THE DETENTATE MINDSET OF THE MINANGKABAU IN THE IMPLANT OF THE SOULS OF THE ENTERPRENEURSHIP

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ABSTRACT

The research aims to identify the shape and influence of the upbringing adopted by minangkabau parents in the great market of depok in imposing the entrepreneurship soul to their children. The number of sources in the study is eight people. Using methods of interviews by checking the validity of the discovery of the source clusters. Research indicates a adopted pattern of authoritarian and democratic upbringing and direct practice activities into the business world, the influence of parental education, family and community as well as in children's attitudes and characteristics and how they cultivate the entrepreneurial principles.

Keywords: upbringing, messenger of minangkabau, soul of the entrepreneurship

INTRODUCTION

Parenting becomes important because the education children get first is coming from parents and within the family circle. Zakiyah (2002:35) states that a family education or informal education environment is the first and foremost one. Parenting may differ from parent to parent, since it depends on the policy individual parents adopt. Edwards (2006:52) states that parenting is the interaction of children and parents educating, guiding, and disciplining and protecting children in order to achieve maturity according to the norms of society. It includes educating children, having the same entrepreneurial spirit as parents, as well as educating children.

The potential for entrepreneurship in every child is so diverse that it is necessary at an early age to nurture the entrepreneurial spirit with simple matters and to use breeding and play. The motivation for entrepreneurship is one that either drives one back to activity and energizes one that leads to achieving needs, satisfies or reduces inequality by opening a business or a business (Zimmer, 2005).

What parents can do to help build entrepreneurial character in children is to provide a stimulus (Antawati, 2012:21).

Having an entrepreneurial spirit makes children educated not to rely on working with other people or relying on the lack of available jobs and the amount of competition in society. What needs to be improved in Indonesia is entrepreneurs so that in the future they can become developed countries. Hendro, (2011) states that "historically and in consensus, a country if it wants to advance must have at least 2% entrepreneurs of the total population.

Likewise, a study conducted by widhiandono and mifthuddin (2004) on students of the Muhammadiyah University of Purwokerto, based on findings from the Center for Economic Education (P2E) LIPI, the unemployment rate in Indonesia in 2009 reached 9% or around 10 million people.

Various studies on the application of parenting styles in educating their children to have an entrepreneurial spirit have various impacts, some have an impact, and some have little impact in instilling a spirit of entrepreneurship in children.

Many factors influence parents in shaping the entrepreneurial spirit of children, but the shape of parent upbringing also sometimes varies from tribe to ethnic. The vast ethnic and ethnic populations of Indonesia will certainly have an impact on the diversity of economic, social and cultural activities. It so too the different patterns of life from one ethnic to another included in it is a work ethic.

The minangkabau ethnicity or more commonly known as the minang people (generally referred to as "Padang Person" or "Urang awak") Is an ethnic group that refers to minang culture, widely known for its skills in business and commerce.

The "role models" environment also affected entrepreneurial interests. This role models usually see people on the horizon to their parents, relatives (grandfathers, uncles, aunts, children) friends, spouses, or successful entrepreneurs they idolize. Lambing & Kuehl (2000:37) say that most of the entrepreneurial families eventually brought in children to help in company activities.

METHODS

The method used in this research is descriptive qualitative research method because the researcher wants to describe or describe the facts or conditions or symptoms that appear.

The study was conducted at the great depok market in which many of minangkabau vendors were located. With four key informants and four key operatives. Sources are the cloth merchant, interior, gold and padang rice and 4 children from their parent. The study is qualitative in its method of deep interviews of forms of foster patterns and influence factors. Verifying the findings using source triangulation with a comparison of responses between 4 parents and 4 children.
CASE STUDY

The minang are famous for their skills in business and commerce. Their entrepreneurship skills possibly influenced by migration traditions. With migration, there is not only wealth and knowledge that is acquired, but also prestige and personal pride. They usually migrate to some major cities in Indonesia (especially Java). The minang have migrated the tradition is to leave their homeland and settle in another place that is thought to give a decent life (Akmal & Nurwianti, 2009).

Now, the minang people are wandering around looking for business to feed themselves. The livelihood of hired laborers was not popular with the minang because of the low prestige they carried. On the other side, migrating minang people do not have to have a secondary school diploma to be able to apply for work (Rahmah, 2011).

Special research to tell us how the minang parent raised their young in order to carry on their business, had the entrepreneurship soul, the shape of the breeding pattern certainly varied. The factors of inhibitors and thrusters must also be present in the process of transferring business knowledge. The study was conducted on a variety of different merchants. The interest in foster care is particularly compelling because of the large number of parents who make their children successful in the business world. Research was conducted at the depok grand market, where many of the migratory parents did business and trade there.

RESULTS AND DISCUSSION

Form of foster care that parents apply

The upbringing adopted by parents varies widely and varies between one and the other. The upbringing adopted by the minang company that dealt at the depok market also had a difference. From 4 parents engaged in trade activities, they also give their children separate educations to do or introduce them to their business activities.

The development of this minang parent's upbringing by not granting freedom to her child, so that the child must conform to the wishes of the parent and follow all the rules followed. This type of upbringing is called an authoritarian upbringing. According Yatim and Irwanto (1991:96-97) “There are three ways that parents teach their children is that an authoritarian upbringing is characterized by rigid parental rules. Children's freedom is severely limited, parents force their children to behave as they would like”.

One of the children of the prime informant explained that once a parent was punished for not following the rules applied by the parent and for lying and causing the child to be punished. This is included in an authorities upbringing that gives direct punishment to the child. Chusairi (2002:257) Baumrind inside Anisah (2011) It posses that ”authoritarian parenting is a restrictive, punishing, and demanding force to follow people's commandments and not allow children to speak.

However, some parents have adopted a democratic or authoritarian upbringing of everything discussed with parents. Parents who give their children freedom but must still communicate everything to them, such as sharing or discussion and the naming of a child's principles and mind-set on business. (Tomovic, 2003) say that ” Many parents in Indonesia strive to achieve their goals by creating a democratic environment in homes where joint and compromise decisions are made. It is a guiding principle, thus giving young people the opportunity to practice the democratic rule from the game”.

The true form is that children are often taken to the store early to help with business activities. The child is given his own space to learn in real terms from invested and given his own assignments in the store. This form of recognition and punishment is also applied to the pattern of care. Giving trust to the child and giving work responsibilities to the child to help a parent's business by managing financial and social media.

The adaptive shape of a foster pattern where the principle of entrepreneurship is a viable solution in current circumstances where in the pursuit of employment is very difficult and self-employed that children can contribute to reducing unemployment rates and can help others open the door of the door by making others their employees. That was instilled by the parents in this study.

Factors that influence parental upbringing

There are many things influencing the parenting trends parents have given their children in inculcating entrepreneurship. Some may hinder and others encourage young ones to become entrepreneurial. One thing that can affect how the upbringing adopted by parents in this study is the educational factor of the parent's own. Modern or classic form of parenting also influences.

In addition, the family environment may also have an impact on children. The attitudes of parents and activities carried out within the family circle also affect. Just like Hurlock says (1978) translate by Tjandrasa (1992:202) inside Anisah (2011), “The attitude of parents influences how they treat their children, how they treat their children rather than how they treat them and what they do”. When a parent's attitude is beneficial, the parent's and child's relationships are far better than when a parent's attitude is not positive.

A lot of factors can hinder or encourage a child in the exercise of a parent's wishes. And so many factors have influenced the way a parent parenting is raised. Ranging from the parenting factor, the child's own internal factors, the family and community factors and the implanting of the various benefits principles of entrepreneurship.
Child Business Interest

This research based on the results of in-depth interviews of parents and children, indeed, there has been a change in the way the children think and care about business and business interests of one child who may even run the same business as the parent. This interest comes from following her parents’ activities and behavior and the routine of her family business.

There is also a claim that there is confidence in children after a parent’s upbringing or upbringing regarding business. Because that attitude is the most important thing in entrepreneurs. Just like statement form Sukirno (2004:371) “A successful feature of entrepreneurs is their confidence that they always believe in themselves, are free and independent. He was ever optimistic about predictions and foresight.”

CONCLUSION AND RECOMMENDATION

Conclusion

Based on inside interviews, there’s a lot of data being provided by sources. The conclusion is that this minang parent upbringing forms belong to types of authoritarian upbringing and democratic or authoritative upbringing, with the following shapes and actions:

1. Parents instill in their child principles and desires always according to his or her wishes by not granting children freedom.
2. Parents give the child freedom but still discuss everything the child wants to be more forthcoming with sharing.
3. The cultivation of the principle of unemployment so that it has to be able to create jobs, as well as work so hard to find that business is the solution.
4. A token of appreciation for child achievement and punishment when children disobey.
5. Take the kid to the store to introduce his business.
6. Giving job responsibilities to children like helping with finance and managing social media for promotions.

The factor affecting the custody process, there are:

1. The educational factor of parents
2. Family environment and community environment
3. Attitude and characteristic their children
4. The entrepreneurial farming method, becoming an influence in this study, such as reducing unemployment and avoiding the challenges of employment.

Such factors affect the easy and difficult transfer of business studies to children. The results of that upbringing are used to foster interest in children’s business. In the study these conditions of child business interests as follows.

The interests of business in children are growing and are beginning to grow, the confidence and responsibilities that parents feel have had in various ways. Similarly, in this study a child feels that there has been a change in him in order to want his business or business.

This interest appears because of parental encouragement as well and saw how they lived each day. Thus, ingling in the child that entrepreneurship is very easy to run with the challenges ahead. According to the findings, there are also children of the minang parent who do business as their parents do.

Recommendation

Based on what researchers have found in the field, there are suggestions that are directed to some:

1. Parents are expected to be more diverse in educating children, in more diverse and diverse ways and really starting early. And give trust to the child and keep his opinions to the child and not be too authoritarian for the child to ever come to terms with insecurity in the outside friendship. Being a listener and a source of child solutions makes for greater harmony.
2. The child is advised to remain ina good way where to obey or act upon the wishes of the parent but When it does not conform to the pattern of thinking and principles is presented in a good manner and What is the reason a parent is better able to understand the child’s own direction or mindset.

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