

IMPORTANCE MINDSET OF ENTREPRENEUR FOR MICRO SMALL AND MEDIUM ENTERPRISES (STUDY IN SMALL AND MEDIUM BUSINESS IN KABUPATEN SUMENEP)

Aprilina Susandini¹

D3 Entrepreneurship Faculty of Economics and Business
Trunojoyo University Madura,
INDONESIA

ABSTRACT

Small and medium micro enterprises (SMEs) has a very high survival and proved capable of overcoming unemployment and play a role in the Indonesian economy. Entrepreneur mindset is a frame of mind a person-oriented entrepreneurial, preferring to live the uncertainty of the avoid, preferring the risk. Objects in this study is small and medium businesses in Sumenep: UD.Windu Agung, Batik Melati, UD. Ummi Kulsum and UD. Ramayana. The results showed that the properties owned by the entrepreneur whose businesses are affected by 3 L is Born, Environmental and Exercise. Entrepreneur mindset businesses affected by information, the environment and past experiences. From the results also showed that all businesses have a creative and innovative mindset, so they can survive and be able to compete globally.

Keyword: mindset, business operators; SMEs

INTRODUCTION

High productive age population in Indonesia is not directly proportional to the availability of the number of jobs , pushing the Indonesian people vying to create a breakthrough to improve competitiveness in order to advance their individual economies . Lately , more and more businesses popping industrial sector Micro Small Medium Enterprises (SMEs) .It is evident from the number of small and medium micro enterprises that experienced growth every year. Number of small and medium micro enterprises in 2013 as many as 57,895,721 units, with 57,189,393 units of small businesses , the number of micro enterprises 654 222 units and the number of medium-sized businesses 52 106 units . Number of medium micro enterprises increased by 3 million units from 2010. The following table the development of SMEs in Indonesia from 2010-2013.

Table 1. The Development of Micro, Small and Medium Enterprises Indonesia Start of 2010 -2013 (unit)

Information	2010	2011	2012	2013
• Small and Medium	54.114.82	55.206.44	56.534.59	57.895.72
• Micro Business	1	4	2	1
• Small Business	53.504.41	54.559.96	55.856.17	57.189.39
• Medium-Sized	6	9	6	3
Enterprise	568.397	602.195	6299.418	654.222
	42.008	44.280	48.997	52.106

Source: Data Processing (2016)

SMEs is one of the business opportunities that get the attention of the government. Small and medium micro enterprises become one of the priorities in the development agenda in Indonesia because of its big role in the progress of the economy and help reduce unemployment in Indonesia. SMEs can contribute 60% of GDP and holds 97% of the workforce. SME business benefits are now widely used by the majority of Indonesian people who are creative and want to try.

During the prolonged economic crisis, SMEs proved resistant to the crisis and be able to survive. Thus SMEs can be relied upon for the future and should be supported by conducive policies, and problems that hinder efforts to empower SMEs must be removed. Small Business Empowerment and Micro and Medium Enterprises (SMEs) to be very strategic, because of its great potential in moving economic activities, and also become the foundation source of income most people to improve their welfare.

The globalization of markets and the tightness of competitiveness among businesses require businesses to improve, redesign and modify its competitive strategy. Business at the present time will be harder and face more challenges due to the increasing number of competitors and consumers' desire to continue to increase the quality of products, price is not expensive, ease of purchase and so forth.

An entrepreneur needs to have a capital base as the willingness of hard work, high morale, intelligence, patience, comprehensive business insight, acumen see opportunities and resilient in the face of a difficult situation. Entrepreneurial success today is a market that is not very often ask for government protection. Entrepreneurial businesses must have the willingness and ability to compete in the global market.

Based on existing phenomenon, researchers are interested in knowing a lot about the mindset of the micro small and medium enterprises which are (1) how the background of the micro small and medium enterprises, and (2) how the mindset of creative and innovative micro entrepreneurs of small and medium enterprises.

Mindset is a set of assumptions, methods, ways that are held by kuatoleh in such a way to give the inner strength to continue to behave as he believed (wikipedia). Entrepreneur mindset is a frame of mind someone who beorientasikan entrepreneurial, prefer to undergo the uncertainty of the dodge, see things much simpler than the others who see it as a complex, willing to learn something that comes from taking risks (McGrath and MacMillan, 2000: 2), Characteristics entrepreneurial mindset by McGrath and MacMillan as follows:

1. Action Oriented, not the type of delay, wait see, or let something (opportunity) pass. He did not wait until everything is clear yet, or his budget there first. He also did not wait for uncertainty to go first, then tried. They are yng eager to act, even if the situation is uncertain. The principle is to see and do.
2. Think simple, even if the world has turned into a very complex, they always learn simplify. And even highly knowledgeable, they are not human beings are complicated and require technically complex work.
3. They are always looking for new opportunities, whether it's a business opportunity that actually or opportunities of the same effort. For new businesses, they are always willing to learn new ones, forming a network from the ground and add landscape or its business scope.
4. Pursue opportunities with high discipline, an entrepreneur not only alert, has a keen eye to see opportunities or have a strong smell of the existence of the opportunity, but they are moving in that direction. Pelung not only sought, but was created, opened, and clarified. Because entrepreneurs to invest and risk, then an entrepreneur must memiiki discipline.
5. Just take the best opportunity, an entrepreneur will be very vigilant and have a keen sense of smell in time. In contrast to the untrained novice and still confused, then trained entrepreneurs will quickly read the opportunities. However, the true entrepreneur will only take the best opportunities.
6. Focus on execution, self-employment is not the one who deals with the mind brooding, or test the hypothesis, but a focus on execution. They do not want to stop the exploitation of the mind or swirling in the mind full of doubts
7. Focusing energy on business every person that was involved, an entrepreneur does not work alone, he uses his hands and minds of many people both from nature and from outside the company. They built a network rather than doing all of his own dream. For that, he must have the ability to gather, network, lead, unite the movement, motivate and communicate.

RESEARCH METHODS

This study uses a qualitative method so that the data obtained will be more in-depth, credible and meaningful. This study uses primary data obtained based on structured interviews and in-depth to the actor / managers of SMEs. Objects in this study are small businesses and medium-sized businesses located in Sumenep regency.

RESULTS AND DISCUSSION

Characteristics of the research object

We often hear about the micro, small and medium enterprises (SMEs) almost every day on television and newspapers. SME has a very high survival and proved capable of overcoming unemployment and play a role in the Indonesian economy. In this study, we tried to get into the production sector by taking a micro small and medium enterprises who became a pioneer in Sumenep regency. SMEs often face difficulties in running its business as capital constraints, human resources, government policies and increasingly fierce competition. Objects in this study is UD.Windu Agung, UD. Ummi Kulsum, Batik Melati and UD. Ramayana.

UD Windu Agung produced cassava chips in the District Saronggi. Originally wanted to help the family economy thus trying to make cassava chips and sell them. Enterprises who initially

try finally able to assist and improve the economy of the family. The first attempt does on his own now has absorbed 25 workers. Seeing a burgeoning competitor, UD. Windu Agung not only produce chips singkok but almost all chips produced. In addition, chips are manufactured existing singkok extra flavor.

UD. Ummi Kulsum producing traditional herbal Madurese located in Sumenep Bangselok. Madurese traditional herbs have been known to foreign countries and one of the pioneering was Hj. Kulsum. The herbs are produced there are liquid, powder and some form of capsules. Quality herbs is maintained in order to compete globally.

Batik Jasmine which is located in West of Pakandangan Bluto, batik is the most recognized in the Sumenep. Batik artisans in Sumenep only in Pakandangan, batik Jasmine is pionernya.

UD. Ramayana in the village Karduluk Pragaan is wood carving craftsmen are very famous. The central woodcut in Sumenep in the village Karduluk Pragaan. Starting from a hobby and a business environment that supports and Sofyan Fauzi grew larger and larger.

Background Actors SMEs

The research results are made known that the nature of the entrepreneur-owned businesses affected by three factors: birth, environment and exercise then called 3L. First “L = born”, entrepreneur is the nature of which is owned by businesses is a congenital such as batik and carving. As Zaini, and Sofyan who does have the talent to make batik and carving. Batik and carving can be learned but it would be very difficult for those who do not have the talent.

The second factor is the nature of the environment means that entrepreneurs are emerging for businesses and have grown up in an entrepreneur. The last factor is the exercise that is the nature of entrepreneurs emerged because of the exercise and try.

Business actors have different backgrounds, the results showed that the background there are entrepreneurs out of hobby, passion, pleasure, family heirlooms, and trial and error. The background is closely related businesses with the mindset. There are three factors that affect the mindset that is input information, the environment and past experiences.

Entrepreneurs who succeed always process the information that enters his mind. All information will be absorbed and will be processed again. Suppose there is an increase in fuel (BBM) is bad information for businesses because when fuel rises

all goods also rose. Information received will be processed and used to make decisions such as the decision of marketing, production decisions, financial decisions and others. To get more information related to the product generally business people deliberately seek information from customers.

Environment may also affect the mindset of entrepreneurs. Someone who lives in the business environment will be relatively easy to be motivated to do business directly implemented by developing a business that has been run by his family. For example, Mr. Zaini (batik) and Sofyan (craftsmen) are born and great environment whose majority are batik and wood carvings. Environment was introduced by his efforts now.

The small and medium businesses that succeed always learn from experience. Failure in the early efforts did not make them give up, of their failure was determined to be successful. From interviews with the object turned out to be the beginning of the business they often experience difficulties such as production lots that failed, have not had a market share, which is still a little capital and others. Past of experience they learned and used as guidelines for business decision-making.

Creative and innovative

Creative and innovative are the characteristics of the personal should be fresh in true entrepreneurial person. Business or businesses that are not based on the creative and innovative efforts of an entrepreneur, usually can not develop a lasting, because it is not able to create something that is the most dynamic business environment.

Creativity and innovative are two different things, but need each other, because a creativity would be useless when there is no successful innovation to be realized. Innovative and creativity have the same dominant level, the equally new but has strict limits.

Creativity is the ability to develop new ideas and new ways of solving problems and finding opportunities. While for innovation is the ability to apply creativity in the framework of solving the problem and finding opportunities (doing new thing) So, creativity is the ability to think of something new and different, while innovation is the ability to do something new and different.

Something new and different can be in the form of the results of such goods and services, and may be in the process of such ideas, methods, and means. Something new and different that is created through a process of creative thinking and innovative action is the value added and is a valuable advantage.

Businesses must have the mindset of a creative and innovative in order to compete and survive. Opportunity creation will never be done if creativity does not yet have. Creative thinking is a mental process that involves the ability of creative problem solving and the discovery of new ideas or concepts, then be able to connect the interconnection between ideas / concepts that already exist sebelumnya. From scientific point of view, the product of creative thinking must have the original value and feasibility high. Although it seems the phenomenon of creative thinking product is quite simple, but in fact quite complex.

Creativity is a talent of a person from birth, but creativity can be taught in a simple application technique. Kreativitas also seen as the fruit of a reflection. Creativity also bagia nesensi of innovation and discovery, where it is very important.

The results showed that small and medium businesses are required creative and innovative remember more and more competitors. At the beginning of his efforts Hj. Mamah only produce cassava chips. Seeing a burgeoning competitor, not only producing cassava chips but almost all chips produced. In addition, he also adds flavor to cassava chips, no cheese flavor, taste berberque sweet and spicy flavor. Surely kripikmasih quality is maintained.

Zaini and Sofyan business activities in connection with the art certainly easier to do the creativity, because creativity is actually art. Creativity in business Zaini pack can be seen from the motif. The more detailed or more complicated workmanship will be more expensive. Batik smooth with natural dyes will be sold at a high price. The more competitors, more creative. If the effort Ummi Kulsum: ie traditional herbal medicine is more emphasis on the quality of these herbs. Creativity is done more on the type and form of medicinal herbs offered.

The small and medium businesses that successfully supported by a creative mindset and inovatif.seorang entrepreneurs to flourish if they do not have a creative and innovative mindset in him. creative and innovative is needed by entrepreneurs to develop their businesses to be more successful

From the results of the study indicate where innovative mindset arise because of the past experience, the needs of consumers who are increasingly complex, changes in the market, more and more competitors.

CONCLUSION AND SUGGESTION

Conclusion

The business activities of micro, small and medium have a very important role in advancing the economy. From the results of this study concluded that:

1. The nature of entrepreneurs owned by businesses affected by factors of 3 L is born, the environment and training.
2. The entrepreneurial mindset is influenced by three factors, namely, the first information received. The business must be able to absorb and process information. Business actors do not just stare in charge of business operations but also necessary to find information, absorbed and processed in order to be successful and the second is an environmental berhasil. Factor around. Environment such as families, neighborhoods often introduce entrepreneurs with business. The third factor is the experience of the past. Past experience trauma but sometimes make a person successful businesses always learn from experience,
3. A business operators are required to have a creative and innovative mindset in order to survive and be able to compete with competitors. Creative thinking entrepreneurs are a mental process that involves the ability of businesses to find new ideas or concepts. While innovative is the result of creative ideas to the implementation of creative ideas.

Suggestion

1. For the businesses or entrepreneurs should business people are more sensitive to any changes that occur outside of himself. To be successful, businesses must look for as much information as possible before making a decision. In other words, businesses need to read and listen to the news, to get along, following the development, dialogue with other businesses, building relationships with banks and technology suppliers. In addition, creative and innovative ideas are needed in order to survive and be able to compete globally.
2. For further research , it is suggested that similar studies can be done with regard to the number of objects for more research with a broader research locations

REFERENCES

- Afiah Nunuy Nur. 2009. Peran Kewirausahaan dalam Memperkuat UKM Indonesia Menghadapi Krisis Financial. Working Paper Accounting and Finance.
- Bessant, J. & Tidd, J. 2007. Innovation and Entrepreneurship. chicester: john Wiley.
- Gorman, T. 2007. Innovation. Massachusetts: Adams Media.
- McGrath, R.G, MacMillan. 2000. The Entrepreneurial Mindset: strategies for Continuously Creating Opportunity in An Age of Uncertainty. Boston: Harvard Business School Press
- Kuratko, D.F., Hodgets, R.M. 1998. Entrepreneurship: A Contemporary Approach. Orlando: theThe Dryden Press.
- Wahyudi, Sandy. Entrepreneurial Mindset: Creative dan Inovative.

<http://www.depkop.go.id>