

HOW ENTREPRENEURSHIP PROGRAMS CAN INCREASE THE INTEREST OF YOUNG PEOPLE TO BECOME YOUNG ENTREPRENEURS, ESPECIALLY THE YOUNG GENERATION OF THE MALAY FAMILY IN INDONESIA

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Abstract

This study analyses the implications of entrepreneurship development programs for the young generation in Indonesia in increasing entrepreneurial knowledge, entrepreneurial skills, and entrepreneurial mentality so as to create competitive business actors. Overall, it can be concluded that entrepreneurship development programs have a positive impact on the creation of competitive business actors. The research results from the researchers prove that the success of the entrepreneurship development program has a positive effect on the addition of entrepreneurial knowledge, and the increase in entrepreneurial skills and the formation of entrepreneurial mentality for business actors starting from the intention to the output process. The role of the millennial generation at this time is very large in building the nation, the way of thinking of the broad millennial generation can make changes and can be a pioneer, not only following existing trends, but can create new things in society. To be able to give birth to young entrepreneurs is not something easy, because it is not only a matter of availability of capital, technology, markets and creativity to be entrepreneurs, but strong entrepreneurial mentality, attitudes and behaviour must be deeply embedded in order to become strong young entrepreneurs.

INTRODUCTION

In today's all-digital era or what we often call the 4.0 era, starting to become an entrepreneur is the right decision because in this 4.0 era, entrepreneurs are much facilitated in various ways. At present there are many entrepreneurial programs from government and non-government to encourage people to become entrepreneurs, and the main target is the young generation, especially the younger generation who belong to the Malay family. Because the current young generation or what we call the millennial generation is a generation who wants freedom of creation, of course we must control this freedom with the existence of an entrepreneurial program to encourage the younger generation to become

entrepreneurs. Entrepreneurship is an important asset for a country's economic growth. Entrepreneurship is a strategy to encourage economic growth in a region and even a country.

If a country with great economic growth without being balanced with entrepreneurial development will only be a dream. Therefore entrepreneurship is the potential to improve the community's economy, especially the younger generation and the welfare of a country. The entrepreneurship program is also a capital in the widest possible job creation, where later our young generation who become entrepreneurs can absorb more jobs both locally and nationally, all of which can be achieved through a very long process. Schaper *et al* (2011) explain that entrepreneurship is a process carried out by individuals who are able and willing to identify new entrepreneurial opportunities, then turn them into salable products or services.

Talking about the Malay community, if viewed from the point of view of physical anthropology only or Malay as an ethnic concept. The understanding that has developed and is seen to be able to explain the identity of Malay people is from a cultural point of view. So it can be said that Malay is not only an ethnic concept, but also a cultural concept. If seen from this point of view, Malay defines it to be Malay by being Muslim, having a Malay culture and speaking Malay. These three characteristics indicate whether a person can be said to be Malay or non-Malay. So everyone regardless of ethnic origin can become Malay as long as they meet these criteria, so it is clear that Islam is a prerequisite for becoming a Malay. There is an explanation which says that "Melayu" is not a noun but "Melayu" is an adjective and in it uses the word Malay culture which is a cultural paradigm that maintains a constellation of values held firmly by the Malay community.

With the previous explanation, Malay can be seen from two points of view, namely a narrow perspective and a broad perspective. In the sense that when viewed from a broad perspective, Malay is a family which is a part of the Mongoloid race which has several physical characteristics, namely brown skin and a blue mark on the lower back. Some opinions explain that the Malay family is the result of a mixture of a Mongolian family with yellow skin and a Dravidian clump which is black and a clump of arya which is white. In this explanation all brown-skinned people throughout the archipelago are classified as allied Malay. So it can be concluded that the Indonesian people, who are mostly brown-skinned, belong to the Malay family group. Furthermore, when viewed from a narrow perspective, Malay is a tribe or sub-ethnic group that is different from Javanese, Aceh, Batak, Minangkabau and Bugis (Hamidy, 1999).

Still talking about Malay, outside of Indonesia we can still find Malay people. We can easily find Malay people when we visit Malaysia and Singapore which are more oriented towards allied Malay. Malay people are not only found in Malaysia and Singapore. But there are other countries that are still part of the Malay family, namely Thailand, Myanmar, Brunei and the Philippines. To find out more about the number or percentage of Malay people in countries that are included in the Malay family, see the table below.

Table 1. Number or percentage of Malay people in countries that are included in the Malay family

No	Country	Amount
1	Indonesia	8.789.585
2	Malaysia	20.749.378
3	Brunei	501.902
4	Thailand	5.354.475
5	Singapura	1.003.449
6	Filipina	2.000.000
7	Myanmar	27.000
8	Cambodia	15.000

Source: Processed data

Based on the data above, we can see that the number of Malay people in Indonesia is 8,789,585 and that is not included if we look at "Malay" from a broad perspective and we can see that the number will definitely be more than the number listed in the table. Returning to entrepreneurship, if viewed from its history, talent and mental entrepreneurship in the Malay family has existed since long ago until now, so it can be said that in fact the Malay family is a "salesman" which means that there is already talent and entrepreneurial mentality that is owned and already exists. And in the present era, the Malay people have started to rise along with the progress in the digital era and globalization, it is hoped that the Malay people will become reliable and successful entrepreneurs.

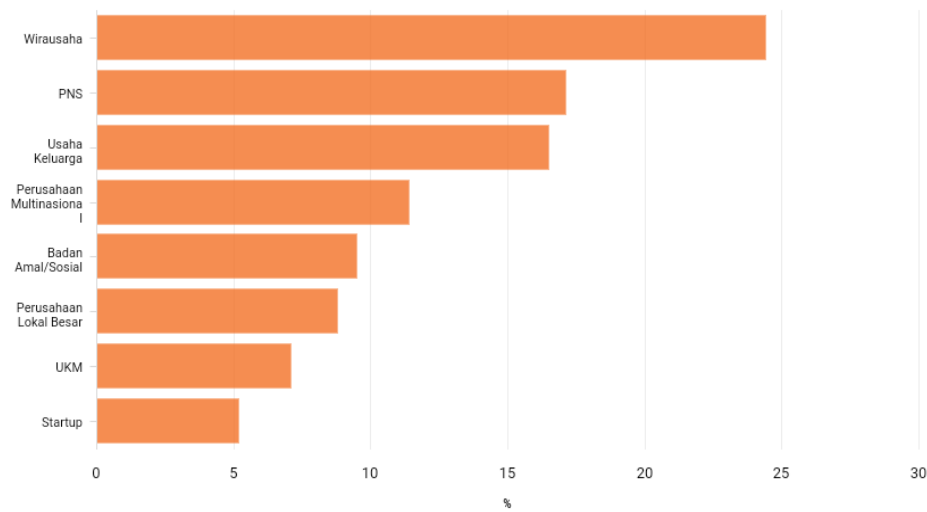
Looking at the history of the previous Malay society, the spirit of entrepreneurship should be very strong in the Malay community, especially the younger generation. Indonesia itself is currently experiencing a demographic bonus process. Where in the period 2020 to 2035 Indonesia will have a population of productive age reaching almost 70% of the total population of Indonesia. Central Bureau of Statistics (2020). This is an opportunity if entrepreneurship development programs from both government and non-government are going well. At the end of that year, Indonesia will have at least 70% entrepreneurs of the total Indonesian population. In Indonesia, currently there are 3.10% entrepreneurs of the total population of Indonesia, which amounts to 225,000,000 people from the previous 1.67% of the total population of Indonesia. BPS (2020) from this data we can know that the number of entrepreneurs in Indonesia has increased. Now we want to find out how much interest the young generation has towards entrepreneurial activities, we can see in the table below.

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Based on the data below, we know that the job that the young generation likes to do in Indonesia is to become entrepreneurs. With a population of 225,000,000, 3.10% of the population is still very small. Entering the era of globalization or the current digital era which is marked by the existence of activities in the daily life of Indonesian people that are completely digitalized and automatic. The era of globalization can improve Indonesia's economic life for the better, but the arrival of the era of globalization in the economic sector is a challenge for the Indonesian people, especially the millennial generation who must prepare themselves to face today's global competition, technological developments and communications in the digital era currently making business in Indonesia has progress in terms of global market competition. The millennial generation has more innovative, creative and critical thinking. The growth of the Indonesian millennial generation is a force to shape Indonesian society to become more advanced, starting from economic progress, technology, E-commerce and various other fields. Student's Column (2019).

Bar Chart 1: Preference for Young Generation in Indonesia in Choosing a Job



Source: Central Bureau of Statistics (2019)

Another advantage of being entrepreneurial at a young age is being so close to the latest technology. The rapid development of technology, as it is today, allows entrepreneurs to have easy access to the internet as a medium for marketing, promotion, or doing business Life Changer Allianz (2018). In fact, entrepreneurship by utilizing online businesses is increasingly common, such as opening online stores, selling SEO (search engine optimization) and SEM (search engine marketing) services, freelance writers, and many more. At a relatively young age, of course you can understand the market tastes of your age. Millennials know the tastes of young people well, and understand what is trending, or will be a trendsetter. So, there is no need to wait old enough to build a new business if the millennial generation is able to become successful entrepreneurs. Based on the explanation above, we want to know the number of young entrepreneurs in Indonesia.

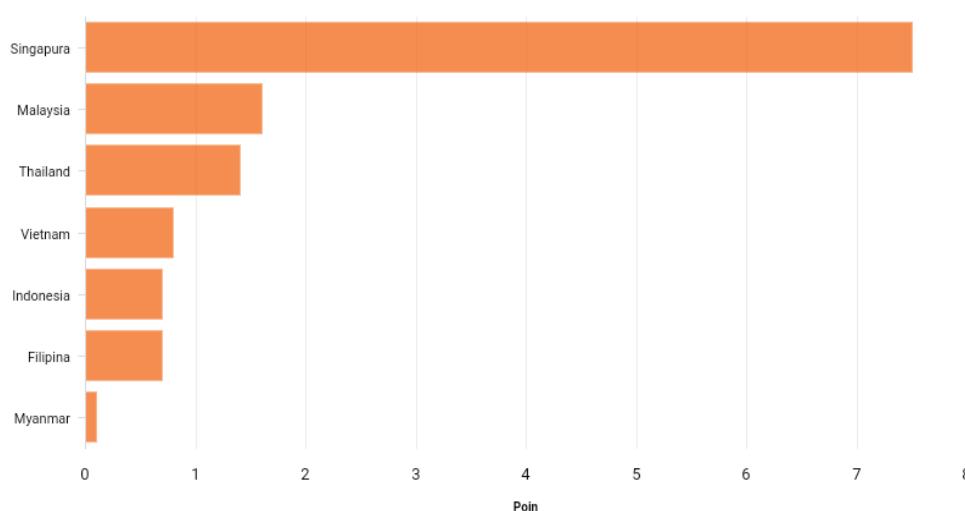
Table 2. Number of Young Entrepreneurs in Indonesia

No	Age	Amount
1	15-19	429.450
2	20-24	2.109.149
3	25-29	3.549.098
4	30-34	5.115.177
Amount		11.202.874

From the table 2 above, we can see that the number of young entrepreneurs in Indonesia is 11,202,874 people in the age range 15-34 years. Where the highest number is between 30-34 years old, this age is included in the productive age category. We know beforehand that in the period 2020 to 2035 Indonesia will have a population of productive age reaching almost 70% of the total population of Indonesia. This should be the focus of efforts to increase the number of young entrepreneurs in Indonesia, especially among the younger generation.

In the Southeast Asia region, Indonesia is not alone, there are other countries that are included in the Malay family. Now, let's look at the country of Indonesia and other Malay family countries in terms of the number of entrepreneurs, which can be seen in the Bar Chart 2 below.

Picture 2. Indonesia and other Malay family countries in terms of the number of entrepreneurs



Source: Central Bureau of Statistics (2019)

From the data above, we can see that the highest rank of the Malay family country which has the highest number of entrepreneurs is Singapore, second in line is Malaysia. Indonesia is in 5th place under Vietnam and Thailand. Whereas, if seen from the previous table, we can see that entrepreneurship is a job that is mostly chosen by the younger generation in Indonesia, but why the number of our entrepreneurs is still far behind other countries with fellow Malay families. This is something that must be considered considering that many development programs for entrepreneurship are carried out by the government and non-governmental organizations but are still small in order to increase the number of entrepreneurs in Indonesia. Even the program for entrepreneurship has long been implemented in Indonesian universities.

Entrepreneurship development programs must be started from among the younger generation. Because this young generation will later become the backbone of a country, especially Indonesia. The present younger generation or what we call the millennial generation is a generation full of creativity, energetic and broad-minded. They are able to create new businesses such as in fashion, culinary, travel and other service sectors. And their market share is also young, although sometimes adults also enliven it.

In Indonesia, there are several regions or areas that have succeeded in creating many young entrepreneurs, including Bandung, Jakarta, Surabaya, Makassar, Padang, Banda Aceh and Pontianak. Ministry of Cooperatives and SMEs (2018). However, of many cities in Indonesia, only a few cities can develop or have many young entrepreneurs. This is a lot of homework for the government and other institutions to be able to increase the number of young entrepreneurs in Indonesia. Because after all, young entrepreneurs have become the spearhead in the economic progress of a nation, in their hands the economy will go forward or backward, so that job creation is part of the benefits felt from the results of entrepreneurial development. This study discusses the study of entrepreneurship development programs from the literary aspect and its implications for young entrepreneurs.

LITERATURE REVIEW

Entrepreneurship appeared for the first time in the 18th century with new inventions such as the steam engine, yarn spinning machine, and others. Its goal is organizational growth and expansion through

creativity and innovation. Profits and wealth are not the main goal. The word entrepreneurship, which used to be translated as entrepreneurship, has recently been called entrepreneurship. In Indonesia, the word entrepreneur is often defined as people who do not work in the government sector, namely traders, entrepreneurs, and people who work in private companies, while entrepreneurs are people who have their own business. Entrepreneurs are people who dare to open independent productive activities. Many people do entrepreneurship because of the demands of their needs, then go through a long process so that entrepreneurial behaviour can actually be learned and implemented by everyone, if that person has the will and encouragement, even though initially it was caused by pressure to maintain the existence of his life. Alma (2009) generally developing entrepreneurship comes from the theory of Schumpeter (1934), where entrepreneurship is an entrepreneur who implements a new combination of engineering and commercial into a practical form. In this case entrepreneurship is a function of entrepreneurs who introduce and implement new possibilities in the economic field.

Entrepreneurship is a discipline that studies the values, abilities, and behaviour of a person in facing life's challenges who get opportunities with various risks that they may face. The main focus of this review is about entrepreneurial knowledge, entrepreneurial skills, and entrepreneurial mentality. The three of them are considered capable of creating competitive social business actors in entrepreneurship development programs. Entrepreneurship is not only a field matter, but perhaps a scientific discipline that can be studied, formed and taught to a person (Hadiyati, 2011). Furthermore, entrepreneurship is a process of creativity and innovation that has a high risk in generating added value for products that are beneficial to society and the ability to bring prosperity to those who do it. Entrepreneurship is an effort to optimize resources and take risks in order to make the business run successful. Entrepreneurship is an activity wrapped in a program that can be learned by anyone who has a strong desire to succeed. The main focus of entrepreneurship development is to produce individuals who have a strong desire to succeed in business, take risks, and innovate and be creative. This process requires a long term investment, but will yield maximum results (Siswoyo, 2009).

Entrepreneurship education can have an impact on entrepreneurial personality traits such as risk-taking, attitudes and behaviour, need for achievement, and the ability to control the environment. Entrepreneurship education starts from the personality of the business actor. For example, in taking risks. For entrepreneurs, the ability to read situations and see opportunities is a challenge that must be faced even in the most difficult situations. A business actor can anticipate it from an early age, because of basic entrepreneurial knowledge that has been learned, especially if it is connected with community-based entrepreneurship with the aim of generating social change (social change). Then the scope is getting wider, and it could be without limit (Remeikiene et al, 2013).

Entrepreneurship development starts from an entrepreneurial process which includes all functions, both activities and actions, which are part of perceiving opportunities and creating an organizational climate to achieve them. The success or failure of a business actor depends on how he starts the process both in terms of opportunities and organizational creation in achieving it. So here we can conclude that entrepreneurial knowledge can produce different views of an opportunity. The entrepreneurial process faced can open up new business opportunities that have not been touched, and can even generate rupiah coffers. However, behind that there is a challenge that must be faced by business actors, namely creating an organizational climate in the business. This problem can not only be done with technical skills, but also requires a soft approach which is oriented towards a personality approach (Bygrave & Zacharakis, 2011).

Entrepreneurship development can be oriented in the long term depending on how a young entrepreneur understands the science of entrepreneurship and then puts it into practice with all his abilities and mental preparation. Every business will inevitably face competitors, where competition will continue to increase and get tougher along with advances in industrial technology. Entrepreneurs need knowledge and knowledge of entrepreneurship in developing the business they are doing so that they have to be competitive in the business they are doing. However an entrepreneur has become the spearhead in the economic progress of a nation, in his hand the economy will go forward or backward, so that job creation is part of the benefits felt from the results of entrepreneurial development.

RESEARCH METHODOLOGY

This study uses a descriptive narrative method where the main explanation focuses on the results of the analysis and discussion of theories in accordance with the research problem. The narrative taken is the main subject of this research, which is about entrepreneurship development programs that aim to create competitive entrepreneurs. Descriptive research is research conducted to determine the value of the independent variable, either from one or more (independent) variables (Sugiyono, 2011).

This study does not link one variable to another. This research only focuses on development programs. This study analyses a number of research documents related to entrepreneurship development programs from various industrial sectors. This is deliberately done with the aim of conducting studies on the role of entrepreneurship development programs in producing competitive and highly competitive entrepreneurs. This article compares and processes information about entrepreneurship development from several books and the results of previous related research so as to produce a comprehensive conclusion about the principle of benefits of entrepreneurship development programs in creating competitive entrepreneurs. The research data were taken from secondary data and from some literature that were considered to support the research topic. Documents obtained include books, research journals, news from the mass media, transcripts, and so on. Data analysis was carried out in an interpretive way in which the data obtained were linked, then conclusions were made and according to the research topic.

DISCUSSION

Entrepreneurship development programs have positive implications for aspiring entrepreneurs or someone who already has a business. The results of a study that analyses the evaluation of entrepreneurship programs that affect the younger generation. From these studies, it shows that the suitability between the needs and participation, knowledge of the young generation and motivation, characteristics of the young generation and sources, funding, and infrastructure have a close relationship to the success of entrepreneurial programs. Entrepreneurship training programs that include theoretical and practical learning accompanied by creative training methods have a significant effect on planned goals. The supporting factors for the implementation of entrepreneurship programs are good motivation from the young generation itself, besides that adequate funding sources and infrastructure also affect the sustainability of the program. A competitive entrepreneur should gain entrepreneurial knowledge first, the program can be run before the business starts or when the business is running (Pamungkas & Fauziah, 2014).

One of the choices for entrepreneurship is influenced by motivation. But in other cases this motivation can be influenced by subjective norms. Subjective norms here are individual perceptions of social pressure that is felt to do something or not to do a behaviour (Ajzen, 1991). Subjective norms are influenced by beliefs and motivations in which the other person is involved. Research related to subjective norms conducted by Wedayanti & Giantari (2016). The results showed that subjective norms and entrepreneurship education had a significant positive effect on entrepreneurial intentions. Entrepreneurship development through the first stage, which is to instil entrepreneurial knowledge, really needs entrepreneurial programs like this. The cultivation of entrepreneurial knowledge requires a dynamic process in accordance with the conditions and needs of the field. Where our target is the younger generation who must pass through a rigorous selection stage so as to produce potential entrepreneurs who are ready to compete. Furthermore, this study also discusses that entrepreneurship programs affect entrepreneurial intentions. This research itself was conducted to explain the effect of subjective norms on entrepreneurial intentions by using quantitative and qualitative analysis. The data that has been collected is then processed using path analysis techniques.

The next research discusses how to build an entrepreneurial spirit in the millennial era for the younger generation in the city of South Tangerang. South Tangerang City itself is still included in the JABODETABEK area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) which is one of the supporting cities for the capital city of Indonesia, namely Jakarta. In this article, the city government of South

Tangerang, through the City Chamber of Commerce and Industry, routinely holds hearings for the younger generation in the city of South Tangerang. With the hope of providing an entrepreneurial spirit for the younger generation. The result is that the younger generation who decide to become young entrepreneurs will become good partners with the City Chamber of Commerce and Industry. It is hoped that these young entrepreneurs will have more breakthroughs in products needed by consumers. Furthermore, the young entrepreneurs will be accompanied on how consumers want them, what products are suitable for sale, models, as well as good quality, price and service.

On the other hand, the South Tangerang City Chamber of Commerce and Industry also provides the widest possible opportunity for its young generation to join as young entrepreneurs who can develop their business through the Chamber of Commerce and Industry with products launched by the Tangerang City Chamber of Commerce and Industry which then it can be developed through marketing carried out by the younger generation who choose to become entrepreneurs.

The next article is an article written by Sembiring (2019) is an entrepreneurship program for the young generation and young entrepreneurs in the city of Bandung. In this article, entrepreneurship development programs start at the sub-district level in Bandung City. The result of this program is that the young generation has a strong motivation to increase knowledge about entrepreneurship through entrepreneurship education. Where later the young generation in the city of Bandung will have the interest and ability to become young entrepreneurs and understand very well how to apply knowledge and the basics of entrepreneurship.

There are many bases that we can use for entrepreneurial development, one of which is on a cultural basis. In one of the articles discusses how to develop a culture-based creative economy young entrepreneur. This article takes place in the city of Yogyakarta. The development of a culture-based creative industry in the city of Yogyakarta has great potential because it is supported by an abundance of cultural wealth. The cultural-based creative economy youth entrepreneur empowerment program is implemented through institutional strengthening activities, increasing added value and product competitiveness, and increasing the accessibility of capital and market resources. This requires coordination, socialization and program advocacy among stakeholders. The culture-based creative economy youth entrepreneur development and fostering program is focused on improving technical competence, acceleration, empowerment, integration and synergy (Hasanah, 2015).

The Indonesian government itself, through the Ministry of Cooperatives and MSMEs, annually has a program called KUR (Kredit Usaha Rakyat / People's Business Credit). This KUR is one of the strategies undertaken by the government to increase the number of entrepreneurs in Indonesia. The number of unemployed in Indonesia will decrease with an increase in the number of entrepreneurs that are owned by Indonesia. If entrepreneurship in Indonesia is strong, it will create fair economic growth, where economic inequality will continue to erode. Not only through the government, with a commitment from the government through the ministry by providing a low interest rate of around 9% and striving to be stable or even decrease in the following years. State-owned enterprises also have a role in increasing the number of entrepreneurs, especially young entrepreneurs in Indonesia. One of the BUMN's in Indonesia has a program entitled the Independent Young Entrepreneur Award which is held regularly every year. This program attracts potential young entrepreneurs from all over Indonesia who will later be selected from each region and later brought up to the national level. Up to the national level, in the future these young entrepreneurs will be nurtured and accompanied until they will eventually become successful and established young entrepreneurs. This program is a CSR (Corporate Social Responsibility) as a form of consistency to support the growth and development of young entrepreneurs in Indonesia in an effort to help the government in entrepreneurship in Indonesia, especially among the younger generation. This program also has more than 36,000 alumni spread throughout Indonesia since it was first started in 2007 and has become the program that is most interested in and has given birth too many young entrepreneurs who are tough and innovative and have concern for the surrounding community.

There are many programs carried out by the government and non-government to increase the number of entrepreneurs in Indonesia and these programs are included in the category of success and running but the number of entrepreneurs in Indonesia is relatively slow compared to other countries. On the other hand, we have the largest population in the Malay region and based on existing data our young generation has a preference for becoming an entrepreneur compared to other occupations. Is the interest in becoming an entrepreneur for our young generation only an interest or is that interest being continued with the entrepreneurial spirit to become an entrepreneur, there are still many factors that influence it, it can come from unsupportive social environments, lack of facilities and additional infrastructure. Again with the subjective norm that influences someone to do it or not. A finding of the results of research conducted by Ginzberg (2010), that out of 342 student respondents who graduated cum laude, summa cum laude and those who received awards for academic achievement including Phi Beta Kappa, it turned out that they tended to only perform mediocre in the world of work after graduating from college. This finding is based on a study that tested how far the respondents were successful in life after 15 years of completing the study. The results of this study prove that there is no direct relationship between academic success and life success. The core of the study conducted by Ginzberg (2010) emphasized that the key to successful work and productive work lies in how a person views one's potential with superior entrepreneurial abilities.

According to Ginzberg (2010), self-concept in entrepreneurial development can be analogous to the operating system in running a computer. If the operating system on the computer cannot run properly, the computer will experience an error and consequently cannot work optimally. It is undeniable that increasing the number of entrepreneurs, especially the younger generation, requires a very long time and process. Other countries that already have many young entrepreneurs have also gone through a long process as well. And we are now in that long process. In undergoing this process, it is necessary to apply our way of thinking or mind-set about what it is to be an entrepreneur, the environment around someone also affects that mind-set.

We instil that by becoming an entrepreneur is the main reason not because we cannot achieve a job that we decide to become an entrepreneur. Entrepreneurship for the younger generation makes them want to achieve success. Innovative thinking is a thought process that produces solutions and ideas outside a conservative frame. By thinking innovatively, young people who become entrepreneurs have utilized their thinking, imaginative abilities, various stimulants, and the individuals who surround them in producing new products, both for themselves and their environment. In other words, entrepreneurship can create youth into character, capacity and competitiveness.

CONCLUSION

The implications of entrepreneurship development programs for the young generation in Indonesia in increasing entrepreneurial knowledge, entrepreneurial skills, and entrepreneurial mentality so as to create competitive business actors. Overall, it can be concluded that entrepreneurship development programs have a positive impact on the creation of competitive business actors. The research results from the researchers prove that the success of the entrepreneurship development program has a positive effect on the addition of entrepreneurial knowledge, and the increase in entrepreneurial skills and the formation of entrepreneurial mentality for business actors starting from the intention to the output process. The role of the millennial generation at this time is very large in building the nation, the way of thinking of the broad millennial generation can make changes and can be a pioneer, not only following existing trends, but can create new things in society.

To be able to give birth to young entrepreneurs is not something easy, because it is not only a matter of availability of capital, technology, markets and creativity to be entrepreneurs, but strong entrepreneurial mentality, attitudes and behaviour must be deeply embedded in order to become strong young entrepreneurs. . In the future, after Indonesia goes through a long process, there will be more and more young people who will take part and participate in entrepreneurship, so Indonesia has many young

people who have high skills who are able to compete regionally, nationally and internationally and bring the good name of the Indonesian nation.

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