

## CREATING COMFORT ZONE WITH ENTREPRENEURSHIP

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### ABSTRACT

*Studying the comfort zone was intriguing because according to Bernadette Kusdiantari, Consultant Experd, the comfort zone is a situation when a person is already comfortable with the situation. The crisis that hit Indonesia since 1996 not only affected business, but also affected the public welfare. The world of work is getting narrower, while the people who need jobs is increasing. Unemployment caused by the absence of jobs eventually becomes a burden on society as well. Unemployment is a result of the difficulty of getting a job, especially in big cities. It required courage to open comfort zone to make a new breakthrough in the world of entrepreneurship. The government is expected to support the advancement of entrepreneurship in Indonesia by providing marketing assistance and capital goods that have been produced so that the entrepreneur can establish a business without a hitch on the cost of capital and marketing. Job seekers were initially only interested in the formal sector is also expected to change his views and switch on the informal sector entrepreneurs*

**Keywords:** Comfort Zone, Entrepreneurship, Opportunity

### INTRODUCTION

Human life is very challenging to a more in the works. Studying the comfort zone was intriguing because according to Bernadette Kusdiantari, Experd Consultant, the comfort zone is a situation when a person is already comfortable with the situation. Targets that you received are not challenging yourself to do something more than current. Someone who has been in a comfortable position usually tend to enjoy what you already have and do not push themselves to achieve better terms and are satisfied with the current state. The crisis that hit the Indonesian nation since 1996 not only affect business, but also affect the public welfare. The world of work is getting narrower, while the people who need jobs is increasing. Unemployment caused by the absence of jobs eventually become a burden on society as well. Unemployment is a result of the difficulty of getting a job, especially in big cities. People living in urban areas often expect to get a formal job in offices, while employment in the formal sector offers very limited and it is still in the added presence of the word outsourcing became a familiar sound in our ears. Unfortunately however, there are still many who do not understand about what is actually referred to outsourcing labor itself. What is it outsourced?

Referring to Law No. 13 of 2003 on employment, Outsourcing known as the provision of labor services as stipulated in article 64, 65 and 66 In the world of Industrial Psychology, recorded outsourcing employees are contract employees who are supplied from a provider of outsourcing. Initially, outsourcing company providing the kind of work that is not directly related to the core business of the company and do not care about career path. Such as telephone operators, call centers, security guards and cleaning personnel or cleaning service. But currently, outsourcing is used more widespread to various lines of activity of the company.

The higher quality of human resources required and the higher the specificity demands more difficult to fulfill. Limited employment make people find a way to survive in order to live properly. By looking at the situation of the informal sector is an alternative that can help absorb unemployment. Entrepreneurship is the best alternative solution. Entrepreneur is a person who has the willpower to perform helpful actions. Entrepreneurship is also defined as a person who has ideas and manages and run his or her project. Entrepreneurship is the ability to mobilize people and resources to create, develop and implement solutions to various problems in order to create meaning and to meet human needs.

Based on the above situation, the presence and role of entrepreneurship course will give effect to the economic progress and improvement in the economic situation in Indonesia today. Being entrepreneurial means to be able to find and evaluate opportunities to collect source, the necessary resources and act to take advantage of opportunities. With the rise of entrepreneurship, Indonesia's economy is also expected to increase. Based on the background of the problems described above, the problem of this research is how entrepreneurship will open comfort zone to explore the capabilities in entrepreneurship, and whether the risk of entrepreneurs in business development in order to increase the revenue.

## **LITERATURE REVIEW**

### **Comfort Zone**

The majority of people interpret that as long in one company or have worked in an institution will feel comfortable to undergo what is already in the works and can be taken every month or do the work on a regular basis, then you've arrived at a comfortable zone. In this case, a person enters the comfort zone, if in performing career or work does not set a higher target or make improvements to a more challenging ability, knowledge, or skills themselves.

The solution is not merely looking for another company, but how to get out of the secure zone. An example, when in a job you can give a new method, a new target, or improvements that can further improve the effectiveness and efficiency in your work unit. It could also contribute in providing solutions to develop the existing business, or other proposals followed by concrete actions to make it happen, instead of just running the existing work processes.

### **Entrepreneurship**

Several decades have shown social change and economically very rapidly as a result of the globalization process in various sectors and the opening of a wide range of trade cooperation. Although on the other hand, concern arises by inflation, unemployment,

and economic dilemmas and carrying a balance on this planet. The existence of this desire led to increasingly demanding creative leadership in solving complex issues and venture out of the grip or the culture in the region. The next generation of now and required to be able and trained to deal with this and a variety of social change and human needs.

In a country that is mired in various aspects such as Indonesia today, food shortages and famine and humanitarian tragedies often occur. Such conditions lead to a loss of confidence in the ability of self and the ability to manage the future as there is no more to be done and just waiting for help without any pass except march on humanitarian grounds, and it is very vulnerable, especially considering in East Java there are 5 regions lagged behind ie Bondowoso, Situbondo, Bangkalan, Sampang, Pamekasan (<http://www.kemeneqpdtd.go.id/hal/300027/183-kab-area-behind>).

Looking at the above facts about economic life that does not go well, the extent to which entrepreneurship can provide solutions relevance of economic, environmental, social and humanitarian problems. Entrepreneurship has a very important role in all dimensions of life. Rebuilt communities have vitality and energy that started from entrepreneurial activity.

Entrepreneurship is the ability to mobilize people and resources to create, develop and implement solutions to various problems in order to meet human needs. A society in which there are people who have an entrepreneurial spirit will be able to respond to changing needs and realities. This entrepreneurial spirit is shown by the desire to take the initiative and be creative and innovative in managing people and resources in order to achieve satisfactory results. The entrepreneur is an agent of social change, political and economic.

In general, people associate the entrepreneurship as a pioneering company in the economic sector. Surely the entrepreneurial spirit can grow and thrive in the economic sector or NGO such as: a new community organization, a new rehabilitation center, or a new institution in the field of art. The unique character of entrepreneurship is the pioneer and builds something new and more effective than continuing something that already exists.

### **The linkage between the development of Entrepreneurship with the Economy**

Over the past two years, the condition of Indonesia in various fields showed no significant change. The government policy is still confusing, the law is not clear, disaster is everywhere, and social conditions increasingly uncertain. In the economic sector, there is no change towards a better condition. Layoffs persist because many entrepreneurs are no longer interested in starting or developing a business, and foreign investors have been many who decided to move their operations to other countries more promising.

On the other hand, the population of productive age can not be idle. Life still have to run and steady income to be sought to cover the cost of living that getting more expensive. Various business ideas sprung and discussed in various forums both formal and informal meetings. Most of these ideas is simply a "beautiful dream" but some responded with great enthusiasm. From this it appears that our society should feel encouraged when faced with a prolonged crisis. This is in line with the opinions expressed David Fagin (in the book Crouch, 2002), which says that most challenges can

be faced with creativity. Without creativity, problem is rarely transformed into opportunities.

The contribution of entrepreneurship to economic development of a country can not be doubted anymore. A country that can grow and can construct ideally, should have entrepreneurs at 2% of the total population (UN). The entrepreneur is meant here is that according to the criteria of professional expertise, has a strong entrepreneurial character, have high achievement motivation (McClelland) and the ability to innovate (Drucker) and the ability of the affiliated or build alliances.

### **Positive Effect of Entrepreneurship**

The positive impact of socio-economical that the entrepreneur who create jobs, improve quality of life, improve income distribution, harness and mobilize national resources to increase productivity, and improve the welfare of government through government programs, such as taxes and others. Hendra Esmara forwarded ideas measurement Indonesian development consisting of three components and 20 indicators. The third component is the population and employment, economic growth, and equity and social welfare. Based on these ideas, the entrepreneurship can improve the development of Indonesia because entrepreneurship can provide jobs that improve the welfare of society. According to Michael P. Todaro, a source of economic progress could include a wide range of factors, but in general it can be said that the main sources of economic growth is the existence of investments that can improve the quality of capital or human and physical resources, which in turn managed to increase quantity of productive resources and that can raise the productivity of all resources through new discoveries, innovation, and technological progress. Based on these opinions, entrepreneurship may affect the rate of economic growth of a country.

Given the positive impact entrepreneurs, the job seekers are initially only interested in the formal sector is expected to change their views and switch on the informal sector. According to Stephen R. Covey, the change is often a painful process. It is a change that must be motivated by a higher purpose, by the willingness to play down what you think you want now for what you want in the future.

### **RESEARCH METHODOLOGY**

This study is a quantitative descriptive which means that qualitative is valued by an average score of results with a population of workers who use 8 hours of work and rest of time to run entrepreneurial activity where researcher have obtained 100 respondents randomly in East Surabaya, with 8 questions to determine that a person must be able and willing to get out of the comfort zone. The statement structure includes:

1. How much is the revenue gained from the activity apart of the permanent job?
2. What entrepreneurial field/activity is done off the office hour?
3. How much capital has been issued?
4. How much risk does ever appear?
5. Is it difficult to start the job?
6. Where is the location chosen?
7. What reason exists to work outside the office?
8. How long has a business been run?

## **RESULT AND DISCUSSION**

Along with the development effort is usually followed by a change in management style, then at the same time entrepreneurs are faced with various risks. Basically there are two risks faced by entrepreneurs when given the opportunity to develop their business. Both of these risks are real risks, the risks are visible, can be counted, can be anticipated and avoided and psychological risk, ie the risk that is not visible, can not be calculated, it can be anticipated, but not necessarily inevitable.

According to Walter Wriston (in the book chouch, 2002), life is a process of risk regulation, not abolition. Complaints such as those mentioned above should not be the case if the entrepreneur has prepared the infrastructure of human resource development effort since the decision was made. In fact, HR planning is rarely done by the entrepreneurs and often forgotten. Placement of professionals in the business into a process that is often called the entry and exit of employees atuncontested markets as a result of piracy against professionals, but not necessarily the exact pirated professional results with the business needs in lakoni, entrepreneurs often end up being disappointed.

In the opinion of Douglas Mc Gregor (the book Sadarachmat, 2001), there are two types of theories that show human nature at work, namely the theory X and theory Y. Theory X assumes that humans basically are lazy, always trying little as possible, not have ambition, do not want to take the initiative that they want is a sense of security, has no responsibility. While the theory Y assumes that people are basically not opposed to the need to organize and view work as an activity that is reasonable or needs, such as eating, sleeping, resting, and so on. Human salalu ready and wants to take responsibility. Based on this theory, we can imagine if the assumptions of the theory of X is all around us, how hard and difficult it to take care of an organization. This is what inhibits the development of entrepreneurship.

The statement structure includes:

1. How much is the revenue gained from the activity apart of the permanent job?
  - a. Obtain under 1 million answered by 25 respondents
  - b. Obtain above 1 million to 5 million answered by 45 respondents
  - c. Obtain above 5 million answered by 30 respondents
2. This shows that the respondents have understood the advantages that can be gained by doing some efforts out of their comfort zone.
3. What entrepreneurial field/activity is done off the office hour?
  - a. laundry services, health; answered by 20 respondents
  - b. Products like culinary answered by 45 respondents
  - c. Business franchises and multi-level marketing answered by 35 respondents
4. This shows that the majority of respondents understand the business run and its risk.
5. How much capital has been issued?
  - a. Over 40 million, answered by 25 respondents
  - b. Between 10-40 million, answered by 55 respondents
  - c. Below 10 million answered by 20 respondents

6. This shows the big amount of capital absorbed outside the comfort zone and the need to take into account the risks that might be occurred.
7. How much risk does ever appear?
8. Over 10 million , answered by 5 respondents
9. Under 10 million , answered by respondents
10. There is absolutely no risk , answered by respondents
11. Respondent who choose that “There is absolutely no risk” because they have obtained the break-even point so they do not feel the loss of doing hobby, such as joining Multi-level Marketing or culinary.
12. Is it difficult to start the job?
  - a. It is difficult, answered by 30 respondents to the initial word initially “embarrassed” and do not know how to do business so it needs such meetings and consultations in the MLM business
  - b. Easy, answered by 70 respondents because all comes from their hobby and implemented well
  - c. Where is the location chosen?
13. In front of the house, answered by 70 respondents 10 respondents
14. Hire stand, answered by 70 respondents 70 respondents
15. Cyber , answered by 70 respondents 20 respondents
16. Nearly 90 respondents to open a business outside the house-zone due to the profit gained.
17. What reason exists to work outside the office?
18. Getting financial excess, answered “yes” by 80 respondents
19. Implementing hobby that can not be done in the office, answered by 20 respondents
20. How long has a business been run?
  - a. Less than 1, answered by 30 respondents
  - b. Between 1-10 years, answered by 50 respondents
  - c. More than 10 years, , answered by 20 respondents
21. Running a business that is less than one year are due to try and enjoy new business increase, and jumping from one business to another business and not feel fit yet with the business run, but of all the business outside the office are very promising and prove the truth of the book Robert T. Rich Dad Son Kiyoshaki about Rich.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

The presence and the role of entrepreneurs have an impact on economic progress and improvement in the economic situation in Indonesia today because entrepreneurs can create jobs, improve the quality of life, improve income distribution, harness and mobilize national resources to increase productivity, and improve the welfare of government. Thus, the increasing development of entrepreneurship can improve the economy in Indonesia.

### **Recommendation**

After doing research on opening a comfort zone with entrepreneurial ability to dig themselves, it is advisable entrepreneurship can be a viable alternative in the effort to alleviate poverty and unemployment in Indonesia. The government is expected to support the advancement of entrepreneurship in Indonesia by providing marketing assistance and capital goods that have been produced so that the entrepreneur can establish a business without a hitch on the cost of capital and marketing. Job seekers were initially only interested in the formal sector is also expected to change his views and switch on the informal sector entrepreneurs. And workers who feel the need for a better life can enjoy free time after working with entrepreneurial businesses.

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