

**IMPLEMENTATION MANAGEMENT BUSINESS AND ENTREPRENEURSHIP CONCEPT IN
EDUCATION AT SMP SWASTA PAHLAWAN NASIONAL**

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ABSTRACT

This research is motivated by seeing how important the implementation of business management is applied in the world of education. One of them is by implementing *entrepreneurs*. Regulation of the Minister of National Education Number 13 of 2007 concerning Principal Standards, one of which is entrepreneurial competency. This competency is the latest competency that must be possessed by the principal, in order to realize the independence of educational institutions. To be able to apply this competency is not easy. SMP Swasta Pahlawan Nasional is an independent institution because it has implemented business units. For this reason, the author conducted this research, namely to find out and answer "How is the implementation of educational business management at SMP Swasta Pahlawan Nasional". Type of research Which writer use is qualitative. In collecting data, the author uses the observation method as the main method, then supported by the interview method and documentation as supporting methods and strengthening the research results. Testing the validity of the author's data using the technique data triangulation. The conclusion of this study is that after being analyzed using theories related to the application of educational business, SMP Pahlawan Nasional is an educational institution that is able to become an independent institution. This can be proven by the application of businesses such as canteens, AK Water, tutoring, *outbound*, and Umrah. The income from these business units is used to repair, add, and maintain facilities and infrastructure, and the internal parties of the educational institution have been satisfied with the implementation of the business.

Keywords: Management; Business Education; education; entrepreneurship.

INTRODUCTION

Management is a science that studies the process of planning, organizing, implementing, and controlling. In the Islamic perspective, management has a term, namely yudabbiru, which means to direct, run or organize. Dabbar means clever at organizing, young means person Which clever arrange, and mudabbir which regulates (Patimah, 2015) .

Therefore, a principal is not only a manager only, but also act as entrepreneurs. The author cites a theory based on Mulyasa's book entitled Management and Leadership of School Principals, in the book it is explained that the regulations of the Minister of National Education (Kemendiknas) Number 13 Years 2007 on Principal Standards states that every principal must have five basic competencies; namely personality, managerial, supervisory, social, and entrepreneurial competencies. Of the five basic competencies, entrepreneurial competency is the main issue that has become a national issue that has recently been discussed in the world of education. How can educational institutions produce graduates Which independent And own personal And competence entrepreneurship, so that after graduating they are no longer dependent on other people, and are not unemployed, and do not become a burden on society (Mulyasa, 2012) .

Therefore, according to Mulyasa, entrepreneurial competence is one of the competencies that must be possessed by the principal and is the newest competence of the principal, so the author is interested in discussing only focusing on the entrepreneurial competence possessed by the principal. The author Also to quote from Journal Al-Afkar owned by Nur Komariah in This journal explains that the principal has a business or entrepreneurial spirit, the principal's efforts to support educational institutions, and the characteristics of a principal who has *an entrepreneurial spirit*.

In accordance with the Minister of National Education Regulation No. 13 of 2007 concerning the competency standards of school principals from the entrepreneurial competency dimension, the indicators are as follows:

1. Create innovation that useful for development school.
2. Working hard For reach success school as effective learning organization.
3. Abstinence give up always look for solution best in facing the obstacles faced by the school.
4. Abstinence give up always look for solution best in facing the obstacles faced by the school.
5. Own instinct entrepreneurship in manage school/madrasah production/services as a learning resource for students.

Based on the indicators above, a school principal must have an attitude as stated in the indicators above in order to realize the entrepreneurial spirit of the school principal.

RESEARCH METHODS

Method study is a step taken in a study scientific Which own standard, systematic and logical. This study uses a qualitative approach, which is used as a description of data problems. Descriptive is a series of social studies used to obtain descriptive data in the form of word and picture descriptions (Moleong, 2007) .

Study This done based on approach qualitative, this type of qualitative research is classified into form of field research, namely research that done in the field or location where the research takes place, a place chosen as a location to investigate objective symptoms that occur at that location. In this study, a qualitative research type was used, namely research used to obtain natural objects (Fatoni, 2011) . Type of research Which used by the author in study This namely using descriptive research. Descriptive research is research that describes a picture or explanation of a situation that occurs in the field.

Procedure Data collection

For to reveal data about management implementation educational business at National Hero Middle School requires methods and tools in data collection. In this study, observation, documentation and interview methods were used.

a. Observation

Observation is a complex, a process that is composed of various biological and psychological processes. In research, the use of observation techniques is very important because a researcher researchers can see directly the actual conditions, atmosphere, and reality in the field (Sugiyono, 2018) . The observation method in this study was used by the author to directly observe the implementation of management functions at SMP Pahlawan Nasional.

b. Interview

Interview is process ask as well as answer in a study Which currently in progress where there are two or more people face to face interacting directly to obtain information or statements⁹. Interview is one the method used to obtain answers from respondents clearly One-sided Q&A. It is said to be one-sided because in this interview the respondents were not given the opportunity to submit, this was done so that the information gathering would be focused. In this study the author used questions and answers about the implementation of educational business management at SMP Pahlawan Nasional.

c. Documentation

The documentation method is a method of collecting data that is used by collecting and analyzing documents, both image documents, written and electronic. The author uses this method to obtain, strengthen, and complete the data that has been obtained. This method is focused on seeing and analyzing the procedures for implementing management functions.

d. Reduction Data

All data obtained by the author from the field The results are quite a lot, therefore it really needs to be written in detail and in detail. As has been stated, the longer the writer is there in field, then the amount of data will the more many complex and complicated. Therefore, the author must immediately analyze the data through reduction. data. Reduce data is activity summarize, select things main, focus on matter Which important searched theme and its patterns (Arikunto, 2021) .

RESULTS AND DISCUSSION

Planning Business Education

According to Bygrave, Business planning is a document provided by *an entrepreneur* that is adjusted to the views of his professional advisors that contains details about the past, present and future trends of a company. Products, sources, capital, information about the company's operations so far. Business planning also contains details of profits, the institution's balance sheet, and cash flow projections for the next two years. It also contains views and ideas from members of the management team. This concerns the goals to be achieved by the educational institution. Business planning is also made in the short term or long term which is first followed for three years (Mujahid et al., 2024) .

In this case, planning an education business is also the same as planning a business for a company, the only difference is the institution. In planning an education business, it is also needed coverage range Good term long or short term of the business to be implemented, so that from there we can see the picture of the benefits for the school. According to another view, business planning is a plan to change a business idea into a real opportunity (business opportunity), risk management/control and the provision of wages and the right time to implement it so as to get the profit that the company wants to achieve. When associated with the world of education, business planning becomes an opportunity to create a business opportunity that real, so that by implementing a business plan it will produce a profit that will be beneficial school.

Business planning is seen as an entrepreneur's planning that crystallizes the dreams and hopes that motivate entrepreneurs to establish a business. So business planning is a written document submitted by entrepreneurs that describes all relevant elements both internal and external. In another journal it is said that business planning is the entire process of things that will be done in the future. Which will come. Matter This very important, Because planning Business is a work guideline for an entrepreneur. In general, business planning regulates the process of business activities, production, marketing, sales, business expansion, business finance, production, marketing, sales, business expansion, business finance, purchasing, labor and provision or equipment procurement (Estritasari et al., 2021) .

Another definition of business planning is plans about what to do in a business in the future including resource allocation, attention to key factors and processing existing problems and opportunities. So educational business planning is a plan that is planned in such a way as to run a business in the future from planning resource allocation, managing problems and being able to see business opportunities.

a. Principle Business Planning

The principles in business planning are as follows:

- 1) Planning business must can Accepted by all party.
- 2) Planning business must flexible And realistic.
- 3) Planning business must encompassing all over aspect business activities .
- 4) Planning business must formulate ways Work Which effective and efficient.

b. Benefits of Business Planning

As for benefit planning business including:

- 1) Guide the way business activities.
- 2) Develop continuity life business.
- 3) Ability to float managerial in field business.
- 4) As guidelines/instructions for leader in in running his business.
- 5) Know anything that will happen in business.
- 6) As tool communication in business.
- 7) As tool For zoom out risk business.
- 8) Enlarge opportunity for reach profit.
- 9) Make it easier acquisition help credit capital from the bank.
- 10)As guidelines in under supervision.

c. Activity Business Planning

An entrepreneur is expected to be able to work on short-term business planning and can formulate to achieve its goals and objectives. Business planning can cover various types of activities, including:

- 1) Learn And predict time front business.
- 2) Determine target along with facility Which required in business
- 3) Make program Work And calculation business.
- 4) Determine procedure work in in business.
- 5) Determine plan budget business.
- 6) Forming policy business.

IMPLEMENTATION ENTREPRENEURSHIP IN EDUCATION

a. Draft Base Entrepreneurship

The term entrepreneurship is often used interchangeably with the term entrepreneur. We can appreciate the meaning of both terms. from the understanding of the words that wira means brave or heroic; swa means alone; usaha means the methods used and sta means standing. So a principal with an entrepreneurial spirit is someone who has courage, a heroic spirit and develops independent working methods. "Indeed, the reality is that entrepreneurs are the same as entrepreneurs from entrepreneurs, namely entrepreneurs have a vision of business development, creativity, and innovation, while entrepreneurs do not have it"

"The term entrepreneurship actually stems from the foreign term entrepreneur. Entrepreneurship is the process of creating something new, innovative in order to obtain prosperity. or riches individual and get value-added for society". Welfare or added value for society as a goal from entrepreneurship That, done use idea new, resource mining, and turning the idea into a profitable reality.

Observing the meaning above, the author argues that entrepreneurship in education is a continuous hard work carried out by the school, especially the principal, in making the school more qualified. This concept of entrepreneurship includes reading efforts by observing opportunities, seeing every element of the school institution as something new or innovative, exploring resources realistically and can be utilized, controlling risks, realizing welfare (benefits) and bringing financial benefits (profits). These benefits and profits are primarily seen for the benefit of students, teachers, principals, staff, parents, government and the surrounding community or the wider community.

b. Characteristics A Businessman

A principal can be an entrepreneur, who is tasked with entrepreneurship education in his school. As a principal, is our behavior as a manager or does it show the behavior of an entrepreneur? Learn the behavior in the following table!

Table 3
Comparison Action A Manager And Action A Businessman

Action A Manager	Action A Businessman
Minimize risk from implementation task.	Active looking for change with read various opportunity
Tend avoid the risks that happen	Brave bear and control risk
Avoid error	Tend accept error as something Which reasonable
Driven by action promotion and traditional rewards	Driven by freedom and opportunity to gain profit financial
Tend delegate authority and control work	More direct and intensive involved in activity operational organization

The key to success in entrepreneurship is understanding yourself.

c. Type Activities Big Business For School

The basic activity types for school business are the main scope of a business activity that can be developed, selected and developed by schools in obtaining financial benefits. The relationship between entrepreneurship and business activities carried out to implement a strategy always requires tactics. There is no entrepreneurship without a developed business. The types of basic activities of a business include production, distribution and consumption. By studying the potential of the internal or external environment, as business demands according to the opinion above, the principal along with staff and other stakeholders choose, carry out and develop types of business activities in the form of production, distribution and consumption. For production activities, schools try to make or provide the type and quantity of goods or provide the right service according to demand or needs (Supriyanto, 2009) . Production activities can refer to the exploration and utilization of natural resources. For example, for school Which the condition is different in area interior or mountains, can take the initiative directly or through the school committee in collaboration with the local government to utilize empty land around the school for agricultural, livestock or fisheries businesses.

IMPLEMENTATION BUSINESS EDUCATION

Implementation or application in the business world What is meant is an activity to promote the business that we have planned to stakeholders.

a. Draft Promotion

Promotion is a variable in the marketing mix that is very important for a company to implement. market product and services. In institution education the promotional concept in question is marketing carried out by educational institutions in implementing the business plans that have been made.

"According to Muslichah, promotion is a marketing activity that seeks to disseminate information, influence, persuade, and/or remind the target market about the company and its products so that willing to accept, buy, and be loyal to the products offered by the company concerned."

b. Mixture Promotion

In determining the promotion strategy, we first divide the promotion based on its novelty. The promotion mix is divided into 5 parts namely advertising, sales, personal, direct marketing, public relations society. Of the five new marketing This own the same goal is to introduce and inform the product, with the aim of increasing sales. Promotion needs to be done as attractively as possible to get more attention from the public.

1) Description Advertising

According to Agus Hermawan, advertising is a part of fulfilling the marketing function where advertising does not only provide information to the public but is also intended to influence feelings, knowledge, meaning, beliefs, attitudes and consumer images related to a product or brand.

Function advertising shared become 5 part that is:

- a) Give information

- b) Persuading and influencing
 - c) Create impression
 - d) Satisfying desire
 - e) communication tool
- 2) Promotion Sale
- According to Hermawan, sales promotion is a form of direct persuasion. through use various incentive Which can set up to stimulate immediate product purchases and/or increase the number of items purchased by customers. The objectives of sales promotion include:
- a) Identifying And interesting consumer new
 - b) Communicating product new
 - c) Increase the number of consumers for products that are already widely known
 - d) Informing condition consumer about improvement product quality.
- 3) Sale Direct
- According to Kotler and Armstrong, direct marketing is a relationship direct with consumer individual Which carefully targeted to achieve an immediate response to achieve lasting customer relationships (Kotler & Amstrong, 2008) .
- In other words, direct sales to individual customers in aim in a way carefully Good For to obtain response immediately or build long-lasting customer relationships. The benefits of direct selling include:
- a) For buyers, direct marketing is fun and easier to understand the population. Because in direct marketing, the seller will interactively explain the product thoroughly to potential consumers.
 - b) Benefits for sellers, direct marketing is a tool to build a customer relationship. With a direct interaction system between the seller and the buyer Through electronic media or face-to-face, sellers can learn about various buyer characters and build strong and sustainable relationships.
- 4) Sale Personal
- According to Abdurahman, personal selling is a personal presentation by a company's salesperson with the aim of making sales and building customer relationships. It can be said that personal selling is an interaction between individuals orally in a conversation aimed at creating, improving, controlling, or maintaining mutually beneficial relationships in the company's sales to consumers.
- 5) Connection Public
- According to Nikels, public relations is a management function that evaluates public attitudes, changes policies and procedures to respond. community requests, and implement a program that consists of information actions to gain understanding of public acceptance. Taking every calculated risk and liking challenges with moderate risk. Head The school must be confident and firm in itself and its ability to make the right decisions. This ability to make decisions is a characteristic from entrepreneurs.

STRATEGY DEVELOP ENTREPRENEURSHIP IN SCHOOL

Currently, many schools managed by the community have better quality than schools managed by the government, because they are not bound by the allocation of funds from the government. This challenges schools managed by the government to be as independent as schools managed by the community. Therefore, the principal must understand the principles of entrepreneurship, then apply them in managing and building effective schools (Ma'sum, 2020) .

Talking about entrepreneurship is talking about “behavior”, which includes taking the initiative, organizing and reorganizing social and economic mechanisms towards resources and situations into practice, and accepting risks or failures. “An entrepreneur is a person who can increase added value and sales value of labor sources, tools, materials and other assets, as well as a person who introduces change, innovation and new, more effective ways of working or completing something.”

From the description above, it can be stated that entrepreneurship in the field of education (in schools) means combining personality, opportunities, finances, and resources available in the school environment to make a profit. If related to school activities, the principal must be able to interpret various government policies as general policies, while their operationalization to achieve optimal results needs to be supported by entrepreneurial tips. For example, if government assistance funds

are limited, while the activities that must be carried out are quite a lot, then the principal must be able to find opportunities to utilize various potentials of the community and the surrounding environment.

Nur Komariah's Article on Principal Entrepreneurship Leadership in Increasing School Financing Independence. In the research In this article, the author uses a qualitative method and in the article explains or finds the discovery that the entrepreneurial leadership of the principal is the leadership of a principal who has the ability to anticipate change, which is capable of... clearly show the vision that you want to realize, think strategically, be flexible, be able to anticipate change, and be oriented towards the future. A principal who has an entrepreneurial spirit will always have solutions in facing change. In terms of education financing, an entrepreneurial principal will try to raise funds from various sources, be it funds from the government, the community, or businesses managed by the school itself. Principal Entrepreneurship schools will empower all school resources to gain profits so that entrepreneurial school principals are financially independent.

Writer can conclude that for realize institution independent education, then a head school must own soul entrepreneurship because with own ability the means a head school has own supplies for advance school.

CONCLUSIONS

Based on research conducted about implementation management business education at Pahlawan Middle School National, can concluded that SMP Pahlawan National is institution independent education. Independence This proven through implementation of business units like canteen, AK Water, guidance learning, outbound, and Umrah. Income from business units the used for fix, add, and look after means and infrastructure school. Besides that , the internal party of the institution education also feels satisfied with implementation business This. Implementation management business in education supported by importance competence entrepreneurship for head school, as set up in Regulation Minister Education National Number 13 of 2007. Head school expected own entrepreneurial spirit for realize independence institution education. Entrepreneurship in education means Work hard work done party school, especially head school, for increase quality schools, including read opportunity, see innovation, digging source power, control risk, as well as realize welfare (benefits) and profit financial (profits). Profits This on Finally intended For interest participant educate, teacher, head schools, staff, parents, government, and public.

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