

ENTREPRENEURSHIP AND ITS AUTHENTICITY

Dea Sekar Saraswati¹, Eddy Jusuf Sp²

¹Biology Education, Faculty of Teacher Training and Education, ²Universitas Pasundan

¹deasaraswati@gmail.com, eddy.jusuf@unpas.ac.id²

Abstract. This paper aims to open mind of the entrepreneur who want to have a successful bussines, going well business, and exist everywhere without forgetting an important theory to reach their succesful. There are so many people who wants to be an entrepreneur for themselves or most of them want to help people get a job with their business. But most of them, they just followed what is trend now, they don't think what is the power of their business, they don't think about the authenticity for their business and finally make their business bankrupt. The most important things that has been forgotten by the entrepreneur are authenticity of the product, originality, creativity, innovation, using of technology and diversification. With has components of the idea above there will be creating a new product, unique product, knows what people need and will be useful for the society. This paper method by studying literature and based writer experiences that's what make original. At the end, the implication of this paper is to realize the entrepreneur, the businessman or woman to have their authenticity which is will give the opportunity for their business, also using technology in this digital era will make us easier to catch our customer and make others relation.

Keywords: Entrepreneurship, Authenticity, Innovation, Diversification

I. INTRODUCTION

Nowadays we often heard about entrepreneur, entrepreneurship and everything sounds like that. So many people want to be an entrepreneur, they really want to have their own business. But some of them too they don't know about what is entrepreneurship, they just want to get money from being an entrepreneur. I think it is ok there is no something wrong with that, but for furthermore we have to know what is an entrepreneur, what kind of ideas that could bring us to be an entrepreneur.

Everyone could be an entrepreneur, no matter where they are, no matter what background they are and no matter how old they are, they just can start to be an entrepreneur. To make us sure if we want to be an entrepreneur here it is about the entrepreneurship. Entrepreneurship is the name given to the factor of production which performs the functions of Enterprise. In economics, Land, Labour, Capital, Organisation, and Enterprise are the five factors which are thought to be the basis of all the production activities. Entrepreneurship in a broader sense can be considered as a process of action undertaken by an entrepreneur (Person) to establish his enterprise. It is a creative and innovative response to the environment.

A change in the economy has been identified recently, moving from knowledge based activities to creativity, innovation, entrepreneurship and imagination (van den Broeck et al. 2008; Oke et al. 2009). Entrepreneurship can be described as a creative and innovative response to the environment. Such responses may take place in any field of social endeavor may be business, agriculture, social work, and education, etc. Creativity enables the entrepreneur to act on these opportunities in ways which can result in competitive advantage for the organization. It can provide the basis for innovation and business growth, as well as impacting positively on society generally (Bilton 2007). Creativity has a diverse research base which can be highly complex (Mumford and Gustafson 1988). Creativity research has implications for teaching and learning, and has been informed by disciplines such as psychometrics,

cognitive psychology, historiometrics, biology and contextual studies (Petrowski 2000).

The purposes of this article are to realize everyone who wants to have their own bussiness to think creative and do their diversification of their products, do not copy others idea to make your business because it will not make your business last longer, if you have something unique please show it up and make that your own character so as an entrepreneur you will exist, people will knows you because you have something different.

The Previous research which is "The Role of Creativity In Entrepreneurship" By Ian Fillis and Ruth, 2014 is only focus on creativity in entrepreneur but not explain about the authenticity the most important thing that should everyone have if they want to be an entrepreneur. So that's why everyone need to read this paper, because not only creative but there are so many factor to make your own business going well, last longer and exist. There are the authenticity and diversification.

II. BASIC THEORY

If we want to be an entrepreneur we have to be an innovative and creative person and give the best thing we had. We often hear these two words if you want to start your own business there are "Creativity and Innovative". Creative means is not always make something new but you can change something to be an amazing creation or product definitely in your own way so when people see it they will amaze with what you have made. Think something they don't think about. Innovative means you can make something new that can help people get easier to do their tasks in their daily life, in this way you have to be out of the box. According to Dr. J.E. Stepenek, "Entrepreneurship" is the capacity to take the risk; ability to organize and desire to diversify and make innovations in the enterprise.

For the entrepreneur, it is important to have knowledge about the economic and political environment, more particularly about the economic policies of the government and the financial as well as commercial institutions.

To be a successful entrepreneur you have to know what peoples need, what peoples want, what is happening now, what is booming now, what people like the most. They want something new, they want something to make them easier to do their daily life. So you have an ability to read the real situation out there so you have to open your eyes widely and see the opportunity then take it and don't seriously. Many entrepreneurs failed because they don't take their business seriously and they leave it.

In addition to being a personality characteristic, creativity has been grounded sociologically, thereby acknowledging its human rather than scientific input. A number of attempts have been made at modelling, measuring and testing creativity, although it is recognised that no single interpretation has been able to capture its essence (Abdulalhi, 2018). Creativity is also viewed as a central element in problem solving and there are a number of ways in which creative thinking can facilitate decision making. In an investigation of artist versus market orientation, it has also been shown that creativity for creativity's own sake can result in profitable outcomes (Fillis 2006).

Based on KBBI (Kamus Besar Bahasa Indonesia) authentic is an adjective which has a meaning real, trusted, and valid. I believe that authenticity is a key ingredient in running a successful business and leading a great team (Goldin, 2018). With authenticity, beside we can make a great team we can have a great business too. I have a quote for everyone who wants to be an entrepreneur "You have to be Brave, but do not take serious risks for your business".

So never afraid to start your own business, never afraid to be an entrepreneur, maybe you have your own way there, beside creative and authentic you must have innovation to start your business because with innovation seems like you know what people needs. Innovative performance can be defined as the tendency of a firm to bring novelty in the product and production process, support new ideas and explore a creative solution to the complex issues (Raghuvanshi and Garg, 2018). By above conceptions, one can conclude that innovation performance comprises of an introduction of new products, searching out unique working methods and techniques, exploring new ideas to solve complex issues, identifying performance gaps, mobilizing support for innovative ideas and transforming innovative ideas into useful applications (De Jong and Den Hartog, 2007; Janssen, 2000; Yeoh and Mahmood, 2013).

III. DISCUSSION

We know that everyone could be an entrepreneur from every background, from many years, from a different major, from different ethnic they could be a great entrepreneur. As long as they have the ability and will. I come from an education background, i always think that when I'm graduating soon, I want to have my own business besides a teacher. Because I see great opportunity in entrepreneur so why not I'm trying to be a young entrepreneur. Not always someone who has a background from education should be a teacher, No. So that's why I started to sell a product when I've entered the college, at my first year I sell Hijab with my own brand named "Saraswati Hijab" taken from my last name hope will bring luck to me. But, everything has changed, the styles change, the materials change, even if the

price is changes too I decided to not continuing my hijab. I have an idea to sale food, I change my business so I started to sell "Bola Susu hand made by me and my mom" I think you will know what is Bola susu. I made a different Bola susu from others, when you see the usual Bola susu you will find a flour as a powder, but mine is different I'm add something more delicious but most people like it to my Bola susu as a powder (i can't tell it here because it secret recipe hehehe) I believe that it will be a benefit for my products, and that is true when people buy it they said that this is different and delicious they want to buy, buy and buy and always asked for it (Sumber: Pribadi)

This is the word I want to say is I think every product should have an Authenticity. That is another important word besides creative and innovative and if you want to be your entrepreneur career going well. Sometimes people forget about authenticity. They open their business with just copying others idea, they made the same thing with others and they forget about creativity, innovative and the authenticity of the product. They just want something instant, but to be an entrepreneur you can not do that (Sumber: Pribadi)

I do believe in every land we will need Authenticity. To be an actress, a singer, a composer they need authenticity for the creation because sometimes people can feel the authenticity of someone creation. In the field of education should need the Authenticity as a teacher, because we will teach students, we will make sure that students listen to us, we will make them fun in learning, we should know what they need in a learning process. So the authenticity comes from a great idea, sometimes we blend our feel to make it more meaning. (Sumber: Pribadi)

A good product will make people remember the taste, they will never forget, they always want to buy and always want to come to our store. Entrepreneurship can be defined as a process undertaken by an entrepreneur to augment his business interests. It is an exercise involving innovation and creativity that will go towards establishing his/her enterprise. (Sumber Pribadi)

Besides that, we must remember if we are living in a weird and wonderful era of tech. The progress is rapid and often overwhelming if you follow the media closely- the blockchain, deep learning, neural networks, robotics, shoppable AR and smart AI-assistants helping you to schedule meetings or choose a new pair of jeans. Using technology is another important thing to make our business grow fast. It helps us a lot. We are living in the Industry 4.0 where everything is digitalized. Creativity, innovations, and Authenticity meet technology would be amazing paired things ever. With this, we can make our customer closely with us, easy to catch our products, easy to find anywhere. Another opportunity to make our business grow and famous.

On one hand, when a large firm decides to embrace technology, they have the funds and resources to implement that technology on a large scale. Small businesses rarely have that advantage. However, there is somewhere that entrepreneurs do have an opportunity. An entrepreneur must go through significantly fewer steps to test out and adopt newer technologies. Because they are nimble and have less administrivia to contend with, they can jump on the innovation bandwagon rapidly and develop new solutions

from scratch. In fact, that's exactly why the likes of Google and Facebook tend to acquire smaller startups- to gain access to their tech and the brains behind it before this "new kid" overthrows them.

IV. CONCLUSION

All in all, there are 4 important things if you want to start to be an entrepreneur: 1) Creativity, with this one your product will amaze many people and make it unique; 2) Innovation, using innovation in your entrepreneur career will make everything easier ; 3) Authenticity, people will always remember your brand because of its "authenticity" and no one can have it; and 4) Technologies, clear all the barriers between customer and the products

Entrepreneurs can also use technology to automate customer support through call routing systems or AI chatbots. Project management software can ensure projects finish within time limits and maximize resources. There's also automated invoices and financial management. Even HR can benefit from technology. Entrepreneurs must contend with tough competition, tight finances, and the need to maximize every growth opportunity. This cannot be done without staying on top of the latest technologies.

Being an entrepreneur, you can work wherever you want, though you're slightly more limited if your business is based on real-world (as opposed to virtual) services, or if you need a physical storefront. Web entrepreneurs can work from absolutely, anywhere they like: an office, the beach, a mobile home, the bedroom, or even the lavatory (provided you're not using a webcam, of course). This is especially true for online businesses which use outsourced services to provide staff: the people you hire will also be working from wherever they wish, and your meetings take place in a virtual office.

You can start to be a great entrepreneur now, it is not too late to start something that will bring you to the best version of yourself. You can make anything with your idea, as far as it has an Authenticity. To start an entrepreneur we need to know what is happening now, we need to know what people needs, we need to know what people like the most. We have to open our eyes and mind widely to realize that people need us to make something new.

REFERENCES

Bilton, C. (2007). *Management and Creativity: From Creative Industries to Creative Management*, Blackwell Publishing, Oxford.

Fillis, I. and Rentschler, R. (2006). *Creative Marketing: An Extended Metaphor for Marketing in a New Age*, Palgrave Macmillan, Basingstoke.

Fillis, R. (2014). *The Role Creativity in Entrepreneurship*. *Journal Entreprising Culture*. On : <https://www.researchgate.net/publication/46510531> (diakses pada tanggal 13 Mei 2019)

Goldin, Kara. (2018). *Why Authenticity Is a Key Ingredient to Entrepreneurial Success, and How to Make Sure You Have It*. (diakses di: <https://www.entrepreneur.com/article/309289> pada tanggal 13 Mei 2019)

Habib ur Rehman Makhdoom, Cai Li, Shoaib Asim, (2019) "Diffusion of innovation through individual and collective entrepreneurship: An empirical investigation in SMEs", *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol. 13 Issue: 1, pp.89-107,

Muhammed, Abdullahi. 2018 (<https://www.entrepreneur.com/article/316042>, diakses pada tanggal 1 April 2019)

Mumford, M.D., and S.B. Gustafson (1988). "Creativity syndrome: integration, application and innovation", *Psychological Bulletin*, Vol.103, 27-43.

Mustafa, Bakari. 2018 (<https://thriveglobal.com/stories/nine-reasons-to-become-an-entrepreneur/> diakses pada tanggal 1 April 2019)

Petrowski, M.J. (2000). "Creativity Research: Implications for Teaching, Learning and Thinking", *Reference Services Review*, Vol. 28, No. 4, pp. 304-312

Van Den Broeck, H, Cools, E. and Maenhout, T. (2008). "A case study of arteconomy:– building bridges between art and enterprise: Belgian businesses stimulate creativity and innovation through art", *Journal of Management and Organization*, Vol.14, pp.573-587.

<https://kbbi.kata.web.id/autentik/> (diakses pada tanggal 13 Mei 2019)

<http://www.businessmanagementideas.com/essays/entrepreneurship/essay-on-entrepreneurship-top-9-essays-business-management/17265> (diakses pada tanggal 1 April 2019)