



Internalization of Entrepreneurship Education in Tourism Awareness Groups: Evidence from Indonesia

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Abstract

The inadequacy of entrepreneurship in Indonesia is becoming an interesting problem to study, and therefore the solution will be obtained through entrepreneurial education. Higher education plays an essential role in creating sustainable entrepreneurs. Therefore, this study aims to determine the internalization of entrepreneurship education in increasing the skills and knowledge in the Mentawir Mangrove Tourism Village community. This research uses a qualitative approach, with a type of phenomenology. Researchers act as implementers, observers, data collectors, data analyzers, giving actions, and at the same time producing research reports. In-depth interviews and observations with informants carried out data collection in this study. Data analysis in this study is using an interactive model. The results showed that the internalization of entrepreneurship education in the Mentawir Mangrove Tourism Village community is carried out traditionally. However, the output of the entrepreneurial education internalization process begins with creativity by the Tambun Tiram Tourism Awareness group in the form of mangrove syrup and bamboo handicraft production activities.

Abstrak

Minimnya wirausaha di Indonesia menjadi masalah yang menarik untuk dikaji, oleh karena itu solusinya didapat melalui pendidikan kewirausahaan. Pendidikan tinggi memainkan peran penting dalam menciptakan wirausaha yang berkelanjutan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui internalisasi pendidikan kewirausahaan dalam meningkatkan keterampilan dan pengetahuan masyarakat Desa Wisata Mangrove Mentawir. Penelitian ini menggunakan pendekatan kualitatif dengan jenis fenomenologi. Peneliti berperan sebagai pelaksana, pengamat, pengumpul data, penganalisis data, pemberi tindakan, sekaligus menghasilkan laporan penelitian. Wawancara mendalam dan observasi dengan informan dilakukan pengumpulan data dalam penelitian ini. Analisis data dalam penelitian ini menggunakan model interaktif. Hasil penelitian menunjukkan bahwa internalisasi pendidikan kewirausahaan pada masyarakat Desa Wisata Mangrove Mentawir dilaksanakan secara tradisional. Namun output dari proses internalisasi pendidikan kewirausahaan diawali dengan kreativitas oleh kelompok Sadar Wisata Tambun Tiram berupa kegiatan produksi sirup mangrove dan produksi kerajinan bambu.

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INTRODUCTION

Employment provision has long been one of the fundamental problems of sustainable national development (Santosa, 2014; Karyaningsih et al., 2017; Saptono et al., 2020; Wardana et al., 2020). This is closely related to the unemployment rate problem, which fluctuates every year (Wibowo & Saptono, 2018). Including in 2020, based on data revealed by the Central Statistics Agency, there was an increase in the number of unemployed by 1.73 million unemployed people in February 2020 compared to February 2019 to 137.91 million people (Central Statistics Agency, 2020). Along with this, there are also other worrying conditions in Indonesia's high poverty rate, wherein in September 2019, there were still 24.79 million poor people or 9.22% (CNBC Indonesia, 2020), so that the problems expressed cannot be allowed to continue without a concrete solution to overcome them.

The lack of employment, increasing unemployment, and high poverty rates in a country (including Indonesia) can be overcome with the same solution, namely through increasing the rate of entrepreneurial growth (Karyaningsih & Wibowo, 2017; Wardana et al., 2020). Indriyani (2017) argues that entrepreneurship can open new jobs, indirectly impacts reducing unemployment and poverty rates. So that the Minister of Industry, Airlangga Hartato, stated that Indonesia needed to increase the entrepreneurial ratio to encourage the strengthening of the economic structure and reduce unemployment (Kemenperin, 2018). Entrepreneurship plays a vital role in increasing national income, creating added value for goods and services, narrowing economic and social disparities, and participating in creating a prosperous society (Republika.co.id, 2020). However, the fact is that in 2018 the number of entrepreneurs in Indonesia is still at 3.1% of the total population, which shows that Indonesia is still ranked 94 out of 137 countries in terms of entrepreneurship based on the 2018 Global Entrepreneurship Index data (Republika. co. id, 2020).

The backwardness of entrepreneurship in Indonesia then becomes an interesting problem to study so that solutions can be found in increasing entrepreneurial growth. Moreover, a government policy in the regulation of the state Minister Koperasi & UMKM Number: 06 /Per/M.KUKM /VIII/2012 shows the importance of an entrepreneurial position for Indonesia. The regulation clearly states that entrepreneurship is expected to encourage and accelerate the empowerment of cooperatives. Moreover, SMEs' and increase their competitiveness. However, there are still unclear regulations, and the high need for funds in entrepreneurship is one of the main factors causing the low number of entrepreneurs in Indonesia.

The cause of the low number of entrepreneurship is also evidenced by statements by Prasetya and Anggadwita (2018), Karyaningsih et al. (2017), Saptono et al. (2020), and Wardana et al. (2020) that currently, the various fees imposed on the Micro and Small Business category are considered quite large and become an obstacle to small business development and the emergence of new entrepreneurs. Although business registration currently uses a one-door system (free of charge), various illegal charges in the field are still relatively standard. The low number of entrepreneurship in Indonesia, according to research conducted by Prasetya and Anggadwita (2018); Kusumojanto et al. (2020), and also caused by various factors, including lack of support from people closest to entrepreneurship, lack of introduction, and entrepreneurship education to students, difficulty in accessing funding and borrowing capital to set up a business, and the lack of business assistance or support services to support entrepreneurial success.

Education is considered as a process of self-improvement that is carried out continuously because humans have shortcomings and limitations and are required to develop themselves to complement their shortcomings and limitations. Meanwhile, entrepreneurship is the formation of an entrepreneurial spirit by instilling a sense of enthusiasm, attitude, behavior, and the ability of a person to handle a business and activities that lead to efforts to seek to create and implement work methods to increase efficiency and effectiveness in achieving an activity (Hendro, 2011; Saputra, 2015). Suryana (2003) states that entrepreneurship is defined as a person's creative and innovative abilities as a basis, tips, and resources in finding opportunities for success.

Based on several previous studies, entrepreneurship education is an educational program that makes entrepreneurship an essential part of equipping educational subjects' competencies

(Saroni, 2012). Suherman's (2010) statement that entrepreneurship education is a process of cultivating creativity and innovation in overcoming problems and obstacles to various risks and opportunities to achieve a goal successfully. Thus it can be interpreted that entrepreneurship education is an activity in teaching understanding related to entrepreneurial values, which will then shape the character and behavior for entrepreneurship creatively and productively. Furthermore, it can be said that entrepreneurship education has an essential role in fostering entrepreneurial interest. Entrepreneurship education functions to equip educational subjects with various entrepreneurial competencies, which are expected to bring several great benefits to themselves as individuals and other communities.

Furthermore, Kern (2000) explains that literacy is the ability to read and write. In line with the definition already mentioned, based on Romdhoni (2013), literacy is defined as a social event that involves specific skills needed to convey and obtain information in written form. So often, people who can read and write are referred to as literates. Meanwhile, people who cannot read and write are referred to as illiterate or illiterate. Kern (2000) comprehensively states that literacy uses socially, historically, and culturally-situated practices of creating and interpreting meaning through texts. It entails at least a tacit awareness of the relationship between textual conventions and their contexts of use and, ideally, the ability to reflect critically on those relationships. Because it is purpose sensitive, literacy is dynamic-not static-and variable across and within discourse communities and cultures. It draws on a wide range of cognitive abilities, knowledge of written a spoken language, knowledge of genres, and cultural knowledge.

Based on several scholars' opinions, it can be concluded that literacy is social events and events accompanied by skills in creating and interpreting meaning through a text. So that literacy requires a series of abilities to convey and get information in written form. Moreover, in its development, literacy is not only related to reading and writing activities but also includes the ability to read, understand, and critically appreciate various forms of communication, where literacy, in this case, can also be linked to social situations and practices. Whereas when it is combined with the concept of entrepreneurship education, entrepreneurial education literacy is considered someone's literacy or understanding of entrepreneurship education. Entrepreneurship education literacy can also be interpreted as the ability to realize and understand the various values and characteristics. This ability helps achieve success in seizing opportunities and minimizing risk for a business.

Through entrepreneurship education literacy, some values are developed and instilled in the subject of education so that an entrepreneur's character is formed. Anoraga (2000) noted some characteristics of entrepreneurs, which include (1) Having ideas and trying to make them happen; (2) Dare to take risks for his business; (3) Enjoys hard work; (4) Have high morale and do not give up easily; (5) Having a solid sense of self-confidence; (6) Having the skills to lead others; (7) Having high creativity. Also, Winardi (2003) also describes that an entrepreneur must have various entrepreneurial skills, which include: (1) technical skills; (2) Good managerial skills; (3) Knowledge and Understanding in the Financial Sector; and (4) skills in Decision Making. Entrepreneurs are required to be dexterous in making decisions that affect their business operations, including in determining whether something is considered to have a more significant opportunity or a higher risk. Making the right decisions will lead to the achievement of the desired goals. Through entrepreneurial education literacy, the various values and characters described are trying to be developed to create a better entrepreneurial spirit. Thus, the impact of entrepreneurship will be increasingly felt for the individual concerned and the surrounding community.

Many things can form an entrepreneurial interest in a person, including that expressed by Bygrave in Alma (2013) that in general entrepreneurial interest is influenced by three categories of factors, namely personal factors, environmental factors, and sociological factors. Also, interest in entrepreneurship can be influenced by various factors consisting of intrinsic factors and extrinsic factors. Intrinsic factors can be interpreted as various factors that arise due to the influence of stimuli from within the individual. Intrinsic factors as a driving force for entrepreneurial interest, among others, are the need for income, personal motives, self-esteem, personal value, and feelings of pleasure and attention. The extrinsic factors can be interpreted as factors that affect the

individual due to the influence of outside stimuli. These factors can be in the form of family environment, community environment, opportunities, and education.

A tourism village is a tourism product with its main attractions being the community's traditional culture, environmental conservation, and management involving the village community. There is an increase in the welfare of the local community. Thus, a village is also required to have several characteristics that make it a tourist village. The development of a tourism village cannot be separated from the community's existence and its participation in tourism activities in the village. Community participation is involved directly or indirectly in tourism activities that occur in tourist villages. Direct participation can include providing tourism facilities and infrastructure, including tourist attractions to tour guide service providers, accommodation providers, and providing information. Meanwhile, indirect participation, for example, by participating in maintaining the village's potential, including by keeping the environment clean, as well as by behaving well with visiting tourists.

Several previous studies have examined similar themes, such as those conducted by Suparno and Saptono (2018) and Puspaningtyas et al. (2018). The results of the study found that entrepreneurship education directly had a positive impact on financial literacy. Furthermore, financial literacy directly has a positive impact on entrepreneurship skills. Entrepreneurship education directly impacts entrepreneurship skills, and entrepreneurship education indirectly has a positive impact on entrepreneurship skills through financial literacy.

Lewa (2018) found that for the successful development of a tourism village, there are strategic efforts that need to be developed, including human resource development, partnerships, village government activities, tourism promotion, village festivals, development of village community organizations, and collaboration with academics (universities). Besides, several forms of entrepreneurship can be developed in Kandri Tourism Village, including tour guides, culinary services, accommodation, tour packages, and transportation services. The study of Kurnia et al. (2018) found that the development of an entrepreneurial spirit among young people, especially students, is urgent to change their mindset to make new ideas or innovations and then develop them into businesses.

Sharif and Lonik's (2017) study found that entrepreneurship is considered significant benefits for rural tourism. The absence of entrepreneurship can pose a significant obstacle to economic development and the workforce's revitalization affected by the restructuring. The mastery of entrepreneurial knowledge helps tourism development which includes promotional activities, management, and problem-solving. Thus, good entrepreneurship will also improve the development of the rural tourism sector and impact the country's economy. However, various parties' contributions, including the government, society, NGOs, and others, are still needed.

Rahmandoust et al. (2011) and Perez-Bustamante (2014) found that entrepreneurs are considered to be the economic drivers of every society, where the success rate of entrepreneurs can be increased through financial literacy. Also, entrepreneurial success can significantly lead to sustainable development in society. Ajide and Kameel (2018) found that some people are willing to volunteer in entrepreneurial activities, and some entrepreneurs are motivated by a need. Also, there are differences in the ratio of women and men entrepreneurs in developing countries, where there is one woman to three men involved in some form of entrepreneurial activity. Furthermore, government policies are the most critical issue and a sizeable barrier faced by entrepreneurs, including labor regulations, tax structures, and a lack of environmental support for emerging businesses.

In connection with these various obstacles, the role of both the central and local governments in encouraging entrepreneurship is needed. One of the local governments that fully supports the increase in entrepreneurship in the region is East Kalimantan. The support of the East Kalimantan government is shown by the existence of the East Kalimantan Provincial Regulation Number 4 of 2012 concerning the Empowerment of Cooperatives, Micro, Small and Medium Enterprises which aims to increase participation, productivity, expand market share, as well as the growth of Cooperatives, Micro, Small and Medium Enterprises. Medium in East Kalimantan. So that East Kalimantan in the 2016 Economic Census (SE) recorded an impressive trend with entrepreneurial

growth of 29% compared to the results of the 2006 census, where this figure shows that East Kalimantan is one of the regions with the highest growth achievement compared to other regions (Kaltim. portal. co, 2017).

Although East Kalimantan has experienced a higher number of entrepreneurs than other regions, the local government is still trying to increase its entrepreneurial growth even more rapidly. This is shown by data at the National Coordination Meeting of the Ministry of Cooperatives in Yogyakarta on April 4 to 6, 2018, which explained that East Kalimantan recorded several APBD funding programs related to entrepreneurship assistance programs, Partnership FGD, Financing FGD, Cooperative Supervision, and Calculation. The added value of PDRB and investment, as well as coordination of the empowerment of KUKM (Cooperatives, Small and Micro Enterprises) (Asaddin, 2018). Not only to increase the number of entrepreneurs, the incessant policies and programs launched by the East Kalimantan government are also based on the weak competitiveness of products produced by entrepreneurs in East Kalimantan. Moreover, based on the National Coordination Meeting of the Ministry of Cooperatives in Yogyakarta on April 4 to 6, 2018, it was stated that currently entrepreneurs in East Kalimantan are considered unfamiliar with technology to support their business (Asaddin, 2018). One of these problems occurs in East Kalimantan entrepreneurs, namely Penajam Paser Utara, to be precise, in Mentawir Village.

Mentawir Village is one of the areas located in Penajam Paser Utara Regency, East Kalimantan. Mentawir Village has various potentials for biodiversity and beautiful mangroves. This is expressed by Tita Deritayati as Head of the North Penajam Paser Regency Tourism and Culture Office that the various potentials of Mentawir Village, including mangrove forests and their biodiversity, can be used as tourist destinations (Republika.co.id, 2019). So that currently, Mentawir Village has been declared as one of the tourism villages in the Penajam Paser Utara Regency, as well as the inauguration of the Tourism Awareness Group (Pokdarwis), known as Pokdarwis Tiram Tambun "to oversee tourism activities and management of the potential of Mentawir Village.

Mentawir Village, as a tourism village with various potentials, should be able to develop better, not only on regional achievements. Existing tourist visits can also be used as an effective product marketing tool so that Mentawir Village and the products produced by its people can be more developed. Community activities are not yet optimal in managing existing natural resources and other supporting activities, based on pre-research interviews due to the lack of knowledge and skills of bamboo artisans and mangrove syrup producers marketing and lack of innovation. Some of these things indicate that the entrepreneurial capacity of bamboo artisans and mangrove syrup producers in Mentawir Village is low.

This fact shows that currently, Mentawir village requires entrepreneurship education to improve the entrepreneurial skills of bamboo artisans and mangrove syrup producers, including skills in marketing to finance needed to develop their business. So that referring to the facts that have been described, the researcher is then interested in reviewing the conditions of entrepreneurship in Mentawir Village, including entrepreneurial education literacy efforts to improve marketing, financial, innovation, and so on which can help develop business activities carried out by bamboo craftsmen. And mangrove syrup producer in Mentawir Village. This research hopes that in addition to developing business and competitiveness of bamboo crafts and mangrove syrup production, there is also an increase in community income which will indirectly impact improving the standard of living of the Mentawir Village community.

Problems in the form of insufficient knowledge and interest in entrepreneurship consisting of technical, inter-individual, financial, and decision-making skills are the principal basis of this research. These problems on Mentawir Tourism Village, wherein the village there is the Tiram Tambun Tourism Awareness Group (Pokdarwis) which has low entrepreneurial skills. Such as the lack of competitiveness and innovation of bamboo handicraft products and mangrove syrup produced by the members of the Bamboo Oyster Pokdarwis, who are also bamboo craftsmen and mangrove syrup producers. Thus, entrepreneurship education needs to overcome these various problems. The hope is that on a micro-level, there will be a development of innovation, creativity, and competitiveness of bamboo handicraft products and mangrove syrup produced by entrepreneurs in Mentawir Tourism Village. At a macro level, there will be a decrease in the Open Unemployment

Rate (TPT), increase in employment, reduce poverty, and increase community welfare.

This research contributes to four things. First, provide recommendations and solutions to various business and entrepreneurial activities of bamboo artisans and mangrove syrup producers in Mentawir Village. Internalized entrepreneurship education can improve technical, financial, inter-individual skills and decision-making for bamboo artisans and mangrove syrup producers in Mentawir Village in carrying out their business activities. Second, the research results help consider policies, programs, and activities for allocating funds and assistance to existing businesses and businesses. Third, this research adds to the treasury of science in economics, especially its relation to the internalization of entrepreneurship education in society. Fourth, this research can be able to contribute ideas and ideas in conducting future research. Also, research results give insight and reference in researching entrepreneurship education in the future.

METHOD

This research uses a qualitative approach, with a type of phenomenology. In qualitative research, social symptoms and phenomena are sufficient in determining the research problem. Based on these thoughts, the writer determines that this method is the correct method to explore phenomena because to reveal phenomena, it is not only based on objective empirical facts. However, it is based more on objective situations, which explains why these phenomena can occur. The use of qualitative data can follow the flow of events chronologically and assess causation from the scope of the mind of the subjects involved. Qualitative data can lead to inconsistent findings to form a new theoretical framework. Qualitative data can help go beyond presumptions and initial frameworks.

Researchers act as implementers, observers, data collectors, data analyzers, giving actions, and at the same time producing research reports. The presence of researchers is necessary for the validity of the data obtained. The activity carried out by the researcher was observing how the internalization of entrepreneurship education in the "tambun oyster" tourism awareness group in the tourism village area of Mentawir, Penajam Paser Utara district. The research was conducted in the Mangrove Tourism Village, Mentawir Village, Sepaku District, Penajam Paser Utara Regency. This research's data source is the Sadar Wisata group (POKDARWIS) "Tiram Tambun," which consists of 3 members. Selection of members in this study using a purposive sampling technique. The elected members are those who are directly involved in the activities of making mangrove fruit syrup and bamboo handicrafts in the Mentawir Village area.

The next researcher determined the informants using the Snowball Sampling technique. The researcher started the interview with the key informant, Mr. Lamale, who is the head of the tourism awareness group as well as one of the residents who initiated the creative economy. Because the data obtained from the key informants were incomplete, the researcher interviewed with the second informant on the previous informant's recommendation. The key informant recommended the second informant, namely the Head of the Mentawir Urban Village. Because the data obtained is incomplete. Based on the informant's information, the researcher stopped researching because it had reached a saturation point where the informant's answers were the same as the previous informants' answers.

Data collection in this study was carried out by in-depth interviews and observations with informants, namely the Head of Mentawir Village and members of the Tourism Awareness Group in the Mangrove Tourism Village, Penajam Paser Utara Regency. All data obtained through field notes and recordings are then summarized, focus on essential things, remove unnecessary data, do coding and information according to the categories of data content. In this study, a data reduction code was used. Namely P = used data, TP = unused data, then the code W = interviews, CL = field notes, and TS = source triangulation technique. Qualitative data are presented in the form of narrative text and brief descriptions. The researcher tries to present the data in an organized manner in easy-to-understand relationship patterns. Finally, verification, where the researcher draws and confirms the conclusions put at the end of the data presentation, is then used as the basis for the formulation of research findings. Data analysis in this study is using an interactive model

revealed by Miles, Huberman, & Saldaña, J. (2014).

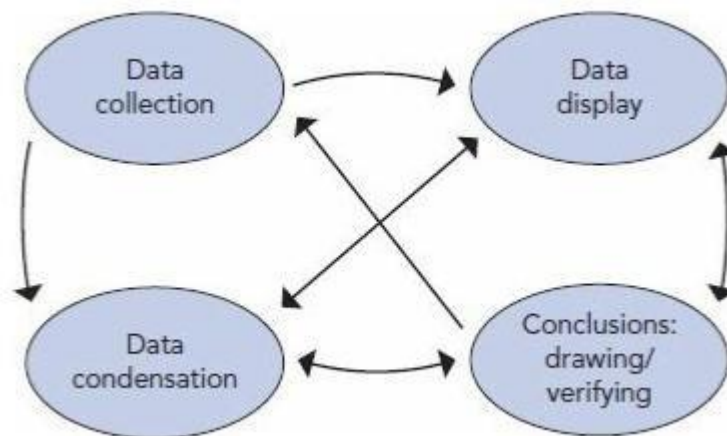


Figure 1. Interactive Model of Data Analysis
Source: Adapted from Miles, Huberman, & Saldaña (2014)

RESULTS AND DISCUSSION

The implementation of entrepreneurship

The tourism awareness group "Tiram Tambun" was inaugurated in August 2019 by the North Penajam Paser Regency Culture and Tourism Office. The implementation of entrepreneurship by the tourism awareness group "Tiram Tambun" was initially the involvement of Pt. Inhutani I Batu Ampar, which provided Corporate Social and Responsibility funds to the Mentawir community in the form of training activities held in Semarang. After participating in the training, representatives of the "Tiram Tambun" tourism awareness group taught their group members, especially their families. However, limited human resources related to the skills of bamboo artisans and capital resources related to the entrepreneurial activities of making mangrove syrup and bamboo craftsmen have become a barrier to the group's entrepreneurial process.

The implementation of making mangrove syrup still uses straightforward and manual equipment so that the production process is still following the incoming orders. The abundant wealth of mangroves, namely 7,600 ha, requires the support of human resources in order to utilize them without destroying the natural mangroves, likewise with the activity of making bamboo crafts. The limitations of skilled artisans mean that the bamboo field's potential with 25 ha cannot be fully utilized because there is only one craftsman who can carry out these activities. At the same time, the other group members are only limited to helping. There are still great opportunities in developing entrepreneurship by the tourism awareness group "Tiram Tambun."

Their creativity still faces obstacles in the form of human resources and minimal capital. So that in the implementation in the field, they are still carrying out culinary creative economic activities with simple tools and manual production. However, even so, the mangrove syrup processing activities carried out also pay close attention to aesthetic values, both in packaging and in labeling. Mangrove syrup processing is not a hereditary tradition in Mentawir Tourism Village. This processing since a training activity carried out by a group of people who are members of the "Tiram Tambun" Tourism Awareness Group, which conducted a comparative study with sub-districts in Semarang City. After that, this group started processing the mangrove syrup. However, only Pidada mangroves are used as syrup.

Another culinary processing of mangrove fruit is the processing of the mangrove "dodol." This culinary processing is a culinary process that can be categorized as a tradition. This activity has been carried out a long time ago and is still being maintained from generation to generation. However, the culinary delights of mangrove dodol are not consistently produced because of the durability that only lasts a few days. That is why these culinary delights are only presented when

there are activities at the Mentawir Mangrove Tourism Village.

The culinary processing of mangrove fruit in mangrove syrup and mangrove dodol is also classified as the community's local wisdom in the Mentawir Mangrove Tourism Village. Apart from the abundant natural resources of mangroves, which are the main ingredient for making culinary delights, this is also due to human resources that can process them well so that the culinary processing of mangrove fruit has had its impact on some members of the "Tiram Tambun" tourism awareness group.

The market segment for processing mangrove fruit into Pidada fruit syrup is still the local community and the government. This is because the expiration date, which is a laboratory result, is still in the process of being tested so that the tourism awareness group "Tiram Tambun" does not yet dare to make sales with a large number of products and a far-reaching market. The durability of this mangrove syrup cannot be adequately ascertained. Therefore, every time you buy mangrove syrup to make it durable, the mangrove syrup entrepreneur recommends that mangrove syrup be put in the freezer. If it is put in the cooler, it can still last for about one month, but if it is outside the cooler, it will only last about one week.

Mentawir Tourism Village, as a tourism pilot village in North Penajam Paser Regency, still does not have a variety of culinary specialties as food or drink when visited by tourists. Conceptually, the tourism awareness group "Tiram Tambun" has planned to make various culinary available when visitors come. However, the group's financial limitations have made the group gradually realize the steps to build the Tourism Village. So, if the Mentawir Mangrove Tourism Village is visited by local tourists, foreign tourists, and the government, the culinary banquet is still very simple, namely a banquet that is held from one of the houses of existing community leaders. Even then, if visitors provide information beforehand, if not then visitors must travel about 20 km to the Semoi 2 area or about 30 km to the capital area of Sepaku District just to look for culinary delights such as breakfast, lunch, or dinner.

The internalization of entrepreneurship education to improve entrepreneurial skills and knowledge

Entrepreneurship education in the Mentawir Mangrove Tourism Village community is carried out traditionally. However, the output of the entrepreneurial education internalization process begins with creativity by the Tambun Tiram Tourism Awareness group in the form of mangrove syrup production and bamboo handicraft production activities. The production of bamboo handicrafts in Mentawir Tourism Village is classified as a unique entrepreneurial activity; artisans use yellow bamboo as the primary material. This group is a beginner group that produces souvenirs in the form of bamboo cups in Penajam Paser Utara Regency. Not only the entrepreneurial activity of bamboo handicrafts, but the group also produces a unique characteristic taste in producing mangrove syrup.

Mangrove syrup production is carried out using straightforward equipment, and it is said to be through a manual process. They are starting from the fruit picking stage, cleaning, processing, to packaging so that the mangrove syrup products of the Mentawir community are still marketed in the local market. Marketing of business results both bamboo handicrafts and mangrove syrup by the tourism awareness group "Tiram Tambun" has been carried out using social media. Bamboo crafts are marketed through the paid business google, while mangrove syrup is marketed via WhatsApp. Apart from being marketed through social media, this group's efforts are also included in various competitions and exhibitions.

The barriers to internalizing entrepreneurship education to improve entrepreneurship skills and knowledge

The implementation of entrepreneurship by the Sadar Wisata group "Tiram Tambun" also has several obstacles. Sources of capital that are still from personal funds slow down the development of the business being carried out. Human resources are still limited in skills, so the results of bamboo handicraft products are still not diverse. They were only limited to bamboo cups, bamboo straws, and bamboo spoons. The tourism awareness group "Tiram Tambun" has not been able to produce a variety of other works. Not only that, the manufacturing equipment was still straightforward. Also, the packaging process, to beautify the product packaging, still requires a high touch of creativity. Another obstacle is also found in the group that makes mangrove syrup. The syrup-making equipment uses traditional tools, which means that until now, the production is still in limited quantities. Not to mention, the laboratory results are still being expired date, so mangrove syrup entrepreneurs are still unable to sell their products outside the city.

The solutions to overcome obstacles in the internalization of entrepreneurship education

The tourism awareness group "Tiram Tambun" overcomes obstacles to internationalizing entrepreneurship education by improving skills through training for bamboo craftsmen. The Mentawir sub-district government tries to facilitate the tourism awareness group "Tiram Tambun" to lobby the company. Shortly, PT PLN's CSR funds will be handed over to assist bamboo artisans from training to the procurement of supporting equipment.

The solution made by the "Tiram Tambun" tourism awareness group to overcome obstacles in the production process of making mangrove syrup is to increase socialization or training activities with a third party, namely the Balikpapan Polytechnic. Another solution is related to the syrup that contains gas, so the production actors do a way to leave the syrup that has been boiled for one night then put it in a bottle.

CONCLUSIONS AND SUGGESTION

This study aims to determine how entrepreneurship education's internalization in the "Tiram Tambun" Tourism Awareness Group in the Mentawir Tourism Village, Penajam Paser Utara Regency. The study results found that the implementation of entrepreneurship by the tourism awareness group "Tiram Tambun" started from being inaugurated in August 2019 by the Department of Culture and Tourism of Penajam Paser Utara Regency. After attending the training, representatives of the "Tiram Tambun" tourism awareness group taught their group members, especially their families. However, limited human resources related to the skills of bamboo artisans and capital resources related to the entrepreneurial activities of making mangrove syrup and bamboo craftsmen have become a barrier to the group's entrepreneurial process.

Internalization of entrepreneurship education in the Mentawir Mangrove Tourism Village community is carried out traditionally. However, the output of the entrepreneurial education internalization process begins with creativity by the Tambun Tiram Tourism Awareness group in the form of mangrove syrup production and bamboo handicraft production activities. The production of bamboo handicrafts carried out in Mentawir Tourism Village is classified as a unique entrepreneurial activity; the choice of yellow bamboo as primary material is used by craftsmen. This group is a beginner group that produces souvenirs in the form of bamboo cups in Penajam Paser Utara Regency. Not only the entrepreneurial activity of bamboo handicrafts, but the group also produces a unique characteristic taste in producing mangrove syrup.

This study provides recommendations, including the "Tiram Tambun" Tourism Awareness Group, Mentawir Mangrove Tourism Village, which is expected to improve the quality of making mangrove syrup both in production and packaging so that it can increase income. The community also can increase the diversity of types of entrepreneurial products, both from mangroves and bamboo, so that they can add more creative results around the tourist area. It is hoped that the Head of Mentawir Kelurahan will be able to strive to realize the budget for the entrance gate to the

Mentawir Mangrove Tourism Village, to open a small and medium business activity stand for the community that provides sales of food products and souvenirs that are unique to the North Penajam Paser region, especially and specifically East Kalimantan in general. As well as seeking capital from the government and the private sector in order to help develop community businesses, especially the "Tiram Tambun" Tourism Awareness group.

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