

## Literature Review: Building an Entrepreneurial Spirit

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### ABSTRACT

This article aims to review and attempt to inform about the concept of building an entrepreneurial spirit. The research methods used are qualitative and literature study or library research. Based on the results of the discussion, it can be concluded that building an entrepreneurial spirit for beginners requires a mature strategy, one of which is the Contextual Teaching and Learning (CTL) approach. The contextual approach (CTL) is a learning concept that assumes that children will learn better if the environment is created naturally, meaning that learning will be more meaningful if children "work" and "experience" for themselves what they are learning, not just "know it". So that in the end learning is expected to be more meaningful. Then the next step is to build an entrepreneurial spirit through creativity, innovation and motivation. Building entrepreneurship through creativity can be achieved through the ability to think about things in new and unusual ways and produce unique solutions to problems. Then the next step, namely building entrepreneurship through innovation, can be achieved by applying creative solutions to problems and opportunities to improve or enrich people's lives and the process of entrepreneurial innovation is produced from confidence, a clear understanding of goals to generate opportunities. Then the last thing is to build entrepreneurship through motivation, which can be achieved by being able to do something in business

## **INTRODUCTION**

In this life, there are many successful people, if you look closely it turns out they have an entrepreneurial spirit. In these successful people, it is clear that there is a flourishing spirit and activities that need to be emulated in carrying out various activities, especially business activities. If an entrepreneurial spirit has been embedded or formed, then wherever they take part and whatever they do will always be based on an entrepreneurial spirit. So "entrepreneurial spirit" is like "ink" that can be filled into any "pen", the color of the writing will still match the default color of the ink. Therefore, an entrepreneurial spirit must be formed and or instilled in every person, especially those who want to take part in the business world, so that the person concerned can become a business entrepreneur, namely an entrepreneur who operates through the company he owns.

Ciputra (2008: 61) said that a true entrepreneur is born through a long process in life, which should have been experienced while at school. An effective way to foster an entrepreneurial spirit from an early age is through entrepreneurship learning at school. Schools are social organizations that provide learning services to the community. As an organization, the school is an open system because it has relationships with the environment. School as a system consists of input, process, and output. One of the school inputs is the curriculum. The curriculum in vocational education really determines the quality of graduates, so the role of teachers and schools is very important in developing the school curriculum. Teachers need to be given the freedom to develop a scheme of work for each learning process that must be carried out. Curriculum components need to be redeveloped, which includes education (educational, creativity, multiple intelligence), types of work/occupation (occupation, vocational subject matter) and entrepreneurship.

A person who has an entrepreneurial spirit is a superior human being who has great potential to look to the future whose personality has internalized entrepreneurial values, namely a personality who has creative action as a value, likes to try, is tough in various challenges, is self-confident, has self-determination or locus of control, ability to manage risk, view change as an opportunity, tolerance for many choices, initiative and need for achievement, broad outlook, considers time to be very valuable and has strong motivation, and these characters have all been internalized as values that are believed to be true (Kuratko, 2007).

There are many entrepreneurs who were born into families or descendants of entrepreneurs. This happens because aspects of the entrepreneur's environment are strong enough to influence the person's soul to become an entrepreneur. Every human being has the right to become an entrepreneur, even if they are not descended from entrepreneurs.

Through this article, researchers will present several things that prospective entrepreneurs need to pay attention to in order to build a business spirit according to the concept. So it is hoped that prospective entrepreneurs will be enthusiastic in running their business in all forms of conditions they face.

## **LITERATURE REVIEW**

According to Kasmir (2008: 16), in simple terms the meaning of an entrepreneur is a person who has the courage to take risks to open a business on various occasions. Having the courage to take risks means having an independent mentality and having the courage to start a business, without being overwhelmed by fear or anxiety even in uncertain conditions. An entrepreneur in his mind always tries to find, exploit and create business opportunities that can provide profits. The entrepreneurial spirit drives a person's interest in establishing and managing a business professionally. This interest should be followed by careful planning and calculations.

Experts say that a person has an interest in entrepreneurship because of a certain motive, namely the achievement motive. The achievement motive is a social value that emphasizes the desire to achieve the best in order to achieve personal satisfaction. The basic factor is the needs that must be met. The need for entrepreneurial achievement is seen in the form of action to do something better and more efficiently than before. An entrepreneur should be someone who is able to look at the future more optimistically. Look forward by thinking and trying. Efforts to take advantage of opportunities with full calculation. Future-oriented people are people who have a perspective and outlook on the future. Because he has a long view into the future, he will always try to be intentional and creative. The key is the ability to create something new and different from what already exists. Even with the risks that may occur, a person with perspective must remain steadfast in looking for opportunities to challenge for future renewal. Looking far into the future makes entrepreneurs not quickly satisfied with existing initiatives and work. Therefore he must prepare by looking for an opportunity.

## **METHODOLOGY**

The method for writing this scientific article is qualitative methods and literature study or library research. Review and examine literature books in accordance with the theories discussed, especially regarding building an entrepreneurial spirit. In qualitative research, literature review must be used consistently with methodological assumptions. This means it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (H.Ali & Limakrisna, 2013).

This research uses the Systematic Literature Review (SLR) method. SLR is used for the process of identifying, evaluating, and interpreting research results that are relevant to research objectives which include research questions, topic areas, and related phenomena. The initial stage was a literature search. The search process was carried out via Google Scholar using several different keywords, such as "Entrepreneurship", "accomplished businessman". The results of this search found several articles ranging from 1998 to 2013. Next, screening was carried out by applying several criteria, until the articles were selected which would be the main discussion in this research.

## **RESULTS AND DISCUSSION**

### **Strategy for Building an Entrepreneurial Spirit**

In this section, you must provide us with each step taken to accomplish your studies. You must not put too much of the result of descriptive statistics here; on the other hand, it should be summarized in an easier to read table or graphs. You must not forget the numbers for every table and chart presented in your paper.

According to Sujana (2000:5) that strategy is a pattern that is planned and determined deliberately to carry out activities or actions. Strategy concerns the objectives of the activity, who is involved in the activity, the content of the activity, the process of the activity, and the means of supporting the activity. Meanwhile, according to Hisrich, D. R. & Peter P. M. (2002: 213) that learning strategy is an overall plan of activities aimed at achieving learning goals.

Thus, learning strategies include the use of approaches, methods and techniques, forms of media, learning resources, grouping of students, between students, and between students and their environment, as well as efforts to measure the process, results and/or impact of learning activities (Sujana, 2000: 6).

The approach used to develop the spirit of beginner entrepreneurs is the Contextual Teaching and Learning (CTL) approach. The definition of CTL (Contextual Teaching and Learning) according to Johnson B. Elaine (2010: 65) is that CTL is a comprehensive system. Furthermore, according to Kunandar (2007: 293), the contextual approach (CTL) is a learning concept which assumes that children will learn better if the environment is created naturally, meaning that learning will be more meaningful if children "work" and "experience" for themselves what they are learning, not just "know it". So that in the end learning is expected to be more meaningful. Learning is more meaningful if children experience what they are learning, not know it (Sagala, 2010: 87).

The contextual approach has seven main components, namely: (1) Constructivism; (2) find (inquiry); (3) asking (questioning); (4) learning community; (5) modeling (modeling); (6) reflection; and (7) actual assessment (authentic assessment). A class is said to use a contextual approach if contextual learning can be applied in any curriculum, any field of study, and any class in any circumstances. According to Reza Rindy Antika. (2014: 65) that the CTL system includes 8 (eight) components, namely: (1) Creating meaningful connections; (2) Doing meaningful work; (3) Carrying out self-regulated learning; (4) Cooperate; (5) Critical and creative thinking; (6) Helping individuals to grow and develop; (7) Achieving high standards; and (8) Using authentic assessment.

In line with what Rusman expressed. (2012: 20-21) that the stages of contextual learning are as follows: (1) planning learning in accordance with the normal mental development of students; (2) forming interdependent study groups; (3) provide an environment that supports independent learning; (4) considering the diversity of students; (5) paying attention to students' multi-intelligence; (6) using questioning techniques to improve student learning; and (7) apply different authentic assessments.

### **Developing an Entrepreneurial Spirit through Creativity**

The definition of creativity according to Santrock (2008: 366) is the ability to think about something in a new and unusual way and produce a unique solution to a problem. Meanwhile, according to Kuratko & Hodgetts (2007), creativity is a general idea that produces efficiency or effectiveness in a system (Kuratko & Hodgetts, 2007). According to Suryana (2008:2), creativity is the ability to develop ideas and new ways of solving problems and finding opportunities (thinking new things). Meanwhile, creativity as stated by Zimmerer (2008: 57) is the ability to develop new ideas and to find new ways of looking at problems and opportunities. Furthermore, Buchari Alma (2008: 68) explains that the main capital of entrepreneurs is creativity, tenacity, the spirit of never giving up. This spirit of never giving up sees failure as just delayed success, even if they stumble and fall, they will rise again bravely, they are resilient. Creative entrepreneurs will not lose their minds when faced with challenges, they will turn them into opportunities. A true entrepreneur is not a speculator, but someone who has careful calculations, considers all the facts, information and data, he is able to combine what is in his heart, mind and business calculations. Something new and different that entrepreneurs create, apart from being in the form of results such as goods and services, can also be in the form of processes such as ideas, methods and methods. Something new and different can be created through a process of creative thinking and innovative action which is an added value that will become an advantage. This advantage is the competitive edge created by entrepreneurs. In other words, the added value created is a source of opportunity for entrepreneurs.

Creativity will emerge if entrepreneurs see something that has been considered old and think of something new and different. Thus, entrepreneurial success will be achieved if someone thinks and does something new or something old in new ways (Zimmerer, 2008: 51). Facing increasingly complex competition and global economic competition, creativity becomes very important to create competitive advantage and business survival. The business world requires creative and innovative human resources, with an entrepreneurial spirit. The creative thinking process of a prospective entrepreneur can be described as in Figure 2. (Kuratko & Hodgetts, 2007: 147), as follows:

First, accumulate knowledge. The success of creativity is related to the ability to experience and search for information. Entrepreneurs are willing and able to learn, see, read and talk with colleagues, attend professional meetings, workshops and training according to the interests of the candidate or entrepreneur. The accumulation of experience and education over several periods will be able to increase the entrepreneurial ability of creativity. Kuratko & Hodgetts (2007: 147-148) provide practical instructions for candidates or entrepreneurs to increase creativity: (1) read various media according to the business they will or have already undertaken, (2) join professional groups and/or business group associations, (3) ) have a willingness to attend professional meetings and seminars, (4) ask everyone about everything about the business, the business being carried out, (5) scanning magazines, newspapers and journals, articles related to the business being pursued, (6) building a library

simple for future reference that can be read again after problems arise, (7) always look for the right information related to the business you are involved in. **Second**, the Incubation Process. Individual creativity arises by directly observing the process of similar or related business activities. By looking directly, you will be able to find out what business processes will be involved. Several steps that candidates or entrepreneurs can take to speed up the incubation process: (1) Routinely view activities and carry out the process together or draw the resulting product, (2) Solve problems that occur in the business activity, (3) Play, such as playing sports, puzzles or games, (4) Thinking about projects and problems before sleeping, (5) Reflecting on problems that occur, (6) Returning and relaxing to basic problems. **Third**, ideas and concepts. The process of ideation and ideation is finding something new and different from continuous search. Ideas and notions sometimes emerge along with the knowledge accumulation process and incubation process. Several steps that can be taken to accelerate ideas and ideas: (1) imagine and dream (day dream) of the business you are pursuing, (2) practice and hobbies, (3) work outside or inside the office, (4) take a problem and try it. solve it, (5) read the media, newspapers related to the problem, (6) make a decision and do it. **Fourth**, Implementation and Evaluation. The implementation and evaluation process is a difficult process and relates to implementing ideas and evaluating ideas that are realized in the real world. The success of an entrepreneur is when the ideas implemented are successful according to desires. Several steps that can be taken for the implementation and evaluation process: (1) teach yourself about the business planning process and everything related to the business you are pursuing, (2) test ideas with people who have the same knowledge, (3) place choices with intuition and knowledge, (4) study the sales process, (5) learn about organizational policies and business practices, (6) listen to suggestions from colleagues, customers and colleagues, (7) raise other problems related to the implementation and challenges of ideas that have been implemented.

### **Developing an Entrepreneurial Spirit through Innovation**

Innovation (innovation) according to Suryana (2008:2) is the ability to apply creativity in order to solve problems and find opportunities (doing new things). Zimmerer (2008:57) says that innovation is the ability to apply creative solutions to problems and opportunities to improve or enrich people's lives. The entrepreneurial innovation process results from confidence, a clear understanding of goals to generate opportunities. The process can be seen from real life. Drucker (1998) stated that the innovation process is preceded by going, looking outside, asking and hearing what is happening and will happen in the business environment. Entrepreneurial potential can be explored or requires real innovation. Entrepreneurs can learn, combining it with opportunities that exist in the environment. According to Kristanto (2009:9) several principle steps to motivate innovation to speed up the entrepreneurial process are: 1) action orientation, 2) making products, processes or services simply, 3) making products, processes or services based on consumer desires, 4) starting from small things, 5) having clear goals, high ideals, 6) trying, testing, and improving, 7)

learning from failure, 8) having a regular work schedule, 9) appreciating activities and doing activities with high enthusiasm, 10) work, work, and work.

Innovation and creativity are very closely related, but actually have different meanings. Creativity means thinking really hard to get new ideas to generate profits. Meanwhile, innovation is the process of turning these ideas into profitable reality. Creativity without innovation is a waste of time, but it is impossible to innovate without creativity (Prijosaksono & Bawono, 2004: 73). To see the relationship between creativity and innovation, it can be described with a relationship cycle.

The creative process produces the seeds of innovation. Next, sow the seed until it takes root, grows and bears fruit. When you choose to make the seeds of innovation bear fruit, you must be prepared to enter the next stage, namely transformation. The seeds of innovation need to be sown in order to grow and generate profits. This requires stages that must be passed. An entrepreneur's ability to innovate greatly determines the success of a business in the future because they are able to respond to changes in customers and competitors. According to Prijosaksono & Bawono (2004: 73), the innovation process is divided into 3 (three) stages, namely:

**First**, the understanding stage, with three steps, namely: (1) collecting appropriate information to support the innovation process, next, analyzing the information can help understand the problem better; (2) clarification of the problem. Determine the main problem and describe the selected problem as the seed of innovation, so that the problem statement can be clearly identified; (3) setting innovation targets. Innovation targets must be clear as a direction for achieving innovation goals. **Second**, the imaginative stage, with three steps, namely: (1) provide stimulation. Innovation seeds whose direction has been determined need to be stimulated by paying attention to the external environment such as market opportunities, technology and financial situation; (2) brainstorming. After providing stimuli to the seeds of innovation, select and set the main priorities that are most worth following up on; (3) identify developing ideas. Continue to develop the volume that has been found by continuing to compare it with developing ideas, and then determine potential ideas to support the innovation process. **Third**, the implementation stage, consists of three steps, namely: (1) develop an innovation roadmap. This step is a stage to act more concretely. Make the innovation concept into a plan according to the purpose of the innovation and the possible consequences it will have on the organization; (2) get commitment. Commitment to support innovation needs to be obtained so that the goals to be achieved from the innovation when presented can be accepted by all parties involved; (3) implementation of the innovation roadmap. Put the final innovation plan into real action. Make corrections and adjustments if necessary in the process of getting maximum results.

### **Developing an Entrepreneurial Spirit through Motivation**

Motivation is a series of forces that cause people to behave in a certain way (Soeryanto S, 2009: 249). The definition of motivation according to Buhari Alma (2008: 89) is the will to do something, while motive is a need, desire, drive or impulse. A person's motivation depends on the strength of his motive. It is motives with enormous power that will determine a person's behavior. The productivity of a job really depends on the ability of workers to work harder. Furthermore, according to Kristanto (2009: 13) that motivation is a factor that encourages someone to carry out certain actions or activities, so that motivation can be interpreted as driving someone's behavior. People's motivations for doing business are often different. Diversity, this causes differences in behavior related to needs and goals.

Individual behavior does not stand alone, there is always something that drives it and is directed at a goal to be achieved. These goals and driving factors may be realized by individuals, but they may not be concrete or abstract. Experts often explain individual behavior with three main questions, namely: What, How, and Why. What the individual wants to achieve or what the individual's goals are, how to achieve them, and why the individual carries out these activities (Sonny Sumarsono, 2010: 60). According to Kristanto (2009: 13) that an entrepreneur is motivated to carry out business activities for various reasons: (a) independence; (b) self-development; (c) superior alternatives to dissatisfying work; (d) income; and (e) security. Various motivation theories are also able to explain people's motivation to carry out business activities as an entrepreneur.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the discussion above, it can be concluded that building an entrepreneurial spirit for beginners requires a mature strategy, one of which is the Contextual Teaching and Learning (CTL) approach. The contextual approach (CTL) is a learning concept which assumes that children will learn better if the environment is created naturally, meaning that learning will be more meaningful if children "work" and "experience" for themselves what they are learning, not just "know" it. So that in the end learning is expected to be more meaningful. Then the next step is to build an entrepreneurial spirit through creativity, innovation and motivation. Building entrepreneurship through creativity can be achieved through the ability to think about things in new and unusual ways and produce unique solutions to problems. Then the next step, namely building entrepreneurship through innovation, can be achieved by applying creative solutions to problems and opportunities to improve or enrich people's lives and the process of entrepreneurial innovation is produced from confidence, a clear understanding of goals to generate opportunities. Then the last thing is to build entrepreneurship through motivation, which can be achieved by being able to do something in business. Some suggestions from the results of this discussion are that it needs to be studied more deeply and continuously regarding building an entrepreneurial spirit so that it can drive economic growth.

### **FURTHER STUDY**

The author hopes that future researchers can explore more deeply the research concepts in strategies for building an entrepreneurial spirit.

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