

## **THE PROFILE OF SMALL MEDIUM ENTERPRISES IN SURABAYA**

**Martha Suhardiyah<sup>1</sup>, Fachrudiy Asj'ari<sup>2</sup>, Subakir<sup>3</sup>**

INDONESIA

**Emails:** <sup>1</sup>martha\_suhardiyah@yahoo.com, <sup>2</sup>fachrudiy.asjari@yahoo.com, <sup>3</sup>subakir.haji@yahoo.com

### **ABSTRACT**

*Creation of self-contained economies will be achieved more quickly in Small Medium Enterprises sector can grow properly, it needed the support of the environment, in order to create the conditions to support the growth of the kondusif business climate. Surabaya is a metropolitan city that supports the growth of Small Medium Enterprises sector. The results of the research with a sample of as much as 125 Small Medium Enterprises. Based on the findings of the field and data analysis using descriptive kuantitatif be drawn the conclusion that the production technology and innovation: includes product innovation, process innovation, business innovation, business innovation, Organizational Innovation has done by perpetrators of Small Medium Enterprises although have not been fullest. For marketing strategies include: media promotion, location of markets, business associations, excellent service, brand and sales targets can be said that already done all by the perpetrators of Small Medium Enterprises although not optimal terutaa related to the Association's efforts. For Small Medium Enterprises Performance as measured by the presence of: the recording of sales, production costs, record keeping record keeping business profit debt consolidations, the recording of means of production are owned can be said that not all perpetrators are mainly related to Small Medium Enterprises, recording of business profit debt consolidations already done while the recording of sales, production costs, record keeping record keeping business profit debt consolidations, the recording of the means of production belongs to has not been done in maksimum this is because the benefits are not perceived directly.*

**Keywords:** Profile, Small Medium Enterprises Innovation and Technological Production, Marketing Strategy, Small Medium Enterprises Performance

### **INTRODUCTION**

Results of the study mentioned that micro enterprises which nationally amounts to about 52,1 million able to donate to the gross domestic product (GDP) by 33% and absorb labor 91,03%. Otherwise a great effort which only amounted to 4.677 or 0.01% of the total company and absorbing them only 2.70% is thus able to contribute a very high GDP, namely 43,47%.

Donation towards the non oil and gas export from great effort, i.e. 82,96. Its business units are medium-sized business sectors as much as 41.133 units. His contributions to the labor absorption i.e. 21.7% and GDP 13,47%. Small business as much as 546.567 units or 1.04%. His contributions against the absorption of TK 3.56 out%, GDP 9.96% of non oil and gas export, and 3,87% (Choirul Anam: 2012). According to the Office of Cooperative & SMEC Surabaya city, the city has a small medium enterprises potensil resources to be developed from the year 2010 there are 977 small medium enterprises; in 2011 there are 547 SMEC and the year 2012 there are 489 SMEC, 2013 there is 435, 2014 as much as 325 from these data the number of small medium enterprises has decreased therefore required a concerted effort to develop it. For it it is necessary mengengenal profile small medium enterprises related to the technology and innovation of production and marketing strategies and performance of small medium enterprises in the city of Surabaya.

## **LITERATURE REVIEW**

### **1. Understanding Small Medium Enterprises**

A small business is defined as an economic activity carried out by an individual or household or an agency aims to produce goods or services for commercial trade and had a turnover of one billion rupiah or less. While the Secondary Business is defined as an economic activity carried out by an individual or household or an agency aims to produce goods or services for commercial trade and has a turnover of more than 1 (one) billion.

### **2. Criteria for Small Medium Enterprises**

Criteria Small Medium Enterprises in foreign countries is based on the following aspects: (1) the amount of labor income, (2) and (3) the amount of assets. The following is the exposure criteria Small Medium Enterprises in foreign countries or institutions.

### **3. Innovation Production**

Innovation is the process of changing knowledge and ideas into better ways in doing business or into goods and services that are new or better, which is rated by the community. The process of innovation with regard to research and development, commercialization, and technology diffusion.

Schumpeter (1949) States that the innovation consists of five elements: (1) introduce a new product or qualitative changes in existing products, (2) introduced the new process to the industry, (3) open a new market, (4) Developing new sources of supply of raw materials or other input, and (5) changes in industrial organization. While Radenakers (2005) divides innovations into several types that have the characteristics of each.

## **A. Research Purposes**

Some researchers acknowledge the influence of environmental factors on business, as a means to establish competency efforts and should be prioritized by SMEC in making business strategy to achieve goals and to win the competition. Therefore, special purpose research can be described as follows: to give an overview of problems related to technology and innovation marketing strategy and production performance of small medium enterprises in small medium enterprises in Surabaya.

## **B. The Benefits Of Research**

This research is important to do because it gives an overview of the profile small medium enterprises in the city of Surabaya is associated with technological and production innovations, marketing strategies conducted by the perpetrators of small medium enterprises in running his business so that: 1) can provide an overview of small medium enterprises in Surabaya city, especially in the field of technological innovation and production of da marketing strategy. 2.) can be used by institutions authorized to do field

coaching on a regular basis and structured about the patterns and management efforts so that the SMEC can further exist in business competition. 3.) can give you an idea of the scope of work interest managers small medium enterprises and growing.

## **RESEARCH METHODS**

### **A. Research Design**

Research on the explanation of the respondent's perception (exploratory perceptual research) of respondents in this study are the micro small medium under Kopersi and Small Medium Enterprises Service assisted the city of Surabaya. The data type of the primary data was collected through a questionnaire to respondents. To get the results of the study in accordance with its intended purpose, the research is done.

### **B. Population and sample research**

The population in this research is the provider of the SMEC Surabaya city which became the Department of cooperatives and small medium enterprises assisted the city of Surabaya in 2014 as much as 325 small medium enterprises engaged in several businesses like food drinks, processed fish, embroidery, handikraf, water hyacinth. In this study sampled as much as 125 respondents from a variety of businesses including: 1) Embroidery 7; 2). Water hyacinth 2; 3.) snacks 33; 4) pastries 5; 5.) Sew 10; 6.) 5 Crackers; 7. food) 14; 8.) Processed fish 6; 9.) Handicratf 43 small medium enterprises.

### **C. Data Analysis Techniques**

The analysis of the data used in this study with deskriptip kuantitatip to describe each indicator variable form respondents: research on Technological innovation and production; Marketing strategy and performance of small medium enterprises.

## **DATA ANALYSIS AND DISCUSSION**

### **1. Technology and innovation Production**

In product innovation, it dug up the information about the size, model, colour, flavour of the product that generated the results of data analysis shows that product innovation has been done note that 42,4% were "not sure", 36% "Yes" do product innovation. In this innovation process unearthed information about product quality relates to the use of raw materials from products produced. The results of the analysis of the data shows that the innovation process has been made known that the SMEC 9.6% "not sure" do, 80,8% "Yes" do product innovation and 9.6% as do the innovation process.

### **2. Organizational Innovation**

Organizational innovation is a partnership effort with other parties (companies/organizations). Data analysis shows that Organizational Innovations have been made aware that 16.0% "not necessarily" Organizational innovation, 10.4% "Yes" do the Innovation of organizational/cooperation 73,6% always do Organizational Innovation.

### **3. Business Innovation**

In business innovation is always unearthed information about a fix/update the products produced there is trying the new findings/related products dihasikan. the results of the analysis of the data showed that business innovation which has been made known that the 4.8% "not sure" do, 52,0% "Yes" and 43.2% always do business innovation.

### **4. Marketing strategy**

#### **a. Media promotions**

On the indicator variable Media promotion is always unearthed information about a fix/update the products produced there is trying the new findings/ related products dihasikan. The results of the analysis of the data shows that the Media campaign has been made known that 31,2% has yet to harness the Media's promotion of the "no" of

- course utilize media promotion, 30, 4, 0%, "Yes" utilizing media promotion 34,42% always make use of media promotion.
- c. Location of Market  
On the indicator variable is the location of this market place always unearthed information about marketing products produced there is trying the new findings/location-related Market products. The results of the data analysis shows that the location of the market which has been made known that 0.8% "no" had a Market Location, 15.2% "not sure" location market, 73,6%, "Yes" had a 10.4%, market location is always evidence of a market of more than 1 site.
- d. Business Association  
On the indicator variable Association effort unearthed information about a kerjasaama Manager/perpetrators of Small Medium Enterprises with other parties/Business Associations related to the resulting product. The results of the analysis of the data shows that the Association's efforts followed that: 15.2% does not know/follow the Association's efforts, 15.2%, as much as 69,6%, knowing/following the Association of businesses and 15.2% know/follow of the Association.
- e. Excellent service  
On this excellent service variable indicator unearthed information on the attitude/behaviour of perpetrators of Small Medium Enterprises in serving consumers. The results of the analysis of the data indicates that service to consumers in mind that: 2.4% no/not yet serving consumers well, 88.8% sometimes-t serve consumers well 15.2%, and as much as 8.8%, serving the consumer with good/excellent service including the service of consumer complaints.
- f. Trademarks  
On the indicator variable this trademark draw the information about the ownership of the trademarks for products produced. The results of the analysis of the data shows that that: 47,2% no/do not have trade mark products produced/sold to the consumer, 1.6% most products do not have 6.4%, trademark most products there are/have a trademark, and as much as 44,4%, all products have a trademark.
- g. Sales targets  
On this sales Target variable indicators describing the information about product sales to be achieved by the behaviour of perpetrators of Small Medium Enterprises in a certain period of time. The results of the analysis of the data shows that about product sales to be achieved by the perpetrator is known that SMEC: 0.8% does not have about product sales target to be achieved by the operator of Small Medium Enterprises, 2.4% do not have a target about product sales to be achieved by perpetrators of Small Medium Enterprises; 1.6%, and as much as 95,2% there are always targets of product sales to be achieved by operator of Small Medium Enterprises.

### **The Performance Of Small Medium Enterprises**

SMEC's performance is measured by:

1. The recording of sales

Make notes about goods sold/sales is an activity that can be used to measure the achievement of economic activity by knowing the number of products sold, there are small medium enterprises of respondents: 4.8% not sure there is a recording of sales, a total of 49.6% sometimes there is the recording of sales, amounting to 44,86% Yes doing, Recording sales and 0.8% always record the results of the sale. The results appear in the image below:

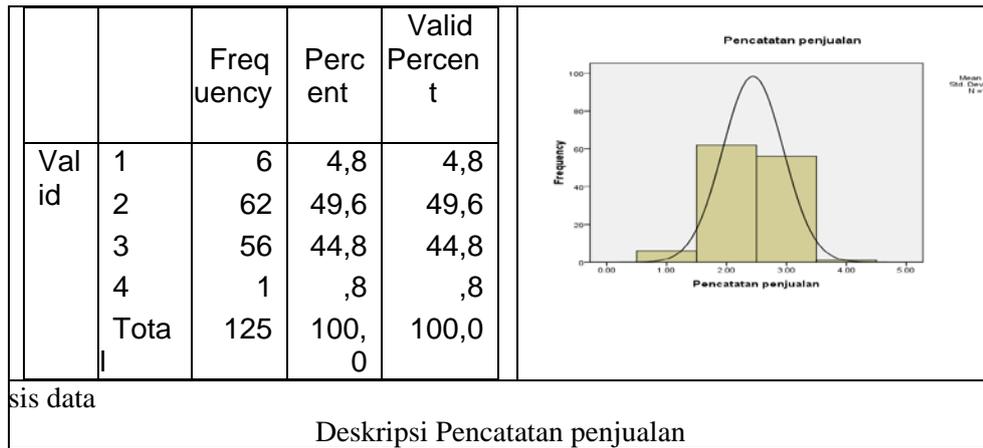


Figure 1

2. The recording of production cost

Make notes about the production costs/ongkos product manufacturing, of the respondents there are Small Medium Enterprises: 42,4% were not sure, as much as 19.2% sometimes, amounting to 37,6% Yes making notes about the cost of making products, and 0.8% always make notes about the cost of making the product. The results appear in the image below:

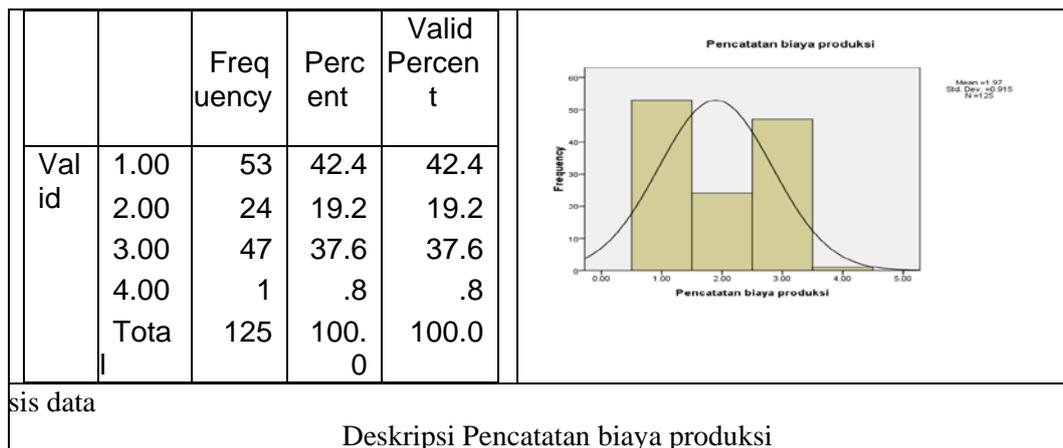


Figure 2

3. The recording of business profit

Make notes about the business profit is an activity to know the achievement of business performance in a certain period. Of the respondents there are Small Medium Enterprises: 37,6% did not make a note of the business profits of 13.6% does not necessarily make a note about business profits, as much as 45,6% Yes making notes about the business profit, and 3.2% always make notes about the business profit. The results appear in the image below:

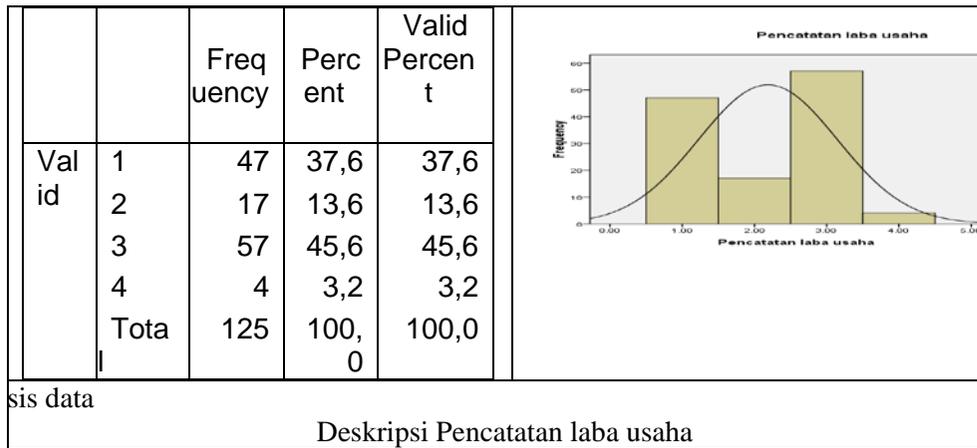


Figure 3

4. Recording of debts

On the indicator variable is the recording of debt expected to be mendiskripsikan how big a loan against another party in a certain period. We make notes about loans for production costs, of the respondents there are Small Medium Enterprises: 65% not sure, as much as 18.4% sometimes, amounted to 15.2% Yes, and 0.8% always make notes about the loans to others. The results appear in the image below:

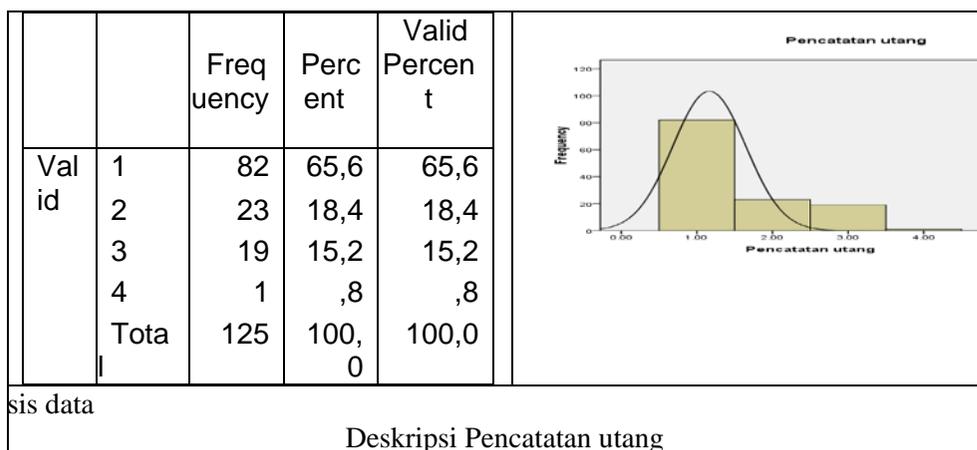


Figure 4

5. Record keeping means of production are owned

On the indicator variable record keeping means of production owned expected to mendiskripsikan how big an asset produksi owned opeleh perpetrators. from the results of the collection of data obtained from the respondents there were 19.2% of Small Medium Enterprises do not necessarily perform record keeping means of production owned 66,4%, as much as, yes the recording of means of production are owned, 14.4% and always make a note about the produkdi owned the Results.

**CONCLUSIONS AND SUGGESTIONS**

**Conclusions**

Based on the findings of the field and the analysis of the data by using the deskriptive-quantitative can be drawn the conclusion that the production technology and innovation: includes product innovation, process innovation, business innovation, business innovation, Organizational Innovation has done by perpetrators of Small Medium Enterprises although have

not been fullest it is in line with the Amirina, Nur Sik Asik (2011). For marketing strategies include: media promotion, location of markets, business associations, excellent service, brand and sales targets can be said that already done all by the perpetrators of Small Medium Enterprises although not optimal terutaa associated with this business association sejaan with Arief Rahmana, Yani Iriani, Rienna And Oktarina (2006). For Small Medium Enterprises Performance as measured by the presence of: the recording of sales, production costs, record keeping record keeping business profit debt consolidations, the recording of means of production are owned can be said that not all perpetrators are mainly related to Small Medium Enterprises, recording of business profit debt consolidations already done while the recording of sales, production costs, record keeping record keeping business profit debt consolidations, the recording of the means of production belong to has not been done in maksimum this is because the benefits are not perceived directly this is in line with Andriyan (2011).

### **Suggestions**

Based on the results of data analysis that has been done then it can be advised:

1. To improve the UMKM in Surabaya technological and product innovation has been done can be made to quality standards and product quality starting raw materials, production process so that products Small Medium Enterprises can compete with on another.
2. Need for small medium enterprises Association of its kind in order to accomodate the activities that could advance its performance and can be used as small medium enterprises sharing information and product innovation.
3. There is cooperation and the construction of large companies (BUMN/BUMD) products resulted by Small Medium Enterprises standardized and to a foreign country can be exported to expand marketing. Small Medium Enterprises need to be given the opportunity to apply the results of training in field to practice the theory through the development of partnerships. Mutual aid partnerships between Small Medium Enterprises or between Small Medium Enterprises with great entrepreneurs in the country
4. Need for increased understanding and utilization of construction and implementation of the activities of the administration of the assets, income and expenses.
5. the existence of development of entrepreneurship and Small Medium Enterprises a competitive advantage. The Government needs to improve the Small Medium Enterprises business and culture through the development of entrepreneurship, especially among the younger workforce, through training, consulting and counseling, mentoring and partnership efforts.
6. in order to overcome the limitations of the capital Government's efforts undertaken among others by issuing one business credit. Business credit in the form of the granting of working capital and investment guarantee facility supported the productive effort to an acceptable by perpetrators of small medium enterprises with light requirements
7. need to applied micro small enterprise development Model of the medium with one village one Product to reduce poverty in Indonesia. Model of development to enhance the competitiveness of the products of small medium enterprises in Indonesia.

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## **ENTREPRENEURSHIP OF STREET VENDORS (CASE STUDY: SENTRA PKL SURABAYA)**

**Christina Menuk Sri H<sup>1</sup>, Wara Pramesti<sup>2</sup>, Sugijanto<sup>3</sup>**

University of PGRI Adibuana, Surabaya  
INDONESIA

**Emails:** <sup>1</sup>menukch@yahoo.com, <sup>2</sup>esti\_pra@yahoo.com, <sup>3</sup>sugijanto.sokril@yahoo.co.id

### **ABSTRACT**

*Mayor of Surabaya continues to provide a place in the ever-growing street vendors. So that the beauty of the city is maintained, then the Surabaya City Government's commitment to carry out the construction for street vendor relocation. In its development, not all went smoothly. The objectives of this research is to determine the Entrepreneurial Spirit of street vendors (PKL) who sell in Sentra PKL. Samples were taken randomly from 263 vendors of active traders on Sentra PKL. Furthermore, the data obtained by questionnaire. The results showed that the entrepreneurial spirit of street vendors in the productive age, senior education level, married and male, having a high entrepreneurial spirit backed up with the answer categories agree and strongly agree as: always be honest in selling, risk-taking, confidence and low self-esteem, willing to work hard to achieve excellence in the business, have a passion to serve buyers, agile, do not complain and always come to a place to the market. Motivation are necessary needed from the manager both the chairman and the Department of Cooperatives and SMEs as a builder so that traders will innovate, adapt to the needs of consumers and be able to realize local regulation No: 17/2003 on Planning and Empowerment street vendors.*

**Keywords:** Street vendors, Sentra PKL, Entrepreneurial Spirit

### **INTRODUCTION**

Small and medium enterprises (SMEs) in Indonesia has been growing rapidly. These conditions have an impact to expand employment and provide economic services to the wider community and can play a role in the process of equalization and improvement of people's income, stimulate economic growth, and realizing national stability. In addition SMEs is one of the main pillars of the national economy should gain a major opportunity, support, protection and development of the widest possible as a form of alignments to a group of business people's without ignoring the role of the business and the State Owned Enterprises (UU No.20 2008 in Sukirman, 2014), in which one part of the Micro, Small and Medium Enterprises are street vendors (PKL). The existence of street vendors do not always require a formal education, high skills and a large capital. Street vendors are people with relatively little capital who sought in the production and sale of goods (services) to serve the needs of certain groups in

society, the business carried out in places that are considered strategic in an informal atmosphere (Winardi in Endang Hariningsih , et al, 2008).

In general, Street vendors are self-employed, meaning that comprise the majority of the workforce. The capital is relatively not too large, and divided into fixed capital such as equipment, and working capital. Capital rarely met from official financial institutions, typically derived from sources of illegal funds or from suppliers who supply the needs. While the source of funds from their own savings are very little. This means that only a few of them are able to set aside the results of his efforts, due to the low level of profits and how to manage money, it is likely to hold a capital investment and business expansion is very small. The difficulties faced by the street vendors ranging from government regulations regarding the arrangement of PKL, lack of capital, lack of marketing facilities, and the lack of credit support (Hidayat in Human Auliya Yunus, 2011).

Street vendors in the city of Surabaya, is one important element in the empowerment of SMEs, this condition to the attention of the Minister of Cooperatives and SMEs Syarif Hassan. In general SMEs in East Java are increasing, particularly in Surabaya. "This proves that Surabaya became one of the centers of SMEs in Indonesia" He also reminded that even street vendors are not always evicted, but the right synergy "" (beritanusa.com, senin 26-5-2012). This is similar to the speech of President of the Republic Indonesia on the Anniversary of the National Entrepreneurship and Empowerment Movement of PKL, that he hopes vendors can conduct its business in accordance with the governed and regulated by local governments. ([www.setneg.go.id](http://www.setneg.go.id), Thursday, March, 8 2013 ).

Ikhwan Asrin, Deputy of Marketing and Business Network, Ministry of Cooperatives and SMEs stating PKL in the agency's vision is to be cherished tough businessman. (ginting-munthebisnis.co.id [www.depkop.go.id](http://www.depkop.go.id)). "If PKL directed and nurtured and empowered, the impact on the local and national economy is enormous". Street vendors as a result of the economic difficulties experienced by the community. Uncertain economic conditions, increasing of basic needs prices, families income tend not to rise, will lead to disruption of the family economy. Mayor of Surabaya continues to provide space at street vendors, as well as informed that the quantity of street vendors in Surabaya constantly increasing. So that street vendors are more organized and beauty of the city is maintained, then since 2008, the Government Surabaya build Sentra PKL. Sentra PKL was able to create new jobs for 2400 people. (surabaya.tribunnews.com, Sunday, May, 27, 2012). Up to 2014 there were 24 sentra PKL expressed active with 844 merchants.

The research is related to how the characteristics possessed Entrepreneurship of PKL. This will be used by Surabaya Government through the Department of Cooperatives and SMEs in realizing relocation for street vendors which was originally located on the edge of the road and can disrupt the beauty of the Surabaya.

## **Theoretical Review**

### **1. Street Vendors**

Informal sector was introduced by Keith Hart of the University of Manchester in 1973 (Sri Utami Setyowati,2004). First popularized the concept of the informal sector in the ILO report. The concept of the determination of the characteristics in detail according to Soetjipto Wirosardjono (Sri Utami Setyowati, 2004):

1. Irregular patterns of activity both in terms of time, capital and revenues
2. They are not touched by the rules or conditions set by the government
3. Capital, equipment and supplies as well as a small turnover and daily basis
4. Do not have a fixed place and or attachment to other businesses
5. In general, it is carried out by and serve low-income segments of society

6. Does not require expertise and special skills that can widely absorb varying degrees of labor
7. The existing business units only employ a few employment and of the environment of family relationships, acquaintances or originating from the same area.
8. Not familiar with the banking system, bookkeeping, credit

Noting the characteristics described above, one part of these efforts are living as street vendors (PKL). Street vendors (PKL) is the small traders who generally acts as a distributor of goods and services of the city. The existence of street vendors can be found, both in developed and developing countries (Schneider, 2002). The term is derived from the sidewalk pavement formerly width of 5 feet or equal to approximately 1.5 meters, so in this sense PKL are traders who sell on the street, and usually took place or location in the public crowd like sidewalk in front of shops or region trade, markets, schools and theaters (Widodo, 2000). Mc. Gee and Yeung (1977) gives the same sense of street vendors with a hawker, which is defined as a group of people who offer goods and services for sale to the public space, especially on the side of the road and sidewalk.

As a business unit, PKL is informal business activities due to lack of business legality. The relationships is an informal relationship which means it does not use a written agreement between them (Nurul, 2009). Activity of Street Vendors can be categorized by:

- a. Types of goods and services
- b. Type Commercial Space
- c. Type of Enterprises and Its space Size

Activity of Street Vendors can be grouped by type of business and size of the room:

1. The wagon / stroller
2. yoke
3. Semi Permanent /Warung
4. Jongko or desk
5. Newsstand /kios

## **2. Sentra PKL in Surabaya**

Surabaya is one of the major cities in Indonesia. As a big city, it can not be separated by the urbanization of society from rural to urban areas to earn a better livelihood. With low education and skills, there are so many people who fail to get employment in the formal sector. They will be looking for business opportunities in accordance with their abilities. The community is opening a business improvised by becoming street vendors. Their presence increasingly irregular, especially in strategic places even in urban places where they assume it could serve their life necessities.

Responding to the conditions above, the Surabaya City Government continues to provide guidance and continuous improvement to improve quality in terms of both institutions, the arrangement of the place of business and capital as the embodiment of Regulation No : 17/2003 on the arrangement and the empowerment of street vendors. As a government agency, the Department of Cooperatives and SMEs has the task of implementing part of government affairs are areas of cooperatives and small and medium enterprises, community empowerment, decentralization, public administration, financial administration area, the region, staffing and supplies.

The basic tasks set out in Regulation 8 of 2008 concerning the details of the tasks and functions of the Office of Surabaya. Street Vendors is part of the responsibility of the department of Cooperatives and SMEs. Based on the development of street vendors in Surabaya divided into two categories: 1) PKL Tersentra where vendors in implementing

employment / daily trading occupies a location that has been provided by the municipality in this case the Department of Cooperatives and SMEs 2) targeted PKL is vendor who are occupy the site in accordance with the provisions and use the tents as their place to sell. In 2009, the Surabaya officials take over management of street vendors who accommodated in a place that is localized and is located at a strategic point. Such as the Sentra PKL in Urip Sumoharjo. The region makes interated PKL with the concept of urban travel with culinary travel segment. This Sentra PKL are expected to create the atmosphere becomes more clean, orderly, comfortable and does not interfere with traffic or road users.( Wispandono,Moch, 2011).

Department of Cooperatives and SMEs are given the authority to inventory and provide coaching to all vendors who are in the Sentra PKL. Traders are given the freedom of the levy and for an extension of merchants selling but nevertheless must maintain the Sentra PKL such as cleanliness, keeping the facilities provided as well as other public facilities provided by the Department of Cooperatives and SMEs. Besides, traders also get coaching facilities (Bimtek) periodically as a way to sell, health, nutrition, hygiene, cooperatives and others. In the daily activity, the traders under the coordination of the Chairman who are selected based trader deals each sentra to coordinate the merchant in maintaining security, convenience in selling, and some have already established the Cooperative.

Until 2015, 29 sentra PKL has built in the Surabaya on selling food and beverages include Taman Bungkul, Urip Sumoharjo, Dharmawangsa, Penjaringansari, Terminal Manukan, Ketabang,Wiyung, Sukomanunggal, Putro Agung, Indrapura, Taman Prestasi, Gayungan, Karah, Sememi, Kandangan, Babat Jerawat, Lidah Wetan, Lidah Kulon, Sumber Rejo, Pondok Maritim, Food Street (Unitomo), Dukuh Menanggal, Jambangan, RMI Kebon Bibit, Pegirikan, Sawah Pulo, Deles Merr, Semolowaru and Gunung Anyar. From sentra PKL that have been built can accommodate approximately 1,000 booths, now, there 844 people as active traders (Department of Cooperatives and SMEs Surabaya, May 2, 2014).

### **3. Entrepreneurship**

Entrepreneurship is the ability to create something new in a creative / innovative and capabilities mind to take a risk on the decision of his creation as well as implement the best so that added value can be achieved. An entrepreneur has the ability to think of something that has never been thought by others (the principle of creative and innovative). In addition to creative ability / innovative, an entrepreneur also has the ability mind indicated by: (1) growth of action on their own and not because of the other; (2) progressive and resilient (3) initiative (4) self control and (5) self stability. (Kemendiknas, 2010).

Entrepreneurship is a creative and innovative abilities in creating something new and different that basis and tips effort or improvement of life Suryana (2002). Definition of entrepreneurship in the opinion of Thomas W. Zimmerer cited by Suryana (2002) is a process of applying creativity and innovation in solving problems and find opportunities to improve the lives of (business). Although a person has entrepreneurial qualities, but not necessarily he succeeded in his efforts. Things that lead to a successful entrepreneur is (1) discipline (2) High Commitment (3) To be honest, (4) Creative and Innovative (5) Self and (6) Realistic.

Joseph Schumpeter (Kim Piew Lai et al, 2010) defines entrepreneurship as the person who discovered new innovations include: new products, new production methods, new markets and new organizational forms. More and more demand for these new discoveries will eventually create prosperity and bring benefits to the community. We call self-employment or entrepreneur is a pioneer new business or a manager who tries to repair an organizational unit by initiating changes. (www.ut.ac.id downloaded on 7 April 2013)

Management Systems International defines personal characteristics of entrepreneurs (personal entrepreneurial characteristics) as follows: (1) Seek opportunities (2) Tenacity (3) Responsibility for employment (4) The demands on the quality and efficiency (5) Taking risks (6) Setting targets (7) looking for information (8) systematic planning and supervision (9) Persuasion and networking / connection (10) Confidence (Buchori Alma, 2004).

Carson, MC (Ernani Hadiyati, 2009) stating that the entrepreneurship learning about the values, skills and behavior to create and innovate. Likewise Carson, David and Cromie.S (Ernani Hadiyati, 2009) states that entrepreneurship is a combination of creativity, innovation, and the truth face the risk undertaken by way of hard work to establish and maintain a new business. Creativity is thinking something new, whereas innovation is acting to do something new. In efitimologis, entrepreneurship is essentially an ability to think creatively and innovative behavior that basis, resources, propulsion, objectives, tactics, tips on facing the challenges of life.

## RESEARCH METHODS

This research was conducted to provide an explanation characteristic entrepreneurial spirit vendors include honesty, taking risks, confident, hard work, passion and responsibility. The research was carried on street vendors who sell food and beverages at Sentra PKL Surabaya. samples was determined from a population from 844 merchants. Data obtained using a questionnaire with Likert Scale and interval assessment for each answer is 1 to 5 were then analyzed with descriptive analysis.

### Results and Discussion

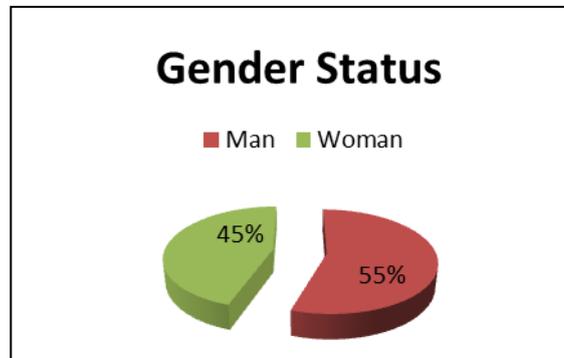
#### 1. Characteristics of Street Vendors

To determine the general description of the data analysis, descriptive analysis of entrepreneurial spirit of street vendor will be analyzed. Table 1 shows that the number of male street vendors (PKL) with education level Bachelor (S1) amounted to 15 people or 5.7%, high school education level 75 people or 28.5%, secondary scholl level amounted to 24 people (9.1%) and elementary education level amounted to 31 (11.8%). As for the street vendors (PKL) were female with Bachelor education level (S1) amounted to 12 people (4.6%), high school education level 55 people or 20.9%, junior high school level 28 people (10.6%) and elementary education levels were 23 (8.7%). The street vendors who sell in the sentra PKL are mostly educated under the Bachelor, with the largest percentage of the male 28.5% (SMA / SMK) and for women 20 , 9% also educated SMA / SMK. The conditions shown in the table below:

**Table 1. Cross tabulation between Gender and Education**

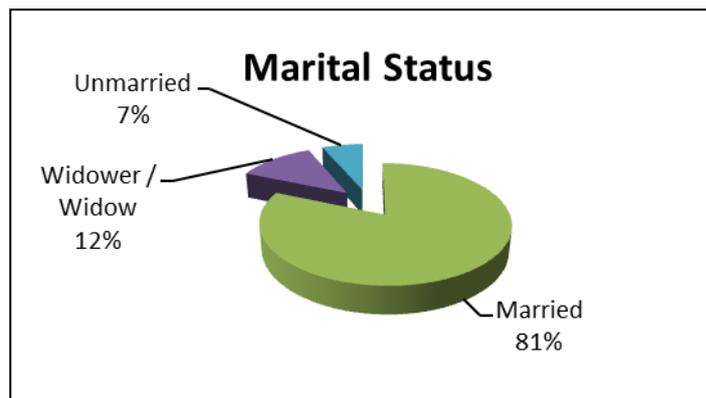
Sex	Education				Total
	SD	SMP	SMA / SMK	Sarjana	
Man	31 (11,8%)	24 (9,1%)	75 (28,5%)	15 (5,7%)	145 (55,1%)
Woman	23 (8,7%)	28 (10,6%)	55 (20,9%)	12 (4,6%)	118 (44,9%)
Total	54 (20,5%)	52 (19,8%)	130 (49,4%)	27 (10,3%)	263 (100%)

Figure 1 shown that the male respondents amounted to 55.13% and amounted to 44.87% of women.



**Figure 1: Pie Chart of Gender Status**

Here are the characteristics of respondents of street vendor in Surabaya based on marital status. There are 214 (81.37%) have married, widower / widow amounted to 32 people (12.17%) and unmarried amounted to 17 people (6.46%)



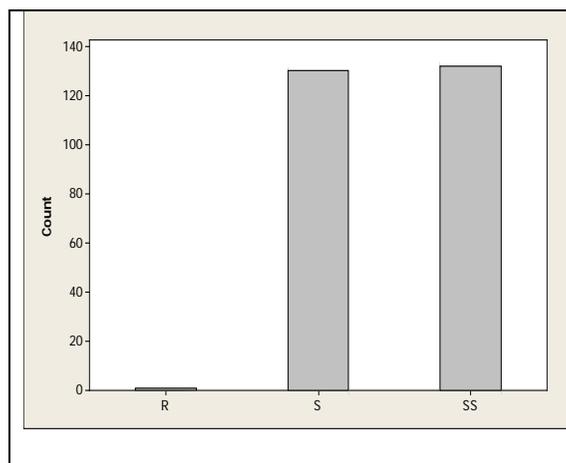
**Figure 2. Pie Chart of Marital Status**

## **2. Entrepreneurship**

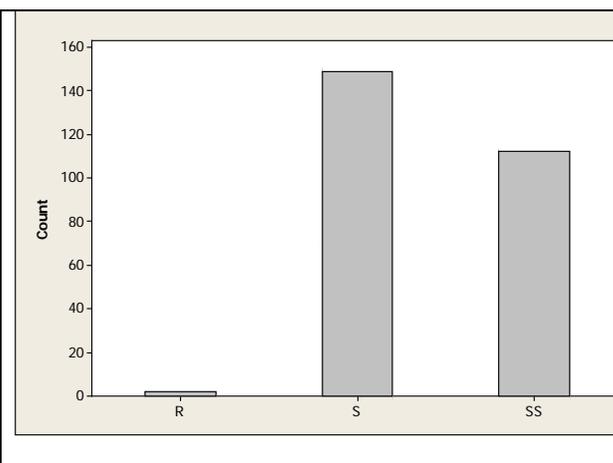
Entrepreneurial spirit of street vendors include honesty, courage to take risks, self confident, hard work, passion / high energy and responsibility. Through questionnaires, the entrepreneurial spirit of street vendors merchant conditions can be illustrated from the perception of the vendors answer that have been obtained as follows:

### **1. Honesty**

Street vendors strongly agree and agree if the scales in selling should not be reduced. For the suitability of the goods sold in accordance with their quality, they have the perception agree and strongly agree are in the most categories. As an illustration shown in the figure below:



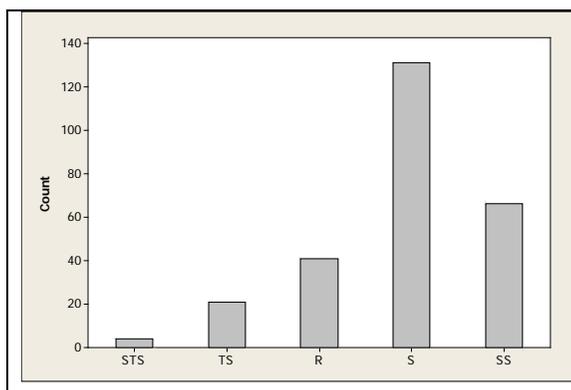
**Figure 3. Considerations in selling**



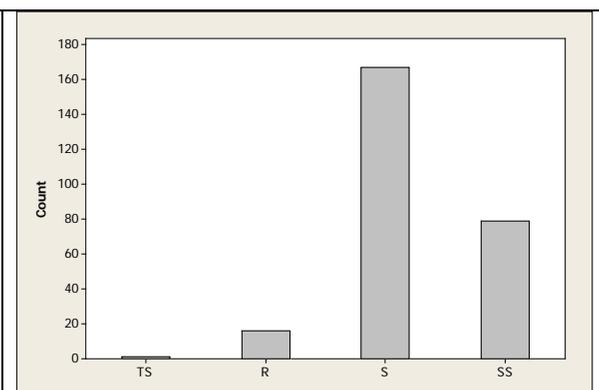
**Figure 4. Quality of Goods**

2. Courage to take risks

Merchant readiness in the face of risk in selling, objectives risk are not achieved and constantly on guard in case of the possibility of unwanted vendors who made respondents expressed readiness to accept the agreed position more than any other position, as shown in the figure below:



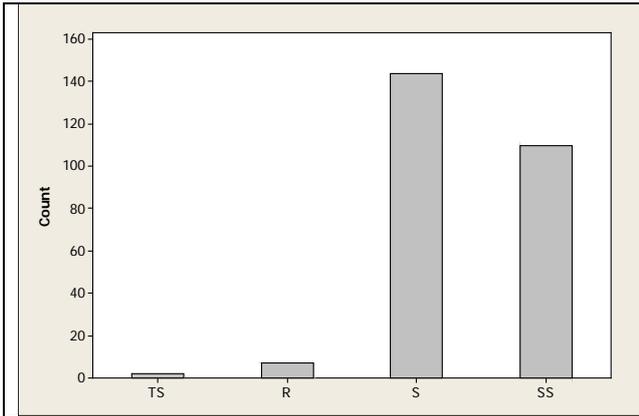
**Figure 5. Effort to the Risk selling**



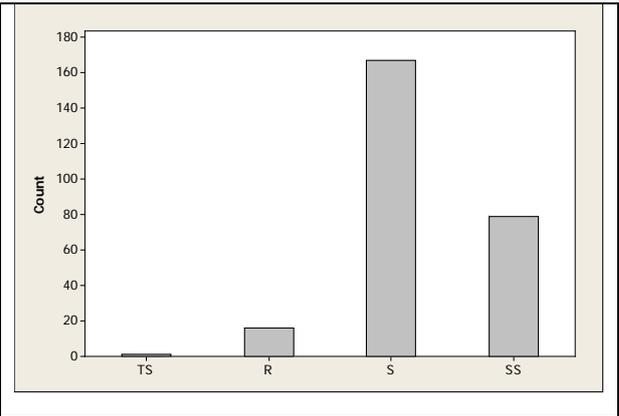
**Figure 6. The possibility of**

3. Confident

Perception of respondents feel superior to another friend, confident of success and not feel inferior obtained greatest statement on the position agreed. Street vendors agrees to face all possibilities that will happen and they do not feel inferior in the trade. Illustrations of their opinion as shown below:



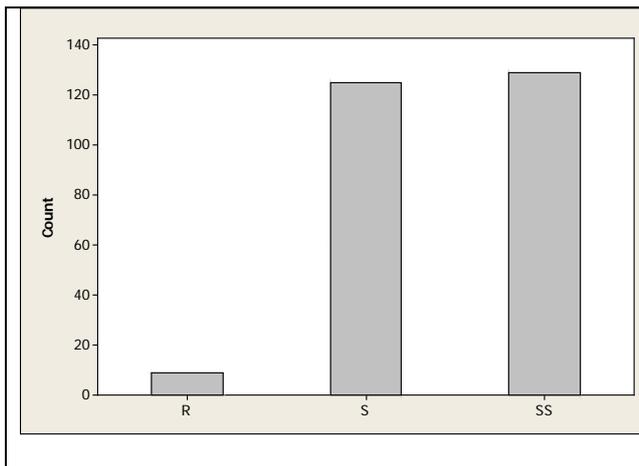
**Figure 7. Low self-esteem**



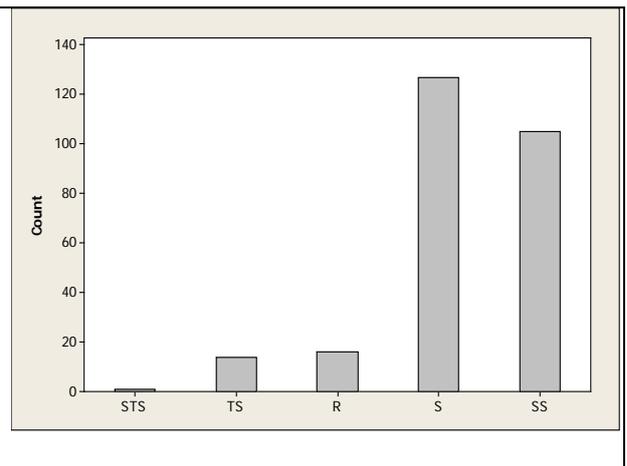
**Figure 8. Ready to face the risks**

**4. Hard Work**

To be successful in terms of selling confidence they strongly agree and they are also motivated to achieve excellence in the attempt. Most respondents stated strongly agree that they will not give up, and have the confidence to continue selling.



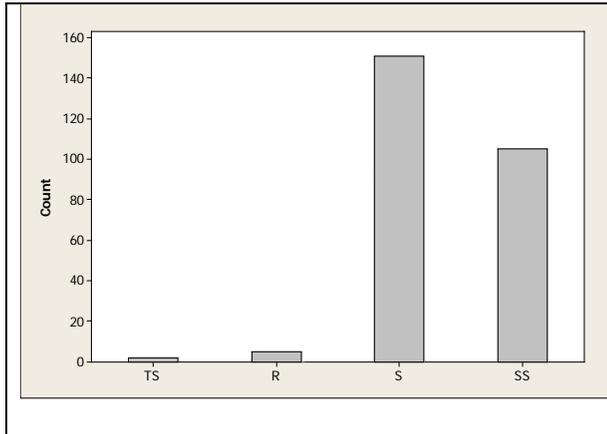
**Figure 9. confidence in selling**



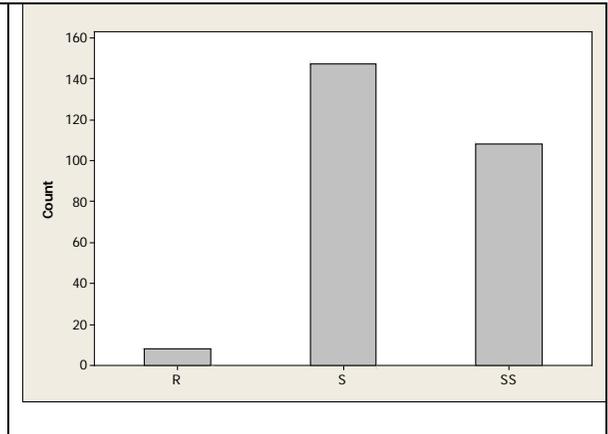
**Figure 10. Excellence in sales**

**5. Spirit / high energy**

Relating to the passion for selling, street vendors sell agree with their routines, so they serve buyers earnestly, agile and do not complain and always come to a place to sell. The above conditions can be illustrated as shown below:



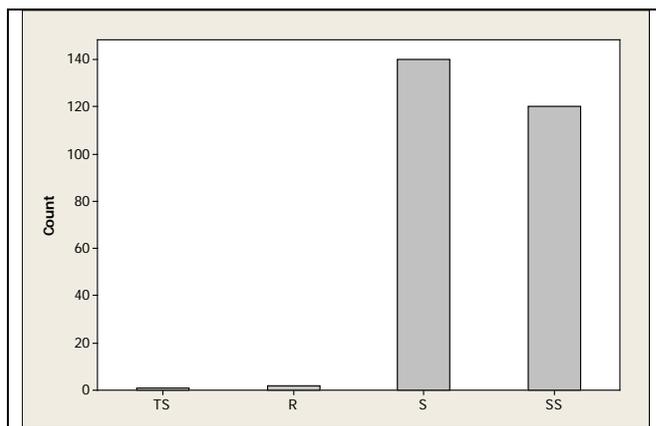
**Figure 11. Complain Condition**



**Figure 12. Agile Condition**

## 6. Responsibility

Street vendors who sell at the sentra PKL has a big responsibility so that the perception will always come to the sentra and serve buyers earnestly in the category agree and strongly agree. The perception illustration as shown below:



**Figure 13. Arrival In The Sentra PKL**

## CONCLUSION

The objectives of this research is to determine the characteristics of the entrepreneurial spirit of street vendors who sell food and beverages at the sentra PKL. The conclusion can be summarized as follows:

1. The survey results revealed that the trader at the Sentra PKL Food and Drink Surabaya are in the productive age, senior high school level, married status and male. Thus it can be said that the street vendors are a major source of family income, because men are backbone of family.
2. Entrepreneurial spirit of merchant is high, this is evidenced by the perception of traders in the category of answers to agree and strongly agree as: always be honest in selling, willing to take risks, confidence and low self-esteem, willing to work hard to achieve excellence in the business, have a passion to serve buyers, agile and do not complain and always come to a place to sell.

### **Suggestion**

Based on the conclusion of the research, here are some suggestions:

- a. High entrepreneurial spirit of street vendors in Sentra PKL needed motivation from the manager, both the chairman and the Department of Cooperatives and SMEs as a coach.
- b. Technical guidance are needed so that traders will innovate, adapt to the needs of consumers in the food and beverage.

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