

CHAPTER I

INTRODUCTION

This chapter is the introduction of the study. It presents the background of the research, the scope of the research, the research question, the objective of the research, the significance of the research, the research method, and the key terms definition.

1.1 Background of the Research

Younger generation has different characteristics and needs compared to previous generations. Growing up in an era where technology and information are easily accessible, they are highly tech-savvy and accustomed to rapid change. However, on the other hand, they also face unique pressures and challenges, such as social anxiety, attention disorders, and low independence. Therefore, it is important to identify effective ways to shape young people who are independent, creative and adaptive in the face of change. One approach that can play an important role in shaping independent and creative youth is through edupreneurship. Edupreneurship combines the concepts of education and entrepreneurship, where individuals or educational institutions act as innovative and purposeful educational entrepreneurs in generating positive changes in the world of education. This approach allows the younger generation to develop entrepreneurial skills, innovation, problem-solving and self-confidence (Cismaru, 2020).

The role of edupreneurship is particularly relevant in the context of generation Z education. Edupreneurship can empower generation Z by providing them with opportunities to innovate, create and take initiative. In an edupreneurship-supported educational environment, Generation Z can design and implement their own projects, undergo their own learning experiences, and take initiative. However, although edupreneurship promises many positive potentials, its implementation is still limited. Some of the challenges faced in implementing edupreneurship include a lack of understanding of edupreneurship concepts and strategies, a lack of cooperation between educational institutions and industry, and a lack of policy support and adequate resources. Therefore, further research is needed to explore the potential of edupreneurship in shaping independent and creative students, and to identify concrete steps that can be taken to improve its implementation. One of the steps that need to be taken is to provide education that provides motivation and enthusiasm to youth (Sanjaya et al., 2021).

Rapid technological development and global challenges in the digital era have a significant impact on education and the development of the younger generation. Intense competition is a necessity to create individuals who have quality and excellence. In addition, it is also important to have youth who can provide a foundation for development to overcome the phenomenon of unemployment among teenagers (Firdani, 2016). The advent of the internet, social media, artificial intelligence and other technologies has changed the way we learn, interact and adapt to an ever-evolving world. Generation Z, who have grown up in

a fully digitally connected environment, face unique challenges generated by advances in technology.

1.2 Research Question

Research questions based on the background above, the research problem is concluded in the question what is the motivation of students in studying edupreneurship at English education study program of UKI Toraja?

1.3 Research Objectives

According to the above research, this study will aim to determine the motivation of students in learning edupreneurship at English Education Study Program of UKI Toraja.

1.4 Significance Of Research

A. For English Lecturers

The results of this study provide useful input for English lecturers to motivate students in learning edupreneurship.

B. For Students

The findings are expected to be useful for readers, especially English students at UKI Toraja in learning Edupreneurship.

C. For the Author

Understand the concept of entrepreneurial attitudes, and character in the world of education so that the author can increase interest and motivation for entrepreneurship.

1.5 Research Methodology

This research will use qualitative research is research that uses methods, steps, and procedures that involve more data and information obtained through respondents as subjects who can devote their own answers and feelings to get a holistic overview of the matter under study.

The above understanding is based on Creswell's opinion (in Djam'an satori & Aan komariah, 2017, p. 24) which states that the definition of qualitative research methods is a process of inquiry (questioning/investing).

1.6 Key Terms Definition

There are several terms used in this research that need to be defined to avoid misinterpretation and misunderstanding, some of the terms that need to be defined are as follows:

1. Edupreneurship

Is gained towards creating an educational environment that is dynamic, innovative and responsive to change, and to equip learners with relevant skills to enter the workforce or start their own businesses. This approach reflects the entrepreneurial spirit and adaptability that are essential in facing the ever-evolving global challenges.

2. Motivation

Motivation is something or a feeling that comes from within a person that encourages and influences that person to do something to achieve goals