

The needs of English for entrepreneurship students in the university level: The entrepreneurial role models' prespective

Lailatul Rifah^{a,1}, Mardhatilah Shanti^{a,2}, Fardini Sabilah^{b,3,*}

^aLanguage Center, Visual Communication Design, Faculty of Humanity, BINUS University, Jakarta Indonesia

^bEntrepreneurship Department, BINUS Business School Undergraduate, BINUS University, Jakarta Indonesia

^cEnglish Language Education Department, Faculty of Teacher Training and Education, University of Muhammadiyah Malang, Malang Indonesia

¹lailatul.rifah@binus.ac.id, mardhatilah.shanti@binus.ac.id, fardini@umm.ac.id³

*Corresponding author: fardini@umm.ac.id

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ABSTRACT

The role of strategy was retained by universities to shape the quality of human resources to face the problems and challenges in the 21st century which linked to master both hard skills and soft skills. The main reason for analyzing the needs of entrepreneur from the role models to face industrial revolution era was the evolution of the need for college students graduate to be able to survive and compete with others. This research focused on the practitioner's perspective on English mastery as one of the important parts of soft skills that should be mastered by the entrepreneurship students. Observation and in-depth-interview with five subject research used in this study in the qualitative method. Yin method used to analyze the data which included compiling, disassembling, reassembling, interpreting, and concluding the data until the saturation was achieved. This study reported that the ability to master English as a business language such as product description, presentation, negotiation, conversation, and emailing are very important to the entrepreneurship students. From studying the entrepreneurial role models, it is believed to represent sources of real inspiration and motivation to become successful entrepreneurs in the future.



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Keywords Entrepreneurship, English needs, Role models, University students

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INTRODUCTION

The convoluted problem in developing countries such as Indonesia is the unemployment case (Saraih et al., 2018), which is caused by the narrow job offers, especially in the combative environment (Keat et al., 2011). Unemployment and facing difficulty to find a job both in the local and private sectors doesn't only ensue for the low level of education, but also highly educated students who are graduated from universities and colleges (Nurhayati et al., 2019) and (Teshome, 2014). 76.3% of college graduates are interested in joining the world of work as an employee (Nurhayati et al., 2019), whereas the labor supply is not thoroughly swallowing the labor supply that results in 9.26 million people is in unemployment status (Hidayat et al., 2019). Meanwhile, the Indonesian population who are interested to become an entrepreneur is very low, which is only about 0.18% of the population, compared with other ASEAN countries such as Singapore with 7%, Korea and Japan are above 5%, and India with almost 2% (Hidayat et al., 2019). If this issue remains to be neglected then it will impact the unemployment rate unceasing to increase year by year (Nurhayati et al., 2019). Therefore, the university should be aware and lead the students to be immense entrepreneurs to compete in the global market in the globalization era.

Entrepreneurship as solid coaction between the implementation of technology and business product becomes the key point to prepare the students to be a creative entrepreneurs in developing the



innovation and creativity to compete in the global market (Mopangga & Bumulo, 2018). The role of strategy is retained by universities to shape the quality of human resources to face the problems and challenges such as risk-bearer, innovations, technologies, and others in the 21st century (Eliza et al., 2021) which links to master both hard skills and soft skills. The basis of the skills that must be enchanted by in the 21st century is learning and innovations skills, information skills, media, and technology, as well as life and career skills (Maselena et al., 2019). The adjustment of real-life through the learning process becomes a keyword to support the integration of the new industrial revolutions era (Thang et al., 2014), and the teaching-learning process in the classroom. Therefore, the feedback from the role models, in this case, is the businesspeople running the MSME sectors, will help the educators provide the appropriate materials and resources to be taught in the teaching-learning activity to shape the students' readiness in the entrepreneurship world.

The main reason for analyzing the needs of entrepreneurs from the role models to face the industrial revolution era is the evolution of the need for college students to be able to survive and compete with others. level of interconnectivity and globalization that continues to grow throughout the world causes people's awareness of the importance of direct and precise communication to increase rapidly (Chatterjee & Kumar Kar, 2020) especially with globalization which requires businesspeople to be able to do global marketing to develop their business both traditional market places or through social media. On other hand, to face the global business market, businesspeople should master the ability of English as media for communication. Effective communication for business negotiation, telephone conversations, professional presentations, and emailing ability are the main important part to be mastered to be ready in running the business into the global market in today's era (Rao, 2017). It is agreed that communication skills in English have been identified as indispensable workplace tools for success in business world (Rao, 2016). However, English is used as the global business language in the Europe and other countries under the control of World Trade Organization (WTO). From those concerns, this research will dig more about the practitioner's perspective on English mastery as one of the important parts of soft skills that should be mastered by the students to prepare them in the 21st century.

Entrepreneurship represents a new way of entrepreneurship that combines people intelligence and technology (Abbas, 2018), and it brings people together with multiple skills to create innovation in achieving organizational success. Fornahl, (2003) reported that positive role of entrepreneurial role models plays an important role in entrepreneurial activity. It has mostly been accepted that the presence of a role model becomes an important key to start a new business (Albino, 2017), also a compelling of the literature in the education field to introduce the background or anterior factors of the entrepreneur (Howard Van Auken & Fred L.Fry, 2006). In general, many technopreneurs advocate that the determination to run into a business and the way of the business expansion have been influenced by others who have dealt as role models (Boldureanu et al., 2020). The entrepreneurial role models can be varied such as the individuals' close circle (relatives, friends, colleagues, acquaintances) to well-known, and the virtual role models from the TV show, radio, or an actor in reading books (McCullough, 2013).

The universities, as mentors, and the successful entrepreneurs, as role models for university students, can both play a very important roles in developing the educational system, (Titrek, 2015), in this case in Indonesia. The entrepreneurial role models are also believed to help the students learn the real business world supporting their understanding of their textbook materials thought in their study (Karimis, et.al., 2013). Others believed that join in entrepreneurial experience people on the seminars or lecturing can enhance the entrepreneurial attitudes and motivated the university students to the entrepreneur world (Urbano, D, et.al., 2017), especially technopreneur in this 21st century.

The concept of entrepreneurial intentions is influenced by internal and external factors. The internal factors acquired from character, personality traits, risk-taking, the need for achievement, attitudes, behavioral and socio-demographics factors (Gartner, 1989; Nastase, 2021; Amornpinyo, 2018). While the external factors come from the surrounding environment also contextual conditions (Nurhayati et al.,

2019). To face the 21st century, it is believed that the external factors are needed to be sharpened more to compete with the technological aspects in the global marketplace.

Mastering English as soft skill need to be mastered also by the entrepreneur and the students to be able to join the 21st-century market. English mastery in Indonesia is lower than other ASEAN countries such as Singapore, Malaysia, the Philippines, and even Vietnam, which are classified as an intermediate level (Nasution, 2018). To compete with the other nations, English is inevitably a primary tool in the economic war for communication and negotiation. It puts the position of Indonesia equal to any other nations as both trader and consumer. However, due to the relentless political issues and unstable economy, perhaps, we should be more concerned that Indonesia will be likely left as mere consumers of the 'global market' (Yusny, 2013). This shows that the Indonesian people who want to start a business and want to expand their business to the global market, have great homework to prepare themselves by learning English as a global communication language aimed at attracting foreign investment also becoming a multinational company with business investments with excellent services better. As mentioned, in the modern business world, English is widely used for all the international business, trade, and commerce. As a global language, English serves the purposes of the multi-national companies' needs and it is being used as a tool of communication between one business organization and the other. Using the latest technologies in business, the mode of communication such as emails, letters, documentations, video, fax, telephone, etc. are mainly done in English (Rao, 2016). Globalization has made the life of entrepreneurs tougher and more competitive in seeking new markets, gaining opportunities, and achieving excellent international performance (Ibrahim et al., 2016). The relationship is not an initiative, but there is feedback or orders from foreign markets, foreign customers who come on their own, or on the efforts of the exporter, and have plans to market their products to foreign markets. whether marketed alone, through domestic dealers, or foreign distributors (Selmier & Oh, 2012). All these aspects cannot be separated from the existence of good performance and communication both written and orally between entrepreneurs and the market and how to use the right business language both in terms of negotiation and in terms of costs (Lai et al., 2010).

METHOD

The research design in this study showed in the fishbone diagram below.

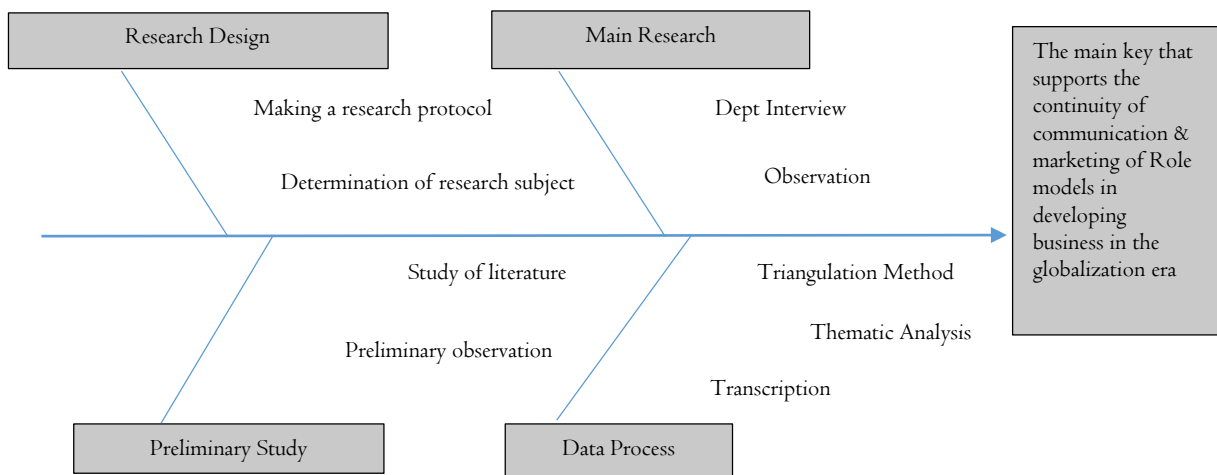


Figure 1. Fishbone Diagram

This research began with the creation of a qualitative research protocol that aimed to examine how the sustainability of communication and marketing products of the role models as successful entrepreneurs, both at the local and global markets in the globalization era. Then it continued to proceed



with the determination of key informants based on certain criteria such as the period of running the business, the market places, the annual sale per year. Furthermore, preliminary observations and literacy studies was carried out related to the topic needed to be studied. Qualitative research provides the data through a deep overview of phenomena using data collection and presents it through description or in the form of non-numerical data (Polit & Beck, 2014). So that the core research activities were carried out by in-depth interviews with key informants, also observation. Furthermore, transcription of the interview results was carried out to filter as the key information which then validated by triangulating the data.

There were five local entrepreneurs (*AF - JI, KB - KH, SB - RK, MR - HN, L - SL*), from different business scopes were selected as the subject in this research. They run their local business for about five to ten years with the average annual sale of 300 million Rupiah per year. They had regular customers both Indonesia and overseas such as Malaysia, Brunei Darussalam, China, Singapore, and Poland. Therefore, we defined them as the successful businesses which can be classified as the entrepreneur role model for the students and became the key subject in this study.

This study used an interpretivism paradigm that leads to the in-depth understanding of the complexity of a case. Based on this paradigm, this research used a qualitative approach with a single holistic case study research design (Creswell, 2015). Data collection methods used various sources, they are observations, in-depth interviews, and document studies. Using various instruments in data collection is a characteristic of qualitative research, it is to achieve data saturation (Yin, 2011). The main instrument of this research was an interview guide with a semi-structured interview technique.

The validity of qualitative research is carried out on the data obtained to see its accuracy based on data saturation (Creswell, 2015; Yin, 2011). Testing the validity of the findings data was carried out in the following five stages:

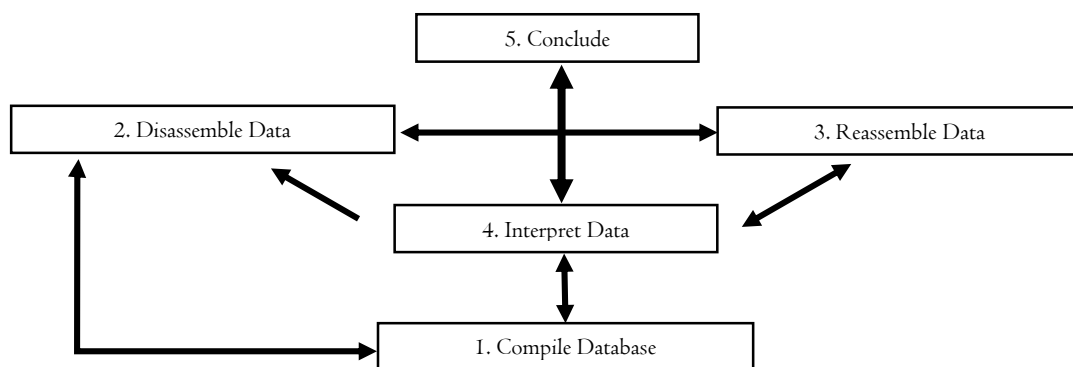


Figure 2. Yin Method – Data Analyze Technique

In the first stage, the researchers collected the data and information on the five entrepreneurs as role models in this study. The database was from the community development unit based in BINUS Malang which connected to more than twenty local business community in Malang. Every week, there were different meeting scheduled to help the local business owner improved their business, such as the use of technology, branding, marketing, and others. Based on the observation from four meetings, the researcher found that one of the important key to expand the business and to prepare the entrepreneurs in the global marketplaces was the English mastery, especially in the communication aspects. Therefore, after identified the problems, the researchers continued to conduct in-depth semi-structured interviews with the selected key informants. The interview results were transcribed and filtered to obtain key information which becomes the key factors of communication and marketing used in developing business in the globalization era. The data reduction process is carried out repeatedly until saturated information was obtained.

The second and third stages were data presentation which included structuring, systematically linking all information, and linking the linkages between key information results. At this stage, method

triangulation and member checks were also carried out on all informants so that validity was obtained based on data saturation. The fourth stage was data interpretation where the objectivity of the researcher is needed. This was done by clarifying biases and linking them to existing theories. The fifth stage was the preparation of conclusions from key information supported by previous theories and research.

RESULT AND DISCUSSION

The result of the interview showed that English is needed as a basic tool for businesspeople in competing into the global market world, the needed is presented as follows.

Product Description

The entrepreneurial role models mentioned that introducing the business to both domestic and foreign markets needs a weapon, here the weapon was the product itself. The entrepreneurs should explain the products' offer in a very good way. Offering products was not only about showing the products, but it should be completed with the products' descriptions, the strengths of products, the specifications, and other parts using interesting and attractive language as possible.

"I feel like confident to expand my business to other countries such as, Malaysia, Singapore, Vietnam, and Poland, when I know well about my product and how can the customer satisfy with my product." (SL)

"Based on my experience, describe the product using appropriate business language can help me to introduce my product broadly inside and outside the country." (HN)

"I suggest to the entrepreneurship students to learn more on business English, especially about product description, because they will definitely need it in the real business world." (JI)

Product Presentation

The ability to present the product in English was needed for entrepreneurs to compete in the global market. Entrepreneurs needed to use correct terms and vocabularies to present the product interestingly in the customers or other companies. Based on the entrepreneurial role models' experience, they suggested the entrepreneurship students learn more about the ability to present products because it becomes one of the basic competencies in marketing the business.

"I really believe that the ability to present our product need to be improved all the time. Until now, I like to join some English classes to sharpen my knowledge in presenting my products because I need to learn more about some phrases that I can use to market my business to other countries". (RK)

"Presenting product is not an easy way for me, especially when I have to present the product in front of the international customers. And I think, the power of the successful business is based on the successful presentation. So that, both local entrepreneurs and entrepreneurship students need to learn more on the ability of presenting the product to broaden marketplaces". (KH)

"If I know English is that important to my business, I am definitely will prepare it since very long time. So, for the students who are in entrepreneurship department, please master English business communication, especially in product presentation aspect, because it will help you to the successful business journey". (SL)

Negotiation

As part of the business part, the negotiation was always happened to most of the business process time. At this pace, the businesspeople discussed the agreement about the products whether it is accepted



by two sides or need more discussion. In this pace, the entrepreneurs especially, needed to apply many aspects such as knowledge of communication, sales marketing, psychology, politics, conflict resolution, and others. So that, mastering English negotiation terms as a part of the communication skills was important for both entrepreneurs and entrepreneurship students.

"I think, the most important part on running the business is the ability to do negotiation. We use all of skills to attract the customers to buy our products or even to reorder the products from me". (HN)

"It is already well known that negotiation is the crucial part for us, as seller or businesspeople, to make the transaction success or fail. Here, the ability of English oral communication is very challenged in order to success the negotiation process". (JI)

Conversation

Strong conversation skills can make a big difference impact on the business process. In the very beginning process of selling and buying, the entrepreneurs or business people should open the discussion by attentive, yet friendly communication to create a good business atmosphere. In the conversation phase, the ability to listen and respond the needed to be mastered by the businesspeople. Both conversations through face-to-face and telephoning was important to start the business discussion. In this time, the entrepreneurs had to show their understanding about customers or client background, culture, and interest to avoid misunderstanding before talking about the business.

"To attract the customers or clients, I usually ask their personal information to build the connection before talking about the business. It is really fun yet challenging because I need to focus more on them every time." (KH)

"I am trying hard to do eye contact, verbal interjections occasionally, understanding the culture, and be a good listener when my customers are talking with me before negotiating. If the students want to success in their new business, they need to be able to practice conversation in a good way". (RK)

"I do a lot of conversation by phone or online meeting because I have some customers from Malaysia, Singapore, Poland, and Vietnam. It is not easy to communicate and do conversation with them, especially in this pandemic era, but we should face the challenge if want to expand our business. So, learning the way to do good communication in informal setting such as conversation is a must for entrepreneurs and students". (JI)

Emailing

The Email was never meant for conversation, but for businesspeople, email was one of the professional ways of communication that facilitated them to connect with the global teams in different time zones. The entrepreneurial role models said that to be able to write communicative emails in the business scope, the entrepreneurs should follow some email rules, especially when the email communication used English. They suggested that the entrepreneurship students learn more on the way how to write or reply to the business emails to support their business.

"I am very surprised when the customers asked about my email address, I though we can communicate only by phone, but some of them tent to communicate through email, so I learnt hard to adjust with this communication culture that I have never experienced before." (HN)

"It is totally new and difficult for me when I have to replay the message asking about my products. I don't have enough competence to reply to my customer's email using a good English, so I have to ask somebody helped me. I think it will be good that I can learn more on business emailing". (KH)

"When I want to expand my business to other countries, I asked the English tutor to teach me on how to write a good proposal, good offering, good replaying to the international customers. It helped me a lot knowing the good structure on professional emailing. If I can suggest to the entrepreneurship students, they need to learn on writing a business email using English when they are still university, because they will exactly need it when they are really come to the business world". (SL)

Based on the observation result, it can be concluded that English in Indonesia became very important part to put the position of Indonesia equal to any other nations as both trader and consumer. They also mentioned that in regard of competitions in globalization, English is inevitably a primary tool in the economic war for communication and negotiation. Other mentioned that the context of the Indonesian language policy in Education choosing English as their first foreign language is a clear indicator of the purpose of globalization, therefore learning English became one of the important aspects to shape the students especially the entrepreneurship students to face the globalisation era by mastering English.

Based on the observation and in-depth interview about the needs of English for entrepreneurship students at the university level, all five informants were agreed that mastering English communication is a must for them to be able to spread their business globally. Two main basics of English communication that becomes an important part of running the business; oral and written English communication. As the very beginning steps of marketing scope, Presentation was reported being the basic essential steps to place the business products into various places (Mehta & Mehta, 2019). Some entrepreneurial role models mentioned that presentation became one of their ways to market their products both inside and outside the country. Whereas the ability to master good oral communication especially in the English language led them to introduce the products to the consumer. Effective presentation skills can translate better performance into grand success in multicultural and multilingual workplaces. Therefore, undoubtedly, English as a language will remain the most influential key to open the channel of effective communication in any sort of presentation. Another English competence that needed to be mastered by the businesspeople is the way of negotiation. As a form of interpersonal communication, negotiation became the principal way to redefine networking to achieve satisfaction where none existed before (Perkov & Primorac, 2015). This is in line with the statement from some entrepreneurial role models that put more concern on the ability to negotiate to reach their goal marketing. Negotiation made them aware that their product is ready enough to compete in the global market in terms of quality and quantity. They also mentioned that through negotiation they were learning listening skills, positive attitude, and self-confidence. One of the aspects of successful negotiation was communication skills abilities. Inside of that, general English competence or conversation through the telephone especially in the pandemic Covid-19 is very crucial to make the business successful due to its purpose to perform the social interaction for establishing and maintaining social ties (Clement & Murugavel, 2018). All the informants mentioned that telephoning conversation became a bridge from the simple hello to business relations in today's era.

The last aspect of English competence for oral communication which was a very crucial aspect to be mastered by the businesspeople for marketing their products is the ability to promote their products in very efficient and systematic communication. All the entrepreneurial role models agreed that the ability to know the pattern of language promotion helped them to introduce and attract the marketplace. When research (Rao, 2017) only mentioned those three communication aspects above became the very important components to be mastered in business marketing, here in this paper, the researcher found one



more aspect to be mastered by the businesspeople especially for marketing the products into the global market.

The ability to master English in the business world was not only for oral communication, the written communication also became a major in succeeding the business connection. All the entrepreneurial role models in this study mentioned that the ability of understanding written expression such as in email, business letters, memos, reports are very needed to expand their business to global market. In today's business world, poor writing is one of the biggest problems encountered by the corporate world globally, those who write ailing spawn barriers between themselves and their goals (Arputhamalar & Kannan, 2016). Indeed, the entrepreneurial role models believed that students need to learn business English both oral and written communication in supporting their ability of the entrepreneurs skills to be ready in global competition.

Understanding the needs of English in the business scope from the roles models was very helpful for the university students to know exactly what was the skills that they need to improve when they were still studying in the university. As mentioned by (Bosma, N, et al., 2012) that role models can give the real example of the characteristics, behavior or goals, and specific skills to the students when they perceive as being similar to them in the future. Others believed that successful entrepreneurs can have a positive impact on both the individual attitudes to the entrepreneurship, also giving the impact on entrepreneurial intentions (Boldureanu et al., 2020). Therefore, to develop the entrepreneurship students, the role models' interpretation and feedback need to be considered to give big impacts on the students' competence. By studying the entrepreneurial behavior and competencies of successful role models, students learned about many aspects such as business ideas, funding, starting a new business, and the use of soft skills in the business world.

CONCLUSION

Entrepreneurial role models took the important parts in a way of shaping the university students to be ready as future entrepreneurs with the ability to master the English language as a communication tool both oral and written expression in the global market era. So that, building the foundation of the future technopreneurs is not only give them the understanding on the hard skills, which is the entrepreneurship understanding, but also the soft skills which is English communication competence as crucial parts to compete the business world in 21st century.

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