

Analysis of Entrepreneurship Program of Indonesian Young Entrepreneurs Association (Hipmi) In Improving Youth Entrepreneurship Interest in Medan City

¹Lola Imanda Harefa, ²Suwardi Lubis, ³Erlina

¹Department of Regional and Rural Development Planning,
University of Sumatera Utara,
North Sumatra, Indonesia

²Department of Communication Sciences, Faculty of Political and Social Sciences
University of Sumatera Utara,
North Sumatra, Indonesia

³Department of Economic Development, Faculty of Economics and Business
University of Sumatera Utara,
North Sumatra, Indonesia

Abstract

The aim of this study is to analyze HIPMI's entrepreneurship program in increasing interest in youth entrepreneurship in Medan City. This research is a descriptive study with a qualitative approach with in-depth interview methods. The results showed that the BPC HIPMI entrepreneurship program in Medan City had not run optimally such as entrepreneurship education programs, cooperation and capital programs, and supervision / mentoring programs. Inhibiting factors in the implementation of the BPC HIPMI Entrepreneurship Program in Medan City, there are still many inactive managers, lack of funding, lack of supervision/assistance, there are still expensive paid activities, less human resources in providing entrepreneurship training so often bring paid trainers/speakers. Therefore BPC HIPMI Medan City must be more active in synergizing with the government, evaluating inactive administrators, improving the function of supervision/assistance and human resources to provide better training.

Keywords: Entrepreneurship Program, Indonesian Young Entrepreneurs Association, Interest in Entrepreneurship

Introduction

In Indonesia in the next 2025, this is called the golden year (Demographic Bonus), with a high number of young people. From the Central Statistics Agency data, it is predicted that in 2025 the number of young people in the productive period will reach the highest number. At that time Indonesia should be able to become a more productive nation so that Indonesia Golden Age is not just a jargon..

Entrepreneurs in Indonesia currently have around 1.56 percent of the 240 million population or about 3,744 million entrepreneurs in 2012. The ratio of Indonesian entrepreneurs has only reached 1.83 still lower than in other countries. Citing the thought of the sociologist David McClelland, to achieve a minimum standard of 2% as a prerequisite for the success of a country's economic development, Indonesia still needs around 4.2 million entrepreneurs from the total population of Indonesia. This figure shows that there are still many entrepreneurs

needed to further drive the nation's economy.

Youth organizations as a forum for youth are expected to participate in their development. Explained in Article 27 paragraph 1 and 2 of the Republic of Indonesia Law No. 40 of 2009, that: 1. Youth entrepreneurship development is carried out in accordance with the interests, talents, potential of youth, regional potential, and direction of national development. 2. The implementation of youth entrepreneurship development as referred to in paragraph 1 is facilitated by the Government, regional government, community, or youth organizations.

Organizations that have a concentration on entrepreneurship are HIPMI. The main program implemented by BPC HIPMI in Medan City in increasing entrepreneurial interest is training and coaching of beginner entrepreneurs both members and non-members and as a forum to facilitate entrepreneurs in adding business networks. Through this program, HIPMI is expected to increase the interest in youth

entrepreneurship in the city of Medan and can create independent young entrepreneurs, and can answer the challenges of the era of globalization.

Statement of the Problem

What are inhibiting factors in implementing the Entrepreneurship Program in increasing the interest of Youth entrepreneurship by BPC HIPMI in Medan City?

Objectives of the Study

To analyze inhibiting factors in implementing the Entrepreneurship Program in increasing the interest of Youth entrepreneurship by BPC HIPMI in Medan City.

Research Methodology

The research location specified in this study was the Secretariat of the Medan City BPC HIPMI Organization in Sisingamangaraja XII street No. 92 A, Medan North Sumatra. This type of research is descriptive with a qualitative approach. Primary data obtained by observation and in-depth interviews. In addition secondary data will be obtained from archives and books that are accessed online and offline that provide data related to this research.

The informants of this study are those who know, do and receive benefits from the Medan City BPC HIPMI Entrepreneurship Program.

Table 1. Research Informants

No	Position	Number of people
1.	General Chair (Key Informant)	1
2.	General Secretary	1
3.	General Treasurer / Deputy Treasurer	1
4.	Management	3
Jumlah		6

Source: Branch Administration Board Indonesian Young Entrepreneurs Association (BPC HIPMI) Medan City

In this study, technically the data will be presented in the form of narrative text, tables, photos, charts.

Literature Review

Entrepreneurship

Entrepreneurship is a science that examines the development and development of a spirit of creativity and dares to take risks in producing the work. Courage is one of the characteristics of an entrepreneur, because an entrepreneur is required to be brave and ready if the effort is not worth the attention in the market, and this must be seen as a form of process towards true entrepreneurs (Fahmi, 2013).

Entrepreneurship is a person who is able to create a new business, and people who are usually directly faced with the risk of being able to identify in achieving success. Entrepreneurship is able to identify a variety of agreements, and devote all the resources he has to change that opportunity to benefit Nurain (2011).

Scarborough and Zimmer (2008) suggested eight characteristics of entrepreneurship as follows: (1) Desire for responsibility, (2) Preference for moderate risk (3) Their ability to success (4) Desire for immediate feedback (5) High level of energy (6) Future orientation (7) Skill organizing (8) Value of achievement over money.

The principles of entrepreneurship according to Dhidik D Machyudin, an entrepreneur must be optimistic,

ambitious, able to see great opportunities, be patient, do not despair, do not be afraid of failure, first and second failure is normal, failure is delayed success.

According to Zimmerer (1996: 14-15) there are several factors that cause entrepreneurs to fail in running their new business, as follows:

1. Not competent in managerial matters.
2. Less experienced, both in technical skills, visualizing business, coordinating, managing human resources and integrating company operations.
3. Lack of control over finances.
4. Failed in planning.
5. Locations that are not strategic.
6. Lack of equipment supervision.
7. His attitude is not serious in business.

Suparjan and Hempri (2003) empowerment has the meaning of generating resources, opportunities, knowledge and skills of the community to increase capacity in determining their future.

The World Bank in Totok and Poerwoko (2013) states that empowerment is an attempt to provide opportunities and abilities to (poor) community groups to be able to express opinions, ideas and abilities and dare to choose the best concepts, methods, products, actions, and others for personal, family and community.

Results and Discussion

Table 2. Medan City BPC HIPMI Entrepreneurship Education Program

No	Activity	Number of Participant	Number of participant who start a business
1.	Entrepreneur Week Seminar "Dream-Plan-Goal-Execute"	200	50
2.	A Workshop "Building an Entrepreneurial Soul with HIPMI"	100	30
3.	Entrepreneurship Training "Business is fun"	50	15
4.	"How to be entrepreneur" seminar	100	20
5.	Workshop "Building Entrepreneurial Character for Indonesian Young Generation"	100	20
6.	HIPMI Goes to Campus Workshop "Making Students as Young Entrepreneurs"	200	50
7.	Creativepreneur Talkshow "Youth Industry, Creative Industry"	50	20
8.	Business Sharing	50	30
Total		850	235

Sumber: Administrasi BPC HIPMI Kota Medan

Based on the table above can be seen the large number of participants who are interested in entrepreneurship by participating in activities carried out by BPC HIPMI Medan City. The Entrepreneurship Education Program implemented by BPC HIPMI in Medan City aims to motivate young people to become entrepreneurs. The main target of Medan City BPC HIPMI is students, where the largest unemployment comes from universities. Their mindset must be

shifted so that after completing college they don't only think of working because the number of available jobs is very limited, as a result many graduates from universities become unemployed. Therefore students are invited to become entrepreneurs, because by becoming entrepreneurs they will get their own income. Becoming an entrepreneur is not a difficult thing, as long as there is willingness and continuing learning is the main capital to become an entrepreneur.

Table 3. The Cooperation and Capital Program of BPC HIPMI Medan City

No	Institution	Cooperation
1.	Bank Rakyat Indonesia (BRI)	Credit / Capital Distribution
2.	Bank Sumut	Credit / Capital Distribution
3.	Bank Mandiri	Regional selection of participants in Independent Young Entrepreneurship (WMM)
4.	PT. Telekomunikasi Indonesia Tbk	Capital Distribution and Seminar
5.	Fakultas Ekonomi dan Bisnis USU	Entrepreneurship Seminar / Training
6.	STIM Sukma	Entrepreneurship Seminar / Training
7.	STMIK Triguna Dharma	Entrepreneurship Seminar / Training
8.	Universitas Prima Indonesia	Entrepreneurship Seminar / Training
9.	Hotel Aryaduta	Business location discounts
10.	Pemprovsu	Selection participant of Young Entrepreneurs Beginners (WMP)

Source: BPC HIPMI Administration

Based on the results of the interviews and the data in the table above regarding the Cooperation Program of BPC HIPMI, it can be seen that BPC HIPMI Medan City has collaborated with various parties including the Banking, Higher Education, Hospitality and North Sumatra Government. This collaboration is in addition to capital, entrepreneurship training, business location discounts and participation in the North Sumatra government program. This Cooperation

Program is implemented with the aim of developing the organization and providing convenience in implementing the Entrepreneurship Program so that the Medan City BPC HIPMI can help the government to create new entrepreneurs who are expected to reduce unemployment in Medan City. BPC HIPMI Medan City must collaborate with other companies to make it easier for entrepreneurs to increase networking and ease in developing their businesses.

Table 4. Supervision Program of BPC HIPMI in Medan City

Supervision	Activity
Supervision / Assistance of Beginner Entrepreneurs Guided by BPC HIPMI Medan City	<ol style="list-style-type: none"> 1. The team conducts supervision / assistance from each field 2. Supervising / assisting the beginner-trained entrepreneurs by coming directly to the business location to see the condition of their business 3. Business mentoring with successful entrepreneurs so that novice entrepreneurs can learn with them 4. Discussion of efforts to find solutions to all obstacles faced 5. Make a report on business activities

Source: BPC HIPMI Administration

The BPC HIPMI Supervisory Program in Medan City aims to supervise / assist the BPC HIPMI entrepreneurs in Medan in running their business in order to keep on being consistent in entrepreneurship and can continue to expand their businesses. The process of supervising / assisting this business is very important in carrying out organizational activities, therefore the BIP HIPMI management in Medan City must be able to carry out this activity to the fullest. If the supervision / assistance of this business is carried out properly, the goal of increasing interest in entrepreneurship and creating more entrepreneurs in Medan will be achieved. Supervision / assistance greatly determines

the good or bad implementation of a plan. Without good supervision, it will certainly produce goals that are not satisfactory for both the organization and business person.

Inhibiting Factors in the Implementation of the Medan City BPC HIPMI Entrepreneurship Program

Based on the results of direct interviews with the General Chairperson of BPC HIPMI, Medan City 2013-2016, Mr. Afif Abdillah at the BPC HIPMI office in Medan City, Sukma Hotel, Jl. S.M.Raja No.92 A, Mesjid, Medan Kota on Monday

March 05 2018 at 14.00 WIB. Here's the interview:

"Every program that is run will certainly encounter obstacles in its implementation. In my opinion, the obstacles faced in implementing this entrepreneurship program are the activeness of our management. Because this program will not run optimally without a team".

The same thing was conveyed by Mr. Rio Adrian Sukma SH. M.Kn, as the general secretary of the Medan City BPC HIPMI 2013-2016 and now the General Chairperson of the 2016-2019 BPC HIPMI City Medan, who was met at the BPC HIPMI Office in Medan City Sukma Hotel, Jl. S.M. Raja No.92 A, Mesjid, Medan Kota, on Monday 05 March 2018 at 15.30 WIB, as follows:

"It's true that our main obstacle is the activeness of the board. HIPMI is an organization which is a business actor, so it is certain that they are busy taking care of their respective businesses, for those who cannot manage their time properly, the affairs of the organization will become a second matter".

Likewise, the same was conveyed by Mr. Eka Nugraha as Treasurer of the Medan City BIP HIPMI 2013-2016 and is now a member of the 2016-2019 BPC HIPMI Board of Trustees, who was met at the BPC HIPMI Office in Medan, Sukma Hotel, Jl. S.M. Raja No.92 A, Mesjid, Medan Kota, on Monday 12 March 2018 at 14.00 WIB, explained in his interview:

"We cannot force the management to always be active in every activity carried out by the Medan City BPC HIPMI, because basically this HIPMI organization is a non-profit organization. So the board is voluntary in helping to raise this organization."

Mr. Iqbal Hanafi, Medan City BIP HIPMI Board for the period of 2013-2016 who is now the Chairperson of the Trade, Industry and BUMN Division of the Medan City BPC HIPMI for the 2016-2019 period, who was met at the BPC HIPMI Office in Medan City, Sukma Hotel, Jl. S.M. Raja No.92 A, Mesjid, Medan Kota, on Monday 12 March 2018 at 15.00 West Indonesia Time, explained further this obstacle in the interview, as follows:

"In addition to the activeness of its members, another obstacle in the implementation of this program is the lack of human resources in providing training / seminars, so they must invite paid external trainers / speakers".

The same thing was also conveyed by Agung Satria, who is the Chair of the Small and Medium Enterprises (UKM) and Cooperatives Sector 2013-2016, which was met at the BPC HIPMI Office in Medan City, Sukma Hotel, Jl. S.M. Raja No.92 A, Mesjid, Medan Kota, on Monday 12 March 2018 at 16.00 WIB, explained:

"Sometimes our administrators are too busy with their own affairs so they cannot carry out their duties optimally, so there are still many shortcomings."

Mrs. Ira as Executive Secretary of the 2016-2019 BPC HIPMI City Medan, who was met at the BPC HIPMI Office in Medan City, Sukma Hotel, Jl. S.M. Raja No.92 A, Mesjid, Medan Kota, on Monday 12 March 2018 at 11.00 WIB, added an explanation of the obstacles in the implementation of this entrepreneurship program, following the interview:

"In addition to the lack of active members and human resources, funding is also an obstacle, even though it does not become a big obstacle, but whatever program will be implemented definitely requires a

fee. So if we want to make an event, we often ask for help from the board but it is voluntary. Our organization

does not ask for funds from the government."

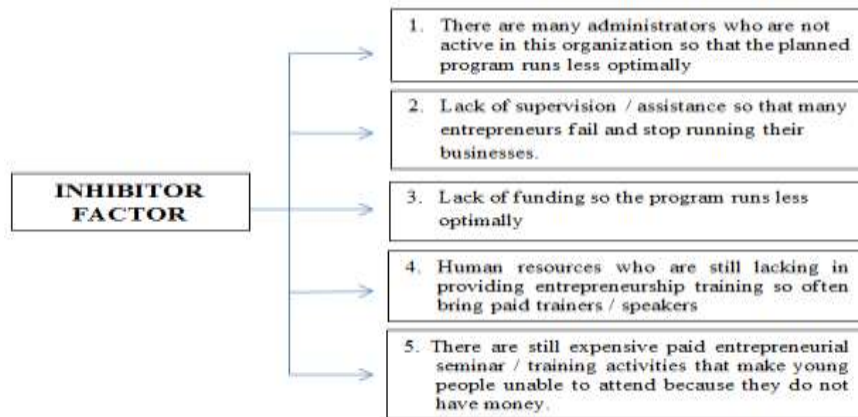


Figure 1. Inhibiting Factors in the Implementation of the Medan City BPC HIPMI Entrepreneurship Program in Increasing Youth Entrepreneurial Interest in Medan City

Source: Author's Analysis (2018)

Conclusion

Inhibiting factors in the implementation of the Medan City BPC HIPMI Entrepreneurship Program are: There are still a number of administrators who are not active in this organization so that the program that has been planned runs less optimally, lack of funding will result in programs that are not optimal, lack of supervision / mentoring of novice business actors fail and stop running a business, and expensive paid activities make young people who want to take part in entrepreneurship seminars / training to participate because they do not have / lack money, human resources who are less able to provide entrepreneurship training so often bring paid trainers / speakers.

Suggestion

The management of BPC HIPMI in Medan City must also continue to actively develop the organization, if there is an inactive one, reshuffling must be carried out immediately, so that it can be replaced by potential administrators, making training for administrators so that they can become qualified speakers / motivators so

they do not need to invite outside speakers that can minimize financing when conducting activities and more young people attend entrepreneurship training.

Reference

- [1] Fahmi, Irham. (2013). *Kewirausahaan Teori, Kasus, dan Solusi*. Bandung: Alfabeta
- [2] Zimmerer, W. Thomas, Norman M Scarborough. 2002. *Pengantar Kewirausahaan dan Manajemen Bisnis Kecil*. Jakarta : Prenhallindo
- [3] Zimmer, Thomas W. Norman Scarborough. 2008. *Kewirausahaan dan Manajemen Usaha Kecil*. Jakarta: Salemba Empat
- [4] Suparjan & Hempri Suyatno. (2003). *Pengembangan Masyarakat dari pembangunan Sampai Pemberdayaan*. Yogyakarta: Aditya Media.
- [5] Totok Mardikanto dan Poerwoko Soebianto, *Pemberdayaan Masyarakat dalam Perspektif Kebijakan Publik*, (Bandung: Alfabeta, 2012).