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RESEARCH ARTICLE

**EXPLORING ENTREPRENEURSHIPS OF THE ORPHAN POST-SERVICE PROGRAMS BY THE
 FOUNDATION OF YATIM MANDIRI INDONESIA.**

Sodikin.

Islamic College of Annajah Indonesia Mandiri, Jl. Raya Sarirogo No. 1, Sidoarjo, Indonesia.

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Abstract

This study explores entrepreneurship attitudes set for the orphans in the management of Yayasan Yatim Mandiri (Self-Reliance Orphanic Foundation), Sidoarjo, Indonesia. Trainings and survive using the product sellings are given to the orphans and control after-sales training are supervised. Using phenomenological approach, this study assigned 7 graduates of the training. The results show that all 7 orphans are successful to be the entrepreneurs. Strategies to gain the attainment included four domains: identifying motivation and ideas, to start from the zero ground, struggling to run the business, and maintaining and developing the established business. This study contends that orphans are not the case of self-dependent but potentials to manage by the world organization if appropriate approach has been determined.

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Introduction:-

This study explores experiences of how our institution develops and maintain orphans to achieve self-reliance entrepreneurship. Trainings and conditioned challenges have been served to prepare self-esteem and confident the orphans should achieve as the values of struggle for their lives.

Orphans are so far perceived as desperate life. Definitely, orphans are children under the age of 18 who have lost one or both parents (UNICEF). Studies do prove that parental loss can have a serious impact for several views: decrease of a child's psychosocial well-being (Atwine, et al., 2005; Boris et al., 2008; Zhou (2012), nurturing patterns of the Orphanage (Magdalena, Almutahar, Abao, 2014), and orphanage related to psychological, social conditions, and care and care. While the available of research reveals of orphans is limited, this study tries to focus its attention to examine the lives of orphaned children after the orphanage, how independence of orphaned full-time orphaned after high school education, especially financial independence. More focuses have been made to see the youth aged 18 years after high school graduation in general that are still not financially independent, including youth who background orphan full foster.

Our focus has been once inspired by the interesting phenomena in our care training programs. We found alumni passing from the education and self-reliance training that serves orphans background, or dhuafa receive successful attainment as the entrepreneurs in our contexts and social achievements. This is the case that entrepreneurs with orphan background whose economic background is mediocre. However, our trainings do have impact making the orphans motivated and successfully strive in the entrepreneurship. Changes and opportunities have been managed below their control the opportunities of which have been oriented as the success indicators.

Corresponding Author:- Sodikin.

Address:- Islamic College of Annajah Indonesia Mandiri, Jl. Raya Sarirogo No. 1, Sidoarjo, Indonesia.

Job and business opportunities according to Suyanto and Karnaji (2010) are served differently between lower and upper social class and social class. The upper social class is relatively easier to open a business or find a job that suits their interests as they have the connection, power, education level, money or capital ownerships. The lower social class, due to the poor beliefs or traps of poverty and education, they are generally vulnerable, helpless and less likely to obtain adequate employment. To be able to get a job is hard and to get more entrepreneurship jobs require a hard struggle.

Factors that encourage entrepreneurship exist because the problem of no other work, or the opportunities available. According to Jubilee (2013) an entrepreneur is affected by some reasons: seeing opportunities, getting freedom working hours, termination of employment, and attitude to refuse to be ordered. An entrepreneur background also persists as one's father or family is a businessman, though it is not a guarantee. Hennon (2012) explains there is no innate entrepreneurial talent, on the contrary there are internal and external factors; one can become a businessman from time to time. Having a talent according to Maxwell in Kasali (2010) is just an opportunity, to be something a talent has to be honed so he takes out his aura of light and finds the door.

This research is expected to aspire for the foundation or orphanage institutions to direct to entrepreneurship coaching rather than merely consumptive use. The governments of countries that are suspected in the care of orphans but they do little, can have proportional views in taking care of the orphan programs. Zhou (2012) claims that the current trend of the country's role in the care of orphans and vulnerable children is minimal, so it is expected that institutions that care about orphans should start and direct its guidance to independence and entrepreneurship.

Studies reveal factors that encourage or interest to entrepreneurship, including assistance and business support, desire to become an entrepreneur, presence of good opportunities and appropriate resources, good prospects, and entrepreneurship education (Syarizal, Firdaus & Yee, 2015). Stevenson and Jarillo in Lackeus (2015) define entrepreneurship as a process whereby individuals are either in their own organizations or in pursuit of opportunities regardless of the resources they currently control.

Isada, Lin, and Isada (2015) assert environmental and individual are determinant factors affecting entrepreneurship. According to Wickham in Elizabeth (2004) factors of an entrepreneurship that has the pull factor to motivate include: financial rewards of entrepreneurship, freedom of work, freedom of innovation, and the desire of social status, and second factor, that is entrepreneurship incentive factors, financial, job insecurity, and career limitations.

Through his phenomenology research, Farashah (2013) found that farmers using entrepreneurial skills called Entrepreneurial vivacity and entrepreneurial astuteness have achieved substantial attainment, emphasizing they are able to recognize opportunities and initiate income-generating activities. Vivacity is described as the human capital and traits such as high tolerance for risk taking, learning motivation, and self-reflection. Entrepreneurial astuteness includes skills and knowledge of the prerequisites for the success of entrepreneurship, comprising of the preparation of resources and implementing it constructively.

Azwar (2015) identifies attitude factors in terms of the economic opportunity and challenge, and perceived confidence evidently gives significant effect and positive trend to increase entrepreneurship of the subjects being observed. Hendro and Widhianto (2006) identify nine factors driving entrepreneurs or entrepreneurship as a way of life: (1) Individual or personal factors, (2) working atmosphere, (3) Level education, (4) personality, (5) Educational Achievement, (6) Family Impulse, (7) Environment and Intercourse, (8) Want More, and (9) Coercion and Circumstance.

The stage of entrepreneurship process are of three: imitating & duplicating, duplicating & Developing, creating new and different. The first entrepreneurs imitate the ideas of others, both in terms of production techniques, design, process, business organization and marketing pattern. In the second stage entrepreneurs begin to develop new ideas, although still in slow progress and tend to be less dynamic. Finally, entrepreneurs create their own new product different (Koncoro and Syaifudin cited by Mahmudin, 2015). According to Moore and Bygrave in Elizabeth (2014) the entrepreneurial process is built on a cycle of four activities: innovation, a trigger activity, implementation, and growth. During the innovation stage, personal characteristics such as risk taking or experience, interacting with environmental forces such as opportunities.

Methods:-

This research uses qualitative method with phenomenology approach. Procedures developed by Colaizzi modified by Moustakas are applied (Creswell, 2015). Starting from October to December 2017 the researcher conducted interviews to 7 youths running their own entrepreneurship business. Each of them has the background of orphaned full-time foster orphans. They live around Surabaya. Exploration on their entrepreneurship is based on the following question: "How is your experience in entrepreneurship? How do you start a business? What are your driving factors in entrepreneurship? How do you run your business?"

Data analysis in this study applied model exemplified by Creswell (2015) and Anderson Spencer (2002). The steps are as follows: reading written transcripts over and over again to get an overview of the data, identifying important phrases or phrases that are directly related to experience, formulating meaning and grouping them into the same theme, integrating those results into a thorough and comprehensive description of the phenomenon under study, and validating findings with participants and include the words of the participants in the final description.

The main results of analysis reveal 3 clusters of themes that explain the problem of research explaining motivation and incentive of entrepreneurship, how orphaned full-time foster start or triple in entrepreneurship, and how they run their business. The cluster determination of the theme is the result of data analysis from seven participants. In the first step of the analysis process is to identify and determine the keyword or points of interview result from each participant. Then the theme of each participant's level is determined. Some first-level themes that have similar meanings are analyzed and combined to become a level 2 theme. The second level theme analysis that has the same meaning is combined, then the 2nd level theme that has similarity of meaning is combined in a theme cluster.

Results And Discussion:-

This study aims to explore entrepreneurship attainment of the orphans after training and apprenticeship have been done. The study focuses on three areas: motivation and drive to have entrepreneurship, on the ground steps to develop an entrepreneur, and how entrepreneur business is done.

The results of the research interview transcript resulted in 42 important statements. After the transcript was read over and over again, then identified important sentences related to experience by composing the meaning of the formula. From the meaning of this formulation, the researcher grouped into the same theme as in table 1 the example of the theme statement of motivation and entrepreneurship motivator. Grouping of themes in this study obtained 3 themes, such as in table 2 the example theme groups. This study obtained 3 groups of themes of motivation and incentive of entrepreneurship, triple base in entrepreneurship and running a business.

Table 1:- example of the theme statement of motivation and entrepreneurship motivator

No	Core Statement	Intended Meaning
1	My business started from a friend ticket booking, I enjoyed, then decided to set up a ticket business. I run Nusantara travel until now. In 2016, I worked in Garuda Indonesia for expedition section, Cargo. I found the relation agent, Eka working in expedition of Jakarta. I pledged for help for dooring, help me to send. That's where I have the desire to set up Courier service Express. (S1-MP1).	Entrepreneurship is driven by opportunities and opportunities.
2	My business motivation is I do not want to be bound by time. I am selling herbs, banana leather business, I work with friends (S4-MP1).	The desire to be an entrepreneur, because of free time available.
3	Though I retired, my customers still call me for a ticket booking. At the encouragement of old customers and support from my wife I set up my own travel, starting on the ground step base, starting from zero (S3-MP1).	Entrepreneurial motivation is started after breaking up with other people, and opportunities available in the field that has been occupied.
4	Before opening the branding business, Alhamdulillah I already have a Hobby in the world of Design. Then I followed the training HOW TO MAKE A BRAND by Mr. Subiakto, an expert and branding practitioners for 48 years. I see the opportunity in Branding in East Java. It is the	Hobby, expertise and the opportunity of entrepreneurship are the inspiration.

	opportunity. I decided to take a branding business after asking advice to my teacher, Mr. Patria. (S5-MP1)	
5	I worked in editing service because of my hobby to edit. Now I get the rewards. To operate the meat business Internet marketing must be done first to survive, ranging the price, market needs, etc.. From this we start running the business. Now I work for Video project, and focus to college. (S6-MP1).	Inspiration exists due to the hobby and skills in a certain work
6	My business motivation is to be independent until old age, business can be passed down to generation. (S6-MP2).	The driving force of entrepreneurship is to achieve independence, and effort can be lowered.
7	What drives my business is I do not want to be an employee, and want to hire people, do not want to be paid, like the world of marketing. (S7-MP2)	Self-dependence and self regulation are basic foundation of an entrepreneur.

After getting a few themes, the same themes are grouped under a more general theme, as in Table 2.

Table 2:- Example of Theme Groups

The zero first ground start	Motivation and encouragement of entrepreneur
1. The inspiration of business ideas 2. Determining the price 3. Business capital began to set aside money to debt 4. Power of daring and tenacious 5. Promotion and branding	1. Termination from work 2. Changes and opportunities 3. Independent and unbound 4. Social status

Motivation of entrepreneurship

1. Motivation and Drive for Entrepreneurship

Drive and motivation of entrepreneurial include: termination of work, wanting to be independent and unbound, social status, and opportunities and opportunities. Termination of work encourages participants to create an entrepreneurship, self-desire in order to get the entrepreneurship. The participants also want to focus on business, or work only for temporary time so that they can set the entrepreneurship.

I retired to work because of incompatibility and problems with management as experienced. Participant 3 testifies:

"I work in a 5 year travel agent, because a conflict with management, I decided to quit. Fortunately, I have trained my wife for business ticket selling tickets. I shared with my wife when tickets booking calls. I was encouraged. I received support from my old customers and I worked in collaboration with my wife set up our own travel, starting from the zero base ground." (S3-MP1)

An opportunity also comes up immediately. The enterprenur should see and captur at the best time he deems to be the best. Experience in testiominal 4 shows the proof.

"Before my attempt to work on game shofware techniques, not for 6 months, I stopped working because the shop was closed, then moved to the bookstore. Just in 3 months the store was closed and I was terminated, some of my salary had not been given." (S4-MP1).

The participant 7 used termination as not the drive to run the entrepreneurship business. He has enough experuence and skills to operate the enterprenuership but lack of capital.

"I work to find the science of how the optics, optical seminars, about 1-2 years to feel the science, I finally came out and went home, I was offered the store manager, but I still refused."

Changes and the Opportunity

The presence of changes and opportunities serve a lot of business as replicated by the quotes 1 an 2. The 2 participants described change, opportunity of services and supports and linkages.

"My entrepreneur started from a friend message tickets. I set up a business ticket for my own travel agency. I worked in the Garuda Indonesia expedition. I found an opportunity from my colleague, Eka who works in Jakarta expidency. I received guides and I learned , mas please help me help me dooring, help send. That's where I set up Express Courier service" (S1-MP1).

"I taught my wife for business ticket selling tickets. After received capital from my custimer, I run my own travel supported my wife."(S3-MP1)

Social status:-

Entrepreneurship desire is exist because of motivation in self-wanted status of entrepreneur, even this intention existed since childhood. For certain participants the entrepreneur status is beneficial from the view of appearance and trust.

"I have the desire to be entrepreneurs since childhood, the businessman wear a tidy suit, though at that time I do not know what entrepreneur." (S2-MP1).

The status is associated as want to be a more beneficial person who encourages entrepreneurship. "What drives me a business is I do not want to be an employee, but to hire people, do not want to be paid, like the world of marketing. (S7-MP2).

Independent and unbound:-

Motivation to be entrepreneurs also appear because one does not want to be bound, want to be independent, so one is an entrepreneur. Many of the motivated participants do not want to be bound and free to work. Even until the business closed he wanted to an enterpreneur.

"My motivation to run a business is I do not want to be bound by time. I am selling herbs, banana leather business, I work with friends" (S4-MP1).

"My business motivation wants to be independent until old age, effort can be passed down to generation. (S6-MP2).

On the ground zero start:-

All participants with orphaned background have the full-time in pioneering efforts ranging from zero. The start consists of collecting capital, doing their own business, capital partnership. The triple traps in entrepreneurship are attached in terms of the emergence of business ideas, price determination, business capital from the elimination of money to the work of debt, the desperate power, patience and conviction of rizki, as well as promotion and branding.

The emergence of business ideas:-

The business ideas of orphaned full-time participants come from hobbies, joys, skills, even departs from activities or work routine. Participant 1 claimed that he received a ticket order then open travel. The business started from a friend message tickets, then kesusan, business tickets or ticket sales, the name of Nusantara travel until now. (S1-BA1).

As for the business whose ideas come from hobbies and craftsmanship, he states to receive trainings he intended to do. He sees the opportunity for the business after craftment and skills have been possessed. His business starta fully from his hobbies. Variations of business are also made in relation to the internet marketing the skill he attained during the training. The success key is within the mastery of the skill that he has as the hobby.

Determining the price:-

According to Kotler and Keller (2016) price is one element of the marketing mix that generates revenue, the price also communicates the value positioning of a product. But surely many consumers or buyers will take into account and re-evaluate what they buy, so an entrepreneur must be careful in setting the price.

Partipants have to follow the price set by the producer, or the ticket price provisions, but some participants must set their own price for the services provided. Initially he is hesitant but after several times he received orders participants can set the price by adjusting the quality. As expressed by the following participants.

"Previously I was not sure, afraid of not sold, so my initial design is sold in cheap price for IDR 100.000 to 500.000. I see the opportunity and branding, then I am quite sure to make up the price up to IDR 3.000.000 and it is sold by IDR 2.500.000." (S5-BA2).

As for entrepreneurs who become distributor stay to follow the existing price on the product as submitted participants 2. Kotler (2015) specifies pricing decisions are complex and must take into account many factors, such as companies, customers, competitors, and the marketing environment.

Business capital starts from the elimination of money and debt:-

Entrepreneurship needs the existence of capital. Capital problem for orphaned full foster to start the effort is obtained from the debt or rest of salary at the very limited number. The start-up funds is served to order the first goods, to buy equipment for business, to open a new outlet and maintaining its sustainability. In seeking the capital, participants start from putting money from work to debt.

"For the first start to store honey product, I need IDR 2.500.000, I borrowed IDR 1.000.000 from a friend. Finding a loan is so difficult at that time. I added the loan from different friend. However, in the fifth change to I received benefits that achieved IDR 7.500.000, I paid back all the loan and I run with the benefit all my business. For the additional needs that require payment I fulfilled by credit payment system" (S5-BA-1).

Participants opening business in the village claim to venture by borrowing money from the village finance institution. He operates the Optical Shop. His own matters were identified by the first minimum capital. Smartness is required to manage the debt ratio. Return must be considered fully so that all the capital would not lost and the pay back runs smoothly. However, the capital is still not enough. Cooperation is made by joining with other agency.

The power of desperation to ascend the class:-

Business sometimes needs a desperate attitude. Motivation is required by reading motivation articles. Participants claimed to have read the book of Mas Jaya Setiabudi the power of Kepepet as the motivating factor. Participant 3 no longer rents a house in a strategic place to expand its business. The place is considered valuable in to increase the image and business class. The site is Bungurasih, a strategic area nearby the Surabaya airport whose cost is high but prestigious.

To climb the class is indeed desperately important. Supports from the family are hard to achieve in the initial struggle. But the show must go on. The way to increase starts from the ownership of small outlet in the house, expanding to the market area developed as the distributor, and currently being the travel agent, a prospective business plan in transportation.

Promotion and branding:-

Promotional strategies should be done by entrepreneurs or in the industry, for example through exhibition events, direct marketing, online promo, even Word of Mouth Marketing. These orphaned full-time orphan entrepreneurs promote with a variety of strategies and techniques, some come directly to specific communities, educate, through advertisements and exhibitions, counseling and following exhibitions.

Advertising can be a cost-effective way of spreading messages and building brand preference. Using technology through the internet is effective according to the participants. Participant 2 asserts: "In promoting my business I use a strategy of how our ads for the prospective customers on the internet, distributing brochures over the internet, getting a lot of prospect databases." (S2-BA1).

Some participants create a brand that will certainly be tested its effectiveness during business trip. Brand building is a challenge for small businesses with limited resources and budgets. However, many success stories of entrepreneurs who have built their brand basically also start from scratch. Some of the strategies done in this branding as submitted by the following participants. "After buying the lens cutter, I can cut it myself and the work is quickly finished. Here, I brand my product by "a 30 minute finish" (S7-BA3).

In addition to making branding, one of the participants in promoting his business assigned his friend as the star of his ad. The 4 participant reported: "I do promotion, cooperation and membranding with" skin banana fun, a lot of taste. Perform an advertising strategy by using beautiful college buddies as endorsement (S4-BA1).

Running a business:-

In carrying out the business participants who are entrepreneurs are also experienced as entrepreneurs in general, such as loss, ketipu, and bankruptcy. Loss experience, unsold and bankrupt are experienced by participant 6 who sell products such as meat through on line. Similarly, the editing services also occur. The young man continues to survive.

Different experience with participant 3 that trips with his travel business persists. He starts a business somewhere, then reckless contract at a strategic place near the terminal Bungurasih. The story is just an open to a new place. "New first open a business here 3 monthly, I got a disaster, have a partner need a lot of funds, I invest 10 million to collect 100 million, I shares on him, the money is never back. At that time I was down and hopeless. But I receive support from my wife, all are from Allah and Allah designed anything in the world including our business." (S3-MU1).

The other experience was bankruptcy, as experienced by participant 4 selling the bananas. The loss was also experienced by participant 5, because he was still working as an employee, so his business was run by someone else. The business runs unclear, and finally he went into bankruptcy. While working, he opens a printing business, like screen printing, but the business was destroyed during 6 months, and received bankrupt because of no system. Loss achieved IDR 7.000.000." (S5-MU1)

Focus:-

The young entrepreneurs who start a business of course still try and try what is the right and profitable. The business ideas are all not instant, first try a lot of business, but seriousness is the most point. The point is focus and focus.

The importance of network of fellow entrepreneurs:-

participants 1 feels to have getting together with the entrepreneur community. The linkages are helpful to expand the business and motivate to the product expansion. "I am because of myself and no linkage I get, I finally stopped entrepreneurship." In contrary, participants 5 who is initially inferior, he receives the benefits of gathering with the community, finding new relationships, gaining experience, input how to do business, as well as introducing the product. "After joining the training I can link a lot, friends who have business, all entrepreneurs gather. When I talk about my turnover, in the house of Mas Aldi an entrepreneur, Pak Subiakto the training alumni, gives an advice, "you have to focus, you have to join SME training, keep in touch with SME entrepreneurs, there contacts, enter groupnya." (S5-MU2).

Maintaining customer loyalty:-

Customers are different and having variety of wishes. Entrepreneurs have to really understand what the customer wants so they remain loyal to the product or service provided. Here are the strategies of the participants in maintaining the loyalty of customers, such as participants who have travel business facing traveloka competition and the like, as he said, "Many rivals there are traveloka and others, We serve customers with checking facilities, even though the price is increased little but satisfied the customers, if there a cancel occur we give help." (S1-MU 1).

In contrast to participants 3 who face the competition, the strategy used by the participant 2 is to give discounts, prizes and even toll free card. "I used the strategy to give discounts, provide delivery service even though the price is different, quick info, free credit, to some partners I give parcels every year." (S3-MU2)

The strength of patience and belief in Rizki:-

As the wise words we often hear, "whatever we can do but the decisive revelation is of Allah". We experience loss, failure, or profit as the common to entrepreneurs, so we respond to it successfully. Above all, we need also patience, and perseverance about rizki as the right of Allah. "To open a business is easy, like the beans, but to survive is difficult. I am still grateful for 3 years of this business I can still live, survive with the amount of competition. Allah distributes the rizki. I can achieve the knowledge of my boss, survival is better than open another business, maintaining it is the point of the end of our efforts. If in the 2nd year we have been shaky, can not survive, that's the saturation point of our efforts. However, if we are stable or survive, our test to become a successful person will be achieved." (S3-MU2)

Utilizing technology and product innovation:-

As the business world continues to grow, as science and technology evolves, the work is formerly simple and done within the long-term hand capabilities. Now, the world are changing faster with advanced technology and machinery or equipment. Participants in running their business can not be separated with these developments, as do participants 7 selling the lens cutter testimony.

"Using the technology, participants are suggested to buy their own lens cutters. A guarantee of 30-minute glasses order is achieved. Not all optic shoppes have the tools, so I innovate to use this opportunity." (S7 -MU1)

With technology, many entrepreneurs get benefits to introduce their business. They need branding, logo design and others. For newly emerging SMEs, it is difficult to make logos or branding. This opportunity is practiced by participant 5. As Small SMEs can not be afforded because its costs are millions, the participants create new products for the middle to lower. He pioneers to making new products, old products for middle to upper. By 2018 he produces the products for SMEs middle-down class that cost IDR 100.000 to 1.000.000, branded as Affordable new products. "(S5-MU1)

In addition to product development, most participants take advantage of technology for marketing, be it websites or online marketing. As their narrative follows:

"In the year 2018 I want to develop Umrah Hajj, the same focus to the tour, just find an expert, find his HR, find hard employees, and ngembangin Website." (S3-MU2).

"I built a house in Bojonegoro that I will plan for the production of honey itself and as an online business training house. I will also develop a vaseline business for hair oil and motorcycle rental services 3." (S2-MU2)

Conclusion And Implication:-

This study has analyzed entrepreneurship of orphans by Yayasan Yatim Mandiri (The Foundation of Self Reliance Orphans) in three categories: motivation of entrepreneurs, the zero ground start, running and maintaining the entrepreneur. The major findings indicate that orphans have been wrongly perceived as a hopeless capitals and they should receive donation to survive. Yayasan Yatim Mandiri has trained thousand of youth orphans by motivating and preparing to survive in the struggling callenges. The results of suprising that successful trainers do their best for entrepreneur in the society. Specifically, values of entrepreneurship can be internalized through the values of religion, whorship whereby revelation and strive for the daily lifes are inevitable. Implication is made that Islamic istitution should rely much on the self-reliance basis for training the orphans and striving people, giving self reliance efforts for some extended areas.

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