

Expanding of Entrepreneurship Spirit in Capturing Business Opportunities to Women Society in East Java, Indonesia

Sri Handayani, Lisa Rokhmani, Yogi Dwi Satrio and Dian Rachmawati
Faculty of Economics, Universitas Negeri Malang
sri.handayani.fe@um.ac.id

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Abstract: Many entrepreneurs will encourage production activities that can open employment opportunities and will reduce unemployment so that can be increasing of income. Entrepreneurship education is needed to foster entrepreneurial spirit. Women have the ability to control household finances. The women's groups in this article are represented by the board and women members of *Pemberdayaan Kesejahteraan Keluarga* (PKK) in Mojokerto City. The method used is descriptive qualitative. The Results are From 40 trainees who opened a new business that is as many as 10 people, while the expansion in the field of business that is as many as 7 people.

1 INTRODUCTION

Women are a potential resource and very influential in the economy and economic growth, especially families and regions. It is contained in a women's organization called PKK. PKK has a program consisting of: (1) Understanding and Implementing Pancasila, (2) Mutual Cooperation, (3) Food, (4) Clothing, (5) Housing and Housekeeping, (6) Education and Skill, (7) Health, (8) Development of Cooperative Living, (9) Environmental Sustainability and (10) Healthy Planning. To support education and skills programs, PKK women members need to be equipped with entrepreneurial knowledge and capture business opportunities as an effort to increase the economic income of families and communities in general.

The location of this research is Kecamatan Prajurit Kulon, Mojokerto city, East Java. In the business world, Kecamatan Prajurit Kulon is famous for Leather Shoes and Miniature Phinisi Ship Industry. With a large area consisting of 8 villages, namely: (1) Surodinawan, (2) Kranggan, (3) Miji, (4) Prajurit Kulon, (5) Blooto, (6) Mentikan, (7) Kauman and (8) Pulorejo. Each kelurahan has characteristics and potential that match with the natural resource features.

Based on the information that has been previously obtained that Kecamatan Prajurit Kulon has several

potentials such as the many skills possessed by PKK members, such as able to make processed food of mushrooms, able to make beverages herbal products, and many other processed food drinks. The focus of this research is: Expanding entrepreneurship spirit to the women members of PKK Kecamatan Prajurit Kulon and Capturing Business opportunities at PKK women members of Kecamatan Prajurit Kulon.

2 LITERATURE REVIEW

2.1 Entrepreneurship and Capturing Business Opportunity

Entrepreneurship became one of the important aspects in growing the economy in Indonesia. Many definitions of entrepreneurship such as from Schumpeter (1934) Entrepreneurship is seen as new combinations including the doing of new things or the doing of things that are already being done in a new way. New combinations include (1) introduction of new goods, (2) new method of production (3) opening of a new market (4) new source of supply (5) new organizations.

Further (Kuratko & Hodgetts, 2009) states, "The concept of entrepreneur is very broad and a number of perspectives are applicable. Entrepreneur is an innovator or developer who recognizes and seizes

opportunities. They convert these opportunities into workable or marketable ideas that bring values through time, effort, money and skills. They also assume the risks of the competitive marketplace to implement the ideas, and realize the rewards from these efforts. According to Madura (2007), entrepreneurs are the people who organize, manage, and assume the risk of starting a business. Other than that according to Bygrave (1989a), Bygrave (1989b), Bygrave and Hofer (1991) say that an entrepreneurial event involves the creation of a new organization to pursue an opportunity. The entrepreneurial process involves all the functions, activities, and actions associated with the perception of opportunities and the creation of organizations to pursue them. Next according to Morris (1998) Entrepreneurship is the process through which individuals and teams create value by bringing together unique packages of resource inputs to exploit opportunities in the environment. It can occur in any organizational context and results in a variety of possible outcomes, including new ventures, products, services, processes, markets, and technologies.

From some of the opinions of experts above we can emphasize the elements contained in entrepreneurship are new combinations, new opportunities, act of innovation, process, resource inputs, and output/product. From the study of the theory there are some empirical results on this topic that is from Matthew J. Karlesky (2015) with the title *Identifying Entrepreneurial Opportunities: Cognition and Categorization in Nascent Entrepreneurs* identify that distinction-making is positively related to the number of opportunities people identify for generating new technologies, as well as the number of opportunities they identify for applying existing technologies to new markets. Distinction-making is also positively related to the innovativeness of those opportunities, where innovativeness is judged by other relevant actors in the entrepreneurial process. Moreover, the data indicate that distinction-making facilitates opportunity identification by enabling higher levels of domain-specific information processing in the domain in which the opportunities lie.

Another research conducted by Paloniemi, Karlo (2010) under the title *creating business opportunities*. A critical realist perspective, the BOC process, allow all people to be treated as entrepreneurs if they play the role of the entrepreneur by interacting (more or less creatively) with business Ideating, business modelling and business planning processes. Hence, the creative problem solving method utilized in every sub-process will be the entrepreneur from the restraint

of the dominant insight of the opportunity that sees it as a true vision of the future business venture. Here, the business opportunities are created during the process. Furthermore, the results show a keen interplay between the process of creating business opportunities and their exploitation. Hence, the BOC process appears to be an essential part of the overall entrepreneurial process.

From the results of the study is in line with this article which emphasizes the increase of entrepreneurial spirit and capture business opportunities.

2.2 Women Society (*Pemberdayaan Kesejahteraan Keluarga (PKK)*)

PKK is a movement that grows from below with women as a motor / drive to build a prosperous family as the smallest unit or group in the community (Guidelines for Implementation of PKK-KB-Health Unity Movement).

The Vision of PKK Movement is the realization of a prosperous family to the civil society, which is a society that is advanced, independent, democratic, participative, and aware of the law. With that vision, every family is made aware of its role to participate in realizing civil society. Self-reliant and prosperous families participate in development, not merely carrying out instructions from above.

Mission PKK is empowering the community and create conditions to improve people's human resources so as to build itself based on the potential, needs and aspirations of existing authority. To realize the mission of the PKK, also set the objectives of the PKK movement as follows:

- The development and mental enhancement (attitudes and behavior) as human being's servants of God, women members of society, and citizens who are dynamic and useful based on Pancasila and the 1945 Constitution.
- Development and improved physical material (food, clothing, shelter, health, and employment) and a healthy and sustainable living environment through increased education, knowledge and skills. Efforts to realize the welfare of the family, among others, conducted through the PKK movement with 10 programs.

3 METHODS

The method is descriptive analysis with case study. Case study research is a study that explores a problem

with detailed constraints, has a deep data retrieval, and includes various sources of information. This study is limited by time and place, and cases learned in the form of programs, events, activities, or individuals. Sources of data in this study came from informants and documents. Data collection techniques are conducted by Observation and Interview.

The analysis is done by: reducing the data means summarizing, choosing the main things, focus on the things that are important, sought the theme and pattern and remove unnecessary. The tips for drawing data can be done in the form of tables, graphs, pictographs, pictograms and the like. Through the presentation of the data, then the data organized, arranged in a relationship pattern, so it will be more easily understood. The third step is to draw conclusions and verification. The preliminary conclusions raised are temporary, and will change when strong evidence is found to be supportive at the next data collection stage.

4 RESULTS AND DISCUSSION

4.1 Expanding Entrepreneurship Spirit to the Women Members of PKK Kecamatan Prajurit Kulon

Through the analysis that has been done entrepreneurial spirit of PKK members show improvement, it is seen from the previously not have a business, then emerging new entrepreneurs. Of the 40 trainees who open new business as many as 10 people, while those doing business expansion as much as 7 people, both in the field of food producers, beverages and herbal medicines. This is in line with the results of the research (Bhuiyan, Abdullah, 2007, Osman Imam, 2008, Mustafa Zuhair, 2012) Unfavorable business environment, family roles, management experience, lack of assistance in access to credit, provision of Skill training, and market facilities are factors to develop a women entrepreneur. That entrepreneurial spirit can emerge with the stimulus from outside that is training activity. This research also shows that the motivation factors and the provision of appropriate training can encourage women in the business they are more eager to have their own business by relying on the surrounding culture and ability to form their network and financial management capabilities.

4.2 Capturing Business Opportunities at PKK Women Members of Kecamatan Prajurit Kulon

In this research capture business opportunity by: 1) Pioneering new business (starting), 2) Entering Family Business, 3) Management cooperation (franchising), and 4) Buying company of others (buying). The following can be explained in several ways:

4.2.1 Pioneering new business (starting)

From the collection of data that has been done as many as 10 women members of the PKK who do new business (starting). That is to form and establish new business by using self-designed capital, ideas, organization and management. A new business formed by the majority by means of a self-owned Company, form of business owned and managed by one person.

There are two main approaches used by entrepreneurs to seek opportunities by establishing new business, namely: (1) Approach based on experience, skills, ability, and background in determining the type of business to be initiated, (2) Market based approach, that emphasizes the environmental observation of market needs is transferred into business opportunities.

Some things to consider in starting a new business: (1) Field and type of business to be entered, (2) Form of business and form of ownership to be selected, (3) Place of business to be selected, (4) Business organization to be used, (5) Possible business guarantees, and (6) The business environment that will affect.

4.2.2 Buying Company of Others (Buying)

For this second way no one has done, because to do Buying is still relatively difficult. Buying is a buying company that has been established or initiated and organized by others with the name and organization of existing businesses.

4.2.3 Management Cooperation (Franchising)

As for the business expansion through franchising as many as 2 people from 7 people who do business expansion. Franchising is a partnership between entrepreneurs (franchisee) with a large company (franchisor / parent company) in entering into an agreement to conduct business. The form of a

franchisee business is a duplication of the franchisor's company.

This cooperation is usually with initial support such as site selection, building plans, equipment purchases, workflow patterns, employee selection, advertisement, accounting, record keeping and accounting, consulting, standards, promotion, quality control, research, legal advice, and source of capital resources.

4.2.4 Entering Family Business

From 7 people who do business expansion, there are 5 people doing Family business. A family business is a company whose family women members are directly involved in ownership and / or position/function. Every family business develops a certain way of doing things and priorities so as to give each company uniqueness. This particular pattern of beliefs and beliefs shapes the corporate organizational culture.

5 CONCLUSIONS

From some description that has been exposed can be concluded that from 40 trainees who opened a new business that is as much as 10 people (starting), while those who do expansion in the field of business that is 7 good people through Entering Family Business, Management cooperation (franchising) And Buying someone else's company (buying).

Suggestions for women members of PKK Kecamatan Prajurit Kulon are: PKK members can take advantage of the business opportunities that the speakers have explained. Besides that, members of PKK do business can be done early as start a small business oriented business family, then PKK members can apply the creation of Business Plan documents to become successful entrepreneurs when examined from the mental readiness of doing business.

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