
Entrepreneur Value Development for Business Innovation in Madurese JavaEast

M. Musyafak Romadhoni

Faculty of Economic and Business, Universitas 17 Agustus 1945 Surabaya,
Indonesia
donilawas@gmail.com

Received: June, 2023; Accepted: June, 2023; Published: August, 2023

Abstract

The development of entrepreneurial values for business innovation is very much needed in business, many factors influence starting from the benefits, failures and success of becoming an entrepreneur so that to become an entrepreneur needs to be properly prepared. HR factors, marketing factors are very influential with the increasing number of consumer orders that are increasing. Entrepreneurship is a combination of creativity, innovation and courage to face the risks that are carried out by working hard to form and maintain new businesses. In Indonesia, entrepreneurship has only been studied in certain schools or colleges. In line with developments and challenges such as the economic crisis, the understanding of entrepreneurship, both through formal education and training at all levels of entrepreneurship society, is developing. Entrepreneurs are generally influenced by personality, competence and ability in entrepreneurship both on a theoretical and practical scale. Generally, the business requires proper management so that the business can develop and be productive. Business productivity is usually seen from increased income, business development into several places of business. Entrepreneur values are indispensable for all entrepreneurs because they have an influence on business innovation starting from the personal creative level that influences production. Business innovation is needed by entrepreneurs because there is a need for updated and modern innovations in order to attract buyers or consumers to buy the products we offer. Innovation needs to think of creativity, ideas and opportunities in the market so that buyers or consumers don't hesitate to buy. The innovations that are usually carried out are changes in shape, taste, color which are often seen in food and beverage products.

Keywords: *Entrepreneur, Entrepreneur value, Business Innovation*

INTRODUCTION

Entrepreneur is an innovation in the process of implementing and solving problems encountered against opportunities (Laura Cortellazo, 2020). Another term for entrepreneurship is entrepreneurship which is a potential that learns about the

values, abilities and behavior of leaders in facing life's challenges to get opportunities with the many risks that will be faced in the future. Entrepreneurship is always related to the attitudes, actions and processes carried out by all entrepreneurs in starting, running and developing their business (Laura Cortellazo, 2020).

Entrepreneurship is a unity of creativity, innovation and courage to face a risk by working hard in forming and maintaining a new business (Wach, K., & Glodowska, A., 2021).

Entrepreneurs have stages in running their business, the stages in doing entrepreneurship are the stages of starting, the stages of carrying out a business, maintaining a business, and the stages of developing a business (Nugroho, 2009). The function and role of the entrepreneur can be seen from 2 approaches both micro and macro, namely as an innovator and planner. As an entrepreneur, discover and create something new, starting from products, technology, methods, entrepreneurial organizations (Hendro, 2011).

Innovation is needed in business because innovation needs to be upgraded to keep up with the times or current trends. Innovation is carried out so that consumers do not feel bored with the products offered. Thoughts about innovation must be applied by entrepreneurs who influence product development. Several existing entrepreneurs have carried out the development of entrepreneurial values which are carried out routinely and already have MSME support provided as a forum as a community of a collection of businesses that can contribute MSMEs in Indonesia.

The phenomenon of entrepreneurial demography and the nature of entrepreneurship attracted attention in empirical studies of entrepreneurship a few decades ago, but has been largely ignored in international entrepreneurship research which is still developing and even developing. This led us to address that research gap in this article. These demographics influence entrepreneurial intentions, entrepreneurial recognition and exploitation of opportunities, and any entrepreneurial activity. Second, it is one of the oldest and well-established approaches in entrepreneurship research to link traits to entrepreneurship. The traits that have been investigated can be of a general psychological nature, such as the entrepreneur's personality and his cognition or recognition,

The cross-cultural leadership literature has adopted micro-level analysis within the field of internationalization studies, focusing on the individual behavioral characteristics that leaders need to operate in a global context. The cross-cultural literature has provided a better understanding of some of the main patterns of behavior that may be required to act successfully in an international environment. However, it does not take into account the specificities of the role of the entrepreneur, whose responsibilities and challenges may differ from that of the global manager (Gartner, WB, 1989).

Entrepreneurs are found in the implementation of entrepreneurship, especially those seen in independent, creative and innovative values. Entrepreneurship is very much needed for an entrepreneurial spirit so that entrepreneurship is related to the increasingly tight competition factors that are currently around. (Abdurrahman, 2015).

According to Simatupang (2010), the launch of the 2008 Indonesian Creative Economy blueprint aimed at four objectives; the first is to increase the awareness of the Indonesian people on local cultural wisdom as the basis for creating economic development. The second goal is to increase synergy between creative economy actors to develop creative industries in the country. Even though the next intention is to beautify the image of Creative Indonesia at the international level, as well as socialize the "I love Indonesia" movement.

This initiative is planned to be implemented in the following year, and is based on the theme "implementing a creative economy blueprint based on culture and information technology" (Simatupang 2010). The implementation concept is focused on two main ideas. The first experience is about sharing, both between government agencies in the country, as well as between domestic and foreign entrepreneurs. Second, the discussion will be directed at developing e-commerce, and supporting programs to facilitate education and training for creative human resources in Indonesia.

Various studies and empirical evidence in domestic entrepreneurship (eg Sarwoko & Nurfarida, 2021; Basuki et al., 2021; Reissovaet al., 2020) encourage us to seek answers to the question of how these problems occur, whether they manifest themselves in international entrepreneurship. Since it is a new venture or global birth that is the radiance of entrepreneurship in international business, the speed of internationalization, that is, the speed of internationalization of companies, is our research interest. Therefore, by conducting this study on the subject and issue of the impact of demographics and the nature of entrepreneurs on the start of internationalization, we wish to fill in the research gaps that are visible (Millman, 2010), "Entrepreneurship education and students' Internet entrepreneurship intentions: evidence from Chinese HEIs", *Journal of Small Business and Enterprise Development*, Vol. 17 No. 4, pp. 569-590. Moreover Buzavaite and Korsakiene (2019), based on a review of the literature on human capital and internationalization, shows that there are three times less research in the area of emerging and emerging markets than in developed markets. Suryana. (2003).

METHODS

This research is a prediction research model of literature study on actual problems that exist in today's society. The approach used in this study is a qualitative approach, while the type of research used is a literature study. The object

of this research is the Entrepreneur Value Development in business innovation in Madura, East Java.

RESULTS AND DISCUSSION

Entrepreneurship

According to Andrew J. Dubrin (2008) entrepreneur is a leader who can solve creativity and innovation breakthroughs. The benefits of Entrepreneurs are as follows:

1. Opportunity controls one's own destiny
Company leaders have opportunities for entrepreneurs as an important goal. Entrepreneurs want to try to improve life
2. Opportunity to make a change
The large number of entrepreneurs who have businesses is due to the opportunity to make economic changes
3. Opportunity to earn Profits
The profits obtained from the business are an important motivation in establishing a company
4. Opportunity due to hobby
Most entrepreneurs who succeed in choosing a particular business are generally because they are interested and like the job

Apart from the benefits of being an entrepreneur, anyone who can be considered an entrepreneur can be seen from the typical characteristics of an entrepreneur, including Suryana. (2003) :

1. Internal Control Locus
Entrepreneurs can assume that they have the ability to control themselves
2. Have Energy level
Entrepreneurs are persistent people who are willing to work hard and they are willing to work hard to achieve success
3. Confidence
Entrepreneur feel themselves competent and they are sure of themselves and they are willing to make decisions

The success and failure of a business depends on the entrepreneur determined by several factors (Nugroho, 2009):

1. Marketing
Entrepreneurs are needed in marketing because good marketing has the potential for income

2. HR

Requires mature and reliable human resources in planning, implementing, supervising, developing business and having good leadership.

3. Finance

That smooth cash flow can work. If cash flow does not flow then the business will die. Financial risks must be controlled properly so that they have calculations and planning.

4. Location

In setting up a business, we must look at the surrounding location, we must be good at choosing locations that are crowded with people, highways, and densely populated because by choosing a strategic location, we have the potential for success in business.

5. Creativity Factor

Businesses need to have creativity in the products they sell, because people will indirectly judge how unique the products we sell are so that they can attract people's purchasing power.

When devising a strategy to increase entrepreneurial productivity, it is important to consider the trends identified above (Borys, 2021):

1. In the global economy, new development paradigms are being actively formed; it is based on innovative sources of growth (Nordhaus 2015; Wieczorek and Hekkert 2012), i.e., promotes the introduction of innovative technologies (all solutions that contribute to increased productivity)
2. Production speed, accuracy, and reduction of energy and raw material consumption) into the production process. In other words, the development of activities characterized by the production of high added value products is stimulated;
3. deindustrialization is a major factor reducing productivity, not only in developed countries but also in Ukraine; – one of the most important reasons for Ukraine's deindustrialization is the unproductive outflow of capital.

Business Innovation

Innovation comes from the word innovation, which means 'new, (new) change'. Innovation is also interpreted as invention, but this is different from the meaning of discovery in the word discovery or invention. innovation is introducing new ideas, new goods, new services, and new ways that are more useful. So, when managing a business service or product, innovation becomes an important novelty in order to accommodate the dynamics of consumer tastes and market changes.

Innovation can also be interpreted as an idea, product, method, and so on that is perceived as something new Autio, *et al* (2014).

As for the types of innovation based on the form of application, innovation is divided into three, namely: product innovation, service innovation and process innovation. Product innovation is the emergence of new products (Milles, 1964:14). Service innovation is a new way of providing services to customers. While process innovation is a new way to make the process of producing a product or service more economical. Innovation is divided into four types, namely: incremental innovation, architectural innovation, modular innovation and radical innovation (Yi shun Wang et al, 2019):

1. Incremental innovation is innovation by improving existing components. In other words, incremental innovation emphasizes improvement, not change. For example: existing services continue to be improved in quality.
2. Radical innovation is innovation by making overall changes to both existing components and systems. Radical innovation is rarely found in the field.
3. Modular innovation is innovation by making changes to components, but the system used remains the same.
4. Architectural innovation is innovation by making changes to existing systems in new ways and improving existing components without having to change them

The stages of making innovation are:

Innovation Making Stages. The process of discovering innovations can be grouped at the national, group or individual level. For this, entrepreneurs must be able to manage the four stages of creating process innovation, namely: (Rusdiana, 2014)

- a. Observation and research on the internal and external environment
- b. Choice of triggers for innovation
- c. There are many choices of resources and creation of products and or services through research.

The dimensions of the type of innovation, the stages of innovation, and the level of analysis are as follows (Braunerhjelm et al, 2010).:

- a. Product innovation is the result of all employees in the company
- b. Administrative innovations are innovations related to management, and process-oriented structures, and human resource management (HR), as well as accounting systems
- c. Continuum innovation is a change that is incremental to radical according to the level of change aimed at carrying out the innovation
- d. Process innovation is an effort to produce good products and services
- e. Technical innovation is innovation that is directly related to the production of a product

Factors Influencing the Achievement of Success (Rusdiana, 2014) Several things that can contribute to the achievement of success in creating innovation are:

- a. An atmosphere of innovation and vision, namely having a simple and clear vision and providing serious support to create an atmosphere of innovation
- b. Market orientation, which is based on their vision in the market
- c. Flat and small organization
- d. The process of learning is interactive, ie in an organizational unit that innovation, the process of learning and research of ideas ignores the traditional function within an organization

CONCLUSIONS

There's no doubt that *entrepreneur* needed in a business, the entrepreneurial spirit has positive and negative sides when viewed from the benefits of the entrepreneur. entrepreneur based on the results that have been achieved conducts an analysis of developments and innovations to be followed up according to the conditions faced. In its development, it can be done by increasing relations, updating methods and systems, updating the products produced, enlarging and expanding the business, adding quality, adding services, adding manpower. (Koentjaraningrat. 1994). The entrepreneurship process begins with an axiom, namely a challenge. From these challenges, ideas, willingness and encouragement to take initiatives arise, which are nothing but creative thinking and innovative action so that the challenges can be overcome and resolved (Bosma, 2012). All challenges must have a risk, i.e. the probability of success or failure. Therefore an entrepreneur is someone who dares to face risks and likes challenges (Suryana, 2006).

Entrepreneurial values can be developed both individually and in general through the motivation of entrepreneurs who have skills that have experience in their fields that can affect competence, personality is increasing in entrepreneurship that is currently being carried out (Audretsch, D., Heger, D., & Veith, T. (2015).

ACKNOWLEDGEMENT

A big thank you to my lecturer, Prof. Tri Ratnawati, for all the knowledge and inspiration in writing this article, I hope that you will be rewarded by Allah SWT.

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