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DEVELOPMENT OF INTEREST IN YOUTH ENTREPRENEURSHIP IN UTILIZING ORGANIC WASTE INTO SELLING PRODUCT IN THE BORDER AREA

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ABSTRACT

The purpose of this research is to find out how to foster entrepreneurial spirit of young people who are involved in waste management. This is deemed necessary because Bengkulu which is still lagging behind are still lacking in the number of people in terms of entrepreneurship and are not familiar with the processing of waste that can be worth selling. The title of this research is Development of Interest In Youth Entrepreneurship In Utilizing Organic Waste Into Selling Product In The Border Area. The productive goods to be produced are compost (liquid and solid). The problem faced is to foster interest in entrepreneurship for Youth in utilizing organic waste into useful selling products and increasing income. Through this research will be carried out the processing of organic waste into compost as a valuable product and see how to foster student interest in creating a sustainable development-based business by managing waste creatively. This type of research is qualitative research with the method used is descriptive method. This method was chosen to be able to objectively describe the management and processing of household-scale organic waste into productive goods that are of selling value. Data collection techniques used were participatory observation techniques and in-depth interview techniques.

Keywords: *entrepreneurial interest, organic waste, compost fertilizer, products, selling value.*

INTRODUCTION

Bengkayang is a district that is directly adjacent to Malaysia but has a Disadvantaged status at the same time. This status certainly must be changed, among others, by fostering the entrepreneurial spirit of young people, which is expected to improve economic resilience among border communities. However, how to grow the spirit of entrepreneurship among young people so far was born and grown in the world of traditional agriculture, far from the world of entrepreneurship? Another problem that arises is that most of the Bengkayang people are farmers. Thus, the need for fertilizer is quite large and continues. So far the farmers use chemical fertilizers or plants are left without fertilizer. Generally they are not too familiar with organic fertilizer. The presence of organic fertilizer in Bengkayang will certainly mean a lot to farmers to be able to produce healthy vegetables. Based on the two main situations that underlie this research, it is intended to examine how to foster entrepreneurial spirit among young people in the field of waste processing into products that are of selling value.

The rate of waste production continues to increase, not only in line with the rate of population growth but also in line with the increase in consumption patterns. On the other hand, the waste handling capacity carried out by the community and local government is not yet optimal. Waste that is not managed properly will affect the environment and the health of the surrounding community. Not all garbage can be transported, and this is a problem that often occurs in garbage. Waste management by the community can generally have a negative impact, because it is done by burning so that it causes air pollution, is buried into soil pollution, and is discharged into rivers or sea causing water pollution. Thus, it is necessary to find alternative waste processing that does not result in negative impacts.

Waste management is a systematic, comprehensive and sustainable activity which includes handling waste intended to improve public health and environmental quality and make waste as a resource. This management is also based on sustainable development by thinking about long-term environmental sustainability. To maintain sustainability, among others, by utilizing waste that can still be used again, not throwing plastic waste in the soil, creating products from waste into goods of sale value.

Research on solid waste in Indonesia shows that 80% is organic waste, and an estimated 78% of the waste can be reused (Outerbridge, ed., 1991). One of them is household organic waste, which is still rarely used in the community, even for households. Based on Law No. 08 of 2008, one type of waste that is managed is household waste, which is derived from daily household activities, not including specific feces and garbage. Garbage that belongs to the category of household waste is waste that comes from food waste.

The many problems surrounding garbage above inspire researchers to foster the interest of youth in entrepreneurship in processing and managing household organic waste into productive goods of selling value, namely organic fertilizer. The aim is to foster youth interest in entrepreneurship and stimulate them to care for the environment, especially the problem of waste, by utilizing productive goods that are of selling value which are other sources of income. That is why we want to examine how to foster the entrepreneurial spirit of young people, in the field of processing waste into organic fertilizer with a selling value. The activities that will be carried out by youth in Bengkayang are producing compost from household organic waste and food scraps. This is done not only as a step to reduce pollution caused by garbage, but also as an alternative in creating products that are worth selling and increasing income.

The importance of educated entrepreneurship today makes school become one of the institutions that play an important role, especially in entrepreneurship education. school in this case become a place in entrepreneurship education and training that aims to increase the number of young entrepreneurs who are creative and innovative. The role of school in developing entrepreneurial interests and exploring the factors that influence entrepreneurial behavior has been explored by several researchers (Autio et al, 1997; Dujin, 2005 cited in Venesaar, 2006). According to Fuadi (2009: 93) the interest in entrepreneurship is the desire, attachment, and willingness to work hard or are willing to strive optimally in meeting their needs without feeling afraid of the risks that will occur, and willing to learn from failure. The purpose of this study is to see how youth are interested in entrepreneurship on the basis of sustainable development and processing household-scale organic waste into compost as a productive item that is worth selling as an entrepreneurial field offered.

RESEARCH METHOD

This study uses qualitative methods, with data collection techniques namely through observation techniques and interview techniques. The observation technique used is active participatory observation in which the researcher is involved with the daily activities of the object observed or used as a source of research data and in this case the researcher arrives at the place where the object is observed but not involved in the activity (Sugiyono, 2015) . The interview technique used by the researcher is a semistructured interview technique with in-depth interview category, which aims to find problems more openly, where the parties invited to the interview ask for opinions and ideas.

The research sources studied were young people from bengkayang who are border regions with the status of 3T (Terdepan Terluar Tertinggal) who are

willing to carry out organic fertilizer manufacturing activities with the aim of creating selling products. Therefore, the main data sources in the form of words and actions obtained from the results of research at the site through observation and interviews with resource persons consisting of 5 young people in the district who are interested in developing a business by utilizing organic waste. The selection of resource persons is taken from young people who do not have a business life and have a family background rather than entrepreneurship and come from a farming family. (Table 1).

Table 1. Informan Research

Name	Family Background	Location
BE	Cultivator garden/coffee shop	Bengkayang
DR	Rubber Farmer	Serukam
ER	Pepper Farmer	Ledo
NN	Palm Oil Farmer	Lembah Bawang
DS	Vegetable Farmer	Bengkayang
Note : Informant names are not real names Source : processed researchers (2018)		

In this study the name of the research resource person was carried out using a pseudonym / initials which meant that he did not enter the original name of the source but the pseudonym. This aims to maintain the privacy / confidentiality of the informant's identity so that the resource person does not object to providing important information during the research. According to Berg (2007) on this matter states that: "Require researchers to systematically change the original name of each subject into a pseudonym or case number when reporting data." (In Noviriani, 2015)

Data analysis techniques used during field research were carried out interactively and continuously from making composters, composting, harvesting fertilizer yields, packaging to marketing and the intensity of scheduled discussions to see and observe the results. Activities carried out in data analysis are data reduction, data entry and verification (Miles and Huberman, 2014). In reducing data, researchers focus on data that shows the

behavior and process of making fertilizer until it works. Presentation of data in the form of narrative text because it is considered still relevant to the results and objectives of the study. The last stage of data analysis is data verification and conclusions.

FINDINGS AND DISCUSSION

In entrepreneurship one of the main things you want is maximum results. This can be measured from the level of profit or profit derived from operating results, but many entrepreneurs still stop in the middle of the business being carried out because they are impatient in running the entrepreneurship process and want to immediately get the maximum profit. Likewise, what happens to young people in Bengkayang in West Kalimantan, as an area bordering Malaysia and the 3T area (Terdepan Terluar Tertinggal), must have a deeper understanding of entrepreneurship and the process that must be followed, to obtain profits. This research is sustainable because in the process of entrepreneurship, especially in creating products, there will be many challenges in the future, especially in terms of brand / product recognition to the public / consumers.

Youth initials BN family background coffee shop business and grafting of garden land in Bengkayang. Family factors give freedom to choose between entrepreneurship and work. In an in-depth interview when asked about the interest in entrepreneurship, he explained that:

“saya lebih memilih mencari pekerjaan dulu untuk mencari modal, mencari pengalaman kerja dan mencari kenalan yang banyak, barulah kalo modal sudah terkumpul baru buka usaha yang sesuai dengan keinginan saya.”

When asked about the use of organic waste to be used as fertilizer as a selling value product, he gave the following answers:

“Selama ini di daerah Bengkayang belum pernah ada produksi pupuk dari sampah organik karena selama ini petani dan masyarakat lebih memilih untuk membeli pupuk kimia, dan produk pupuk ini bisa dijadikan pelopor dalam memanfaatkan sampah organik dan saya minat untuk mengembangkan ini lumayan untuk sampingan sebelum dapat pekerjaan karena prosesnya mudah dan murah ternyata”

From the interviews that have been conducted and coupled with the observations of the researchers, it can be concluded that the person concerned has an interest in fertilizer products from organic materials, the products made can be used as creative products to continue to be developed, family factors provide freedom to choose. Not much different from BN, ER with a family background of sahang farmers, and the family gives freedom in

choosing between work and entrepreneurship, researchers provide questions related to the interest of entrepreneurship preferring to work or entrepreneurship informan said that:

“Saya memilih bekerja dan berwirausaha terlebih bekerja dahulu untuk mendapatkan pengalaman dan wawasan baru dari tempat kerja. Wawasan dan pengalaman tersebut akan digunakan dalam berwirausaha agar dapat mengantisipasi jika ada permasalahan yang terjadi”

The next question regarding the use of household organic waste into organic fertilizer is the prospect to be marketed? He replied

“iya, karena selama ini masyarakat lebih memilih pupuk kimia dengan harga yang melambung tinggi yang tidak sesuai dengan pendapatan petani di Bengkayang, pupuk organik dari sampah menjadi prospek kedepan karena harga relative lebih murah dan tidak mengandung bahan kimia”.

Furthermore the question related to the interest in entrepreneurship that utilizes organic waste into compost fertilizer is:

“ini merupakan hal baru bagi masyarakat Bengkayang, dengan cara pengolahan yang mudah, murah dan tidak membutuhkan biaya yang besar serta dapat mengurangi sampah organik di lingkungan dan dapat menambah pendapatan masyarakat jika mereka telaten untuk memproduksi”

DR has the background of a rubber farmer family, the family does not support entrepreneurship because all this time they are afraid of loss, it is better to work in an office or become a civil servant, in the same question the respondent said “ saya ingin kerja dulu cari pengalaman dan kenalan yang banyak, jika sudah ada modal baru lah mikir berwirausaha, terkait dengan pemanfaatan sampah organik menjadi pupuk yang menghasilkan produk bernilai jual sangat prospek di daerah Bengkayang, karena selama ini petani sini masih banyak pakai pupuk kimia yang harganya tinggi, dan dengan pupuk organik kualitas hasil panen banyak mengurangi unsur kimia dan lebih aman untuk kesehatan, ide produksi pupuk ini bisa buat usaha sampingan”.

NN is a local resident of the Bawang Valley with a family background of oil palm teachers and farmers who have been running oil palm plantations for 8 years, in running family plantations which are working with oil palm companies. In connection with the interest in entrepreneurship, opinions about the use of organic waste into compost, as well as entrepreneurial interest in the utilization of organic waste into NN selling products are of the

opinion “saya lebih baik bekerja daripada berwirausaha karena resiko terlalu besar untuk rugi saya belum berani berspekulasi terlalu dalam untuk berwirausaha, dan dari pihak keluarga lebih mendukung saya bekerja ikut orang, mengenai pemanfaatan sampah organik menjadi pupuk kompos saya rasa di Bengkayang termasuk hal baru dan bagus untuk dikembangkan dan dapat membantu petani daerah Bengkayang daripada beli pupuk kimia yang mahal kalo bisa malah petani dilatih untuk membuat pupuk sendiri untuk mereka dan untuk dijual juga biar nambah pendapatan rumah tangga mereka, dan minat berwirausaha dengan pemanfaatan pupuk kalo saya lebih baik buat sampingan saja bukan untuk pendapatan utama dan itu menarik juga karena hobi saya juga bercocok tanam”

The last source chosen was DS, with a merchant family background and had vegetable plantation land in Bengkayang. Argue that “saya senang berwirausaha karena keluarga lebih mendukung dan dapat meneruskan usaha keluarga agar tidak berhenti, mengenai pemanfaatan pupuk organik dan minat saya dalam pemanfaatan sampah organik menjadi pupuk kompos menurut saya ide yang kreatif karena dapat menambah pemasukan juga jika berhasil dijual belikan, lumayan lah karena juga proses pembuatan tidak ribet juga yang penting mah niat saja kalo saya dan kebetulan keluarga juga punya lahan kebun bagus bah untuk sendiri dan pendapatan sampingan”.

CONCLUSION

Based on the findings that have been analyzed above, the conclusions that can be drawn from the results of the research are as follows:

- a. Of the 5 speakers 2 informants (initials DR and NN) gave answers that there was no support from the family for entrepreneurship, the resource person followed what the family wanted, but if there was an opportunity (DR) to get capital, they would be entrepreneurial for the side while the main income from work. Choosing work is the reason because income is more stable and will not suffer losses. 2 other informants (initials BN and ER) chose to work and entrepreneurship from the family gave freedom in choosing and not influencing the resource person in making a decision. 1 resource person (initials DS) prefers entrepreneurship and continues the business family.
- b. In connection with the use of organic waste into selling products (compost) all informants responded similarly that in the Bengkayang area there has never been compost production from organic waste and the business opportunities for compost production are very large as well as can help local farmers to buy local products which is cheaper, because all this time farmers buy chemical fertilizers at relatively high prices and young people can provide training to local

farmers to produce their own fertilizer either used alone or traded. It is also beneficial for the environment to keep the environment clean and sustainable for the future.

- c. The interest of young people in entrepreneurship in the use of organic waste is a selling product, giving a positive response because of the easy and inexpensive manufacturing process. Fertilizer production can be used as a major business with a larger scale production process, for a side business or just a hobby with plants, vegetables, fruits by making your own fertilizer. However, during the process of making composter until harvesting fertilizer results there needs to be a stimulus from outside parties (mentors) because there is a tendency for young people to get bored easily with the old process, and want to get immediate results quickly. In addition to the manufacturing process, the most important things are packaging, trademark names, licensing and brand share registration, to the sales process.

From the results of the conclusions above, suggestions that can be given by researchers that Bengkulu youth have the potential to be developed in entrepreneurship, in this case the need for support from external parties such as family, surrounding communities, school environment and government. In the case of government and schools continuously provide stimulus in the form of entrepreneurship training and a forum for associations to give them a place to create and innovate in developing their regions in order to improve the regional economy. There must be a synergic collaboration of many parties in developing the dynamic potential of youth by utilizing their creativity both in terms of environment, art and culture, culinary, information systems and advertising.

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