

Growing Tri Hita Karana-Based Entrepreneurial Mentality in Digital Business for PGSD Students to Face the Era of Society 5.0

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Article Info

Article history:

Received Dec 2, 2022

Revised Dec 20, 2022

Accepted Dec 31, 2022

Keywords:

Digital Business

Era Society 5.0

Tri Hita Karana

ABSTRACT

The purpose of this research is to foster a tri hita karana-based entrepreneurial mentality in digital business for PGSD students to face competition in the era of society 5.0. This article links entrepreneurs based on Tri Hita Karana which are included in the principles of Hinduism, digital business and the era of society 5.0 for PGSD students. The application of tri hita karana is closely related to strengthening student character. Because later students as the younger generation must be able to work independently not only relying on muscles but also with the brain. The implementation of Hindu principles, namely Tri Hita Karana, is very closely related to the concept of the Tri Center of Education. This research is included in the type of qualitative data and a documentation study was conducted to collect data. Then for the analysis used is descriptive qualitative analysis. The conclusion of this research is to foster a tri hita karana-based entrepreneurial mentality in digital business for PGSD students to face competition in the era of society 5.0 by releasing and empowering all of students' potentials.

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1. INTRODUCTION

It is undeniable that in the past few decades, technological advances have experienced rapid changes, everything has become easier and instantaneous. Everything can be done with a robot or computer. Technological changes that are dynamic have negative and positive impacts, especially for the world of education [1]. For example, in the past, when people wanted to study, they had to come to tutoring or tutoring places and then pay for the knowledge they got, but with changing times and technology people can study anywhere, anytime for free using YouTube or other learning applications for free. self-taught or independent. If PGSD students as prospective teachers who are included in the younger generation do not want to develop innovation and keep up with the changing times, they will be left behind and eroded by the times so that as the younger generation, especially PGSD students, they must be willing, whether they like it or not, they have to make changes and innovate within themselves to keep up. in this very dynamic changing era, exploring one's own potential, and not thinking that it is only enough to have one skill but must have multi-skills and multidimensional skills.

Even though the era is getting more modern as a diverse person, we must not forget our customs and culture because it is an ancestral heritage. For example, the teachings of Tri Hita Karana where in this teaching teaches three concepts that cause peace in life, namely the first is Fahrenheit which means maintaining a relationship with the almighty God, pawongan means maintaining relationships between humans and humans and the last Palahan means maintaining relationships with the environment and the natural surroundings. Because if technological progress is not matched by progress in human resources, it will have a negative impact on humans, over time it will no longer be taken into account in human empowerment, empowerment will decrease in every agency because by using robots or computers the error rate is smaller, the speed

in completing work will also be faster compared to using humans. So that the impact of jobs that should be prepared for the humans themselves will decrease, this will not only change industrialization, but will also affect the orientation of education [2].

So that the world of education must really prepare students who are not only capable in one field of knowledge, but also must be able to master technology, and students are expected not only to be able to speak theoretically but also to be able to apply it practically in the world of work [3], [4]. The world of education today seems to have a tendency to be carried out solely for the mastery of science and technology. This is a reality that must be addressed, because education should not only be based on mastery of science and technology, but must be combined in a sustainable manner with the values human values [5] In addition [6] also conveys that education with a pattern that only emphasizes knowledge will have an impact on increasing student deviant behaviors.

2. LITERATURE REVIEW

2.1 *Definition of Entrepreneurship (entrepreneurship)*

Some definitions of Entrepreneurship from several experts can be stated: 1. According to [7] Entrepreneurship is the ability to create something new and different (ability to create the new and different) 2. According to [8], entrepreneurship (entrepreneurship) is the application of creativity and innovation to solve problems and efforts to take advantage of opportunities faced by people every day. 3. According to [9], entrepreneurship is the process of establishing and running an innovative business 4. According to [10], entrepreneurship is a process in which a person or group of people uses and organizes and seeks to pursuing opportunities and creating value and meeting desired needs through innovation and uniqueness.

2.2 *Characteristics of people who have an entrepreneurial spirit*

Among the characteristics of people who have an entrepreneurial spirit include [11]. Having a Vision, where an entrepreneur should have a vision for the future, and have a far-sighted view to get what is the target or goal, where the goal is used in the desired struggle 2. Creative and innovative, where an entrepreneur must always be creative and innovative so that it will always be and can give birth to good ideas and creativity that can be implemented in the form of product innovations that are produced later 3. Being able to see opportunities, where an entrepreneur must also be able to see existing opportunities, where with the ability of an entrepreneur to see opportunities can increase his business opportunities as well, and can also see market gaps that have not been entered and which can be entered by an entrepreneur 4. Orientation on consumer or customer satisfaction here an entrepreneur must also pay attention to what a consumer or customer wants, because the customer is the key and milestones of an entrepreneur's success from the point of view of income to be earned by an entrepreneur (entrepreneur). efforts to expand / expand the business, in an effort to increase profits in the end, the additional source of capital is obtained by an entrepreneur from various sources, both from internal sources (himself) or from external sources (other parties) 6. Dare to take risks, the most important thing for an entrepreneur in running his business and achieving the results he wants is the courage to bear the risks that he will face or that he is currently facing, because sometimes the failure and cessation of a business carried out by an entrepreneur can be caused by his desperation to when he faces a problem or obstacle, therefore an entrepreneur should always try to anticipate such things. 7. Having a competitive spirit, an entrepreneur must realize that in this business environment there are too many competitors and entrepreneurial actors who are born and develop, therefore An entrepreneur should have a competitive spirit, in this case what an entrepreneur must have is a healthy competitive spirit, therefore an entrepreneur must always renew himself

and constantly increase the latest innovations to win a competition. 8. Respond quickly and move quickly where an entrepreneur must also realize that in this environment everything changes quickly both consciously and unconsciously whether desired or not desired, therefore an entrepreneur must be responsive to change, if an entrepreneur wants to win the competition and fulfill customer desires 9. Have a social spirit by being generous (philanthropic) and altruistic in spirit which means that here a successful entrepreneur should also pay attention to the surrounding community environment which means that an entrepreneur must also have social and humanitarian responsibility, aimed at the people around him.

2.3 The attitude that an entrepreneur must have

Below are some of the mental attitudes that an entrepreneur must have [11], including 1. Creative, innovative, lots of ideas or ideas in everything that includes how to produce new products, and new ways or processes 2. Looking for and filling opportunities by creating new markets, by launching services, products, and new ways than others: In addition, according to John A. Welsh and Jerry F. White in [11], the profile of a Entrepreneurs are 1. Healthy mentally and physically, in this case an entrepreneur must have a strong mind and body, and be able to work in conditions and for a long time anywhere 2. Have an attitude of directing and controlling where in this case.

2.4 Tri Hita Karana in the Foundation of Entrepreneurial Ethics

Tri Hita Karana etymologically comes from Sanskrit which comes from the words "Tri, Hita and Karana". Tri means three, Hita means Happiness and Karana means cause. Tri Hita Karana can be interpreted as "three causes of happiness". Tri Hita Karana teaches humans to be able to create harmonious relationships with God, with fellow human beings and with their natural environment. Tri Hita Karana is more popularly known as Parhyangan, Pawongan and Palemahan [12].

The right attitude to life according to the teachings of Hinduism is to be in balance between believing in and loving God by serving fellow human beings and loving the universe. The establishment of a harmonious relationship between humans and God, humans and humans and humans and the environment. The concept of Tri Hita Karana according to Donder is grouped into three values, namely: (1) Moral values towards God Almighty (Parhyangan), (2) Moral values towards humans (Pawongan), and (3) Moral values towards the environment (Palemahan). In dealing with a fundamentalist life, the Tri Hita Karana teaching concept introduces the values of the reality of living together in terms of instilling religious values, cultivating social values, respecting gender, inculcating the values of justice, developing democratic attitudes, instilling honest attitudes, showing an attitude of honesty, improving attitudes and fighting spirit, development of responsibility, and respect for the natural environment (Parmajaya, 2017). God Almighty, love for the preservation of the environment and the universe and create harmony and peace with each other.

3. METHODS

Descriptive qualitative in literature studies or literature research (library research) is a type of this research, because this research describes the reality of phenomena that occur, has been running in the present and in the past. The steps in this research are first identifying the problem and then conducting a literature study by collecting various sources of information obtained from articles, journals and other similar documents for support.

After the data and information has been collected, an analysis and elaboration of the discussion are carried out, where the researcher examines growing the entrepreneurial mentality based on Tri Hita Karana in digital business for PGSD students to face the era of society 5.0. The last stage

after doing the analysis is compiling the article until it is published.

4. RESULTS AND DISCUSSION

In the era of society 5.0, a multidisciplinary and mature education system must be prepared for PGSD students in dealing with changing times and these continuous demands. Because education is also an empowerment of human awareness of the nature of life in becoming a monopluralistic being, namely as a spiritual/spiritual/religious being as well as a biological/material/bodily being at the same time: as a social being, an individual, and a cultured thinking creature [13]. Later students are required to be more critical, able to communicate, be innovative, creative and collaborate in solving a problem. Because the world of education is a printer of quality human resources, so it must receive more attention from all stakeholders so that it is hoped that in the future it will produce quality human resources and be able to compete [14]. One of them is by cultivating a tri hita karana-based entrepreneurial mentality in PGSD students.

Because basically the economic principles that are based on the teachings of Tri Hita Karana are teachings that are built on three basic frameworks that are interconnected with one another in a unified and complete unification. Among other things, tattwa which is a metaphysical aspect of the five sradha philosophies. Then the second is Susila which describes which actions are good and bad according to Hindu religious norms. The last framework is that the ceremony is an activity of Hindus in connecting themselves with God Almighty. It is from these three basic frameworks that Hindus live the teachings of religion in everyday life. Tri hita karana is more specifically understood as a philosophy in balancing sradha and devotion to Ida Sang Hyang Widhi Wasa, humans and the natural environment. Because tri hita karana is a monumental concept in building the values of virtue, morals, ethics, unity, so that a

harmonious relationship can be created between all of God's almighty creations [15].

In Bali the teachings of tri hita karana are used as a custom, Tri hita karana comes from three words, namely tri, hita, and karana[16]. Tri means three, Hita means happiness then karana means cause, when combined it means tri hita karana which means three reasons for harmony in everyday life. There are three parts to tri hita karana a) Parhyangan is a harmonious relationship between humans and God b) Pawongan means friendly relations between humans and other humans c) Palemahan means good relations between humans and the environment and the universe [17]. Through Tri Hita Karana, it is very important to be able to construct the personality of students to become students who are smart, assertive, and care about other people, the environment, etc [18].

In terms of business elements and their implementation with tri hita karana: a) Parahyangan means how the business or business is run by always being grateful to Ida Sang Hyang Widhi Wasa and believing that Ida Sang Hyang Widhi Wasa always provides the best way in developing his entrepreneurship b) Pawongan means business This must be developed by maintaining good relations between human beings, both as superiors and subordinates. c) Palemahan means that in carrying out a business or business, one cannot escape gratitude for the universe and the environment, such as not throwing waste carelessly which will later pollute the environment. In this regard, further discussion will be given on how to cultivate a Tri Hita Karana-based entrepreneurial mentality in digital business for PGSD students to face the era of society 5.0. Pragmatically, to answer the challenges of education in the era of society 5.0, it is required to create human beings who can continuously explore their potential and have cultural character.

Students must have an entrepreneurial spirit based on tri hita karana in facing the era of society 5.0 in order to

create new jobs which are opportunities in the era of society 5.0. Entrepreneurship education has actually been promoted by the Directorate of Higher Education since 1997 with developments that are summarized in many activities. These activities include entrepreneurship lectures, business work courses, business consulting and work placements as well as new entrepreneurial incubators [19].

Because basically education is a very important part of life so inevitably it has to be in line with the changing times. Education is a provision for humans to face the challenges of a dynamic era. In this case, it is in accordance with the concept of Hindu religious teachings, namely that science is an awareness of the relationship between humans and humans and with the universe that is sekala and abstract [20]. Because to achieve complete knowledge awareness cannot be done without an educational process [21], because actually through education humans can develop technology and science.

Those who can empower themselves by taking advantage of business opportunities and then they run them to success are the meanings of entrepreneurs [22]. Meanwhile, according to those who enter the world of entrepreneurship will have exemplary traits, be independent, diligent, tenacious and self-motivated. Entrepreneurship is an ability to create something that is innovative, valuable, and useful for oneself and other [23]. To understand more about the entrepreneurial mentality, let's first understand what mentality is.

Mental is everything related to the mind and involves thought processes [24]. Mental is more inclined to the soul and to what is inside a person which will later influence the behavior and actions of a human being. Mental is divided into two, namely unhealthy mental and healthy mental. Examples of healthy mental behavior are optimistic, positive, enthusiastic and integrated [25]. So, it can be concluded that mental is a mindset that will affect one's attitude and behavior. So, if it is related to the mental entrepreneur based on Tri Hita

Karana, it refers to someone to cultivate a mindset that will influence behavior to create something positive and valuable.

Building an entrepreneurial mentality based on Tri Hita Karana is a process of forming mindsets and habits that can bring about change through the latest ideas and innovations which are later expected to be able to make a major contribution to social life. So that this character is the basis for one's knowledge and intelligence in entrepreneurship. In forming the mentality of an entrepreneur, one must have passion, belief, never give up, take big steps, plan, empower the mind and all the senses [26].

Through the correct and correct concept in forming the right tri hita karana-based entrepreneurial mentality, it is hoped that PGSD student graduates will be able to stand on their own by exploring and utilizing students' potential. So it is hoped that later PGSD students can take part in the era of society 5.0.

It is predicted that the era of society 5.0 will be able to increase the rate of information mobility, as well as the efficiency of industrial organizations that must be accepted with optimism, especially among university graduates [27] Because tertiary institutions are institutions that produce graduates, it is necessary to design a learning system that shapes students to become entrepreneurs or entrepreneurs as well. So that in lectures it is not only monotonous in the cognitive aspect, but also forms the mentality aspect of graduates who are able to stand on their own feet. So it is hoped that later graduates of the Elementary School Teacher Education study program will no longer think and depend only on vacancies to be teachers or on the limited number of job vacancies.

But later the graduates of PGSD students will be able to innovate, create and create potential opportunities by taking advantage of developments in the era of society 5.0 and exploring their own potential. Self potential is divided based on certain intelligences which we often know as multiple intelligences [28].

Multiple intelligences intelligence consists of intelligence, logical, verbal, mathematical, kinesthetic, rhythmic, interpersonal, intrapersonal, and natural intelligence.

So that basically emphasizes the right mindset or way of thinking, because sometimes students are still trapped in old patterns so they don't want to explore their potential, this mistaken prejudice will cause students to be reluctant to take other steps to create new opportunities. Especially for students who think that being a civil servant is better than being an entrepreneur. Or another mindset that students often think that entrepreneurship is difficult, uncertain profits, tiring etc. So that it can be concluded that in an effort to form an entrepreneurial mentality based on tri hita karana, students must have: 1) Students have a desire from themselves these students to achieve goals that are empowering based on tri hita karana 2) Students have high confidence and optimism based on tri hita karana 3) Students have specialization by prioritizing their own potential based on tri hita karana 4) Students can think imaginatively based on tri hita karana 5) Students are able to empower potential conscious thinking in achieving the expected goals based on tri hita karana 6) Students have high integrity and based on tri hita karana.

5. CONCLUSION

It is a must to foster a tri hita karana-based entrepreneurial mentality among PGSD students. Because with this provision, students are prepared to develop future progress to be better and better prepared in facing opportunities and challenges in the era of society 5.0. Apart from that, it is hoped that later students will become more independent by empowering all their potential and not relying on just one thing and it would be better if these students could open jobs which must be based on Tri Hita Karana to maintain a balance between God, humans and universe. To grow this mentality, there are important points: 1) Students have a desire from themselves these students to achieve

empowering goals based on tri hita karena 2) Students have high confidence and optimism based on tri hita karena 3) Students have specialization by prioritizing potential based on tri hita karena 4) Students can think imaginatively based on tri hita karena 5) Students are able to empower potential conscious thinking in achieving the expected

goals based on tri hita karena 6) Students have high integrity and based on tri hita karena.




ACKNOWLEDGEMENTS

Thank you very much the author should say to all parties who have helped that the author cannot mention their names one by one.

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