"WINDOW SHOPPING IN ENTREPRENEURSHIP CLASS: STIMULATE THE CREATIVITY AND NATURAL BUSINESS SENSE"

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ABSTRACT:

Traditionally, currently in Entrepreneurship class conducted in conventional lecturing method only so that not optimal in stimulating creativity among students. Students sit and listen all theories without any breakthrough teaching model. In Business Administration program study, there are 10 classes and at the end of class in every semester, the result of each class is just score. The problem was solved by applying Window Shopping (WS) model with Role Play (RP) approach. The primary aim of this research is to purpose an innovative method in entrepreneurship learning in the class and to identify the benefits of that method on students' creativity (Maselenoet al., 2019) and natural business behavior (beginner entrepreneur) and also to strengthen a relation between student-lecture partnerships. This research used Classroom Action Research, consist of planning, action, observation and reflection. The class consist of 14 meetings, and Window Shopping were implemented in the Business Proposal topics, Creativity and Collaboration in Business topics consist of 4 meetings. There were 30 participants, and they established 10 groups, where 3 persons in group. Before making group, they have a preliminary test to design the conducive and variance group. The results showed that creativity and business senses of students experienced significant increase with remarkable posters documentation. There are 10 Business Proposals which generate novelty ideas for business, for example hand sanitizer made from Aloe Vera and its match for students in dusty area, named Hi-Gene. There are also service in printing and design for online, it's suitable for student needs to print some assignment anytime, named Offset Printing. There are also recommendation in culinary business such ice cream, cookies and traditional food of Indonesia, they are Samurf, Healthy Spring Rolls, Kukunyah, Bungeopang, SataiTaichanBafa, Husny Pizza, . There are also service provider in mobile case, named A&T Mobile Case. In another technology service students provide Dr. Translate.In addition, by providing evaluations and challenging students to make decisions continuously, all business proposals can be continued to actual business execution further.

INTRODUCTION

Creative learning method is well considered as having a significant impact on entrepreneurial success among students, remembering that all ability, internal locus and motivation in learning are the fundamental in expanding entrepreneurial sense, skill and competencies (Rae, 2005) and teacher or facilitator also recognize that entrepreneurial leaning process in related with the wishing of students to explore, capture and develop opportunity (Wing & Man, 2012). Event that students should to become a very critical individual to understand the meaning of topics on entrepreneurial subjects in the class (Scarmozzino, Corvello, & Grimaldi, 2016). Lectures are trying to design an interesting learning method to address entrepreneurial course. Some previous studies have also been conducted to propose some strategy and themes such as supportive entrepreneurial environment in the class (Wing & Man, 2012), behavior formulation in

entrepreneurial learning (Secundo, Vecchio, & Schiuma, 2017) and the correlation between leaning asymmetries and opportunity exploration (Gabrielsson, 2017). There are also grounded model of entrepreneurial learning on behavior established by Yan Man in 2012 and experience element conducted by Houvinen and Tihula in 2008 (Wing & Man, 2012).

For instance in Telkom University, one of the Business School provide Entrepreneurship course and all faculty and lectures have involved teaching and learning method in the class and out bond concept, trading and discussing, and conducted festival. Nevertheless, as the result of previous practices on entrepreneurial learning, but only few of them constructed a proper entrepreneurial learning method and further the learning outcome as business behavior in few percentages. Students in Telkom University dominantly are passive person and lack in creativity. Moreover it is also necessary to present a breakthrough concept in term of entrepreneurial learning its impact on deep understanding, motivation, creativity and innovation. One of the learning method named Window Shopping, which is elaborate with learning approach in the form of role play for Sophomore of Business School students in International class.

The primary aim of this research is to purpose an innovative method in entrepreneurship learning in the class and to identify the benefits of that method on students' creativity and natural business behavior (beginner entrepreneur) and also to strengthen a relation between student-lecture partnerships. Furthermore, these Window Shopping methods pointed as construct model therefore this research are questioning:

RQ1. How do the implementation of Window Shopping method, elaborate with role play approach in entrepreneurial learning process?

RQ2. What are the specific results of Window Shopping implementation related on natural business senses?

It is hoped that these important questions could be explained through the following discovery and delivery practical study.

LITERATURE REVIEW

In some references on teaching and learning research, it is well stated that experience is the dominant source of learning prosess, include in leaning the Entrepreneurial course (Cantino, Devalle, Cortese, & Ricciardi, 2016). Basically, person in business fields would learn from different sources, such as from previous life cycle, from challenging career, from prior business with friends or family, from formal and informal activities in daily life, from favorite role models, and also from social and cultural life (Wing & Man, 2012). However, learning from experience and feeling itself, is more meaningful than repeating that have been done by others successfully person and avoiding failures(Haase, 2009). Therefore, entrepreneurial learning should be seen as a wonderful process of provoking sense out of experience and finally would well occur (Wing & Man, 2012).

In facts based on previous research conducted by (Secundo et al., 2017)stated that learning about entrepreneurial is include in cognitive learning category. Entrepreneurial learning treated as a series of exploring, focus on retention, and empowering all entrepreneurial knowledge in the further memory of mind(Haase, 2009). Definitely, that series stimulated by attitude, emotion, motivation and personal factors such self-efficacy, self-confidence, need of achievement, excited on challenges, recognition, and determination (Higgins & Elliott, 2011). Further, on the recently studies, explained that concept of cognitive process on entrepreneurial learning conducted

through the heuristics concept(*E T & P Learning : A Conceptual*, 2005), that will impact on ability in identifying entrepreneurial opportunities in business (Tseng, 2013).

Entrepreneurial learning process is also defined as interactive manifestation of two elements, consist of the entrepreneur itself and the operational elements in the form of social relationship internal and external context(Breslin & Jones, 2012)(Rae, 2005) se complete relation in social fields, may provide complementary knowledge and skills for the entrepreneurs (Ravasi and Tutari, 2005), mentorship support (Scarmozzino et al., 2016) (Sullivan, 2000), communication for business (Wing & Man, 2012) (Lans et al. 2008) and the willing to participate for decision making (Secundo et al., 2017). Considering these reasons, it is so urgent to concern about the learning context that provide various external parties to enrich the study process.

Entrepreneurial learning is essentially a complex experiential, cognitive, iterative and interactive process. Contemporary empirical studies support that studying both the natural and condition of learning in the context of the entrepreneur is important to understand how the stakeholders, innovation booster, survive and develop in the middle of unpredictable environments influenced by significant trends changing, globalization and borderless and vision of sustainability(Kropp & Lindsay, 2006). (Higgins & Elliott, 2011)stated that entrepreneurial learning requires an inspiration in presenting rules, norms and learning outcomes which facilitate some actions to other. Entrepreneurial in the class if further explored on the behavioral perspective or the learning activities carried out. It is imperative to more consider about the learning behavior among students related on individual factors that may affect students and also present evaluation of the effectiveness of the learning process more feasible. Creativity is also a basic element of being an

entrepreneur in the disruption era nowadays. In delivering entrepreneurial learning, the method should recognize behavior, cognitive, and collaborative competencies as the natural business is. Therefore, lectures create new interesting learning method for entrepreneurial class that cover the real life of entrepreneur, named Window Shopping(Abdurrohman, Nasrudin, & Zein, 2018).

Window shopping by oxford dictionary "The activity of looking at goods displayed in a windows shop, especially without intending to buy anything". This term is referred as "show rooming". In the context of learning and teaching fields, window shopping is defined as student learning activities by "shopping" or "observing, reading, exploring" information or topics presented by other groups then convert as the value consideration in making decision.

Window shopping is one of interesting learning model used to encourage students' on critical thinking, creativity, objective judgment and decision making skill because each student is required to prepare to as creative as possible the "assignment" object to attract the customer (means other friends) who attend to the stand/outlet. Characteristic of doing a "shopping" activity by looking at the work of other groups, is believed would boost the critical thinking of students in choosing the best decision and exploration skill by asking the critical points related with the object (Abdurrohman et al. 2018).

METHODOLOGY

This research suggested by directly practices the field research which the Window Shopping model with role play approach were conducted in the International Class of Business Administration throughout Short Semester. The class consist of 14 meetings, and Window Shopping were implemented in the Business Proposal topics, Creativity and Collaboration in Business topics

consist of 4 meetings. There were 30 participants, and they established 10 groups, where 3 persons in group. Before making group, they have a preliminary test to design the conducive and variance group.

Each group had assignment to purposing a business idea in Creative Industry: such culinary business, fashion and clothing, ICT business, or another products and services. They designed an interesting brainstorming together with the team on the large paper and board, then lecturer explained about trends while guiding all teams.

The second meeting, students developed the concept from operational perspective, financial and team management. In the following day, all students were separated in some roles and they had presentation.

There are steps in implementing Window Shopping learning method. Here below the details of every steps:

Tabel 1. Window Shopping Steps

No	Learning Steps	
	Window Shopping	Role Play
1	participants are made into 10 groups (each group consist of 3 students)	participants are made into 10 groups (each group consist of 3 students)
2	The lecturer distributed assignment named Business Proposal especially in creative business such fashion, clothing, culinary, accessories or ICT business.	The lecturer distributed assignment named Business Proposal especially in creative business such fashion, clothing, culinary, accessories or ICT business.
3	In each groups students work together on the Business Proposal have given. The result of the Business Proposal is written on a piece of large paper (drawing book size A2) or the like. In this activity, the lecturer provides guidance as necessary for each group and discussed anything to support students' activity.	Use the previous Posters, but there are additional description about Financial management and marketing strategy. There are new member as Crazy Rich Bandung (a person who has lots of money to invest), a marketing staff for popular advertising agency (to find out business and propose marketing support regularly).
4	At the end of day, students should printed the business proposal in the form of poster size. In the following day, the work of each group is then displayed on the wall around the classroom. This activity is likened to open shop. Of course with the idea presentation on the display.	
5	Duty distribution of each group. There are one person as the Spoken Person (SP) of the group who are in responsibility of explaining and answering some questions from visitors. There are also two Potential Buyers (PB) walking around to visit other group stores and explore anything about the product/service, about the idea generation and marketing strategy.	Crazy Rich Bandung (CRB) asking about anything, especially in budget, capital, cost and financial management of each proposals/display. Marketing Agency Staff (MAS) asked anything about marketing needs, planning, brand ambassador figure, and marketing plan on each display. There are also Product Hunter (PH) who want to choose one product to become a partner and making mutual collaboration in business in the further.
6	Students as SP give explanations to PB who need an explanation regarding the completion of the displays. Deeply on SP's hearts, they are trying to grab on PB's interest to buy therefore SP always	Example questions : CRB : "how about the financial stream

Source : Lecture's description, 2019.

After Window Shopping, two days later students had a new role as business stakeholder such as crazy rich Bandung (investor), marketing and advertising agency, and product hunter (to be business partners in the further. After practices the model, students should fill the documents to evaluate and answer the questions related with learning activities. The unique points of those two leaning approach (Window Shopping and Role Play approach) are: (1) the role play, (2) the questions which asked continually and simultaneously in Window Shopping as a packaged, and (3) evaluation strategy for each approach. Window Shopping to provoke creativity meanwhile with role play model to provoke creativity and business sense.

ANALYSIS/RESULTS

Window Shopping provoke Creativity

In discussing about creativity, there lots of creativity indicators and elements based on different experts. But until currently, no longer

thinking creatively that is strictly accepted by all researchers (Sussi, Fitriyanti, N., Komariah, A., Kurniady, D.A. (2019). Having figure out about the complexity of creative thinking constructions and its various manifestation for daily life of human, it seems impossible to release "the common theory of creativity". Students in the class, before present the Business Posters, they propose Mind Maps to Lecturer. Mind maps (Breslin & Jones, 2012)are a graphical process of write notes that can also be used following several activities geared to generating ideas and options to support idea elements. Their visual format enhances understanding paper meanings of writing, keywords, or ideas, often with various colors, symbols and emoticons. The mind maps presented by students are generally take a hierarchical model or tree branch model, with ideas branching into their subsections. Mind maps allow for greater creativity when recording ideas and information, as well as allowing the idea innovators prepare for oral presentation. The "Laws of Mind Mapping" were originally devised by Tony Buzan when he modified any image, color, and association and coined on one board/spot of "Mind Mapping." Mind Mapping also a fundamental protocol for student as the real proof of creativity. Lecturer can evaluate the process of creativity among students based on theory. This research deliberately raised the creativity theory stated by Guilford, 1967; Reisman and Torrance, 2002; Torrance, 1974), and that relate to creative behavior, include the creative thinking characteristics shown:

**Table 2. Reflection on Window Shopping
Model**

Factor	Definition	Reflection on Window Shopping Learning Model
Originality	Established unique and novelty ideas, designs an unusual method in common life	There are 10 Business Proposals which generate novelty ideas for business, for example hand sanitizer made from Aloe Vera and its match for students in dusty area, named **Hi-Gene**. There are also service in printing and design for online, it's suitable for student needs to print some assignment anytime, named **Offset Printing**. There are also recommendation in culinary business such ice cream, cookies and traditional food of Indonesia, they are **Samurf**, **Healthy Spring Rolls**, **Kukunyah**, **Bungeopang**, **SataiTaichanBafa**, **Husny Pizza**, . There are also sevice provider in mobile case, named **A&T Mobile Case**. In another technology service students provide **Dr. Translate**.
Fluency	Generates so many interesting ideas	The **Hi-Gene** team (hand sanitizer) though about the combination of herbal plants and perfume in adjusting idea of product. **A&T Mobile Case** also prepare so many design for customer and interesting pictures.
Flexibility	Generates many categories of ideas and finds the unique of each category	Students provide some strategy in marketing, operational and financial management in presenting the business.
Elaboration	Puts on details and addition value	Students in culinary business present the elaboration for packaging, design and delivery stuffs. The culinary business also mentioned some quotes and jargons to improve marketing. Dr. Translate provide different service in translating and correction the grammar, which compete with existing service through online.
Tolerance of Ambiguity	Comfortable with the unknown things	Students who present about **Bungeopang** (traditional Korean cookies) tried to explain about that ingredients in front of visitors. They enjoy explain when visitors do not know exactly about the cookies. But at the end, they can promote the product well because other business chosen Bungeopang as the most potential product to collaborate.
Resistance to Premature Closure	Keeps an open mind and break the status quo	Student who present **Kukunyah** innovation, which combination of Indonesian and Japan traditional food never give up to explain about how interesting the idea is, because they believe customer would enjoy both traditional foods in one spot. They had prospectus store design.
Convergent	Analyzes,	All groups can analyze, evaluate, define and predict the

Source: Lecturer's analysis and notes. 2019

Here are the answer of students about creativity (documented through *Google Docs*): **How your creativity could contributes in designing process of your business?**
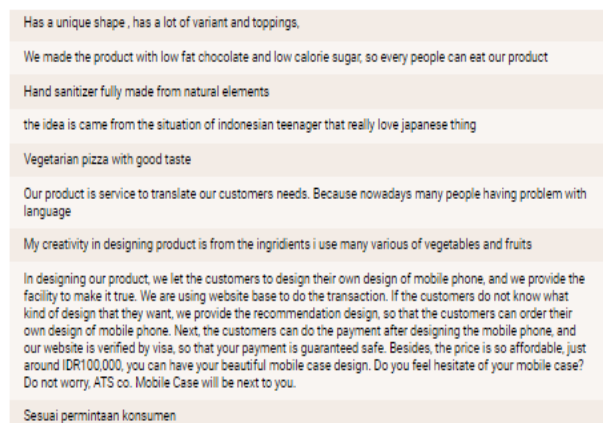

Fig. 1 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

Another evaluation through question is about the unique point of business that others to understanding of students' fluency elements, "What is the unique points of your products, better than others and existing product in the market now?"
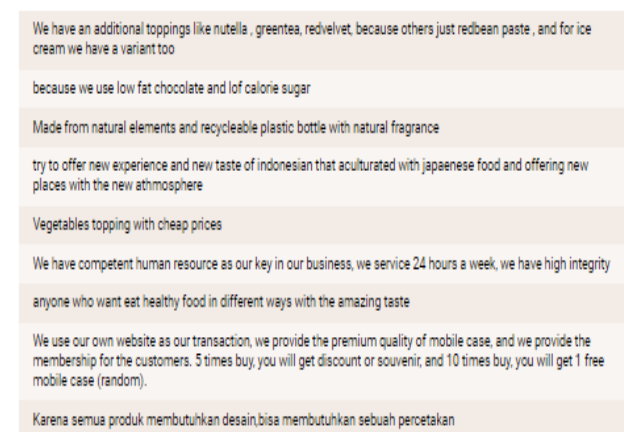
Fig. 2 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

Lecture finally know about students' opinion on Window shopping experience, especially to become Spoken Pearson of team and explained anything about the product in front of visitors, here are their answers below.
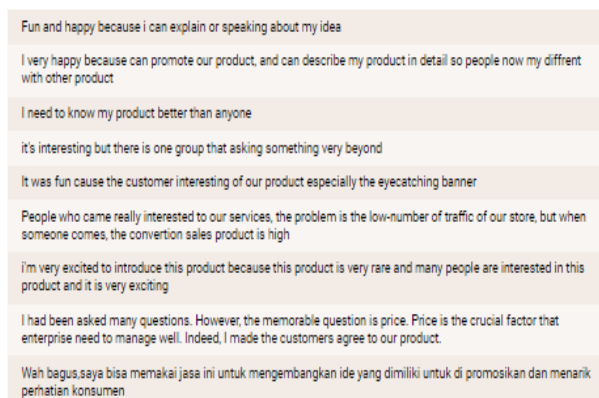
Fig. 3 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

Lecturer also asking about students' effort both in answering questions from visitors. As the Spoken Persons of business, students should have great communication skill.
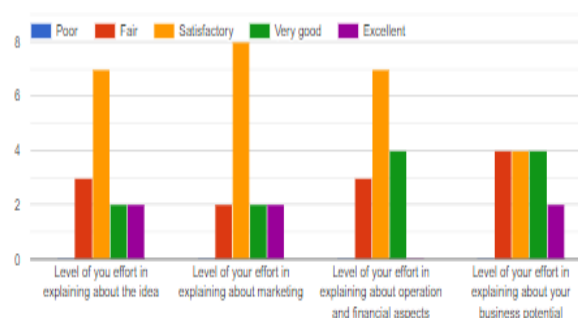
 Fig. 4 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

Role Play in Window Shopping provoke Business Sense

Previous studies have taken about the Experiential Learning Model as the base and determined the relationship between the Four Stage Model, personal learning styles and personal approaches to problem solving in business context in this research (inspired from Kolb et al. 1991)

Table 2. Result of Window Shopping Model

Factor	Definition	Reflection on Window Shopping Learning Model
Valuing	1) Compare the problem arise with the reality 2) Identify what difference on problem	Students in each group present the problem, and give solution based on their idea and environment analysis. Here are the detail of business proposals established by participants: 1) **A&T Mobile Case** : to provide variety and secure mobile casing for student, with interesting and update trends. 2) **Healthy Spring Rolls** : to provide a healthy vegetable for students, who like or dislike with vegetable. 3) **Bungeopang**: to provide unique of Korean cookies, which never been exist in Indonesia 4) **Offsite Printing** : to provide a printing and designing solutions for students, especially in the dormitory sectors. 5) **Kukunyah** : to provide a combination culinary between Indonesian and Japanese favorites food 6) **Dr. Translate** : to provide a grammar and translate solution for student. More reputable that online translate. The price is so affordable for students. 7) **Sate TaichanBafa** : to provide innovation satai with new tastes in sauce. 8) **Samerf Bittersweet**: to provide a healthy chocolate and ice cream, which consist of low sugar and low calories of desserts. 9) **Hi-Gene** : to provide a herbal hand sanitizer, made from aloe vera. 10) **HusnyPizza** : to provide a unique pizza with Sudan's secret recipe.
Thinking	1) Select a problem in the area (customer needs) 2) Consider alternatives solutions	Business owners think also about the design of packaging, ingredients, how to marketing it and organize the team in operational activity. Business owner think to provide better product that customer needs, for instance a chocolate with low sugar, fresh and healthy vegetables, and strong traditional taste of Indonesia in Kukunyah café.
Deciding	1) Evaluate consequences of solution 2) Select a	Students who provide a **Hi-Gene** realize they will compete with the existing products in hand sanitizer products category in the market, so that's why the owner decide to collaborate with friends who established culinary business.

Source: Lecturer's analysis and notes, 2019.

While evaluate about the business sense on the practices, Lecturer also receive some answers from students, through Google Docs to measure the understanding of participants in the learning model, named role play approach (continued of Window Shopping). Student tried to determine the next business strategy, here is below their answer.
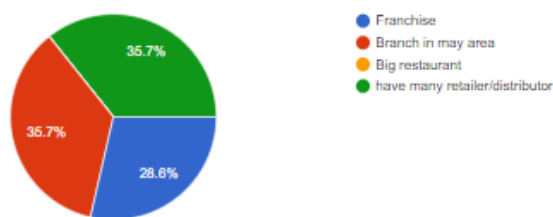
Fig. 5 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

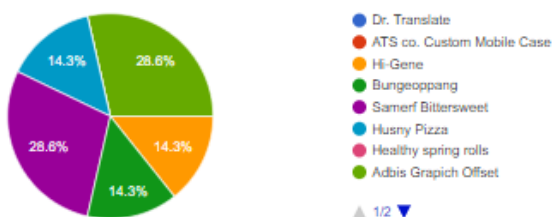All product hunter would choose one product to collaborate and here is the answer:

Fig. 6 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019.

The last evaluation is about idea in making collaboration both the product, and here is their answer. And for Crazy Rich Bandung (CRB) would like to invest on Kukunyah and realize the combination restaurant from two perspective: Japan and Indonesia. For Marketing Agent Staff would like to support Hi-Gene in promoting and enter the market through a bombastic campaign in healthy among young generations.

Fig. 7 Sreenshot of Students' Answer
Source: Lecturer's Google Docs, 2019

CONCLUSION

The results showed that creativity and business senses of students experienced significant increase with remarkable posters documentation. There are 10 Business Proposals which generate novelty ideas for business, for example hand sanitizer made from Aloe Vera and its match for students in dusty area, named Hi-Gene. There are also service in printing and design for online, it's suitable for student needs to print some assignment anytime, named Offset Printing. There are also recommendation in culinary business such ice cream, cookies and traditional food of Indonesia, they are Samurf, Healthy Spring Rolls, Kukunyah, Bungeopang, Satai Taichan Bafa, Husny Pizza, . There are also sevice provider in mobile case, named A&T Mobile Case. In another technology service students provide Dr. Translate. In addition, by providing evaluations and challenging students to make decisions continuously, all business proposals can be continued to actual business execution further.

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