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Five Trade Traders Business Gives Entrepreneurship In The Borderland Area

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ABSTRACT

This study aims to find out the efforts of street vendors in giving entrepreneurial influence to communities on the border of West Kalimantan, especially in Bengkayang so that they can create business independently. Through this research can also be known how far the community has an entrepreneurial spirit to do business, when work is difficult to obtain in the present, to meet the needs of life so that it is not dependent on others. This research method uses qualitative descriptive method. The research location is in Bengkayang sub-district. The object of this research is street vendors. Information obtained through observation, interviews and documentation. The results of this study are to find out the efforts of street vendors in motivating the community in creating business opportunities.

Keywords: *Business, Street Vendors, Entrepreneurship*

INTRODUCTION

In the present time, it tends to be difficult to get a job, as is the case in the Bengkayang area which is a border area, the population in this area, especially local people, especially in Bengkayang sub-districts tend to want to have jobs as civil servants or as private employees, while the availability to become civil servants limited. The reason for the difficulty of getting a job is because there are fewer job openings, coupled with the requirements that not all job seekers have, such as in terms of education, age and expertise.

So that one way out to narrow unemployment is to create their own jobs. The constraint of creating own employment is usually the most important in terms of capital. For the simplest business opener without consuming too much

money is to become a trader, one of them is a street vendor, who does not really need expertise.

This study aims to find out the business of street vendors, to fulfill their life needs, so that they can give entrepreneurial influence to the community and can indirectly increase regional income. Although for some opinions there are those who think being a street vendor can impose the government because trading is not in accordance with its place. But we can see in Bengkayang that street vendors have yet to worry the government, even though this is a local government homework to think of a suitable place for the street vendors, so that in the future street vendors can be neatly arranged.

In terms of geographical location, Bengkayang Regency is located in the province of West Kalimantan which has an area of 5,396.4 square kilometers and has 17 sub-districts. Siding Subdistrict is a sub-district with the furthest distance from Bengkayang sub-district and Bengkayang Regency. With rural residents, the majority work in agriculture, forestry, fisheries and some in the field of trade and services. The boundary of Bengkayang Regency is the border area with Sarawak Sambas Regency in the north, east in Landak Regency and Sanggau Regency, Mempawah Regency in the south and Singkawang City and Natuna Sea in the west. So from a strategic location that makes outsiders visit or pass Bengkayang with the aim to neighboring countries, from this makes the opportunity for people to do entrepreneurship, one of them is by trading as a street vendor.

This study focuses on street vendors, who have successfully carried out the business. The location of the trader is on the edge of the road from night to dawn and is temporary, because during the day the place is used for traffic activities. Street trade has become a popular alternative job. This is related to its flexible character (easy to get in and out), the capital needed is relatively small, and does not require complicated procedures. Even this kind of informal economic activity is considered as a savior bag during the 1997/1998 economic crisis (Priyono 2002; Handayani, will come). With the existence of the street vendor business activities can open the mindset of the people who previously worked by focusing as employees, but with this situation can be the motivation of the community to open a business without being dependent on local agencies, agencies or companies.

Based on BPS Bengkayang 2017 data, most of the local people work as employees or employees, so it is only natural for some people to open their own field, both for side jobs and basic work. So that the business of street vendors can give entrepreneurial influence to people in the border area. Research purposes to find out the business of street vendors in giving entrepreneurial influence to the people in the border region. The research topic is useful as a basis for training and developing the ability to do

entrepreneurship, so that it can run well, sustainably and achieve success.

RESEARCH METHOD

This study uses descriptive qualitative method with the aim of describing the business of street vendors in giving entrepreneurial influence to people in the border area. According to Moleong (2001: 112), recording data sources through interviews or observations is the result of a combination of viewing, listening and asking questions. So that with the existence of a business that can be taken from the example of the actor as a street vendor, it can support the mind of the community from being embarrassed at first trying to finally build their own business up to the ultimate goal of achieving success.

In the research that became the focus of the research was the street vendors doing entrepreneurship business, from the street vendors to transmit the spirit of entrepreneurship to the people in the border areas, because in the spirit of entrepreneurship there is a sense of independence, honesty, responsibility, trustworthiness and risk taking . Data sources used are primary data and secondary data, the primary data source is the first source of the data produced which can be directly obtained by researchers while secondary data sources are data that can be obtained by researchers in the form of notes and archives. According to Sutopo (2006: 56-57) data sources are places where data is obtained using certain methods in the form of humans, artifacts, or documents.

Data collection techniques using interviews with street vendors, starting from the beginning of the business to achieving success, observation and documentation studies which are then carried out with qualitative analysis. Researchers will choose street vendors who have successfully run their businesses. So in this study using purposive sampling to identify participants. Questions for interviews are conducted in a semi-structured manner, so participants get freedom in expressing their thoughts and opinions. According to Maryadi et al (2010: 14), data collection techniques used in qualitative research are techniques that allow obtaining detailed data in a relatively long time. According to Sugiyono (2005: 62), "Data collection techniques are the most strategic step in research, because the main purpose of research is to get data". This data analysis uses a qualitative approach. According to Bogdan and Tailor (in Moleong, 2000: 3), defines a qualitative methodology as a research procedure that produces descriptive data in the form of words or writings about people and observed behavior.

FINDINGS AND DISCUSSION

Street vendors aim to meet the needs of their families. The existence of narrow employment opportunities is one of the backgrounds that makes some people intend to work independently with small capital. Various other things that make the job narrow due to various factors such as not fulfilling the general requirements set by the government or company such as in terms of age, level of expertise, or other criteria that job seekers cannot meet. So that from this makes the emergence of some people who have entrepreneurial spirit to open their own jobs, such as by becoming street vendors who do not need special expertise, regardless of age and the capital produced is relatively affordable. To be a successful entrepreneur there must be courage and other strategies that are considered necessary for business success. Just as being a street vendor must take the risk of profit or loss, be able to work hard, not be ashamed of work that is engaged, diligent and patient, there is motivation and purpose to run a business. So that the soul for entrepreneurship colors one's activities to do business. The influence of the street vendor business, making the motivation of the people in Bengkayang sub-district who want to work in the business field more enthusiastic, moreover because the Bengkayang sub-district is a strategic location for transit before going to a further destination. So that when people pass by night will get culinary without difficulty. We can imagine that when people transit there is no one selling mainly food at night, it will make this area quiet, besides, people in the sub-district who want to find the wind at night also do not feel difficult if they want to find the desired culinary . So that with the presence of these street vendors giving a color that is good enough for the region indirectly. So that the street vendors besides being able to fulfill the family's living needs can also provide regional income, even though there is still government homework itself, which is to further find solutions for street vendors, it is a better place to trade, so that traders can not only sell at night until dawn only but can be from morning to night, provided that the local government has prepared a suitable place. So that there is mutualism symbiosis, when the local government pays attention to the efforts of the street vendors, because the street vendors have been able to create their own jobs, without being dependent on private or government companies.

CONCLUSION

Five trade traders is motivated to do business because of factors from family background, opportunities and goals in entrepreneurship. The influence of this street vendor business makes learning as entrepreneurship that entrepreneurship requires courage, motivation and strategy in product development. The regional government also took part in setting the location for entrepreneurship for street vendors, so that in the future the people who

do entrepreneurship can run trades better, so that the results are better and indirectly stimulate the regional economy in Bengkayang sub-district. The hope is that a constructive economy can become the property of the people in Bengkayang sub-district, so that the regions in the border region can be more advanced.

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