

STRENGTHENING ENTREPRENEURSHIP IN THE ASIAN COMMUNITY

Yasin Purnama Alam¹, Yanti Purwanti², Aswin Palls³

^{1,2,3}Universitas Pasundan

³aswin.palls@unpas.ac.id

Abstract. Entrepreneurship is the spirit, attitude, behavior and ability of a person in handling business or activities that lead to efforts to find, create, apply the workings of new technologies and products by increasing efficiency in order to provide better services. Whereas Entrepreneurship is someone who is able to see opportunities in the surrounding environment and is able to take advantage of these opportunities to be something of value both for himself and for many people. Entrepreneurship strengthening in a country is very important and needed because after all entrepreneurship plays a role in the economic wheel of a country, creates jobs, sources of state income through taxes, as well as foreign exchange earners from export products that will strengthen foreign reserves, and carry out roles as social functions for advance the nation. But in reality the number of entrepreneurs in Asian countries is still below the average percentage of developed countries. The number of entrepreneurs in Indonesia alone is 3.1%, Malaysia 5%, Singapore 7%, China 10%, Japan 11%, Thailand 4.5%, Vietnam 3.3% of the total population in the country, while almost in every country forward, namely by having entrepreneurship as much as 14% of the total population in the country. From these data, several countries in Asia are still far from being able to reach the percentage of developed countries. Therefore, strengthening entrepreneurship in a country is very important and needed in achieving the country's prosperity and prosperity.

Keywords: Strengthening entrepreneurship in Asian countries; Entrepreneur

I. INTRODUCTION

To build a country to be more advanced than before, it turns out that many young entrepreneurs are needed. Who would have thought, it turns out that entrepreneurship is an important backbone in the country's development. According to KBBI (Big Indonesian Dictionary) Entrepreneurship is a smart or talented person about new products, discovering new production methods, arranging operations to procure new products, marketing and regulating the capital of its operations.

President Joko Widodo in his meeting with HIPMI (Indonesian Young Entrepreneurs Association) throughout Indonesia at the Merdeka Palace, Jakarta in 2018, which was reported by Kompas.com, stated that almost in every developed country, namely having entrepreneurship as much as 14% of the total population in the country while in Indonesia the number of entrepreneurs has only reached 3.1%.

II. BASIC THEORY

The data shows that the number of entrepreneurs in Indonesia is still far from pursuing the number of entrepreneurs in developed countries. In addition, neighboring countries such as Singapore currently reach an entrepreneurial rate of 7% while Malaysia is at the level of 5%. From these data we can see that the strengthening of entrepreneurship in Asian countries is very much needed.

III. DISCUSSION

There are several ways to strengthen entrepreneurship in Asian countries, one of which is motivation. Motivation in entrepreneurship is a driving force in conducting entrepreneurial activities, this motivation comes from within oneself or from the surrounding environment such as legal systems, industry, capital markets, economic

conditions in the country etc. A person's success is often accompanied by a strong motivation in carrying out every effort he lives. With the motivation we have the urge to do and do what we want. Motivation is an initial capital that must be owned by an entrepreneur because with motivation someone will continue to strive so that the business he runs continues to run even though it is at the lowest point.

Furthermore, besides Motivation, there are also Asian Studies that can strengthen entrepreneurship in Asia, Asian Studies it's mean a study that explain about the field is concerned with the Asian people, their cultures, languages, history, politics, and economy. The purpose is not only to encourage research and debate in the scientific sphere, but also to increase public awareness about the region and facilitate the search for solutions to the challenges in the region. By understanding Asian studies, an entrepreneur is expected to understand the strengths, weaknesses, opportunities, and threats that his business currently facing and will face in the Asian region.

Language education is not less important in entrepreneurship, especially in entrepreneurship in the Asian region, we do not only have enough to master one language, we must be able to master several languages such as English, Mandarin etc. Language has a function as a communication tool that will continue into the creation of cooperative relationships between entrepreneurs, making the promotion process easier, making a professional impression etc.

In strengthening its business activities everyone always needs the presence and role of others. Not a successful entrepreneur because of the results of his own work or business. Because in the success of his business, there must be a role for other people or parties. Therefore, one of the keys to business success is success in business cooperation. Cooperation basically indicates that there is

agreement between two or more people that are mutually beneficial. The more developed the business world, the more competition in the business or business world, to deal with all of that, there needs to be cooperation between one person and one person with a business group. The forms of cooperation in business development are: business merger, consolidation, joint venture and franchise.

Furthermore, the rule of law can be used in strengthening entrepreneurship in the Asian region, as an entrepreneur we must understand and know about the rules that exist in law, especially business law in Asia, by knowing the rules of business law we can know what obligations and rights what can be done for an entrepreneur so that the business activities carried out are not deviate from the rules that apply in every country. The purpose of the rules in business law is to maintain order, justice, and punishment in business activities. One of the institutions that regulates the rules of international trade law is the WTO (World Trade Organization). The World Trade Organization, abbreviated as WTO is an international organization that oversees efforts to liberalize trade. This organization provides basic rules in international trade, becomes a forum for concession negotiations and trade commitments for its members, and helps its members resolve trade disputes through a legally binding mechanism.

The rules of the law relate to the government policy model, every country has a different government policy in regulating and overseeing business activities carried out in its country. Every business activity carried out by two or more countries certainly must be able to adjust to the policies in their respective countries. One form of government policy model is protection. Protection is a pattern of attitudes or tendencies of an effort to provide protection for domestic production sharing by taking steps to limit the entry of imports. There are several reasons for protection, namely high unemployment and to protect domestic industries so that they continue to exist and are not competitive with external products.

In an effort to strengthen entrepreneurship in the Asian region we as young people need to observe and analyze the symptoms around us such as the development of science and technology, social problems and so on. With us observing and analyzing we can see various opportunities that can later be made as business opportunities.

In an increasingly sophisticated era with increasingly advanced technological developments we are required to be able to do everything effectively and efficiently. With such demands, many branches of businesses are emerging, one of which is Technopreneur. Technopreneur is defined as an entrepreneur who works or runs a business based on his skills in the field of science and technology. In carrying out its business technopreneur utilizes existing technological developments, for example the type of business that previously used traditional methods of business to combine technology such as batik-making companies that were previously made by human hands now switch to using machines with printing techniques, or previously marketing products by means of Traditionally, coming to every house,

residents are now turning to using an online marketing system that basically uses computer technology and internet networks, and creates new innovations using new technology. In addition, this technological advancement has also led to new professions such as Youtuber, Celebrity of Instagram, Content creators, Food blogger etc. which even have income that is not as big as other business actors. Such as an example of youtuber who earns income from utilizing technology such as endorse (promoting other products or services on his video), Google AdSense (displaying company ads), etc.

Forbes recently released its list of the highest-paid Youtubers, based on their earning from June 1, 2017, to June 1, 2018 the highest income of the first ranked youtuber in the world is Ryan ToysReview with income of around \$22 million. From these data can be seen if we can use technology optimally so we can get income that is not less large than the income of entrepreneurs in other fields in general.

In addition to technopreneur and socialpreneur, socialpreneur is someone who is able to see social problems and use business methods to create, organize, and manage a business (organization) to create social change. One example of socialpreneur is the increasing processing of plastic waste in the world which will later become a product that is useful in meeting human needs such as processing plastic waste into bags, handicrafts, mats, home decorations etc.

Creativepreneur is no less important than technopreneur and socialpreneur. Creativepreneur is someone who is capable of ideas or new ideas in addressing problems and utilizing business opportunities. The more people need more and more opportunities that arise. So here creativepreneur appears in meeting the needs of the community.

In strengthening entrepreneurship in the Asian region we also need and must be able to see business opportunities. With the increasing needs of the people in the Asian region there are more and more entrepreneurial opportunities. Business opportunities usually arise from problems that have been experienced, from your talents and expertise, from your hobbies etc. Then how to find ideas from the surrounding environment, namely by meeting people, observing the problems that are around us, and paying attention to how other entrepreneurs find their business.

In strengthening entrepreneurship in Asia we cannot be separated from the millennial generation. Social researchers often classify generations born between 1980 and 2000 as millennial generations. Reporting from Kompas.com The number of millennial generations in Indonesia reaches 34.45% and this number is more compared to Japan, China, India and Korea. The striking of this millennial generation compared to the previous generation is about the use of technology. The life of millennials cannot be separated from technology, especially the internet. In the 4.0 industrial revolution and even 5.0, the millennium has the power to strengthen entrepreneurship in Asia. One way is by conducting training and entrepreneurship development.

Entrepreneurship training and development aims to train millennials to have entrepreneurial and business competencies, train millennials to become entrepreneurs, train millennials to be able to act in a decent business by utilizing opportunities that exist at certain times and certain regions, able to create jobs etc. In addition, strengthening entrepreneurship can be done by entering entrepreneurship lessons in each school, both elementary school, junior high school, senior high school), and universities. In colleges all faculties and also departments can apply entrepreneurship lessons because according to Assoc. Prof. Dr. Dindin Abdurohim, MM., M.Sc. entrepreneurship is the science of life, anywhere, anyone, whatever the profession, if you want to be success, you have to embrace and implement the science of entrepreneurship.

IV. CONCLUSION

Strengthening entrepreneurship in the Asian region is very much needed for countries in Asia. Because after all entrepreneurs have a tendency to innovate and bring up new technologies in winning market competition and increasing the competitiveness of a country, besides that it also creates jobs so that the unemployment rate in every country in Asia can be pressed and can strengthen domestic needs so that in the long term it can reduce dependence on other countries.

Strengthening this entrepreneurship can be done by instilling motivation towards oneself on the importance of entrepreneurship in each country so that they can encourage themselves to become entrepreneurs, learning Asian studies so they can see the strengths, weaknesses, opportunities and threats that will be faced in their country, mastery of foreign languages, cooperation between every businessman both domestically and abroad, knowing the rules of the law and the form of government policies from each country, utilizing business opportunities by looking at technological aspects or social problems, competitive millennials in each country so that they can create new innovations in the business world, and held training and development of entrepreneurship in each country and the use of entrepreneurship lessons at every level both elementary school, junior high school, senior high school , and universities.

REFERENCES

- Kbbi.web.id. 2018. *Wiraswasta*.
<https://www.google.com/amp/s/kbbi.web.id/wiraswasta.html>
 [Diakses pada 28 Maret 2019 pukul 16.30 WIB].
- Kompas.com. 2018. *Jumlah Entrepreneur di Indonesia Jauh di Bawah Negara Maju, ini Kata Jokowi*.
<https://nasional.kompas.com/read/2018/04/05/17261391/jumlah-entrepreneur-di-indonesia-jauh-di-bawah-negara-maju-ini-kata-jokowi>
 [Diakses pada 28 Maret 2019 pukul 17.00 WIB].
- Kompas.com. 2018. *Demi Semangat Kebhinekaan Generasi Millennial*

<https://nasional.kompas.com/read/2018/03/10/21305651/demi-semangat-kebhinekaan-generasi-millennial>

[Diakses pada 29 Maret 2019 pukul 16.30 WIB].

Forbes.com. 2018. Highest-Paid Youtube Stars 2018: Markiplier, Jake Paul, PewDiePie and More.

[Hpts:www.forbes.com/sites/natalierobehmed/2018/12/03/highest-pai-youtube-stars-2018-markiplier-jake-paul-pewdiepie-and-more/#2942a80909ac](https://www.forbes.com/sites/natalierobehmed/2018/12/03/highest-pai-youtube-stars-2018-markiplier-jake-paul-pewdiepie-and-more/#2942a80909ac)