

Entrepreneurship Development in the Dawung Tourism Village as an Effort to Form an Attitude of Courage to Take Risks and Increase the Income of Local Residents

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ABSTRACT

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Entrepreneurship development is carried out by developing quality business actors (entrepreneurs), both in terms of knowledge and skills or abilities and mentality with the hope of creating independence in business and business. This is considered very important, especially if the business involved is related to social activities and has a positive impact on the environment. Tourism villages are a barometer of village income, so a long process of development and innovation is needed to attract more visitors. Moreover, in Karanganyar Regency itself many tourist villages have emerged and if you apply a similar concept it will be quite difficult to attract tourists. There must be more detailed learning, the uniqueness of each village, from natural geographic conditions to agricultural products that can be processed better. The development of the tourist area in Dawung Village, Matesih District, Karanganyar Regency has been successful with a flower garden, Kembang Agrotourism in Dawung Village is currently developing grape picking tourism and typical souvenirs, Bakpia Mantep. This tourism is under the management of the Dawung Village-Owned Enterprise (BUM Desa).

KEYWORDS: *Entrepreneurship Development, Attitude of Courage to Take Risks*

I. INTRODUCTION

To become a developed nation, Indonesia needs at least 3% of entrepreneurs from its total population. The number of entrepreneurs in Indonesia is still behind other countries. Based on the Global Entrepreneurship Index (GEI), Indonesia is in 97th place out of 136 countries. It is below Thailand, Malaysia and Vietnam. (Sindonews.com accessed 18 June 2019). This is a challenge for the Indonesian people.

Entrepreneurship is not enough to just have a feeling of desire, but it must be accompanied by commitment and consistency. Moreover, the level of business competition and market behavior is increasingly dynamic, so entrepreneurs must have confidence, their aspirations to become big start with small steps. Prospective entrepreneurs must first learn a lot about their own abilities, namely their strengths and weaknesses, carry out market analysis and surveys so they can determine what business field is suitable for them to pursue. Although the risk of failure always exists, entrepreneurs take risks by accepting responsibility for their own actions. Failure must be

accepted as a learning experience. Learning from past experiences will help entrepreneurs to achieve more positive results.

Entrepreneurs must always be committed to carrying out their duties until they are successful and not do their work half-heartedly. Therefore, entrepreneurs must always be persistent, tenacious, never give up before their work is successful. Actions in entrepreneurship are not based on speculation but on careful calculations.

Entrepreneurship development is carried out by developing quality business actors (entrepreneurs), both in terms of knowledge and skills or abilities and mentality with the hope of creating independence in business and business. This is considered very important, especially if the business involved is related to social activities and has a positive impact on the environment. Conventional business actors have similarities with social business actors, except that social business actors are the main assets and elements of social entrepreneurship in society and determine the growth of a region in the development of community-based

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entrepreneurship. Of course, not all business actors can influence people's lives, except for social business actors whose activities involve the community and the surrounding environment.

Tourism villages are a barometer of village income, so a long process of development and innovation is needed to attract more visitors. Moreover, in Karanganyar Regency itself many tourist villages have emerged and if you apply a similar concept it will be quite difficult to attract tourists. There must be more detailed learning, the uniqueness of each village, from natural geographic conditions to agricultural products that can be processed better. The development of the tourist area in Dawung Village, Matesih District, Karanganyar Regency has been successful with a flower garden, Kembang Agrotourism in Dawung Village is currently developing grape picking tourism and typical souvenirs, Bakpia Mantep. This tourism is under the management of the Dawung Village-Owned Enterprise (BUM Desa).

The Dawung Village Flower Agrotourism Manager has begun to reorganize the tourist area which offers the charm of a flower garden. Dawung Matesih Village Flower Agrotourism was inaugurated by the Regent of Karanganyar, Juliyatmono, on October 10 2020. Dawung Village Flower Agrotourism was built on bent land, the use of village assets was developed with the concept of celosia flower tourism and a fruit picking garden. As time goes by, selfie facilities and a water park are also being built, it is hoped that this will increase income and attract tourists. However, it has not been able to generate income as expected.

II. LITERATURE REVIEW

Entrepreneurship is a scientific discipline that studies a person's values, abilities and behavior in facing life's challenges and obtaining opportunities with various risks that they may face. The main focus of this review is around entrepreneurial knowledge, entrepreneurial abilities and entrepreneurial mentality. All three are considered capable of creating competitive social entrepreneurs in the entrepreneurship development program. Entrepreneurship is not only a field matter, but perhaps a scientific discipline that can be studied, formed and taught to someone (Hadiyati, 2018). Both conventional entrepreneurship and social entrepreneurship require the three elements above while they are still related to the creation of products and services.

Knowledge in business starts from studying entrepreneurship theory to practice, which is the first step in becoming an entrepreneur and becoming a business actor. High business competition will bring uncertainty to business development and of course have an impact on the performance of the business being pursued. Therefore,

social entrepreneurs must be well prepared and mature so that they are able to produce new ideas for entrepreneurship, especially social-based businesses. Siswoyo (2009) explains that entrepreneurship is a process of creativity and innovation that has a high risk of producing added value for products that are beneficial to society and the ability to bring prosperity to those involved.

Entrepreneurship is an effort to optimize resources and take risks in order to make the business a success. Entrepreneurship is an activity wrapped in a program that can be studied by every person who has a strong desire to succeed. The main focus of entrepreneurship development is to produce individuals who have a strong desire to be successful in business, take risks, and be innovative and creative. This process requires long-term investment, but will produce maximum results.

III. RESEARCH METHODS

In this research the author used qualitative methods. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research methods are often referred to as naturalistic research methods because the research is carried out in natural conditions (natural settings) (Sugiyono, 2016). The approach used by researchers in this research is a descriptive approach.

The descriptive approach is to describe things found during observations and interviews which the researcher then describes according to the findings and what was seen in those researched after the data was processed supported by documentation data. Namely, the researcher will describe the development of entrepreneurship in the Dawung Tourism Village as an effort to form an attitude of courage to take risks and increase the income of local residents.

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IV. RESULTS AND DISCUSSION

The results of research related to the development of entrepreneurship programs show a significant influence on business actors, both conventional business actors and competitive social business actors. There is no striking difference between the two except for the final goal. The author's expectation from the entrepreneurship development program is that it will be able to increase the competitive value of business actors, especially social business actors who have a direct impact on social life. The form of the entrepreneurship development program includes entrepreneurship education, entrepreneurial skills and an entrepreneurial mentality, supported by technical and soft skills which are expected to increase competitive value and competitiveness for business actors in the business market.

The right steps to take for this research are the first in the technology sector. We provide local residents with socialization and practice in using social media such as Facebook or Instagram, e-commerce such as Shopee, Tokopedia, Bukalapak, etc. Improving marketing by using Canva which is used for one of the promotional events is not just using conventional tickets but utilizing technology to become a good marketing center. Instilling an entrepreneurial spirit that dares to take risks here means that residents around the Dawung tourist village are capable and confident that developing their entrepreneurship will result in profit or loss.

V. CONCLUSION

Entrepreneurship development through several methods, namely IT (Science Technology) based development through making flyers using Canva, improving product marketing using social media and emmers,

- Increasing entrepreneurial abilities by developing entrepreneurship for entrepreneurs and prospective entrepreneurs by increasing ethos, developing entrepreneurship to the wider community
- Cultivate entrepreneurship by offering activities to the community that are beneficial to program participants and society in general
- Empowering resources by utilizing the resources available in various government departments/agencies in the form of supervisory officers
- From the development of entrepreneurship, tourist village communities are more willing to take risks, whether it is profit or loss, by maximizing and utilizing their own potential or with the help of external parties.
- Entrepreneurship is running and can increase income for residents around the Dawung tourist village

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