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Hasil Cek_Entrepreneurial_behavior

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Entrepreneurial Behavior In Entrepreneurial Pioneer In Ngalang Village

Surahma Asti Mulasari, Fatwa Tentama, Subardjo, Sulistyawati, Desta Rizki Kusuma, Tri Wahyuni Sukesi

Abstract: Gunungkidul Regency is one of the regencies in Yogyakarta with high unemployment. The high unemployment rate is caused by several things including low labor competitiveness, low levels of education and lack of employment. One of the efforts to reduce the number of unemployed is to create business opportunities, namely by creating entrepreneurs. Based on the results of the interview it was found that the Ngalang village community is a community that does not have a permanent job, has low knowledge and skills, cannot take advantage of the opportunities that are around and difficulties in terms of capital. One way to encourage the emergence of entrepreneurial behavior is to provide entrepreneurial training in the form of training in making food businesses, training in making briquettes and training in making garbage banks. The purpose of this study was to determine the description of entrepreneurial behavior in the Ngalang village community before and after participating in the training. This research uses a qualitative approach with a phenomenological method. The location of this research is in the village of Ngalang, District of Gedangsari, Gunung Kidul Regency. The subjects of this study were six people who were obtained using purposive sampling techniques. Data collection techniques used in this study were in-depth interview techniques, then respondents were also asked to fill in the measurement tools for entrepreneurial behavior. The results showed that the factors that support entrepreneurial behavior are opportunity, recognition, initiative, and risk management. The community is able to apply entrepreneurial behavior by applying the results of the training and can start selling the results of the training.

Index Terms: Desa Ngalang, Entrepreneurial Behavior, initiative, opportunity recognition, unemployment, risk management

1. INTRODUCTION

The number of labor force in Indonesia in 2019 increased by 136.18 million people, up 2.24 million people compared to February 2018. The data shows that Indonesia has 5.01 percent of the population of productive age who are unemployed [1]. Gunungkidul Regency is one of the districts in Yogyakarta with a high number of unemployed, in 2017 the number of unemployed reached 7,085 people and in 2018 increased to 9,249 people [2]. The high level of unemployment can be caused by various reasons, including low labor competitiveness [3], as well as low levels of education and lack of employment opportunities [4]. One effort to reduce the amount of unemployment is to create business opportunities by creating entrepreneurs [5]. Entrepreneurship is useful as a way to increase employment [6], entrepreneurship can also encourage increased economic growth [7], encourage sustainable community development [8] and support the development of a country [6]. Starting a business is not easy, it requires a variety of supporting factors that are external and internal individuals. Based on the results of the interview it was found that the Ngalang village community is a community that does not have a permanent job, has low knowledge and skills, cannot take advantage of the opportunities that are around and difficulties in terms of capital. These problems make Ngalang community choose to become farmers or remain unemployed. In fact, Ngalang village has a variety of resources that can be utilized such as abundance of agricultural products such as cassava, bananas, spinach, and the availability of agricultural and plantation waste in the form of wood and organic waste that can be utilized as economically valuable products.

Entrepreneurial behavior is behavior that describes the ability of individuals to operationalize the concepts of entrepreneurship in the form of opportunity recognition, initiative, and risk management [9], [10]. Kuratko, Ireland, Covin, and Hornsby [11] define entrepreneurial behavior as a set of behaviors exhibited by individuals who are managing an entrepreneur. Entrepreneurial behavior can also be defined as a series of activities developed by individuals who are entrepreneurial to use resources creatively and pursue opportunities to realize valuable creativity [12]. There are various factors that influence entrepreneurial behavior [12]. These factors include the availability of resources [13], the ability of entrepreneurs to recognize business opportunities [14], willingness to learn and positive attitudes towards entrepreneurship [15]. Starting a business needs to start with the existence of entrepreneurial motivation [16]. Motivation will encourage individuals to make efforts related to entrepreneurs who want to be initiated [17]. Individuals with high entrepreneurial motivation will have the drive to utilize existing resources and develop them into business opportunities. Therefore, to encourage the emergence of motivation which will then emerge into entrepreneurial behavior in Ngalang villagers, researchers provide entrepreneurial training in the form of food processing training, training in making bioarang briquettes and training in making waste banks. The three trainings were chosen with due regard to the abundance of raw materials available in the Ngalang village area. This study aims to determine the description of entrepreneurial behavior in the Ngalang village community before and after participating in training, namely food processing training, training in making bioarang briquettes and training in making waste banks.

2 METHOD

This study used qualitative research methods. Data collection using in-depth interviews with six respondents who were participants in entrepreneurship training. The sampling technique used in this study was purposive sampling. As additional data, respondents were also asked to fill in the scale of entrepreneurial behavior. The location of this research is in the village of Ngalang, District of Gedangsari, Gunung Kidul Regency. This research was conducted in July-November

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2019. Data collection techniques used were in-depth interview techniques. This study uses the interview method as the main data collection method and the measuring instrument as a complementary instrument. The data analysis technique uses explanation-building technique by collecting collected data and evaluating it together, so that a combination of information from different sources is obtained. Data analysis was performed by interview transcript analysis and formulating the results of interviews to obtain the desired information. After obtaining a description of the factors that influence entrepreneurial behavior, then from the same interview results regrouped to find a picture of entrepreneurial behavior in the Ngalang village community who participated in entrepreneurship training.

3 RESULT AND DISCUSSION

3.1. Subject 1 (T)

T is a 43 year old, housewife who used to work in a shoe factory in Jakarta. T now works daily foraging for his livestock, T also has a small shop in front of his house. The training followed by T was training in making brownies, cassava sticks and bika ambon cassava.

3.1.1 Opportunity Recognition

Based on the results of the interview, it was found that T had a desire to become an entrepreneur before attending entrepreneurship training. The following are the results of the interview before being given training:

A: Have you been an entrepreneur before?

B: Yes miss, now I have a small business to build a shop

A: What makes you interested to open a shop?

A: I am interested in business because I have a need, I can't depend on my husband, because I feel that I don't have any skills and my age is old. I'm also tired of working under pressure from people, so I want to try my own business

A: Why are you interested in opening a shop, mom?

B: Yes, because at first I was confused about what kind of business I wanted to start. I opened a shop business because shops here are still rare

A: Means there are other business intentions?

B: Yes, actually there is, I want to do food business, because if the food is sure to be eaten, and tomorrow I can buy it again, but I am confused about what food to make.

After attending the entrepreneurship training, T started to start a business independently by utilizing the available resources. The following interview excerpts:

A: What training did you get from yesterday's training?

B: The training yesterday made food from ingredients that are cheap and easily available in this area, namely from cassava, bananas and spinach. Products made from cassava sticks, cassava chips, banana chips, spinach chips, brownies and bika.

A: Does it mean that you are given food processing training?

B: Yes, we were taught to make food preparations, we were given tools as well, we were given capital to start a business

A: Does it mean that it works well, everything?

B: Alhamdulillah, yes, it can run smoothly, and what is routinely produced is cassava chips and cassava sticks

A: Why aren't the others?

B: Because if the brownies and bika, because it does not last long, so if there is no order we do not make, if the banana

chips, less attractive to children, because we are still targeted at the stalls, so the one who buys is children.

A: How do you plan for this business in the future?

B: Yes, good luck, because the products are delicious, the ingredients are cheap and there are around here, hopefully in the future if the neighbors have activities, please order us.

3.1.2 Initiative

T has the desire to develop his business, T applies various strategies he got from the training. T also tries to think of various strategies that might be carried out to develop the business that he is starting. Here are the results of the interview:

A: Do you still run the program from the training yesterday, mom?

B: Still, Alhamdulillah the results are pretty good

A: What is your plan to develop this business?

B: Our plan is to make various cassava sticks, so that we have lots of enthusiasts. We also plan for the holiday tomorrow, want to make it in a jar, for food on holiday. In the future also want to make food from other ingredients, for example from breadfruit. Instead of the residents here can only be boiled, right if processed the results can be more expensive to sell.

A: How do you feel about your business now?

B: I'm happy, because I really want to have a business, but I don't know what business I want, so with this training, people are taught how to process, are given capital and given equipment and machinery as well.

3.1.3 Risk Management

The risk faced by the subject T in starting a business to date is in marketing issues. Here are the results of the interview:

A: So far, what difficulties have you faced?

B: Yes ... the difficulty here is marketing, even though the product is good and cheap

A: What is your strategy for marketing problems?

B: I want to have a PIRT, miss, so that the cassava chips can be deposited at the mini market or gift shop so there are more sales, not just the people here who buy them

A: How confident are you that you can succeed in this business?

B: Yes, I'm sure, because it's delicious, and the ingredients are also a lot, cheap too, sis

A: For risk, how do you feel in starting this business

B: Alhamdulillah, so far there has been no risk

3.2. Subject 2 (D)

D is a housewife and village head mother who is 33 years old. The training followed by D was food processing training, namely making brownies, cassava sticks and cassava ambon bika.

3.2.1 Opportunity Recognition

Based on the results of the interview, it is known that D has a desire to become an entrepreneur before attending entrepreneurship training. However, D has not been able to start his own business. The following are the results of the interview before being given training:

A: Have you been an entrepreneur before?

B: No, I have never started any business

A: Have you ever thought about being an entrepreneur?

B: I wanted to try a business, but I was confused about what kind of business, but I was grateful to be given a way out

through this training. I also see the situation here, because of what I know is low economic level.

After attending entrepreneurship training, D started to start a business independently by utilizing available resources. The following interview excerpts:

A: What about mom after taking the training?

B: In the past, I didn't have the idea of wanting any business, because I felt I didn't have the ability, I didn't have the capital, I didn't have the tools. I plan to stay here for a while to make a small shop, but yes it does not have the capital, but thankful for this training, so there is a way out, so finally I run this food processing business

A: What training did you get from yesterday's training?

B: The training yesterday was making processed foods from ingredients that are cheap and easily available in this area, namely from cassava, bananas and spinach. Cassava is made cassava sticks, cassava chips, banana chips, spinach chips, brownies and bika.

A: Does it mean that you are given training on food processing, right?

B: Yes Ma'am, we were taught to make food preparations, we were given tools too, the same as capital to start a business

A: Does that mean everything is ok, mom?

B: Yes, thankful that it went well, the routine production of cassava chips and cassava sticks. As long as the spirit is undergoing and confident, this business will surely succeed.

3.2.2 Initiative

D has a desire to develop his business, D applies various strategies he got from training. D also tried to think of various strategies that might be done to develop the business that he was starting. The following are the results of the interview with subject D:

A: Do you still run the training from yesterday?

B: Still, thank God the results are tolerable

A: What is your plan to develop this business?

B: My plan is to have a PIRT, if I have a PIRT, I can sell it to the mini market and shop by the market, so not only in this area, the market can be wider.

A: What is your strategy to develop this business?

B: Capital and profits are not immediately distributed, can be made to develop, so that the results are more maximum, for example, buy more prints, so that more results, can also want to buy a steaming pot, because now using ordinary steaming pots, so the intention is to collect the money first

A: How do you deal with competition with other foods, mom?

B: Facing competition with other foods, firstly guarantee the quality of the food, miss, secondly, by adding flavor variants, children like variants of many flavors, I put spicy flavor, children when they have bought it, I want to buy it again, because I already you know the taste, the packaging is also made attractive, the plastic is good, to attract buyers.

A: What are your plans for the future:

B: I want to add from the ingredients that are easily obtained and from residents here, so it can also help the economy of the residents here, because instead of being consumed by these residents, it can be processed and at a higher selling price. I thought, if cassava is gone, you can replace yams, but if yams are gone, I think again, what is easy to get, cheap material prices, but people like it

A: How do you feel about your work now?

B: I am happy, because I really want to have a business, but I don't know what business I want, there is training, how to

process it, I am given capital and I am given a tool.

A: What are your hopes for this business?

B: I want to own a shop by myself, the product is processed by the people here, so all the residents here have additional income, sis.

3.2.3 Risk Management

The risk faced by subject D in starting a business to date is in the matter of materials. Here are the results of the interview:

A: So far, what difficulties have you faced?

B: Starting to trouble you materials

A: What is your strategy for the problems in the ingredients?

B: I think, if cassava is gone, you can replace yams, but if yams are gone I think again, what ingredients are easy to get, cheap material prices, but people like it

A: If there are difficulties in marketing problems, ma'am?

B: No, miss, the marketing problem is not only being sold to stalls, but I am online too, although through status, there are many of my friends in Jakarta, so there are many who ask and are interested. I don't know what the results will be, the young man here, too, after participating in marketing training on the website, hopes to help sales too, miss.

3.3. Subject 3 (S)

S is a 37 year old, housewife who develops entrepreneurship in the food sector. The training followed by S was training in making brownies, cassava sticks and bika ambon.

3.3.1 Opportunity Recognition

Based on the results of the interview, it was found that S already had the desire to become an entrepreneur before attending entrepreneurship training. However, S does not yet know what kind of business he wants to start. The following are the results of the interview before attending the training:

A: Have you been an entrepreneur before?

B: Not yet sir, never

A: Previously did you also have a group for entrepreneurship?

B: No sir, before, there wasn't

After attending entrepreneurship training, S started to start a business independently by utilizing available resources. Here are the results of the interview:

A: From yesterday's training, what kind of training did you get?

B: The training that was attended yesterday was training on processed dry and wet food, a waste bank for briquettes, and compost.

A: Didn't you think of this processed food?

B: You can make it after we have been trained, and don't even think about making the food, cassava used to be only made into getuk, lemet, and chips

A: For food preparations, ma'am, are the residents here enthusiastic after the training?

B: Residents here are enthusiastic about this activity, after training, with existing tools, first try to make a mujahadah event, make bika and cassava chips. After that there was an opening ceremony at Juru Gede, for brownies, bika and sti, all of which were made from cassava.

3.3.2 Initiative

S has a desire to develop his business, S applies a variety of strategies he got from training. S also tried to think of various strategies that might be done to develop the business that he was starting. The following are the results of the interview with subject S:

A: How do you develop this food processing business?

B: I want to have a PIRT, so I can keep it at the convenience store and souvenir shop. If there is no PIRT, it can only be deposited in small shops and markets.

A: Are you sure that this business is occupied?

B: Yes, sure, thank God

A: Are you sure the formula is for the recipe?

B: Already sir, the first try immediately tastes good, the formula is good, which determines the delicious taste in the flour

A: what are your hopes for the future?

B: I just want to have PIRT, so I can enter the mini market, sticks are made in various flavors, make chips from cassava and bananas, can be entrusted to the mini market and souvenir shops.

A: What other innovations did you make?

B: Want to make variations of sticks using other ingredients, using dragon fruit and carrots, not only cassava. Yesterday, we also got packaging training, so the packaging itself is no less the same as factory-made, even though this is a home industry.

A: For sales, do you think that you want to sell online or not?

B: No, I haven't thought about that

3.3.3 Risk Management

The risks faced by subject S in starting a business can still be faced today. The following quote from the interview:

A: What risks do you face?

B: If it's processed wet food, sir, the problem is that it is stale

A: how do you cope?

B: Yes, right now, for him if there is an order, the problem is that the price is quite expensive too, so if here is less interested, that's why I want to have a PIRT, Sir.

3.4. Subject 4 (N)

N is a 40 year old village chief who has a chicken livestock business background. The training followed by N was training in making food preparations, waste banks made in briquettes, and compost fertilizer.

3.4.1 Opportunity Recognition

Based on the results of the interviews it was found that N already had an entrepreneur before attending entrepreneurship training. N was able to start his own business in terms of chicken livestock. The following interview excerpts before training:

A: Have you ever been an entrepreneur before?

B: Never related to food preparations, bioarang briquettes and waste banks. Previously, these activities such as the food processing group and the garbage bank were still pioneered, these activities were still limited to our ability, we sold these rubbish and collected it to collectors, even though the garbage could actually be utilized again.

After attending entrepreneurship training, N and his group members began to pioneer their businesses independently by utilizing available resources. Here are the results of the interview:

A: From yesterday's training, what did you get?

B: Yesterday we were taught how to make compost with abundant and abundant raw materials in the form of leaves, later made a place, stockpiled and given medicine. After it is finished, it will be packaged or used for our own sake, if we sell it later, it has to do with composting. Furthermore, for briquette training, we know that briquettes are coal, know

briquettes from this new charcoal, for many raw materials in this village, with this training there is an open mind to utilize existing raw materials.

A: For food processing, sir?

B: The connection is with food preparations, almost the same as the garbage bank, before that if the group only had a stub. In the past there had been training from the industry office, but it could not be maximized, because the program was not yet specific, the reason being that the two hamlets were made one so that it was less than optimal, so our obstacle was at a distance. This training and assistance is carried out per village so that the results can be maximized.

A: How confident are you with the entrepreneur?

B: Before there was PPDM UAD, I actually have a picture of the community here being able to do entrepreneurship, with the existing natural conditions, we can look for and develop them, but with the limitations that we have, then only we can only discourse. With this training, it can already be implemented, and how I as the coordinator of this activity. So I am very sure, Sir.

3.4.2 Initiative

N has a desire to develop his business, N applies various strategies he gets from training. N also tried to think of various strategies that might be done to develop the business that he was starting. The following are the results of the interview with subject N:

A: What are the strategies used to develop this business?

B: For those who make briquettes, my friends ask to innovate to use corn flour mill for briquettes, so that the results are maximum and smoother, then print using the tools provided, in addition to smoother results, results are also faster

A: What is the strategy for food processing?

B: As for processed food products, there are a lot of products, and we adjust the ingredients, if such is not the cassava season, we innovate using other ingredients, at a low price, sir. For now, we prefer cassava because more flavors can be made. Cassava can also be made of various kinds of food such as chips, sticks, and crackers.

3.4.3 Risk Management

The risks faced by subject R in starting a business can still be faced. The following quote from the interview:

A: According to you, what obstacles are you facing right now?

B: With the tools provided, we have already maximized printing but there are some obstacles there. In my opinion, personally, yesterday there was a collision, in my opinion, I have tried to pound it and sifted it, yesterday I tried to collect 40 kg of raw material. Yesterday I weighed 15 kg, then milled it using corn grinder, the result was good, almost the same as that of ground and even finer. That's why my friend asked me to innovate to use corn flour mill for briquettes, so that the results are maximum and smoother. After using the flour, it wipes it using the tools given by UAD.

A: What do you think about marketing the products?

B: Back again to the garbage bank, the prospect is quite big, but how to sell it, I have not thought. So for marketing matters have not been thought of, the important thing is the product can be in accordance with the output on the market. So we think of good products according to criteria, because the ingredients are also good, the tools are there, after that only think of marketing. Because if the product isn't good, it will lose out with marketing.

3.5. Subject 5 (R)

R is a 41 year old housewife who develops entrepreneurship in the food sector. The training followed by R was training in making brownies, cassava sticks and bika ambon.

3.5.1 Opportunity Recognition

Based on the results of the interview, it is known that R already has the desire to become an entrepreneur before attending entrepreneurship training. However, R has not been able to start his own business. The following are the results of the interview before the training:

A: Have you been an entrepreneur before?

B: Previously tried.

A: How about the business that you started?

B: not yet, there is a desire but not yet.

A: what are the obstacles, ma'am?

B: There is no capital and tools, and afraid here the neighbors must be cheap and the difference is that the one in Jogja will sell well, here it must be cheap and tasty.

After attending entrepreneurship training, R started to start a business independently by utilizing the available resources.

The following interview excerpts:

A: What training did you get from yesterday's training?

B: The training yesterday made food from the restaurants, but if it is for that kind of stuff, it's still too difficult, if we get this one the ingredients are easy, affordable.

A: Why do you make brownies, cassava sticks?

B: Because you like it, the ingredients are easy to get

A: why did you choose the food sector?

B: Because from the beginning I was happy, happy with food. Happy because here cassava is only made cassava, if we made processed food, so happy, proud

A: how do you plan for this business in the future?

B: yes, good luck, same thing if the neighbors have events, hopefully they can help (by buying a product)

A: Can you order?

B: Yes, you can order

3.5.2 Initiative

R has a desire to develop his business, R implemented various strategies he got from training. R also tried to think of various strategies that might be done to develop the business that he was starting. The following are the results of the interview with subject R:

A: Do you still use the results of the entrepreneurship training that you follow?

B: still, thank God

A: What are you usually used for?

B: yesterday we took part in food processing training, we made food to be sold to stalls

A: How do you feel about your entrepreneurship now?

B: happy, proud, because we have the initiative, we can process various foods

A: what will you do next mom?

B: Yes, we can make food that doesn't have to be made from cassava, we can make fruit

A: Why to sit, mom?

B: So that our tastes can appear

3.5.3 Risk Management

The risks faced by subject R in starting a business can still be faced today. Here are the results of the interview:

A: Are you having marketing difficulties?

B: Yes ... it's not there yet, it's still new

A: How confident are you that you can succeed in this business?

B: Yes, little by little we have to be able to go through.

A: For risk, how do you feel in starting this business

B: Grateful, there hasn't been any

3.6. Subject 6 (T)

T is a 17 year old woman, her last education is middle school and makes T difficult to get a job. T followed the briquette making training program.

3.6.1 Opportunity Recognition

T found briquette making business opportunities after participating in entrepreneurship training. Before attending the training T already had the desire to start a business but still did not have the courage to start starting the business. The following are the results of the interview before being given training:

A: Before joining this training were you confident enough to start a business?

B: Not yet and only wishes.

A: Previously, did you have knowledge about making briquettes?

B: Not yet, know the briquettes after this training

A: What are briquettes usually used for?

B: For fuel, if there is smoke, there is no charcoal, it can last longer

A: what raw material?

B: charcoal, lumps of wood that have become charcoal. The wood can be obtained from around this area and the charcoal can be obtained from the remains of arson in the house of our group members.

3.6.2 Initiative

Initiatives for entrepreneurship are still at a low level, because T experiences obstacles in product marketing. These obstacles make T lack of initiative for product development. In general, T requires a higher initiative to be able to do product promotion and marketing. Here are the results of the interview:

B: ... do not know tomorrow the results will be like, so there is no desire to continue.

A: what makes them not sure?

B: Because the marketing is difficult, maybe you think about what to make but it doesn't sell well

A: how far is the marketing?

B: not in accordance with his wishes

A: What are the obstacles?

B: There are no interested people in the surrounding area

A: From the group itself there is an effort so that anyone is interested in this briquette?

B: Just wait

A: What do you use?

B: Directly

A: Do you have an effort to advertise?

B: Not yet, if you use new media to the local community. If you sell it to Jogja, maybe someone wants it

A: What are the future plans?

B: More to the business again promising to them (consumers) that using this is easier

A: Have you thought about what innovations you will make next?

B: not yet

3.6.3 Risk Management

T does not have the ability in risk management that may arise from the entrepreneur he is starting. T has a fear that he will not be able to face various risks from the business he started. The following excerpts from the interview with the subject before training.

A: Before joining this training were you confident enough to start a business?

B: It's really there, but when I think about the problem in the marketing, later if it's already been made but there is no demand right dear

A: Previously I had thought about what business you would like to do

B: Food, it is easier to process, but if there is no demand, there will be losses

A: If it's from you alone, why haven't you started?

B: First the capital, second what is it that the house is not ready, they do not want to follow, if you can not do it yourself

A: When entrepreneurship is about what challenges you face

B: From other businesses that are more advanced, competition

A: Have you thought about facing competition

B: Not yet

After training

A: Usually when do you make briquettes?

B: can be every day if there is a message

A: How about you, your spirit, in making briquettes?

B: Yes, if there is a result of enthusiasm, but there is no result yet so there is still doubt. Until now there has not been any progress in the development of the business.

The results of interviews with 6 subjects showed that there are several abilities that support the subject to start a business. These capabilities include the ability to identify opportunities (opportunity recognition), have the initiative to take action, as well as the ability to identify and weigh risks that may arise.

3.7. Opportunity Recognition

Most people are able to read the business opportunities that exist in their respective regions, but this is hindered by knowledge and skills, ideas, capital, and tools. For example, by collecting garbage to be collected into a garbage bank, after that the waste is separated according to the material, and then the garbage is sold without being processed first. Even though the selling value of processed waste is certainly higher. After the training was held, the opportunity became even more clear, because training had been given in making a good product, food preparations, compost making, and making briquettes. The subject also said that in the training also provided tools that support production activities, as well as capital. The subject also explained that apart from what was provided in the training material, in fact there were still many other materials available in their area, which could be made as business opportunities. Entrepreneurial opportunity is the ability to adjust between market needs and the resources that may be owned. Good entrepreneurs have the ability to identify and choose the right opportunity. Shane and Venkataraman [18] define business opportunities as opportunities owned by someone to achieve goals by doing business that utilizes various resources that are owned. Next Eckhardt and Shane [19] define opportunity as a situation where new goods, services, raw materials, markets and organizing methods can

be introduced through the formation of new ways to achieve goals. This is in accordance with the research of Yitshaki and Kropp [20] who said that motivation and opportunity recognition can influence entrepreneurship. The results of other studies indicate that the opportunity to create an innovative new idea for business people [21].

3.8. Initiative

Most subjects have the initiative to develop the entrepreneurship that is being pioneered. Examples of initiatives for business development that want to be done are adding flavor flavors from cassava stick products, changing the way of packaging, adding types of products by utilizing resources that are easily available, making their own shops, promoting products through social media, and following product certification so that marketing is wider. Initiative in entrepreneurship is the desire to act based on the opportunities that have been found. This is necessary to act on the opportunities identified. Research has shown the importance of personal initiative and proactive behavior for entrepreneurial success [22], [10]. Initiative is the link between individual potential and entrepreneurship that he pioneered [23] so that the potential of individual ideas to make a breakthrough in his entrepreneurship can be realized. The results of this study are consistent with previous research which found that individual initiative initiatives are capable of transforming the knowledge and entrepreneurship that they have to be actualized in entrepreneurial behavior [24]. Solesvik results [25] showed that individual initiative became a mediator of self-efficacy in entrepreneurial intentions. For entrepreneurs in India Initiative it is easier to start a business and develop new ideas so as to facilitate the creation of various jobs [25]. Initiatives can be used to develop networks in developing entrepreneurs in dynamic environments [26].

3.9. Risk Management

Risk taking is related to the various obstacles that may arise in the pioneering process of entrepreneurship. Obstacles experienced by the subject include the limitations of raw materials, the type of product produced is not durable, the high selling price of the product, the difficulty of marketing the product, and the existence of various limitations in marketing capabilities. However, with these limitations, the subjects continue to strive to develop the business that is being pioneered with readiness to deal with various risks that might arise. The results of the interview found that there was a risk taken by the community as an entrepreneur pioneer, but in general the various risks found could still be controlled and did not provide significant disruption to the business initiated by the subject. It is generally known that willingness to take risks on subjects is more developed after they have attended entrepreneurship training. Risk management is the ability of individuals to identify the risks of entrepreneurship carried out and there is courage to tolerate risks that may arise. Risk management refers to behavior that is tolerant of several risks, but in a calculated way [22], [10]. Risk management has not been done much at the beginning of a business pioneering because new business pioneers tend to do things that have low risk [27]. The results of this study are relevant to previous studies which state that participation in entrepreneurship training can effectively increase tolerance for entrepreneurial risk taking [28]. The willingness to take risks in entrepreneurship is associated with an increase in

entrepreneurship intensity [29]. The results of Kozubíková, Belás, Bilan, and Bartoš [30] research show that the high self-confidence of individuals or business groups enables them to overcome the possible risks that arise, so that businesses that are initiated can continue to grow.

4 CONCLUSION

Based on the results of the study, it is known that there are three main factors that influence entrepreneurial pioneering entrepreneurial behavior in the village of Ngalang. These factors are, first, Opportunity Recognition, namely the ability to see business opportunities by utilizing existing resources. Second, the initiative is the desire to move to realize the entrepreneurial ideas they have. Third, risk management is the ability of individuals to consider the risks that might occur and dare to take risks in entrepreneurship based on careful estimates.

ACKNOWLEDGMENT

Acknowledgments the authors convey to the Ministry of Research, Technology and Higher Education which has provided funding to carry out the programs in this study so that it can be carried out smoothly.

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