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## DEVELOPMENT OF ENTREPRENEUR RESEARCH TRENDS IN GARUDA INDEXING AGENCY

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# DEVELOPMENT OF ENTREPRENEUR RESEARCH TRENDS IN GARUDA INDEXING AGENCY

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## ABSTRACT

Entrepreneurship can be an indicator of the development of a country. Unfortunately, in Indonesia the number of entrepreneurs is still low. So, it needs to be efforts to optimize various fields that are integrated with entrepreneurship. One of the aspect is education that closely related to scientific research. The existence of indexing portal for scientific publications such as the Garuda portal, which optimizes the progress of information technology can help researchers not only in the academic world, the general public can obtain various data that can be used as a basis for developing programs as a solutive form of problems in society. This research was conducted to find out how the Trend of Entrepreneurial Research Development Published by the Garuda Indexing Agency. The method used in this research is descriptive method with inductive data analysis. Literature study is used as a method of collecting data sourced from books, journals, and electronic scientific articles that are relevant to the research topic, which is about the development trend of research on entrepreneurship. The results of this study show that keywords and words that are connected with entrepreneurship in the title of publication in the Garuda index indexing institution continue to increase. This can be a positive signal for future research on entrepreneurship. Especially should be integrated with the field of education because the research results show the words "education" and "students" appear as words that are often associated with entrepreneurship. This shows the need to optimize entrepreneurship through the educational aspect.

**Keywords:** Entrepreneurship; Research; Publication; Education; Indexing; Garuda portal

## INTRODUCTION

Entrepreneurship needs to be developed because it can add value to a product or service. Drucker inside (Rintan, 2017) explain if something new can be created through various entrepreneurial efforts. This is closely related to innovation and creativity as a way to find opportunities in the midst of existing problems. Social and economic aspects can be combined and produce solutions for the welfare of people's lives. Seeing the benefits generated through entrepreneurship, it can be optimized through the integration of entrepreneurship with various sectors. One of them is the technology sector which is explained through research results (Putri & Purnomo, 2015) the combination of technology and entrepreneurship is called technopreneurship. This effort can have a positive impact on society through this innovation, development is not only realized in its economic value, but with this generation fostering a variety of new entrepreneurs with similar models but different commodities.

In addition to technopreneurship, entrepreneurship integration with other aspects is social entrepreneurship. Social entrepreneurship becomes an idea of social change based on the principle of entrepreneurship. This phenomenon grows in a short time along with the many social problems that exist in society. One form of social entrepreneurial success was expressed by one of them (Firdaus, 2018) that social objectives and the impact of empowerment are important values in the practice of social entrepreneurship, one of the implementations is Binda Swadaya and Mitra Bali which is able to encourage the improvement of the community's economy so that the results can reduce poverty levels.

However, amid the positive impact of entrepreneurship for the social community, unfortunately the number of SMEs that show a good indication of the founder / owner in the independence of the succession process, is still relatively small (Bogdány, Balogh, & Csizmadia, 2014). Quoted from (CNNIndonesia, 2018) The Executive Director of the Indonesian Employers' Association (Apindo) said that the number of entrepreneurs in Indonesia currently only reaches 3.1 percent of the population of productive age. This amount is minimal compared to the level of entrepreneurship in developed countries which can reach 14 percent. The lack of optimal support from the Government and the private sector is one of the causes of the low number of entrepreneurs in Indonesia, even though the entrepreneurial sector has a great opportunity to develop. Another factor that causes the lack of entrepreneurial development is that many SME sectors do not understand business management. In addition, currently comprehensive entrepreneurship is still not optimized, this can be seen from the focus of the attention of the public element is still centered on the ratio or the number of businesses and micro businesses (Gandhi, 2017). Seeing these conditions, Yuswohady as a marketing expert stated that if necessary synergy between private companies and various communities to solve this problem was also supported by the Government's role.

The entrepreneurship aspect is important to be considered by both the Government, the private sector, and society at large. One country's progress can be seen from the number of entrepreneurs, with a ratio of Indonesia's population of two hundred and fifty million, at least it must have five million entrepreneurs or at least two percent of the total population (Kemkominfo, 2017). Entrepreneurship, can be utilized to meet market needs that are still open. Entrepreneurship groups are very important to be improved because they can find opportunities, develop and innovate that in the macro impact will improve the nation's economy.

Based on the condition of the still small number of entrepreneurs in Indonesia which is inversely proportional to the large potential of entrepreneurship, it is necessary to optimize the

aspects of education in entrepreneurship. With the implementation of entrepreneurship in the scope of education, later graduates of educational institutions both at school and college level have the mindset to create employment opportunities rather than focused on job seekers. Data shows that the higher the level of education a person gets, the lower the level of independence and entrepreneurial interest in Indonesia, even in 2008 Indonesia occupies the number one position the highest number of unemployed people in Asia (DikporaJogja, 2009). The data can be the basis of how education should be integrated with entrepreneurship. Both must go together so that educated unemployment does not continue to increase so that more jobs will be open if the level of entrepreneurship has a high number. The high number of unemployment is a complex thing where one of them is caused by the education process that is less touching real problems in the community. Entrepreneurship education has been integrated into the formal education curriculum and student activities, to direct graduates to become entrepreneurs. The formation of a community of entrepreneurs from higher education graduates is expected to accelerate the increase in the number of Indonesian entrepreneurs to drive the nation's economic growth (DikporaJogja, 2009).

The results of higher education can be carried out through the results of research. Seeing the urgency about efforts to optimize entrepreneurship in the community, it is not surprising that many studies have concentrated on advancing the field of entrepreneurship. Various research results can be a reference for evaluation as well as a condition in the community. In addition, research results which are published through journals and other scientific publication media, are expected to be the basis in determining a policy (Hariyah, 2016). In line with the statement, Karadağ in (Eğmir, Erdem, & Koçyiğit, 2017) explain if the results of scientific research have a high significance value because it not only influences policy and has implications in the scientific field but also forms an empirical basis for the implementation process and serves as a guide for actors.

In conducting research, there are research trends that affect researchers. In general, researchers tend to follow any field of study that is considered to be a trend. This is because the objects under study are the problems that are being talked about by many people and attract the interest of many people (Ahmad, 2012). The identification and forecasting of research trends is very important for various stakeholders, including researchers, academic publishers, funding institutions, companies engaged in innovation and others (Salatino, 2015).

The research results are then published through various media publications. The function of communication media between academics can be accommodated by scientific publications regarding one group of knowledge or across disciplines (Mathar, Akbar, & Bahar, 2017). Scientific publications are an important part of higher education. Researchers who are closely related to university academics should have an active attitude to publish research results in various scientific journals. In making publications, it is also important to note that in addition to having originality values, research must also have high usefulness values for the community. Without scientific publication, it's hard to find a science to be studied and developed (Mathar et al., 2017). Indeed, a productive attitude must be possessed by a researcher in producing scientific publications. This can be used as evidence as a track record of researchers as academics and more broadly, researchers can build an international network through the publication of scientific papers (Itsmis, 2019). If the researcher makes a lot of publications, the opportunity to be quoted in other research journals will be higher, the reputation of the researcher will increase as academics if many research results are cited by other researchers. Explained further about the index of activeness in conducting indicated through the H index which is a benchmark in developing his work by researchers (Itsmis, 2019). The researcher's reputation will be measured by the H index, the higher

the index recorded, the proportional to the researcher's reputation means that his reputation will get better.

Based on the explanation above, the importance of scientific publications for researchers is known. However, at present the number of scientific publications in Indonesia is still minimal even lags with several countries in Southeast Asia (Mathar et al., 2017). The quantity of scientific papers in Indonesia indexed on internationally reputed index machines is still far below other neighboring countries in Southeast Asia. Whereas with the rapid advancement of information and communication technology today, the impact of a scientific publication can already be measured (Mathar et al., 2017). The results of this measurement can be useful knowledge to direct entrepreneurial research to be carried out in the Indonesian context (Husna, 2017).

One form of communication technology to optimize scientific publications is the Garuda portal. Through the portal Garuda (Digital Reference Garba), users can find scientific and general references that can be accessed easily where there are e-journals, e-books as well as other public works. This scientific publication portal is managed by the Directorate of Research and Community Service at the Ministry of National Education - Ministry of National Education. This portal will summarize Indonesian Scientific References (*Indonesian Scientific Resources*). Innovations in the form of the use of digital media will be very helpful in helping to find references, especially for scientific research because the publications contained on the Garuda portal have been tested and their accuracy is correct. Garuda can be one of the scientific references and become an international standard source of research references.

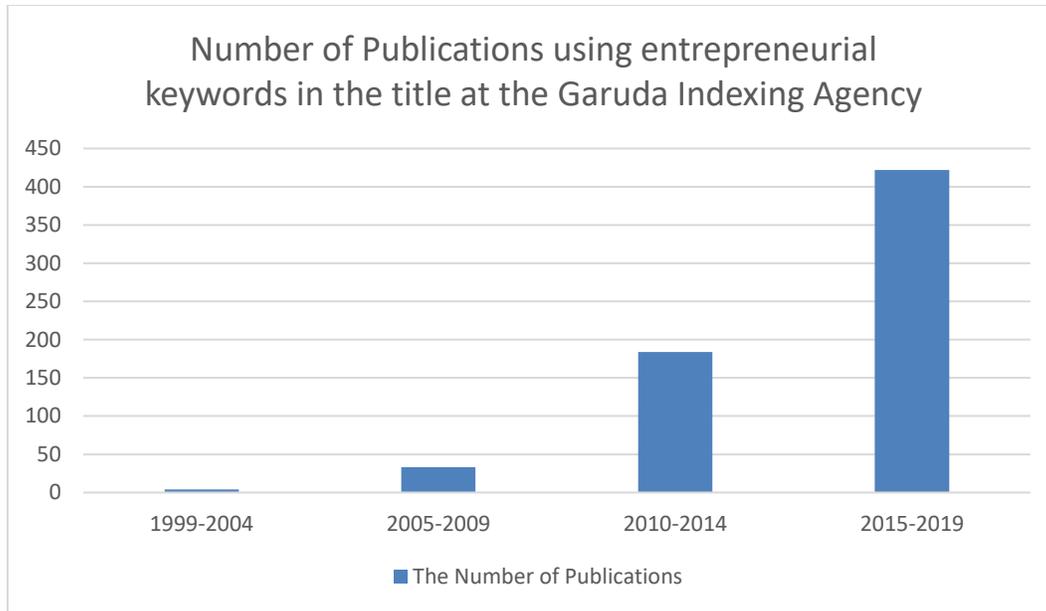
In terms of plagiarism, scientific works published on the Garuda portal have been tested and therefore can be accounted for as a reference source. The quality of scientific publications is controlled by contributors from various universities in Indonesia. The existence of scientific publication portals that optimize the advancement of information technology can help researchers not only in the academic world, the general public can obtain various data that can be used as a basis for developing programs as a solutive form of problems in society. One of the crucial problems in Indonesia at the moment is that there is still a lack of entrepreneurship, as explained above, which is an indicator of a country's development. Based on the explanation above, this study aims to analyze the Trend of Research Development Regarding Entrepreneurship which has been Published in a Number of Scientific Publication Media Indexed on the Garuda Portal.

## **METHOD**

The method used in this research is descriptive method. According to (Nazir, 2003) the purpose of this descriptive study is: "... to make a systematic, factual and accurate description, description, or painting of the facts, traits and relationships being investigated." The researcher uses inductive data analysis. Literature study is used as a method of collecting data sourced from books, journals, and electronic scientific articles that are relevant to the research topic, which is about the development trend of research on entrepreneurship. The subject under study was the Garuda Portal and the object of his research was on entrepreneurial research trends. Data obtained through literature studies are then analyzed descriptively. Data were analyzed to obtain Research Development Trend Regarding Entrepreneurship through digital scientific portals and then described and illustrated with examples including excerpts from previous research.

## RESULT AND DISCUSSION

Researchers are trying to uncover the development trend of research on entrepreneurship by looking at a total of articles with titles containing entrepreneurial keywords. The following is data on publications with entrepreneurial keywords on the Garuda Portal:



**Figure 1 Total Articles with Title Containing Entrepreneurial Keywords in Garuda Portal**

Source: <http://garuda.ristekdikti.go.id/>

Based on the data above, it is known that research trends regarding entrepreneurship have increased. Improvements can be seen consistently if seen every year. More and more research on entrepreneurship in Indonesia will certainly have a positive impact on the progress of the entrepreneurial world. The data obtained will be more accurate along with developments every year. The various data can be used as a basis in making a program if one is given a scientific publication that is as one of the considerations in policy making. With the increasing number of studies carried out, the needs of the community will be seen through various research results. For example, the current condition of the community is very closely related to the digital era. Various data about the condition is found in research results published through scientific portals such as Garuda, so it can be taken into consideration how to deal with the challenges that arise from these conditions. One of the conventions was responded by the government through the digital-based IKM development program which in 2017 alone more than 4,000 business participants took part in this program with a turnover of more than 1.3 billion rupiahs. The program is an effort to face challenges in the midst of the digital 4.0 era in the field of entrepreneurship (Kemenperin, 2018).

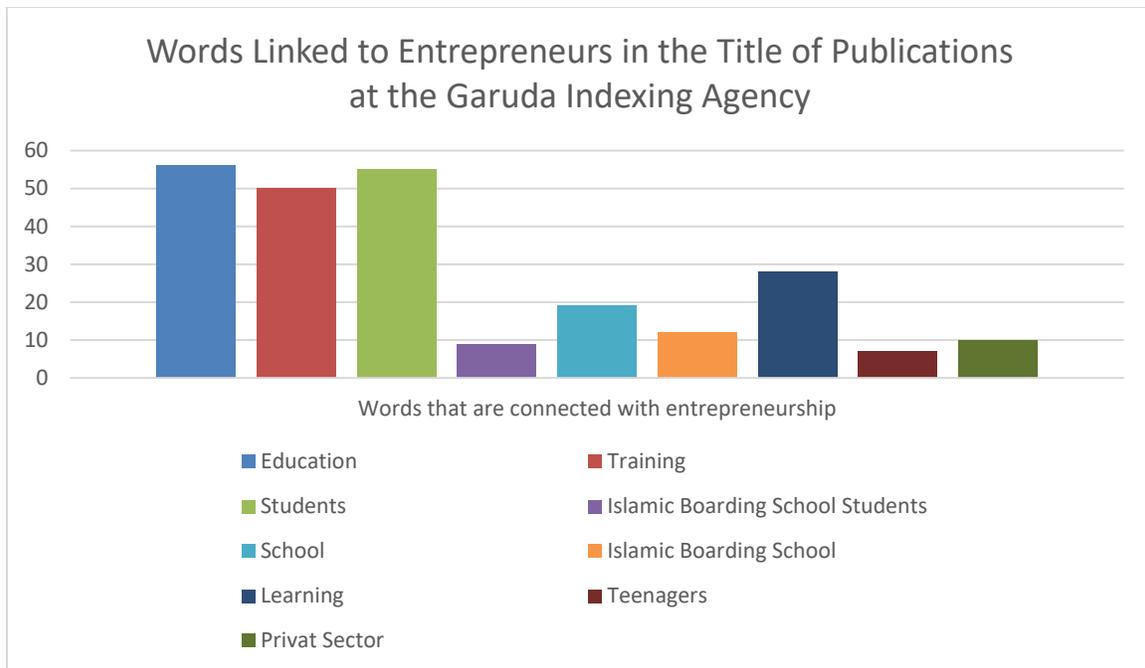
Published research on entrepreneurship has increased quite rapidly. This can be seen from the results of similar research which states that the number of articles related to entrepreneurship keywords increases, which is a sign of an increasing trend of attention to the field of entrepreneurship (Luor, Lu, Yu, & Chang, 2014). Previously, various attempts had been made to identify trends in entrepreneurship research (Watkins & Reader, 2004). From previous studies on published entrepreneurial trends, successes, impacts, scope and so on need to be assessed (Hariyah, 2016) bearing in mind the value of the benefits of research results in the field of entrepreneurship are quite high so that if done with the right scope will have a positive impact in accordance with the specific needs of the community. During this time, the concept of entrepreneurship attracted

academic researchers, making a significant contribution to the field of entrepreneurial research (Luor et al., 2014). If you track the evolution of research and predict the topic of future research trends it is very important for researchers to keep abreast of the rapidly growing research progress (Chen, Wang, Li, & Sun, 2018). Analysis shows that the majority of scholars tend to make their scientific debuts, publish more papers, and collaborate with more co-authors at conferences than in journals (Kim, 2019). Conference papers appear to function as a scientific communication channel that is not just a first step to publishing in a journal. Thus, the collaboration of writers and topics or titles in all conferences and journals tends not to directly intersect (Kim, 2019).

Since entrepreneurship has a wide-ranging impact on society, it's no wonder that entrepreneurship is also examined in terms of education and psychology. Frese & Gielnik, in (Husna, 2017) said, Psychology of entrepreneurship (psychology of entrepreneurship) with individual entrepreneurs as the object of study raises unique research topics. It deals with the application of psychological concepts to understand the personality and role of an entrepreneur and the use of these concepts to support entrepreneurial activities in each phase of development, that is, before launching the business in the opportunity identification phase, during launching in the phase of gathering resources to start a business, and post-launch in the management phase so that businesses grow and survive.

There are five areas of entrepreneurial psychology research, namely: (1) Entrepreneurial personality; (2) Psychopathology of entrepreneurs; (3) Entrepreneurial cognition; (4) entrepreneurship education; and (5) cross-cultural entrepreneurship. By considering the demographic diversity, ethnicity, culture and religion of the Indonesian people and their entrepreneurial traditions, the findings generated from entrepreneurial psychology research can provide input for the development of an entrepreneurship education curriculum, the formulation of government policies, and investment decision making, as well as support for entrepreneurs. new and potential to create a successful, resilient and sustainable business (Husna, 2017).

Entrepreneurial psychology research has relevance and urgency, especially for the progress of the business world. But unfortunately, this is less focused by experts and psychology students in Indonesia. This can be seen from the lack of scientific publications in this field, the monotony of the issues raised in existing research, and research subjects that are not representative, namely students (Husna, 2017). In recent years, a number of big data have been studied on a large scale by researchers and organizations. In this context, trend analysis is one of the most important fields. Usually, good prediction results are difficult to obtain because of unknown variables to explain the subject's behavior (Trucolo & Digiampietri, 2017). Then in this study, researchers analyzed the words that are connected with entrepreneurs in Garuda indexing institutions. Here is a graph showing the data:



**Figure 2 Graphs of Words Linked to Entrepreneurs in the Title of Publications at the Garuda Indexing Agency**

Source: <http://garuda.ristekdikti.go.id/>

Based on the graph above, the most common words that appear related to entrepreneurship are education, training and students. From these data, it can be seen if many researchers discuss the aspects of education that are integrated with entrepreneurship. The need for entrepreneurs to be able to enter the scope of education could be one of the results of various studies relating to these entrepreneurs. Research on subject trends in this journal article can be further developed. Other aspects of bibliometrics can be applied to get a more detailed and accurate picture of the development of research subjects (Hariyah, 2016).

Based on various findings from the results of research on the many studies on education integrated with entrepreneurship, the Government is expected to create more awareness and support for entrepreneurial efforts and direct the University to improve the quality of entrepreneurship education provided to students by providing academic and business support to generate ideas, starting and maintaining a new business at an entrepreneurial center within the university (Akinwale, Ababtain, & Alarafi, 2019). The government must support more young entrepreneurs from marginalized community groups to tackle social problems, improve the people's economy and change people's lives at large (Zainudin, Raja Suzana, & Zulazli, 2017). Understanding the concept of sustainable entrepreneurship is an important stage when designing the triple bottom line implementation mechanism at the tertiary level, especially in developing entrepreneurship education (Nuringsih, Nuryasman, Prasadjo, & Amelinda, 2019).

In addition to aspects related to entrepreneurship, through various studies published through digital portals, it will provide a specific picture of the object of research related to entrepreneurship. The results of the study will lead to the characteristics of the research subjects. This becomes important to be studied further, especially in the field of education because personal characteristics significantly influence students' interest to become entrepreneurs (Bade, Rao, & Reddy, 2017). Knowing the intrapreneurship factors in an organization will help the organization to understand the situation in the organization and focus on areas that require attention. This

knowledge enables organizations to maintain intrapreneurial zeal in organizations and face increasingly complex globalization challenges (Rekha, Ramesh, & JayaBharathi, 2015).

The value of benefits from various studies on entrepreneurship can be applied in a broad range of elements of society. For this reason, it is necessary to instill an understanding that entrepreneurship is the key to real success in this competitive world. The stages and ways of entrepreneurship can be instilled in the younger generation from an early age, gradually to touch on things that are detailed (Ilayaraja, 2015). Interestingly, the results of the study note that entrepreneurs from the younger generation have a unique way to attract consumers, in order to generate business income (Manurung & Manurung, 2019). Optimism and emotional intelligence of students have a relationship with interest in entrepreneurship (Madar, Shamoan, Teeni-harari, Icekson, & Sela, 2019). This needs to be underlined, its relation to scientific publications carried out through digital portals is very effective in disseminating information to young people considering their very close characteristics to the digital world so that various published studies can be easily understood and become valid references in analyzing situations related to entrepreneurship.

Entrepreneurial knowledge and personal attitudes have a significant influence on entrepreneurial interest. Previously, personal attitudes were observed to have a greater influence on interests. But furthermore, the level of entrepreneurial knowledge observed has more impact on attitudes towards entrepreneurship (Tshikovhi & Shambare, 2015). Entrepreneurial education and training must focus on changing personal attitudes using the knowledge they have because it can have a more significant effect on the business creation process and to overcome many of the obstacles that are felt during the entrepreneurial process (Buana, Hidayat, Prayogi, & Vendy, 2017).

In addition, the education system must emphasize the values and culture of entrepreneurship. This requires an entrepreneurial teaching method that must be explored thoroughly and continuously (Buana et al., 2017). At the beginning of the preliminary study, it was explained the need for integration between various sectors ranging from government, communities, educational institutions to activists in the field of entrepreneurship itself. SME owner-managers agree that they have a positive attitude of sustainability, think that sustainable entrepreneurship is interesting and consider themselves to have sufficient capacity for sustainable entrepreneurship. In addition, SME owner-managers also exhibit a certain degree of tendency for sustainable entrepreneurship (Koe, Omar, & Majid, 2014). Entrepreneurship education has a significant influence on student entrepreneurship competencies through mediating positive psychological capital (Hasan et al., 2019) so it is important to increase the trend of publication on entrepreneurship.

## **CONCLUSION**

The field of entrepreneurship is important to be developed because it can have an impact on broad aspects of people's lives. The development of a country can be seen from the number of entrepreneurs, this is because entrepreneurship shows the innovation and creativity of the community in seeing the opportunities of a problem. In addition, entrepreneurship can be integrated with various other fields to produce concrete solutions for the community, such as technopreneurship which combines technology with entrepreneurship, then other fields are social entrepreneurship which combines the fields of entrepreneurship with the social community. Through the integration of aspects of community life, it will have a holistic impact and have wider affordability. Amid the large potential that can be optimized through the field of entrepreneurship,

the number of entrepreneurs in Indonesia is still relatively small. This phenomenon also occurs in the number of researchers who publish scientific papers are still minimal, even though research publications affect the reputation of the main researchers involved in academic confusion. The results of research can become a medium of communication even in global scope. Both of these aspects if optimized will have a positive impact in a broad scope and also have a positive impact on the development of the entrepreneurial world which will also have a macro effect considering the results of research can be a reference in policy making as well as the basis for implementing programs or plans to develop community potential.

The results of this study show that keywords and words that are connected with entrepreneurship in the title of publication in the Garuda index indexing institution continue to increase. This can be a positive signal for future research on entrepreneurship. Especially should be integrated with the field of education because the research results show the words "education" and "students" appear as words that are often associated with entrepreneurship. This shows the need to optimize entrepreneurship through the educational aspect.

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