



## **Entrepreneurship Teaching Culture and Entrepreneurship Education Factors : A Literature Review**

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**Abstract** - The purpose of this study was to analyze the entrepreneurship teaching culture and entrepreneurship education factors. The research method is a literature review. The literature search in this literature review uses a database in the form of Google Scholar, Biomed Central, NCBI, and Proquest. After the articles were collected, the researchers grouped a number of articles that had been obtained based on the relevance of the topic of entrepreneurship. The articles that are prioritized revolve around the last 5 years of research, but if there is knowledge or discussion that has not changed, it will be expanded to become articles with the last 10 years of research. Critical appraisal is a journal analysis process that is used as a theoretical basis regarding the differences, similarities and shortcomings of the journals used. Journals are reviewed to select journals of measurement results that are appropriate to the topic. From searches that have been done on Google scholar from 2019 to 2022 that meet the research topic. The data used in this study is secondary data which means not from direct observation, but obtained from the results of research that has been carried out by previous researchers. Sources of secondary data obtained in the form of journal articles about research variables. Education is a central issue in all sectors of life, not only is education merely the transfer of knowledge in schools, but education and teaching has a broad meaning, and we can learn from nature and the environment. A culture full of education will indirectly shape a society to coexist side by side. Teaching culture, with various ethical character values reflected in the activities of daily life, entrepreneurship is no exception. Competence and entrepreneurial knowledge have been passed down from generation to generation by families and communities, so entrepreneurial values have become part of the culture itself, including courage, self-confidence, interpersonal communication skills, discipline, hard work, high social and obedient for religion .

**Keywords:** Entrepreneurship Teaching Culture, Entrepreneurship Education Factors, Literature Review, Education



## **Introduction**

According to Schuelke-Leech (2020) every country has encouraged economic growth, employment, and large-scale economic development placing entrepreneurship education as an important factor in creating an entrepreneurial culture, especially among the younger generation and productive age. Entrepreneurial culture can trigger the growth of new businesses on a small, medium or large scale. According to Samuel and Rahman, M. M. (2018); Wei (2020) one of the efforts to increase the effectiveness of entrepreneurship learning is to adopt methods that have been proven to produce successful entrepreneurs, such as entrepreneurs based on local culture. Indonesia with its diverse local culture has many references to use in developing entrepreneurship education. Diversity This is Indonesia's strength in managing and improving the nation's economy. Entrepreneurship can develop well, which is determined by how each region carries out teaching and learning activities to instill entrepreneurial values based on local culture. Teaching and learning plays an important role in one's success because teaching and learning can determine one's success in acting, including success in teaching and learning in entrepreneurship. Knowledge possessed by a person or group can distinguish the quality of a person or group in society. According to Dewi and Mashami (2019); Lee (2022); Liu and (2019) The entrepreneurial values based on local culture have existed for a long time and were passed down from generation to generation. Indonesia has a variety of unique cultures, and each has its own characteristics, especially from the social life of its people. Several cultures in Indonesia have advantages in terms of entrepreneurship, these cultures are unique compared to other cultural groups that have the same advantages in terms of entrepreneurship. u culture can develop and spread its culture, which is known, accepted, and loved by the wider community, including through the Padang restaurant business. According to Prakoso and (2019); Rahimia et al. (2019);Schuelke-Leech (2020) Learning from the values of culture-based entrepreneurship is interesting to learn. This phenomenon appears, one of which is influenced by their cultural background. While the method of forming entrepreneurial character in culture is not documented and structured and systematic but integrated in the form of hereditary habits, social norms, customary norms, and religious norms.

To develop and disseminate teaching methods and entrepreneurial values based on local culture, it must be inherited appropriately and correctly, so that the teaching and learning process becomes an inseparable part of this activity. According to Dewi and Mashami (2019); Lee (2022) Proven local culture, like culture, is sufficient to shape the entrepreneurial character of the community, and it is necessary to analyze the learning process and the methods used. Furthermore, this learning process and method can be described and documented in the form of a structured and systematic entrepreneurship learning method. Thus, the values of entrepreneurial culture can be inherited, studied, and used by the next generation and other Indonesian people, especially the younger generation. The young generation and productive age, which are expected to be the driving force of the nation's economy, have actually



become a burden and a national problem that really needs to be resolved. The lack of education, the lack of experience in certain skill competencies and the lack of entrepreneurial values and skills in society and the world of work make the younger generation and productive age a national burden and problem.

According to Musteen and (2018); Prakoso and (2019) Entrepreneurship learning and the inheritance of local culture-based entrepreneurial values to young and productive age generations are important, but have not been revealed and have not been well described. Local culture and entrepreneurship have a close relationship because culture has an important role in shaping entrepreneurship, especially local culture which will develop nationally. While entrepreneurship learning, both formal and informal, must be an essential concern, because so far entrepreneurship learning is predictable, monotonous, and boring. According to Schuelke-Leech (2020); Samuel and Rahman, M.M. (2018); Wei (2020) the teaching of entrepreneurship that has occurred so far is still based on theory and has very little touched on practical applications and activities. This boring entrepreneurship teaching and learning activity provides a person with little experience, so that entrepreneurial values cannot be fully absorbed. In good learning planning, designing activities that provide direct or indirect experience to someone becomes very important. According to Schuelke-Leech (2020); Samuel and Rahman, M.M. (2018); Wei (2020) Without a strong learning experience, a person will have difficulty in actual activities, including entrepreneurial activities. Entrepreneurship learning creates an environment of understanding entrepreneurial concepts and practices, cultivates entrepreneurial skills personally, has decency, creates personal assurance and the ability to have an understanding of entrepreneurship, stimulates youth into the field of business entrepreneurship, understands business innovation processes, develops business technical skills, encourages relationship skills personal and network, prepare for entrepreneurship, and have a mindset for new ventures, and shape entrepreneurial values. non-entrepreneurial abilities. In addition, forming the beliefs and values of the younger generation to create an entrepreneurial culture. Thus, this study aims to analyze the teaching of entrepreneurship and the resulting culture-based entrepreneurial values, so that it can be important information for the younger generation in developing local culture-based entrepreneurship. Then the researcher suspects that successful entrepreneurs who are located and spread throughout Indonesia still adhere to the principles and values of entrepreneurship based on local culture, including entrepreneurs who come from culture.

## **Method**

The purpose of this study was to analyze the entrepreneurship teaching culture and entrepreneurship education factors. The research method is a literature review. The literature search in this literature review uses a database in the form of Google Scholar, Biomed Central, NCBI, and Proquest. After the articles



were collected, the researchers grouped a number of articles that had been obtained based on the relevance of the topic of entrepreneurship. The articles that are prioritized revolve around the last 5 years of research, but if there is knowledge or discussion that has not changed, it will be expanded to become articles with the last 10 years of research. Critical appraisal is a journal analysis process that is used as a theoretical basis regarding the differences, similarities and shortcomings of the journals used. Journals are reviewed to select journals of measurement results that are appropriate to the topic. From searches that have been done on Google scholar from 2019 to 2022 that meet the research topic. The data used in this study is secondary data which means not from direct observation, but obtained from the results of research that has been carried out by previous researchers. Sources of secondary data obtained in the form of journal articles about research variables

## **Result and Discussion**

Each learning process produces unique learning outcomes, namely interaction with the environment and can be seen in activities, including entrepreneurial learning. According Al-Lawati et al. (2022);Botha et al. (2022);Cascavilla et al. (2022);Chai et al. (2022);Dewi et al. (2019) The teaching and learning process of entrepreneurship if it is associated with local culture will certainly be interesting, especially learning about entrepreneurial values based on local culture. Therefore, the entrepreneurial values taught in certain cultural conditions will be different from the entrepreneurial values themselves. Therefore, entrepreneurs with a certain cultural background will display the characteristics and values of an entrepreneurial culture, including the values of culture-based entrepreneurship. According Liu et al. (2019);Lotulung et al. (2018);Musteen et al. (2018);Olokundun et al. (2018) The community environment is strongly influenced by a culture that has been rooted and established for a long time, by adhering to the philosophy that all actions or work must always remember customary and religious rules, not contradict each other. Cultural rules follow religious rules, meaning that people respect their religion and culture. Culture in society indirectly takes place in the informal teaching and learning process that will shape entrepreneurial values. One of the main and essential elements in entrepreneurship is interpersonal communication skills. According Cascavilla et al. (2022);Chai et al. (2022);Dewi et al. (2019);Lee . (2022);Liu et al. (2019) Good interpersonal communication is through a learning process that builds deep experiences and is done repeatedly. Learning with the concept of repetition and practice is an important aspect of how a person's communication skills improve. According Prakoso et al. (2019); Shukla et al. (2022);Vargas et al. (2022);Wang et al. (2022);Zhou et al. (2022) The socio-cultural environment that strongly supports the learning process and interacts with each other indirectly also affects the mental and psychological aspects of boys, who tend to have a confident attitude, dare to face the environment, and are required to work hard. Cultural and economic conditions require men to work hard and struggle, including moving or traveling far from home to seek learning and life experiences and improve the



economy of themselves and their families (problem oriented learning). The learning that occurs in forming entrepreneurial values is still a continuation of what has been done and experienced in the cultural life of the community. According Chai et al. (2022);Dewi et al. (2019);Lee . (2022);Liu et al. (2019) this learning takes place in the activities of trading entrepreneurs, starting with activities abroad. Wandering is simply defined as the departure of a person from his place of birth to another area with a specific purpose. For society, most of these goals are largely due to cultural demands and economic factors (problem-oriented learning). Traveling alone is mostly done by some men, both from childhood and adulthood. Arriving in a new area or area, people always adjust and adapt quickly, so they quickly get to know many people. This process is the beginning of building relationships and networks. Entrepreneurship education and learning begins in new areas, starting small trades and learning to gain experience in learning how to buy and sell. These activities are getting tougher with the increase in trading experience, communication skills, and work relations so that the business becomes bigger and develops.

According Lotulung et al. (2018);Musteen et al. (2018);Olokundun et al. (2018) Commercial business for entrepreneurs abroad is an exciting thing, both small, medium and large businesses. A successful trading business has a mindset and psychological influence on young people in their hometown, so they are motivated to migrate. According Wei (2020);Shukla et al. (2022);Vargas et al. (2022);Wang et al. (2022);Zhou et al. (2022) Learning in instilling entrepreneurial values continues from successful entrepreneurs who have begun to spread to family, close friends, and community members in the same tribe. According Wang et al. (2022);Zhou et al. (2022) The educational model for inculcating entrepreneurial values is from the family factor; from generation to generation, it can be passed on to children and in-laws, even families and communities within the same tribe. According Prakoso et al. (2019);Purwanto et al. (2022); Zhou et al. (2022) The learning model that occurs is that village youths go abroad to go to areas where emotionally and their families know successful entrepreneurs in other areas. Then when they got there, these young people began to learn entrepreneurship, starting from being shopkeepers (apprentices), from being shopkeepers, these young people learned the buying and selling process, from getting to know selling products, prices to business transactions from the beginning to the hands of consumers. (study of nature). Learning to be a shopkeeper lasts from six months to 2 years, according to the level of adaptation and adaptation. According Al-Lawati et al. (2022);Botha et al. (2022);Cascavilla et al. (2022);Chai et al. (2022) The entrepreneurs who own these businesses then evaluate what the youths have done, and if they feel they are ready with the competence and knowledge of entrepreneurship, they are given capital or financial assistance and look for a place to open a business. new branch business (starting a business). In this learning process there is a mentoring and mentoring system so that they can be independent (practical experience). Another version, the youths who migrated who had no family or acquaintances from people of the same ethnic group, had to work and try hard to



start a life and become an entrepreneur. First, the Learning Process starts from applying for a job, and working as a worker first, the money earned is used to survive, and part of it is set aside for business capital. According Shukla et al. (2022);Vargas et al. (2022);Wang et al. (2022);Zhou et al. (2022) Discipline, hard work, and always praying to the creator are important assets that are not forgotten. With the passage of time and increasing knowledge about entrepreneurship, the young man decided to dare to start his own business, because one of his philosophical principles, this model continues to grow and continues to grow so that the relay of entrepreneurial knowledge and values of entrepreneurs can continue.

### Conclusion

Education is a central issue in all sectors of life, not only is education merely the transfer of knowledge in schools, but education and teaching has a broad meaning, and we can learn from nature and the environment. A culture full of education will indirectly shape a society to coexist side by side. culture, with various ethical character values reflected in the activities of daily life, entrepreneurship is no exception. Competence and entrepreneurial knowledge have been passed down from generation to generation by families and communities, so entrepreneurial values have become part of the culture itself, including courage, self-confidence, interpersonal communication skills, discipline, hard work, high social and obedient for religion. The teaching methods used in the culture are more on practice and direct learning such as mentoring, small business, mentoring, process-oriented learning, learning from mistakes, networking, problem-oriented learning, internships, starting a business, studying nature, practical experience. Entrepreneurship education is also influenced by factors related to the maternal lineage system known as the matrilineal system, being educated to learn to live independently from the socio-cultural environment of the community and also immigrant factors. The entrepreneurial values and teaching methods found can be used as a reference in designing entrepreneurship training programs in schools.

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