

LOCAL CULTURE-BASED ENTREPREUNERSHIP EDUCATION IN THE BLURU VILLAGE COMMUNITY IN SIDOARJO DISTRICT, SIDOARJO DISTRICT

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***Abstract---**Entrepreneurship today is one of the pillars of the people's economy. The era of globalization makes our country part of the ASEAN Economic Community (MEA) so that it demands the community to continue to innovate to explore the potential of the creative economy. This study aims to analyze the importance of local culture as a potential asset to develop entrepreneurship education among the people of Bluru Village, Sidoarjo District, Sidoarjo Regency. This research uses a qualitative approach. Data collection techniques using observation, interviews, and study literature. Analysis of the data used is descriptive qualitative. The results of this study indicate the existence of entrepreneurship education in the Bluru Village community at the time of the people's party, namely; looking for opportunities and initiatives, taking risks, perseverance, persuasion and networking, independence and confidence.*

***Keywords---** Education, entrepreneurship, local culture*

I Introduction

Today the word entrepreneurship be supporting community economic strength of a country. If the first entrepreneurship is usually associated with a flair or descent, but this time entrepreneurship education must be managed and developed. Entrepreneurship has been transformed into a disciplined study of the values, skills, and behavior in the face of life's challenges to pursue opportunities with the various risks it faces. Entrepreneurship education is defined as the process of developing concepts and practical skills to recognize opportunities, key resources and efforts to manage a business (1)

Bluru village is a village of fishermen in Sidoarjo district, Most of the people in this village livelihood as fishermen, there are about 473 fishermen who every day go to sea to catch shellfish with an average income of 45-100 thousand per day. These fishermen have in a fishermen's cooperative association called "Fisherman Rejeki".

Bluru Rural coastal communities have a local culture in the form of a traditional ritual called float an offering. The existence of traditions and rituals are believed by supporting the community as a heritage that has value, meaning, and function for the survival of mankind. Besides functioning as a medium of education, in which tradition and rituals provide advice and orders to become a good human being. Tradition can be understood as the behaviour inherent in society with special symbolic meaning or meanings through the origin of the tradition (2).

Rural young children Bluru is not involved in all of the core event rituals, but they can see the potential economic opportunities beyond the culture of the region. Float an offering ritual event packed into a party of the people for 5 days, hence the regional economic development opportunities can be used to improve the economy of the community.

Indonesia is a country rich in culture area, Indonesia did not escape the influence of the ASEAN free market, because Indonesia is already registered in the MEA members. The cultural diversity of the younger generation should be able to seize opportunities that business economy able to improve the economic welfare of creative economic people can be combined with local culture to be a breakthrough to be able to compete in the global market (3)

The younger generation is a valuable asset in the future, and therefore they need to be prepared to cope with global challenges by finding creative ideas that are directly related to the potential of the local culture and the potential for superior product areas, through education entrepreneurship in the community where he lives.

With the implementation of the local culture that shaped float an offering ritual of opening opportunities to introduce potential business results Sidoarjo society that impacts on improving the welfare of society, this tradition only lasts for 6 days 5 nights from the introduction of the product can be said to be too short. Thus the introduction of products in a short time is expected to be followed up by establishing a small business based in the home of creative houses. Village Bluru most people work fishermen, the items commonly traded are the flagship product village or superior products Sidoarjo such as fish crackers, shrimp paste, paste, smoked milkfish, salted egg, even batik, bags, sandal, shoes, bags and products processed food.

The values of local wisdom traditions/culture instilled by parents contribute to the social behavior of entrepreneurs, internalization of local values have also influenced the pattern of entrepreneurial behavior as a figure that directly affect the local environment in which each person lives each informant employers (4)

The majority of people do not have the skills to read the business opportunity behind the tradition of the larung sesaji ritual, this is evidenced by the large number of traders who come from outside the area to introduce products from outside the area that they brought from their home regions, while the Bluru Village community is more focused as the perpetrators and connoisseurs of the larung sesaji ritual, for that there needs to be an effort to build awareness of the importance of entrepreneurship education to the people of Bluru Village to introduce their region's superior products to outside communities who come to witness this annual tradition.

II Method

This study used a qualitative method with a case study approach, It is expected to reveal the importance of education for the people of the village Bluru entrepreneurship by the peculiarities of the subject and place of study.

III Place and time

This study was conducted at the City Bluru District of Sidoarjo Sidoarjo regency. While the time the study started in December 2019 to February 2020, the informant is a family of fishermen, community leaders, and the young men in the village Bluru District of Sidoarjo regency as many as 25 Orang Sdoarjo.

IV Data Validity Technique

Mechanical validity of the data used is the triangulation of data, which compares the data observations to documents, data that has not been matched seta not necessarily discarded but is used as benchmark data that can later be recommended as a further study, while the same data means valid.

V Result and Discussion

The main focus of education entrepreneurship based on local cultural traditions float an offering are the villagers of Bluru, reason Village Bluru subdistrict of Sidoarjo Sidoarjo regency is used as a place of study because it had consistently do organizing the ritual traditions float an offering from year to year and welcome the public to the ceremony ritual unlimited from Bluru village community alone but people from the surrounding villages and even other districts are quite enthusiastic, and economically float an offering ritual traditions that had their impact Bluru Village community.

Education entrepreneurship is defined as life-long learning as a process of developing concepts and practical skills to recognize chance, key resources, and efforts to manage a business education Entrepreneurship be instilled early on when a person is still in school because it can significantly affect a person's entrepreneurship intentions have even managed to become entrepreneurs (5) (6) (7) (8).

Entrepreneurship education within the local cultural framework is where cultural inheritance to the younger generation takes on a new form from the economic side, cultural values are directed at the development of entrepreneurship, the values developed in entrepreneurship education are as follows: independent, creative, courageous to take risks, action-oriented, leadership, hard work, honest, discipline, innovative, responsibility, cooperation, unyielding, tenacious, commitment, realistic, curiosity, communicative, strong motivation for success (9)

Float an offering ritual tradition is a sacred ritual performed solemn, which is associated with human beliefs and mutual relationship with nature. Every ritual performed has value, meaning, and purpose. The values grow and develop in society through ritual tradition float an offering almost have in common with the values that developed in the traditions that exist in Indonesia. The values developed include religious values, cooperation,

and social. (10) (11) . With these need to be instilled and promoted on entrepreneurship education through traditional float an offering to support the increasing needs of economic life during rituals take place.

Cultural values related to trust in a nation are a decisive factor in the economic development of the country concerned. The role of government that contribute to promote and maximize public participation in animate local cultural ritual float an offering by way participate and promote this ritual as a form of tourist destinations, with the bargaining value of the site's existence Goddess sekardadu which is the mother of Sunan Giri visited by many pilgrims in days -ordinary day. Outside the ritual event held once a year, the Government of Sidoarjo regency proclaimed religious tourism in Sekardadu Goddess's burial site.

Opportunity then captured by the committee of the implementation of the tradition of ritual float an offering as a form of community economic development, they then took the initiative to hold a public market, in addition to locals wares and specialty items in their neighbourhood, the organizing committee also rent a booth to trade places, breakdown as follows: booth adjacent to the event center measuring 2 x 2 meter pegged to the price of Rp. 250.000, - were booths that are located far from the show 2 x 2 meter pegged to the price of Rp. 180.000, -. Another initiative committee invited the association of street vendors to sell at the event float an offering ritual celebrations.

Step smart executive committee's float an offering ritual in terms of economics has given birth in the village Bluru entrepreneurship education, while education entrepreneurship forms can be summarized as follows:

Table of Entrepreneurship Education in Bluru Village

No.	characteristics	The findings in the field
1	looking for opportunities	The role of government that contribute to mobilize and maximize community participation in local cultural enliven ritual float an offering by way participate and promote this ritual as a form of travel destinations become viable opportunities for the development of local economies arrested villagers of Bluru
2	initiative	Organizers also rent a booth for trade places, with the breakdown as follows: booth adjacent to the event center measuring 2 x 2 meter pegged to the price of Rp. 250.000, - were booths that are located far from the show 2 x 2 meter pegged to the price of Rp. 180.000, -. Another initiative committee invited the association of street vendors to sell at the event float an offering ritual celebrations.
3	Take a risk	With many traders who arrived followed by visitors who crowded, in terms of safety and smoothness of traffic must be given access to the best, because with a main public market automatically close highway access and increased security is the responsibility of all parties
4	Perseverance	Cooperation in order to keep the splendor of the local markets necessary relationship and good communication.
5	persuasive	Approaches to the public to be able to actively participate must always be maintained so that these rituals belong to the community at large
6	networking	The local population is much opportunity as possible to be able to hold a superior product that is owned, other than that the committee invited the association of street vendors to sell at the event float an offering ritual celebrations.
7	autonomy	Creating opportunities for people indirectly create jobs, thus creating economic independence for the community
8	Confidence	Boldly introduce superior products and business entrepreneurship indirectly instill confidence

According to the table above, education entrepreneurship of the rural population Bluru through local cultural rituals float an offering for 6 consecutive days, is expected to cultivate awareness of the importance of preserving the culture of ritual float an offering, which impact on the awareness of entrepreneurship, that recognition comes

for their socialization, involvement, and a sense of belonging, ultimately entrepreneurship on public education will make the younger generation dared to create jobs through small businesses and creative industries.

Results of the study entrepreneurship based on local culture from the 25 respondents interviewed 21 people have understood the forms of education entrepreneurship initiated by villagers in Bluru while 2 people only went to enjoy and behave consumptive, 3 people do not understand at all because only connoisseurs party people.

VI Conclusion

Education entrepreneurship applies not only at school, but in society, in general, does not recognize age levels and professions, with educational entrepreneurship through the dissemination of relevant parties to the public is expected to society actors ritual both fishing communities or not, the villagers Bluru even the vicinity can maintain and preserve the heritage that has value and meaning for the sustainability of human life, both religious, cultural, social, and economic. The role of the youth will have a positive impact on the sustainability and preservation of rituals float an offering creative community and economic growth amid the world economic competition, as well as businessmen and industrialists gave birth in the community.

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