

Encouraging Young Entrepreneurs to Take Over Family Businesses

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ABSTRACT

Naturally, they are crucial to the continuation of the family firm, being young people who inherited it and living in a Strategic location. Also, whether or not they are prepared to take risks as entrepreneurs will determine the long-term viability of the industrial park. A qualitative technique is utilized in this study's methodology. This study's data came from in-depth, semi-structured interviews. Data collection, editing, and classification are the first steps, followed by analysis and interpretation. Teens from the Jenang Kelapa Jombang complex whose families run their own businesses are the focus of this investigation. This study employs Phenomenological Analysis for its data analysis. There are four steps to data analysis: maintaining the data, interpreting it, summarizing it, and finally, presenting it. According to this study, the Jenang Kelapa Jombang center's youth have an entrepreneurial mentality that starts at a young age. Being a member of the family company molded their behavior and mentality, so it came easily to them. Another thing that came out of this study is that people can run their family business, follow in their parents' footsteps as entrepreneurs, and even have a post-graduate degree if they really want to.

Keywords: Entrepreneurial Spirit, Youth, Family Business, Entrepreneurial Spirit Forming Factors

INTRODUCTION

According to Stalk and Foley (2008), it is thought that the family company became established before the occurrence of the industrial revolution and the establishment of multinational corporations. A facet of entrepreneurship that has emerged over the course of the past few decades is a family business, as stated by Heck et al. (2008). The very substantial role that family businesses play in the expansion of a nation's economy has been highlighted by a number of studies that have been conducted on family businesses. Family businesses have made a significant contribution to the economy, and around the world, family businesses are responsible for producing between 70 and 90 percent of the gross domestic product (GDP) each year (Susanto, 2016).

When it comes to the concept of entrepreneurship, a family business is often seen to be a solution to the problem of labor absorption. This is especially true for family enterprises that operate on a micro, small, and medium scale (MSME). According to Rejekiingsih (2004), micro, small, and medium-sized enterprises (MSMEs) will have an effect on the amount of energy that is absorbed in the vicinity of the place where the MSME production is situated. The majority of micro, small, and medium-sized enterprise (MSME) family enterprises are firms that are handed down from parents to their children in order for them to grow. This impact also extends to the youth or children of MSME owners.

It is at the Jenang Kelapa that the phenomenon of the hereditary family business may be found. "Jenang Kelapa Jombang" Strategic location is a Jenang Kelapa making Strategic location that is located in the city of Malang. The name of the area comes from the village that bears the same name. The specific date and year is not certain whether or not it is the same as the beginning of this village because there are no more resource persons who can inform it (Nugroho, 2017). Denanyar Village has been known as a producer of Jenang Kelapa since the 1900s. However, the particular date and year is not clear. In the Jenang Kelapa industry, there are roughly 450 families and individuals who are employed.

A further implication of the regeneration of entrepreneurs in the Jenang Kelapa industry from the beginning to the present day is that there is a significance in the transmission of knowledge from parents in the Denanyar village in ancient times to their children to make them entrepreneurs who will continue their business in the field of Jenang Kelapa production. This is appropriate since, according to parents, it has an impact on the decision that a child

makes about their future career, which has the potential to be that of an entrepreneur (Kirkwood, 2007). Because he was raised in the Strategic location region and is a part of the family business, the young man who is the son of the owner of the Jenang Kelapa business in the Jenang Kelapa of Denanyar village has a fantastic opportunity when he decides to become an entrepreneur. This is because he is in the scope of the family business. According to FrinCESS (2010), entrepreneurship can be through innate inclinations or by genealogy, and the family is the first setting that can promote an entrepreneurial mentality in children. This is in accordance with what FrinCESS (2010) claimed. In a different piece of research, Thompson (2004) found that the features of an individual's entrepreneurial spirit are not the result of a coincidence, but rather are determined by the conditions of their surroundings. Moreover, the research conducted by Falck et al. (2012) provides further clarification that playmates can also play a role in the formation of entrepreneurial qualities.

The entrepreneurial spirit of an individual can be generated from both internal and external elements, as stated by Liñán and Fayolle (2015). Personal motivation or a strong desire from each individual to learn and try to become an entrepreneur are examples of internal factors. Internal factors are variables that originate from within a person and can range from personal motivation to strong desires. Individuals that possess an entrepreneurial spirit and attitude are required to possess the following characteristics, as stated by Suryana (2006): a high level of self-confidence, the ability to take initiative, the desire to achieve goals, the ability to demonstrate leadership abilities, and the willingness to take risks. Suryana also explained that there are six personality traits that are associated with the entrepreneurial spirit. These traits include having a high need for achievement (Frank et al. 2007), having the courage to take risks (Caliendo et al. 2009), being innovative (Kerr et al. 2017), being autonomous (Boyd et al. 2015), having an internal locus of control (Kessler et al. 2012), and having self-efficacy (Wei et al., 2020).

As a young man who was born into a family of company owners and who lives in an Strategic location area, it is natural to anticipate that he will be able to carry on the family business. However, the viability of the Strategic location region is equally contingent on the young man, regardless of whether or not he intends to pursue a career as an entrepreneur. The entrepreneurial spirit of young people who have family enterprises in the "Denanyar jenang kelapa Jombang" is unquestionably the foundation upon which sustainability is built. This study intends to explore and comprehend the meaning of entrepreneurship for the young

children of jenang kelapa Jombang production firm owners, regardless of whether they opt to continue the family business to become entrepreneurs or select another professional path. The background information about this study can be found above.

Additionally, researchers are interested in gaining an understanding of the significance of business education and entrepreneurship within the context of the Jenang kelapa Jombang Industry setting in Denanyar Village. This is done with the intention of cultivating an entrepreneurial spirit among the younger generation within the "Denanyar jenang kelapa Jombang".

According to Lydia (2011), an individual is said to have the entrepreneurial spirit if they possess the spirit to pursue achievement, are optimistic, are able to swiftly recover from failure, are innovative, and make it a habit to always look for new chances. It is known that there are many different definitions that occur, and it is also known that there are many variations of definitions that occur. Based on this description, the authors come to the conclusion that entrepreneurship is the ability to read opportunities combined with creative and innovative thinking, as well as the courage to face the risks that will arise in their business, in order to gain profits in the future. What is going to occur. In this particular scenario, the most important aspect of being an entrepreneur is being able to produce ideas that are both creative and original in order to gain income from reading chances.

Internal variables and external factors are the two categories that can be used to classify the factors that have an effect on the entrepreneurial spirit, as stated by Suryana (2006). When compared to external variables, internal factors are those that originate from within the individual themselves, whereas external factors are the outcome of interactions between the individual and their environment.

METHODS

Phenomenology is used in this research effort to study individual experiences and find meaning. Phenomenological studies examine people's perceptions of the world or their own experiences (Sloan & Bowe, 2014). This study describes how numerous people interpret a topic or phenomenon (Creswell, 2007). This researcher acts as an interviewer, observer, and documentarian. As they interview a variety of resource people, the author will listen, record, and observe. The author will occasionally participate in active observations. By participating in the daily lives of the families of young people at the

"Denanyar jenang kelapa Jombang" Strategic site, this is achieved. Denanyar, in the Purwantoro Village area of the Blimbing District in Malang City, East Java, was the site of this study. The world-renowned Jenang Kelapa chips industry is centered here. This study collects data using snowball sampling. Five bachelor of education graduates are significant informants in the research. Up to five close friends of each key informant are chosen as supporting informants. This assumes qualitative research has no sample size rules. The quantity of samples depends on study aims, sources, and time (Patton, 2014). Data analysis for this study uses Creswell's (2007) Phenomenological Analysis, data management, reading, describing, and representing.

RESULTS AND DISCUSSION

Entrepreneurial Spirit of Youth at the “Jenang kelapa Jombang Denanyar”

The family business that has been operating out of the prime location known as "Denanyar jenang kelapa Jombang" for quite some time essentially remains unchanged. From the time they were little children, the parents before them began training their offspring to continue the Jenang Kelapa producing company. Parents in Denanyar clearly involve their children in production activities based on their present parenting style. All the way from growing the soybeans from seed to finished product, the children of the family business owner are involved in every step of the production process. But some of their accomplices in the scheme are only spectators. Bell and Pham (2020) state that the way the parents of the family business owner brought up their children may have had an unintended impact on the child's desire to carry on the family business. This agrees with what the previous researchers found. Also, parents do influence their children's career choices, including whether or not they choose to be entrepreneurs (Kirkwood, 2007). Because of their roles in the family business and the expertise they gain from working there, the research participants' aspirations to start their own businesses are closely related. Successful knowledge transfer in a family corporation is shown by the fact that the successor is actively involved in the management of the business structure, according to Harwida et al. (2017). According to Smith's (2009) research, parents' mentoring—or parenting—influences their children's preparedness to take over the family business. According to Farooq (2018), one's intentions to engage in entrepreneurial activities are significantly impacted by one's held talents.

Thanks to changes in the sector's demographics, higher education is now within reach of many more individuals, particularly young people in the key position called "Denanyar jenang kelapa Jombang." Results from a study by Hendro (2011) show that people are less inclined to become entrepreneurs if they have a higher level of education. The subjects of the study apparently do not fall under this category. According to the study's results, becoming an entrepreneur is seen as a more appealing career path for young people from strategically placed backgrounds compared to other options. This proves that youngsters from strategically located areas do not differ in their entrepreneurial spirit based on their level of education. While field availability does impact people's willingness to become entrepreneurs (Burton et al., 2019), research respondents' experiences with job insecurity also play a role in their choice to start their own businesses. This agrees with what the study found.

Internal Factors of Youth Entrepreneurial Spirit in the “Jenang Kelapa Jombang Denanyar” Industry Center

The individuals surveyed stated an innate urge to start their own businesses after gaining experience and knowledge in their family's enterprise. To gauge an entrepreneur's level of initiative, researchers look for "internal factors," which originate from inside the people being studied. That an individual's entrepreneurial spirit can be sparked by both internal and external factors is supported by the claim put out by Liñán and Fayolle (2015). Some examples of these internal factors are a person's intrinsic motivation or strong desire to succeed, their openness to new experiences and information, and their curiosity about starting their own business.

A Locus of Control that is Internal

Ang and Hong (2000) state that for an entrepreneur to believe in their abilities to handle future challenges, they must have an internal center of control. This will allow students to take ownership of their own challenges and setbacks when they arise. Despite previous discoveries to the contrary, most research participants are optimistic about their ability to face future obstacles with the knowledge they have gained. Similarly, according to Kessler et al. (2012), one's level of self-confidence affects the level of success they want to achieve. Thomas, Mueller included.

Having the Courage to Take Chances

Everyone has the potential to become an entrepreneur; nevertheless, one's level of success is heavily dependent on their willingness to take risks and overcome barriers (Oswari et al., 2005). The vast majority of college grads, as is well known, choose a career trajectory unrelated to starting their own business. Despite this, the study's participants chose to follow risk-taking entrepreneurs who had previously foregone higher education in favor of a job change, going against the grain of the research. People with an innate ability to overcome challenges are more likely to pursue careers as entrepreneurs, which is in line with the research of Caliendo et al. (2009).

Inventiveness and Creative Thinking

Discussing creative thinking and original ideas is crucial for entrepreneurs to keep ahead of the competition. Despite its popularity as a gourmet element in Indonesian cuisine, jenang kelapa Jombang is actually a field that is in dire need of revitalization. This is because consumers still have a preference for older Jenang Kelapa products. Contrary to this, there is a lack of evidence in the field that subjects engaged in innovative or creative activities. On the other hand, Jenang Kelapa chips, which come in a variety of flavors, are one example of a processed Jenang Kelapa product that might be improved upon. But this is something that every single Jenang Kelapa business owner does as well. This is in line with what Lounsbury et al. (2018) said, namely that entrepreneurship-related innovations might be impacted by ingrained habits in their surroundings. To rephrase, established norms and practices can have an impact on new ideas.

Inspiration and Drive

The degree to which a person reacts to their most basic wants is indicative of their level of motivation to meet those needs. The source of motivation, in most cases, is the basic requirements of humans. The majority of research individuals exhibit high levels of drive, desire, and need for achievement motivation (N-Ach), according to scientific studies and field data. The results of these investigations and discoveries lead us to this conclusion. Whatever it is that you hope to achieve by being your own boss. Gorgievski et al. (2011) state that the desire to succeed, to accomplish one's goals, is the definition of the need for achievement. A want to own is another way to characterize the urge for success. This will be explained in the sentence that follows. Achievement motivation (N-Ach), which is seen as a stimulus to

community progress, determines the conduct of entrepreneurs (Nasikh, 2015). A person's aspirations for material wealth can play a role in their decision to become an entrepreneur, according to research by Ang and Hong (2000) and Shi et al. (2011).

The Desire for Liberty

Perhaps there is a connection between the need for independence and the need to succeed. Furthermore, as pointed out by Wei et al. (2020), an entrepreneur has a strong need for autonomy since he must perform duties according to his personal preferences. According to the research and findings in the field, the people who took part in the study were free to choose entrepreneurship as a profession; their parents had no influence whatsoever. In addition, the research participants expressed a genuine desire to become entrepreneurs, citing the lack of constraints as the main reason. One of the most influential psychological factors in an individual's decision to become an entrepreneur is the need for autonomy, say Barba-sánchez and Sahuquillo (2017).

Factors outside of the control of the "Jenang kelapa Jombang Denanyar" Industry Center that impact youth entrepreneurship.

A person's ability to become an entrepreneur is contingent upon more than just the presence of particular personality qualities. Evidence from 2020 by Hahn and Minola suggests that factors beyond an individual's control play a major role in shaping their entrepreneurial spirit. Being a young man who grew up in a business and now lives in a very advantageous location has given me the confidence to declare that starting my own business is a very profitable venture.

The research subject's family history is said to play a role in the choice to become an entrepreneur, according to scientific studies and field data. Concerning this matter, the parenting style of parents in the "Denanyar jenang kelapa Jombang" strategic location is a crucial factor concerning the choice to start one's own business. In keeping with this, Baharun (2016) found that the education a child receives at home has a profound impact on their cognitive development and on how they behave and grow as people. Hanson et al. (2018) state that when people connect with their parents when they are young, it can shape their psychological make-up so that they respond similarly. According to Sawitri (2010), parents play a crucial role in shaping their children's beliefs, values, and character. The fact that a person's desire to emulate his or her family's success is influenced by appreciation for their

achievements lends credence to this theory. Parents can only successfully impart their values to their children if they are very credible in their children's eyes.

Learning and education to become an entrepreneur, one must go through several steps, as stated in the statement. These steps include working for other people, wanting to become an entrepreneur, receiving invitations from friends or family, and being shaped through formal education.

Workshops, specialized training, and management programs are all examples of informal learning opportunities in areas such as business, accounting, entrepreneurship, and management. The participants in the research are all university graduates, but they have never felt the impact of formal education on developing an entrepreneurial spirit, according to the field's scientific research and discoveries. Several studies, including one by Oosterbeek et al. (2010) and another by Lorz et al. (2013), corroborated this idea, arguing that students whose families have been entrepreneurs get a more grounded view of the business world from their relatives than from school-based entrepreneurship education. Rieple and Chang (2013) also found evidence that supports this. Throughout an entrepreneurship course, students' skills in completing assignments that make them feel unprepared to face the challenges of entrepreneurship typically decline.

Environment of the Local Area

The decision to start a business is heavily influenced by a person's decision-making circle, which includes their closest friends. The people a youngster spends the most time with have a major impact on their character and personality development. A person's entrepreneurial conduct might be influenced by the relationship between themselves and the norms of their environment (de Beer, 2018), a phenomenon that research subjects report. As children of tradespeople in the strategically important region known as "Denanyar jenang kelapa Jombang," they were given the nickname "jenanyar jenang kelapa Jombang." The moniker seemed to have an impact on their mental state concerning the choice of profession as time went on. This is in line with what Thompson (2004) discovered in a separate study, which posits that an individual's entrepreneurial activity is shaped by their environment rather than by chance. The function of playmates in the development of entrepreneurial abilities can also be further explained by the research of Falck et al. (2012). "Jenang kelapa Jombang Denanyar" is a strategic location where young people can put their entrepreneurial enthusiasm into practice.

What happens to the "Denanyar jenang kelapa Jombang" Strategic site in the future depends on how these young people put their business zeal into action. The resilience of company owners in the "Denanyar jenang kelapa Jombang" strategic location is undeniably a key factor in the site's sustainability. Everyone selling Jenang Kelapa in the Greater Malang area was quick to say Denanyar when asked their hometown. It seemed like it had become a part of who they were. If you want to be an entrepreneur, Sudarmiatin et al. (2019) say you need an entrepreneurial spirit. This aligns with the previous remarks. One other thing that came out of the study was how dedicated the participants were to carrying on the business that their family had started. In agreement with this conclusion is the work of Fuad et al. (2011), who found that being an entrepreneur requires a great deal of dedication. If you're in a growth period and thinking about becoming an entrepreneur to reap the benefits, your entrepreneurial spirit will change, say Galor and Michalopoulos (2006). The success that research subjects experience as entrepreneurs is undeniably linked to this devotion.

CONCLUSION

As a result of exposure to entrepreneurial role models from an early age, the young people of the "Denanyar jenang kelapa Jombang" Strategic site have an entrepreneurial mindset. With the entrepreneurial skills they honed in Jenang Kelapa, these young adults are driven to succeed as they navigate college life and their own financial struggles, all while maintaining an internal center of control. In conclusion, children in industrial districts inherit an entrepreneurial mentality from their parents and, in the absence of formal education, are driven to believe that they must become entrepreneurs to meet their basic financial needs.

The long-term viability of the Jenang Kelapa Jombang center is impacted by youth entrepreneurship as well. The revitalization of Jenang Kelapa Jombang center's businesses is crucial to the survival of the center. The study's author recommends passing the entrepreneurial spirit on to the next generation and encouraging current ones to keep it alive. The role of culture and other factors in inspiring entrepreneurialism should be further investigated. To determine whether there has been a shift, future research might look at the entrepreneurial spirit of youth in other key areas.

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