

Gender Roles against Opportunities for Entrepreneurship (Case studies of students at the University of MH Thamrin)

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ABSTRACT

Micro, Small and Medium Business activities have a significant role in promoting the economy because this sector has been tested to have resistance to the economic crisis. Micro, Small and Medium Business provides ample employment opportunities that can improve people's welfare. But the facts above are not as easy as Micro, Small and Medium Business also has some problems, where small businesses often face natural examinations with various difficulties, such as capital constraints, human resources, changing government policies, business locations, competition, technological development, etc. It is above the same set of money with entrepreneur. Being a successful entrepreneur is not easy to manifest, many things that need to be studied to be able to open the horizon, not only with experience but also must be equipped with expertise, hard work without tenancy will be empty and include resistant to be difficult temptations in business activity. Surely the above should have tricks or tips so that the goal in entrepreneurship to be successful. The above matter, of course, has an influence on others that want to advance in entrepreneurship certainly. Students are the embryo that has a good potential for realizing entrepreneurial activities. Successful entrepreneurial tips become the deciding factor in motivating students in entrepreneurship. Sample case studies have been conducted at Muhammad Husni Thamrin University

Keywords : *Entrepreneur, Tips, Entrepreneurship, Micro Small and Medium Business,*

Introduction

In the last five years, small businesses have received enormous attention. They had a very high survival power and proved able to cope with unemployment and a significant role in the economic development. Data from the Central Bureau of Statistics (BPS) in 2012 concerning SMEs, the number of SMEs 56.5 million with the growth 2.41%, while the number of SME's workers is 107.6 million with the growth 5.83%. SME's provide GDP contribution around 1,504 Billion with the growth of GDP contribution 9.90%. In addition, the value of SME export is 208 billion with the growth of export value of SME'S 11%

Micro-businesses and small businesses have a high survival power because they grow naturally. Like the tree in the forest, its roots plunging deep into the ground and its trunk firmly rising skyward. Although the business is *overcrowded*, these trees take root and co-exist with the surrounding ecosystem. They give each other life

Small businesses also face various problems, such as capital constraints, human resources, changing government attitudes, business locations, competition, technological developments, and so on. From these obstacles, step by step is run and traversed so that all obstacles can be passed and success is obtained; this is the part of the success of entrepreneurs.

Table 1. The development of MSME from BPS data

No	Indicator	Unit	2012
1	Number of MSMEs	Unit	56 534 592
2	Growth of MSMEs	Percent	2.41
3	Number of SME'S Workers	Person	107 657 509
4	Growth of MSME Workers	Percent	5.83
5	MSME GDP Donation (constant price)	Rp.Billion	1 504 928.20
6	Growth contribution of SME'S GDP	Percent	9.90
7	Export Value of SME'S	Rp.Billion	208 067.00
8	SME'S Export Value Growth	Percent	11.00

Source: Central Bureau of Statistics (2016)

Framework for thinking and hypotheses

Gender is one of the determinants of the opportunities for being the entrepreneurship. In this study, it will examine which gender (Male or Female) has more significant opportunities for being the entrepreneur. The respondents are the students at M H Thamrin University which already learn and have knowledge of successful entrepreneurship.

The research hypotheses conducted on dependent and independent variables are as follows:

H_0 : There is no difference in entrepreneurship opportunities between men and women

H_1 : There is a difference in the opportunities for entrepreneurship between men and women

Literature review

Entrepreneurship

The entrepreneurship, according to Robert D. Hisrich (2008: 10), is the process of creating something new at the value of the time used and effort required. It has some risk including financial, physical, and social risks, but it will generate monetary rewards generated, as well as personal satisfaction and freedom feeling in conducting business.

Principles and Purposes of SME's Empowerment

Entrepreneurs must understand the Principles and Purposes of SME's Empowerment, which will assist in the entrepreneurial process so that there are no obstacles in achieving a goal, according to Leonardus Saiman (2014: 7-9)

Successful SME'S Entrepreneurs

Rhenald Kasali's opinion (2012: 17-22), the tips of a businessman who can be taken empirically are:

The first, any attempt always cope with the changes that are evolutionary and revolutionary. What is often feared is a ridiculous change because it often happens suddenly. In fact, it is the revolutionary change that often opens our eyes. All entrepreneurs are afraid of revolutionary changes, that is, changes that are progressing little by little because they are not realized. The change happens from day to day, suddenly we find ourselves, our efforts, our lives, already lagging far behind for not adjusting.

According to Hendro (2011: 28-29), there are several factors that stimulate the *spirit of entrepreneurship*, namely: a) Product Evolution, Product change will give rise to changing needs that create a new opportunity. B) Evolution of Science, Science change will inspire new products and so on. C) Changes Lifestyle, tastes, and hobbies, Lifestyle changes will give rise to the desire for different products. d) Technology Changes, The development of technology and increasingly sophisticated technology will create different products, ambiance, and lifestyle. e) Cultural change, development of lifestyle, income, tastes, technology and so will change a person's culture, so this will affect the *vi tu han* different products in each place. F) Changes in Government and Political Structures, Political change will affect changes in government structures that lead to changes in regulations, policies, and direction of the economy so that the emergence of gap needs for past and post-change products. G) *Intrapreneurship* is getting better and stronger will bring passion *entrepreneur*. This is due to creativity, innovation, tight competition, desire for more recent challenges, organizational change, and more. Thus, the Organization indirectly develops one's *entrepreneurial spirit*.

Furthermore, Justin G. Longenecker (2001: 15 & 18) the changing context of small business, presents challenges include: a) Growth *superstore*, If you have a small store and entered by a modern *superstore*, no need to think long to realize that you are in big trouble. Although the changing world of business threatens corporate life and even destroys, small-scale businesses today have to face that challenge exist with an *entrepreneurial spirit*. Many companies survive if they appear to compete. b) Expansion of information technology and internet c) The emergence of the global economy.

The second, the Importance of Regeneration. The perpetrators of SMEs are always relying on the family as the source of business successors. The family in the question, of course, open not only the vertical family relationship between parent and child but also between uncle and niece. This means that the resources for the development of family or small business are insufficient.

This is similarly shared by Dewi Masitah and M. Edwar (2013: 13) through quantitative empirical research, that the family role variables and employment practices are simultaneously and partially significant to entrepreneurship (F test) and the variables the most influential in entrepreneurial attitudes is the varied practice of entrepreneurial application (Test t), so this makes the main point of importance for a) The role of family and entrepreneurship practices should be more intensively emphasized. b) The practice of entrepreneurship gives the most dominant influence and significant effect on entrepreneurial attitude. c) Interaction and gain insight into the family's experience of what matters

Rambat Lupiyoadi (2007: 48) Things that affect the failure of Small Business, at least there are four factors that contributed to the failure of a small business. First, many small businesses are managed by poor and inexperienced managers in performing their duties. Second, lack of support from related parties. Often after the inauguration of the business done many entrepreneurs who get an offer to run a new business, so his attention is not focused on the business. Third, the weakness of the control / supervision system, where weak control systems tend to cause losses and excessive use of resources. Last is the lack of capital to run its business.

According to Tulus TH Tambunan (2002: 81) that the results of BPS surveys of entrepreneurs show that the most commonly mentioned problems are limited capital and marketing difficulties. One of the highlights of the survey results is that the limitations of human resources and modern technology are not a severe problem for many entrepreneurs.

The third, The importance of *entrepreneurship*. *Entrepreneurship* is a way of thinking and acting based on the ability to see and seize opportunities. An opportunity can only be caught by those preparing for the field. The people who prepare are the people who work hard and build an extensive relationship.

It is undeniable that small businesses in Indonesia are experiencing capital constraints. However, this constraint is more due to the way of thinking and incomprehension in dealing with the financial sectors or the owners of capital. To manage the capital, the owner has to record returns

accountably and discipline. It is this misunderstanding that keeps many small businesses locked into a small, dark business space. In the opinion of Kashmir (2006: 94-95), several considerations that is important in obtaining the capital as follows: a) Company goal: Companies need to consider the purpose of using the loan, whether for capital investment or working capital, whether as a primary capital or just an additional capital, whether for urgent needs or not b) Payback period: Within a specified period of time the loan must be returned to the creditor (bank). For the company, the investment payback period also needs to be considered, so it does not become the burden of the company and does not interfere with the *cash flow of the company*. We recommend that the loan period adjusted to the needs of the company. c) The cost incurred: Cost factors that must be issued should be considered carefully, such as interest costs, administrative costs, fees and commissions or other fees. This is important because the cost of meruapakan production components that will be the company's burden in determining the selling price and profit. The magnitude of interest rates and other fees charged by banks over financial institutions to customers vary from one to another. It is best to choose a bank that is able to provide the lowest (competitive) cost (interest and another cost) to the company. Again the cost will result in increased operating costs and ultimately reduced profits. d) Estimated profit: The amount of profit to be gained in the future will need to be considered. Profit estimates are derived from the difference in revenues with costs over a given period. A small profit is significant for the refund of business.

The fourth, Source of temptation. All need a little Indonesia at The 21st century faces a big temptation from the political sector. They will get an offer to become members or administrators of political parties, participate in competitions to compete for office as public officials, both themselves and their descendants. Businesses that have been pioneered very well should not be disturbed by the desire anada to mendaptakan honor in political positions both in the center and in remote areas.

The fifth, The nature of the business that forms the *Cluster*. Everywhere in the world, business is gathering. Like the sale of cassava tape (tape hanging) in Purwakarta, fruits toy in Cianjur, colenak in Lembang Market, shoes in Cibaduyut, embroidery business in Tasik, dodol in Garut, know in Sumedang, tile in Jatiwangi, and so on. Outside the country, too. The film industry in America is in *Hollywood* while in India gathered in *Bollywood*. Similarly, information technology business, presence in Silicon Valley, while silk fabric in Thailand. This is the same as revealed by Mukhammad K. Mawardi (2010: 1), the importance of cluster strategy in the development of SMEs, that with the cluster system, SMEs will be able to operate efficiently and gain ease in strengthening the capital from banking and ultimately have high competitiveness, the strategic approach of clusters in boosting the value added SMEs in the market.

The sixth, Tenacity. The central capital of a small businessman in addition to honesty and integrity is tenacity and hard work. Almost all the entrepreneurs we met had an extreme *self-discipline*, so they believed they had to wake up faster than the sun and rest after sunset. In some cases, this can be a source for business development, but at the same time can be a barrier to business progress. Can be a source of progress, as it arises. But also dap a t become a bottleneck if it makes them engrossed with themselves so as to forget to work with resource development of personnel outside of himself.

The seventh, Entrepreneurial Opportunity: Often we face problems that sometimes we feel unable to carry them out. But actually when we review it further contemplated. Behind these problems all there is convenience or opportunity. It's just what we have to do, whether we view a situation as a matter to be avoided and shunned or as an opportunity to be pursued and captured.

Research methods

The variables of this research is an excellent opportunity for the students to entrepreneurship as its dependent variable and gender groups as independent variables. The variables were calculated using the analysis of Shapiro-Wilk data normality distribution, and T (T_{test}) t_{test} to prove the

hypothesis . The sample used is 30 students by using a simple random sampling method at MH Thamrin University.

The measurement scale used in the measurement of research variables is using Likert scale using data interval assessment for each respondent answer is 1 to 5. Interval answer ne respondents will be adjusted by the question posed by data collection methods using questionnaires and documentation analysis.

Results and discussion

This study measured and tested two different gender groups (Men and Women) using the test statistic formula of two different average. The results of the data from this study aims to prove the different opportunities for entrepreneurship between a boy and girl

A total of 30 ririskiky a questionnaire distributed randomly to the students of the University of MH Thamrin Jakarta. Each r esponden filled the questionnaire correctly where the total collected for the questionnaire was 30according to the number of respondents. Tabel 2 . shows the characteristics of student respondents MH Thamrin University.

Table 2.Characteristics of Respondents College student
MH Thamrin University

Characteristics of Respondents	Number of Respondents
Male (L)	10
Women (P)	20

Based on the data obtained, the analysis can be presented as follows

Data Normality

Table 3.Normality test using Shapiro-Wilk

Tests of Normality				
	GENDER	Shapiro-Wilk		
		Statistic	df	Sig.
OPPORTUNITY	MAN	.681	10	.001
	WOMEN	.827	20	.002

Source: data is processed using SPSS 21

Data normality using Shapiro-Wilk test can be explained that based on the level of significance of both gender groups. It shows still below the significant level $\alpha = 0,05$ or 5%. So, the data is not distributed normally. Thus, the data can not be used as a predictive benchmark for subsequent analysis of this can be seen in Table 4.

Table 4 Significance of Data Normality

VALUESIGNIFICANCE 5%	GENDER	SHAPIRO-WILK VALUE
0.05	Man	0.001
	Women	0.002

Source: data processed

Data Homogeneity

The level of data homogeneity can be seen in Table 5

Table 5. Test of Variance / Homogeneity of Data

Test of Homogeneity of Variances			
OPPORTUNITY			
Levene Statistic	df ₁	df ₂	Sig.
1,073	1	28	.309

Source: data in if with SPSS 21

Criteria in homogeneity test data are as follows: If the value of Sig. < 0,05, then the variance of 2 or more groups is NOT HOMOGEN. Conversely, if the value of Sig. > 0,05, then the variance of 2 or more groups is HOMOGEN. So based on these provisions, the test results obtained significance value of 0.309. That is greater than the value of significance $\alpha = 0,05$ or 5%. The conclusion obtained is that the data variance of both gender groups (men and women) is HOMOGEN.

Test T

Based on the results of the calculations that have been done, it can be presented in Table 6:

Table 6 Test T

Independent Sample Test						
		T-Test For Equality Of Means			Mean Difference	Std. Error Difference
		t	df	Sig.(2-tailed)		
OPPORTUNITY					1,500	1.492
	Equal variances assumed	1,005	28	.323	1,500	1.438

Source: data processed with SPSS 21

Based on Table 5. above, significant values obtained by Sig. (2-tailed) = 0.323 with df = 28 and $\alpha = 5\%$. The results of the data show that $t_{arithmetic} < t_{table}$, i.e., $1.005 < 1.701$. T test results showed that the acceptance of H_0 . So the conclusion of the result of T test is *there is no difference in the opportunity for entrepreneurship between male and female*.

Conclusion

On the basis of the results of research that has been done on the students of MH Thamrin University on the opportunity of entrepreneurship, then obtained some conclusions as follows:

The prospect of entrepreneur has a bright future in line with the current significant government support for the perpetrators of MSMEs

Each student has the same opportunity to have an entrepreneurial opportunity, regardless of the gender factor proven from the result of Test T receiving H_0 .

The sample data is not normally distributed so that the next research is conducted in a nonparametric research method useful for exploring the broader aspects of the existing research object.

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