the Learning Needs of Students Facing the Digital Era. A solution to social and economic problems that hit various aspects after the COVID-19 pandemic hit. The subjects of this study are three resource persons with business owner backgrounds.

In this study, data was collected and analyzed in the form of observations and interviews. Observation and interview is the process of collecting information data directly by observing and interviewing resource persons at the location of their respective business places. The researcher observed each answer to each question given to the resource person. The data results from observations and interviews through video recordings were then analyzed using transcription. First, the author copied all the recorded data of the interview results, word for word.

## Results

In this section, the author provides an overview of entrepreneurship based on local wisdom through the results of interviews from three speakers with entrepreneurial backgrounds. The researcher presented three discussion themes to the speakers. The same answer from each speaker will be summarized in one paragraph, while different and interesting answers are written in an excerpt.

### Forms of Entrepreneurship based on local wisdom

The form of business engaged in by the Toraja people in general is inseparable from the location which is a strategic area to start a business, ranging from small-scale to large-scale businesses. Potential buyers are generally in crowded locations and areas near offices.

*Judging from where they live around the highway, most beverage businesses, cafes, and food stalls are strategic places for road users to stop for food and drinks. Meanwhile, the market is a place to sell various household needs such as raw materials (raw materials), a variety of clothes and shoes, ready-to-use processed food and drinks. (resource person 1, owner of Kimiku)*

The values of local Toraja wisdom are reflected in businesses that come from Toraja's natural commodities such as coffee, tamarella, Toraja's typical sweet potatoes

called upe yams, katokkon chili, handicraft businesses such as carvings in various types of souvenirs such as bags, clothes, miniature Toraja traditional houses, sarita cloth that raises Toraja carving motifs. Products that are commercialized by branding products with elements of Toraja culture to make it easier to know and be recognized.

There are entrepreneurial practices that are specifically adapted from local traditions or culture of Toraja including carvings, animal trade such as buffaloes and pigs which are inseparable in the elements of Toraja's traditional culture.

*It is precisely that culture that generates business opportunities even though it is not a direct adaptation. All processions carried out in Toraja culture contain business points. (resource person 2, owner of Katokkon Café)*

*The entrepreneurial practices of the Toraja people are generally carried out in a familial manner, namely doing business that is passed down from generation to generation. Then traditional ceremonies, although usually done by family groups, are very related to business practices in it, for example, the circulation of money in one traditional ceremony activity that costs a lot of money such as renting goods, Event Organizers, catering. (resource person 3, owner of Tora Grifa)*

After the COVID-19 pandemic hit, socio-economic changes have affected forms of entrepreneurship in Toraja. Although there is not much money turnover, business actors who are directly related to local wisdom have become more innovative. Although conventionally the market is limited, in the application of technology it is actually developing through online marketing.

### **The Learning Needs of an Entrepreneurial Student Based on Local Wisdom of Toraja**

The concept of local Toraja wisdom that can be used to support the learning of students who are interested in becoming entrepreneurs is with a concept based on cultural activities such as the traditional ceremony of Rambu Solo' (death ceremony) and Rambu Tuka' (wedding ceremony) by using an event organizer system in terms of technical processing, for example, only taking salon packages, decorations, provision of raw materials, and picking up guests. The concept of local Toraja wisdom through an understanding of cultural values, business ethics, and the use of typical Toraja products.

Factors that make the learning approach based on local wisdom of Toraja relevant for students with an entrepreneurial spirit include environmental factors, for example living in a coffee farming environment, creating a passion for coffee business combined with creative and innovative ideas. The factor of interest in things that you like, for example, a hobby becomes a job. The effect factor of cultural activities is how an entrepreneur can be mobilized to provide valid information according to the limits of his knowledge and experience. Furthermore, the factor of integration between general science and local wisdom, where instinct can identify well the context and needs of the local community.

The type of knowledge or skills that are considered important for a student or student who wants to become an entrepreneur in the Toraja environment includes basic knowledge about business, one of which is product knowledge, for example: coffee basic ingredients which are then processed into various kinds of drink menus. Skills in processing local products to sell to the market. How to communicate well, for example the use of good language. Mastering financial management and marketing science.

*If you want to become an entrepreneur in the Toraja environment, you must be in line with the philosophy of Toraja culture itself, namely barani (brave), kinaa (wise), and manarang (clever). (resource person 2, owner of Katokkon Café)*

The role of local business actors and community leaders in supporting entrepreneurship education based on local wisdom can be carried out through discussion forums and workshops, where business actors are the material bearers. MSME training (m-business) which is at least assisted by the local government. Business people and community leaders can also provide education as well as inspiration about matters related to local wisdom, local products, and business ethics. Local community leaders should not make statements that are taboo (pamali), for example, do not trade in certain places. This can have an impact on the lack of business opportunities.

### **The Role of Entrepreneurship Education Based on Toraja Local Wisdom Values**

Entrepreneurship education can be integrated with local wisdom values through discussions about superior products based on Toraja local wisdom starting from the agricultural and plantation sectors such as Toraja coffee and katokkon chili, the livestock sector such as buffalo bonga and pigs, and the cultural arts sector including Toraja dance and music. It can also be done by applying the values of Toraja culture into the educational curriculum, including business ethics and the sustainability of entrepreneurship education, as well as learning about honesty and togetherness, how to appreciate and respect nature and cultural heritage.

The lack of entrepreneurship education programs or initiatives that have been running in Toraja that take an approach based on local wisdom indicates that information sources are still limited in the curriculum only. The level of participation from business people is somewhat lacking in sharing entrepreneurial knowledge.

*Entrepreneurship education has summarized the basics of learning, it is only necessary to sharpen it to local businesses. (resource person 2, owner of Katokkon Café).*

Due to the lack of entrepreneurship education programs in Toraja, students or students can respond to entrepreneurship education based on local wisdom, namely by looking at the student's passion, where their enthusiasm and interest go, and which field they like. For example, becoming a photographer with local wisdom content titled Toraja tourist attraction locations. However, there are still many students who see entrepreneurship education as only limited to science, not as a business opportunity. Entrepreneurship is leadership, so it should start with character education at home, for example leadership education that should be built from an early age for children so that in facing a challenge they can make the right and firm decisions.

Entrepreneurship education based on local wisdom values for economic and cultural development in Toraja has the potential to have a positive impact, as long as entrepreneurship education is not only in the form of listening classes but at the same time as digitalizing practices (market trends) such as product and service promotion through social media platforms. Teaching students or learners about offline and online sales comparisons, how many numbers each produces, even by combining the two methods. Understanding the points of marketing, getting rid of understanding must rely on books as the only source of information but in today's digital era, the internet provides a lot of information about entrepreneurship that is up to date. Opening students' minds more broadly with the 'case to case' learning method, where students can develop.

*Entrepreneurship education has a significant impact on economic and cultural development, sustainability, empowerment of local communities, and the creation of new business opportunities that have traditional values. (resource person 3, owner of Tora Grifa)*

## Conclusion

Based on previous results and findings, the researcher concluded that entrepreneurship education can synergize with local cultural practices of Toraja to generate business opportunities. The digital era should be a good opportunity to start a career in entrepreneurship, because the internet provides easy access to various sources of information to generate creative ideas. Product marketing is easier through social media platforms. This research is a form of commitment and participatory research to provide solutions from an economic and socio-cultural perspective to students and students to generate business opportunities for those who are interested in becoming future entrepreneurs, through educational programs that are integrated with local wisdom.

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