

**ARTICLE**  
**ENTREPRENEURIAL APPRENTICESHIP PROGRAM**



**The Skills Improvement of the Students of Fashion  
Department by Apprenticeship Program in  
Fashion Industry “Paradise Embroidery”**

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THE SKILLS IMPROVEMENT OF THE STUDENTS OF FASHION DEPARTMENT BY  
APPRENTICESHIP PROGRAM IN FASHION INDUSTRY  
“PARADISE EMBROIDERY”

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Abstract

The entrepreneurial apprenticeship program aims to give practical experiences such as knowledge, skills, motivation, and attitude to the apprenticeship students. This program further can be the way to internalize the entrepreneurship values and soul, which now has the strategic meaning to help the graduated students facing global challenges. This apprenticeship program is followed by seven student of the Fashion Education Department of Engineering Faculty of Yogyakarta State University. The activities of this program conducted with Paradise Embroidery as the partnership industry, that is which is located in Yogyakarta. The methods used are lecturing and discussion for presenting the theory of entrepreneurship, participant observation and direct apprenticeship to the industry to get a comprehensive direct experience about the process of the fashion industry management. This apprenticeship program was hold for two months with eight-hour effective work each day. The result of this apprenticeship program are: all apprenticeship students followed the agenda involving: a) lecturing the theory of entrepreneurship in the classroom; b) direct practicing in fashion industry c) creating design and making fashion products with the industrial standards, and d) making proposals to settle a new business based on entrepreneurship idea (business plan). All the working process and fashion products made by the apprenticeship students got good marks from the consulting lecturer, industry consultant and monitoring team. There for this apprenticeship program should be improved by extending synergistic relationship network between the university and related industry.

Key words: entrepreneurship, apprenticeship program, clothing industry

INTRODUCTION

Education now has wider responsibility to give not only knowledge but also the skills and capabilities which are meaningful for students as the ground to develop them in the future. Garis-garis Besar Haluan Negara (GBHN) has explained that the labor development aims to create job opportunity, reduce unemployment and develop human resource to be professional labor force which are self help, dedicative and productive. Traditional business education programmed has come under criticisms for failing to be relevant to the needs of the changing business environment. Lack of experience in academe combined with lack of student experience might lead to overreliance on theory when what is needed is practice. As academics, we have to accept that we cannot directly provide or teach entrepreneurial skill – it is fundamentally experiential. One suggestion of how to overcome this is that students should do apprenticeship program in a real business thus learning by doing.

On the Fashion Department of Engineering Faculty of Yogyakarta State University, there are some courses that are designed to push students to develop their entrepreneurial skills such as Clothing Technology, Women Fashion Production, Personal Fashion Production, Children Fashion Production, Men Fashion Production, and Clothing Industry Management (Curriculum 2004, Yogyakarta State University). As we all know,

entrepreneurial education emphasizes imagination, creativity, and risk taking in business. To create businesses which can truly contribute to economic growth, employment and wealth creation, we need to push students beyond the boundaries on conversion. One way is by getting students to co-operate and try to work with practicing entrepreneurs in a real fashion industry. Besides that, the opportunity to taking job in formal field now became very limited as the growth of labor force was unbalanced with the job opportunity available. Becoming entrepreneur is one of the ways to survive in these situations. Entrepreneurship also has significant contribution in terms of its impact on key aspects of the Indonesian economic system, including job creation, innovation and importance to big business.

One of the well established fashion industries in Yogyakarta Special Province is Paradise Embroidery, which is located in Karanglo Street No.7, Kotagede, Yogyakarta. This industry has some subsidiaries including garment, modiste, fashion shop, embroidery service, accessories shop etc. The products of this industry have been distributed not only among various regions in Indonesia but also overseas such as Singapore, Malaysia and Brunei Darussalam. As far, Paradise Embroidery has grown as a big business based on entrepreneurial vision and astute business planning. By doing apprenticeship program in this industry, students hopefully can explore various knowledge and practical skills related to fashion industry management, personal fashion production process, fashion marketing techniques, etc. This apprenticeship program also has an objective to develop partnership as well as to apply the concept of link and match between industry and education institution.

## MATERIALS AND METHODS

The processes of the apprenticeship program in Paradise Embroidery were organized in sequential pattern as follows. First, lecturers of the fashion education department spread the information about this program as subjected to students in the fifth grade. Second, lecturers do the admission process by short interview to the students about their passion and motivation to be entrepreneurs. From this selection process, the lecturer determined seven students as the participant of this apprenticeship program. Third, lectures process of the theory of entrepreneurship in the classroom. This step aimed to build open-minded students as entrepreneurship could be one of the ways to succeed. Fourth, organizing apprenticeship process in Paradise Embroidery. There are two different locations as a place to practice, the factory and the shop. So the students could get broader perspective on how to manage business both in production and service aspects. Fifth, regular monitoring and evaluation process undertaken by lecturers, industry consultant, team from Service to Society Institution, Yogyakarta State University and team of the Directorate General of Higher Education. The last process is the making of new business start up proposals in the context of fashion industries by the students. These proposals will be followed up by a real build up small business after the apprenticeship program finished.

## RESULTS AND DISCUSSION

This apprenticeship program was hold for two months with eight-hour effective work each day. The results of the apprenticeship program conducted by the students from the Clothing Department of Yogyakarta State University can be summarized as follows:

1. Apprenticeship about production planning process

These activities aimed to give broader knowledge to the students about the details of the working process of clothing design in the industry. The students has actively

involved in all the process, including creating design, making pattern and preparing the materials needed.

2. Apprenticeship about production process

These activities aimed to give comprehensive direct experiences to the students related to the clothing production in the industry. This means that the apprenticeship students learn directly how to produce clothing based on industrial working process flows. They have done the same procedures as the real workers in the industry. The activities captured in these programs including learning various sewing technique, designing embroidery, finishing and packaging.

3. Apprenticeship about industry management

These activities aimed to endow students with the management skills necessary for managing a real clothing business comprehensively started from the aspects of production, marketing, finance as well as human resource. Some activities captured in these programs are doing order acceptance, calculating the needs of materials and recording transactions based on accounting principles.

There is comprehensive evaluation done for each apprenticeship activity, which aims to monitor and check the progress of the program. The evaluation is conducted by both the consulting lecturer and industry consultant. An approach used in this apprenticeship program is regular monitoring to the industry location to observe the apprenticeship process undertaken by the students as well as to give some consultation if there are problems raised in each activity. Consulting lecturer also do interviews with both students and industry consultant to explore how well are the performance of the students in the industry and what are the obstacles, limitations and possible improvement for further apprenticeship program.

Evaluation also be done by Service to Society Institution, Yogyakarta State University and team of the Directorate General of Higher Education. They do the same procedure, such as interview with the students and industry consultant. They intended to observe whether the apprenticeship program has been undertaken as planned in the proposal as well as to explore the possibilities follow up of the program in the future especially in the context to build synergistic network between industry and university as education institution.

## CONCLUSION

The result of this apprenticeship program are: all apprenticeship students followed the planned agenda involving: lecturing the theory of entrepreneurship in the classroom, direct practicing in clothing industry, creating design and making clothing products with the industrial standards, and finally making proposals to settle a new business based on entrepreneurship idea (business plan). All the working process and clothing products made by the apprenticeship students got good marks from the consulting lecturer, industry consultant and monitoring team.

This apprenticeship program hopefully could motivate the students to start worked as entrepreneur as they have got the real description and direct reference about business management especially in the clothing industry.

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