

INTERNALIZATION OF FAMILY ECONOMIC EDUCATION OF LAYING CHICKEN FARMERS IN THE FACE OF THE INDUSTRY 4.0 REVOLUTION

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ABSTRACT

This study aims to analyze the readiness of the parents of laying hen breeders in the Ponggok sub-district of Blitar Regency in providing an internalization process for children's economic education to face the Industrial Revolution 4.0. The approach in this research uses a qualitative descriptive approach with the type of case study research. The subjects of this study were layer chicken breeders in Ponggok District, Blitar Regency, who were selected through purposive sampling technique. This study indicates that the process of internalizing the economic education of the Ponggok village chicken breeder family consists of good verbal explanation, habituation, and discussion of relevant cases. This study aims to improve the quality of the younger generation in facing the industrial revolution 4.0.

Keywords: Internalization, Economic Education, Entrepreneurship, Economic Life, Industrial Revolution

INTRODUCTION

Education that plays the most crucial role in developing a child is informal, and informal education is education that parents give to children in a family environment. Family is the first place where children receive an education. The informal education that is carried out in the family environment is very diverse, such as character education, education of values and norms, and economic education. Parents are the primary and first educators in educating children to carry out economic activities. Starting from something as simple as introducing money, teaching them to buy their own needs, and getting used to saving and living frugally. Application of economic education from childhood to children can build and develop children's entrepreneurial attitudes and enthusiasm. These things can be done to train children to become successful entrepreneurs in the future. Therefore, in instilling this entrepreneurial attitude, it is necessary to cultivate an attitude known as internalization.

Entrepreneurship is a person's process of exploring and developing one's potential to achieve specific goals. It is crucial to instill an entrepreneurial spirit from an early age so that later children can become successful entrepreneurs in the future. The Entrepreneurial spirit informing the child's, the child must be actively trained and accustomed to having entrepreneurial characteristics. Nugroho (2008: 10) argues that the characteristics of an entrepreneur are 1) discipline, 2) high commitment, 3) honesty, 4) creative and innovative, 5) independence, 6) realistic. Ningsih (2011: 19) continued that the driving factors for entrepreneurship consisted of internal factors and external factors. Internal factors include feelings, motivation, experiences, self-esteem, and ideals. At the same time, external factors are the family environment itself, the environment, education/school, and the social/community environment and opportunities. Therefore, parents must instill an entrepreneurial spirit in their children, which can be done by instilling entrepreneurial habits early.

Based on a survey conducted by researchers, Ponggok District, Blitar Regency is a district that has good entrepreneurial potential in raising layer chickens. The majority of the population works in the environment of laying hens, so licensing to set up a laying hen farm is straightforward. This is because the people in the Ponggok District are already accustomed to the pollution caused by the laying hens farming business. The number of chicken farmers in Ponggok village reaches 4,200 chicken breeders ranging from small to large. Of the 4,200 families of chicken farmers, most of the children of these chicken breeders have the same profession as their parents. In Ponggok District itself, there are many successful chicken breeders in running their business.

Based on preliminary observations made by researchers, the success of the family in entrepreneurship in laying hens encourages children to continue the success of their parents in the business of laying hens. In addition, laying hen breeders in Ponggok District deliberately instill and accustom children to entrepreneurship from an early age by instilling attitudes to become promising entrepreneurs. Therefore, children are expected to be accustomed to carrying out activities in entrepreneurship in chicken farming in the future. The facts that occur in the field cannot be separated from the role of parents in providing education to their children, especially in providing economic education, which can encourage children's enthusiasm for entrepreneurship in laying hens themselves.

The industrial revolution is a fundamental change in the person's way of life and work processes, where advances in information technology can integrate the digital world of life, which can impact all disciplines, from social science to economics. With the development of information technology that is developing rapidly in an era like today, which can have breakthroughs, including in the field of artificial intelligence, where computer technology is a discipline that adopts one's expertise into a technology-based application and gives birth to advanced information technology and production processes that can be efficient as possible to suppress all supporting aspects such as time and production costs that can be controlled automatically. The birth of digital technology, currently in the industrial revolution 4.0, has an impact on human life around the world. Of course, this industrial revolution will also impact the successor generation of laying hen breeders, the importance of this education for parents to prepare the next generation in the era of the industrial revolution. The more ready to prepare children in the modern era like today will support the success of children in the era of the industrial revolution.

Based on the description that has been explained above, the researchers are interested in knowing how parents' readiness in facing the 4.0 industrial revolution in the process of internalizing family economic education. Thus, the author takes the title "Internalization of Family Economic Education of Laying Chicken Farmers in the Face of the Industry 4.0 Revolution".

TYPES OF GST

The research goal to determine the internalization process of economic education in the family environment of chicken breeders in Ponggok District, especially in preparing for industrial revolution 4.0, which will make competition in the business sector even higher, the researchers used a qualitative descriptive approach with the type of case study research.

Sources of research data include primary and secondary data. Primary data were obtained from interviews with parents of chicken breeders in Ponggok District. They were selected using the purposive sampling technique, while secondary data was a list of chicken breeders obtained from BPS data from Blitar Regency.

RESULTS AND DISCUSSION

Based on the data obtained from the research results, the process of internalizing economic education in the family environment of laying hen breeders in Ponggok District is facing the 4.0 industrial revolution consists of 1) role models for being creative and innovative in facing the industrial revolution, 2) verbal explanations for having a high commitment and attitude honest in the industrial revolution era, 3) habituation to be disciplined and independent, and 4) discussion for realistic and correct decision making in the industrial revolution era. The Indonesian government has also begun to clean up and take advantage of the industrial revolution and launched a roadmap for "making Indonesia 4.0" which is a strategy to pave the way for Indonesia to become one of the new forces in Asia. The Indonesian government has chosen the food and beverage, textile, automotive, chemical and electronic sectors as the focus of this 4.0 industrial revolution. Therefore, the next generation of chickens that develop in the food sector must be able to maximize its utilization.

Internalization of Economic Education through exemplary in preparing for the industrial revolution 4.0

Internalizing economic education that occurs in the family environment of chicken breeders in Ponggok village occurs through exemplary processes in everyday life. The example taken is to provide real examples in everyday life for children to have creative and innovative attitudes, one of which is in managing the composition of chicken feed so that chickens have good quality and according to standards, and can increase the cost of the feed. The creative attitude taught in the family to the children can produce a feed whose nutritional value is according to the set standards, but with minimal costs. A creative attitude in managing this feed is needed because it is supported by sophisticated chicken feed processing technology. Being more creative in mixing compositions and using sophisticated tools will cut production costs and time in livestock entrepreneurship.

Creative attitudes taught by parents to children are carried out through giving honest and direct examples to children. They are easier to understand. They can be directly applied by children so that children in the industrial revolution will be more creative in the main aspects of livestock entrepreneurship, namely in managing the food sector livestock. The World Economic Forum (2016) states that workers' skills in preparing for the 4.0 industrial revolution are having creativity, controlling quality, maximizing technology and design, and managing financial resources.

In maximizing livestock yield, innovation is urgently needed. The main thing in preparing a generation that is ready for an industrial revolution is to teach innovation in the livestock business and realize ideas that arise because of the experience gained. The innovations that are taught to children in preparing for the 4.0 industrial revolution in the chicken farmer environment are of various kinds, and there are innovations in the field of animal vitamin intake with ingredients that can care for livestock to be more productive. However, some layer hen farmers teach their children to innovate in equipment that supports livestock care. Examples of innovation include making animal feed and drinking equipment and livestock monitoring tools. The education process is taught to children by giving direct examples to children so that it is hoped that the children will be able to innovate more for the advancement of the world of chicken farming in the future.

The discovery of new innovative ideas depicted in the chicken breeder family is by Shalahudin et al. (2018: 38), which states that an entrepreneur who wants to be successful must manufacture products with innovations because innovation is essential in the production and service process. So those entrepreneurs are required to improve their innovative abilities. Besides that, this is by the World Economic Forum (2016), which states that the skills that workers must have in preparing for the 4.0 industrial revolution are to be critical to innovate, take advantage of ICT literacy, cross-functional skills, be active in learning, have maintenance and repair skills. equipment.

Internalization of Economic Education through Verbal Explanations in preparing for the industrial revolution 4.0

Verbal explanations or advice on forming an entrepreneurial spirit ready to face the industrial revolution are needed to form children's attitudes that uphold commitment and are honest in entrepreneurship. In carrying out economic education in the family, parents always advise so that they can always control the quality of the child and encourage the child in the process of their daily economic education. Based on the research data that has been taken, it can be concluded that all chicken farmer families in the Ponggok sub-district through 4 informants always provide verbal explanations through advice so that children have an exemplary commitment to entrepreneurship. The advice given by parents is aimed at making children always optimistic in entrepreneurship,

always enthusiastic, resilient, and painstaking in running their business. Even so, every informant has a way of still providing verbal explanations to children.

Chicken farmer families in Ponggok District always teach children to develop new targets, which must also be balanced with a high commitment to achieve the targets that have been made previously. The explanation of Soegoto (2009: 7) states that an entrepreneur must be highly committed, transparent, directed, progressive, or oriented towards progress on agreements made previously either with himself or others. Chicken farmer families in Ponggok District always instill the values of kindness in children, including honesty and verbal explanations. This process is intended so that children can always uphold the value of honesty in entrepreneurship. Based on research by the family of laying hen breeders in instilling an attitude of honesty to children by requiring children to be honest in transactions, both transacting with chicken feed suppliers or transactions with consumers. In addition, parents aim to teach children the value of honesty to maintain the company's quality that was established by maintaining trust with consumers. Soegoto (2009: 7) states that an entrepreneur must uphold the values of honesty in carrying out his business activities to build trust with consumers and get actual and potential consumers both short and long term. In addition, this is by the World Economic Forum (2016), which states that the skills that workers must have in preparing for the 4.0 industrial revolution are that workers in the industrial revolution era must be able to monitor themselves from others, be sensitive to the problems that will occur, be able to coordinate with others, service orientation, be able to carry out maintenance and repair of their business, and control quality.

Internalization of Economic Education through Familiarity with Relevant Actions in preparing for the Industrial Revolution 4.0

In families of laying hen breeders in Ponggok District, habituation of actions to form entrepreneurial candidates in the industrial revolution in children is carried out through habituation to act discipline and independently. In the family of laying hen breeders, the value of discipline in running their business is very high. This is done by parents so that children can run their business smoothly because the value of discipline supports it. The value of discipline is needed because chickens are sensitive animals, feeding and vitamins must be on time and date. In addition, discipline will also be able to manage the person's attitude in time management. Therefore, since childhood, breeders in Ponggok village have always accustomed children to be disciplined with the tasks given to minimize losses.

Suhariyadi (2007: 10) that an entrepreneur must have a high enough discipline. Discipline means time, the entrepreneur's accuracy of commitment to his duties and work, according to the World Economic Forum (2016), which states that workers' skills in preparing for the industrial revolution 4.0 can manage people and time.

In internalizing an independent attitude, chicken farmer families in Ponggok District have familiarized their children to be independent in entrepreneurship. Independent is meant in this process is independent in managing his own livestock business. To get children used to being independent, each parent has away. In some chicken breeder families, children are accustomed to being independent by providing their children with capital in the form of chickens and chicken feed so that they can be managed independently by the children to do business management without interference from their parents. Therefore, parents make a habit of being independent so that their children can run a business with their management. However, there are also family farmers who give up all family businesses to be managed by the children entirely. The children have a greater responsibility because all family businesses that have been run have been entrusted entirely, and the children have to manage themselves. With this, the child must be able to independently learn and always be able to analyze the situation in making decisions and solving problems independently. The above is by Suhariyadi's (2007: 10) statement, which states that independence is an absolute trait. An entrepreneur must possess an independent person who must carry out his wishes well without dependence by other parties in acting or making decisions. Also, by the World Economic Forum (2016), workers' skills in preparing for the 4.0 industrial revolution are that the young generation must continue learning independently, making wise decisions, and solving good problems.

Internationalization of Economic Education through Discussion of Relevant Cases in preparing for the industrial revolution 4.0

In the business environment of raising layer hens, the cases discussed are economic cases that are in line with laying hens itself. Based on research carried out on the family of laying hen breeders in the Ponggok sub-district, a two-way discussion or conversation between informants or parents and children aims to form realistic children's attitudes in running a business. Parents teach this realistic thinking to children through two-way discussions between parents and children in discussing problems in the business world they run.

Therefore, parents teach children always to be open to receiving input from others who are more experienced. Besides that, parents also always provide input to children to discuss various problems that occur to make the right decisions that do not harm the laying hen business that is being undertaken.

The discussion regarding the problems that occur in the chicken farming business is intended by parents so that children can make realistic and rational decisions. Therefore, this process must be actively carried out so that children are more sensitive in dealing with problems that occur because of the many discussions that have been carried out between parents and son.

This statement is by Suhariyadi's (2007: 10) explanation that an entrepreneur must see facts or realities that serve as a basis for rational thinking in making decisions or actions in his business. An entrepreneur must also be willing to accept input or suggestions from other people for the progress of his business. The World Economic Forum (2016) states that workers' skills in preparing for

the 4.0 industrial revolution can listen to others actively, think critically, monitor themselves and others, be sensitive to problems and manage emotionally.

CONCLUSION

Internalization Economic education that occurs in the family of laying hen breeders in Ponggok District focuses on forming a child's entrepreneurial spirit to take advantage of the industrial revolution 4.0. This was done to form a modern generation during the industrial revolution so that children would be better prepared to run the family business. In the process of internalizing the economic education of laying hen breeder families in Ponggok District, it was found that the process aims to form the entrepreneurial spirit of children in the industrial revolution era through a process of sound, verbal explanation, habituation, and discussion of relevant cases. (1) In the exemplary process, children are given real examples to have a creative and innovative attitude. (2) In the verbal explanation process, were in the family of laying hen breeders in Ponggok District, children are always advised to have a high commitment and be honest in entrepreneurship. (3) In the process of habituation, where the family of layer chicken breeders in Ponggok District always familiarizes children to be disciplined and independent in entrepreneurship from an early age. (4) In discussing relevant cases, the family of laying hens in Ponggok District teaches children to make realistic decisions and is open to others.

This research is limited to cultivating children's entrepreneurial spirit in preparing a generation that can take advantage of the 4.0 industrial revolution in the business of laying hens through the family environment. For further research that discusses the internalization of economic education in instilling an entrepreneurial spirit in children, developing research is emphasized on the impact analysis of the era industrial revolution 4.0 in internalizing economic education for the family of laying hens entrepreneurs.

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