

ANALYSIS OF FAMILY PARENTING AND SOCIAL ENVIRONMENT ON ENTREPRENEURIAL INTEREST IN MANAGEMENT STUDY PROGRAM STUDENTS, FACULTY OF ECONOMICS AND BUSINESS, WAHID HASYIM UNIVERSITY SEMARANG

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Abstract. This study aims to determine the analysis of family upbringing and social environment on the interest in entrepreneurship in students of the Management Study Program, Faculty of Economics and Business, Wahid Hasyim University, Semarang. The method in this study is qualitative using descriptive analysis techniques with a questionnaire and interview approach. The results of this study are that parenting style does not have a significant effect on students' interest in entrepreneurship because parents allow their children to choose the job they like. The social environment affects students' interest in entrepreneurship because there are many concrete examples that students see from the social environment. Meanwhile, family upbringing and social environment greatly influence students' interest in entrepreneurship, because students get a way of thinking about entrepreneurship from parenting parents and get direct examples of entrepreneurship results from the social environment, this is what encourages student entrepreneurship interest. Based on the phenomenon of the author's story, the writer wants to become an entrepreneur but from a background of researchers who do not support and researchers are interested in entrepreneurship because of the research environment that supports researchers for entrepreneurship. From this phenomenon, the researcher raised the title Analysis of Family Parenting and Social Environment on Entrepreneurial Interests in Management Study Program Students, Faculty of Economics and Business, Wahid Hasyim University, Semarang.

Keywords: Family Parentin; Entrepreneurship; Social Environment; Interest in Entrepreneurship

INTRODUCTION

Currently, according to Firmanzah (Kompasiana.com, 2016), Indonesia's main problems have not changed, the country is still struggling against poverty, unemployment and inequality. According to Alma (2013: 1) the more developed a country, the more educated people and the more unemployed, the more important the business world. Development will be more successful if it is supported by entrepreneurs who are able to create jobs due to the limited capacity of the state. In this case entrepreneurship is a potential for economic development that supports community and government capacity building, both in terms of quantity and quality of entrepreneurship, entrepreneurial skills, and others. At present we are facing the fact that there are still few Indonesian entrepreneurs, one cannot say that the quality is better than other countries, so that the development of Indonesian entrepreneurs has become an urgent problem in the success of development.

Interest is a person's desire or desire for a particular object. Interesting objects are personal (personal). In other words, everyone has interests that may be different from others. Interest is closely related to motivation, to what is learned. and they can change according to need, experience, not innate. According to Fuad (2009: 93), entrepreneurial interest is the desire, interest and willingness to work hard or have a strong will to fully meet one's needs without fear of future risks and having a strong will to learn from failure. According to Suryana (2003: 1) shows that "entrepreneurship is a creative and innovative ability that is used as a

basis, tips and resources to seek business opportunities". According to Wirayasaputra (in Suryana, 2004:16) "An entrepreneur is a person who wants to be free and independent, to control his own life and not at the expense of others. He wants to make his own money." You earn money by your own strength and effort.

According to Gunarsa (2009: 5) the family environment is the first environment that gives a deep impression on children. From his family, which includes the father, mother and relatives, the child acquires all the basic intellectual and social skills. All attitudes, views and opinions of other family members or parents are used by children as models of behavior in their environment. The family environment, namely the family's first educational environment, is very important for forming a child's personality model, because it is in the family that children first learn about values, standards and other things.

From the family environment, for example, Slameton (2003:60) Parenting is a parenting style that parents do to guide and educate their children in the process of interaction, trying to achieve the desired behavior. to produce independent children's characters, able to control themselves, have good relationships with friends, able to deal with stress, interested in new things and cooperative with others, namely by applying democratic parenting. This is in accordance with the results of research by Arlina Sephana (2010) which shows this parenting style, democracy has major implications for entrepreneurship, but not with a permissive or authoritarian parenting style. So with good education, can produce good characteristics also in children.

The environment is one of the elements that play a role in building an entrepreneurial atmosphere in society. The social environment plays an important role in stimulating person's interest in choosing a field of work, including entrepreneurship. Someone who lives in an area where the majority of the population owns a business also has an interest in entrepreneurship. Based on the phenomenon of the story, the researcher wants to become an entrepreneur but no one from the research family becomes an entrepreneur, the way parents educate researchers does not lead to entrepreneurial activities, the researcher himself is interested in the world of entrepreneurship when many of his research friends have cool entrepreneurial ideas and dabbling in the world of entrepreneurship and even developing their own business with their own hard work. It was from this experience and story that the researcher decided to conduct a study entitled The Influence of Family Parenting and Social Environment on Entrepreneurial Interests in Students of the Management Study Program, Faculty of Economics and Business, Wahid Hasyim University, Semarang.

METHOD

Types of research

This study uses a qualitative approach with a case study research method. According to Creswell (2008) Qualitative research methods are approaches that prioritize exploration and understanding of a phenomenon. To understand this phenomenon the researcher conducted interviews, asked questions, collected data, and text. This collection of information is then analyzed and elaborated.

The case study research method examines a particular case or phenomenon that exists in society which is carried out in depth to study the background, circumstances, and interactions that occur. Case studies are carried out on a unified system which can be in the form of a program, activity, event, or a group of individuals who exist in certain circumstances or conditions.

Object of research

The object of this research is aimed at students of the Faculty of Economics Management Study Program Class of 2020 at Wahid Hasyim University Semarang. The results of interviews with students of the 2020 Management Study Program which discuss student entrepreneurship interests which have been formulated according to the current phenomenon, especially in student entrepreneurship interest, given the many surprises with undergraduate graduates at this time, because many students think it is more appropriate to work with people. or in companies when it would be better if we create jobs for other people.

Research subject

The subjects of this study consisted of students from the 2020 Batch of the Faculty of Economics Management Study Program at Wahid Hasyim University Semarang. The subject of this research is addressed to students of the Faculty of Economics Management Study Program Batch of 2020 at Wahid Hasyim University Semarang, due to the large number of undergraduate graduates who competent and the lack of jobs, this is what makes the accumulation of unemployment. The researcher also wants to prove whether parenting styles from the family and social environment can affect the 2020 Management Study Program students' interest in entrepreneurship as experienced by researchers.

Time and Research

The research was conducted at Wahid Hasyim University Semarang in May 2023. What underlies the researchers to conduct this research is due to the experience that the researchers themselves experienced, from the point of view of those who are interested in entrepreneurship because they see an environment where a small number of businesses have businesses and develop but parenting patterns from parents who does not teach to be involved in the world of entrepreneurship. From this story, it is the main target for further research regarding the identification of parenting styles and the social environment of students regarding the interest in entrepreneurship by opening businesses and creating jobs.

Data collection technique

In this study, researchers used data collection techniques, namely distributing questionnaires and interviews. The distribution of the questionnaire was in the form of questions via the Google form which were later sent via a link to be filled in by the students' answers. According to Sugiyono (2017: 142) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. While interviews are activities by asking various types of questions by meeting or face to face to get answers that are direct and clear from the source.

Data analysis technique

The data analysis technique used is descriptive analysis. According to Sugiyono (2014), descriptive analysis research is a type of research conducted to obtain a description or description of data characteristics through the results of data analysis that are as they are without making general conclusions.

The researcher explains the reasons for applying the specific approach, method, procedure, or technique used to identify, select, and analyze the information applied to understand the research problem/project, so that the informant can evaluate it critically.

RESULTS AND DISCUSSION

Family Parenting Factors

In Ahmad Misbakhuddin's research (2023), Slameto (2003; 60) states that parenting is a style of education carried out by parents to guide and educate their children in the process of interaction that aims to obtain a desired behavior.

The results of the research through questionnaires that have been distributed, from the answers of the respondents it was found that the parenting style of the majority of respondents was democratic parenting, meaning that democratic people would be assertive, that is, letting their children to choose what he thinks is good, encourages children to be responsible for their choices, but still sets standards and clear boundaries for children and always supervises them. The results of the questionnaire can be concluded that most of the parenting styles applied by the respondent's parents support all decisions made by children as long as the child can be responsible for the decisions that have been taken, especially in the field of entrepreneurship that will be carried out.

While the results of the research through interviews can be concluded that not all of the respondents' parents have businesses but almost all of the respondent's parents provide advice, motivation, and their own ways to teach their children to be entrepreneurs or just interested in getting into the world of entrepreneurship. Therefore the interest in entrepreneurship from students will grow over time because the family environment itself educates entrepreneurship. The way parents teach moral values and life wisdom that is important for making a business to be successful. Parenting patterns and parents' ways of thinking influence their children's views on business and teach ways of thinking that motivate students to choose the profession they want.

Social Environmental Factors

Widodo (2013: 35) social environment is a community environment where there is interaction between individuals with one another, individuals with groups, or groups with groups. The data generated from the questionnaire regarding the social environment on this interest in entrepreneurship is that most of the answers that the respondents have input are many of them stating that the social environment or social environment greatly influences their interest in something, especially in the field of entrepreneurship. The more friends who work in the field of entrepreneurship, the higher one's interest in participating in entrepreneurship as well.

From the results of the interviews that the researcher has summarized, many of the respondents whose friends have been involved in the entrepreneurial world, that's where many of the students are interested in owning a business. And most of those who want their business to be accepted in society, the biggest reason for entrepreneurship is to try to be useful for society. Working for yourself is not only beneficial for yourself, but also for those around you who need it, in other words, opening up businesses to create jobs for other people, especially those around us.

Family and Social Environment Parenting Factors Against Entrepreneurial Interests

Entrepreneurial interest is a person's willingness to work wholeheartedly to meet their needs without fear of the risks they may experience (Yadewani and Wijaya: 2017). The results of this study are in the form of data from filling out questionnaires and interviews.

The results of the questionnaire research found that several respondents wanted to be entrepreneurs because they wanted to create jobs. The results of most of the respondents'

answers in filling out the questionnaire can be concluded that the great interest of the respondents to start a business, most of the encouragement that arises comes from the social environment compared to the family environment. While the interviews that have been conducted there are results, from most of the respondents' answers, families, especially parents and the social environment, are very supportive of the interviewees or respondents to entrepreneurship, and many of them even invite them to be directly involved in the business world they have lived in.

Some have tried to open a business but it didn't last long, that's because many of them are inconsistent in running their business, a great interest in owning a business is good capital to start a business but there are still many considerations that make them not start a business, for example in capital, business ideas, even feelings of fear to start making or running a business. They have many goals when starting a business, such as wanting to have a job that is not bound by rules, wanting to be creative, wanting to have a business that is different from other people, and wanting to have income from their own business.

CONCLUSION

The results of the study through questionnaires that have been distributed, from the answers of the respondents it was found that the parenting style of the majority of respondents was democratic parenting, meaning that democratic people would be assertive, that is, allowing children to choose what they think is good, encouraging children to be responsible for choice, but still sets clear standards and boundaries for children and always supervises them. So that it can be concluded that most of the parenting styles applied by the respondent's parents support all decisions made by children as long as the child can be responsible for the decisions that have been taken, especially in the field of entrepreneurship that will be carried out.

The data generated from the questionnaire regarding the social environment on this interest in entrepreneurship is that most of the answers that the respondents have input are many of them stating that the social environment or social environment greatly influences their interest in something, especially in the field of entrepreneurship. Some have tried to open a business but it didn't last long, that's because many of them are inconsistent in running their business, a great interest in owning a business is good capital to start a business but there are still many considerations that make them not start a business, for example in capital, business ideas, even feelings of fear to start making or running a business.

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