Role of Entrepreneurship Education Management in Creating Entrepreneurship Competitive Advantage in Students: Case Study on F-Clean Products at MA Al-Rahman Sukabumi

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Abstract

Based on a preliminary study conducted by researchers, the F-CLEAN liquid soap company sells liquid soap products according to their use which can be delivered directly to consumers. However, researchers found a problem in the field, namely that entrepreneurship coaching was going well, but there were some students who still did not understand entrepreneurship. The aim of the research is to analyze the role of entrepreneurial education management in creating entrepreneurial competitive advantages for students at MA Al-Rahman Sukabumi. The research method uses a case study with a qualitative approach. Data collection techniques use interviews, observation and literature study. Data analysis using the NviVo 14 application. The research results show that entrepreneurship education management has a role in creating a competitive advantage in entrepreneurship for MA AL-RAHMAN Sukabumi students. The role of entrepreneurial management is to foster an entrepreneurial spirit in MA AL-RAHMAN Sukabumi students through entrepreneurship learning, business planning, direct practice of F-CLEAN (in the organizing section), implementation and evaluation. Meanwhile, the role of educational management is to create competitive advantage through the perspective of customer value (not easily imitated), having interest, self-confidence and the unique value of special F-CLEAN products. With the role of entrepreneurship education management, it is hoped that inhibiting factors such as students' lack of interest in entrepreneurship and being shy about starting a business can be overcome through entrepreneurship education management.

Keywords: Education Management, Entrepreneurship, Competitive Advantage

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Introduction

In this increasingly advanced era, humans are required to meet various kinds of needs to simply fulfill their daily needs or more to satisfy their desire to hold the title of a good and true modern human being. The more advanced a country is, the more people are educated, and the more people are unemployed, the more important the world of entrepreneurship is felt (Mahmudah, 2020). Development will be more successful if it is supported by entrepreneurs who can create jobs because the government's capacity is very limited. The government will not be able to work on all aspects of development because it requires a lot of budget, personnel and supervision (Nur, 2015: 13).

Entrepreneurship has penetrated the world of education where it is integrated with the curriculum. However, activities outside the curriculum receive more special attention in the development of students in schools and universities (Mahmudah, 2020). With efforts to internalize the entrepreneurial spirit and mentality through educational institutions or training institutions, training of trainers and the like (Syukur et al., 2023). Entrepreneurship education (entrepreneurship) teaches the cultivation of entrepreneurial values which will shape the character and behavior for entrepreneurship so that students have independent entrepreneurial competence which will later be able to bring great benefits to life, especially helping to improve the nation's economy (Effendy, 2017:35).

One of the senior high schools / *madrasah aliyah* which has a strong spirit in entrepreneurship as well as developing entrepreneurship education in co-curricular character strengthening education is MA AL-RAHMAN Sukabumi. Based on a preliminary study conducted by researchers, the F-CLEAN liquid soap company sells liquid soap products according to their use which can be delivered directly to consumers. The products sold/offered to consumers are clothes lubricant sizes ranging from 450 ml, 1 liter, floor cleaning soap sizes 1 liter, 5 liters and 20 liters, hand washing soap sizes 1 liter, 5 liters and 20 liters, dish washing soap sizes 1 liter, 5 liters and 20 liters. 1 liter, 5 liter and 20 liter, liquid detergent soap in 1 liter, 5 liter and 20 liter sizes, car soap/shampoo in 1 liter, 5 liter and 20 liter sizes as well as 1 liter, 5 liter and 20 liter fragrant carbol. It is felt that the F-CLEAN liquid soap company; (1) As a means of student entrepreneurship (2) Increasing Islamic boarding school income for Islamic boarding school welfare (3) Making Islamic boarding school education a reality (4) Helping students overcome unemployment.

However, researchers found problems in the field, namely; (1) Entrepreneurship development has been going well, but there are some students who still do not understand entrepreneurship. (2) There has been an increase in the price of raw materials. 3) They have to sell products at a low price even though the price of raw materials has increased. This is proven based on a field survey with several F-CLEAN employees with the initials LN, NF, SRP.

Literature Review

Management

Management comes from the word to manage which means to organize. The management elements consisting of 6M are man, money, method, machines, materials and market. Management is a way/art of managing something to be done by other people (Zhu, 2023). To achieve certain goals effectively and efficiently that are massive, complex and of high value, management is definitely needed (Mattos et al., 2023). Human resources are an organization's wealth/assets that must be utilized optimally so that management is needed to organize human resources in such a way as to achieve the goals that have been set from the start (Aditma, 2020: 5).

Education management is a systematic, systemic and comprehensive work process to develop education and achieve educational goals through the implementation of management functions (Zahro, 2020). Another opinion says that education management is a process of business activities carried out in a planned and systematic manner to manage all educational activities between educators and students as well as with their environment (Syarifudin & Setiyani, 2023). Meanwhile, according to Engkoswara and Aan, education management is a series of activities ranging from planning to evaluation and systematic reporting of educational activities to achieve quality education goals (Nata, 2018: 11).

Basic Concepts of Entrepreneurship

The etymology of the word entrepreneurship comes from the words "wira" and "business". "Wira" means warrior, hero, superior human being, exemplary, virtuous, brave and of great character. The word "wira" is also used in the word "officer". Meanwhile, "effort" means "action to achieve a goal". So, etymologically/literally, an entrepreneur is a fighter or hero who carries out actions to achieve a goal (del Brío González et al., 2022). The identification of the main character of an entrepreneur is the courage to bear the risks of the business he undertakes. The term entrepreneurship is also often called "entrepreneur" which is adapted from the French "entreprende" which means responsible person (Kristian, 2015: 41).

Ritonga stated that interest in entrepreneurship is the desire, interest and willingness to work hard or be strong-willed by focusing attention on trying to fulfill one's life needs without feeling afraid of the risks one will face, always learning from the failures experienced and developing the business one creates (Yohana et al., 2021). In addition, interest in entrepreneurship includes general attitudes towards entrepreneurship, specific awareness of liking entrepreneurship, entrepreneurship has meaning or importance for individuals. Interest can be assessed from the persistent tendency of the heart to like, think about and search for things related to something that is the focus of interest. Someone who is interested in science such as culinary science, Fashion and Modeling, or science related to Information and Computer Technology (ICT), will show an inclination towards these things (Caturaman, 2016:19).

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Table 2.2 Empirical Study

NO	Writer	Variable		Research result
		Equality	**Difference**	
1.	Improving the Processing Quality of Dorokdok Crackers Food Products for Micro Entrepreneur Groups in Sukagerang, Garut Regency (Vip Paramarta, 2021).	Product Processing	Dorokdok Cracker Product Processing for Micro Entrepreneur Groups	Through training and workshops, it is hoped that these small entrepreneurs can improve product quality; understand the importance of effective marketing; understand and be skilled in business financial management; and understand the importance of product legality. To achieve the expected results, the methods used in training/education include: (1) lecture/direction, (2) presentation, (3) discussion/question and answer, (4) group work, (5) mentoring in the field and (6)) Evaluation. The expected outputs are scientific publications in ISSN journals/Proceedings of national journals, publications in print/online media, increasing competitiveness, increasing the application of science and technology and improving society's values.
2.	Descriptive Analysis of the Characteristics of the Entrepreneurial Spirit of MSMEs in the Formation of Industrial Clusters(Kosasih, 2021)	Entrepreneurship	Characteristics of the Entrepreneurial Spirit of MSMEs	The results of descriptive analysis are characteristically proven empirically shows that Dodol Pineapple MSME entrepreneurs in the District Jalancagak Subang Regency is generally considered to be very good, however there are still several indicators of entrepreneurial characteristics that are low in comparison with other indicators so that they are used as findings in this research then proceed to determine the steps that need to be taken pineapple dodol MSME entrepreneurs in the context of establishing an MSME industrial cluster in Subang Regency, West Java.
3.	The Influence of Service Quality and Product Quality on Customer Satisfaction(Mulyanti, 2023)	Entrepreneurship Management	Service Quality and Product Quality	The results of this research show that: Service Quality has a significant positive effect on Customer Satisfaction at PT. USSI Pinbuk Prima Bandung Software has a significant influence of Product Quality on Customer Satisfaction of 58.5%, Product Quality has a significant positive effect on Customer Satisfaction at PT. Pinbuk Prima Bandung Software. USSI Pinbuk Prima Software Bandung by 23%. The results of the research conclude that the model formed is included in the strong category so that in this research the Service Quality and Product Quality variables are suitable to be used to measure the structure of Customer Satisfaction.

Research Method

In this research, the method used is a descriptive method with a qualitative approach, where this research will clearly present a descriptive description in a clear, factual, systematic and careful manner (Creswell, 2016: 28). Then these data can be used to solve problems that will be faced regarding the Role of Entrepreneurship Education Management in Creating Entrepreneurship Competitive Advantages in Students at MA Al-Rahman Sukabumi.

The location for making F-CLEAN and MA Al-Rahman soap is at the Assirojul Hidayah Islamic Boarding School, Kp. Cibadak Rt 28/08 Neglasari Village Kec. Lengkong District. Sukabumi.

The type of data that will be collected in this research consists of primary data and secondary data. The data sources for this research were taken directly through observation, interviews, documentation studies and literature studies. In accordance with the previous explanation, the form of this research is descriptive qualitative. Data collection was carried out by the author to obtain and collect data as follows:

1. Observation
   This method is carried out by directly observing the conditions that occur in the field, both in the form of physical conditions and behavior that occurs during the research. Observation aims to obtain data from subjects, either those who cannot communicate verbally or those who do not want to communicate verbally.
2. Interview
   Interviews are a means of proving information or data collection information through questions that have been provided by the researcher, usually the questions asked are in the form of blanks which aim to support previously obtained data. The interview technique used in qualitative research is in-depth interviews.
3. Documentation Study
   Data collection through this technique is used to complement the data obtained from interviews and observations. Based on the analysis of this documentation, it is hoped that the data treated will be truly valid.
4. Literature Study
   Literature study involves visiting the library and looking for literature books that are appropriate to the problem being raised, and the information obtained is used to solve problems related to the research being carried out. In the literature study the author tried to collect the following data:
   a. Study concepts and theories from various sources that are related and support the problem being researched.
   b. Study lecture materials and other written materials obtained previously.
   c. Study specifically the sources that are the focus of the research.

The research and data analysis process consists of several processes, namely:

1. Descriptive observation

A research method that seeks to describe and interpret objects according to what they are, this descriptive method is also data collection to test research questions with current circumstances and events.

2. Focused observation

This is a continuation of descriptive observations, and is more focused on the details of a domain or domain related to entrepreneurship education management in order to create a competitive advantage for F-CLEAN products at MA AL-RAHMAN.

3. Data Analysis with the NviVo 14 Application

The tool used to analyze qualitative data in this writing is NVivo 14 Plus software. Nvivo was originally developed in 1981 by programmer Tom Richards under the name Non-Numerical Unstructured Data Indexing Searching and Theorizing (NUDIST). Since 2002, NUDIST has been replaced by Nvivo. "N stands for NUDIST and Vivo is taken from in-vivo" which means coding based on live (real) data experienced by participants in the field. The name Nvivo shows the main function of the software to code data effectively and efficiently. NVivo is qualitative data analysis software developed by Qualitative Solution and Research. (QSR) international. QSR itself was the first company to develop qualitative data analysis software. Nvivo started with the emergence of NUD*IST (Nonnumeric Unstructured Data, Index Searching, and theorizing) software in 1981 (Fachrunissa, 2020, p. 10). In this writing, the author chose to use NVivo 14 in data analysis. So in NVivo, all sources are stored together under one roof, even if the files are located in different places in the same project, the links created make it easy to retrieve while in manual coding. According to NVivo, there are several benefits, such as being able to create an auditable footprint, being more explicit and reflective, and increasing transparency (Fachrunissa, 2020: 15).

4. Data analysis with SWOT analysis

SWOT analysis is an abbreviation of Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis organizes a company's main strengths, weaknesses, opportunities, and threats into an organized list and is usually presented in a simple grid.

5. Data analysis with Forter 5 Competitive Strength Analysis

Porter's Five Forces is a method used to identify and analyze competitive forces in an industry which can help determine the weaknesses and strengths of that industry. According to him, there are five forces that determine the intensity of competition in an industry, namely (1) threat of substitute products, (2) threat of competitors, (3) threat of new entrants, (4) bargaining power of suppliers, and (5) bargaining power of consumers. This analysis is usually carried out in combination with a SWOT analysis.

6. Drawing conclusions

The conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, so the conclusion is a credible conclusion (Sugiyono, 2015: 23).

Result/Findings

4.1.3.1 Process of Fostering an Entrepreneurial Spirit in Students at MA Al-Rahman Sukabumi

Based on the results of data analysis of the process of cultivating an entrepreneurial spirit in students at MA Al-Rahman Sukabumi, the words that appear most often using NVIVO 12 on the word cloud menu include Entrepreneurship, Customers, Business, Al-Rahman, Sukabumi, Size, and, Value, Learning, Values, Customers, Education, Students, Uniqueness, Entrepreneurship, Strategy, Ability, Creative, Enterprise, Ability, Quality, Management, Competitive, Learning to know , Learning to do and Learning to be .

Figure 4.1.3.1 World Cloud Process of Cultivating an Entrepreneurial Spirit
To Students at MA Al-Rahman Sukabumi

4.1.3.1 Hierarchy Chart of the Process of Cultivating an Entrepreneurial Spirit
To Students at MA Al-Rahman Sukabumi
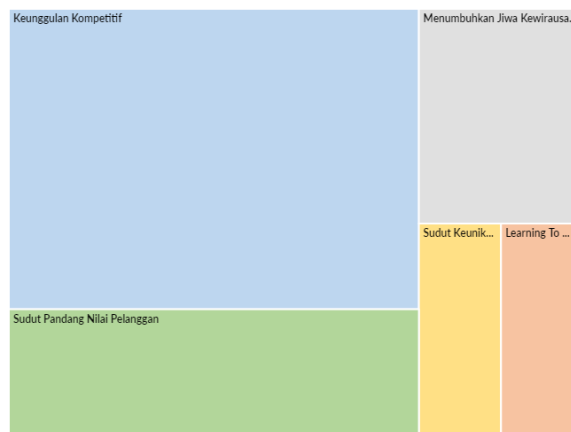
From the hierarchical chart data above, it is found that the information that often appears is competitive advantage, customer value perspective, fostering an entrepreneurial spirit through interest and motivation. Then it continues with other information that often appears, namely the uniqueness angle and Learning to know.

In the next stage, the feature used by researchers is Cluster Analysis. Cluster Analysis is used by researchers to determine the existence of correlation relationships based on the similarity of words contained in the data sources or selected nodes that will be compared. Data

sources or nodes that have a high level of similarity based on their occurrence and frequency of words will be displayed in groups. Data sources or nodes that have a lower degree of similarity based on their occurrence and frequency of words will be displayed further apart. Can be seen in the image below.

4.1.3.2 Management of Entrepreneurship Education at MA Al-Rahman Sukabumi
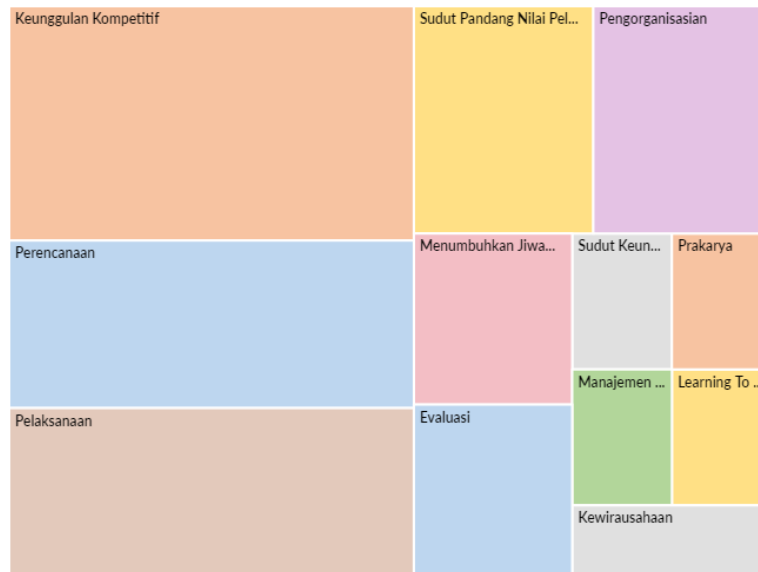
Based on the results of data analysis of entrepreneurship education management at MA Al-Rahman Sukabumi, the words that appear most frequently using NVIVO 12 on the word cloud menu include Entrepreneurship, Customers, Consumers, Planning, Organizing, Implementation, Evaluation, Excellence, Education, Technology.

Figure 4.1.3.2 World Cloud Management for Entrepreneurship Education at MA Al-Rahman Sukabumi

The next feature that can be analyzed via Nvivo12 is Chart Hierarchy. Hierarchy charts are diagrams that can show hierarchical data in rectangular form of various sizes and can also see hierarchical charts in round form. The various sizes are determined by showing the number, for example the number of coding in nodes or the number of references to the coding entered according to the content of the article. discovered by researchers. The scale chart hierarchy best suits the space available so that the dimensions of the rectangles must be considered in relation to each other, not in the form of absolute numbers. The largest area is displayed at the top left of the graph, while the smallest area is displayed at the bottom right of the graph. This research uses a hierarchical chart because the researcher wants to see the dominance of the The image below shows the Hierarchy chart as data used by researchers in this research.

Figure 4.1.3.2 Hierarchy Chart of Entrepreneurship Education Management at MA Al-Rahman Sukabumi

4.1.2.3 Growth Factors and Inhibiting Factors for Entrepreneurship Education Management at MA Al-Rahman Sukabumi

Based on the results of data analysis on Growth Factors and Inhibiting Factors for Entrepreneurship Education Management at MA Al-Rahman Sukabumi, the words that appear most frequently using NVIVO 12 on the word cloud menu include customer, entrepreneurship, business, interest, entrepreneur, customer, entrepreneurship, self-confidence .

Figure 4.1.3.3 World Cloud Growth Factors and Inhibiting Factors for Entrepreneurship Education Management at MA Al-Rahman Sukabumi


The next feature that can be analyzed via Nvivo12 is Chat Hierarchy. Hierarchy charts are diagrams that can show hierarchical data in rectangular form of various sizes and can also see hierarchical charts in round form. The various sizes are determined by showing the number, for example the number of coding in nodes or the number of references to the coding entered according to the content of the article. discovered by researchers. The scale chart hierarchy best suits the space available so that the dimensions of the rectangles must be considered in relation

to each other, not in the form of absolute numbers. The largest area is displayed at the top left of the graph, while the smallest area is displayed at the bottom right of the graph. This research uses a hierarchical chart because the researcher wants to see the dominance of the The image below shows the Hierarchy chart as data used by researchers in this research.

Figure 4.1.3.3 Hierarchy Chart of Growth Factors and Inhibiting Factors for Entrepreneurship Education Management at MA Al-Rahman Sukabumi
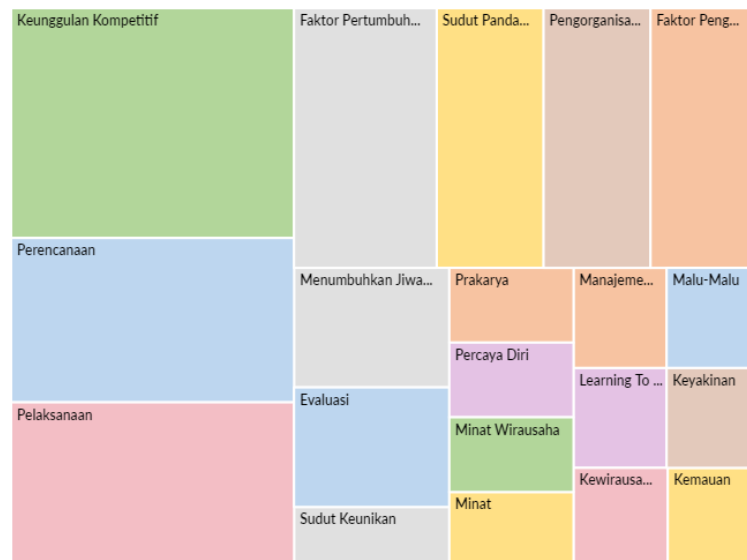
From the hierarchical chart data above, it is found that the information that often appears is Competitive Advantage, Planning, Implementation, Organizing, Evaluation, Supporting Factors, Inhibiting Factors, Shyness, Willingness, Confidence, Confidence, Interest, Confidence, Craftsmanship.

4.1.3.2 Analysis of Research Data using SWOT Analysis

According to the results of research conducted by researchers, F-CLEAN is a liquid soap company that sells liquid soap products according to their use which can be delivered directly to consumers. The products sold/offered to consumers are floor cleaning soap in sizes 1 liter, 5 liters and 20 liters, hand washing soap in sizes 1 liter, 5 liters and 20 liters, dish washing soap in sizes 1 liter, 5 liters and 20 liters, detergent soap. liquid sizes 1 liter, 5 liters and 20 liters, car soap/shampoo sizes 1 liter, 5 liters and 20 liters as well as fragrant carbolic acid in sizes 1 liter, 5 liters and 20 liters. This liquid soap production place stands on an area of 500 square meters, a production site as well as a storage warehouse and office located at the Assirojul Hidayah Islamic Boarding School, Kp. Cibadak RT 28/08 Neglasari Village District. Lengkong District. Sukabumi with 1 warehouse and 1 place producing soap and an office. The conductor used to fill this liquid soap is a bottle and conductor that is in flawless/good condition and has standards for filling liquid soap.

4.1.3.2 SWOT Matrix The Role of Entrepreneurship Education Management in Creating Entrepreneurship Competitive Advantages in Students

IFAS/EFAS	STRENGTHS (S)	WEAKNESSES (W)
	1. Schools teach students through entrepreneurial learning how to/strategies	1. The lack of time efficiency for entrepreneurship

	for competitive advantage, understand well what consumers want, understand consumer expectations with conduct market research. 2. Schools teach students through learning how to entrepreneurship Competitive advantage methods/strategies respect the attitude of employees who dare to take risks and are independent in carrying out company duties. 3. Value of customer views and uniqueness of educational services. The competitive advantages of MA Al-Rahman Sukabumi education are innovation, creativity, quality of education, and being a reference for interested students. Apart from that, this institution also has differentiated superior programs so that it is able to provide an attraction for those who want different and quality education.	learning is caused by red dates or other activities. 2. Not all MA Al-Rahman Sukabumi students have a consistent and continuous enthusiasm. 3. Many similar soap products offer their products very cheaply. So that employees and MA Al-Rahman Sukabumi students must grow their competitive advantage, one of which is by increasing consumer trust.
OPPORTUNIES (O) 1. MA Al-Rahman Sukabumi students are able to create a competitive advantage 2. Students' entrepreneurial interest increases through entrepreneurship learning and through F-CLEAN products. 3. Creating customer satisfaction values for F-CLEAN products managed by MA Al-Rahman Sukabumi students. 4. MA Al-Rahman Sukabumi students were able to create innovations and promote F-CLEAN products.	**STRATEGY (SO)** 1. Maintaining the competitive advantage that has been formed among students at MA Al-Rahman Sukabumi. 2. Increasing interest in entrepreneurship by entrepreneurship teachers and schools through F-CLEAN school entrepreneurship products. 3. Increasing online and offline promotions of F-CLEAN products so that they are known not only in Sukabumi Regency but outside Sukabumi Regency. 4. Increase production supervision to maintain the quality of F-CLEAN products.	**STRATEGY (WO)** 1. Increase the efficiency of entrepreneurship learning time so that students learn more about entrepreneurship and F-CLEAN. 2. Creating competitive advantage through direct F-CLEAN entrepreneurial practice. 3. Maintaining the best quality of F-CLEAN products. 4. Increase customer satisfaction by maintaining F-CLEAN product quality and profitable promotions.
THREATHS (T)	**STRATEGY (ST)** 1. Improving the entrepreneurial abilities of	**STRATEGY (WT)** 1. MA Al-Rahman Sukabumi students have a strong

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1. Students' interest in entrepreneurship decreases. 2. Few students have a competitive advantage. 3. Other manufacturers copy F-CLEAN products and distort market prices. 4. Technology is getting more sophisticated.	MA Al-Rahman Sukabumi students. 2. Increase self-confidence (confidence that the business you are running will be successful) in MA Al-Rahman Sukabumi students. 3. MA Al-Rahman Sukabumi students are able to make sound decisions when carrying out entrepreneurship. 4. Maintaining the price of F-CLEAN products but also maintaining the best quality of F-CLEAN products. 5. Maintain consumer trust so they remain loyal to F-CLEAN. 6. Developing the competitiveness of F-CLEAN products.	desire to study entrepreneurship and F-CLEAN products. 2. Increase ambition (strong ambition) to progress and succeed in MA Al-Rahman Sukabumi students. 3. Improving the ability to communicate (communication skills) in MA Al-Rahman Sukabumi students. 4. Increasing self-reliance (independence) in MA Al-Rahman Sukabumi students. 5. Developing technological facilities for F-CLEAN customer service. 6. F-CLEAN promotions are maximized to face competitors.

(Source: Primary data processed by researchers, August 2023)

The SWOT matrix in table 4.1.3.2 produces four strategic alternative cells from which estimates of strengths, weaknesses, opportunities and threats can be identified. So MA Al-Rahman can conclude how to increase students' competitive advantage through entrepreneurship education which is implemented directly in the entrepreneurial practice of F-CLEAN products. Apart from that, F-CLEAN managers make decisions about how to run the business in making decisions to face increasingly fierce competition.

1. Strength-Opportunities (SO) Strategy
    a. This strategy uses the strengths and weaknesses of MA Al-Rahman Sukabumi students so that students can have a competitive advantage and be able to keep up with current developments.
    b. This strategy uses the strengths and weaknesses of the F-CLEAN company which are used to take advantage of all existing opportunities so that F-CLEAN can have a competitive advantage with other similar soap businesses.
2. Strength-Threats (ST) Strategy
    a. This strategy uses the strengths possessed by MA Al-Rahman Sukabumi students to overcome existing threats.
    b. This strategy uses the strengths of the F-CLEAN product to overcome existing threats.
3. Weaknesses-Opportunities (WO) Strategy
    This strategy uses existing opportunities by minimizing the weaknesses that hinder the competitive advantage of entrepreneurship in MA Al-Rahman students.
4. Weaknesses-Threats (WT) Strategy
    Strategy uses methods to minimize weaknesses and avoid existing threats. In conditions that become obstacles like these, MA Al-Rahman students in creating competitive advantages and in F-CLEAN school entrepreneurial products must be quick in anticipating them so that goals can be achieved.

4.1.3.3 Research Data Analysis with Michael Forter Analysis

's Five Forces is a method used to identify and analyze competitive forces in an industry which can help determine the weaknesses and strengths of that industry. According to this model, in order for F-CLEAN to survive and successfully compete with other companies, it must pay attention to 5 competitive strategies, namely:

1. Low Cost Strategy (Cost Leadership)
   F-CLEAN seeks to increase its competitive advantage by creating price differences between its products compared to
   Another soap company.
2. Product and service differentiation strategy (Differentiation)
   The product and service differentiation strategy will encourage F-CLEAN to find its own uniqueness in its target market. The market share you want to achieve is around 6% - 9% for 3 years.
3. Innovation Strategy (Innovation)
   F-CLEAN products have their own uniqueness that other products don't have. In this case, find a special way of doing business, namely by providing products or services with the latest innovations. Product distribution will be carried out directly to consumers' locations or direct sales and orders.
4. Growth Strategy (Growth)
   The use of the F-CLEAN information system can support strategies for developing markets. F-CLEAN is providing a promotion where for orders of 10 liquid soap conductors of any type you will get 1 free conductor according to size.
5. Cooperation Strategy (Alliance)
   F-CLEAN collaborates with the KAO factory in Jakarta.

Conclusion

The process of cultivating an entrepreneurial spirit in students at MA AL-RAHMAN through entrepreneurship learning by: Learning to know, students learn to know or understand entrepreneurship. This principle is conditioned so that students actively find out and create great curiosity about entrepreneurship. Learning to do, Students learn to do entrepreneurship. Learning to be , students learn to practice entrepreneurial activities. Learning to live together, students learn to be together with others in social interactions in entrepreneurship. Entrepreneurship learning in schools needs to be integrated with attitudes and behavior such as responsibility, hard work, discipline, enthusiasm for learning, and so on. Then with bazaar activities and direct practice through F-CLEAN.

Entrepreneurship education management in entrepreneurship learning at MA Al-Rahman,

1. Planning
   The management of entrepreneurship education at F-CLEAN goes through the planning process that is usually carried out in F-CLEAN entrepreneurship at MA AL-RAHMAN, namely that all administrators are involved in designing by holding meetings and are asked for considerations in managing F-CLEAN and approved by the leadership. In order to increase the independence of MA AL-RAHMAN students. So planning requires extensive preparation so that activities can run effectively and efficiently. Planning for the F-CLEAN

soap business at MA AL-RAHMAN, where the management held a meeting, the idea for entrepreneurial education management emerged. This management idea is expressed in entrepreneurship in the form of F-CLEAN at MA AL-RAHMAN to equip students to face the era of globalization and industrial revolution 5.0.

2. Organizing

   The organization that is usually carried out is strategy. The strategy used is promotion. The first form of promotion we do is by branding the product or introducing the liquid soap product that we produce as one of the liquid soap products that is quality, economical and has abundant foam. Second, to expand market reach, we will open an agency system both offline and online for distributors. That way there is no need for additional promotional costs, we get help from agents to increase sales turnover every month. Third, another promotional strategy that we will also implement is by participating in various Small and Medium Enterprises (UKM) exhibitions which are often held in our area and outside the city. Through exhibitions, we can introduce liquid soap products to the general public, and open up greater opportunities to develop this business. Creating Competitive Advantage in Students.

3. Implementation

   The usual implementation is that the F-CLEAN liquid soap company sells liquid soap products according to their use which can be delivered directly to consumers.

4. Evaluation

   The evaluation carried out is the implementation of duties and responsibilities in an entrepreneurial activity so that results are obtained as expected, in addition to improving quality. Carrying out a business feasibility analysis is used to measure the value of money or the rate of return on investments made in the future F-CLEAN business.

The growth factors in entrepreneurship education management here are interest, entrepreneurship education, willingness and confidence held by students as well as support from the school. The inhibiting factors are students being shy, lacking the confidence to undertake entrepreneurship and also capital. This can be seen from students who take part in activities related to entrepreneurial interests in accordance with their interests, and the students' willingness and confidence to take part in these activities. The inhibiting factor appears to be that there are still students who feel embarrassed and not confident in participating in activities to increase entrepreneurial interest. Several students' opinions expressed that at first they were hampered by how to make soap and then how to produce it. However, because entrepreneurship teachers, school principals, F-CLEAN administrators provided knowledge and taught students and friends, little by little these obstacles were resolved. So that the obstacles mentioned above do not happen again, the solution is to continue teaching about making soap, how to promote and sell F-CLEAN.

Strategy to create competitive advantage for F-CLEAN products at MA AL-RAHMAN with customer value and product uniqueness. Customer Value Perspective The first way, competitive advantage occurs if there is a customer view that they obtain certain value from economic transactions with F-CLEAN. For this reason, all F-CLEAN administrators or employees must focus on customer needs and expectations. This can only be realized when

customers are involved in designing the process of producing goods and/or services and are encouraged to help companies design HRM systems that will speed up the delivery of goods and services that customers want. The second way, the Uniqueness Angle. Uniqueness is characterized by the goods and services produced by F-CLEAN that cannot be easily imitated by competitors. Its unique characteristics are seen from 1) Financial and economic capabilities 2) Ability to create strategic products 3) Technological and process capabilities 4) Organizational capabilities.

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