

THE ROLE OF THE CONSCIENCE ON EMOTIONAL INTELLIGENCE AND INTEREST IN DETERMINING THE VISION AND THE MISSION OF BUSINESS BY STUDENT OF BUSINESS LEGAL ASPECT IN STIE MAHARDHIKA SURABAYA

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ABSTRACT

Building a business in the areas of interest , moreover supported with an appropriate interest, will bring passion and give pleasure in learning or doing it. In this decade, a definition of a business's success is defined not only about the success of a goal being achieved, but also the inner satisfaction of the business actor. The inner satisfaction of this business actor is found from the happiness that is felt because it can help fellow human beings, through the activities of these business activities. This study aims to determine the role of conscience on emotional intelligence in choosing a business, especially for students. The program design is tested on students at STIE Mahardhika Surabaya. The research is done through the method of giving personal opinions from some given questions to recognize the choices of conscience as the end of the emotional intelligence in every student in choosing the purpose of his business. Through the analysis of opinions on the recognition of interest, and what goals to be achieved in his life as a social creature, so that business goals can be seen more concentrated on the desire to create a humanitarian climate in the better world, the main thing that the younger generation wants to become a vision mission his efforts forward.

Keywords: Influence of Emotional Intelligence, Interest, Conscience, Vision of Mission

INTRODUCTION

Running a business in areas of interest, especially supported with the right talent, will bring passion and give pleasure in learning or living it. Unfortunately, students often choose a business because they are carried away and join their friends, or choose a field that is popular, without having time to digest and understand the field to be learned and done, as what can be done in accordance with the educational background.

Developing interest through emotional intelligence by prioritizing conscience, aims to get someone to start a business in the field of interest and in accordance with the ability and interest they have, so they can develop the capability to learn and work optimally with great enthusiasm.

Plus a happiness that completes the optimization of business success, because there are benefits to helping and sharing with fellow human beings, through the conscience approach in every chosen business.

LITERATURE REVIEW

According Trisnayadi (2007: 19) potential is the basic capital that can be developed to live life, both physical and non physical. Meanwhile, according to Casson (1986: 53) the potential is the ability and strength possessed by a person both physically and mentally and has the possibility to be developed when trained and supported by good means. Thus, the notion of potential in general is the capabilities and qualities possessed by individuals both physically and non-physically that when developed can be

a productive resource.

Steiner (1997) explains the meaning of emotional intelligence is an ability that can understand the emotions of self and others, and know how the emotions themselves are expressed to increase the maximum ethical as a personal power.

In line with that definition, Mayer and Solovey (Goleman, 1999; Davies, Stankov, and Roberts, 1998) express emotional intelligence as the ability to monitor and control their own feelings and others, and use those feelings to guide thoughts and actions.

In contrast to previous opinions, Patton (1998) suggests emotional intelligence as the ability to know emotions effectively to achieve goals, and build productive relationships in order to achieve success. Meanwhile, Bar-On (2000) mentions that emotional intelligence is a series of emotions, emotional knowledge and abilities that affect the ability of the entire individual to solve the problem of environmental demands effectively.

From some of these meanings there is a tendency to mean that emotional intelligence is the ability to recognize one's own feelings and feelings of others, the ability to motivate oneself, the ability to cultivate emotions well on oneself and others.

In the management of talent and interest activities of students, Islamic madrasah or school may be guided by the following verse:

Meaning: "Say (O Muhammad), every man do according to his nature, and God knows which of them is more righteous his way of life" (Surat al-Isra: 84).

The above verse explains that every human being has potential, encouragement and innate (talent) according to the tendency and desires of his conscience (interest). Therefore, each individual must develop his talents in accordance with his interests.

Talent

In Big Indonesian dictionary (KKBI), the word talent is defined as intelligence, nature and innate carrying character.⁴³ Whereas in English, talent is often described with the word "talent" which means a person's extraordinary ability to something of the ability someone who is above the average ability of others will be something.⁴⁴ Language (etymology), the word "talent" in the Indonesian dictionary means marks, impressions, signs (scars) .⁴⁵

William B. Michael, (1960: 59) in Jamal Ma'mur Asmani defines talent with an aptitude may be defined as a person's capacity, or hypothetical potential, for the acquisition of a certain more or less well defined pattern of behavior involved in the performance of a task respectto which the individual has had little or no previous training. Woodworth and Marquis stated that aptitude includes abilities.

Based on some opinions of educational experts on the definition of talent, then the authors conclude that talent is the superior abilities of a person who makes a person has a superior achievement as well, both in one field and many fields. This shows that one student with another student has different capacity (ability). For example, one student may be gifted in academics, dance, sports, but perhaps the other students have only academic talent. If the talent is left unattended without any effort to develop it, then the talent has no effect whatsoever on one's life. Talent will be a dead thing that has no power at all. Therefore grinding becomes the only way to live the talent, to be a potential to be proud of in itself.

Interest

In Big Indonesian Dictionary (KKBI), interest means a high tendency towards something, also defined as passion or desire. Whereas in English, interest is often described with the words "interest" or "passion". Interest means a sense of wanting to notice and curious about something, while "passion" equals its meaning with passion or a strong feeling or enthusiasm for an object.

According to Crow & Crow in Abdurrahman Abror, saying that interest that can also be called interest is matters relating to the motive that encourages a person to tend or feel attracted to people, objects, or activities or can be effective experiences stimulated by activities itself.

It is important that an entrepreneur notices the interest of himself that has existed since childhood, as a code to determine the direction of his or her life purpose. This is in line with that expressed by Des Griffin that "there is compelling and important evidence about early childhood. Very young children are intrinsically creative and diverse in their interest, they respond to encouragement and stimulation ". Wayan Nurkencana suggests that according to Doyles Fryer defines interest as a psychic phenomenon

related to objects or activities that stimulate feelings of pleasure in the individual.⁵⁷ Whereas according to Slameto, interest is a sense of preference and interest in a thing or activity, without anyone telling.

Emotional Intelligence

This intelligence can be learned and nurtured through experience, training and association. Emotional Intelligence according to Goleman¹⁶ is the ability, such as the ability to motivate yourself and survive the frustration; controlling impulse and not exaggerating pleasure; regulate mood and keep stress loads not crippling thinking ability.

Conscience

According to ESQ expert, Agustian emotional intelligence is the ability to feel the feelings of self and surroundings. The key to emotional intelligence is the degree of honesty to consciousness, or conscience.

Conscience is at the core of principles that will provide security, as well as guidance or guidance, strength, and wisdom.

Vision and Mission of Business

According to Sukirno DS, to have the right approach, a businessman must be vision and mission. What is vision and mission? Vision is a desirable condition in the future. Vision demands and encourages members of organizations or individuals to achieve it. While the mission is the path to be taken (the chosen track), which is a step mapping external and internal environment.

To achieve the vision and mission, people or organizations need the existence of core belief (belief that vision and mission formulation is feasible), as well as core values (values believed to nurture relationships and the realization of vision and mission).

RESEARCH METHODS

The research method used to recognize the emotional intelligence of students at the School of Economics (STIE) Mahardhika is by descriptive method by giving 10 questions. This assessment is tailored to personal opinion in accordance with the conscience of each student, where this question to find out and dig every inner drive / conscience that exist in each student self against the purpose of the business to be selected and run. This method is also provided without the identity of only the sexes in order for the privacy of each individual to be maintained but the ability of all individuals to be open. With this method will be drawn conclusions about the appropriate business for each individual student especially in the future.

RESEARCH SUBJECT

The population of this research is students of STIE Mahardhika in Surabaya East Java majoring in Business Law Aspects . The subject was chosen by giving 10 questions. This assessment is adjusted to personal opinion according to each student's conscience, where this question is to find out and explore the emotional intelligence, interests and conscience that exist in each student's self, to determine what the appropriate business and vision of his mission. This method is also provided without the identity of only the sexes in order for the privacy of each individual to be maintained but the ability of all individuals to be open.

METHOD OF COLLECTING DATA

The scale used for data collection is the scale of opinions on emotional intelligence. Attitude towards interest and vision of the business mission to be run. The attitude scale that has been tested try to STIE Mahardhika students. Intervention based on a preliminary study of the intentions of the effects of emotional intelligence and the interests and vision of the business mission, propagated in order to make the design of the intervention, the result is that the student still feels some pressures in his life when making a business-oriented business-only business or financial- meaning they do not fully live their abilities. And their basic desire to love and protect every human being, as a social being.

Based on this, researchers intend to create programs that can be addressed to governments that can increase the success of young people to get the right business in the future.

DATA ANALYSIS METHOD

The analytical method used is to look at the emotional intelligence, potential, interests and vision of missions students have, what they want to create or future for the people, Indonesia and the World in general, and what contribution they want to do afterwards.

RESEARCH RESULT

Training Results

1. What good value would be inspired by the current world system, as a form of your basic motivation on the business that will be established?

Table 1. Summary result of good value question

Peace	13
Greening	7
Economic Welfare	5
Technology	5
Justice	4
Cooperation	4
Advanced	3
Innovation	3
Honest	2
Goodness	2
Entrepreneur	2
Developed	2
Game	1
Achievement	1
Unique	1
Woman Right	1
Religious	1
Donator	1

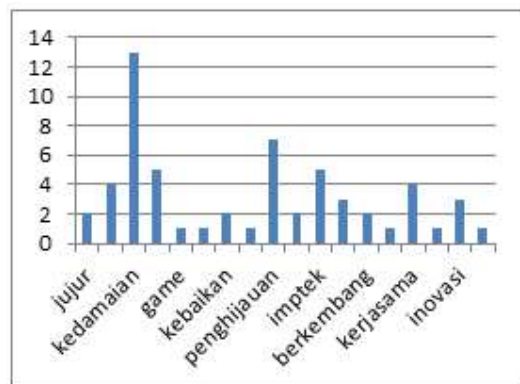


Figure 1. Bar Chart of good value question

Peace is in the highest position of 13 votes. This means that students really want to get the real peace of this world, even most of the younger generation will do everything to get a peaceful world, without conflict and coexistence between the differences with each other in harmony and mutual respect.

2. Idealism as a new entrepreneur who has emotional intelligence, need to make improvements to the supporting sectors. What is the most important thing to do in order to create a Business that has a vision of mission to provide benefits for consumers?

Table 2. Summary result of the most important thing to do in order to create a Business

Free corruption	15
Safe	5
Wealthy and prosperous	4
Fairytale world	4
Peace	3
Environment free from pollution	2
Discipline	2
Modern	2
Religious	1
No plagiarism	1
All leaders are men	1

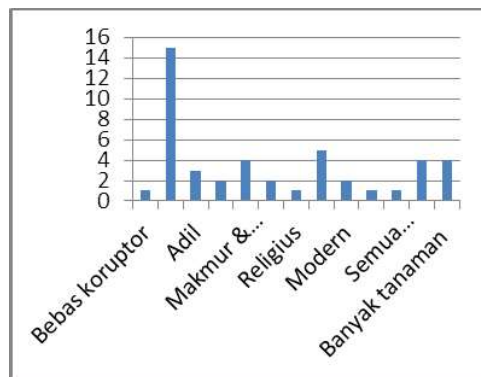


Figure 2. Bar Chart of the most important thing to do in order to create a Business

From the graphic results can be seen that students or young people feel the important role of a conducive and safe situation to the environment and society, as a supporter of their business activities. Some others, want a business climate that wealthy and prosperous so dominant to be the Vision of Mission of every business beginner. This is because, with the right vision, the mission of a business aimed at wealthy and prosperous means a key to success that has begun to be sharpened. World of Fairy Tales, is a unique answer that comes as the dream of each respondent to be able to get the business exactly what they want, also means with the easy process and the ultimate outcome.

4. What kind of business situation is present?

Table 3. Summary result of business situation is present

Bad/broken	13
Egoistic	8
Zealous	8
Oppression	7
The Earth Is Round	6
Dirty	5

Hot	4
Transitory	3
Peace	2
Mysterious	2
Jam	1
Sophisticated	1
Change	1
Cool/Beautiful	1
House	1
New Generation	1
Muslim	1

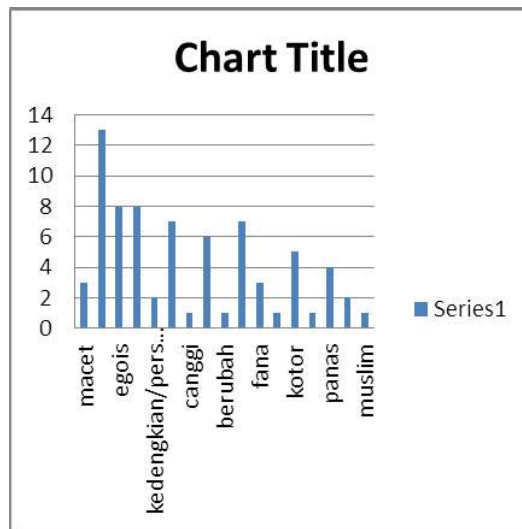


Figure 3. Bar Chart of of business situation is present

It is seen from the chart that the most choice is in Poor / Degrading, it's a sign that most students feel that they are living on earth that is getting damaged by a worrisome business climate.

4. How do you see your dominant nature, while running a business? That could be positive or annoying.

Table 4. Summary result of dominant nature while running a business.

Compassionate	13	Love Sport	1
Ignorant	11	Like Travelling	1
Fussy	8	Don't Like Curb	1
Quiet	7	Moodyan	1
Selfish	6	Nature	1
Patient	6	Thinker	1
Good	5	Voter	1
Honest	5	Fighter	1
College Student	5	Strong	1
Prospective Of Entrepreneur	4	Diligent	1

Peace	3	High	1
Stubborn	3	Creative	1
Korean Lover	3	Cashier	1
Success	3	Wonder Women	1
Whiny	3	Easy To Be Cheated	1
Lazy	3	Happiness	1
Gentle	3	Soft	1
Forgetful	3	Humble	1
Forgiving	3	Justice	1
Assertive	2	Coward	1
Melancholy	2	Children Lover	1
Freak	2	Prospective Mother	1
Quietness	2	No Arrogant	1
Hard Worker	2	Kind	1
Cheerful	2	Minimalist Nose	1
Loyal	2	Good Listener	1
Discipline	2	Consistent	1
Bad Temper	2	Supporter	1
Funny	2	Artistic	1
Shy	2	Singer	1
Closed	2	Introvert	1
Cheerful	2	People Behind The Scenes	1
Helpful	2	Muslim	1
Care	2	Collector	1
Easy To Get Carried Away	2	Dreamer	1
Beautiful	2	Like Laughing	1
Reminder	1	Ignorant	1
Like Learning	1	Like Chocolate	1
Perfectionist	1	Animal Lover	1
Jealous	1	Cannot Accounting	1
New Generation	1	Career Woman	1
Love	1	Hijab	1
Sinner	1	Advisor	1
Unstable	1	Political Observer	1
Good Temper	1	Opponent	1
Sensation	1	Seldom Complain	1
Secret Keeper	1	Humorous	1
Willing To	1	Understanding	1

Sacrifice			
Solidarity	1	Easily Offended	1
Spoiled	1	Fat	1
Generation Of The Nation	1	Strange	1
Cranky	1	Cannot Be Snapped	1
Lack Of Confident	1	Have A Commitment	1
No Reproach	1	Strong Determination	1
Ambitious	1	Graduated From University In 3,5 Years	1

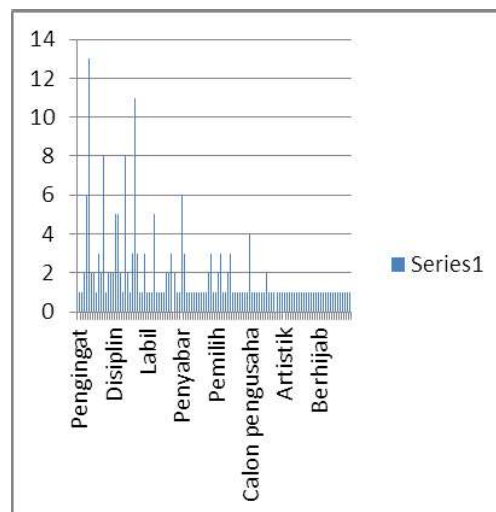


Figure 4. Bar Chart of dominant nature while running a business.

The most votes that can be seen from the charts is that students have more compassion, and they also have a chatty nature and are mostly ignorant.

5. Favorite tone mood everyday in making business decisions.

Table 5. Summary result of Favorite tone mood everyday

Blue	10
Pink	8
Brown	5
Green	4
Brownish	4
Red	3
White	2
Blue Heavy	2
Gray	2
Yellow	1
Purple	1
Light Blue	1

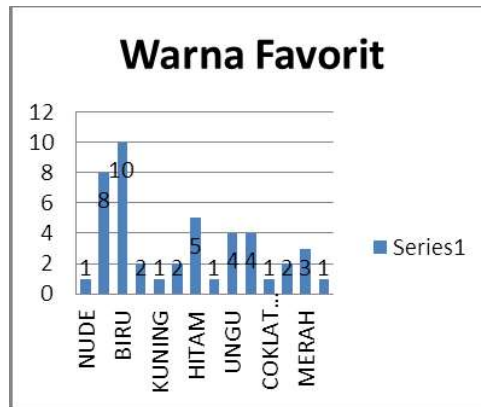


Figure 5. Bar Chart of Favorite tone mood everyday

Viewed from the chart it can be seen that most students love the blue color, they consider the blue color many give their own motivation ranging from calm, more cool to see and other things. Next is the Pink color that is identical to the gender of the female respondents.

While the last color that many answered, is Black, which symbolizes a strong person in holding the principle of effort.

6. Self-nature that makes motivated and more confident when meeting with business clients.

Table 6. Summary result of Self-nature that makes motivated and more confident

Discipline	17
Skin	7
Humor	7
Smart	7
Nose	6
Hand	4
Teeth	4
Lip	4
Eye brow	3
Feet	3
Smile	3
Nose	2
Eye	2
Hair	2
Cheek	2
Butt	1
Dimple	1
Eye lashes	1

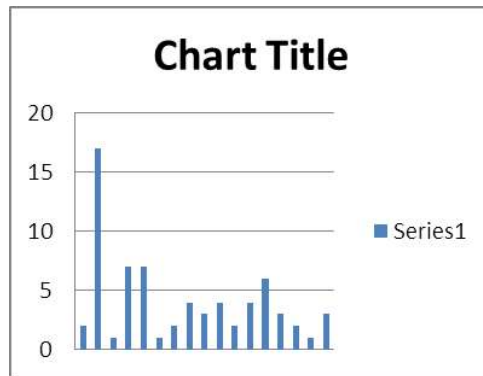


Figure 6. Bar Chart of Self-nature that makes motivated and more confident

From graphic data it can be seen that most Self-motivating Attributes in the most preferred effort are Discipline, Humor and Smart.

7. A suitable figure to be an DREAM JOB, in accordance with the vision of the mission.

Table 7. Summary result of a suitable figure to be an DREAM JOB

Artist who cares about the environment and social	10
Cartoon character	8
Rasululloh	5
President	5
Sabyan Gambus	4
Taqy Malik	3
Prophet	3
Public figure	3
Natta Wanda	2
Sahabat/friend	1
Selebgram	1
Muzammi	1
People preferred	1
Ka'bah	1
Scientist	1
Preacher	1
Tahfidz	1

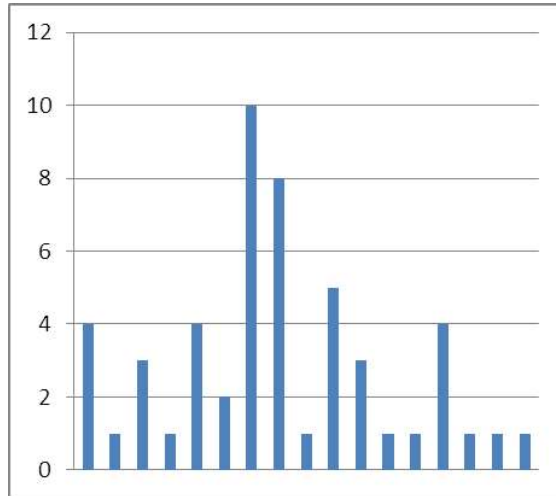


Figure 7. Bar Chart of a suitable figure to be an DREAM JOB

From the graph data it can be seen that most of the students see that the suitable figure to be THE DREAM JOB, in accordance with the vision of mission, are: Entrepreneur, President and also teacher/lecturer.

8. How to choose the right business.

Table 8. Summary result of How to choose the right business

Create a vision & mission for consumer	10
Looking for a popular business	8
Developing innovative product	7
Meeting client	7
Finding business link	5
Making new discovery	3
Adventure	1
Doing good	1
Job hunter	1

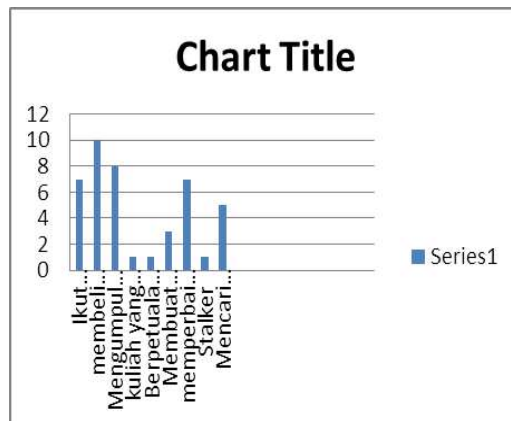


Figure 8. Bar Chart of How to choose the right business

From the graph data can be seen that How to choose the right business, the highest as many as 10 respondents answered that it should make the vision of the mission of the consumer pro. In addition, it also develops innovative products and search for businesses whose products are much-loved and looked for by community.

9. Business / Profession done and can support the Vision of Mission that is in answer question no.1.

Table 9. Summary result of Business / Profession done and can support the Vision of Mission

Businessman	14
President	9
Member Of UN	5
Ministry Of Forestry	4
Public Figure	4
International Natural Ambassador	2
Scientist	2
Government	2
Employee	2
Ambassador	2
Auditor	2
Public Accountant	1
Unicef	1
Handmade	1
Doctor	1
Nurse	1
Author	1
Lecturer	1
Army	1
Preacher	1
Corruption Watch Institution	1

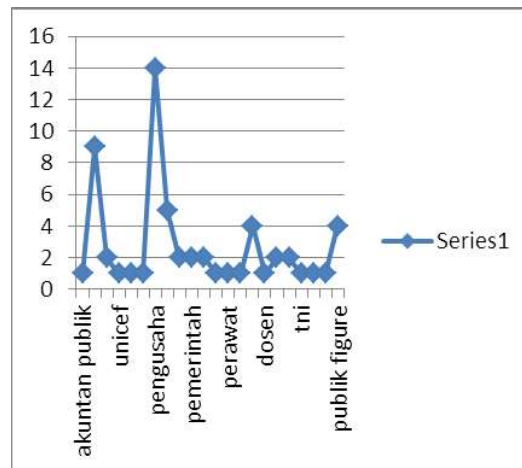


Figure 9. Bar Chart of Business / Profession done and can support the Vision of Mission

From the graphic results can be seen that the most votes of the business and professions desired by students in particular in accordance with the interests and emotional intelligence, to make the world a better and more peaceful is to become entrepreneurs, Members of the United Nations and the President.

DISCUSSION

Peace is in the highest position of 13 votes. This means that students really want to get the real peace of this world, even most of the younger generation will do everything to get a peaceful world, without conflict and coexistence between the differences with each other in harmony and mutual respect.

From the graphic results can be seen that students or young people feel the important role of a conducive and safe situation to the environment and society, as a supporter of their business activities. Some others, want a business climate that is wealthy and prosperous so dominant to be the Vision of Mission of every business beginner. This is because, with the right vision, the mission of a business aimed at wealthy and prosperous means a key to success that has begun to be sharpened.

World of Fairy Tales, is a unique answer that comes as the dream of each respondent to be able to get the business exactly what they want, also means with the easy process and the ultimate outcome.

Judging from the chart that the most choice is in Poor / Degrading, it's a sign that most students feel that they are living on earth that is getting damaged by a worrisome business climate.

The most votes that can be seen from the charts is that students have more compassion, and they also have a chatty nature and are mostly ignorant.

Viewed from the chart it can be seen that most students love the blue color mood, they consider the blue color many give their own motivation ranging from calm, more cool to see and other things. Next is the Pink color that is identical to the gender of the female respondents.

While the last color that many answered, is Black, which symbolizes a strong person data hold the principle of effort.

Viewed from graphic data it can be seen that most Self-motivating Attributes in the most preferred effort are Discipline, Humor and Smart.

From the graph data it can be seen that most of the students see that the suitable figure to be THE DREAM JOB, in accordance with the vision of mission, are: Entrepreneur, President and also teacher / lecturer.

From the graph data can be seen that How to choose the right business, the highest as many as 10 respondents answered that it should make the vision of the mission of the pro consumer. In addition, it also develops innovative products and search for businesses whose products are much-loved and sought-after community.

From the graphic results can be seen that the most votes of the business and professions desired by students in particular in accordance with the interests and emotional intelligence, to make the world a better and more peaceful is to become entrepreneurs, Members of the United Nations and the President.

Objectives achieved in the writing as follows :

Knowing the emotional intelligence of each student

Knowing the appropriate efforts of each student interest

Understanding the vision of a business mission that is consistent with the conscience and benefits of the business to the surrounding community and the world.

CONCLUSIONS AND SUGGESTIONS

Conclusion

From the research process undertaken with the method that has been implemented that is from 10 problems for the introduction of business interests of students based on emotional intelligence and vision of business mission in accordance with the conscience, it can be deduced that the younger generation mostly or the average more want the world full of peace, even they want to do something to make this world truly peaceful. In addition, the young generation also has the potential and the desire as an entrepreneur, meaning they do not want to work for others but instead want to create their own jobs and have unlimited income, so with this they feel they can make the world become peaceful that is creating a field work alone or perhaps also by reducing unemployment from the employment they create as an entrepreneur. This means the government should better appreciate every creative and creative idea of the young generation to realize their desire to become big entrepreneurs for the sake of world peace.

Suggestion

Based on the above description, the authors advise the readers that we need to have high intellectual intelligence and recognize the vision of business mission, and what we have a conscience. One that we need to consider is emotional intelligence, which is very influential on every policy and direction of the business undertaken. Emotional intelligence must be in tandem with its potential.

The point in choosing a business, must be in accordance with the potential itself because each human has different potential different, we must first explore the potential to be developed. There is no need for an action to force yourself if it is not able to do something. In essence humans are creatures of the individual creation of God Almighty who have the potential of self that is different from each other, so that each person's business performance is different. And will be more leverage when focused into the right interests, poured in a clear mission vision, and sharpened with a conscience that is based on the welfare of the community.

And leads to the achievement of satisfaction or maximum results of the effort made, so a word "HAPPY IN BUSINESS" is no longer a difficult thing to do.

"Achievement is depends on the strenght of your heart, mind and listen the inner drive."

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