

# Entrepreneurship as a Life Choice

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**Abstract.** Entrepreneurship is one solution that can be done to reduce the rate of unemployment growth by providing jobs. The provision of employment opportunities must be carried out to absorb the increasing number of productive workers. However, not everyone is capable of entrepreneurship because, one of the problems in entrepreneurship is the courage factor in taking risks and must be able to manage both material and non-material resources. Currently, the profession as an entrepreneur is still seen as a second-class profession that has not become a priority for people's work choices, especially the younger generation. Professions such as civil servants and private employees are still excellent in the eyes of the public because such professions have a steady income every month which makes it easier for them to manage their finances and plan for the future. The characteristics of the entrepreneurial culture that individuals do not necessarily have, they get the entrepreneurial spirit through a long process, starting from family education, environmental influences, government support and opportunities around them. Currently, what needs to be considered in terms of entrepreneurship is how to instill an entrepreneurial culture in the younger generation, especially graduates of secondary education and higher education because they do not have a strong spirit to become entrepreneurs. After graduating from education, they generally enter the job market to find work, and not create jobs.

**Keywords:** entrepreneur; life choices; motivation; entrepreneurial culture

## 1 Introduction

Tourism is currently seen as one of the important features in building a community's economic improvement. The benefits that can be obtained from the tourism sector are the number of tourist visits which will have an impact on the emergence of tourism-based businesses, the introduction of local products with economic value, inviting investors from outside who can create new jobs, especially for the area [1]. The tourism sector has great potential that can reduce unemployment by creating opportunities to create new jobs and expand access to local economic and communication networks [2]. Entrepreneurship is one solution that can be done to reduce the rate of unemployment growth, namely by providing jobs. The provision of employment opportunities must be carried out to absorb the increasing number of productive workers.

Utilization of tourism potential as a source of economic income can be done by encouraging the growth of small businesses. Small businesses have an important role in economic growth, because they can absorb new workers who are not absorbed in the formal employment sector [3]. With the large potential of nature and local products in Pangandaran, it can be used to build the entrepreneurial spirit of the community to improve their economic welfare. Entrepreneurship

in general is an individual process in seeing opportunities and exploiting them to become economically valuable. In line with Zimmerer's opinion in Kasmir, translating entrepreneurship as a creative & innovation process to solve a problem and find opportunities to improve business [4].

One of the flagship programs of the Pangandaran Regency Government is to increase the number of entrepreneurs to create a creative society by recognizing the potential and problems that exist in the surrounding environment with social management programs. Social management is a series of activities aimed at increasing the role of the community as well as an effort to improve the function of the village's natural resources on social life. This social management program involves community leaders, youth leaders, various business communities and the Pangandaran community itself who has an interest in entrepreneurship.

However, not everyone is capable of entrepreneurship because, one of the problems in entrepreneurship is the courage factor in taking risks and must be able to manage both material and non-material resources [5]. The process starts from identification, implementation, to evaluation. Therefore, to develop the soul, interest, and ability in entrepreneurship, it must be accompanied by education about the management of its resources. This study aims to analyze individual characteristics in terms of entrepreneurial motivation.

## **2 Discussion**

This research uses descriptive method with qualitative and quantitative data. Data were collected by conducting interviews and distributing questionnaires to several business actors in Pangandaran using a purposive sample. The sample category is based on 1) the type of entrepreneur; 2) local residents and immigrants; 3) business actors who are members of the business community.

Entrepreneurial motivation is basically divided into three dimensions, namely: (1) Ambition for freedom, wanting to become someone who is more respected, free to determine work time and finances, and free to apply ideas and innovations to develop a business, (2) self-realization, feel challenges, motivating and leading someone and continuing the business and family traditions, and the third (3) pushing Factors, losing job opportunities, getting better choices and being dissatisfied with the work they can now [6].

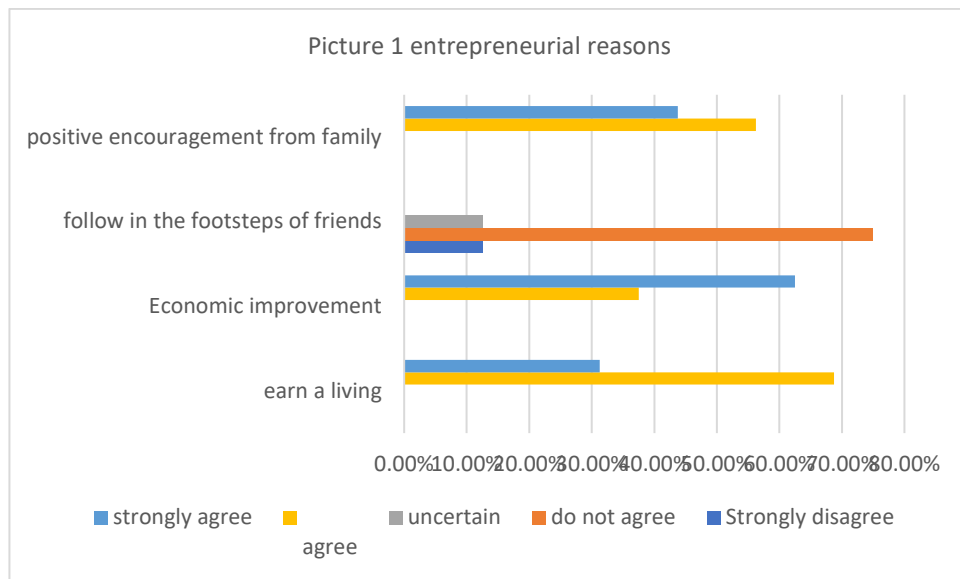
From the results of the interview, it was said that business actors choosing a profession as an entrepreneur were influenced by two factors, namely internal factors and external factors. According to Ryan and Deci, intrinsic motivation is a desire from within to do an activity to get satisfaction. When a person is intrinsically moved to act for pleasure. While extrinsic motivation is related to doing a behavior due to other factors not because of the desire or want to get satisfaction to achieve a behavior [7].

One of the motivations that arise from within is the desire to be independent, persistent and able to overcome challenges, want to create jobs, and want to be close to family [8]. While the motivation that comes from outside is family support, environmental support, and the existence of potential entrepreneurial opportunities that can help individuals to be tenacious in doing business, work hard and continue to look for business opportunities.

**Table 1** motivational factors in entrepreneurship

internal factor	external factor
- want to create jobs for other people	- the role of the entrepreneurial community that provides education in the form of introduction and training on entrepreneurship
- want to build your own company	- government support for entrepreneurship through issued policies
- independent desire	- family support
- likes challenging work	- Reflect on the experience of successful entrepreneurs
- want to be the boss of the business owner	- growth of business potential in the environment
- self satisfaction	- hard to get a permanent job
- want to increase or increase income	
- want to have personal freedom	
- fill the free time	

From the table it can be said that most of the respondents' answers in entrepreneurship are demands to support themselves and their families and become someone who is independent in meeting their needs and creating new jobs. Currently, the profession as an entrepreneur is still seen as a second-class profession that has not become a priority for people's work choices, especially the younger generation. Professions such as civil servants and private employees are still excellent in the eyes of the public because such professions have a steady income every month which makes it easier for them to manage their finances and plan for the future.

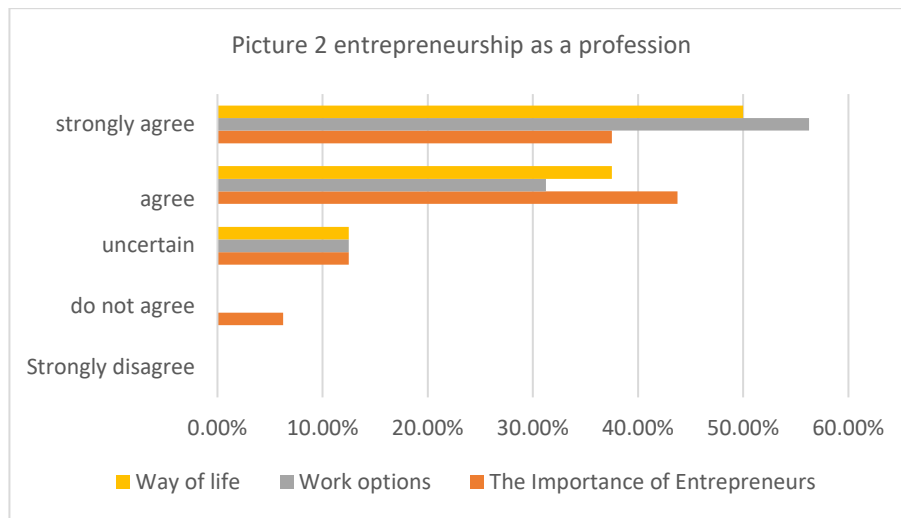


The table above explains that most of the reasons they choose entrepreneurship as a profession is to follow in the footsteps of friends who have succeeded, besides that family support also plays an important role in deciding to become entrepreneurs. Successful entrepreneurs are those who were raised by parents who are also entrepreneurs, because they

have a lot of extensive experience in the business world [9]. Individuals who come from entrepreneurial families are educated to learn independence and flexibility which are transmitted by parents in their children from childhood. The nature of independence which then encourages them to set up their own business. This means that the work background of parents does affect the vision, mission, motivation and formation of culture in business actors.

However, the entrepreneurial culture is not formed from heredity, but because of the environment he can become an entrepreneur. Lupiyoadi explained that basically anyone can become an entrepreneur if he is willing and diligent. This proves that there are no barriers that are genetic (hereditary) for someone to become an entrepreneur [10].

Entrepreneurial culture is not owned by every individual even though every individual has the opportunity to become an entrepreneur, but if done, the success that will be achieved will not be the same. The first step that is very important to become an entrepreneur is to change the mindset (point of view) as well as looking at the uncertainty of the future and the risks that are always attached to the entrepreneurial world [11].



From the table, it can be seen that most of the respondents choose the profession as an entrepreneur because it is a job choice for them. According to them entrepreneurship is not just a profession but also as a tool to fulfill physiological needs, to obtain or gain inner satisfaction, to be useful in society, and even to gain recognition [12].

However, talking about entrepreneurship is not only talking about success, in entrepreneurship there are risks that must be considered, especially the human resource factor. Currently, the development of technology, especially communication and information technology, has had a considerable influence on the daily behavior of people in various sectors, including the economic sector, especially entrepreneurship. Entrepreneurs in Pangandaran have not been able to engage in business fields that are full of technology and innovation, they have not been able to utilize technology, especially internet-based media to help their businesses. Until now, entrepreneurs still rely on the word of mouth method in terms of their marketing and only a few do marketing efforts using social media.

Broadly speaking, it can be said that the respondents who choose entrepreneurship as their choice of life and profession have the following characteristics:

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Entrepreneurship as a life choice
<ul style="list-style-type: none"><li>- have the courage to try and a strong determination</li><li>- immigrants who have a strong mentality</li><li>- painstakingly eliminate low self-esteem.</li><li>- Having an inherent soul is a person who always carries out hard work and never gives up in trying.</li><li>- upholding the existence of cooperation and good relations that are always strongly attached, especially</li><li>- the type of entrepreneur who does not easily give up on fate.</li><li>- Have the ability to read opportunities and always optimistic to develop other businesses</li></ul>

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The characteristics of the entrepreneurial culture that individuals do not necessarily have, they get the entrepreneurial spirit through a long process, starting from family upbringing, environmental influences, government support and opportunities around them [13]. Currently, what needs to be considered in terms of entrepreneurship is how to instill an entrepreneurial culture in the younger generation, especially graduates of secondary education and higher education because they do not have a strong spirit to become entrepreneurs. After graduating from education, they generally enter the job market to find work, and not create jobs.

Entrepreneurship education aims to increase awareness of entrepreneurship as a career choice and increase understanding of the process of establishing and managing new business ventures. Thus, entrepreneurship education based on solid learning theory can produce entrepreneurs by increasing business knowledge and developing entrepreneurial characteristics [14].

### 3 Conclusion

There are several things that should be noted in this research, namely: 1) Pangandaran has potential human and natural resources that can be utilized by the community; 2) the entrepreneurial spirit has not yet developed among the community, especially the younger generation because the choice to become an employee is still the prima donna among them; 3) current business actors do not yet have managerial entrepreneurial skills and expertise marked by not having a business license, not meeting other administrative requirements; 4) the positive side of the community has a high motivation in choosing entrepreneurship as a way of life.

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