



LITERATURE STUDY ANALYSIS OF INDONESIAN ENTREPRENEURS' ATTITUDES IN DOING BUSINESS

Elisa Betty Manullang¹, Primus Paroloan Simarmata²

^{1,2} English Literature Program, Universitas Negeri Medan, Indonesia

Correspondence E-mail: elisamanullang@gmail.com¹

ABSTRACT

Entrepreneurship is a person's attitude and ability to handle a business or other activity in an effort to find, create, apply technology, work methods and production with improvements in providing better services in order to obtain large profits. Entrepreneurship is a process of innovation and creativity that has a high risk in producing products that can provide benefits to society and can prosper entrepreneurs. Entrepreneurship is the right solution for economic problems such as unemployment and poverty in Indonesia, because armed with only a diploma and less entrepreneurial skills so that many people queue for jobs. While the number of entrepreneurs in Indonesia is still recorded at 0.43% of the total productive age population, this figure is very far behind neighboring countries, such as Singapore where the number of entrepreneurs has reached 7%, Malaysia 5%, and Thailand 3%. Meanwhile, according to the chairman of

KPPU said that in 2017 the number of entrepreneurs in Indonesia ranged from 1.6%-1.8% of the total population in Indonesia. This number is still very far from the standards of developed countries with a minimum number of entrepreneurs of 2% of the total productive age, to overcome this the government seeks to create 20,000 new entrepreneurs and the development of 1,200 Small and medium industry centers or can be called SMIs. In this article, I provide an idea of analyzing the attitude of Indonesian entrepreneurs in doing business. The method used in this article is to study the literature and review some of the references obtained. So it is hoped that this idea will have a good impact on readers and provide changes for Indonesian entrepreneurs in the future. So that entrepreneurs know how the attitude they must highlight in doing business.

Keywords:

Literature, Entrepreneur, Business

INTRODUCTION

Indonesia is a unitary country that has a large population growth. Increasing or decreasing population growth is also followed by economic growth. One of the economic growth is influenced by the involvement of Micro, Small and Medium Enterprises. Based on the 1945 Constitution article 33 paragraph 4, Micro, Small and Medium Enterprises are part of the national economy with an independence outlook and have great potential to improve community welfare. MSMEs have a significant role in the country's economic growth.

In facing the globalization era, Indonesia will be faced with global challenges, namely the increasingly limited sources of natural wealth, while on the other hand human needs are increasing. As a result of this global gap, interdependence between nations will be colored by competition. The relationship is a business entity, so only companies that have an advantage in the quality of Human Resources can be prepared for excellence in the form of science and technology and the economy in winning free market share. Seeing the existing challenges, efforts to prepare quality human resources cannot be delayed any longer (Nurhasanah, 2010).

Entrepreneurs are people who see opportunities and then create organizations to take advantage of these advantages according to. Micro Small Medium Business Entrepreneurs are required to continue to move following existing changes and be able to adapt to dynamic and increasingly modern environmental conditions. Creativity in business by utilizing the development of information technology, has changed the way of view of business people in running their business. It is very important to prepare the community as well as Micro, Small and Medium Enterprises in good entrepreneurship and optimize the use of technology and modern social media (Jayanti et al., 2023). The growth of SMEs in Indonesia is very important for Indonesia's economic growth, therefore SMEs must be encouraged to grow so that they become a focus for expanding employment and equity to increase people's income, and encourage economic growth. In this case, people who are diligent and confident are needed to run a business, and these people are business people or also called business people (Mentang et al., 2022).

Entrepreneurship is a person's behavior, attitude and ability to handle a business or other activity in an effort to find, create, apply technology, work methods and production with improvements in providing better services in order to obtain large profits. Entrepreneurship is a process of innovation and creativity that has a high risk in producing products that can provide benefits to society and can prosper entrepreneurs. Entrepreneurship is the right solution to economic problems such as unemployment and poverty in Indonesia, because armed with only a diploma and less entrepreneurial skills so that many people queue for jobs. The workforce of today's college graduates is no more than the job opportunities available.

Entrepreneurial intention is the beginning of a step in the process of creating a long-term business. A person's interest in becoming an entrepreneur can be influenced by several

factors that have been predicted, such as motivation to want to become an entrepreneur, entrepreneurial skill factors, personality, and available capital ('Azmi et al., 2022).

The number of entrepreneurs in Indonesia is still recorded at 0.43% of the total productive age population, this figure is very far behind neighboring countries, such as Singapore where the number of entrepreneurs has reached 7%, Malaysia 5%, and Thailand 3%. Meanwhile, according to the chairman of KPPU said that in 2017 the number of entrepreneurs in Indonesia ranged from 1.6%-1.8% of the total population in Indonesia. This number is still very far from the standards of developed countries with a minimum number of entrepreneurs of 2% of the total productive age, to overcome this the government seeks to create 20,000 new entrepreneurs and the development of 1,200 Small and medium industry centers or can be called IKM (Juliana et al., 2019).

Basically, the obstacles and obstacles faced by MSME entrepreneurs in improving business capabilities are very complex and cover various aspects where one with the other is interrelated. These obstacles include; lack of capital both in quantity and source, lack of managerial ability and operating skills and the absence of formal form of the company, weak organization and limited marketing (Hafni & Rahmawati, 2020).

The business opportunity approach is a concern for the growth and development of entrepreneurship and the discovery of business ideas and ideas, then developing it into a picture of the business concept. Utilization of business opportunities is important in this approach. Therefore, this approach considers innovation, creativity, and understanding of the market are two important and fundamental aspects. The strategy approach is developed using the identification of market segments and understanding the gaps or distinctive features detected. This is due to the influence of key market segments, and taking advantage of these distinctive market gaps in business development. Today, the market is always available to entrepreneurs due to the momentum of the fourth industrial revolution that has embedded e-commerce. The increase in the digital economy through cyberspace has built an entrepreneurial ecosystem and opened up a vast market for entrepreneurs globally with low barriers. Today, the marketing skills needed are how to know how to create a website and present merchandise online. These basic skills will help entrepreneurs reach the world market. The challenge for new entrepreneurs today is not about expanding the business location, but rather towards making the brand famous and acceptable to the market, due to the pressure of competition by other well-known brands around the world.

Based on the background above, it became my motivation to make an article about analyzing the attitude of Indonesian entrepreneurs in doing business. The formulation of the problem that will be discussed in this article is how to analyze the attitude of Indonesian entrepreneurs in doing business. It is hoped that this idea will have a good impact on readers and provide changes for Indonesian entrepreneurs for the better.

METHOD

The method of data collection in this scientific work uses the method of literature study. The type collected is secondary data. Secondary data collection is carried out by using and studying literature in accordance with the topic of writing from journals, books and trusted media.

After obtaining existing references, sorting information in accordance with the topic of discussion is carried out, then processing appropriate information is carried out in the literature review.

Based on the literature study that has been done, the author gets the information needed in the preparation of this scientific paper which then becomes a creative idea in problem solving. This creative idea is put in discussion which is the answer to the problem formulation mentioned earlier.

Conclusion making is carried out at the final stage of writing, where the conclusion is the answer to the problem formulation. The recommendations that are in the sub-chapter after the conclusion are the author's suggestions based on the discussion.

DISCUSSIONS

Entrepreneurship is generally said to be an agent of change that raises creative and innovative ideas in running a business, or helps the development of the company so as to achieve the goal of profit. Entrepreneurship as a dynamic process of creating additional wealth where wealth is created by individuals taking risks related to equity, time, and career. Some experts then define Entrepreneurship is a gradual process that is influenced by exogenous factors and endogenous factors, such as the existence of a business-friendly environment, the availability of perennial factors needed, the ability to obtain the desired resources, and the ability to carry out and manage a business.

Entrepreneurship as a Market Function. Entrepreneurship has a long history in economics, but it is difficult to identify the uniformity of use of the concept. However, what

they have in common is an interest in entrepreneurial functions in the market. Five functions of entrepreneurship have been proposed by different economists over time such as entrepreneurs as opportunity creators and/or innovators. Entrepreneurs as risk takers and/or risk managers. Entrepreneurs as coordinators of limited resources. Businessmen as Capitalists. Entrepreneurs as vigilant opportunity seekers (Ranah et al., 2022).

The objectives of the financial statements are: 1. Provide information about the type and amount of assets (assets) owned by the company at this time; 2. Provide information about the type and amount of liabilities and capital that the company currently has; 3. Provide information about the type and amount of income earned in a certain period; 4. Provide information about the amount of costs and types of costs incurred by the company in a certain period; 5. Provide information about changes that occur in the company's assets, pasiva, and capital; 6. Provide information about the performance of company management in a period; 7. Provide information about notes to financial statements; 8. Other financial information (Takengon, 2023).

Entrepreneurship is a flexible process in which to improve welfare is made by parties who bear so much risk to receive time or career that can provide value from some products or services products or services that do not become something new or unique in order to get more value than entrepreneurs by using the skills and variations of average resources that have been possessed.

The classification of MSMEs is stipulated in article 6 with the support of its explanation in Law Number 20 of 2008 concerning MSMEs, the criteria for MSMEs, namely: (1) The classification of micro enterprises includes: a. a net worth of at most 50,000,000 excluding land and buildings for business premises or b. The maximum annual sales result is 300,000,000, (2) The classification of small businesses is as follows: a. the wealth obtained is a maximum of 50,000,000 to a maximum of 500 million not included land and buildings for business activities or b. Have a maximum annual sales value of 300,000,000 up to a maximum of half a billion (3) The criteria for medium enterprises are as follows: a. Have a wealth of more than 500,000,000 to at most 10 billion excluding land and buildings for business premises or b. It has annual sales results of more than two and a half billion to at most 50 billion.

There are five qualities of entrepreneurship: (1) purposeful, setting goals and achieving them, (2) persuasive, influencing others to help them achieve goals, (3) perstent, achieving goals gradually even though sometimes going through difficult times, (4)

association, daring to act as they want when others are still in doubt, (5) perceptive, able to understand the relationship between a series of choices in achieving goals. As well as entrepreneurial characteristics or traits, including: (a) instrumental nature, (b) prestantive nature, (c) sociability nature, (d) hard work nature, (e) self-confidence nature, (f) risk taking nature, (g) self-control nature, (h) innovative nature and (i) independence nature (Ardiansyah, 2019).

There are five major challenges that are often faced by MSME businesses, in running a business, profit and loss is something that must be accepted. Almost all micro, small, medium or large businesses must have received many challenges that are not light. To face these challenges requires dedication and hard work from the businessman himself. Problems that are often faced include: Recruiting talented employees, Getting a business model, Getting customers, Business strategy and cash flow management. Cash flow management is certainly very influential with existing capital. Believe it or not, 82 percent of businesses fail because of poor cash flow management. A reality show about entrepreneurship found that 51 percent of thousands of business people say that cash flow is one of the biggest challenges in business. In addition, research on MSMEs in various countries presented also shows that cash flow is a big challenge for business people in the world. 76% of Central Java MSMEs find it difficult to get capital. Capital problems are still a major obstacle for micro, small and medium enterprises in Central Java. Even 76% of these MSME players in the southeast have difficulty accessing banks to get capital loans. Many MSME players in Central Java have difficulty applying for loans to financial institutions because they are considered not bankable even though from the business side it is feasible. Around 3 million MSME players in Central Java who are able to apply for loans to banks or who have access to banking are no more than 24%. While the remaining 76 percent could not apply for a loan because they were considered ineligible (Ardiansyah, 2019).

Human behavior is divided into behavior seen from the point of view of the purpose of the behavior and behavior seen from the side of the process. When humans do a job, the needs of each human will affect their behavior when doing the work. Abraham Maslow laid out a theory about the hierarchy of human needs, namely physiological needs, security, love and belonging, self-esteem, and self-actualization. Approximately 500 years before Maslow expressed his opinion, Abu Ishaq al-Shatiby had put forward theories and concepts about the basic need (al-hajat al-dharuriyat), which were summarized in maqashid al-shariah. The discussion of behavior always accompanies many activities. The study of behavior is done a

lot to get a lot of behavior is done to get a lot done to get a solution to a problem or get new information that is useful for the development of a science. The study of behavior related to business people and entrepreneurs is very interesting to do, especially if the study of behavior is specific to one group only (Fauzia, 2018).

Attitude is the best behavioral intent, although behavioral intent leads to excessive behavior, which is primarily an individual action. Entrepreneurial behavior is a set of activities carried out by a person or is an action carried out by an entrepreneur. Entrepreneurial attitude refers to the characteristics of individuals to jump into new ventures, such as being innovative, able to take risks, aiming to succeed, confident and having a locus of control. The willingness to be an entrepreneur depends largely on the attitude of the individual. An entrepreneur is required to be open-minded which is represented by an entrepreneurial attitude. People's attitudes towards entrepreneurship continue to be shaped to influence more people, especially the younger generation to be able to plunge into the world of entrepreneurship. This attitude is even further extended to existing wage workers, as self-employment is usually perceived as lighter than people who work wages. Studies on the subject of entrepreneurial intention have also studied behavioral control variables in a broad spectrum through items that highlight the attractiveness of personality to start a business ('Azmi et al., 2022).

CONCLUSIONS

Entrepreneurship is the process of creating something of different value by using the effort and time required, assuming the accompanying financial, psychological and social risks, and receiving monetary rewards and personal satisfaction. An entrepreneur is required to be open-minded which is represented by an entrepreneurial attitude. People's attitudes towards entrepreneurship continue to be shaped to influence more people, especially the younger generation to be able to plunge into the world of entrepreneurship. This attitude is even further extended to existing wage workers, as self-employment is usually perceived as lighter than people who work wages.

REFERENCES

'Azmi, H. M., Herianingrum, S., Junaedi, D., Arsyad, M. R., & Salistia, F. (2022). Komunitas Pengusaha Muslim : Pengaruh Motivasi Berwirausaha, Dukungan Finansial dan Peluang Pasar terhadap Niat Berwirausaha. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis*

Syariah, 4(5), 1445–1463. <https://doi.org/10.47467/alkharaj.v4i5.823>

- Ardiansyah, T. (2019). Model Financial Dan Teknologi (Fintech) Membantu Permasalahan Modal Wirausaha UMKM Di Indonesia. *Majalah Ilmiah Bijak*, 16(2), 158–166. <https://doi.org/10.31334/bijak.v16i2.518>
- Fauzia, I. Y. (2018). Perilaku Pebisnis dan Wirausaha Muslim dalam Menjalankan Asas Transaksi Syariah. *Jurnal Akuntansi Multiparadigma*, 9(1), 38–56. <https://doi.org/10.18202/jamal.2018.04.9003>
- Hafni, D. A., & Rahmawati, F. M. (2020). Aksesibilitas Permodalan Perbankan bagi Wirausahawan Difabel di D.I Yogyakarta untuk Mewujudkan Ekonomi Inklusi. *Kompartemen: Jurnal Ilmiah Akuntansi*, 17(2), 130–141. <https://doi.org/10.30595/kompartemen.v17i2.3629>
- Jayanti, S., Damanik, S., Hutauruk, R., Purba, R., Siahaan, R., Ketaren, A., & Damanik, A. (2023). Peningkatan softskill pengusaha usaha mikro kecil menengah dan pengurus koperasi. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 585–591.
- Juliana, J., Faathir, M., & Sulthan, M. A. (2019). Implementasi Etika Bisnis Islam Pelaku Usaha Mikro : Studi Kasus Pada Pelaku Usaha Mikro Syariah Puspa Bank Indonesia Wilayah Jawa Barat Di Bandung Tahun 2017. *Strategic : Jurnal Pendidikan Manajemen Bisnis*, 19(1), 36. <https://doi.org/10.17509/strategic.v19i1.17663>
- Mentang, R. P., Tumbel, A. L., & Djemly, W. (2022). Analisis Entrepreneurial Self-Efficacy Pada Pengusaha Bidang Food&Beverage Di Malalayang. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 661. <https://doi.org/10.35794/emba.v10i2.39745>
- Nurhasanah, A. (2010). Pengaruh Lingkungan Kerja Terhadap Prestasi Kerja Karyawan pada Bank Indonesia Cabang Samarinda. *Polnes*, 6(1), 1–8.
- Ranah, A., Individu, A., Terhadap, W., & Politeknik, M. (2022). *Strategi Strategi*. 12(1).
- Takengon, I. (2023). *Pembelajaran Kewirausahaan Mahasiswa PGMI Keuangan dan Wirausaha sesuai Pandangan Islam*. 2(1), 80–87.