

**BUILDING ATTITUDES OF ENTREPRENEURSHIP TO THE SKILLED  
EMPLOYEES**

*Asked to fulfill one of the Task Courses Entrepreneurship*

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UNIVERSITAS KOMPUTER INDONESIA  
BANDUNG  
2017**

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## **ABSTRACT**

*Based on the Regulation of the Minister of Manpower and Transmigration No. RI. 11 of 2013 on guidelines for the implementation of the National Work training system that the Work Training is the whole activity to give, obtain, improve, and develop work competence, productivity, discipline, attitude, nature and work ethic at certain skill and skill level according to the level and qualification of position Or employment for employees. Entrepreneurship is essentially an ability to think creatively and behave innovatively as the basis, resources, driving force, goals, strategies and tips in facing life's challenges. An entrepreneur can not only plan, speak but do, realize the plan plan in his mind into a success-oriented action. So it takes creativity, that is the mindset of something new, and innovation, that is action in doing something new In this Scientific Work is about building entrepreneurial attitude towards skilled employees. This scientific work is made to know the influence of skilled entrepreneurs to entrepreneurship and know the tips to build entrepreneurial attitude The method used in making this scientific paper is descriptive method of analysis to discuss the identification of problems concerning skilled entrepreneurs and resources.*

*Keywords: Entrepreneurs, Resources, skills, employees, entrepreneurial nature, entrepreneurial attitude.*

## FOREWORD

Praise and Gratitude we pray to the presence of God Almighty, because for His blessings and guidance I can finish this Scientific Work Task. This Scientific Work Task is done to fulfill one of the tasks of Entrepreneurship course.

We would like to express our greatest gratitude to Mr. Ir. Eddy Soeryanto Soegoto and UNIKOM Entrepreneur Team. As a lecturer of the eye of Entrepreneurship who has given a lot of knowledge and provide direction and guidance to me in the preparation of this scientific work.

I would also like to express my gratitude to all those who have helped to participate in the completion of this Scientific Work Task, hopefully all the help will be given the best reply by God Almighty.

In this Scientific Works Task there are many shortcomings, for that I want to say apologies as much as possible. Criticism and suggestions we received as a good feedback for us in the future. And hopefully this Scientific Work Task is useful for all of us. Amen.

Bandung, June 10, 2017

Compilers,

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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND

Having your own company is a dream of most people especially when looking for a job is difficult so most people prefer to open their own business both medium and large businesses in addition some people are more comfortable working alone in the appeal to work with others, there are several factors that influence it Either because the internal factors of the prospective workers themselves who do not want to be governed by the rules that exist in the company and factors from the outside of the company that has a specific criteria for prospective workers from some existing problems then one solution is to become entrepreneurs.

Professions as entrepreneurs are currently on the rise may be due to the benefits of being many entrepreneurs in addition to the work time was more flexible so liked by most people. But behind many of the benefits of being an entrepreneur too have an impact loh even the impact is quite harmful not only for the entrepreneurs themselves but in society and country.

An entrepreneur will never be separated from a resource, both natural resources and human resources tailored to the type of business that is built then indirectly will always be associated with resources either because the product is the composition of natural materials and workers who help or cultivate His efforts that utilize human resources.

Today there are many successful entrepreneurs but not a few entrepreneurs who ignore resources for their personal interests such as large profits by exploiting nature such as forest burning that occurred in Kalimantan, now almost exhausted mines in Bangka Belitung and many

more . From what the entrepreneur is doing then automatically his human resources will have impacts such as the number of layoffs so the number of unemployed because the materials that have been run out of dan and many other examples should be an entrepreneur must think of the factors supporting his business and a penguaha must have a skilled soul in order His business is also beneficial to the public much more than just thinking about personal interests for his company.

## **1.2 IDENTIFICATION OF PROBLEMS**

1. What is an Entrepreneur?
2. What are the characteristics and characteristics of an entrepreneur?
3. What skills should a entrepreneur possess?
4. What are Skilled employees?
5. What is Employee Performance?
6. What are the employee performance factors?
7. What are the goals and benefits of employee performance appraisal?
8. How important is the resource for the entrepreneur?

## **1.3 PURPOSE**

The purpose of writing this scientific paper is to analyze how much influence and how skilled entrepreneurs relation to natural resources. The result of writing this scientific paper to complete one of the tasks in entrepreneurship courses.

The purpose of writing this scientific paper that is:

1. To know the influence of skilled entrepreneurs against entrepreneurship.
2. To find out tips on how to build an entrepreneurial attitude Against skilled employees.



#### **1.4 BENEFIT**

With the writing of this scientific paper the authors hope that the results of writing made useful in providing an overview and knowledge to the reader about the tips to build entrepreneurial attitude towards skilled employees.

## **CHAPTER 2**

### **THEORETICAL FOUNDATION**

#### **2.1 ENTREPRENEURIAL DEFINITION**

Entrepreneurs are the ones who have the ability to see and assess business opportunities, gather the resources needed to take advantage of them and take appropriate action to ensure success. (Eddy Soeryanto Soegoto, 2014: 27)

Entrepreneurship is everything that is important to know an entrepreneur, the person who has the nature of hard work and sacrifice, concentrate all the power and dare to take risks to realize the idea. (Eddy Soeryanto Soegoto, 2014: 27)

Entrepreneur is someone who has the soul and ability (ability) that is creative and innovative, able to create something new and different (ability to create the new and different), able to start a business (start up), able to make something new (creative) , Able to look for opportunities (opportunities), dare to take risks (risk bearing) and able to develop ideas and gather resources. Eddy Soeryanto Soegoto (2014: 32)

According to the theory that has been discussed it can be concluded that Entrepreneur is a person who is able to sacrifice and have the courage to obtain the opportunity to utilize the available resources.

## 2.2 CHARACTER AND PROPERTIES OF ENTREPRENEUR

NO	CHARACTER	PROPERTIES
1	Confidence	The nature of self-confidence begins with a person who has faith, independence, individuality, optimism, clinging to personal opinions with the advice of others is used only for consideration.
2	Oriented tasks and results	The nature of an entrepreneur does not give priority to prestige but focuses on accomplishments to be accomplished in addition to the need for achievement, profit-oriented, perseverance and fortitude, strong determination, hard-working, energetic, and initiative.
3	Risk Takers	The risk-taking feature is important in the entrepreneurial world that is full of risks and challenges. The important thing to note is that how an entrepreneur has the ability to take risks with consideration and likes to challenge.
4	Leadership	In an absolute entrepreneur having the soul of leadership as can associate with others and like to suggestions or criticisms that build an example of a good leader should listen to suggestions and criticism from his subordinates for the advancement of corporate performance
5	Originality	An entrepreneur not only follow others but has his or her own opinion, original ideas and able

		to realize the idea besides it must have innovation and creativity high, flexible, all-round and have a wide business network.
<b>6</b>	Oriented to the future	An entrepreneur must be a perspective, have a vision for the future. Because a business is not established for a while but forever. To prepare for a far-sighted vision, entrepreneurs need to devise careful planning and strategy. Presentation and have a future-oriented way of thinking or thinking.
<b>7</b>	Honest and diligent	Priority honesty in working and diligent in completing work
<b>8</b>	Creativity and innovation	Creativity is the ability to develop new ideas, and find new ways to see opportunities or problems that will be faced. Innovation is the ability to use creative solutions to fill opportunities that can bring benefits to people's lives

*Tabel 1 character and properties of entrepreneur*

According to the table that contains various characteristics and entrepreneur nature can be concluded that if we intend to become an entrepreneur then we must analyze whether we are appropriate and in accordance with the properties and characteristics above, if not yet we must further improve ourselves to be better and Deserves to be an Entrepreneur.

### 2.3 Skills a businessman must possess

NO	KINDS OF SKILLS	IMPLEMENTATION
1	Basic skills	<p>A. Have a high spiritual mentality</p> <p>B. Have a superior personality that is able to ruin the life, take the time and always think positive</p> <p>C. Good at initiative</p> <p>D. Can arrange a plan</p> <p>E. Can coordinate business activities</p> <p>E. Have formal education</p>
2	Special skill	<p>A. Conceptual Skill is a skill to do business thoroughly based on the concept made in entrepreneurship.</p> <p>B. Technical Skill is the skills to perform and practice certain techniques in managing their business.</p> <p>C. Human Skill is a skill to work with other people, subordinates and fellow entrepreneurs</p>

*Tabel 2 2.2 Skills a businessman must possess*

The skills required of an Entrepreneur to menujjang business success (Eddy Soeryanto Soegoto, 2014: 34)

1. Technical Skill, which is the skill required to perform special tasks, such as secretary, accountant-auditor, and drawing expert.
2. Human Relations skill, ie skills to understand, understand, communicate, and relate with others in the organization.
3. Conceptual Skill, ie skill for abstract thinking, to diagnose and to analyze different situations, and to see the outside situation. Conceptual skills are essential to gain new market opportunities and face challenges.
4. Decision Making Skill, ie personal skills to formulate the problem and choose the best way to act to solve the problem. There are three main stages in decision making, namely:
  - a. Formulate problems, gather facts, and Identify the alternative solver;
  - b. Evaluate each alternative and choose which alternatives best;
  - c. Implement the selected alternatives, follow up Periodically, and evaluate the effectiveness chosen The.
5. Time Management Skill, ie skills in using and managing time as efficiently and as productively as possible
6. Individual skills and attitudes, ie individual skills and attitudes.
7. Knowledge of business, ie knowledge of the business to be entered.
8. Establishment of goal, namely stability in determining company goals.
9. Take advantages of the apportunities, which are the advantages of finding business opportunities.

10. Adapt to the change, ie the ability to adapt to change.
11. Minimie the threats to business, ie the ability to minimize threats to the company.

According to the Table that contains various skills needed to be entrepreneur can be concluded that if we want to become an Entrepreneur then we must be skilled like the criteria that already exist in the previous discussion

## **2.4 Skilled Employees**

Human resources are individuals within the organization that make a valuable contribution to the achievement of organizational goals. These individuals will determine the process of growing and developing a business can even be the cause of bankruptcy of a company. (Eddy Soeryanto Soegoto, 2014: 306)

The type of HR skills needed by (Eddy Soeryanto Soegoto, 2014: 34) are:

1. Conceptual Skill (conceptual skill),
2. Human skills (skill), and
3. Technical skills (techical skills)

According to the theory that has been discussed can be concluded that employees including human resources and to build a solid company hence required skilled employees.

## **2.5 Employee Performance**

According to A.A Anwar King Mangkunegara in his book entitled Evaluation of Human Resource Performance, employee performance is:

"The work in quality and quantity achieved by an employee in performing his duties in accordance with the responsibilities given to him". (Mangkunegara, 2009, p.9)

According to the theory that has been discussed can be concluded that employees including human resources and to build a solid company hence required employees who have the quality and quantity will determine the success of a company.

## **2.6 Employee performance factors**

There are several factors that influence employee performance appraisal, they are:

- a. Characteristics of the situation.
- b. Job descriptions, job specializations and standards Performance.
- c. Performance appraisal goals.
- d. Attitudes of employees and managers to evaluation.

According to the factors that have been described it can be concluded that the ads various factors supporting an employee's performance, especially the spotlight that is the third factor on performance appraisal that is important to achieve good appraisal hence should be held employee training supported by the existence of regulation from government based "Regulation of the Minister of Manpower and Transmigration No. RI. 11 of 2013 on guidelines for the implementation of National Work Training System "(Eddy Soeryanto Soegoto, 2014: 317) The sound of the article is as follows:

article 1

In this Ministerial Regulation the meaning of:

1. Job Training is the whole activity to give,  
Acquire, improve, and develop competence  
Work, productivity, discipline, attitudes, and work ethic on a  
level



Certain skills and expertise according to the ladder and Job or job qualification.

2. National Work Training System, hereinafter abbreviated Sislatkernas, is the linkage and integration of various Job training component to achieve job training objectives national.
3. Employment training institutions are government agencies, agencies  
Laws or individuals who are eligible for  
Organize job training.
4. Competence of work is the ability of each individual work  
Includes aspects of knowledge, skills, and work attitude  
In accordance with the established standards.
5. Indonesian National Work Competency Standards, hereinafter Abbreviated SKKNI, is the formulation of work ability  
Includes aspects of knowledge, skills and / or expertise  
As well as the work attitude relevant to the execution of the task and  
The terms of office specified in accordance with the provisions of the rules  
current regulation.
6. Certification of work competence is a process of awarding competency certificates conducted systematically and objectively through competency tests in accordance with Indonesian National Work Competency Standards, International Standards and / or Special Standards.
7. Work competency certificate is written evidence issued by an accredited professional certification body that explains that a person has mastered a certain job competence in accordance with SKKNI.

8. The Indonesian National Qualification Framework, hereinafter abbreviated as KKNI, is a framework for the inclusion of competence qualifications that can match, integrate and integrate between the field of education and the field of vocational training, as well as work experience in the provision of job competence recognition in accordance with the structure of work in various sectors.
9. Work-based competency training is job training that focuses on the mastery of work skills that includes knowledge, skills and attitudes in accordance with established standards and requirements in the workplace.
10. Accreditation is the process of formal recognition stating that an institution has fulfilled the requirements for conducting job training activities.
11. Accreditation institution of work training institution hereinafter referred to as accreditation institution (LA-LPK) is an independent institution and established by Minister that function to develop system and implement accreditation of work training institution.
12. Central Government, hereinafter referred to as the Government, shall be the President of the Republic of Indonesia holding the power of government of the Republic of Indonesia as referred to in the 1945 Constitution of the State of the Republic of Indonesia.
13. The Regional Government shall be the Governor, Regent, or Mayor, and the regional apparatus as an element of the regional administration.
14. The National Board of Professional Certification, hereinafter referred to as BNSP, is an independent institution responsible for the implementation of competency certification established by Government Regulation.

15. Minister is the Minister of Manpower and Transmigration.

## **2.7 Objectives and Benefits of Employee Assessment**

The purpose and subject of an employee performance appraisal system is to generate accurate information about the behavior and performance of the organization's members. The more accurate the information generated by the performance appraisal system, the greater its potential value for the organization

The benefits of an employee performance appraisal are the results of a benchmark performance appraisal as a basis for regular evaluation of the performance of an organization's members. Whether an employee is judged to be competent or incompetent, effective or ineffective, promotable or not, and so on is based on information generated by the scoring system Performance. In addition, organizations often try to influence future motivations and performance by linking rewards, such as salary increases and promotions.

According to the theory that has been presented about the purpose and benefits it can be concluded that the assessment of work is needed so that employees who are in the company is a superior and superior employees.

## **2.8 The Important Role of human resources in entrepreneurship**

The human resources in entrepreneurship so important can be explained in the view of Robert J. Eaton, CEO of Chrysler Corporation, USA, once said: "The only we can beat the competition is with people". Eaton's statement is as if to emphasize that amidst the rapid technological sophistication, it turns out the role of human resources in determining the success of the company can not be ignored. Like the

saying, HR is a source of competitive advantage that is not cracked by heat, not decayed by rain. This is in contrast to product technology and production processes that are judged to diminish its importance as a source of competitive advantage.

In all types of entrepreneurship, success is also very dependent on the human resources owned. Especially in services, there is contact between human resources with consumers directly. The company must also anticipate all possible problems in HR management from the selection phase to the more complex human resource management process.

The level of attention and emphasis on the role of human resources in services is very important, especially in the current era of globalization where there will be no limit of resource mobility including human resources. The important role of HR in service companies should be differentiated for its further management (Payne, 1983), which are grouped among others:

1. Contactors, are human resources that are closely related to the consumer and choose the activities of marketing conventionally. They have a position in terms of selling and its role as customer service.

The HR involved in this role requires training, preparation and high motivation to serve the everyday consumer. In addition, claimed to have responsive capabilities in meeting consumer needs (people who play a role in sales and customer service). Training and intensive work development (Receptionis, telephone operator).

2. Influencers, its tasks include the provision of research and development, the role of HR is more focused on the implementation of corporate marketing strategy. An influencers must have the potential ability to attract consumers through the results it obtains. Success achieved with the standards of consumer desire. Influencers are also given the opportunity to connect with consumers for better results (R & D, market research)

3. Isolateds, human resources in this role seem to be difficult to succeed if they do not have adequate support from management, especially to motivate them. HR

should be directed to know its role, as well as company's marketing strategy so that they can contribute more optimally to the company (bookkeeping staff).

According to the theory that has been presented can be concluded that human resources in entrepreneurship is a major factor in support of an entrepreneurship because without resources no one can be processed or no one can process the business.

### **CHAPTER 3**

#### **PROCESS AND RESULT**

From the task given the author took the theme of "Become a Skilled Entrepreneur to Mobilize Resources" with the title of scientific work taken is Building Entrepreneurship Attitudes Against Skilled Employees. Based on the title the author hopes the purpose of writing this scientific paper can be done properly. With the discussion that has existed in the previous chapter on the theoretical basis then the author will provide the essence of building entrepreneurial attitude towards skilled employees are:

#### 1. Tips to build an entrepreneurial attitude

Attitudes can be grown and developed through the learning process. In the learning process can not be separated from the communication process where there is a process of transfer of knowledge and value. If attitudes are the result of learning then the main key to learning attitude lies in the process of cognition, where the process of cognition is a person's mindset or a person's belief about something in the can from the process of thinking through the experience itself experienced.

Cognition □ Consciousness □ Measuring

As for some steps and how to grow entrepreneurial spirit within self that is:

#### A. A strong determination to start

A strong determination to start a business becomes the basic foundation that needs to be invested so that the company built can stand firmly because with strong determination and conviction in all the problems that hit the company both about limited capital funds will be solved with various solutions that you can get can Also make use of existing resources around as long as the utilization is still limited fair.

## B. Focused and consistent

The first step to do is determine the main focus in running the business and continue to increase the knowledge and skills needed to optimize the focus that has been determined. With the condition of a businessman should not be satisfied with what has been obtained.

## C. Learn from the story of successful entrepreneurs

Motivation from someone who has experience in the business can generate entrepreneurial desire by learning from the story of the journey of successful entrepreneurs who had once fallen up in running their business, the beginners can be motivated to dare to beat the fear other than that it can be in the business by learning business strategies Which once employed great entrepreneurs in achieving success.

## D. Force yourself to start a business

Usually someone needs to be forced first so he dares to try. Therefore, force yourself to dare to fight fear in starting a business and move now. Better to dare to learn from the failures that experienced rather than not learn at all. So start now and achieve the success that lies ahead.

## 2. How to become a skilled employee

Every employee has a strength in an area to pair employees to be able to guide each other in the field of strength to help build a strong team as to the way that is by doing the following things:

A. Every employee invests in the success of his coworkers. Investing in the success of others will make it difficult for people to hate each other with the difficult nature of hating each other then the existence of seniority or less workplace dispute.

B. Weak employees expect that they will be great employees because great employees will share all the tricks and habits in the company.

C. Great employees have a rare opportunity to grow and learn. Development opportunities for great employees are fewer. Peer inspection offers interesting and constructive learning.

D. A company leader is entitled to choose a credible employee as a team leader. In one case, acknowledging from the beginning that credible employees have different roles will reduce dislike. Unofficial leaders are always harder to get support than officially elected leaders. (Casey Fitts Hawley, 2005)



## **CHAPTER 4**

### **CONCLUSION**

Based on the results of scientific papers that have been described about building entrepreneurial attitudes towards skilled employees it can be concluded as follows:

1. An employee is an important element in a company to be a skilled employee is not easy then it should be dbarengi with the properties owned by the entrepreneur.
2. Employee performance is also important because it is the main thing that employees must have to improve employee performance can do the following such as training, seminars, workshops, and talk shows.
3. Entrepreneurs are people who are able to sacrifice and have the courage to obtain the opportunity to utilize the available resources.
4. employees including human resources and to build a solid company hence required skilled employees and employees who have the quality and quantity will determine the success of a company.
5. human resources in entrepreneurship is a major factor in advocating an entrepreneurship because without no resources that can be processed or no one can process the business.
6. assessment of work is necessary for employees who are in the company is a superior and superior employees.
7. Based on difat and certain characteristics then we must analyze whether it is appropriate to be an entrepreneur if not we must further improve ourselves to be better and deserve to be an Entrepreneur needed in various companies.

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PT Gelora Aksara Pratama

Undang-Undang Nomor 13 Tahun 2003 tentang Ketenagakerjaan

Peraturan Menteri Tenaga Kerja dan Transmigrasi RI No. 11 Tahun 2013 tentang

Pedoman penyelenggaraan sistem pelatihan Kerja Nasional.