

## ENTREPRENEURSHIP INTEREST BY SOLELY MICRO, SMALL AND MEDIUM ENTERPRISES DURING COVID-19 OUTBREAK

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### ABSTRACT

*The purpose of this article is to discuss in more detail both internal and external factors causing entrepreneurship interest as a solely or a small group enterprise. The purpose is also to find out 1). The Interest of the students in Sekolah Tinggi Ilmu Ekonomi Sampit ( The Institute of Economic Sciences ) Sampit in becoming Entrepreneurs 2). What are the factors that causes the students ' interests in becoming Entrepreneurs ?. Methodology of this research is descriptive qualitative. The qualitative approach is used to examine interests in becoming Entrepreneurships as well as the factors. Data collection for this research is through study literatures, field observation, questionnaires and deep interviews. The finding of this research shows low interest of being entrepreneurship as the effect of covid 19 outbreak. The external factors that cause low interest of being a solely entrepreneur is shown through the procentage , it is less than 18% . While average procentage of the internal factors is at 9%- 18%. The original value of this article is that to increase interest of being solely micro, small and medium enterprises should be supported with the change of learning system in which 60% practices rathen than theory in this Covid-19 pandemic. The implementation of theory in the real situation as an entrepreneurs.*

**Keywords :** *SME's, Entrepreneurship, Interest*

### PRELIMINARY

The main problem of college or universities' graduates are to get jobs or to create new jobs or open entrepreneurship either on a small, medium or even upper scale. The phenomenon occurs is that college graduates are fixated on the paradigm of being a Job Seeker, not a Job Creator or Job Creator. Quoting Rostanti (2021), it is explained that until 2020, the unemployment rate in East Kotawaringin is still dominated by unemployment from upper secondary education, namely SMA or SMK and tertiary institutions, namely diploma or undergraduate. It is strongly suspected that unemployment in this category is the labor force from the upper middle class economy who tends to wait for a suitable job, compared to the desire to be entrepreneurial.

This research looks at the existing phenomenon where students at STIE Sampit have not been able to decide what they are going to be expected either as entrepreneurs or business developers or business consultant as per STIE Sampit' s curriculum. An entrepreneurial curricula contain information on how students can identify and shape opportunities, assess business concepts, develop operational plans, fund and launch ventures, grow new enterprises and case studies which should be

discussed in the classroom to provide students with another venue for examining entrepreneurial strategies and learning about the successes and failures of new ventures (Love Moses and Mosunmola 2014). Without interest of being entrepreneur, the ability to run the business will not survive.

It is also known that entrepreneurial knowledge and independence have a positive effect on interest in entrepreneurship, either partially or simultaneously. Based on the description above, the researcher feels the need to conduct further research with the aim of knowing the student's entrepreneurship interest (as prospective entrepreneurs). This is the background of researchers to conduct research on Entrepreneurial Interest of Study Program Students. By knowing students' interest in entrepreneurship or other graduation achievements, it will be able to help students become entrepreneurs who are reliable and able to compete. It cannot be denied that covid-19 pandemic will influence interest of students to run small micro or medium enterprises.

## **REVIEW OF LITERATURE**

### **Definition of Interest**

Agus Sujanto (2013:92) in Achru P (2019) defines interest as "an unintentional concentration of attention that is born with a will and which depends on talent and environment. Interest is also defined as a high heart tendency towards something passion, desire, while "interest" is defined as having (putting) a high heart tendency towards something passion and desire (Depdiknas 2013: 656 in Achru P (2019)).

According to Slameto (2010: 180) in Nurlaeli (2014) interest is a sense of preference and a sense of interest in a thing or activity, without anyone telling. According to Agus Sujanto (2004: 92) in Nurlaeli (2014) interest is a concentration of attention that is accidentally born with full will and depends on talent and environment. Wahyu and Salam (2020) in Mu'arif and Afridayani (2021) interest in an object, activity, situation or to other people, between one individual and another individual can vary, depending on how much interest in an object, activity , the situation or the other person.

### **Definition of Entrepreneurship**

The term entrepreneurship is the equivalent of entrepreneurship in English. The word entrepreneurship itself actually comes from the French language, namely 'enterprende' which means adventurer, creator and manager (Bayu and Suryana 2011: 24). Drucker (1994:28) in Bayu and Suryana (2011:28) states that entrepreneurship refers more to the nature, character, and characteristics inherent in someone who has a strong will to realize innovative ideas into the real business world and can develop them. firmly. Bayu and Suryana (2011:26) add that an entrepreneur is someone who has the creativity of a new business by daring to take risks and uncertainties that aim to achieve profit and business growth based on identifying opportunities and being able to utilize resources and capitalize on these opportunities.

Wirausaha merupakan komponen penting dalam perekonomian suatu negara. Menurut Buchari Alma (2013: 24) wirausaha adalah orang yang mendobrak sistem ekonomi yang ada dengan memperkenalkan barang atau jasa baru, dengan menciptakan bentuk organisasi baru atau mengolah bahan baku baru.

### **Interest in Entrepreneurship**

After knowing the notion of interest and entrepreneurship, it can be concluded that interest in entrepreneurship is a feeling of liking and being interested in business activities that require courage to take risks to gain profits. Interest in entrepreneurship arises because of the urge to prove directly what is obtained from knowledge and information. In addition, interest in entrepreneurship is also based on feelings of pleasure and desire to be involved in business activities. Entrepreneurship is carried out by running one's own business or taking advantage of existing business opportunities to create new businesses with innovative approaches. Entrepreneurship is synonymous with “bearing risk,” “innovation,” or even founding a company. Each of these terms focuses upon some aspect of some entrepreneurs. (Stevenson 2016)

Entrepreneurial interest is a psychological symptom to focus attention and do something about the entrepreneur with a feeling of pleasure because it brings benefits to him. Santoso (1939) asserts that interest in entrepreneurship is the desire, interest and willingness to work hard or be strong-willed to be independent or try to fulfill his life needs without feeling afraid of the risks that will occur, and always learn from the failures experienced.

Suharti and Sirini (2011) in Ardiyani (2016) fostering an entrepreneurial spirit in students is believed to be an alternative to reduce the unemployment rate, because scholars are expected to become educated young entrepreneurs who are able to start their own business. Lestari and Wijaya (2011) in Ardiyani (2016) in their research suggest that all universities in Indonesia have included entrepreneurship courses in the curriculum as one of the main courses that must be taken by all students.

### **Factors Affecting Interest in Entrepreneurship**

According to Fatrika, et. al. (2009) in Rahmadi (2016) interest in entrepreneurship is not brought from birth but develops according to the factors that influence it. Factors that influence interest in entrepreneurship include characteristics (gender and age), environment (family environment, educational environment, community environment), personality (dare to take risks, need for achievement and independence, self-evaluation and more self-confidence) and entrepreneurial motives (work and channeling creative ideas)

Researchers in this study include external factors and internal factors in the following things:

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Researchers in this study include external factors and internal factors in the following things:

1. Motivation (Strong desire). Motivation is one of the factors that influence a person's interest because of the impulse that arises in a person to do something in achieving goals.
2. Persuading Skill
3. Cognitive Skills

Thus interest can be grown by connecting a person with his needs so that the desire to fulfill them arises. One of the factors driving the growth of entrepreneurship in a country lies in the role of

universities through the provision of entrepreneurship education according to Suharti & Sirine, 2011: 125 in Kadarsih (2013)

## RESEARCH METHODOLOGY

This research method uses descriptive qualitative method. The total respondents in this study were 27 students of the Entrepreneurship Study Program with the following details: Class of 2019 a total of 15 students and class of 2010 a total of 12 people. Data collection techniques using questionnaires, literature studies and field observations. The form of this research is descriptive qualitative research. According to Denzin and Lincoln in Lexy J Moleoing (2015: 5) descriptive qualitative research is research that uses a scientific background with the intention of interpreting phenomena that occur and is carried out by involving various existing methods.

### A. Data Collection Techniques

#### 1. Literature Study Method

It is data collection which is done by reading literature books, journals, internet, magazines, and previous research related to the research being conducted in the field study which consists of questionnaires and interviews.

#### 2. Interview

The interview is a data collection method based on verbal reports where in the interview there is a direct relationship between the author and the respondent. Interviews were conducted in order to collect data through direct dialogue with informants, namely students.

#### 3. Questionnaire Method

In this study data collection using a questionnaire or also known as a questionnaire. Questionnaire is a data collection technique that is done by giving a set of written questions to respondents to fill out. In this questionnaire itself is divided into several pages that represent the existing variables. The questions attached to this questionnaire will represent each variable indicator that has been determined.

### A. Research Instruments

#### 1. Questionnaire

The research instrument used is a questionnaire. The questionnaire compiled is a closed questionnaire, which is a questionnaire that has provided alternative answers so that the respondents just have to choose.

Measurement of the variables themselves will be carried out using a Likert scale using the . method

Number 1 indicates that the respondent does not support the question given. While the number 5 shows that the respondents support the the question given.

For scoring in order of interest, will use the formula:

Value 1 weight 5	Excellent ( SS ) Good (S) Fair (N) Poor (TS) Worse (STS)
Value 2 weights 4	
Value 3 weights 3	
Value 4 weights 2	
Value 5 weights 1	

## 1. Questionnaire

The indicators of interest in entrepreneurship in the questionnaire are divided as follows:

1. Indicators for Risk -Taker
2. Motivation Indicator
3. Leadership Indicators
4. Indicator of marketing ability kemampuan
5. Indicators of cognitive ability

## DATA ANALYSIS

After the questionnaire about students' interest in entrepreneurship was collected completely. The next stage is to analyze data about students' interest in learning to become entrepreneurs or business developers. The next stage is the writer analyzes data about student interest by using a scoring form.

For Yes and No Questions

The alternative item scores are as follows :

Number	Alternative Answers	Value	
		Positive	Negative
1	Yes	5	4
2	No	4	5

To find out the student's interest in entrepreneurship, it can be done in the following ways:

1. Add up all scores for each respondent
2. Obtaining data from the questionnaire is presented with the following formula

$$P = \frac{F}{N} \times 100\%$$

Where

P means Percentage Number

F means Frequency (Number of respondents' answers) N means Number of Case (number of individuals).

The steps of qualitative data analysis in this study are:

1. data collection, data reduction, data display, and conclusion drawing/verification. 1. Data reduction is a process of selecting, focusing on simplification, abstracting and transforming rough data that emerges from written records in the field, this process takes place continuously. Data reduction includes; summarizing data, data coding , searching for themes, creating clusters.
2. Data presentation is an activity when a set of information is compiled, thus giving the possibility of drawing conclusions and taking action. The form of presentation of qualitative data can be in the form of narrative text, as well as matrices, graphs, networks and charts.
3. Efforts to draw conclusions or verification are carried out by researchers continuously while in the field. From the beginning of data collection, start looking for the meaning of things, noting regularity of patterns (in theory notes), explanations, possible configurations, causal pathways, and proposals (Prof.Dr.Dede Rosyada, MA . Prof.Dr.Husni Rahim, MA/ Suparto 2013)

The process of data analysis when described in a study qualitative, then through several stages, namely:

1. Pre-Field Analysis.
- 2 Analysis During and After in the Field (Saleh 2017)

## RESULT AND DISCUSSION

### Graduatee Achievement

**Table 1 Achievement Profession**

No.	Graduate Achievements	Prosentase (%)
1.	Enterpreneur	72,73
2.	Private Employee	18,2
3.	Civil Servant	9,1

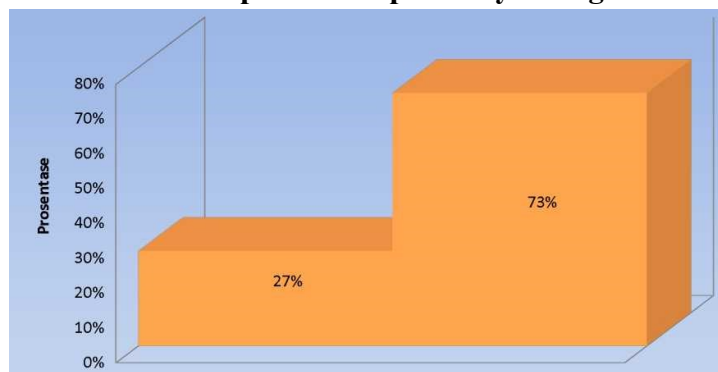
From the table above, it can be concluded that 72.73% of students in the Entrepreneurship Study Program have an interest in the field of entrepreneurship. Why then from the interest to become an entrepreneur or build your own business which is shown by 72.73% to weaken during the pandemic. Weakened with a lot of student businesses that eventually did not develop and even closed. This interest cannot be realized optimally and students still do not have a clear picture of what they want to achieve after completing their education in the entrepreneurship study program. This is influenced by several factors, both external and internal factors.

#### A. External Factors

##### Family Factor for Entrepreneurship 's Interest

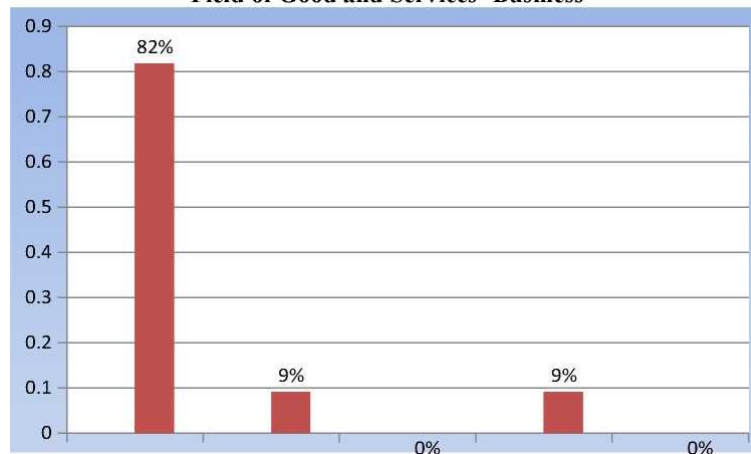
One of the determinants of the entrepreneurial spirit is coming from a family born as an entrepreneur or in this case inheriting a business that has been and has been self-taught from the family.

**Table 2 Entrepreneurship Family Background**



According to Brockhause, Hisrich & Brush, in Lindquist et al, 2012 in Someone who comes from a family with a business background or already has his own business, that person will observe the entrepreneurial process of his/her father and mother. This will make the person more interested in work that has a high degree of flexibility and independence (Brockhause, Hisrich & Brush, in Lindquist et al, 2012. So Gray then adds (in Laspita, et al, 2012) that people who have strong family support will be ready to face the skills and resources needed in entrepreneurship. They will be more stable if they pursue a career as an entrepreneur

**Tabel 3**  
**Field of Good and Services' Business**



Students' interest in the business of goods is more to market goods in the form of dry food. 82% of the responses chose entrepreneurship in the culinary or food sector. The tendency is only to focus on trading dry food which causes a decrease in the behavior of interest in entrepreneurship. This is because at the time of the covid pandemic, the understanding of product creativity was not sufficient.

**Table 4 Students' Interest in the Field of Good and Services Business**

Respondents Ojek	Service Beauty /salon Services	Photographer	Video Editing	Course Typing Computer Course	& Motorbike Wash	Website Event Organizer			
Total	44	46	44	37	29	29	28	22	21

The highest student interest is in the field of salon services, namely the total score is 46 whether it is in the form of salon services or hair cutting services. Both motorcycle taxi and photographer services are 44. The total score for interest in video editing is 37. Student interest is actually higher in the beauty salon sector, even though during the covid pandemic the government implemented Large-Scale Social Restrictions (PSBB). In addition, with the existence of Social Distancing and Physical Distancing, automatically business activities or services that are usually provided by beauty services or barbershops will experience a decrease in demand from the community.

The service business sector that involves digital marketing capabilities is very influential during the covid pandemic. According to Purwana 2017 in Hardilawati said that Digital Marketing is a promotional activity and market search through digital media online by utilizing social networks.

A. Internal Factors

1. Risk Taker Factor

Students do not dare to take risks in starting a business and are afraid of failure. This can be because 99% of students do not come from families of entrepreneurs or families who

already have businesses so that the entrepreneurial work culture has not existed since an early age.

**Table 5**

No	INDIKATOR FAKTOR RISK TAKER	N	S	SS
1	Willing to do different ways of developing my business	9%	82%	9%
2	Willing to create new innovations in increasing production	9%	36%	55%
3	Willing to try new business	18%	55%	0%
4	Being afraid of failure	27%	36%	0%
5	Enjoying making business forecasts	18%	55%	27%
6	Ability to develop new ideas in entrepreneurship	45%	55%	0%

**Internal Factor - Risk Taker**

The conclusion is that in general, respondents do not have a risk-taker spirit as a prospective entrepreneur or business developer. From the table above, it can be seen that the ability of Entrepreneurship Study Program students to take risks as an entrepreneur is very low. The risk taker is below the 50% line. Meng & Liang (1996) in Hutagalung & Situmorang (2008:2) define entrepreneurship as (a). An Innovator (b). A risk taker or a risk-taker (c) People who have a mission and vision (d) Outcomes of childhood experiences (e) People who have high achievement needs (f). People who have an internal locus of control Allah, M.A & Nakhaie, H (2011) relate the meaning of entrepreneurship with the courage to take risks as follows:

Entrepreneurship is a process in which the entrepreneur establishes new jobs and firms, new creative and growing organization associated with risk-taking by new and creative ideas and entrepreneurial identification of the new opportunities and resources mobilization. It results in introducing a new product or service to society. It results in introducing a new product or service to society . In Britain encyclopedia entrepreneur means person who organizes and manages a job or economic association and receives it risks.

It is defined as entrepreneurship is the process by which entrepreneurs build new jobs and companies, creative and developing new organizations associated with risk taking by new and creative ideas and entrepreneurial identification of new opportunities and mobilization of resources. This results in the introduction of a new product or service to the public. In the UK the Encyclopedia of entrepreneurship means people who organize and manage work or economic associations and accept risks (Allah, M.A & Nakhaie, H. 2011)

**1. Motivation Factors**

The low motivation of students to create new things in entrepreneurship or it can be said that the need for achievement is still below 60%. Meng & Liang (1996) in Hutagalung and Situmorang (2018:2) define entrepreneurship as a person who has a high need for achievement. Furthermore, Hutagalung and Situmorang (2018:4) explain that entrepreneurship is oriented to work results. AQ (adversity quotient) is needed, namely the level of resistance to the obstacles encountered in achieving success, namely quitters, champs and climbers. Quitter types are those who immediately give up or do not want to



take advantage of opportunities. Champer types are those who are quickly satisfied with what they have achieved. The climber type is the type of person who continues to climb the ladder of success until he reaches the highest peak despite encountering obstacles and obstacles

**Table 6 Motivation Factors**

No	FACTORS OF MOTIVATION	Prosentase				
		ST	TS	N	S	SS
1	Willing hard to achieve the work target			45%	55%	
2	Having a high work ethic			55%	36%	9%
3	Working overtime for achieve the target and college grades			27%	27%	45 %
4	Loving to plan work targets or college that must be achieved.			27%	36%	36 %
5	Having high curiosity			18%	45%	36 %
6	Feeling inadequate about my plans and works		36%	45%	18%	
7	Having a strong will to run business			0%	36%	64 %

The conclusion of the table above, the highest score of 64% shows that student motivation in entrepreneurship is still very low.

**Table 7 Leadership Factors**

No	LEADERSHIP INDICATORS	STS	TS	N	S	SS
1	Being attract attention of people around		25%	60%	15%	
2	Ability to show my strength in front of others	15%	45%	30%	10%	
3	Ability to carry out presentation	10%	25%	45%	15%	5%
4	Having ability to initiate business activities		17%	75%		8%
5	Ability to perform skills and ability in front of the public		55%	9%	36%	
6	Ability to persue people for a benefit of the product		27%	27%	27%	18%
7	Feeling less ability to market a product		18%	64%	9%	9%
8	Feeling less confident		50%	25%	15%	10%
9	Loving to be responsible for business ' community		82%	9%		9%
10	Having charismatic personality		9%	55%	36%	
11	Having knowledge as a good and successful leader			73%	9%	18%
12	Having communicative skills	18%	27%		55%	
13	Brave enough to take business responsibility	9%		64%	18%	9%
14	Willing to be a successful leadership			27%	64%	9%

The indicator to be able to become a leader is shown by 64%. Which means it is still below the expected value. According to Miner (1996) in Hutagalung and Situmorang, there are four

entrepreneurial personalities, namely personal achiever, supersalesperson, real manager and expert idea generation. A leader is one or more people who selects, equips, trains, and influences one or more follower (s) who have diverse gifts, abilities, and skills and focuses the follower (s) to the organization’s mission and objectives causing the follower (s) to willingly and enthusiastically expend spiritual, emotional, physical energy in a concerted coordinated effort to achieve the organizational mission and objectives.

Sydney Finkelstein in Gill (2011) describes 4 keys to leadership in entrepreneurship

1. “positive Capabilities - is the ability to transform ideas, ideas, the ability to inspire, persuade, decide, market and solve
2. “Negative Capabilities - is the ability to adapt to difficult situations in the context of waiting, listening, testing, absorbing, feeling and arguing
3. “Conceptual Capabilities - is the ability to master systems, processes, take risks, analyze, audit, assess, and plan
4. “Relational Capabilities' - the ability to establish working relationships with others, have self-confidence, communicate skills, empathize, build solidarity and demonstrate abilities.

d. Faktor Marketing Skill ( Kemampuan Memasarkan )

**Table 8 Marketing Factors**

No.	MARKETING INDICATORS	STS	TS	N	S	SS
1	I am good at influencing other people to do things		9%	73%	18%	
2	I am a good salesman		27%	45%	18%	9%
3	I can promote an idea or product well		36%	45%	18%	
4	I am known to be able to influence the policies of figures or leaders		9%	82%	9%	
5	I tend to be shy in public	18%	55%	18%	9%	
6	I think that other people will not follow my advice	18%	18%	64%		
7	I can influence even persuit someone even stubborn people			27%	73%	
8	I have good speaking skills			45%	36%	18%

The average value obtained for factor marketing is below 73% for only 1 indicator. Meanwhile, the other 7 (seven) indicators are still below the 70% average. This shows the lack of knowledge and skills in the field of marketing. Marketing is an important factor in running a business or developing a business. Knowledge in the field of digital marketing is very necessary during the Covid pandemic. According to Tasneem (2015) Digital marketing is one type of marketing being widely used to promote products or services using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of internet. It includes mobilephone (both SMS and MMS), social media, marketing, display advertising , search engine marketing and many other forms of digital media.

What is defined as Digital marketing is one type of marketing that is widely used to promote

products or services using digital channels. Digital marketing goes beyond internet marketing including channels that do not require the use of the internet. This includes mobile phones (both SMS and MMS), social media, marketing, display advertising, search engine marketing and many other forms of digital media. Students must be able to switch from traditional marketing to digital marketing. This digital marketing knowledge and ability is not owned by respondents.

### Faktor Cognitive

Indikator - Indikator dalam Faktor Cognitive di tunjukkan dengan tabel berikut ini :

**Table 9 Cognitive Factors**

No •	COGNITIVE INDICATORS	STS	TS	N	S	SS
1	Being able to make business proposal			82%	18%	
2	Being able to make business budget	9%	27%	55%	9%	
3	Being enthusiastic for attending seminars related to Enterpreneurship			73%	9%	18%
4	Having entrepreneurship knowledge			82%	18%	
5	Able to run small and solely business		45%	45%	9%	
6	Lack of ability to run a small business	18%	36%	45%		
7	Having management knowledge		18%	55%	18%	9%

The procentage of cognitive factors are under 18%. It means the respondents have lack of entrepreneurship knowledge.

### CONCLUSION

The Risk-Taker factor has 7 (seven) indicators, of which only 1 indicator has a percentage value above 70%, while the other 6 indicators are below 60%. Motivation factors are on average below 50% (very low). Leadership Factor is below 65%. Factor Marketing has 7 indicators. Of these seven indicators, the average percentage is very low at 18%. Cognitive Factors has 7 indicators. 5 cognitive indicators of lack of knowledge in the field of entrepreneurship up to 82%. Ability in good business management is only 9%. The desire to upgrade knowledge in the field of entrepreneurship is only 18% from 100%. Despite the fact that 72.73% of students want to become entrepreneurs or business developers as an achievement of graduation.

Seeing the phenomenon from the research above, there needs to be more intensive guidance focused more on conditions during the covid pandemic and students themselves must have the desire to increase their potential. To increase students' interest in becoming entrepreneurs either a solely entrepreneurs or a small group entrepreneurs, cooperation among Institute, local government and students are highly needed. Innovative and creating learning materials are needed. Practical lessons due to Enterpreneurship are needed to be added. The students are students are not stuffed with theories without field practices

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