Development of Entrepreneurial Spirit Through Multicultural Approach

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Abstract—Growing the entrepreneurial spirit is currently very difficult due to the lack of good support from the government on a large scale as well as families on a small scale. Actually entrepreneurship is very easy. It only requires strong determination and the ability to read opportunities. The ability to read opportunities here is able to see opportunities from different aspects of difference. A plural Indonesian society is a huge market for an entrepreneur. Entrepreneur who has a creative and innovative personality, with the characteristics of full confidence, has the initiative, has the motive of achievement, has leadership spirit, and dare to take risks with full calculation. In this paper trying to describe the development of entrepreneurial spirit through multicultural approach in Indonesia.

Keywords—Entrepreneurial Spirit, Multicultural Approach

I. INTRODUCTION

Cooperation minister has given official statement, based on data from BPS, the number of non-agricultural entrepreneurs who settled reached 7.8 million compared to 3.1% of the population of 252 million which was previously only 1.67%. Thus the level of entrepreneurship Indonesia has exceeded 2 percent from the population, as a minimum requirement of a society will prosper, although still lagging behind other countries such as Malaysia 5 percent, China 10 percent, Singapore 7 percent, Japan 11 percent and US 12 percent. [1]. As the largest country in Southeast Asia, Indonesia is only supported by entrepreneurs less than 5% of the total population, or just less than 1 million inhabitants of the total population of Indonesia which amounts to 250 million people. This fact is triggered by the desire of most of Indonesia’s population, which is still oriented to become civil servants (PNS), which is considered more comfortable than being an entrepreneur [2].

The media is full of stories of successful young entrepreneurs making fortunes from risky and challenging business opportunities. Most successful entrepreneurs, however, are much more deliberate in their decision making. Many factors have been identified as helping to lead to economic success for entrepreneurs. Who influences the decision maker can exert a big influence on the success of a business venture. In a broad sense, the overall sociocultural context exerts a significant impact on the decision-making and risk-taking of entrepreneurs [3]. More specifically, if an entrepreneur runs the business with significant influence from family stakeholders, the business is run in a more risk-averse manner [4]. Conversely, the entrepreneur will run the business in a more risk-tolerant manner if there is significant influence from market-oriented stakeholders [4].

Parents’ perception of entrepreneurship is the same as trading, which is clearly different from the true meaning of the entrepreneur. Lack of parental knowledge about the true meaning of entrepreneurship makes employment an entrepreneur greatly avoided. Especially after seeing and hearing the bad experiences of their friends who fail in entrepreneurship makes them close themselves to things entrepreneurial. Efforts to protect their children, parents deliberately send their children to school on a path they deem much more needed in government or to become employees [5]. Actually, Successful entrepreneurs are also motivated by other personality characteristics such as need for achievement, need for cognition, and internal locus of control [6], leadership ability [7] and a connection to support networks [8].

With regard to the need for entrepreneurship skills and skills, according to [9], that entrepreneurship can be learned, and learning about entrepreneurship is important because with entrepreneurship can change the economic strength of a nation and able to unify the differences through organizational learning [2]. How is the best method to train young entrepreneurs to realize that Indonesia is made up of multiculturalism?

Good entrepreneurs are entrepreneurs who are able to read the needs of consumers, and able to find opportunities in many doors and opportunities. The ability to read opportunities, especially in the diversity of Indonesian society is needed. As we know that the Indonesian nation has a very diverse cultural group. From Sabang to Merauke the people have a diversity both character and character. The ability to read opportunities and market their products are the characteristics of a
The entrepreneurial spirit which is the life of his life in entrepreneurship is in a position that is the nature and character of someone who has the will to realize innovative ideas into the real world creatively [10]. Entrepreneurship is the spirit of a person expressed through creative and innovative attitude and behavior to perform an activity. Someone who is entrepreneurial spirit is a person who devotes himself and has the spirit of life to always produce and market new products. This entrepreneurial spirit is very appropriate for the bill in the atmosphere of business competition, because each business competition business people compete to outperform existing products. The presence of new products is a new alternative for consumers. Create more features that are in the new product with the presence of new products is a new alternative for consumers. The creative and innovative process is only done by people who have a creative and innovative personality, people with entrepreneurial spirit, attitudes and behaviors, with (1) self-confident characteristics, the indicators are full of confidence, optimism, commitment, discipline and to be responsible. (2) have initiative, the indicator is full of energy, deft in acting, and active. (3) have achievement motives, the indicators consist of orientation on outcomes and future insights; (4) have leadership spirit, the indicator is dare to be different, trustworthy and tough in acting, and (5) dare to take risk with full calculation (hence likes challenge). The creative and innovative process is only done by people who have a creative and innovative personality, people with entrepreneurial spirit, attitudes and behaviors, with (1) self-confident characteristics, the indicators are full of confidence, optimism, commitment, discipline and to be responsible. (2) have initiative, the indicator is full of energy, deft in acting, and active. (3) have achievement motives, the indicators consist of orientation on outcomes and future insights; (4) have leadership spirit, the indicator is dare to be different, trustworthy and tough in acting, and (5) dare to take risk with full calculation (hence likes challenge).
forward insight. They always ask their customers what items they need and try to find. This is called by looking at opportunities. Like JNE and TIKI express delivery services. A business includes domestic and overseas shipments with customers from all over the country.

The entrepreneurial spirit is incomplete if it does not have a leadership spirit. They dare to be different in order to demonstrate that they are trustworthy and tough in action, and the last is that they dare to take risks in a calculated and likes challenge. An example is Elidawati’s mother, Elzatta Founder of 24 Years Exist in Fashion Hijab Business. Now Elzatta has more than 60 stores; 40 partner stores and 23 official stores. Elzatta itself is more focused selling veils. Hijab that takes the material and is manufactured in Turkey has a bright color motif from a soft and glossy material. Although 70 percent produce hijab, but 30 percent still there is a collection of Muslim fashion. Products sold by Elzatta range from Rp 60 thousand to Rp 150 thousand.

IV. CONCLUSION

The entrepreneurial spirit is one of the innate characteristics of the parents or genetically and can also be trained on a person. For people who have had an entrepreneurial spirit since their childhood (innate), they do not have to bring up the entrepreneurial spirit intensively. In each activity they will show entrepreneurial activities. They tend to work hard, never give up, persevere in the face of trials, and most importantly they will show others that they are self-reliant. This is very contrary when compared with someone who tried to foster entrepreneurial spirit in him. Entrepreneurial spirit can indeed be cultivated to instill in a person. To grow the entrepreneurial spirit through multicultural approach can be done in various ways. Among the ways in which it is intended is by attending a seminar on entrepreneurship and getting to know the people around, often reading biographies of successful people from various quarters, tribes and groups, getting used to being in a place that is unfamiliar to him by way of wander to other areas,, and the most important is to get used to grow mutual care for each other.

REFERENCES