

Study of Communication Ethnography for Entrepreneurship Culture in the Interpersonal Relations of Teachers and Students

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ABSTRACT

Entrepreneurship is an important issue in the era of intense competition because it involves how businesses always build new ideas that add value and are knowledge-based and the emergence of innovations. The actors in the school are teachers, students, parents of students and the surrounding community build that entrepreneurship culture, those which are driven through teacher and student relations. The purpose of this paper is to map the relationships built between teachers and students, how teachers built credibility on these relationships, how the motivation was conveyed by the teacher, and map the entrepreneurial culture built up at the school. The method used was communication ethnography to track and map the interpersonal relationships of teachers and students in entrepreneurial learning in the cases studied. The research case chosen was primary schools which had the concept of a natural school, where entrepreneurship was an important part of learning. The entrepreneurship culture was developed by teachers and students as the main actors and supported by other important actors, namely parents and the community around the school. These actors built a culture of entrepreneurship. Relationships that were built between teachers and students through interpersonal communication would explain the culture of entrepreneurship built in schools. The culture of entrepreneurship in schools was built through the contribution of effective communication to the key actors involved, namely teachers, students, parents, and the surrounding community. The main driving force was the relationship between teachers and students built through interpersonal communication.

Keywords: *Entrepreneurial culture, interpersonal communication, teachers, students, relationship.*

INTRODUCTION

The competitive power of a nation is determined by the competitive ability of a person or group of people. One of the ways to build competitiveness is through entrepreneurship. Entrepreneurship is both a practice and a process that results in creativity, innovation and enterprise development and growth. It means that the capabilities of a person involve and participate in socially-useful wealth creation using innovative thinking (Sai et al, 2019).

Entrepreneurial culture can be developed through education and instilled in children from an early age. Entrepreneurship values embedded early on are expected to be able to shape the character of children so that when they grow up they will have high competitive power, which is one of the requirements for successful entrepreneurs. Since in the beginning, children have been introduced to the importance of entrepreneurship (for survival and competitiveness) and local potential as an entrepreneurial basis. Given the importance of instilling entrepreneurial values in children, it is necessary to create innovation in learning. Some schools have started to include entrepreneurship material in the learning curriculum at the level of basic education, by training those youths on entrepreneurship from the primary and secondary schools. The child will be ready to be an entrepreneur even the government