

DRIVING FACTORS OF YOUNG ENTREPRENEURSHIP IN PAPUA

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ABSTRACT

Entrepreneurship is one of the benchmarks for the development of a country and a region. Support is provided by the government for young entrepreneurs, but motivation is needed within themselves to become entrepreneurs. Papua is an area in Indonesia where entrepreneurial growth is quite low. This is the concern of this research. This research focuses on young Papuan entrepreneurs who have become entrepreneurs. The researcher uses a qualitative exploration method to find out what factors support young entrepreneurs to become entrepreneurs. The results of this study indicate that passion is one of the factors that underlie Papuan youth's desire to become entrepreneurs. This research hopes to provide motivation for young people to start a business and for the government to be able to carry out activities that accommodate the results of this research.

Keywords: Young Entrepreneurship, Papuan

1. INTRODUCTION

Entrepreneurship is one of the things that is supported by the Indonesian state to reduce poverty and unemployment. Entrepreneurial growth in Indonesia continues to increase from year to year. The Ministry of Industry noted that in 2021 Indonesia's entrepreneurship ratio has reached 3.55% above the minimum entrepreneurial growth ratio. The development of entrepreneurship in Indonesia has spread from East to West Indonesia. In contrast to the growth of entrepreneurship in various provinces, the increase of entrepreneurship in Papua has slowed slightly compared to other provinces in Indonesia. The government has made various efforts to provide support for the new entrepreneur that has emerged in Papua. But it takes motivation from within us to be able to build a business and become entrepreneurs (Setiawati & Kartini, 2018)

One of the reasons for the lack of motivation for the people of Papua to be able to do business is the convenience of becoming civil servants. There is a government regulation that requires that 80% of civil servants in Papua must be native Papuans. So, there is still a big opportunity for Papuans to fill this quota. This is one of the reasons for the lack of interest in entrepreneurship in Papua. Of course, being a civil servant is not a bad thing, but a balance is needed so that the economy in Papua and the competitiveness of resources can improve properly.

From the results of the research, there are several young people in Papua who have succeeded in building businesses and entrepreneurship. This Papuan entrepreneur has his own thoughts in choosing to become an entrepreneur. Previous studies have examined the factors that influence the intention of native Papuans to do entrepreneurship in quantitative (Husni et al., 2020) terms and have not used exploration to find other things that can be

input to science in understanding indigenous Papuan entrepreneurship. The background of these young Papuan entrepreneurs in entrepreneurship can be a motivation and encouragement to brothers and sisters in Papua to start entrepreneurship and create jobs in the future. Therefore, the focus of this research is to explore the factors that influence young Papuan to become entrepreneurs through exploration research.

2. LITERATURE REVIEW

a. Entrepreneurship Characteristic

Choosing a career as an entrepreneur is not an easy thing to do. The character of an entrepreneur is risk taking propensity, innovativeness, locus of control, need for achievement, general self-efficacy, and tolerance for ambiguity (Anwar & Saleem, 2019) The character of an entrepreneur can be said to be assessed from within the person. If you have strong self-motivation, then the character of the entrepreneur can be formed slowly.

The capacity of an individual to take or avoid risks when confronted with risky conditions is referred to as risk taking propensity. A comprehensive definition of innovation is required, one that considers the desire to create unique products or to provide superior quality using modern production techniques, as well as ways to enter new markets, find reliable sources of supply, and establish a foundation for new business ventures. The ability of a man to influence his life's circumstances is measured by his locus of control, which is an identity variable. Another character that can be seen from an entrepreneur is that they are leaders who are reliable in assessing situations, responsible and responsive in dealing with existing situations. (Xie et al., 2021)

b. Young Entrepreneur

Entrepreneurship is one of the economic functions that make a major contribution to government and society. Entrepreneurship can add value to the market by combining existing resources and adding value to products so they can compete. Entrepreneurship is a mobilization of energy, mind and body to produce work for himself or others. (Ardyan et al., 2019) It takes innovative and creative thinking to be entrepreneurship. Some entrepreneurial competencies that must be possessed are being able to identify business opportunities, build networks and relationships and be able to think innovatively.

Entrepreneurship at a young age is a challenge that requires strong self-motivation and good self-management. In running a business, of course, problems and competition will be a natural thing. Faced with the choice to close the business and follow people or become civil servants, it would be an option if the business was not going well. It takes persistence and passion for young entrepreneurs to be able to continue to become young entrepreneurs. To become entrepreneurs at a young age, young entrepreneurs must continue to improve their skills, views, education, and professional qualifications, working together in a team to be successful. (Egorov et al., 2019)

The formation of an entrepreneurial spirit can be started early on by introducing an entrepreneurial mindset and creating an entrepreneurial environment that provides

examples of entrepreneurship. (Alam Andaleeb & UNICEF, 2019) These two things can be done if many young entrepreneurs are supported and eventually become successful.

3. RESEARCH METHOD

This study uses qualitative research. Qualitative was chosen in order to understand the essence of the experience of Papuan entrepreneurs who choose to do business in an environment where many choose to become civil servants. Data were obtained using interviews with participants who were native Papuans and chose to do business. To describe people's actual experiences with a phenomenon as stated by participants, the phenomenology research approach was adopted. The summary of the experiences of the participants, who have all seen the social and psychological phenomenon, comes at the end of the description. This strategy has a strong philosophical foundation and is typically reinforced by interviews. (Giorgi A et al., 2011)

There are five participants in this study with the following characteristics: entrepreneurs in Papua who have been doing business for more than two years and are native Papuans. We do limit the age to under 40 to accommodate young entrepreneurs. All the participants are doing business in and out of Papua. Some of them are female and male. Their business varies from service to products. This research was conducted within 3 weeks and the interview was conducted for 30-60 minutes. We recorded all interviews and transcribed it to textual data to get analyzed.

The above-mentioned interview text data transcripts are first simplified as part of the data analysis process. The textual data transcripts of the in-depth interviews were then distributed among the researchers for repeated reading to carry out the data coding, labeling, and classification process in accordance with the coding method. By grouping and/or underlining words or phrases that appear repeatedly in all participant's responses to the same questions, researchers extract the meaning of the data when categorizing or classifying it. The significance of the data that had been collected was then categorized into themes, which are known as study findings.

Theoretical triangulation was used to examine the accuracy of the data in this investigation. Theory triangulation is a type of triangulation that examines and interprets data using various theories. (Carter et al., 2014) The researcher can use several theories or hypotheses to support or refute the results of this kind of triangulation. Leadership theories in this study's setting corroborated the research finding.

4. RESULTS AND DISCUSION

This Research identifies several factors that drive young Papuan entrepreneurship. Passion, wanting to help Family, showing people that Papuan people could be successful in entrepreneurship, they want to create jobs for many people, have their own vision, and seeing the opportunities in market are driving factors of young entrepreneurship in Papua.

a. Passion

During the interview with five young Papuan Entrepreneurship, we found that most of them already have passion from a young age. Although not all of them have a family that owns a business, most of them see their parents' selling things in traditional markets and joining them to work. Our participants called it a strong self-desire for entrepreneurship. Even though they have worked with other people, they always have a strong desire to have their own business and finally make it happen. Passion itself has the meaning of a strong desire or encouragement from within. So, what they feel can be called passion. In addition to passion in research (Thorgren & Wincent, 2015) there are two passions in an entrepreneur, namely harmonious passion, and obsessive passion. Where harmonious passion is associated with self-determination, affective commitment, attention and absorption and dedication. Meanwhile, obsessive passion is positively associated with time spent on the activity, conflict with other life spheres, ruminations about the activity when engaging in other activities, and is negatively related to psychological disengagement in terms of devaluing the importance of the activity. If seen from the interviews with our participants, it can be concluded that the passion possessed by our participants is more towards a harmonious passion. This can be observed also from the other results that will be discussed.

b. Helping Family Economy

The second thing that really influences or can be said to encourage our participants to do business is that they have families who depend on them. This is in line with research (Prasastyoga et al., 2021) that one of the factors that supports small business to continue is their knowledge that there are families who depend on them, and they must ensure this business runs so that their household or family can survive. The drive to support the family is a special passion in facing challenges in doing business. One of our participants said that doing business is a powerful way to get the income you need. In business, income is determined by hard work, so that by working hard, they can continue to live a good life. Our other participants also mentioned that even though the family didn't ask him to provide income for them, at least he didn't bother the family and at any time if needed he could help.

c. Need for Achievement

Some of our participants think that achievement in business has taken them to places where they have often been questioned, but by continuing to do business and being successful they can show that Papuans can too. This leads to the third enabling factor that we get, which is they want to show people that they can. In line with research (Mansim Naftali & Usman Sarah, 2016) which shows that one of the highest factors in Papuan's entrepreneurship is achievement motivation. this motivation will trigger a person to be involved with full responsibility, requires individual effort and skill, be involved in taking risks, and provides clear input. The need for high achievement can be seen in the individual's ability to produce something new for a particular problem. Furthermore, the need for achievement is also characterized by the existence of goal setting, planning, information gathering, and willingness to learn. Some of them said that when they started their business, they didn't think about what other people would say about their business. But as time goes by with proper execution in business, the recognition comes by itself. It is a matter of pride for them.

d. Creating Jobs

Growing from wanting to help the families of our participants we also mentioned that they wanted to provide income support for the people around them. Regardless of immediate family or non-family. They see that in developing their business they also need other people to develop their business. When other people have joined their business, they see it as a responsibility. People who depend on their business become an incentive to continue doing business so that others can also support themselves.

It can be seen from this that the participants in this study have the attitude of a leader's responsibility needed in building a business. They see that the people who work for them are people who must be assisted and empowered properly. They see their workers not as a burden but as a responsibility that motivates them to succeed in their business. Our participants also said that in business their hard work can be seen from how many people they can retain. Our participants showed the characteristics of a good entrepreneur in accordance with what was stated by previous research.

e. Self-Goals

The result we found was that our participants had a vision of their own. Some of them have worked together with others. However, limitations in carrying out activities and creativity encourage them to become entrepreneurs. Differences in viewpoints and visions with their superiors lead them to self-motivated to do business. By compiling their own plans, they can set targets or goals each year freely. There is a close relationship between the realization of goals and the success of an individual. Entrepreneurs who have specific goals tend to be more successful in business than entrepreneurs who have no goals at all. (Laguna et al., 2016)

The planning carried out by our participants is sometimes not in accordance with what other people think. The opportunities that exist in the market are seen differently from their point of view. Our participants said that their business has been able to run until now, through the existing challenges because they always innovate and realize their plans. This can be done if they become leaders of themselves. When they become leaders, they can direct easily where their business will take them. Despite the many ideas and input from their workers, they can bring these ideas into a plan and target in their own way. This keeps creativity and innovation going and brings the business to success.

f. Market Opportunities

The movement of our participants in doing business has been around since we were young. However, they did not immediately jump into the business world. The process they went through with their previous boss made them individuals who could see opportunities in the market. Our participants used the opportunity as a momentum to start their own businesses. What they do is not immediately on a large scale but gradually according to market needs. Our participants showed that there is a market-driven entrepreneurial character where one of the characteristics in it is innovation. Our participants have the same characteristics,

namely, they like to innovate, and they are creative people. Market-driven entrepreneurship is of great value to society in providing business opportunities to those who see gaps in the market, and novel and unique products and services to customers. (Ali et al., 2020)

5. CONCLUSION

The results of this study show that passion is something that is owned by entrepreneurs in Papua in doing business. Another driving force is wanting to help the family, showing people that Papuan people could be successful in entrepreneurship, they want to create jobs for many people, have their own vision and the opportunity in the market. The desire to help many people is what fuels the survival of young Papuan entrepreneurs in running a business.

During the interview, we found some similarities in our participants, namely they are people who always innovate, and they are very responsible. Our participants understand that business is something that needs to be planned and has big risks. But they both have a strong determination in dealing with problems. Apart from the driving factors that we found, we believe that the self-characteristics of our participants are also supporting things that can make our participants become persistent and successful entrepreneurs. Although they are often underestimated by the people around them.

Apart from the public's view of Papuans, this research shows that there are still Papuans who can have good entrepreneurial characteristics. So that the success of our participants can be a motivation for other Papuans not to give up and finally be able to show resounding success.

Time and manpower limitations make this research have many shortcomings. So, it is hoped that further research can complement this research. Future research can increase the number of participants to be interviewed and complement the existing variables. It is hoped that in the future many Papuans will become entrepreneurs so that future researchers can get new things related to the factors that encourage Papuans to do business.

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