A Modeling of Solutions and Strategy for Student Entrepreneurship Development (Case : Student Entrepreneurship Program at Medan)

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Abstract

Purpose: This study aims to find the model for Student Entrepreneurship Development (Case Study Students who follow PMW in Medan)

Methodology: Using ANP Method, By doing in-depth interviews and questionnaires to 4 lecturer of entrepreneurship courses and 3 students taking the PMW from Polytechnic of Medan and UISU

Results: this study found that the most important internal solution of the Model was a proactive entrepreneurial solution, followed by capital and performance solutions, W (rater agreement) 0.2653, meaning that the level of respondent agreement on the order of prioritization was low. The most important performance solutions are solutions to increase profits, followed by increasing sales turnover and doing business development. W 0.1582 (very low agreement). The most important proactive entrepreneurial solution is a solution to improve entrepreneurship based on findings, improve perception and improve entrepreneurship based on experience, W = 0.1429 (very low). The most important capital solution is a solution to increase financial capital assistance, increase your own capital. W = 51.02%, high enough. The most important external solution is the solution for developing entrepreneurial intentions, university, and government support, W 14.29%, very low. The most important university support solutions are solutions to improve guidance, increase training, increase collaboration and curriculum development, W 0.61%, very low. The most important solution for developing entrepreneurial intentions is to improve experience, improve lecturer qualifications. W 0.7551, high. The ultimate government solution is to improve the rules, improve the policies. W 0.5102, quite high. The most important strategies are strengthening proactive attitudes, strengthening mentoring, strengthening capital and government supervision, W 0.3387 (low agreement).

Applications/Originality/Value:

The use of this model is expected to help stakeholders in making priority solutions and strategies that are appropriate in managing entrepreneurship programs for students

INTRODUCTION

The Student Entrepreneurial Program (PMW) has been developed in universities since 2009, aiming to provide knowledge, expertise and entrepreneurship based on science and technology to students so that the mindset becomes a creator of works (not job seekers)), and is expected to be an entrepreneur who can compete at the global level, it also aims to encourage entrepreneurship in higher education institutions in order to support this program, so that it is expected to reduce the formation of unemployment alumni and entrepreneurship education models, Directorate General of Education and Student Affairs, PMW Guidelines, (2015).

In line with the above, undergraduate unemployment rates are quite high, national graduates reaching 750-800 thousand people in one year. However, while in the world of work, many choose to work, so after graduating, it should not. The open unemployment rate reaches 7 million (5.33%) (Bambang Satrio Lelono, Director General of Work Training and Productivity, RI's minister of labor, 2017, (http://www.tribunnews.com).

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Related to the above, based on the author's observations as a student adviser at the PMW Politeknik Negeri Medan, it appears that only a few students who follow the program have a business and develop their business and after graduating students are still unemployed. Based on telephone interviews with two PMW managers at the university, explaining that in the 2018-2019 period there were a number of students who obtained capital from PMW, which ran a culinary and handicraft business which until now had been running quite well, an interview with Mr. safaruddin (former chairman of the PMW State Polytechnic Medan during the second period from 2009-2014), explained that of the 60 groups of students receiving PMW funds, there were 5 students who participated in the program running successfully today, most students did not do it again after they had this entrepreneurial work, and activities there were handed over to their juniors, while the head of the UISU Student Entrepreneurship Center (SEC) explained the same thing that only a small number of PMW students were doing well. This of course is not in line with the government's plan to advance entrepreneurship for students.

Michael J.M, (2016), found that supporting personalities and concepts has a significant impact on students' entrepreneurial intentions, in addition, proactive personalities have a greater effect on their entrepreneurial intentions to support within universities. (Sam et. al., 2014), show the importance of collaboration between universities and external stakeholders. In connection with the description above this study would like to see how the right solution and strategy model in dealing with complex problems faced in developing entrepreneurship for students in tertiary institutions by utilizing multi-criteria decision making methods through the ANP.

LITERATURE REVIEW

Understanding Entrepreneurship

"Entrepreunership is the process of creating something different with value by devoting the Necessary time and effort, assuming the Accompanying financial, personal satisfaction and independence, Hisrich-Peters in Alma (2011). Creative and innovative capability as the basis for the search is a chance for success, Drucker, 1959 in Suryana (2009)

Education Entrepreneurship

Good entrepreneurship education must have at least two criteria: the first relates to the purpose of education itself is what produces the new entrepreneurs (to be entrepreneurs). The second relates to graduates who are able to build the future man. The philosophical message is that it can change and creativity. A change occurred (creative) means, the end result changes have a high commercial value such as gold, and for getting can start from dirt and junk that is not worth, Ciputra, (2009).

Business Performance

Freddy R. (2001), the percentage of profit (profit margin) reflects the company's efficiency in producing each unit produced. The higher the percentage ratio of gross profit margins, companies are able to sell products at a lower cost.

Micro and Small Enterprises

UU 20, 2008, Chapter IV, point 6 (1) Criteria for Micro is; a. Has a net worth of Rp 50,000,000.00, (excluding land and business buildings); or b. sales revenue / year Rp300,000,000.00, (2) Criteria for Small Business; a. Have a net worth Rp50,000,000.00 - 500,000,000.00, excluding land and buildings; or b. Have sales / year more than Rp300,000,000.00 - Rp 2,500,000,000.00.

Capital

Braman Setyo, explained that: "there is a potential 20 trillion of the 140 state-owned enterprises" as a financing alternative for the Beginner Entrepreneur program. Which have good prospects can be built with the funds of the Partnership and Community Development (CSR). (http: //www. depkop.go.id/, Ministry of Cooperatives and SMEs Human Relation, 2017, retrieved April 4, (2019).

Model

The model is a representation of the real conditions, simplified. Ie the construction of theoretical economic model or analytical framework consists of a set of concepts, definitions, assumptions, equations, similarity (identity) and the inequality from which conclusions will be lowered. Because the model is a form of representation, then the model is not 100% identical to the original. Quantitative research, generally requires a research model that can be made based on the literature review, by changing a few variables related research with the purpose of research that will be created, or create a new model that has never terpublish, Saaty and Vargas, in Hendri (2013, h.217-218).

Previous Research

Syed AR, et.al. (2016), Enhancing the Wellbeing of the Base of the Pyramid Entrepreneurs through Business Success: The Role of Private Organizations find that the support of large private organizations critical to ensure business success. Assistance will also improve the welfare of vulnerable groups and to facilitate the reduction of poverty in the community.

Michael J. M., (2016),Entrepreneurial intentions of university students in an emerging economy, the influence of university support and proactive personality on students' entrepreneurial intention find,support the development of personality and proactive concepts have a significant impact on students' entrepreneurial intentions. In addition, proactive personality has a greater effect on their entrepreneurial intentions than support university environment.

(Sam et. al., 2014), Understanding the concept of the entrepreneurial university from the perspective of higher education models find, globalization and the demands of a knowledge-based economy that continues to increase has led to higher education in most countries of the world are experiencing a significant transformation. Changes have been seen in the evolutionary role of the university, which has the same tendency of the traditional missions of teaching and research to a third mission. socio-economic development, the underlying concept of the entrepreneurial university where collaboration between the university and external stakeholders emphasized.

(Ahmad Rachmawan et.al., 2015),The Role Of Parent's And Self-Efficacy Influence On Entrepreneurial Intentionfind,Research results showed that self-efficacy (self-efficacy) have positive and significant impact on entrepreneurial intentions. However, the influence of parents do not have a significant effect on entrepreneurial intentions. The implications of this research could be used for government and university management to develop students' self-efficacy in order to develop their entrepreneurial intentions, by providing training, coaching, and mentoring. Furthermore, the results also revealed that the entrepreneurial experience has a positive and significant effect on entrepreneurial intentions.

H. Bahadir A. And Yavuz D., (2015), Entrepreneurship Education and Perception Change: The Preliminary Outcomes of Compulsory Course Entrepreneurship Experience in Turkey, this study was to determine the change in perceptions of entrepreneurs, a survey of 925 students who participated in this course and who does not, in Aksaray University and the results show that the

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program is required to have a positive impact on the perception of the Enterprise, along with the intention to start their own business. We hope that a similar study will focus on the context of the courses, the qualification of lecturers, students practice after graduation, their innovative behavior in their business lives will contribute to the field of Entrepreneurship Education.

Tony B., (2011), fostering Student Entrepreneurship and University spinoff Companies, find Importance Model and principles are based on research findings and practical experience, this article also suggested that the university adopt a results-based management approach to plan and deploy initiatives to support entrepreneurial students. This approach is widely used by government agencies that are interested in increasing the return on their investment.

(Michael K. et., al., (2008), Using student feedback in designing student-focused curricula, acknowledged that there are many drivers of curriculum development, the most important is the need and desire of employers for well-educated people who have the skills and competencies that can help their organizations survive and succeed. Employers are the main markets for the results of the educational institutions.

RinaIrawati (2018), Effects of Training And Development Of Small Business Development, Small Business supports the development of economic sectors. A study of 76 small and medium entrepreneurs in poor hibiscus lowok prove that there is an influence simultaneously and partially between training and guidance to small business development

Edi Wibowo (2011), empowering small and medium enterprises and cooperatives as a driver of economic growth, one of the business success is the availability of a clear market for the product - the product, the more open market mechanisms and competition, market control is a prerequisite to improve the competitiveness of business. Therefore, the role of government is required to drive the success of SMEs to expand market access.

Darwanto (2013), Improving the competitiveness of SMEs based on innovation and creativity (a strategy of strengthening property rights to innovation and creativity), discovered There should be incentives for production creators so they are compelled to innovate and creativity continuously. Steps that can be done is an appreciation by granting patents on innovative entrepreneurs. It will encourage the creation of more and produce products with features and designs that attract consumers.

Mohammad A., Hendratidwi M., (2017), found that the effect on the performance of business assistance program participants.

(Jamshed Memon, et., al., 2015), Mentoring An Entrepreneur: Guide For A Mentor, conceptual model for mentor and discuss that seor ang entrepreneur may need to support mentoring and skills differ depending on the type of entrepreneur, personality traits, or decision-making style. This article will also help mentor in understanding the kind of skills that dibutuhkanpengusaha at every stage of the mentoring relationship, namely, initiation, cultivation, separation and redefinition.

Yanah, et.,al., (2018), Strategies for Improving the Competitiveness of Companies Micro, Small and Medium Enterprises, results recorded that the variable funding, entrepreneurship training, business support and partnerships have effects on economic competitiveness in the face of ASEAN. Among the variables that most influence on competitiveness is a partnership.

(Suprihatmi , et.,al., 2017), Effect of Working Capital, Assets, and Profit Turnover Sales Of Sme Catering In Surakarta, results of this study showed that working capital positive and significant effect on profits of SMEs ,. Assets no significant effect on earnings SMEs. The sales turnover is positive and significant impact on profits of SMEs. The implications of this study, an increase in working capital and sales turnover has a positive contribution to profits catering SMEs in Surakarta

Wuryandani and Hilma M. G. (2013), The Role of Local Government in the Development of Micro, Small, and Medium Enterprises in the province of Yogyakarta, Still there is an overlap in

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terms of policy between regions, and between the central and local governments. Therefore, local governments need to create a conducive environment for Micro, Small and Medium Enterprises so that they can produce quality products export.

Ni Made S., (2016), Effects of Guidance on Government Business Growth The Mediated By Attitude The results showed that: (1) Guidance government significant and positive impact on the attitudes of entrepreneurs to business growth, subjective norm and PBC (2) Norma subjectively entrepreneurship and PBC positive and significant impact on the growth of SMEs (3) Entrepreneurial attitude no significant effect on the growth of SME business. (4) Subjective Norms and PBC proved to mediate the effect of government guidance to business growth (5) The attitude of entrepreneurs to business growth is not proven to mediate the effect of government guidance to business growth in SMEs. Need proper training program and continuing to shape the attitudes and behaviors positive entrepreneurial in developing the business.

METHODS

Stages Research

At this research stage is carried out as follows:

Step 1: Creating a Model Construction

By doing decomposition problems in order to understand it by doing a literature review, a questionnaire, conducted in-depth interviews to the experts, practitioners and conduct Focus Group Discussion (FGD), as participants. The problems will constuct in a model that easier for researchers respondents to understand complex issues. Once that is done to one of the model validation respondents considered to be more expert than others, to ensure that the model is correct and it can represent of the issues examined.

Step 2: Quantification Model

Namely applying the model on Super Decision software tools to compile a questionnaire pairwase comparison between the elements (nodes) in the cluster to determine which of the two is more dominant influence and how big the difference is (on a scale of 1- 9.5). Once the questionnaire is completed and tested, then performed the survey respondents to determine the priority clusters or elements that have the most important influence on the issue.

Step 3: Analyzing Results

LaThis ngkah is quantification by inputting the software, then look for the value of the average response of each respondent, calculating the value of Kendall's coefficience as one measure to calculate rater agrement (the deal) among respondents. then do the interpretation of results (Ascarya, in Rusydiana & Devi, 2010)

Data Collection and Analysis Techniques

Data Collection Techniques

a. Interviewing depth (Depth Interview)

The interview is open, its implementation is not just once or twice, but over and over again with a high intensity. Checks and recek done to change the results to observations in the field or from informants that one to the other Koentjaraningrat in Bungin (2012, h.101). This reseach , using a list of questions. Recording is done directly and using a recording for later re-recorded as a result of research interviews, Koentjaraningrat in Bungin (2012,

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h.103). Depth interview was conducted to four lecturers from the two groups of sources (informants) from Politeknik Negei Medan and Universitas Islam Sumatera Utara

b. Conduct field studies to obtain primary data by distributing questionnaires to them. Research using ANP analysis is the first mathematical theory which makes this method to be able to take decisions by using many criteria, Saaty, 2005, in Hendri,(2013, p. 214).

Comparison Scale in ANP

Comparison in research with this method using a Likert scale 9, based on the level of Importance begins on a scale of 1 definition is Equally important between the two elements being compared, 3 which is little more important point ratings fewer side with one of the elements than her partner, 5 is more important is Rate very siding on one element, 7 it is important that one very influential element and its dominance appears real and 9 is more important is absolute proof that one element is more important than their partner at the highest confidence level. 2, 4, 6, 8 is the middle value between the above judgment is, if there is doubt between two adjacent judgments Saaty, (1998).

Social Situation as Sampling Method

Empirically Qualitative do not use the term population, but by Spradley mentioned as a social situation that consists of three elements: places, actors, and activities that interact synergistically, sampling is to capture as much information as possible from various sources and the building in the context of the unique / distinctive. The sampling method used is purposive sample method is a technique with particular consideration for example the person considered most knowledgeable about what to expect and using snowball sampling that initial samples are few, long time to be great, Sugiyono (2014)

Focus Group Discussion (FGD)

FGD is also used to draw conclusions on the meaning of a difficult inersubjektif by researcher for the encouragement of subjectivity, Bungin (2012, p. 237).

Focus group study conducted by collecting expert of experts as described above. FGD conducted to understand the problems, and then formulate a model of the problem and the solution.

Conducting Tests Validity (validity) Data

Once the model is finished then reconfirmed to validate it to two experts in the midwife. Based on confirmation is done, research construct subject to addition and subtraction on the existing cluster elements. Findings declared invalid if there is no difference between the reports with what actually happened on the object of research. in qualitative research include testing of data validity test of credibility (internal validity), transferability (external valititas), dependability (reliability) and confirmability (objectivitas), Susan in Sugiyono, (2014, p. 363).

In this research, the credibility test used is the triangulation test source, by checking the data through multiple sources that is through faculty and student entrepreneurs and then described, which categorized the same view, different and specific than the source. when analyzed by the researchers to conclude, and subsequently asked to deal (member check) with the data source.

Besides, it is done using a reference material as a support to prove the data found in research that interview data, supported by a taped interview, using a camera recording

RESULTS AND DISCUSSION

The research model ANP (Analytic Network Process) established and developed based on the response of the speakers from the results of in-depth interviews conducted by the researchers. In

addition, the researchers also used the source literature review to formulate the framework of ANP on solutions and strategies in order to develop the "Model Student Entrepreneurship Development (Case Study Student Entrepreneurial Program in Medan)". The respondents were used in this study there were seven (7) of the respondents, some of them representing4 expert / lecturer of entrepreneurship which consists of two lecturers from the Polytechnic Medan, and two people from the Islamic University of North Sumatra, FGD to 4 participants expert and 3 students who attend the PMW.

Interviews and literature review then encapsulated in the framework of the ANP with the help of a software tool Super Decission. This software has been quite popular to use in research ANP (Analytic Network Process).

Figure 1 shows a model of ANP was mixed based on the premise of researchers to classify the various elements of the homogeneous into *clustering clustering*, The model is feedback, which means that each arrow is always pointing up and down (back and forth). The feedback network can rely on the criteria but can also rely on alternative neighbor. In fact, these criteria may depend on the alternatives and fellow criteria. Meanwhile feedback to increase the priority derived from the judgments and make predictions become more accurate. Therefore, the results are expected to be more stable ANP.
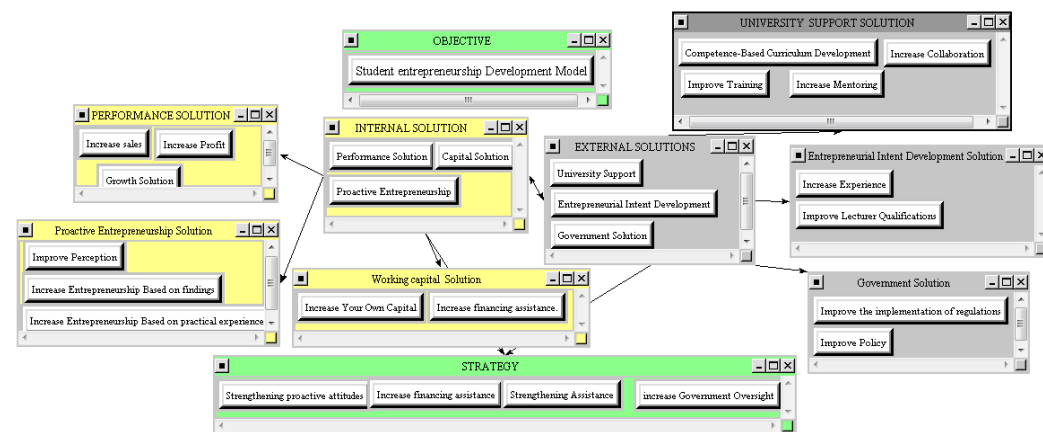

Figure 1 The research model detail that is formed after the construction phase of the model.
Source: interview, the data is processed.

Each individual respondent would have a different opinion, because that results if the ANP in a super decision software presents the results of the acquisition of conclusions based on the average value to determine the overall priority sequence and synthesized for each respondent. For more details, here described how a synthesis of each criteria and alternatives in the process of ANP. The results of the average respondent synthesis of 7 experts will be described below.

Analysis of Internal Solution

The results of the first ANP is a cluster of internal solution Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents. The results of these clusters can be seen in the following figure.

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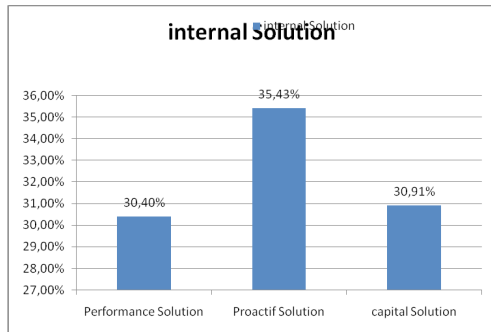
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Figure 2: Results Synthesis Solution Internal Priority Based Geometric Mean Values
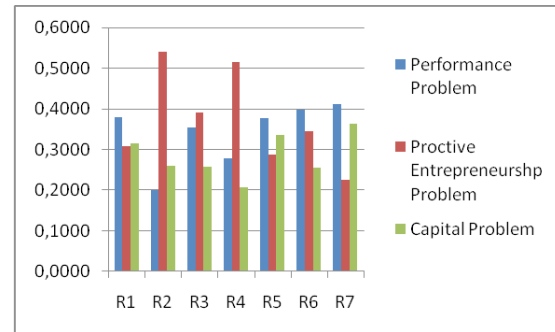
Source: interviews, data were

Figure 3: Results Synthesis Solution Internal Priority Based Value of Each respondent

Source: interviews, data were

The figure shows that the internal ultimate solution of Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) solution of proactive entrepreneurs (35.43%); 2) capital solution (30.91%); and 3) the performance solution (30.40%). To see the results of the synthesis of priority by respondents, can be seen in Figure 4.3 above. Synthesized per the respondents indicated that of the seven respondents, four respondents answered proactive entrepreneurial solutions are of the highest priority, while the rest had a variety of responses on major solutions in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) to Internal cluster solution. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) is based on the calculation of internal cluster solution is 0.2653. This indicates that the level of agreement on the priority of respondents on the results of the internal cluster solution is low. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 26.53%.

Analysis of Internal sub Solutions Performance Solutions

The results are the first ANP cluster performance solution for Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents. The results of these clusters can be seen in the following figure.

The figure 2 shows that the performance of the ultimate solution of the Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) solution to increase profit (43.78%); 2) solution to increase sales turnover (24.29%); and 3) do business development solution (22:45%). To see the results of the synthesis of priority by respondents, can be seen in Figure 3 above. Synthesized per the respondents indicated that of the seven respondents, three respondents said solution to increase profit is the highest priority, while the rest had a variety of responses on major solutions in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for the cluster solution performance. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) is based on the calculation of performance

cluster solution is 0.1582. This indicates that the level of agreement on the priority of respondents on the results of the cluster solution is very low performance. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 15.82%.

Analysis of sub Internal Solutions Proactive Entrepreneurial Solutions

The results of the first ANP is a proactive entrepreneurial cluster solution Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

Proactive entrepreneurial solutions the most major of Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) to increase entrepreneurial solutions based findings (39.96%); 2) perception correct solution (25.69%); and 3) increase entrepreneurship solutions based on the experience (22.81%). To see the results of the synthesis of priority by respondents, can be seen in Figure 4.7 above. Synthesized per the respondents indicated that of the seven respondents, four respondents answered improve entrepreneurial solutions based on the experience is of the highest priority, while the rest had a variety of responses on major solutions in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for cluster solutions proactive entrepreneurs. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) calculation is based on a proactive entrepreneurial cluster solution is 0.1429. This indicates that the level of agreement on the priority of respondents on the results of proactive entrepreneurial cluster solution is very low. The diversity of the values given by each respondent contributed to the scoring at 14:29%.

Analysis of Internal sub Solutions Capital Solutions

The results are the first ANP capital solutions cluster Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

The most important capital solutions of Model Student Entrepreneurship Development (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) solutions help improve financial capital (48.68%); and 2) a solution to increase their own capital (44.04%). To see the results of the synthesis of priority by respondents, can be seen in Figure 4.9 above. Synthesized per the respondents indicated that of the seven respondents, four respondents solutions help improve financial capital is the most priority, while three other respondents replied increase their own capital on the main solution in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for clusters capital solutions. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) is based on the calculation of capital is 0.5102 cluster solution. This indicates that the level of agreement on the priority of respondents on the results of the cluster solution is high enough capital. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 51.02%.

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Analysis of External Solutions

The results of the first ANP is an external solution cluster Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

The most important external solution of Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) the solution development of entrepreneurial intentions (34.92%); 2) solution university support (28.83%) and 3) the government's solution (28.47%). To see the results of the synthesis of priority by respondents, can be seen in the picture above 4:11. Synthesized per the respondents indicated that of the seven respondents, four respondents answered solution development of entrepreneurial intentions are of the highest priority, while three respondents had a variety of responses on major solutions in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) external to the cluster solution. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) is based on the calculation of the external cluster solution is 0.1429. This indicates that the level of agreement on the priority of respondents over the results of the external cluster solution is very low. The diversity of the values given by each respondent contributed to the scoring at 14:29%.

Analysis Solutions Solutions Support External sub University

The results of the first ANP is a cluster solution that university support Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

Solutions support most major universities of Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) solution to increase guidance (32.07%); 2) solution to increase the training (21.87%); 3) increase collaboration solutions (15.96%); and 4) the development of the curriculum (11:33%). To see the results of the synthesis of priority by respondents, can be seen in the picture above 4:13. Synthesized per the respondents indicated that of the seven respondents, two respondents answered solutions improve guidance is of the highest priority, while three respondents had a variety of responses on major solutions in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for the cluster solution university support. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) calculation based cluster solution university support is 0.0061. This indicates that the level of agreement on the priority of respondents on the results of university support cluster solution is very low. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 0.61%.

Analysis of External sub Solutions Enterprise Development Solutions Intention

The results are the first ANP cluster development solutions entrepreneurial intentions Student

Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

entrepreneurship development solutions ultimate intention of Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) The solutions improve the experience (68.47%); and 2) a solution to increase the qualification of lecturers (31.84%). To see the results of the synthesis of priority by respondents, can be seen in the picture above 4:15. Synthesized per the respondents indicated that of the seven respondents, nearly all respondents answered solutions improve the experience is of the highest priority, only one respondent who answered differently on the main solution in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for the cluster solution development of entrepreneurial intentions. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) calculation based cluster solution is the development of entrepreneurial intention 0.7551. This indicates that the level of agreement on the priority of respondents on the results of the cluster solution is the development of high entrepreneurial intentions. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 75.51%.

Analysis of External sub Solutions Government Solutions

The results are the first ANP government's cluster solution Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of the elements in the cluster solution in the view of experts by showing the average yield of total respondents.

The most important government solutions of Model Student Entrepreneurship Development (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) The solutions improve the rules (54.06%); and 2) a solution to increase the policy (40.63%). To see the results of the synthesis of priority by respondents, can be seen in the picture above 4.17. Synthesized per the respondents indicated that of the seven respondents, four respondents answered solutions increase is the highest priority rule, the three respondents who answered differently on the main solution in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) for the government's cluster solution. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) calculation based cluster solution that the government is 0.5102. This indicates that the level of agreement of respondents on the results of government priority to cluster solution is quite high. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 51.02%.

Result Analysis Synthesis Strategy

The results of the first ANP is a cluster strategy Student Entrepreneurship Development Model (Case Study Student Entrepreneurial Program in Medan) that displays the condition of the priority of elements in the cluster strategy in the view of experts by showing the average yield of total respondents.

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The most important strategy of Model Student Entrepreneurship Development (Case Study Student Entrepreneurial Program in Medan) agreed by all respondents are: 1) strengthening proactive attitude (28.74%); 2) strengthening mentoring (27.24%); 3) strengthening the capital (20.73%); and 4) government oversight (20:27%). To see the results of the synthesis of priority by respondents, can be seen in the picture above 4:19. Synthesized per the respondents indicated that of the seven respondents, three respondents answered strategy of strengthening proactive attitude is the most priority strategy, while the rest had a variety of responses on the main strategy in this cluster.

Next are shown the results of the acquisition of rater agreement (conformance / approval) by using the size of Kendall's coefficient of concordance (W) to Internal cluster solution. Calculation of W (rater agreement) has two stages: first by transforming the priority value, and the second is to do the ranking. The following table cluster priority until finally transformed to ranks. The result of the acquisition value W (rater agreement) is based on the calculation of the cluster strategy is 0.3387. This indicates that the level of agreement of respondents on the results of the cluster strategy priority is low. The diversity of the values given by each respondent contributed to the scoring rater agreement amounted to 33.87%.

CONCLUSSION

From various descriptions above Conclusions that can be drawn are as follows:

1. The most important internal solution of the Model is to do a proactive entrepreneurial solution, with the main elements of increasing findings-based entrepreneurship, improving perceptions and increasing entrepreneurship based on experience, followed by capital solutions with priority elements of solutions to increase financial capital assistance, followed by increasing own capital and performance solutions with elements of increasing profits, followed by increasing sales turnover and doing business development

2. The most important external solution is the solution to develop entrepreneurial intentions with the main element that is the solution to increase experience, followed by improving lecturer qualifications. University support with the main elements is the solution to improve guidance, increase training, increase collaboration and curriculum development, and government solutions with the main elements of increasing the effectiveness of rules, and improving policy.

3. The most important strategy is to strengthen proactive attitudes, followed by strengthening government assistance, capital and supervision

RECOMMENDATION

1. To be more effective in making important decisions with student entrepreneurship, stakeholders should pay attention to the priorities needed in accordance with the results of this research.

2. For further research, it is necessary to proactively conduct research related to entrepreneurship based on findings and experience

3. Better selection is needed in selecting participants

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