

Determining The Factors Influencing Indigenous Youth Become A Successful Entrepreneurs

Mohd Hasril Amiruddin¹, Sri Sumarwati^{2*}, Siti Normah Suib³, Azhani Che Ibrahim⁴, Siti Afiat A Jalil⁵

^{1,2,3,4,5}*Faculty of Technical & Vocational Education, University Tun Hussein Onn Malaysia, Parit Raja Batu Pahat Johor, Malaysia*
sri_fatoni78@yahoo.com

Abstract: Eleventh Malaysia Plan, 2016-2020, focused more on macroeconomic policies, create more jobs and highly skilled human resources. The national development agenda also includes indigenous youth in Malaysia. Poverty was identified as the main challenge faced by the government in developing the indigenous community youth. To solve this problem, the government through the current economic plan is to focus attention on efforts to produce more entrepreneurs among indigenous youth in Malaysia. However, the number of indigenous youth entrepreneurs still low and most of the indigenous are still below the poverty line. Therefore, this study aims to determine the factors that influence indigenous youth to become successful entrepreneurs. This qualitative study participant were experts involved and directly related to indigenous entrepreneurship in Malaysia. Participants in this study were selected to use purposive sampling. The instrument of this study was the interview protocol, where the researcher provided only the main question, and the follow-up question was based on the interview participant's answer. The semi-structured interview data were analyzed using thematic analysis, by demarcating interview data, coding, finding themes, revising themes, defining and naming themes and generating reports. The study found that there are five main factors that influence indigenous youth to become successful entrepreneurs, among them are the demographic factors, suitable entrepreneurship and characteristics of entrepreneurs suitable for indigenous youth, transferable skills and policy and financial assistance to expand indigenous businesses. Therefore, it is expected that this study will provide guidance to the parties concerned to increase the number of successful entrepreneurs among indigenous youth in Malaysia.

Keywords: Entrepreneurship, Indigenous Youth, Macroeconomy, Successful Entrepreneurs

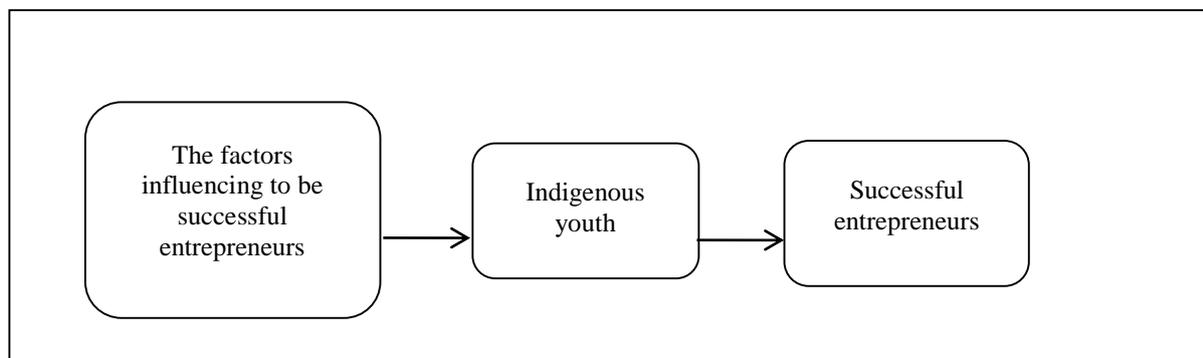
Introduction

The field of entrepreneurship has become Malaysia's ultimate choice in an effort to encourage youth not only to rely on existing jobs but also to create new jobs for themselves and others (Yunos et al., 2015). Thus, the field of entrepreneurship has a role to reduce the dependence of youth in the current job market, offering increased income opportunities and reducing unemployment. Based on the Malaysia Productivity Report (2017) states that the growth and development of the nation focus on the youth regardless of race, ethnicity, socio-economic status and geographical location. In this regard, Amiruddin et al. (2015) argue that it is important to improve the economic well-being and to promote the creation of entrepreneurship care, especially those involving entrepreneurship education for indigenous youths. Traditionally, indigenous people rely on forest products as subsistence. High unemployment rates among indigenous youths due to the number of indigenous people participation in technical and vocational training are still low and the lack of skills required by the employers (Wahab et al., 2014). Achievement in the education of indigenous students is among the lowest levels compared to other ethnic groups in Malaysia (Wahab et al., 2014). The achievement factor in education contributes to high unemployment among indigenous youths due to the lack of skills that the employer should require. As a part of the JAKOA entrepreneurship unit, a total of 595 entrepreneurs have been successful in agriculture, retailing, manufacturing, and services (JAKOA Annual Report, 2016). However, the number of local youth entrepreneurs is still low at only 0.26 % compared to 222,462 youth. The Malaysian Government intends to produce entrepreneurs among indigenous youth (JAKOA Annual Report, 2016). Based on the above explanation, the objective of this study is to determine the factors influencing indigenous youth become a successful entrepreneur.

Conceptual Framework

The conceptual framework of this study as shown in Figure 1.

Figure 1 Conceptual Framework



Literature Review

Indigenous youth community in Malaysia

The age limit of youth under the Malaysian Youth Policy is individual youth aged between 15 years and before reaching the age of 30 years. According to statistics of the JAKOA Annual Report (2016), the population of indigenous youth until 2016 were 222,462 indigenous youth in Peninsular Malaysia. Pahang is a city that has a population of indigenous youth highest with 96,728, followed by Perak and Kedah total of 60,426 youth and Selangor were 19,761 youth. Indigenous youth categorized based on several criteria such as language, culture, way of life and physical characteristics (Othman et al., 2011). Based on these criteria, the indigenous youth community was divided into three main groups, namely Negrito, Senoi and Proto Malay, and these three races were classified into six ethnic groups (JAKOA Annual Report, 2016). The Negrito ethnic there are six ethnic groups ie Kensiu, Kintak, Lanoh, Jahai, Mendriq and Bateq. For Senoi ethnic there are six ethnic groups ie Temiar, Semai, Semoq Beri, Che Wong, Jah Hut and Mah Meri. Then the Proto Malay ethnic consist of Temuan, Semelai, Jakun, Kanaq youth, Kuala youth and Seletar youth. Sources of income indigenous youth living in or at the edge of the forest depend on what is in the vicinity of their residence only. Their income sources can be classified into self-subsistence farming, fishing, collecting forest produce and producing handicraft for self-sufficiency while the rest are for sale. Therefore, it is not surprising that most indigenous youth today are below the poverty level (Othman & Amiruddin, 2010).

Entrepreneurship

Entrepreneurship is the process of creating something new, where it takes time to endure financial risks and accompanying social risks as well as efforts to gain satisfaction, personal freedom and receive the resulting financial rewards (Hisrich et al., 2008). Entrepreneurship embodies a new strategy, new organization and market for products and inputs that never existed (Bolton & Thompson, 2004). Entrepreneurship is a way of thinking and acting in search of opportunities, holistic approaches and balanced leadership towards wealth (Boone & Kurtz, 2010). It is also an essential reaction to change. Thus, entrepreneurship means the individual's ability, attitude, enthusiasm and behaviour in carrying out activities to discover new methods, apply technology, improve service quality or create new products to achieve greater profitability.

In Malaysia, various fields or industries can be explored by entrepreneurs. Many people believe that entrepreneurship career is becoming a trader. This is not entirely true because entrepreneurial activity not only sells. Therefore, a trader is always synonymous with entrepreneurs but not all traders are entrepreneurs. Bardai (2000) argues that trader and entrepreneur have different attitudes, roles and responsibilities in carrying out their business. He explained that the trader was the person who did business, where he buys and sells good. A trader usually focuses on and limit their attention to one type

of business only. Entrepreneurs are individuals who value profits not as a primary goal because success in advancing their business is more important. Entrepreneurs see an event similar to others in search of new business opportunities, but the outcome or assessment of the events is different (Corman & Lussier, 2001). The opportunities provided are from the agriculture, manufacturing, transportation, tourism, hospitality and direct selling industries. Now, career choice becomes more complicated and complex due to the uncertainty and unexpected environment changes (Othman et al., 2012). Therefore, in this study career in entrepreneurship means to become an entrepreneur.

Successful Entrepreneurs

Entrepreneurs are individuals who use knowledge and skills to work in a team to achieve goals, successes and gains for the benefit of self and society and are indirectly responsible for the economic development of a country (Kiyosaki 2014). Wealthy entrepreneurs are individuals who have the ability to create new jobs and firms, ideas by identifying service and product opportunities to society (Charantimath, 2006). Successful entrepreneurs are entrepreneurs who embark on a business mission, work in groups and have good leadership, further ensuring a strong cash flow, communication and systematic relationships, legal methods in business and finally products or services offered by entrepreneurs, all unified for producing successful entrepreneurs (Kiyosaki, 2014). Salleh et al. (2012) stated that successful entrepreneurs can leverage the benefits of today's high technology in the production of products and services. He said the use of a technology is intended to improve the quality, quantity and speed up the production process of a product or service through an innovation.

Methodology

a) Procedure

The aim of this study was to identify factors that affect the indigenous youth to become successful entrepreneurs. This study is a qualitative study using semi-structured interviews to obtain data from experts in the field of Indigenous entrepreneurship in Malaysia.

b) Participants

The participants of this qualitative study were experts involved and directly related to indigenous entrepreneurship in Malaysia. Experts should be selected based on field research conducted in accordance with (Cresswell & Clark, 2011). Participants in this study was selected use purposive sampling, which is to achieve the objectives of the study as planned. Researchers interviewed face to face direct participant to ensure that the data obtained are valid and reliable. Three experts were interviewed by the researchers, including two experts from the Department of indigenous Development (JAKOA) Malaysia and a manager of JAKOA skills training center, Paya Bungor Kuantan, Pahang.

c) Research Instrument

The instrument of this study is the interview protocol. The interview protocol is a list of questions that will be asked during the interview session. The researcher has used semi-structured interviews as the findings of this study can provide a deep overview, information, interpretation and understanding to answer the research questions that have been developed for this study. However, the involvement of the experts in this study depends on the willingness and interest of the experts to take the time to conduct the face-to-face interview process with the researcher. In this study, the researcher provided only the main question, and the follow-up question was based on the interviewee's answer. After the interview process with the expert group is implemented, the researcher creates a transcript of the interview recording results. The research data were analyzed using a thematic analysis. Thematic analysis is a method used to identify, analyze and report patterns (themes) in interview data (Braun & Clarke, 2006). In this regard, the analysis of interview data in this study is based on the findings of the themes obtained from interviews with expert groups. These themes refer to the entrepreneurial context of indigenous youth, factors that influence indigenous youth to become successful entrepreneurs.

Results and Discussion

Reduce data interviews

After the interview was conducted with three experts, data recorded using the voice recorder transcribed with the help of digital voice editor software. Then researchers transcribe interviews and read over and over again to understand the interview data.

Creating coding

The researcher created open coding, which is wherein the coding process each of the themes that emerged was considered to be interview data. As Braun & Clarke (2006) who argue that researchers have the freedom to make coding based on the themes that emerged, making coding a paragraph and passage interviews allowed for more than one theme.

Search themes

So researchers have chosen and summarize data that is meaningful for the study. The meaningless data was ignored while the meaningful data was entered into a segment called segmenting. This is supported by Braun & Clarke (2006) which states that these steps lead to the accumulation of codes into the theme of potential and collect all the data associated with each theme potential.

Review the theme

In this section, the reviewer reviews the theme by assessing whether the codes contained in each sub-theme form a related theme. If the code is relevant then the researcher runs the next process. But if otherwise, then the code is not relevant and it can cause problems. It is possible that the code needs to be placed on an existing or new sub-theme. But if it does not comply with the two conditions, the researchers can get rid of it.

Defining and naming theme

At this stage, researchers define and name a theme. This was done to fix any theme in particular, generate definitions and make sure the names of each theme is clear and precise. As suggested by Braun & Clarke (2006), which suggests that this step is important to avoid too many or complex themes.

Generate reports

The next step, which generates reports for inductive thematic analysis was conducted. At this stage, the researchers report any themes that have been obtained. This is because there is no one specific format for reporting qualitative data but it only requires the ability and creativity of researchers to produce a report on the data (Coffey & Alkinson, 1997).

Table 1 Compilation of themes and codes

No	Themes	Codes
	The demographic factors of indigenous youth	Family background Education Knowledge of entrepreneurship Technical and vocational training available at the Department of Indigenous Development (JAKOA) 's managed training center
	The entrepreneurial field suitable for indigenous youth	Retail Services Manufacturing Agriculture Farming Food Handicraft Textiles

	<ul style="list-style-type: none"> Tourism Automotive Beauty and hairstyling Construction Shipping Transportation
The characteristics of entrepreneurs who are suitable for indigenous youth	<ul style="list-style-type: none"> Detailed and detailed knowledge of a product Think proactive and insightful Always trying to build and find creative opportunities Can control the situation Ready for change Sales and marketing techniques Efficient financial management Entrepreneurship interest Courage takes risks Entrepreneurial ability to create something new and unique Have the motivation to succeed
Transferable skills possessed by indigenous youth	<ul style="list-style-type: none"> Planning skills Creative and innovative thinking skills Management skills Skills for using business capital Entrepreneurial skills Leadership skill Communication skills Problem-solving skills Decision-making skills
The policy and financial assistance to develop indigenous youth	<ul style="list-style-type: none"> Economic development levels of government and private investments that invest directly The government dominates the source of funding for entrepreneurs and bank grants Various sources of funding, including the government, universities and private. University research grants Sources from the government in the transfer of technology, research infrastructure and spur innovation Sources from the government and research-based industries Sources from the government and industry technology-based biotechnology nanotechnology Sources from the government and health-based industries

Based on data analysis was conducted, the findings of this study indicate that there are five main factors influencing indigenous youths to become successful entrepreneurs, including the demographic factors of indigenous youth, the entrepreneurial field suitable for indigenous youth, the characteristics of entrepreneurs who are suitable for indigenous youth, transferable skills possessed by indigenous youth, as well as the policy and financial assistance to develop indigenous youth.

This study found that demographic factors influencing the interests of indigenous youth to build a career in entrepreneurship up to become successful entrepreneurs including family background, educational background, knowledge of entrepreneurship and experience gained through entrepreneurial training. The findings of this study support the findings of Kuratko (2017) study that found that the family background involved in entrepreneurship and involvement in training on entrepreneurship are factors in the success of entrepreneurship. However, this finding is not in line with Yunos et al. (2015) found that knowledge about entrepreneurship and experience acquired through entrepreneurial training does not affect the interests of an individual to become an entrepreneur.

The findings also show that an entrepreneurial field suitable for indigenous youth is the main factor influencing indigenous youths to become a successful entrepreneur. Entrepreneurship appropriate for indigenous youth includes retail, services, manufacturing, agriculture, food, handicrafts, textiles, tourism, automotive, beauty and hairdressing, construction, shipping, transport and fisheries. This study was supported by the *JAKOA* Annual Report (2016) namely that entrepreneurship such as retail, services, manufacturing, agriculture, food, handicrafts, textiles, tourism, automotive, beauty and hairdressing, construction, shipping, transport and fisheries is a list of fields of business of interest by indigenous entrepreneurs in Malaysia who have succeeded.

In addition, these findings indicate that the characteristics of entrepreneurs suitable for indigenous youth is the main factor influencing indigenous youths to become successful entrepreneur. The characteristics of entrepreneurs that are appropriate for indigenous youth such as risk inclination, achievement, motivation, goal-orientation and vision, consistency, internal control, commitment, competitive, proactive, responsible, honesty and commitment. This finding is supported by the findings Chittithaworn et al. (2011) which found that the characteristics of entrepreneurs and financial assistance facilities are the most important factor that affects the success of entrepreneurs to succeed.

Transferable skills also influence the interest of indigenous youth to build a career in entrepreneurship. Transferable skills are additional skills that complement the basic knowledge and can be transferred through in different contexts and environments (Sumarwati et al., 2017). The results of this study support the results of the study conducted by Abdullah Husmin et al. (2016) which found that the demographics of individuals and the various skills acquired can influence an individual to become an entrepreneur. Transferable skills of indigenous youth include problem-solving skills, communication skills, social interaction skills, decision-making skills, creative thinking skills, entrepreneurial skills, management skills, planning skills and leadership skills.

The study also found that policy and financial assistance facilities to develop an indigenous youth business consists of various facilities to make business licenses, facilities for obtaining merchandise, bank lending facilities, financial assistance, equipment assistance extended to expand businesses and facilities for entrepreneurial guidance. The findings are in line with the findings Nadzri et al. (2009) namely that the lack of financial capital and existing business policy complicated is a factor that contributes to the failure of an individual to become a successful entrepreneur. This shows that the policy and financial assistance are available is a factor that can influence the success of an individual in developing his business.

Conclusions

Entrepreneurship is an important driver of economic development of a country. Entrepreneurship activities can be a catalyst for the development of various types of industries related to the production of products or services. In addition, entrepreneurship is an area that can create new job opportunities to generate income and one of the factors that can contribute to the country's economic growth. In this regard, the Malaysian government aims to make entrepreneurship a major contributor to new job opportunities and reduce unemployment. To achieve these goals, the Malaysian government has undertaken various efforts to support and encourage Malaysians, especially indigenous youths to venture into entrepreneurship. The findings reveal that there are five main factors influencing indigenous youths to become successful entrepreneurs, among them the natural demographic factors of indigenous youth, the entrepreneurial field suitable for indigenous youth, the characteristics of entrepreneurs who are suitable for indigenous youth, transferable skills owned by indigenous youth and the convenience of police and financial assistance to develop indigenous youth. Therefore, it is hoped that this study will guide the relevant parties to increase the number of successful entrepreneurs amongst indigenous youth in Malaysia.

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