

## Character Model of Art Entrepreneur in Dayak Pam-Pang Village Samarinda

**Nuraida Wahyu Sulistyani**

University of 17 Agustus 1945 Samarinda

Nws5758@gmail.com

**Abstract.** Indonesia is a rich country both in its natural resources and culture and still seeks for the creativity of its people. There are only a few Indonesian people who successfully utilize it. It is due the entrepreneur character that has not been developed like in other countries. In other countries, the economic progress is formed through the entrepreneur growths. The number of entrepreneurs in Indonesia is only 1.65% of its total population. Comparing to the other ASEAN countries, the percentages of entrepreneur are 7% for Singapore, 5% for Malaysia, and 4% for Thailand; while the entrepreneur percentage of US is 12 %. The more entrepreneurs, the more advanced that area is because there are more people who are able to utilize the resources/potentials. Pam-pang is an art village located in Samarinda City. As an art village, Pam-pang should have good marketability potential, yet it does not. Why? It is due the youngsters who tend to choose to work in the city as employees or public servants so that the culture potential is gradually fading away. The purpose of this study is to create an entrepreneur character model which is expected to be applied to the youngsters so they can preserve and make living from it. This study used structured interview as its method because this was a preliminary study.

**Keywords:** model, character, entrepreneur, art

### Introduction

The number of unemployed people has been increasing because of the slowdown of Indonesian economy and on February 2015, the number of the unemployed people has increased 300 hundreds people and the total number of unemployed people is 7.45 millions (BPS (Statistic Bureau), 2015). Indonesia, today, is facing a difficult time, which is the difficulty in getting employed, due to the limited job opportunity and that makes the number of unemployed people increase. In response to that phenomenon, Indonesian government starts to plan a number of entrepreneurship programs to reduce the unemployment rate. The development of entrepreneurship is important to be done to keep the competitive atmosphere in global economy through creative and innovative industries. In order to achieve it, special characteristics are needed as supplementary means which supports the success in entrepreneurship field. Entrepreneurship, however, has many more fields starting from automotive to art. Yet, there is still no sign of entrepreneurship in one of Dayak cultural villages in East Borneo. Dayak cultural village which is located in Pam-pang East Borneo is a cultural heritage area and is culturally rich and also becomes residence of Dayak Kenyah people. Pam-pang village was inaugurated as Cultural Village in 1991 and was expected to be a tourism asset which attracts domestic and foreign tourists ([wisata.galihpamungkas.com/desa-budaya-pangpang-kalimantan-timur/](http://wisata.galihpamungkas.com/desa-budaya-pangpang-kalimantan-timur/)). Beside the culture, they also have a good potential in handicraft accessories and attributes made of beads which have high marketability potential and can improve their living standard and also promote Pam-pang in national and international levels. It has been 25 years since it had firstly been introduced; yet there has not been any sign of improvement in cultural development or entrepreneurship. To ease the explanation, the writer did preliminary study by observing and interviewing some adults to find out the problems in which there has not been any expected improvement in that Cultural Village.

## Literature Reviews

### **Entrepreneurship**

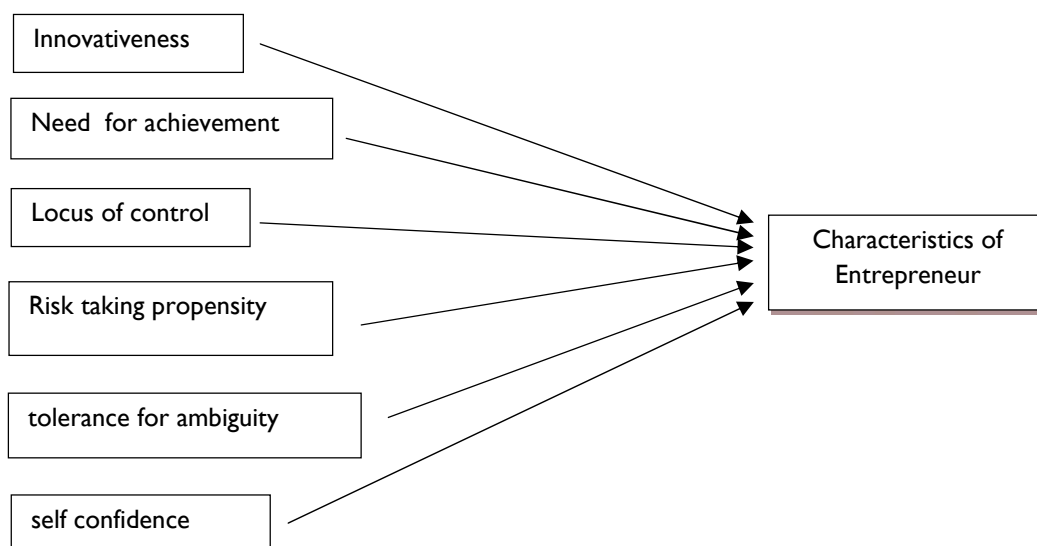
Entrepreneurship is the process of creating something different with entailing values by devoting the necessary time and effort, assuming the accompanying financial, personal satisfaction and independence (Hisrich-Peters in Alma, 2011). It means that entrepreneurship is the process of creating something using time and action, along with initial capital and risks, also the feedback, personal satisfaction and independence. Some people views entrepreneurship term as the business activity; while entrepreneur term as the one who does entrepreneurship or the businessman. In conclusion, the terms of entrepreneurship and entrepreneur are basically the same even if the formulas of both terms are different. Entrepreneurship focuses solely on the object or business which is done independently; while entrepreneur emphasizes on the spirit which is applied in every aspect of the life.

### **The Definition of Character**

Purwodarminto (1997) in his dictionary defines character as traits, characteristics, and natures which distinguish every human. Lickona (1991) states that character relates to the concept of moral (moral knowing), moral attitude (moral feeling), and moral behavior. Tompson (2004) states that character is human's most natural behavior, instinctive and habitual. Following those experts' statements, it can be concluded that character is psychological and natural traits of someone.

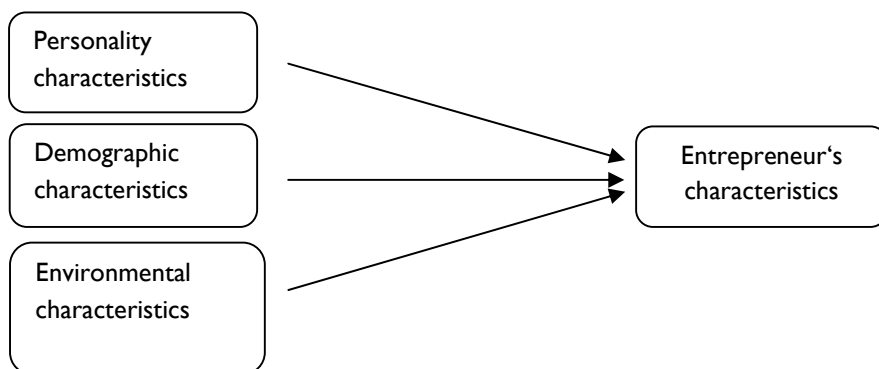
### **The Characters of Entrepreneur**

There are many factors which influence someone to decide to be an entrepreneur. Those factors always relate to psychological traits or characters. There are researches which have been empirically proved and one of them is entrepreneurial characteristics (Gurol and Atsan, 2006, Koh, 1996). Those characteristics are innovativeness, need for achievement, locus of control, risk taking propensity, tolerance for ambiguity, and self confidence. These characteristics are seen as the main factor which influences the possibility of someone to be an entrepreneur.



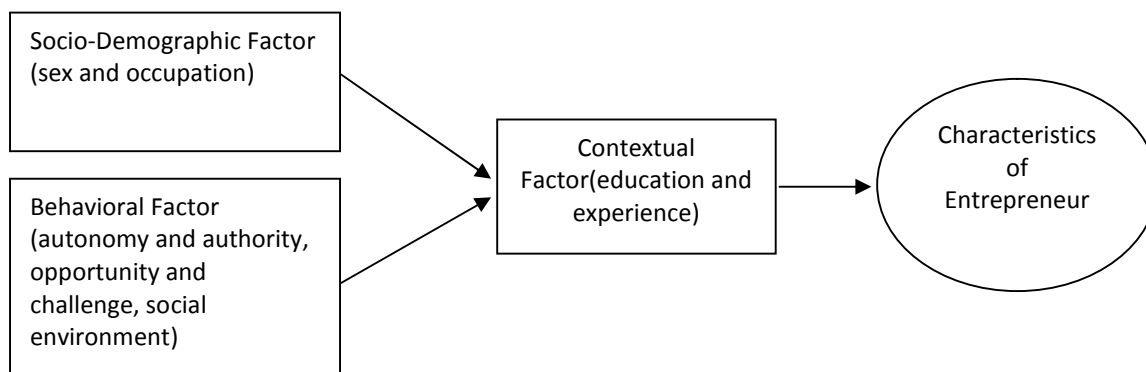
Picture 1. (Gurol and Atsan, 2006, Koh, 1996)

Another opinion says that the characteristics of entrepreneur are divided into three different categories, namely personality characteristics, demographic characteristics, and environmental characteristics (Indarti and Rosiani, 2008).



Picture 2 (Indarti and Rosiana, 2008)

Another researcher states that socio-demographic factor, contextual factor, and behavioral factor also influence the entrepreneur characteristics. These three factors integrate each other. Some contextual factors that need more attention are education and experience (Vesper & Mc.Mullan, 1988; Kourislsky & Carlson, 1997; Gorman et al., 1997; Rasheed, 2000). Preparing entrepreneur education and experience beforehand is theoretically believed to increase the potential of someone in becoming an entrepreneur.



Picture 3

Based on the theories above, the writer concludes that there are factors which are not optimally developed. Accordingly, the writer conducted observation and interviewed the local people to answer the questions of the factors which have hindered the Pam-pang Cultural Village development and productivity. The following section explains the description of the results.

## The Results of Observation and Interview

### Subject I

The first subject was a female with the traditional attributes attached to her body which proved her to be a local resident. She always smiles and looks friendly. Beside being a housewife as her daily activity, she makes bead accessories and sells them during the arts performance at *Lamin/Betang* house. Selling accessories made of beads is just her side job. She is satisfied with how much she has earned from selling the bead accessories, compared to getting more earnings from being taken photographs by tourists. She never thinks about expanding her business, crafting bead accessories, because she has crafted those accessories as her way to spend her spare time. Based on the explanation above, it can be concluded that the orientation of the first subject is not to sell her handicraft accessories on large scale. Yet, if we look at

how high the artistic value of her handicraft accessories is, we will then notice that those accessories are high in marketability.

### **Subject II**

The second subject is a native male who works as a guardian of the *Lamin/Bentang* house. He said that local people prefer farming to selling goods as their jobs. The farming yields are not that promising though and enough only to be domestically consumed. His additional earning is accommodating the tourists who want to take a picture in *Lamin* house. Once, when it was first opened, there are many tourists visiting the village almost every day. However, there are barely tourists visiting the village nowadays. The art performance which used to be performed daily, then now becomes a weekly show and now it is only performed if there is a reservation. Those stories above reflected that the culture will gradually lose if there is not any preservation by the youngsters. When he was asked about the youngsters, he said that there are barely youngsters remaining in the village, as they prefer working in the city as company workers or public servants. The youngsters think that working in their village is not that promising. Due to the limited job opportunities in the village, their parents have pushed them to quickly get the promising jobs and working in city becomes the quickest solution. It can be concluded that the culture will disappear gradually if the youngsters do not preserve it. The culture of the village, in fact, is very promising and has high potential in attracting both domestic and foreign tourists.

### **Subject III**

The third subject is currently a university student. When being asked about what he would do after finishing his study, he answered that he would look for a job. The results of the interview reflected that there is not any intention of him to do the jobs related to his culture such as marketing the handicrafts or else. He said that working in his village is not promising. He also said that their culture is far behind and does not deserve to keep. His parents have demanded him to straightly work after finishing his study, but there is not any job opportunity in the village that is in line with his expertise.

## **Conclusion and Suggestions**

### **Conclusion**

Based on the theories and stories above, the writer concludes that Pam-pang local people still do not have any comprehension of the values and potentials their village have which are related to entrepreneurship. They can raise their local revenue by utilizing their cultural potentials if only they are aware of the high potentials their village possesses as they have the characters and uniqueness of their own. The efforts of the government also have not yet been receiving any response. As the result, the entrepreneurship character has not yet been seen and it requires Enabling and Empowering to ignite entrepreneurship characters by creating model which can result in and encourage many newly growing entrepreneurs.

### **Suggestions**

In accordance with the previous explanations, the writer proposes some suggestions as follows:

1. Preliminary study of entrepreneurship intention and motivation of the local people can be conducted in qualitative way.
2. We can insert Enabling (possibility factor) which draws the intention of growth and development after measuring the level of entrepreneurship intention and motivation.
3. If the interaction graph is successfully drawn, we can continue to design the real action to empower the people to make their own authority, physically and psychologically.
4. Psychological empowerment means developing the knowledge, pride, skills, competences, motivation, creativity, innovation, and self control.

5. Empowering cooperation, mutual trust, partnerships, togetherness, social solidarity, and collective visions of the people
6. The character model of art entrepreneur in Pam-pang community will be successfully created if those steps above are successfully performed.

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