



Study of Entrepreneurial Values in Social Entrepreneur: A Case Study on Social Enterprise Misteripang

Siti Nuraida*

Entrepreneurship Study Program, Universitas Pendidikan Indonesia, Indonesia

Correspondence: E-mail: siti.nuraida@upi.edu

ABSTRACT

The purpose of the study to explain study of entrepreneurial values in social enterprise Misteripang. This research is a descriptive study with a qualitative approach that aims to examine the entrepreneurial values that exist in the Social Entrepreneur Misteripang. The variables in this study are entrepreneurial values in the Social Entrepreneur Misteripang which consist of being independent, creative, risk-taking, action-oriented, leadership and hard work. The participant or subject of this research is the owner of the Misteripang. Methods of data collection using in-depth interviews, documentation and literature study. The results of this study explain that: 1) There are six main entrepreneurial values in Owner Misteripang, namely independent, creative, risk-taking, action-oriented, leadership, and hard work. 2) Finding new entrepreneurial values from Misteripang entrepreneur, namely cooperation and communicativeness. 3) Entrepreneurial values

ARTICLE INFO

Article History:

Submitted/Received 24 March 2022

First Revised 12 May 2022

Accepted 18 Jul 2022

First available online 28 Aug 2022

Publication date 01 Sep 2022

Keyword:

Social Enterprise,
Entrepreneurial Values,
Mysterious Pang.

that need to be improved are action-oriented.

© 2022 Kantor Jurnal dan Publikasi UPI

1. INTRODUCTION

Indonesia is a developing country with a large population and a significant growth rate. However, the rate of population growth is not directly proportional to the welfare of the community. With the increase in population, the complexity of social problems is increasingly diverse. Base on book Human Resource Management

explains that a large population with high population growth is a basic capital of development, but on the other hand a large population with high population growth will also be a burden for a country to meet the basic needs of its population such as clothing, food. and boards and other necessities. See **figure 1**.



Figure 1. Number and Growth Rate of Indonesian Population

Source: Beritasatu.com (2011)

According to the data in the table above, the average population growth rate of Indonesia is 1.49% per year, it was recorded that in September 2020 the population reached 270.2 million people, with a dependency ratio of 41, which means 100 people of productive age cover 41 people

of non-productive age. This dependency ratio is the lowest number in Indonesia's history, but it is still quite high when compared to other countries and it is not enough to ease the burden on the government to be able to improve the welfare of its people.

Therefore, initiatives from the community are needed to be able to help the government describe the complexity of the problems that occur. This is where a movement emerged called social entrepreneurship or social entrepreneurship.

In Indonesia, this social entrepreneurship emerged before the independence era, namely through organizations such as the Islamic Trade Union, Kartini School, Taman Siswa, Muhammadiyah, and Nahdatul Ulama around 1895.

Unfortunately, even though it has its roots before the independence era, this movement is still not widely practiced in Indonesia. Whereas in practice social entrepreneurship takes more of a role in overcoming social problems in society such as unemployment and poverty. Because with the existence of social entrepreneurship, the community is given the opportunity to develop and be financially independent by participating in empowerment activities. Not only the potential of the community can be maximized, but also providing a way for that potential to generate benefits in a sustainable manner (Darwis, SR, et al, 2021). El Hasanah (2018) mentions social entrepreneurship as a visionary who is able to provide creative solutions for solving social problems that occur in society, has the ability to identify problems and develop ways to change systems, and disseminate ideas so that they can move the whole community to work together. According to Drucker (2006) entrepreneurs, especially social entrepreneurs, have personal advantages in "Business Hero" or "Opinion

Leader", this states that social entrepreneurs are understood to be able to be innovators, dare to take risks, have a sense of leadership or have certain advantages.

In March 2022 the Indonesian Young Entrepreneurs Association (HIPMI) stated that the number of entrepreneurs in Indonesia was around 3.4% of the total population, most of whom were still oriented towards profitable business rather than socially ("The Number of Entrepreneurs of the Republic of Indonesia", in 2022). Based on the latest data from the estimated results of the British Council study in 2018, the State of Indonesia only has around 342,000 registered social entrepreneurs. Although it is still relatively recently discussed, the data on the number of social entrepreneurs in Indonesia shows that Indonesia still has great potential that can be explored and utilized further. This is a new opportunity that is now starting to be realized by many people, marked by the number of social entrepreneurs who are starting to be born at this time.

There are several characteristics that must be possessed by an entrepreneur, especially a successful social entrepreneur, Khalida & Sjaf (2021) mentions that there are 14 characters of successful social entrepreneurs, namely having a mission and social care, having a passion that is in line with the business mission. social, confident in choices, hard work, understand the ability of social business, can think like an entrepreneur, organizational ability, likes to learn new things, creative, willing to make changes, dare to take risks, inspirational, and good at communicating.

In addition to having the characteristics described previously, a social entrepreneur must also have values as an entrepreneur. Based on the book of the Ministry of National Education (2010), the entrepreneurial character does not only include an entrepreneur, but all aspects of work. Entrepreneurial values are prerequisites related to entrepreneurial behavior (Kickul, J., & KL Gundry, 2002). There are many expert opinions regarding entrepreneurial values, one of which is according to book creating entrepreneurial spirit which states that entrepreneurial values include being independent, creative, risk-taking, action-oriented, leadership, and hard work. Meanwhile, according to the Ministry of National Education (2010) there are around 17 entrepreneurial values, namely independent, creative, risk-taking, action-oriented, leadership, hard work, honest, disciplined, innovative, responsible, cooperative, unyielding, committed, realistic, curiosity, high motivation and communicative.

Being a social entrepreneur can be done by every individual in the community, there is an opinion in the community that being an entrepreneur is a talent, this opinion is supported by Agus Bastian's opinion in the book creating entrepreneurial spirit which states that many entrepreneurs are born from people Those who have no background and have an entrepreneurial spirit are actually successful as entrepreneurs. Even today in Indonesia, many young people are starting to dare to be entrepreneurs, no matter whether they come from a family environment of entrepreneurs or not, some of them even become entrepreneurs because they have

difficulty being an employee. According to book the emergence of entrepreneurs like this is in accordance with the life path change theory model which says that not all entrepreneurs are born and develop following a systematic and planned path, many people who become entrepreneurs do not go through the planned process. Whereas in practice being an entrepreneur requires certain characteristics and values in the entrepreneur as described previously. On the other hand, there are still opposing opinions about this, one of which is Firmansyah (2020) who stated " Entrepreneur is not only born but also Made" , meaning that talent alone is not enough to become a successful entrepreneur but there needs to be an aspect of creating (Made) to shape the values and character of an entrepreneur through knowledge and skills, whether obtained from formal or non-formal education, at school or in the family environment. In the book of the Ministry of National Education (2010) it is also stated that entrepreneurship education is able to change the mindset of students, this is in accordance with the opinion of Prihantoro & Hadi (2016) which states that entrepreneurship education will encourage students and students to start recognizing and opening businesses or entrepreneurship.

Regarding the pros and cons of these problems, the Social Enterprise Misteripang was also formed from an entrepreneur who did not have a background both in terms of education and in terms of the family environment related to entrepreneurship. The results of observations in the Social Enterprise Misteripang, entrepreneurs or

entrepreneurs have educational backgrounds, namely Masters in Industrial Engineering and parents' work backgrounds, namely as entrepreneurs and housewives. Based on this, the Misteripang entrepreneur was not born or developed following a systematic and planned path. The implication of this entrepreneurial model is that the emergence of young entrepreneurs is not in line with the formation of entrepreneurial values that one must have to become an entrepreneur. So it's only natural that many entrepreneurs fail when starting their business. With regard to entrepreneurial values in an entrepreneur, it is very difficult to know for sure. This is because the measurements tend to be qualitative and there is no national standard to measure them. Having entrepreneurial values is very important to become an entrepreneur as according to Rimiyati, H. & Munawaroh, M. (2016) entrepreneurial values have a significant effect on business success, which is also in line with the opinion of Ni Made Sari, W. , Suwarsinah, KH & Baga, ML (2016) which states entrepreneurial values determine business success. In this context, I think the urgency of entrepreneurial values to be owned by an entrepreneur, especially entrepreneurs engaged in the field of Social Enterprise (social entrepreneurship). The purpose of the study to explain study of entrepreneurial values in social enterprise Misteripang.

2. METHOD

To analyze problems in scientific research, it is necessary to have a research

method. Based on the problems studied, this study uses a qualitative descriptive method. It is a method that aims to describe descriptively and factually about the facts and the relationship between the variables investigated by collecting data, processing, analyzing and concluding the results of the study. Data analysis is a simplification process. data in a form that is easy to read and present. Meanwhile, according to book states that data analysis is the process of arranging the sequence of data, organizing it into a pattern, category and basic unit of description. In the process of data analysis, the researcher used descriptive qualitative analysis with inductive thinking method. Qualitative descriptive research is described in words according to the respondent's opinion, what is in accordance with the research question, then also analyzed with what words are the background of the respondent.

The data collection techniques used are in-depth interviews, observation, documentation, and literature review. Where interviews are shown to research subjects or research informants, namely the owner of the Misteripang social enterprise.

Qualitative data analysis is carried out through three stages or processes, namely data reduction (data reduction), data organization (organization), and data interpretation (interpretation).

1. Data Reduction (Data Reduction)

Data reduction is defined as a process of identifying raw data that has been obtained by performing summary, coding and categorizing steps.

2. Organizing Data (Organisation)

Organizing is defined as the process of collecting or integrating data information resulting from the initial identification (data reduction process).

3. Data Interpretation (Interpretation)

The results of the analysis of the data reduction and organization steps are then interpreted as data interpretation.

Interpretation of this data is very important to generate conclusions based on research questions. The approach that can be used in analyzing the data in this study is thematic analysis.

3. RESULT AND DISCUSSION

3.1 Entrepreneurial Values

Based on the results of data analysis regarding the entrepreneurial values contained in the Misteripang entrepreneur, the indicators analyzed are independent, creative, risk-taking, action-oriented, leadership, and hard work. The following results were obtained:

1) Independent

Independence is an attitude and behavior that is not easy to depend on others to solve problems. The Misteripang entrepreneur is a very independent person, it can be seen from the activities or tasks that are always done to completion, since college he has tried not to ask for money from his parents and make his own money to support himself until now, then he is also able to determine the direction of his life to be an entrepreneur based on personal decisions without demands from

others. This shows Entrepreneurship Misteripang has the ability to manage all his own (independently).

2) Creative

Creative is thinking and doing something to produce different ways or results from existing products. The Misteripang entrepreneur is a creative person, it can be seen from the background of the creation of the Misteripang business which proves that he is able to see the problems felt by fishermen and is able to create a new idea as a solution to these problems, so the Misteripang business was born, because it is true that the main capital to become an entrepreneur it's not money but creativity. The curious nature of the Misteripang Entrepreneur is also part of the creative nature because by being curious about the many ideas and opportunities that can be found, it is also proven by the many businesses that he is involved in with different sectors, ranging from culinary, fashion, to technology, namely Misteripang, Weaving Fashion, and Innovation for farmers. In addition, strong self-motivation is also very important to support one's creativity, because by having a motivation an entrepreneur will not give up easily.

3) Dare to Take Risks

Dare to take risks is a person's ability to like work that is challenging, daring, and able to take work risks. The Misteripang entrepreneur is an entrepreneur who can be said to be still not brave enough to take risks or is still at the stage of being a risk

Calculator or people who dare to make decisions if the risks or impacts can be calculated. Despite having an attitude that feels really in need of achievement in work, be it business achievements or personal achievements and is confident in running many businesses. However, the drawback is that the Misteripang Entrepreneurs still have a fear of failure when doing new things that are too risky, such as when starting a business from scratch, they are still afraid of failure, or when they see market competition and also when the team is not solid, they even think about quitting.

4) Action Oriented

Action-oriented, namely taking the initiative in acting and waiting before an undesirable event occurs. The Misteripang entrepreneur is someone who does something action-oriented, seen from his attitude that is always sensitive to coworkers who have difficulty or are passive at work, likes to listen to the opinions of others such as receiving criticism from colleagues or asking others for opinions when experiencing problems and also he can manage time for personal and work activities by using the list method and google calendar.

5) Leadership

Leadership is the attitude and behavior of someone who is always open to suggestions and criticism, easy to get along with, cooperates, and directs others.

Regarding the leadership attitude of the Misteripang Entrepreneur, it can

be seen from his attitude that always takes the initiative to act on the problems of colleagues, such as when a colleague complains, he is immediately invited to communicate, he is also an outstanding figure and role model during college, always confident when asked for opinions by colleagues both when discussions or opinions about assignments from colleagues, and dare to make difficult decisions when needed.

6) Hard Work

Hard work is a behavior that shows genuine effort in completing tasks and overcoming various obstacles. The Misteripang entrepreneur is a hard worker, it can be seen from the struggle to build a business from scratch with mediocre capital, maintain the business while working for others, make plans seriously, don't give up when goals are not achieved, and always look for problem solving by doing Plans . Do Check Action continuously until satisfactory results are obtained.

3.2 New Research Findings

In addition to the six main entrepreneurial values that are sought in this study which have been described above, it turns out that this study also found entrepreneurial values outside the six main entrepreneurial values, namely as follows.

1) Cooperation

According to Kemendiknas cooperation is behavior based on efforts to make him able to establish

relationships with others in carrying out actions and work. According book that there have been many studies that have proven that teamwork leads to better efficiency and effectiveness, this will be very different from work done by individuals.

West, the indicators of cooperation as a measuring tool are as follows:

- a. The joint responsibility to complete the work, namely by giving responsibility, can create good cooperation.
- b. Contributing to each other, namely by contributing to each other, both energy and thoughts, will create cooperation.
- c. Mobilizing the abilities of each team member to the maximum, the cooperation will be stronger and of higher quality.

Based on the explanation above regarding the value of cooperation, entrepreneurs Misteripang has a good cooperative nature. This is proven by him having different teams from each sector, where the team has the function to complete work with shared responsibilities. With the contribution of each team member, the burden of the task that must be done can feel lighter, and when the team formed is a good team it will become support good at doing business. In terms of team building, Entrepreneur Misteripang is looking for a team that has passion to create a business together so that each team member can exert their respective abilities.

2) Communicative

According to communicative is an action that shows a sense of pleasure in talking, associating, and collaborating with others.

Meanwhile, according to book, a communicative person is a person who easily gets along with other people, and usually in addition to being able to convey, he is also able to listen to what other people have to say and then respond in an appropriate way.

According to the Ministry of National Education (2009), the indicators of communicativeness are:

- a. A conducive atmosphere for interaction.
- b. Communicate in polite language.
- c. Mutual respect.
- d. Association with love and a sacrificial partner.
- e. Do not keep distance and discriminate in communication.

Based on the explanation above, the Misteripang Entrepreneur is a very communicative person. In running his business, he always relies on communication such as having a coordinating group as a medium of communication between team members, communicating when there are problems between team members, not discriminating between one member and another. Sometimes there are even moments when the communication is done to ask for a decision or confirm something.

3.3 Entrepreneurial Values that Need to be Improved

Entrepreneurship values at the Misteripang Entrepreneurship are already very good, but there is still one value that is lacking or needs to be improved, namely the courage to take risks.

The value of having the courage to take risks is very important for an entrepreneur, because an entrepreneur is someone who creates a new business by facing risks and uncertainties with the aim of achieving profit and growth through identifying opportunities through a combination of resources needed to obtain benefits. The fear of failure that is felt by the Misteripang Entrepreneur when starting a business in the face of challenges and various problems makes him less likely to take risks, even though to become an entrepreneur he must be brave to face risks. This opinion is supported by Wijaya in his book who said that courage in taking risks is one of the traits or characteristics that must exist in entrepreneurs. Some experts even classify the nature of taking risks as an integral part of entrepreneurship.

The nature of doubt when dealing with risky situations is also shown by the entrepreneur Misteripang when he faces an obstacle or difficulty regarding very tight market competition, in fact he almost stopped because he saw the problems in his team. This trait is not in accordance with the nature of an entrepreneur who will not feel worried when facing an uncertain situation where his business does not necessarily result in success, but the courage to take risks will open up greater opportunities in achieving success.

Based on this, further attention is needed regarding increasing the value of daring to take risks in Misteripang

entrepreneurs to support their activities and profession as an entrepreneur. Misteripang entrepreneurs can use their creativity to minimize the risks that will occur, because daring to take risks without calculation is also a suicide step. But for an entrepreneur mistakes are a valuable guide to doing something more than before, as the saying goes that today must be better than yesterday and tomorrow must be better than today.

4. CONCLUSION

4.1 Conclusion

Based on the results of the discussion in the previous chapter, it can be concluded that there are entrepreneurial values in the Misteripang social enterprise entrepreneurship. These values consist of independent, creative, risk-taking, action-oriented, leadership, and hard work.

As for this study, it was found entrepreneurial values that emerged outside of the six main values studied, namely hard work and communicativeness in Misteripang entrepreneurs.

The entrepreneurial values owned by the Misteripang entrepreneur can be said to be quite good. However, there is still one value that is still lacking or needs to be improved, namely the courage to take risks. This is evidenced by the still dominant sense of fear of failure that exists in Misteripang entrepreneurs.

4.2 Suggestion

Based on the results of the research described above, the following are recommendations that researchers can give to several parties:

1) Entrepreneur / owner of Misteripang

Based on the results of the research that has been carried out, the researchers suggest to the Misteripang Entrepreneurs to further develop their entrepreneurial values, especially the attitude of daring to take risks to support their activities.

2) Further Research

For further researchers, it is recommended to conduct more in-depth research related to entrepreneurial values with a broader object.

5. REFERENCES

- Darwis, S.R., Saffana, R.S., Miranti, S.Y., & Yuandina, S. (2021). Social entrepreneurship in powering communities. *Journal of Social Work*, 4(2), 135-147.
- El Hasanah, N.L. (2018). Social entrepreneurship development in higher education through social project competition. *Journal of Youth Studies*, 7(2), 90-99.
- Firmansyah, K., Fadhli, K., & Rosyidah, A. (2020). Membangun jiwa entrepreneur pada santri melalui kelas kewirausahaan. *Jumat Ekonomi: Jurnal Pengabdian Masyarakat*, 1(1), 28-35.
- Khalida, R., & Sjaf, S. (2021). Hubungan kondisi sosial ekonomi pemilik UMKM dengan persepsi terhadap karakteristik sociopreneur. *Jurnal Sains Komunikasi dan Pengembangan Masyarakat [JSKPM]*, 5(5), 619-646.
- Kickul, J., & KL Gundry. (2002). Prospecting for strategy advantage: the proactive entrepreneurial personality and small firm innovation. *Journal of Small Business Management*, 40(2), 85-97.
- Ni Made Sari, W., Suwarsinah, K.H., & Baga, M.L. (2016). The Influence of entrepreneurial characteristics on the performance of palm sugar micro, small and medium enterprises (MSMEs) in the village of West Lombok. *Journal of Extension*, 1, 51-60.
- Prihantoro, W. S. G., & Hadi, S. (2016). Pengaruh pendidikan kewirausahaan, motivasi berwirausaha dan lingkungan keluarga terhadap sikap mental kewirausahaan. *Economic education analysis journal*, 5(2), 705-717.
- Rimiyati, N., & Munawaroh, M. (2016). The effect of application of Islamic entrepreneurial values there is business success. *Journal of business management*, 7, 130-157.