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"Memperkuat Produktivitas untuk Ketahanan Ekonomi Nasional"

TIPE ARTIKEL: ARTIKEL PENELITIAN

Leadership Sinergisity and Innovation Culture on Strengthening Community Entrepreneurs

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Abstrak

Semakin tingginya jumlah penduduk dan jumlah lapangan pekerjaan terbatas telah menjembatani persaingan lapangan kerja sangatlah ketat, dan ini butuh penguatan karakter berwirausaha. Penelitian ini menggunakan metode survei dengan pendekatan penelitian kuantitatif. Teknik pengumpulan data yaitu angket. Teknik analisis data yang dipakai dalam menguji hipotesis analisis statistik regresi berganda. Hasil penelitian menunjukkan: (1) Kepemimpinan wirausaha kepala SKB tidak memiliki hubungan positif dengan pengembangan karakter kewirausahaan warga belajar, (2) Budaya inovasi memiliki hubungan positif dengan pengembangan karakter kewirausahaan dan (3) Kepemimpinan wirausaha dan budaya inovasi secara bersama-sama memiliki hubungan positif dengan pengembangan karakter kewirausahaan warga belajar. Perlun sinergitas dan koordinasi yang baik secara optimal mampu memberikan kontribusi nyata dalam pendidikan karakter kewirausahaan bagaimana menjadi wirausaha yang baik dan stakholder sebagai aspek penting yang memberikan bantuan modal dan sarana prasarana dalam efektivitas pengembangan karakter wirausaha bertujuan untuk membangun budaya inovasi berwirausaha sebagai media penguatan pemberdayaan masyarakat.

Kata Kunci: Kewirausahaan; Budaya Inovasi; Karakter; Pemberdayaan Masyarakat.

Abstract

The increasing number of population and the limited number of jobs have bridged employment competition very tightly, and this requires strengthening the character of entrepreneurship. This study uses a survey method with an approach to quantitative research. The technique of data collection is a questionnaire. Data analysis techniques used in testing hypotheses multiple regression statistical analysis. The results showed: (1) SKB head entrepreneurship leadership did not have a positive relationship with the development of entrepreneurial character of the learning community, (2) Innovation culture has a positive relationship with entrepreneurial character development and (3) Entrepreneurial leadership and innovation culture together have a positive relationship with the development of entrepreneurial character of learning citizens. Synergy and good coordination optimally make a real contribution in entrepreneurial character education how to become good entrepreneurs and stakeholders as an important aspect of providing capital and infrastructure assistance in the effectiveness of entrepreneurial character development aims to build an innovative culture of entrepreneurship as a media for strengthening community empowerment.

Keywords: *Entrepreneurship; Innovation Culture; Character; Community Empowerment.*

INTRODUCTION

The government is well aware that the business world is the backbone of the national economy, so it must be endeavored to be continuously improved. Through this movement, it is expected that the

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character of entrepreneurship will be part of the work ethic of the people and nation of Indonesia, so that they can give birth to new entrepreneurs who are reliable, resilient, and independent. Entrepreneurial leadership is a leadership that integrates the talent of the engineer and marketing in creating new service processes and products. Essentially there is indeed a difference between someone working to make a living by working in an educational unit, with those who are given the opportunity to develop quality-enhancing creativity while contributing to their welfare. Before developing the entrepreneurial spirit for residents to learn, then entrepreneurs must be implanted prior to personnel of educational institutions such as the head of SKB or managers, staf, teachers, employees, implementation to the participants. Thus head entrepreneurial leadership must be owned by each SKB head.

Lelis (2011: 4) The Culture of Innovation is the realization of the creativity of the mind or idea of the SKB head, the civil service, the staff and the learning citizens in the SKB itself. Head of SKB those who have an entrepreneurial spirit will be highly innovative will be able to combine imagination and creative mind systematically and logically. With a culture of innovation, everything can be new, both new in the context of space and new in the context of time. Goods and services can be said to be new somewhere and not new elsewhere. But nowadays novelty is very universal because the result of advancing technology seems to remove the boundaries of space. Novelty is also time-bound, that is, in its day it can be said to be new but in the next era it can be said to be outdated (Tika, MP 2010:88).

The results of informal interviews with several SKB graduates from Gorontalo City showed that most (23 people/92%) worked in companies and only a small percentage (2 people/8%) of them were entrepreneurs or worked as entrepreneurs. This is based on the results of informal interviews with 25 graduates. The interview illustrates that the entrepreneurial spirit of the learning citizens who have graduated is still very low, this is caused by several inhibiting factors, namely 1) the head is only oriented towards academic quality, this is illustrated through the applied curriculum not internalizing entrepreneurial values that are able to shape entrepreneurial character in the learning community, 2) the lack of civil servants in developing entrepreneurship for students, 3) the limited experience of the civil service in instilling entrepreneurial spirit in the learning community 4) the work culture has not shown enthusiasm entrepreneurial spirit as reflected in the activities of the head of SKB, officials, administrative personnel and villagers learn yan g only be the consumer, and 5) the limited opportunities for citizens to learn for creativity and innovation in growing potential owned entrepreneurship.

According to Colter (2014:3), entrepreneurship is often associated with the process, formation, or growth of a new business oriented to profitability, value creation and the formation of unique and innovative diffuse products or services. Entrepreneurship is interpreted literally as matters relating to a person's courage to conduct business and non-business activities independently. (Daryanto and Cahyono, 2013:3). Ropke (2009:71) states that entrepreneurship is the process of creating a new and making something different from what is already there (innovation), the goal is the achievement of individual welfare and added value to society. Entrepreneurial characters are connected by heredity. Achild's behavior is often not far from the behavior of parents. Character is also influenced by the environment. Children who are in a good environment, tend to have good character, and vice versa. Character refers to a series of attitudes, behavior, motivation, and skills. (Zubaedi, 2011: 10).

Based on the definition, above it can be concluded that entrepreneurship is the spirit, behavior and ability to provide positive responses with the opportunity to gain benefits for themselves and better service to the community, by always trying to find and serve more and better, and creating and providing more useful products and implementing more efficient ways of working, through courage to take risks, creativity and innovation as well as management capabilities.

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METHOD OF RESEARCH

This research was conducted at SKB Gorontalo City. The research process that will be carried out is expected to be completed within 6 months of July-December 2017, starting from the proposed research seminar to the completion of the thesis report . The reason the researchers set this location is because the location of this study is not difficult for where they are, so it is easy for researchers to carry out research. In addition, because the location is easily accessible and fairly close to the place of duty of researchers, it will save costs that will be incurred later during the study. Used survey method with quantitative research approaches. The survey method in question is to explain the causal relationship and hypothesis testing. In this research method there are three variables studied: (1) independent or variable independent variables, consisting of two, namely Head of Entrepreneurship SKB (X1), and school innovation culture (X2), and entrepreneurial character development (Y). The relationship model between the three variables mentioned above can be described in the following design form:

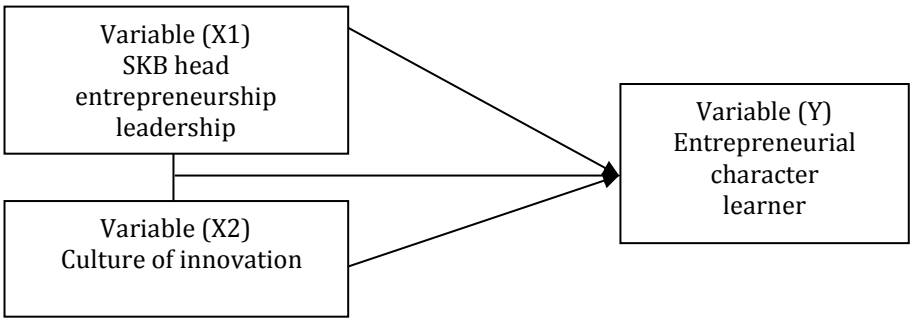


Figure 1. Constructing variable relationships

Information :
Y : entrepreneurial character of learning citizens
X_1 : entrepreneurial leadership
X_2 : SKB innovation culture

In this study population was all citizens to learn the number of students 199 people. The sample is representative of the population as the subject of the study. Arikunto (2006) explains that if the subject is more than 100 people the sample is taken between 10-15% or 20-25% or more. The sampling technique research will menggu n Simple Random Sampling technique, which is obtained by the formula Taro Yomane, Rachmat (Riduwan, 2010).

$$\left[n = \frac{N}{Nd^2 + 1} \right]$$

Where :
n = Number of samples
N = Total population
d 2 = specified precision

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In this study the population was 199 study residents , and the precision level was set at 10%. The size of the sample is shown in the following calculation :

$$n = \frac{N}{Nd^2 + 1} = \frac{199}{199.0{,}1^2 + 1} = \frac{199}{(199).(0{,}01)+1} = \frac{199}{2{,}99} = 67 \text{ respondent}$$

To obtain the desired data, the data collection techniques used in this study were questionnaires. Questionnaire is a list of questions given to other people willing to give a respondent according to the user's request. Questionnaires were distributed to respondents in this case as many as 40 respondents, by giving a set of questions or written statements to respondents to answer them.

RESULTS AND DISCUSSION

Research result

The results of data screening through research instruments that have been tested show the things as stated in the following table:

Table 1 .: Instrument score

Variable Instruments		Theoretical Score		Research Results Score	
		Lowest	Highest	Lowest	Highest
Entrepreneurship Character of Learning Citizens	30	30	150	102	148
SKB Head Entrepreneurship Leadership	25	25	125	81	109
SKB Innovation Culture	25	25	125	84	113

In full, the statistical description of each variable as presented in table 1 above is explained as follows:

The data of the dependent variable research is Entrepreneurship Character Development (Y) captured through questionnaires with the number of questions as much as 30 items of instruments using a five-scale scale of choice answers (5 options), having a theoretical score between 30 to 148. While the empirical score spreads from the lowest score 81 up to the highest score of 148, with a total score of 7460, average (M) 111.34, standard deviation (SD) 13,510, mode (Mo) 110, Median (Me) 111 and Variant 182,532. To provide an overview of Entrepreneurship Character Development, it is done by dividing the average value of research results with the maximum value multiplied by one hundred. After calculation, the value of Entrepreneurship Character Development was obtained at 75 , 23 %. This assessment provides a descriptive description that Entrepreneurship Character Development is high.

Data from the dependent variable research is Head of Entrepreneurial Leadership SKB (X1) netted through the distribution of questionnaires with the number of questions as much as 25 items of instruments using a five- scale scale of choice answers (5 options), having a theoretical score between 25 to 109. While empirical scores spread the lowest score was 86 to the highest score of 109, with a total score of 6343, average (M) 94.67, standard deviation (SD) 7,762, mode (Mo) 101, Median (Me) 95.00 and variant 60,254. To provide an overview of the SKB Head of Entrepreneurship Leadership , it is done by dividing the average value of the research results with the maximum value multiplied by one hundred. After the calculation, the value of the Head of SKB Entrepreneurship Leadership (X1) is 86 , 85 %. This assessment provides a descriptive description that the head of Gorontalo City SKB entrepreneurial leadership is high.

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Data from the dependent variable research is the SKB Innovation Culture (X2) netted through questionnaires with the number of questions as much as 25 instruments by using a five- scale scale of choice answers (5 options), having a theoretical score between 25 to 113. While the empirical score spreads from the score lowest 75 to the highest score of 113, with a total score of 6707, average (M) 100.10, standard deviation (SD) 7,390, mode (Mo) 101 Median (Me) 101.00 and Variant 54,610.

To give an overview of SKB Innovation Culture (X2), it is done by dividing the average value of research results with the maximum value multiplied by one hundred. After calculation, the value of the School Innovation Culture (X2) is 88 , 59 %. This assessment provides a descriptive description that the Culture of Innovation SKB (X2) on the SKB of Gorontalo City is relatively high. Based on these data can be summarized statistics of variable Character Citizen Entrepreneurial Learning (Y), Head of the Entrepreneurial Leadership LCS (X1) and the Culture of Innovation LCS (X2) as the following table.

Table 2: Summary of Basic Statistics Calculation

Statistics

		Entrepreneurship Leadership	Innovation Culture	Character Entrepreneurial
N	Valid	67	67	67
	Missing	0	0	0
Mean		94.67	100.10	111.34
Median		95.00	101.00	111.00
Mode		101 [a]	101 [a]	110 [a]
Std. Deviation		7,762	7,390	13,510
Variance		60,254	54,610	182,532
Range		28	29	67
Minimum		81	84	81
Maximum		109	113	148
Sum		6343	6707	7460

a. Multiple modes exist. The smallest value is shown

Linearity test is done by looking for the regression variable X 1 independent equation against the dependent variable Y. based on the regression line that has been made then tested the significance of the regression line coefficient and linearity. The linearity test between the independent variables X 1 and the dependent variable Y uses SPSS 16.0 and the test results can be seen in the following table:

Table 3 : Linearity Testing of Variables X 1 Against Y.

ANOVA

Development of Student Entrepreneurial Character					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3732,604	24	155,525	.786	.733
Within Groups	8314,500	42	197,964		
Total	12047.104	66			

The results of the analysis in table 3 show that the price of F is 0.786 with a significant 0.733. Interpretation of the results of the analysis is done by: If the significance value obtained is <α = 0 , 05 then Ho is accepted, and if the significance value is> α = 0.05, then Ho is rejected. Based on the calculation results, sig (0.733> α = 0 , 05), means a linear regression model.

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Table 4 : Linearity Testing of Variables X_2 Against Y

ANOVA

Development of Student Entrepreneurial Character					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	8623,188	25	344,928	4.130	.100
Within Groups	3423,917	41	83,510		
Total	12047.104	66			

The results of the analysis in table 4 show that the price of F is 4.130 with a significant 0.100. Interpretation of the results of the analysis is done by: If the significance value obtained is <α = 0 , 05 then Ho is accepted, and if the significance value is> α = 0.05, then Ho is rejected. Based on the calculation results, sig (0.100> α = 0 , 05), means a linear regression model. To find out whether variable X_1 (Entrepreneurial Leadership) and X_2 (Culture of innovation) simultaneously have a significant effect on variable Y (entrepreneurial character development), the F test is used. The significance level used is 0,05. The testing criteria used, if the significance value of the calculation results <0,05, then the variables X_1 (Entrepreneurial Leadership) and X_2 (Culture of innovation) simultaneously have a significant effect on variable Y (entrepreneurial character development). The F test is carried out with the SPSS 16.00 program and the results of the calculation are as shown in the following table:

Table 5. Analysis of Variances (ANOVA)

ANOVA [b]

	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	6016.109	2	3008,054	31,921	.000 [a]
	Residual	6030,996	64	94,234		
	Total	12047.104	66			

a. Predictors: (Constant), School of Culture Innovation, Entrepreneurial Leadership

b. Dependent Variable: Entrepreneurial Character Development

Based on the results of the Anova test calculation produces a F number of 31.921 with a significance level of 0,000. To be used as a regression model, it can be used to predict dependent variables, the significance/ probability numbers (Sig) must be <0,05. Because the numbers are 0,000 <0,05, then this regression model is feasible to use in predicting student entrepreneurial character development. This means that entrepreneurial leadership and a culture of innovation simultaneously have a positive effect on entrepreneurial character development.

Discussion

1. Relationship between entrepreneurial leadership (X_1) and entrepreneurial character development (Y).

Based on the results of testing the first hypothesis shows that entrepreneurial leadership does not have a positive / significant relationship with the development of entrepreneurial character. This is based on testing the correlation using SPSS 16.0 which obtained the magnitude of the correlation coefficient between entrepreneurial leadership (X_1) and the development of entrepreneurial character (Y) is -0.087. This means that the development of entrepreneurial character of students has no relationship with

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entrepreneurial leadership. The results of the calculation of correlation analysis are strengthened with the results of the calculation produce a number of significance (probability number) that is equal to 0.485. Because the number 0.485>0,05, this means that the relationship between entrepreneurial leadership and the development of entrepreneurial character is not significant.

2. Relationship of innovation culture (X_2) with the development of entrepreneurial character (Y).

Based on the results of this study there is a positive relationship between the culture of innovation and the development of entrepreneurial character. Based on the level of cultural relations of innovation with the development of entrepreneurial character is 0.687. The correlation value of 0.687 has a strong relationship between the two variables. The results of this study also indicate a significant relationship between the culture of innovation and the development of entrepreneurial character. This implies that if the innovation culture variable increases, the development of entrepreneurial character will be more effective.

3. Relationship between entrepreneurial leadership (X_1) and innovation culture (X_2) together with the development of entrepreneurial character (Y).

Based on the results of this study there is a positive relationship together between entrepreneurial leadership and a culture of innovation with the development of entrepreneurial character. Based on the results of the study, the correlation value is 0.488 which means that the relationship together between the two variables is being. The results of this study also show a significant influence jointly between entrepreneurial leadership and a culture of innovation with the development of entrepreneurial character. This means that if the entrepreneurial leadership variable and the culture of innovation are good then the development of the entrepreneurial character of students will also be effective.

CONCLUSION

Based on the results of processing and interpretation of data on the above variables, some conclusions can be drawn, namely: SKB head entrepreneurship leadership does not have a positive relationship with the development of entrepreneurial character of learning citizens. The SKB Innovation Culture has a positive relationship with Entrepreneurship Character Development in the learning community at Gorontalo City SKB. Entrepreneurship Leadership Head of SKB and Culture of Innovation together have a positive relationship with Entrepreneurship Character Development in the learning community at Gorontalo City SKB.

Based on the conclusions above, suggestions can be put forward as follows: In increasing the development of entrepreneurial character , the need for synergy and good coordination with all components both school citizens and stakeholders who are optimally able to make a real contribution in entrepreneurial character education. Policy makers to strive to provide guidance to SKB and Pamong heads regarding the importance of developing entrepreneurial spirit of citizens learning in the midst of the current era of globalization. For further research in order to develop the variables used in this study, or add variables related to the development of entrepreneurial character of the learning citizens.

THANK-YOU NOTE

I thank all those who helped the research process. For further research in order to develop the variables used in this study, or add variables related to the development of entrepreneurial character of the learning citizens

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