

The Impact of The Merdeka Belajar Kampus Merdeka Program and Micro, Small, and Medium Enterprises Assistance on The Interest of Entrepreneurs in Batch 4th Kampus Mengajar Participants In Indonesia

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ABSTRACT

The impact of covid-19 has made the country's economy experience a slump. Government has launched one big movement in Indonesia called MBKM (Merdeka Belajar Kampus Merdeka) . MBKM means free for learn and freedom for college, MBKM contains several sub programs for Indonesia Students such as Kampus Mengajar. The purpose of this study was to determine whether or not there was an Impact MBKM on the entrepreneurial interest of Kampus Mengajar 4th participants throughout Indonesia, to determine whether or not there was an Impact of MSMEs assistance on the entrepreneurial interest of Kampus Mengajar 4th participants throughout Indonesia, to determine the types of businesses that many Interested college students teaching 4th throughout Indonesia, to find out students' views on the MBKM program which is in great demand by Kampus Mengajar 4th students, To find out the types of MSMEs that are interested by Kampus Mengajar 4th students in Indonesia. The research method used in this research is a descriptive quantitative research method by making Kampus Mengajar participants teaching 4th throughout Indonesia the object of research.

Keywords: Economy, MBKM Program, MSME

INTRODUCTION

Corona Virus or covid-19 is a virus that has hit most countries in the world. Covid-19, which originated in China, occurred in 2019 and has claimed many victims. From the notes summarized on the official Indonesian news site (KEMENKES 2022)so far this virus has 158,143 cases of death due to the covid-19 virus. The impact of this pandemic has had a major impact on all sectors of life, starting from the economy, politics, society, and culture. The economic sector is one of the sectors most affected by the COVID-19 pandemic

This was due to a large number of layoffs of employees due to restrictions on business activities and people's lives which led to a decline in people's purchasing power which aimed to prevent the spread of the virus from getting higher. As a result, many companies and business actors in various countries had to close their businesses. In 2022, there have been many developments in the case of COVID-19 victims towards a better (KEMENKES, KPCPEN 2022). The sectors of life in various countries have begun to rise and are noble in reorganizing strategies to revive the country's economy. Indonesia is one of the countries where the rate of COVID-19 cases has started to decline significantly.

The Indonesian government has tried various things for the (KEMENKES 2022)of a country that had slumped, starting from providing basic food assistance and providing cash assistance to the community. The government also realizes that the participation of the community, especially students, is also necessary to assist in the implementation of the national economic recovery.

After accommodating complaints from the community, the government finally gave a new policy, namely assisting people who want to build MSMEs. One of the government's efforts to promote the Indonesian economy is the provision of People's Business Credit (KUR) the purpose of the People's Business Credit is to increase access to financing and strengthen MSME capital (Kementerian Investasi n.d.).

The government also provides programs that focus on helping students by providing capital to build MSMEs such as the Indonesian Student Entrepreneurship Program which targets College students as the target object. The government has also issued assistance programs that all Indonesians can participate in in general, such as the *prakerja* which targets people affected by covid-19 such as termination of employment and students who want to train their skills.

The Ministry of Education, Culture, Research, and Technology also issued several programs aimed at providing opportunities for College students to be active and take part in economic recovery. In 2020 the government realized a program called *Kampus Merdeka* (KEMENDIKBUD 2022) which initially only had 4 programs available which later developed every year, the following are some of the programs, namely:

1. *Kampus Mengajar* (Mengajar 2022), *Kampus Mengajar* program is a program that provides opportunities for College students for one semester to help teachers and principals at the elementary and junior high school levels in carrying out learning activities affected by the pandemic. Through this program, students can prove their knowledge of skills and inspire these elementary and middle school students to broaden their goals and horizons.
2. *Internships*, internship programs are part of the independent campus program which aims to provide opportunities for students to learn and develop themselves through activities outside of class lectures. In the certified internship program, students will gain work experience in industry or the real world of professions for 1 to 2 semesters. Through direct learning in the workplace, student internship partners will gain hard skills and soft skills that will prepare students to be more stable to enter the world of work and careers.
3. *Study Independent*, study independent is one of the programs from the independent campus which aims to provide opportunities for college students to learn and develop themselves through activities outside of lectures but are still recognized as part of the lecture. This program is intended for students who want to equip themselves by mastering specific and practical competencies that are also sought after by the business world or the industrial world.
4. *Student exchange*, in student exchange activities at the independent campus learning program, this is a domestic student exchange program for 1 (one) semester that will invite students to be the nation's successors, to get the experience of studying at the best universities (PT) throughout Indonesia. Through this program, students will get credit recognition of up to 20 credits. College students can also experience firsthand the cultural diversity of the archipelago, both in writing and in practice.
5. *Wirausaha Merdeka*, *Wirausaha Merdeka* is a program initiated by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia specifically for college students who have an interest in the world of Entrepreneurship. Provide opportunities for students to be able to participate in Excellent Entrepreneurial Programs from Other Universities.

All programs provided target students who will become pioneers, liaisons, and drivers for the advancement of education and the Indonesian economy. In *Kampus merdeka* developed its program, namely "*Wirausaha merdeka*", the *Kampus Merdeka* program is one of a series of programs from the *Kampus Merdeka* which is special for students who have an interest in the world of entrepreneurship. College Students are given the

opportunity to be given business capital and given training so that the planned business can run well. The government hopes that the opening of these programs will make students more active. Especially in the Free Entrepreneurship program, the Government hopes that through this program it will be able to build an *entrepreneurial* in students and produce young entrepreneurs who will help eradicate poverty in Indonesia. The objectives of this research are:

1. To find out whether here is an Impact of MBKM on the entrepreneurial interest of Kampus Mengajar Participants 4th throughout Indonesia.
2. To find out whether or not there is an Impact of MSMEs assistance on the entrepreneurial interest of Kampus Mengajar Participants 4th throughout Indonesia!
3. To find out the type of business that is in great demand by participant Kampus Mengajar 4th throughout Indonesia.
4. To find out the opinion of students about the MBKM program which is in great demand by Kampus Mengajar Participants 4th throughout Indonesia.
5. To find out the types of MSMEs that are in demand Kampus Mengajar Participants 4th throughout Indonesia.

LITERATURE REVIEW

Entrepreneurship theory

(Ariyanto n.d.) In his article said that entrepreneurship is a very strong belief in a person to change the world through ideas and innovations. This belief will then be followed up with the courage to take risks to realize the ideas and innovations, both individually and through established organizations, starting from planning, building, maintaining, developing, to producing real impacts for the world.

(Audretsch and Keilbach n.d.) In his article said Entrepreneurship is distinguished from incumbent organizations with respect to both opportunity creation and exploitation. Entrepreneurial opportunities are not exogenous to Economy, but rather systematically created by incumbent organizations investing in a new knowledge and ideas but unable to fully commercialize that new knowledge.

Merdeka Belajar Kampus Merdeka (MBKM)

The Wirausaha Merdeka Program Guide book (Haji et al. 2022) In his book said that The Wirausaha Merdeka Program is an activity managed by a university that has an entrepreneurial learning and development program run by students to provide practical experience and competence in entrepreneurship for students so that when college students graduate, they are expected to have the provision and work power as an entrepreneur. In the process, entrepreneurial activities require creativity and innovation to produce something of higher value than before.

The requirements for students to be able to take part in the Independent Entrepreneurship program are as follows:

1. Active Student
2. S1 / D3 / D4 : Minimum Semester 5
3. D2 : Minimum Semester 3
4. S2 / S3: No semester restrictions (without credit conversion)
5. Not preparing a thesis or final project at the time of joining the program
6. Not taking courses at the original university during the program
7. Obtain a letter of recommendation from the Head of the Study Program and the head of the higher education institution in the Academic field
8. Willing to take part in a full-time program (one semester) as evidenced by a student statement

Micro, Small, and Medium Enterprises (MSMEs)

(Intan, Rosa, and Kahfi 2022) In Their article said that entrepreneurship experience has a positive and significant effect on the existence of MSMEs, the financial management system has a positive and significant effect on the existence of MSMEs, government assistance for micro-enterprises has a positive and significant impact on the existence of MSMEs, government assistance for micro-enterprises cannot significantly moderate the effect of entrepreneurship experience on the existence of MSMEs, government assistance for micro-enterprises can moderate the Impact of the financial management system positively and significantly on the existence of MSMEs, government assistance for micro-enterprises can moderate the effect of entrepreneurship experience and the financial management system positively and significantly on the existence of MSMEs.

(Riananda, Evendia, and Firmansyah 2022) In Their article said that the development of MSMEs is the authority and responsibility of the Regional Government, as concurrently regional government affairs in mandatory government affairs that are not related to basic services. The enactment of Law Number 11 of 2020 concerning Job Creation and Government Regulation Number 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises has changed the direction of legal policy in the development of MSMEs. Local governments in this case have responsibilities and obligations in responding to the demands of these changes to overcome problems in the development of MSMEs. The strategy that can be carried out by the Regional Government is to establish a Regional Regulation on the Ease, Protection, and Empowerment of Micro, Small, and Medium Enterprises as a form of legal umbrella for the development of MSMEs. The legal policy in this regional regulation at least regulates the convenience of Micro and Small Enterprises; Protection of Micro and Small Businesses; Empowerment of Micro, Small, and Medium Enterprises; Business development; Coordination and Control of Ease of Protection, and Empowerment of Micro, Small, and Medium Enterprises; partnership; facilities and incentives; provide financing for micro and small businesses; and maintenance of incubation.

RESEARCH METHOD

The Research

the method used in this research is a descriptive quantitative research method. The purpose of using the quantitative descriptive research method is a method that aims to create pictures or descriptive of a situation objectively using numbers, starting from data collection, interpretation of the data as well as the appearance and results by making 14,282 Kampus Mengajar participants 4th throughout Indonesia as the object of research.

Techniques Of Collecting Data

the method used in this research is to use Google Forms media. The data collection technique used is systematic random sampling. The population used in this study were students who participate Kampus Mengajar 4th throughout Indonesia and used a telegram group media containing students from Kampus Mengajar 4th throughout Indonesia. Sampling using the simple random sampling method, in the book elementary sampling theory (Yamane 1967) writes "The process of breaking down the population into strata selecting simple random samples from each stratum and combining this into a single sample to estimate population parameter is called stratified random sampling From the quote from Taro Yamane it can be concluded that the simple random sampling method is a sampling process through the process of dividing the population into strata which selects a simple random sample from each stratum and combines it into a sample to estimate the population parameters. In this study, the existing population amounted to

14,282 and after using the Slovin formula using a precesion rate of 10%, the respondents who were used as samples to conduct research were 100 respondents.

RESULTS

Testing the results of distributing questionnaires in this study used SPSS statistic 22. Research on the effect of the MBKM program and MSMEs assistance on college student entrepreneurial interest used Kampus Mengajar participants from class 4 throughout Indonesia which had 14,282 participants who became the population in this study. In this study, because the research population is very large, the 10% Sloven formula is used to determine the number of samples to be taken to become the population. To see whether the data are feasible to be used as a study and to find out how much Impact the two variables (X) have on the variable (Y) , a series of tests were carried out using SPSS. The following are the types of tests carried out, namely:

Validity Test And Reliability Test

(Budiastuti and Bandur 2018)The definition of instrument validity in the context of quantitative research is put forward by research method experts as the degree to which it measures what it is supposed to measure. This means the validity of a study is related to the extent to which a researcher measures what should be measured. To be specific, the validity of quantitative research is rooted in the view of empiricism which emphasizes evidence, objectivity, truth, deduction, reasoning, facts, and numerical data.

Table 1. Result Of Validity Test

Variable		Rcount	Rtable	Criteria	Conclusion
MBKM Program	X1.1	0.954	0,361	Rcount > Rtable	Valid
	X1.2	0.520	0,361	Rcount > Rtable	Valid
	X1.3	0.787	0,361	Rcount > Rtable	Valid
	X1.4	0.884	0,361	Rcount > Rtable	Valid
	X1.5	0.704	0,361	Rcount > Rtable	Valid
	TOTAL	1	0,361	Rcount > Rtable	Valid
MSMEs Assistance	X2.1	0.515	0,361	Rcount > Rtable	Valid
	X2.2	0.742	0,361	Rcount > Rtable	Valid
	X2.3	0.776	0,361	Rcount > Rtable	Valid
	X2.4	0.848	0,361	Rcount > Rtable	Valid
	X2.5	0.552	0,361	Rcount > Rtable	Valid
	TOTAL	1	0,361	Rcount > Rtable	Valid
Intreprene urial Interest	Y1	0.565	0,361	Rcount > Rtable	Valid
	Y2	0.643	0,361	Rcount > Rtable	Valid
	Y3	0.786	0,361	Rcount > Rtable	Valid
	Y4	0.644	0,361	Rcount > Rtable	Valid
	Y5	0.746	0,361	Rcount > Rtable	Valid

	TOTAL	1	0,361	Rcount > Rtable	Valid
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In the validity test table above, it can be identified that the data above shows that all statements representing each variable are valid. This is evidenced by the fact that all statement items have a recount greater than a table and positive value.

Table 2. Result Of Reability Test

Variable	Cronbach's Alpha Grades	Reliability Value	Criteria	Conclusion
MBKM Program	0.954	0,361	Cronbach's Alpha Grades > Reliability Value	Reliable
MSMEs Assistance	0.515	0,361	Cronbach's Alpha Grades > Reliability Value	Reliable
Intrepreneuria I Interest	0.565	0,361	Cronbach's Alpha Grades > Reliability Value	Reliable

In the reliability test table above, it can be seen that the data above shows that all statements that represent each variable are reliable. This is evidenced by the fact that all statement items have Cronbach's Alpha values greater than the minimum value reliability (0.60) and positive values.

Multiple Linear Regression Test

Multiple Linear Regression Analysis was used to measure the effect of more than one predictor variable (independent variable) on the dependent variable.

Table 3. Result Of T Table Test

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig
	B	Std.Error	Beta		
	(Constanta)	4,440	1,222		
MBKM Program	,314	,088	,338	3,582	,001
MSMEs Assistance	,497	,086	,543	5,749	,000

a. Variable Dependent : Enterpreuneurs Interest

Multiple linear regression analysis:

$$\text{Entrepreneurial interest} = 4.440 + 0.314 \text{ MBKM program} + 0.497 \text{ MSME assistance}$$

Analysis:

1. Constants, Based on the equation, the constant value obtained is 4.440, which means that if the Purchase Decision studied is "constant"
2. Regression coefficient of MBKM program, Based on the regression coefficient equation of Service Quality obtained by 0.314
3. Linear Regression Coefficient of MSME assistance, Based on the regression coefficient equation of Service Quality obtained by 0.497.

T table test
$T \text{ tabel} = \left(\frac{\alpha}{2} ; n-k-1 \right)$ $= (0,025 ; 100-2-1)$ $= 1.98472$

Hypothesis test t table

A. First Hypothesis Testing (H1)

Known value Sig for the effect of X1 on Y is 0.001 <0.05 and the t value is 3.582 > t table 1.98472, so it can be concluded that H1 is accepted which means that there is an effect of X1 (MBKM) on Y1 (Enterprise Interest)

B. Second Hypothesis Testing (H2)

It is known that the Sig value for the effect of X2 on Y is 0.00<0.05 and the t-count value is 5.749>t table 1.98472, so it can be concluded that H2 is Accepted, which means that there is an effect of X2 (MSMEs Assistance) on Y1 (Entrepreneurial Interests)

Table 4. Result Of F Table Test

ANOVA ^a					
Model	Sum Of Squares	df	Mean Square	F	Sig
1 Regression	320,616	2	160,308	117,469	,000 ^b
Residual	132,374	97	1,365		
Total	452,990	99			

a. Dependent Variable : Entrepreneurs Interest

b. Predictors : Constant, MBKM Program, MSMEs Assistance

F table test
$F \text{ Tabel} = (k ; n-k)$ $= (2 ; 100-2)$ $= 3,090$

Based on the f test table above, it can be concluded that the significant value is 0.00 < 0.05 and F count 117.469 > F table 3.090. Thus, it can be concluded that this multiple regression model is feasible to use, and the independent variables which include the MBKM Program and MSMES Assistance have a simultaneous Impact on the dependent variable. Entrepreneurial Interest

Test of the coefficient of determination

The coefficient of determination is a measure to determine the suitability or accuracy between the estimated value or the regression line with sample data. If the value of the correlation coefficient is known, then to get the coefficient of determination can be obtained by squaring.

Table 5. Result Of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std.Error Of the Estimate
1	,841 ^a	,708	,702	1,168

a. Predictors : (Constant), MSMEs Assitence, MBKM Program

b. Dependent Variable : Entrepreneurs Interest

c.

Based on the output above, it is known that the R Square value is 0.708, this means that the effect of X1 and X2 simultaneously on Y1 is 70.8%.

DISCUSSION

After carrying out a series of steps to find out how much Impact the MBKM program variable and MSMEs Assistance have on the entrepreneurial interest of class 4 teaching campus participants throughout Indonesia, the results show that the level of Impact of the two independent variables has an effect of 70.2% on the dependent variable. The results of data collection taken from 14,282 population of campus participants teaching class 4 throughout Indonesia, shows that the level of college student interest in participating in government programs is very high. The level of student interest in participating in programs held by the government can be seen in the table below.

Table 6. Student attractiveness toward entrepreneurship

No	Statement	Percentage (%)
1	Interested	42,9%
2	Very Interested	42,8%
3	Hesitate	9,5%
4	Not interested	4,8%
5	Very Not interested	0%
Total		100%

From the research data above, it can be seen that a great opportunity for success in increasing student interest in entrepreneurship is in motivational programs by providing capital and training provided to students. The results of the questionnaire that have been distributed to the top 3 ranking business ideas that are much favored by students are the first online shop business, the second a seller of used clothes imported from abroad, and the third most popular is the culinary business. Because capital is the main thing in setting up a business, that's what makes the government try to assist in the form of capital to people who are interested in entrepreneurship.

One study on economic recovery in China said that such as e-commerce and the information service industry based on 5G technology, and promoted the development of emerging industries, such as remote office, webcasting, and online education. For traditional industries, measures including tax cuts and lower lending rates can be used in the short term to reduce the financial pressures faced by companies. In the long term, it is important to support companies to promote online business development. It is necessary to encourage the transformation of the concept of urban development from being growth-oriented to being community-oriented. In the current context of regional integration sustainable development, population flows are more frequent, which not only increases the difficulty of urban governance, but also places a higher demand on urban service levels. Insights emerging from COVID-19 on the development of urbanization include not only the importance of improving the function of urban services, but also increasing the collaborative governance capabilities of cities on a regional scale. Cities in Hubei Province must first improve their own service functions, and then reduce spatial differences in the degree of urbanization to lay the foundation for coordinated urban governance. In the end, through improving collaborative governance capabilities between cities, people's lives and property security can be better maintained. Government collaboration with citizen it's important to building the country economy (Yang et al. 2020)

It can be seen from the results of research on the Impact of the MBKM Program and MSMEs Assistance on entrepreneurial interest, the two x variables have a very large Impact that can increase student and community interest in entrepreneurship and from research conducted in China, which is the origin of the covid 19 virus, they were able to rise from the downturn of the economic crisis and various aspects of life because of the

cooperation between the government and the community. The Chinese government is helping its people in boosting the economy through industries such as e-commerce and the 5G technology-based information service industry, and promoting the development of new industries, such as remote offices, webcasting, and online education. For traditional industries, measures including tax cuts and lower loan interest rates can be used in the short term to reduce the financial stress faced by companies. In the long term, it is important to support companies to promote online business development. All of these things made China quickly develop and rise from the adversity experienced due to the impact of covid-19.

CONCLUSION

The research entitled the Impact of the MBKM program and MSME assistance on entrepreneurial interest in students shows that the programs designed by the government are aimed at increasing student interest in entrepreneurship and becoming young entrepreneurs. This study shows that MBKM based entrepreneurship education can increase student interest in entrepreneurship. This program is very useful for students who are interested in starting a business, through this program the government provides a place for college students to be creative and develop their talents. With this program, students also have the opportunity to reach their maximum potential and raise their enthusiasm to work in the field of entrepreneurship and earn the expected income. In the implementation of the Independent Entrepreneurship Program, college students can develop the entrepreneurial spirit that exists in themselves. To develop and build MSMEs in Indonesia, the government has launched.

Programs and assistance aimed at providing MSMEs funding to the people which can be followed by all Indonesians, including students. The government hopes that with the assistance and programs that have been provided, college students can take advantage of the opportunity to become young entrepreneurs who can improve the economy of the people in Indonesia and reduce the high unemployment rate.

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