

# Youth Decision Making in Selecting Entrepreneurship as A Career

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## Abstract

This research was conducted to determine Decision Making in Choosing Entrepreneurship as a Career Field. The theory used is Ginzberg's career development theory. This theory was chosen because it relates to a person's decision making process in choosing a career, there are two groups of young people in this study, namely the first group informants who have just finished their education directly become entrepreneurs and the second group informants work first in a new company to become entrepreneurs. This study examines the reasons for the decision making of young people who are confident of becoming entrepreneurs at a young age. The results obtained from this study were that the informants had aspired and wanted to become entrepreneurs since they were little, then encouragement from family and friends that made them confident of being an entrepreneur, and making their past job as valuable experiences and lesson that can be applied in the business of the informant themselves, even though many challenges were faced, they all became valuable lessons for young generation and make it experience.

**Keywords:** decision making, youth entrepreneurship, career, Ginzberg's career development theory, technopreneurship

## Introduction

Making career decisions that someone will choose, affects their future. Some important factors that can influence career choice are values, interests, abilities, skills and work life experience. However, there are several other factors and problems that are an important part of career choice, namely an ever-changing workforce, ever-evolving technology, the uncertainty of a job and the global economy which worsens the projection of future job choices. This can trigger a person to have multiple careers and have multiple career choices doubt in every one's career choice (Zunker V.G, 2006, p.12).

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Moreover, according to the Central Statistics Agency (BPS) quoted from (Indonesiainvestments.com, 2016), Indonesia currently recorded an unemployment rate of 7.04 million people in 2017, an increase of 10,000 in the past year from a total population of around 255 million people. Which places Indonesia as the fourth most populous country in the world, preceded by China, India and the United States. Half of the total population in Indonesia is youth under the age of 30. These two factors state that Indonesia is a country with a large workforce and will continue to grow every year, so job creation is urgently needed. The results of the BPS survey, the largest unemployment in Indonesia are young workers aged 15-24 years, those who have difficulty finding work, namely students who have just graduated from universities and vocational and high school students. This is what encourages the younger generation to no longer look for jobs and work for other people, but the younger generation is now making more choices about entrepreneurship.

Entrepreneur according to Rusdi (2005, p.40) is a person's ability to run a company so that it can run efficiently and profitably, its function is to organize various types of factors of production to produce the goods and services needed for society. As data taken from BPS noted that Indonesia is a country with a higher number of vulnerable jobs, namely unpaid workers and employers compared to other developed or developing countries.

Quoted from Makassarpreneur.com (November 30, 2010) that with a lack of jobs and increased unemployment, being an entrepreneur means being able to open jobs for many people. And if the entrepreneurial potential of the younger generation is managed properly, this will become Indonesia's economic strength, therefore it is important to foster a sense of entrepreneurship in the younger generation and fully support it so that the younger generation can become strong and independent entrepreneurs. The definition of youth has three elements, namely youth age, youth activities and youth goals. When associated with the age element, youth are those aged 15 to 30 years and the age of maturity for a young man starts at the age of 24, so a young entrepreneur is someone who starts doing business at a young age.

The types of businesses nowadays are indeed varied, the younger generation can also explore other types of businesses that are more innovative. In contrast to the old days, before all using manual methods with paper, now digital methods are much more popular in running a business. In the past there were few employees but a lot of work, one person did a lot of work and it took more time because it was done manually, now one employee only focuses on his work. In the past, a person's work was only what was in front of him, now work can come from anywhere, at any time, even though it's a different country (Brainly.co.id, 2017).

Like the phenomenon taken from the website Bisnisukm.com (n.d) where a young person who only makes videos on Youtube but is able to earn hundreds of millions per month, but his parents who have worked for dozens of years in a company only earn to eat everyday. It is from these thoughts that encourage the younger generation today to no longer rely solely on working for other people and waiting for income once a month, but the younger generation can make a decision to open their own business or become entrepreneurs. Where youth can have the freedom to achieve the desired goals, such as the freedom to set operational schedules, the freedom to determine business goals and the freedom to set business plans, namely to be the boss of the business. Youth will be much more satisfied with their potential if the business reaches a point of success. Creativity, enthusiasm for work and dreams to aim

for will be the motivation in running a business. The opening of new opportunities to expand the business is wide open, entrepreneurs will also be able to create useful jobs that automatically help job seekers to get jobs, so there are social benefits to be gained. Then also the profit generated when opening your own business is that the income can exceed the salary as an office employee.

However, not only the benefits are obtained but there are obstacles that will be experienced by young entrepreneurs taken from *Finansialku.com* (October 28, 2016), such as difficulties selling offline and online without a sales strategy and not understanding how to influence consumers will lead to difficulties in selling. A young entrepreneur needs to learn more about how to take a persuasive approach to potential customers.

The second is difficulty managing finances, if entrepreneurs do not have the ability to manage the budget, the business will collapse in the first year, so entrepreneurs need to have the ability to manage their finances. The third is difficulty with capital/business funding, not having sufficient capital is a difficulty faced by an entrepreneur, capital can be obtained from one's own savings or borrowing capital from other parties, such as loans from banks or looking for investors. But now the government has provided People's Business Credit (KUR) for entrepreneurs who want to start their business.

Fourth is the difficulty of dealing with employees and buyers, for young entrepreneurs who have just started their business will know that dealing with humans is not easy, like dealing with employees or buyers. Young entrepreneurs need to learn proper communication techniques. Fifth, namely the difficulty of fighting the temptation of not focusing on work, starting a business at a young age with little experience is indeed one of the obstacles. If you are experiencing problems in your business, there will be a desire to stop or look for other types of business that are more profitable so that they are not focused on one goal. There are obstacles that will be experienced by a young entrepreneur, with a lack of experience regarding entrepreneurship, learning about entrepreneurship needs to be deepened for the younger generation who want to start a business. However, the many obstacles did not dampen the enthusiasm of the younger generation to start their business.

In fact, according to the Ministry of Cooperatives and Small and Medium Enterprises *depkop.go.id* (11, March 2017) currently in Indonesia entrepreneurship has risen to 3.1 percent or around 7.8 million people of the total population. This shows that Indonesia has reached the minimum requirement for a prosperous society because it has exceeded the 2 percent level of entrepreneurship.

Table 1 Entrepreneur in Different Countries

Country	Entrepreneurial rise rate
Indonesia	3,1 %
Malaysia	5%
China	10%
Singapore	7%
Japan	11%
United States	12 %

Source: *Depkop.go.id* (2017)

After knowing all the facts, here the researcher wants to research the younger generation who want to start their career as entrepreneurs at a very young age, ranging from 22-25 years. Namely the younger generation who have just graduated from college and immediately made the decision to run their own business. With so many obstacles, the researcher wants to know what are the factors and reasons why the younger generation is so enthusiastic and confident in making decisions to start a business at a young age with a lack of capital, experience about the world of work or other obstacles.

## **Literature Review**

### **Interpersonal Communication**

Intrapersonal communication according to West. R, Turner. L.H (2008, p. 34-36) is communication that occurs with oneself. What a person thinks in his mind constitutes intrapersonal communication even when he is with other people. This communication also studies the role of cognition in human behavior, the role of cognition can be interpreted as a person's belief about something that is obtained from the process of thinking about that something. This communication occurs repeatedly, even more frequently, such as perceiving, imagining, remembering, analyzing and solving problems in one's head. Every human being has internal dialogue and voices in the mind that vary from one thing to another. Intrapersonal communication does not only occur when making judgments about others but also evaluating oneself and being able to evaluate oneself, such as judgments about one's own strengths and strengths. But this can result in thoughts of judging yourself. Talking to yourself can strengthen someone's self-esteem (self-esteem) who is able to see the strengths and positive things in him. Research in intrapersonal communication focuses on the cognitions, symbols and intentions that a person has. This communication is focused on the role of oneself in the process of intentional or unintentional communication. Intrapersonal communication is an important part of the communication process, by understanding oneself, one will be able to understand others.

After knowing the definition of intrapersonal communication above, it can be connected that intrapersonal communication is related to the context of decision making. During the decision-making process the younger generation chooses entrepreneurship as a career field, they will process and analyze a thought regarding the initial idea, reasons and think about the experiences that have occurred, then they communicate intrapersonally and afterwards they will be able to make a decision that they have first analyze in their minds.

### **Decision-making**

According to Salusu (2008, p. 47) said decision making is the process of choosing an alternative way of acting with an efficient method according to the situation. It is emphasized that making a decision requires a series of actions, requiring several steps. These steps are contained in a person's mind which at the same time invites him to think systematically.

Based on the definition above, the researcher concludes that decision making is a choosing process that requires several steps and actions that require a person to think systematically, such as gathering facts, experience, intuition, logic and systems analysis.

## Entrepreneurship

Entrepreneurship or entrepreneurship according to Soegoto. E. S (2009, P.3) is a creative business that is built on innovation to produce something new, has added value, provides benefits, creates jobs, and the results are useful for others. Entrepreneurship or entrepreneurship is a branch of economics that teaches how we can be independent in starting a business in order to achieve profit and develop all of our economic potential. An entrepreneur can be categorized as an entrepreneur if his business is stagnant or not growing. However, entrepreneurs can be called entrepreneurs if the business they have develops, grows and advances. Entrepreneur is someone who has a warrior spirit, is brave, noble, brave and deserves to be an example in the field of business on the basis of standing on his own feet (wira = main, brave, brave, noble, exemplary, or warrior. Self = self. Sta = standing) .

According to Cantilon. R quoted from Saidi's book, (2008, p.5) Cantilon was the originator of the term "entrepreneur". He said that the essence of entrepreneurial activity is to take risks. That is, entrepreneurs buy goods today and sell them the next day at prices that are uncertain or have not yet made a profit, but this must be taken by an entrepreneur.

Based on the definition above, an entrepreneur or entrepreneur is someone who has a creative and innovative spirit who is able to establish, build, advance, develop and make his company superior. An entrepreneur must also be able to bear every risk in his business.

## Technopreneurship

Technopreneurship (technology entrepreneurship) in Soegoto's book (2009, p. 13) is the ability of science and technology in the business processes of an entrepreneur. There are two main functions, namely ensuring that technology functions according to customer needs and that technology can generate profits (profitable). And there are two types of businesses that can use technopreneurs, namely lifestyle businesses and high growth businesses which have the potential to generate large and fast income, provide high rewards but are at great risk so that they are attractive to investors. One of the efforts to build technology entrepreneurship in Indonesia is by holding an innovation center and business incubator in the technology sector. Based on the explanation above, currently in Indonesia the younger generation who have just started a business usually use technology as a tool for developing their business.

Theory of Career Development (Development Career Choice Theory)

Career development theory according to E. Ginzberg, S. Ginzberg, S.Axelrad and J. Herma (1951) in Winkel's book (2004, p. 627-629) the process of choosing a position does not happen once but covers a period of 6 to 15 years. According to Ginzberg, developments in the job choice process include three phases, namely:

1. Fantasy Phase: from birth to 11 years old. In this phase, the child initially only plays until this group is not given attention related to the world of work. At the end of this phase the child will choose certain activities that lead to a role as the holder of a position.

2. Tentative phase: that is during adolescence starting from the age of 11 years to 17 years. In this phase, the child will experience a transition period, from just playing while playing and showing awareness of the demands of a job. This phase is further divided into four sub-phases, namely:

- a. Interests: children take attitudes towards what they like.

- b. Capability: the child begins to realize his abilities in relation to his aspirations about work.
- c. Values: children begin to live up to the values of life they want to live by.
- d. Transition: the child begins to integrate his interests, constellation of abilities, and values.

So that you have a self-image and know all the consequences when taking a term of office in the future.

3. Realistic Phase: that is during adolescence to early adulthood, from 17 years old to approximately 25 years old. This phase is divided into three sub-phases, namely:

- a. Exploration: when young people consider several alternative positions, but have not made a decision.
- b. Consolidation (Crystallization), when young people begin to feel more stable when holding certain positions.
- c. Determination (Specification), when young people make decisions about certain positions.

With youth going through the stages and sequences they will gradually make many career choices, from temporary to definitive. Even a mature person will still make several career choices in various possibilities to enhance his career and gain self-satisfaction.

Through the theory of career development above, it can be concluded that the process of making career decisions does not only happen once but is based on several stages and phases, from when a child is born and only plays until when they grow up and can make their own career decisions. In this study, researchers wanted to know the stages that the younger generation went through in the process of making career decisions.

## **Methods**

The paradigm used in this study is the constructivist paradigm. According to Schunk, H.D (2012, P. 230-231) constructivism is not a theory but an epistemology or philosophical explanation of the nature of learning. Theory is a valid scientific explanation for learning. However, constructivism does not suggest that learning principles exist, must be discovered and tested. Constructivism rejects the idea that scientific truths exist and can be verified. Based on Schunk's opinion above, the researcher uses the constructivism paradigm as a reference in this study, which focuses on the opinions of the informants, which cannot be considered right or wrong. Everything is based on the personal experiences and perceptions of each informant.

In this study, researchers used qualitative methods. Raco (2010, p.62) explained some of the advantages of qualitative methods. First, the data in qualitative research is based on the reality that occurs and is fundamental in nature. Second, the discussion takes place in a centralized and in-depth manner. Data collection is carried out in depth with the direct involvement of the researcher so that it can produce specific and unique and particular results. The next advantage is that this method is obtained directly from the participants so that it is open to more than one view and is used as the main reference for the researcher's analysis. Finally, qualitative research is suitable for use if you want to know something in depth, especially if

the symptoms are still unclear and difficult to measure, because qualitative research has a realistic nature.

According to Kriyantono (2008, p.67) the function of descriptive research is to describe the nature or facts of certain research objects in a systematic, factual and accurate manner. The descriptive type does not explain the relationships that exist between variables because it will only describe the reality that occurs.

Based on the explanation above, the researcher chose a qualitative descriptive type approach in carrying out this research. Through this research, the researcher hopes to be able to describe how the younger generation makes decisions in choosing entrepreneurship as their career field.

The informants in this study included two groups, the first group numbered three people, namely informants who had just completed their education and immediately became entrepreneurs, and the second group numbered three people, namely informants who had worked in companies first and then became entrepreneurs.

## **Result and Discussion**

### **Discussion of the first group of informants**

The desire to become an entrepreneur has been owned by the informants since they were small. From just aspiring to be an entrepreneur to having started a small business when he was a teenager. And the decision to become an entrepreneur was motivated by the desire to continue the family business and was ordered to develop his family business, then the feeling of pleasure when working on the business and when customers liked the results of their work the feeling of fatigue turned into enthusiasm, then the factor of needing additional pocket money because of a hobby of traveling and eating with friends who need more income, then the informant saw a business opportunity in the field of interest, and after the business was undertaken, the income received from the business made the informants want to make this business their main income. The experiences faced by the informants did not always go well, there were many challenges faced when running the business. From not knowing product prices to being lied to product prices, being cheated by business partners until the business went bankrupt, to the many competitors in the same business field. However, all these experiences made the informants stronger, tougher, more confident entrepreneurs and able to make decisions about their own business. One of the supporting factors was the support from family, friends and close relatives who always helped and encouraged the informants.

Although initially there was an informant who was not allowed to do entrepreneurship by his parents and said that entrepreneurship was a waste of time and suggested working with other people, but because of his strong determination and showing the results to his parents, until now his parents have been very supportive and suggested informants to make the business a long-term business. Then help from friends who promote their business on social media, then social media features such as hashtags, customer testimonials and photos really help informants in promoting their business, social media is one of the reasons they make decisions as entrepreneurs. Even though they have only been running this business for a year, they already have regular customers and their own offline shop, namely houses that are used as workshops to have shops in the elite area of Cipete, the initial capital they get from their own savings.

### **Discussion of the second group of informants**

Even though the second group of informants were still young, namely 23-25 years old, they already had experience working in a well-known company. Among them are a fashion company from Singapore, premium drinking water company FIJI Water, then a cement factory consulting company and a ceramics distribution company. Already having a good career in a well-known company does not make them feel satisfied. Because they had only been working in an office for a few years, they decided to quit their jobs and become entrepreneurs. The reason they left their old jobs was because they wanted to make their old jobs an experience and a springboard for their careers as entrepreneurs. The informants admitted that they preferred to open their own business rather than work for someone else. Informants felt that being entrepreneurs they could manage their own time and work, then they were more flexible in terms of scheduling, accepting clients and there was no pressure from any party, they felt tired and hard work that they put out the results for themselves.

What's more, being an entrepreneur has been their dream since childhood from there. Even though since childhood they have aspired to be entrepreneurs and have entrepreneurial experience, according to them having experience working with other people is needed, therefore they decide to work after graduating from college, after they feel they have gained enough experience from their old jobs, now they focus on running a business according to their favorite field. Support from family and relatives was a supporting factor for them to decide to do entrepreneurship, but several informants said that at first their parents did not allow them to do entrepreneurship and suggested they work in the company, but after they started the business and the results were good, now their parents really support their business. In fact, the informants now have their own offline shop, which is located in the Bekasi shopping area, open a shop in front of the house and open a studio at home.

Their initial capital came from the income from their work at the previous company which they saved and received additional capital from their parents. The way they initially promoted their business was through social media, with the help of social media which has features such as hashtags, testimonials and profile photos that make it easier for them to do marketing. Then the help from friends who participated in marketing their business through social media really helped the informants, word of mouth from social networks was a promotional tool for them.

The conclusion of the two informants is that the informants have in common that they aspire to become entrepreneurs and have had small-scale entrepreneurial experience since they were in school. These experiences and aspirations are the supporting factors for them to decide to become entrepreneurs. Even though they are still young, namely 23-25 years old, they are still confident in starting their business from the bottom, they experienced many obstacles after starting their business, but they learned valuable lessons from this. "learning by doing" is a summary of their learning process in entrepreneurship.

Even though the desire to start a business comes from themselves, the support from family and relatives makes them even more motivated to become entrepreneurs. They get education about entrepreneurship from lectures, attending seminars, and taking courses to deepen their expertise in entrepreneurship. And the easy access to the internet now makes it easier for them to access articles about entrepreneurship and learn from there, then social media is also used as the most influential promotional tool for them and becomes one of the supporting factors for informants to make decisions as entrepreneurs.



## Conclusion

Young entrepreneurs are those who become entrepreneurs at a young age, namely 15-30 years. In this study, the researcher wanted to examine the decision making of young people who choose entrepreneurship as a career field. There were two groups of informants in this study, the first group consisted of 3 people including Akbar (continuing the family business in the honey commodity sector, PT Madu Sumbawa Alami), Rizka (florist entrepreneur) and Aulia (eyelash extension entrepreneur), namely informants who had just completed his studies and immediately decided to become an entrepreneur without prior experience working in a company. Then the second group, numbering 3 people including Citra (clothing line entrepreneur and imported products), Satria (Kurma entrepreneur) and Mutia (Makeup Artist entrepreneur), namely informants who had worked in a company, and decided to leave their old jobs and switch to an entrepreneur. Based on this, there are three things that the researcher relates to the research objectives in the problem background chapter, namely:

1. The decision made by the first group of informants who chose to become an entrepreneur after completing their education, indeed had pros and cons. Lack of work experience, being belittled by other people, lack of capital and knowledge, doesn't make them give up. Experience and knowledge about entrepreneurship they experience and get for themselves as their business or business progresses. The factor behind them becoming entrepreneurs is the desire to become an entrepreneur that has been owned by the informants since they were small. From just aspiring to be an entrepreneur to having started a small business when he was a teenager. Then the decision to become an entrepreneur was motivated by the desire to continue the family business and was ordered to develop his family business, then the feeling of pleasure when working on the business and when customers liked the results of their work the feeling of fatigue turned into enthusiasm, then the factor of needing additional pocket money because of a hobby of traveling and eating with friends who need more income, then the informant saw a business opportunity in the field of interest, and after the business was carried out the income from the business made the informants want to make this business their main income. The income they get is also large, reaching ten million rupiah per month. All operational activities were carried out by the informants themselves. The means of promotion they do on social media is the most influential promotional tool for them, and make social media one of the supporting factors in their decision to become an entrepreneur. Until now the informant has opened his personal offline shop in the elite area of Cipete.
2. The decisions made by the second group of informants who chose to leave their old jobs and switch to being entrepreneurs, were not difficult decisions for them. Because being an entrepreneur has indeed been their desire and aspiration for a long time and they want to make their business a source of income for them. They make the work they did at their previous company an experience and a springboard for their current business and they make the income from this work the main capital in building their own business. The informants also admitted that they preferred to open their own business rather than work for someone else. The informants felt that after becoming entrepreneurs they could manage their own time and work, then they were more flexible in terms of scheduling, accepting clients and there was no pressure from any party, feeling tired and hard work that they spent on the results for themselves. Even

though they had only started their business for less than a year, they were able to open their own offline shop located in the Bekasi shopping area, open a shop in front of their house and open a studio at home. The income from his business varies, up to eight million rupiah per month. Easy access to information, such as social media, is a marketing tool for informants, there are many features that help informants in promoting their business.

3. The conclusion from the two groups of informants is that the informants have the same ambition in becoming an entrepreneur and have had experience in small-scale entrepreneurship since they were in school. These experiences and aspirations are the supporting factors for them to decide to become entrepreneurs. Even though they are still young, namely 23-25 years old, they are still confident in starting their business from the bottom, they experienced many obstacles after starting their business, but they learned valuable lessons from this. "learning by doing" is a summary of their learning process in entrepreneurship. Then the support provided by family, friends and relatives is a motivating factor for the informants to make decisions as entrepreneurs. Furthermore, with easy access to the internet such as social media, it will make it easier for informants to promote their business, and make social media a supporting factor for decision making as an entrepreneur.

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