



Entrepreneurship as a Career Choice Among Youth: A Study of Perceived Risk, Motivation, and Social Support

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ABSTRACT

This research was conducted to determine Decision Making in Choosing Entrepreneurship as a Career Field. The theory used is Ginzberg's career development theory. This theory was chosen because it relates to a person's decision making process in choosing a career, there are two groups of young people in this study, namely the first group informants who have just finished their education directly become entrepreneurs and the second group informants work first in a new company to become entrepreneurs. This study examines the reasons for the decision making of young people who are confident of becoming entrepreneurs at a young age. The results obtained from this study were that the informants had aspired and wanted to become entrepreneurs since they were little, then encouragement from family and friends that made them confident of being an entrepreneur, and making their past job as valuable experiences and lesson that can be applied in the business of the informant themselves, even though many challenges were faced, they all became valuable lessons for young generation and make it experience.

Keywords: decision making, youth entrepreneurship, career, Ginzberg's career development theory, technopreneurship

Introduction

Making career decisions that someone will choose, affects their future. Some important factors that can influence career choice are values, interests, abilities, skills and work life experience. However, there are several other factors and problems that are an important part of career choice, namely an ever-changing workforce, ever-evolving technology, the uncertainty of a job and the global economy which worsens the projection of future job choices. This can trigger a person to have multiple careers and have multiple career choices doubt in every one's career choice (Zunker V.G, 2006, p.12). Moreover, according to the Central Statistics Agency (BPS) quoted from (Indonesiainvestments.com, 2016), Indonesia currently recorded an unemployment rate of 7.04 million people in 2017, an increase of 10,000 in the past year from a total population of around 255 million people. Which places Indonesia as the fourth most populous country in the world, preceded by China, India and the United States. Half of the total population in Indonesia is youth under the age of 30. These two factors state that Indonesia is a country with a large workforce and will continue to grow every year, so job creation is urgently needed. The results of the BPS survey, the largest unemployment in Indonesia are young workers aged 15-24 years, those who have difficulty finding work, namely students who have just graduated from universities and vocational and high school students. This is what encourages the younger generation to no longer look for jobs and work for other people, but the younger generation is now making more choices about entrepreneurship.

entrepreneur according to Rusdi (2005, p.40) is a person's ability to run a company so that it can run efficiently and profitably, its function is to organize various types of factors of production to produce the goods and services needed for society. As data taken from BPS noted that Indonesia is a country with a higher number of vulnerable jobs, namely unpaid workers and employers compared to other developed or developing countries. Quoted from Makassarpreneur.com (November 30, 2010) that with a lack of jobs and increased unemployment, being an entrepreneur means being able to open jobs for many people. And if the entrepreneurial potential of the younger generation is managed properly, this will become Indonesia's economic strength, therefore it is important to foster a sense of entrepreneurship in the younger generation

and fully support it so that the younger generation can become strong and independent entrepreneurs. The definition of youth has three elements, namely youth age, youth activities and youth goals. When associated with the age element, youth are those aged 15 to 30 years and the age of maturity for a young man starts at the age of 24, so a young entrepreneur is someone who starts doing business at a young age. The types of businesses nowadays are indeed varied, the younger generation can also explore other types of businesses that are more innovative. In contrast to the old days, before all using manual methods with paper, now digital methods are much more popular in running a business. In the past there were few employees but a lot of work, one person did a lot of work and it took more time because it was done manually, now one employee only focuses on his work. In the past, a person's work was only what was in front of him, now work can come from anywhere, at any time, even though it's a different country (Brainly.co.id, 2017). Like the phenomenon taken from the website Bisnisukm.com (n.d) where a young person who only makes videos on Youtube but is able to earn hundreds of millions per month, but his parents who have worked for dozens of years in a company only earn to eat everyday. It is from these thoughts that encourage the younger generation today to no longer rely solely on working for other people and waiting for income once a month, but the younger generation can make a decision to open their own business or become entrepreneurs. Where youth can have the freedom to achieve the desired goals, such as the freedom to set operational schedules, the freedom to determine business goals and the freedom to set business plans, namely to be the boss of the business. Youth will be much more satisfied with their potential if the business reaches a point of success. Creativity, enthusiasm for work and dreams to aim for will be the motivation in running a business. The opening of new opportunities to expand the business is wide open, entrepreneurs will also be able to create useful jobs that automatically help job seekers to get jobs, so there are social benefits to be gained. Then also the profit generated when opening your own business is that the income can exceed the salary as an office employee.

However, not only the benefits are obtained but there are obstacles that will be experienced by young entrepreneurs taken from Finansialku.com (October 28, 2016), such as difficulties selling offline and online without a sales strategy and not understanding how to influence consumers will lead to difficulties in selling. A young entrepreneur needs to learn more about how to take a persuasive approach to potential customers. The second is difficulty managing finances, if entrepreneurs do not have the ability to manage the budget, the business will collapse in the first year, so entrepreneurs need to have the ability to manage their finances. The third is difficulty with capital/business funding, not having sufficient capital is a difficulty faced by an entrepreneur, capital can be obtained from one's own savings or borrowing capital from other parties, such as loans from banks or looking for investors. But now the government has provided People's Business Credit (KUR) for entrepreneurs who want to start their business.

Fourth is the difficulty of dealing with employees and buyers, for young entrepreneurs who have just started their business will know that dealing with humans is not easy, like dealing with employees or buyers. Young entrepreneurs need to learn proper communication techniques. Fifth, namely the difficulty of fighting the temptation of not focusing on work, starting a business at a young age with little experience is indeed one of the obstacles. If you are experiencing problems in your business, there will be a desire to stop or look for other types of business that are more profitable so that they are not focused on one goal. There are obstacles that will be experienced by a young entrepreneur, with a lack of experience regarding entrepreneurship, learning about entrepreneurship needs to be deepened for the younger generation who want to start a business. However, the many obstacles did not dampen the enthusiasm of the younger generation to start their business

In fact, according to the Ministry of Cooperatives and Small and Medium Enterprises depkop.go.id (11, March 2017) currently in Indonesia entrepreneurship has risen to 3.1 percent or around 7.8 million people of the total population. This shows that Indonesia has reached the minimum requirement for a prosperous society because it has exceeded the 2 percent level of entrepreneurship.

Table 1 Entrepreneur in Different Countries

Country	Entrepreneurship rise Rate
Indonesia	3.1%
Malaysia	5%
China	10%
Singapore	7%
Japan	11%
United State	12%

Source: Depkop.go.id (2017)

After knowing all the facts, here the researcher wants to research the younger generation who want to start their career as entrepreneurs at a very young age, ranging from 22-25 years. Namely the younger generation who have just graduated from college and immediately made the decision to run their own business. With so many obstacles, the researcher wants to know what are the factors and reasons why the younger generation is so enthusiastic and confident in making decisions to start a business at a young age with a lack of capital, experience about the world of work or other obstacles.

Objective

1. To equip young people with the skills and knowledge to make informed choices about their future careers
2. To developing confidence, independence, and entrepreneurial mindset on Youth
3. To Building a Supportive Ecosystem for Youth
4. To Promoting Economic Growth and Job Creation for Youth

Hypothesis

H₀: Young people are often drawn to entrepreneurship due to the opportunity for independence and flexibility in their work and life.

H₁ : Exposure to entrepreneurship education, mentoring, and supportive environments can increase young people's confidence and willingness to pursue entrepreneurial ventures.

H₂ : Young people's fear of failure can be a significant deterrent to pursuing entrepreneurship, though this fear may be less pronounced than for older entrepreneurs.

Literature Review

Jokha Ayoub Haji and K S Rajashekar (April 2009) in their research paper entitled 'Online Treasury in Karnataka with youth entrepreneurship' attempted to measure the treasuries performance in computerization of treasuries in Karnataka State through the lens of the information technology. According to the study online treasury in Karnataka started in 1990s. it helped to remove all the shortcomings of manual system: target achievement was very difficult at the time of manual system, it took two weeks for disbursement of transactions, there was delay and misrepresentation for allocation of government and state funds, and therefore it was difficult to monitor government budget. The introduction of Khajana Version I and Khajana Version II and their application significantly simplifies all treasury working that is payment and disbursements, deposits, budgeting, pension and reporting are all in computer system at present.

Efthymios Constantinides and Peter Geurts (2010) in their research paper entitled 'The Impact of Web Experience on Virtual Buying Behaviour with youth entrepreneurship'- an Empirical Study' primarily objected to empirically evaluate the proposed web experience classification and measure the relative importance of the web experience elements. The statistical analysis of the study concludes that usability, marketing mix and the trust building elements of the websites are the most important factors that influence online buying behavior of customers.

Dutta Urna (2012) in her thesis entitled 'Sociology of Consumerism and youth entrepreneurship'; A Study of Selected Malls in Kolkata' aimed to understand the changes that occurred in the mindset of the people of Kolkata with respect to the rise of the culture of consumerism gripping the city in the post liberalization era. The study concluded that mall as a new phenomenon of shopping has affected various age, sex and economic strata of the city. The mindset of the people is changing and they consider shopping as a pleasure and leisure activity. The major problem that these malls are facing is the decline in the footfalls resulting in lowering sales for the tenants, except for the food courts or the multiplexes which have their own share of profits and are benefiting from these window shoppers

Hitesh Raj Bhagat-(2013) in his article entitled 'Asia-the next billion internet users and youth entrepreneurship' says that internet usage has reached saturation stage in the West, and therefore mobile and internet companies like Nokia and Google have set their sights on the developing world, particularly Asia-the next billion internet users. With the purpose to promote internet usage secretary of state Hillary Clinton unveiled a plan, comprising a public-private partnership, to get the next billion people online. ET tracks this set of potential users and analyses what's in it for those who are chasing them. Asia is being considered to have largest market for internet and the next billion users will come from emerging markets, with at least a fourth from India. Half of those without net access now live in just 5 countries: India, Indonesia, China, Pakistan & Bangladesh. The main reason behind low internet usage is the high cost of internet access. There are few initiative undertaken by some organization to persuade people to take net which include Nokia by launching featured phones, Google launched 'Free Zone' last year and further Alliance for Affordable Internet: Is a partnership between the US State Department, the WWW Foundation, and technology companies like Google, Microsoft, and Intel. The alliance aims to use 74 corporate and diplomatic power to push foreign governments to change laws and policies.

Prof. Krishna Mohan Sharma. Dr. Kunal Bhattacharya and Dr. Vandana Sonwaney (2014) conducted research to investigate the relationship between customers' choice of traditional kirana shop versus modern organized retailers in mall and super store environment of youth entrepreneurship'. The researcher concluded that customers are shifting their shopping pattern from unorganized retail to organized retail due to various factors such as economical improvement and increased disposable income, payment option (credit Card), cleanliness, variety and fun during shopping at organized retail. On the other hand researcher have highlighted that unorganized retail store provide services from 6:00 am to 11:00 pm, introduced upgraded product mix and have started giving discounts on MRP and are trying to operate on increased turnover to balance their profit.

Alamoudi Hawazen (2016) in his thesis entitled 'How External and Mediating Factors Affect Consumer Purchasing Behavior in Online Luxury in youth entrepreneurship' aimed to understand consumer attitude towards online luxury shopping web sites before the purchase, during the purchase and after the purchase. By using model like TAM and COLS an attempt to investigate the impact of external factors and purchase intention were tested. The result showed that perceived usefulness, perceived ease of use, perceived brand value, E-WOM, E-Service quality, social network site usage and social media marketing activities have positive impact on consumer attitude for online shopping.

Mihir Rakshit (2018) in his study titled 'Some Analytics of Demonetization of youth entrepreneurship' has analyzed demonetization's macro economic consequences in the short run. The study was conducted in three parts, firstly short term effects of demonetization from investment, savings, liquidity money, aggregate demand aggregate supply model in its pristine form, second the study examined demand supply constraint equilibrium in post phase of demonetization and thirdly analysis of the above two constraint. The study revealed fall in the demand as well as in supply constraint output due to change in the extent of credit rationing and fall in consumption and investment resulting in fall in employment, cash shortage and rationing of credit for working capital. Demonetization may have positive effect in the long run but in the short run it has adversely affected macro economic framework

Thomas W. Dillon & Harry L. Reif (2018) attempted to study 'Factors Influencing Consumers' E-commerce Commodity Purchases in youth entrepreneurship'. This research seeks to develop a better understanding of the factors motivating young people to select e-commerce vendors for commodity purchases by exploring attitudes, demographic characteristics and purchase decision perceptions. Findings indicate that the more experienced ecommerce buyers and computer experts exhibited a more positive attitude towards an ecommerce purchase. Additionally it was also identified that students pay more importance to price and quality while buying online.

Gurvinder S. Shergill and Zhaobin Chen (2020) in their study titled 'Web-Based Shopping; Consumers' Attitudes Towards Online Shopping in New Zealand' attempted to identify whether different categories of online New Zealand buyers i.e. trial buyers, occasional buyers, frequent buyers and regular buyers perceive different factors and website elements differently and whether these perceptions affect buying behavior in different ways. Factor Analysis, Mean Score and ANOVA Test were conducted to test the hypothesis of the study. The study concluded that the least satisfying aspects in buying online is website security or privacy and as such the second less satisfied factors include website design.

Ruby S.-(2021) in her research paper entitled 'Women Entrepreneurs in the New Wave of F-Commerce Dimensions Beyond Traditions and youth entrepreneurship' is of the opinion that peoples' preference for easy shopping is giving momentum to F-Commerce. Women entrepreneurs who are involved in F-Commerce are of the opinion that it saves time and money, provide faster service, FB sharing helps to attract existing and new client, posting and sharing of new pictures or videos will lead to new contacts and getting customer from very faraway places, improved self-esteem and high publicity. The women entrepreneurs who are not involved in E-Commerce are due to lack of trust in online business and online payment, fear of timely delivery, and privacy risk. Researcher concludes that it is very important in this digital era to grow through Entrepreneurship

Decision-making

According to Salusu (2008, p. 47) said decision making is the process of choosing an alternative way of acting with an efficient method according to the situation. It is emphasized that making a decision requires a series of actions, requiring several steps. These steps are contained in a person's mind which at the same time invites him to think systematically. Based on the definition above, the researcher concludes that decision making is a choosing process that requires several steps and actions that require a person to think systematically, such as gathering facts, experience, intuition, logic and systems analysis.

Entrepreneurship

Entrepreneurship or entrepreneurship according to Soegoto. E. S (2009, P.3) is a creative business that is built on innovation to produce something new, has added value, provides benefits, creates jobs, and the results are useful for others. Entrepreneurship or entrepreneurship is a branch of economics that teaches how we can be independent in starting a business in order to achieve profit and develop all of our economic potential. An entrepreneur can be categorized as an entrepreneur if his business is stagnant or not growing. However, entrepreneurs can be called entrepreneurs if the business they have develops, grows and advances. Entrepreneur is someone who has a warrior spirit, is brave, noble, brave and deserves to be an example in the field of business on the basis of standing on his own feet (wira = main, brave, brave, noble, exemplary, or warrior. Self = self. Sta = standing).

According to Cantilon. R quoted from Saidi's book, (2008, p.5) Cantilon was the originator of the term "entrepreneur". He said that the essence of entrepreneurial activity is to take risks. That is, entrepreneurs buy goods today and sell them the next day at prices that are uncertain or have not yet made a profit, but this must be taken by an entrepreneur. Based on the definition above, an entrepreneur or entrepreneur is

someone who has a creative and innovative spirit who is able to establish, build, advance, develop and make his company superior. An entrepreneur must also be able to bear every risk in his business.

Research Methodology

Research on youth entrepreneurship can utilize various methodologies, including descriptive research, systematic analysis, and qualitative methods like interviews and surveys. It often involves collecting both primary and secondary data from sources like publications, journals, and government sites, and then analyzing it using tables, graphs, and statistical techniques.

1. Descriptive Research:

- This approach focuses on describing the characteristics and patterns of youth entrepreneurship.
- It involves collecting and analyzing existing data from sources like newspapers, magazines, and websites.
- For example, one study used descriptive research to analyze youth entrepreneurship in India, using data from various publications and government sources.

2. Systematic Analysis:

- This method involves analyzing the process of youth entrepreneurship, identifying problems, and modeling support systems.
- It can include diagnostics of emerging problems and structures of youth business support.
- For instance, one study used systematic analysis to develop a model for supporting youth entrepreneurship, including analysis of funding sources and relationship building.

3. Qualitative Methods:

- Interviews and surveys can provide valuable insights into the perspectives and experiences of young entrepreneurs.
- Qualitative data can be used to explore the challenges and opportunities faced by young entrepreneurs, as well as their motivations and goals.
- For example, one study collected primary data through questionnaires and interviews to understand the perspectives of the general public on youth entrepreneurship.

4. Quantitative Methods:

- Statistical analysis can be used to identify trends and patterns in youth entrepreneurship data.
- Regression models and other statistical techniques can be used to examine the factors that influence youth entrepreneurship intentions.
- For example, one study used descriptive statistics and logistic regression to model youth entrepreneurship intentions.

Data Collection

Data collection in research methodology involves gathering information relevant to a specific research question. It can be either qualitative or quantitative, and the methods used depend on the research goals and the type of data needed. Key data collection methods include observation, surveys, interviews, focus groups, and experiments. Data can be primary (collected directly for the study) or secondary (obtained from existing sources)

Primary Data collection: - in this research the primary data are collected through questionnaire, survey, and observation and experiment

Secondary Data Collection:-

in this research the primary data secondary data collection Involves using existing data collected by others, such as research papers, government reports, and statistical databases and magazine related to youth entrepreneurship.

Research Questions –

- What are the primary motivations for young people to pursue entrepreneurship?
- How can educational institutions, government agencies, and non-profit organizations better support young entrepreneurs?
- What role does mentorship play in the development and success of young entrepreneurs?
- How can entrepreneurship be used to address social and environmental challenges?

Analysis Techniques

To analyze youth entrepreneurship, researchers use various techniques including SWOT analysis, theoretical perspectives (like structural functionalism and conflict theory), and both primary and secondary research

methods. These techniques help identify strengths, weaknesses, opportunities, and threats, as well as examine the societal impact and challenges faced by young entrepreneurs.

- **SWOT Analysis:**

This technique helps evaluate the internal strengths and weaknesses of youth-led businesses, along with external opportunities and threats in the market.

- **Descriptive statistics:** Can be used to analyze data collected from youth entrepreneurs, including their demographics, business experience, and financial performance.

- **Regression analysis:** Can be used to explore the relationships between different factors, such as government support, access to resources, and the success of young entrepreneurs.

- **Case studies:** Can provide in-depth analyses of specific youth-led businesses, examining their entrepreneurial journeys, challenges, and successes.

Social influence in youth

Social influence significantly impacts youth development, both positively and negatively. Adolescents are highly susceptible to social influence, especially from peers, and this influence can shape their behavior, attitudes, and beliefs. While peer pressure can sometimes lead to negative outcomes like increased risk-taking, it can also promote prosocial behaviors and positive adjustment. Family influence also plays a crucial role, with parents shaping their children's peer group affiliations and, in turn, the norms and behaviors they are exposed to such that:

- **Family Influence:**

Parents play a vital role in shaping their children's social development. Positive parenting practices can lead to more adaptive behaviors, which can, in turn, promote affiliation with better peer groups. Parents can also influence their children's peer group affiliations, which affects the strength and type of norms and behaviors that youth are exposed to.

- **Positive vs. Negative Influence:**

While peer influence can be a source of negative pressure, it can also be a powerful force for positive change. Research suggests that peers can reduce risk-taking behaviors, promote prosociality, and encourage academic achievement.

- **Developmental Considerations:**

The adolescent brain is particularly malleable during this developmental period, making them highly susceptible to social influences. Younger adolescents tend to assimilate social information, while older adolescents may prioritize personal views. This highlights the importance of early intervention and positive peer-based interventions to improve developmental trajectories.

- **Social Settings:**

The social settings in which adolescents spend their time can also influence their development. The absence of positive socializing influences in areas of concentrated poverty, combined with exposure to illicit markets and the social organization of illegitimate activities, can exacerbate the isolation of youth from positive social norms.

Risk attitude in Youth Entrepreneurship

Risk attitude significantly impacts a youth entrepreneur's journey, influencing both their decision to start a business and their long-term success. A moderate level of risk tolerance, not extreme risk-taking or aversion, is often associated with greater entrepreneurial survival rates. Young entrepreneurs need to be aware of and manage various risks, including those related to production, marketing, finance, and human resources, to increase their chances of success.

Factors Influencing Risk Attitude:

- **Psychological Factors:**

Fear of failure, perceived likelihood of success, and the ability to cope with uncertainty all play a role in shaping an individual's risk attitude.

- **Entrepreneurial Intention:**

Risk tolerance often correlates with a stronger entrepreneurial intent, indicating a greater willingness to pursue business opportunities.

- **Motivation:**

Entrepreneurs who are driven by necessity (survival) may have different risk attitudes compared to those who choose entrepreneurship by passion, with those driven by passion being more likely to be risk-tolerant.

Risk Perception and Entrepreneurial Behaviour:

- **Production Risks:**

Risks associated with inputs, technology, climate, and pests can impact production and can make young entrepreneurs risk-averse.

▪ **Marketing Risks:**

Risks related to post-harvest processing, sales, and market prices can lead to caution among young entrepreneurs.

▪ **Financial Risks:**

Challenges in securing credit and managing interest rates can make young entrepreneurs more risk-averse.

▪ **Human Resource Risks:**

Concerns about labor availability and employee health can also impact entrepreneurial risk tolerance.

Young entrepreneurs should be encouraged to develop a moderate risk attitude that allows them to embrace opportunities while managing potential challenges. Understanding their own risk perceptions, motivations, and the various risks associated with their ventures is crucial for making informed decisions and increasing their chances of success.

Result and Discussion

Discussion of the first group of informants

The desire to become an entrepreneur has been owned by the informants since they were small. From just aspiring to be an entrepreneur to having started a small business when he was a teenager. And the decision to become an entrepreneur was motivated by the desire to continue the family business and was ordered to develop his family business, then the feeling of pleasure when working on the business and when customers liked the results of their work the feeling of fatigue turned into enthusiasm, then the factor of needing additional pocket money because of a hobby of traveling and eating with friends who need more income, then the informant saw a business opportunity in the field of interest, and after the business was undertaken, the income received from the business made the informants want to make this business their main income. The experiences faced by the informants did not always go well, there were many challenges faced when running the business. From not knowing product prices to being lied to product prices, being cheated by business partners until the business went bankrupt, to the many competitors in the same business field. However, all these experiences made the informants stronger, tougher, more confident entrepreneurs and able to make decisions about their own business. One of the supporting factors was the support from family, friends and close relatives who always helped and encouraged the informants.

Although initially there was an informant who was not allowed to do entrepreneurship by his parents and said that entrepreneurship was a waste of time and suggested working with other people, but because of his strong determination and showing the results to his parents, until now his parents have been very supportive and suggested informants to make the business a long-term business. Then help from friends who promote their business on social media, then social media features such as hashtags, customer testimonials and photos really help informants in promoting their business, social media is one of the reasons they make decisions as entrepreneurs. Even though they have only been running this business for a year, they already have regular customers and their own offline shop, namely houses that are used as workshops to have shops in the elite area of Cipete, the initial capital they get from their own savings.

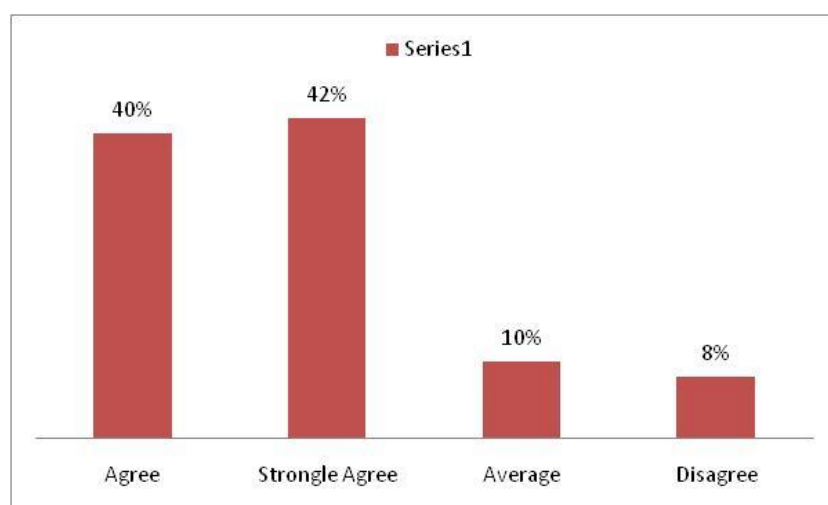


Chart 1.1 motivations for young people to pursue entrepreneurship

Explanation: The above Chart 1.1 explore that 48% Agree primary motivations for young people to pursue entrepreneurship, 42% are Strongly agree for primary motivations for young people to pursue entrepreneurship, 10% Average for primary motivations for young people to pursue entrepreneurship and 8% disagree for primary motivations for young people to pursue entrepreneurship.

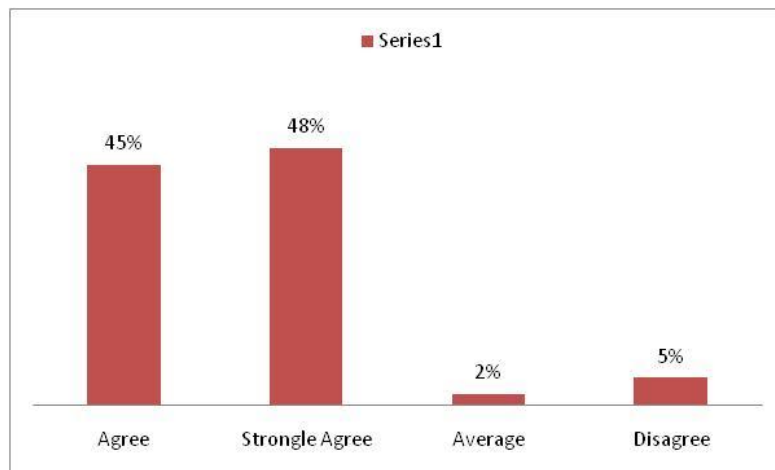


Chart 1.2 mentorship plays in the development and success of young entrepreneurs

Explanation: The above Chart 1.2 explore that 45% mentorship plays in the development and success of young entrepreneurs, 48% are Strongly agree for mentorship plays in the development and success of young entrepreneurs, 2% Average for mentorship plays in the development and success of young entrepreneurs and 5% disagree for mentorship plays in the development and success of young entrepreneurs.

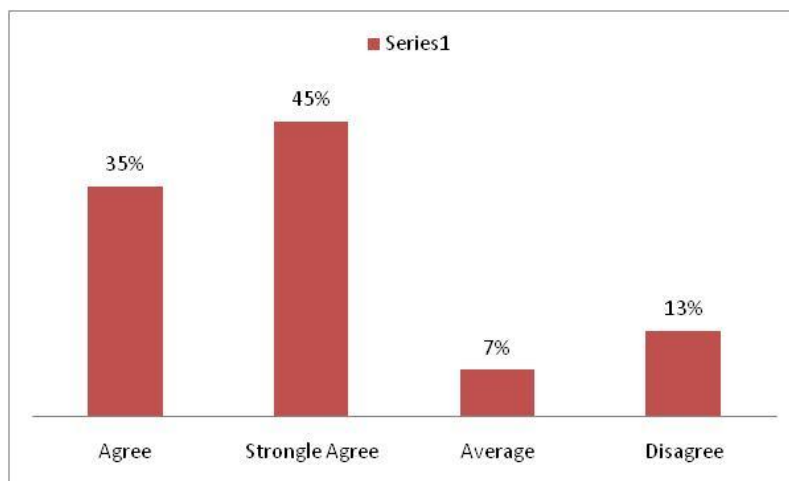


Chart 1.3 entrepreneurship be used to address social and environmental challenges

Explanation: The above Chart 1.3 explore that 35% entrepreneurship be used to address social and environmental challenges, 45% are Strongly agree for entrepreneurship be used to address social and environmental challenges, 7% Average for entrepreneurship be used to address social and environmental challenges and 13% disagree for entrepreneurship be used to address social and environmental challenges.

Suggestions

To foster youth entrepreneurship, encourage passion-driven business ideas, research the market, build a strong network, and develop essential skills like leadership and business management. Focus on innovative solutions and embrace risks while continuously learning and improving.

1. Identify a Gap in the Market: Look for opportunities where there's a need or an unmet demand that your business can address.
2. Develop a Business Plan: A well-structured business plan is crucial for outlining your goals, strategies, and financial projections.
3. Passion-Driven Business: Choose a business idea that aligns with your interests and passions, making the journey more enjoyable and motivating.
4. Build a Network: Connect with experienced mentors, peers, and potential customers to gain valuable insights and support.
5. Embrace Risk-Taking: Entrepreneurship involves calculated risks, so be willing to step outside your comfort zone and explore new opportunities.
6. Learn and Adapt: Continuous learning is essential in the dynamic world of entrepreneurship. Embrace feedback, learn from mistakes, and adapt your approach as needed.

7. Develop Essential Skills: Technical skills like managing finances and social media, as well as soft skills like communication and teamwork, are crucial for success.

Limitation

- **Limited access to credit:**

Due to their lack of experience and credit history, young entrepreneurs may find it difficult to secure loans or other forms of financing.

- **Lack of business knowledge:**

Young entrepreneurs may lack the practical skills and knowledge needed to create and manage a successful business, such as developing business plans, understanding market dynamics, and building customer relationships.

- **Lack of mentorship and guidance:**

Young entrepreneurs may struggle to find mentors and advisors who can offer practical guidance and support.

- **Socio-cultural pressures:**

Some cultures may place a greater emphasis on traditional careers and discourage risk-taking, leading to a reluctance to pursue entrepreneurship among young people.

- **Fear of failure:**

Fear of failure can be a significant barrier, particularly for young entrepreneurs who may be hesitant to take risks.

- **Limited market opportunities:**

Rural areas or underserved communities may have limited market opportunities for young entrepreneurs

Conclusion

Young entrepreneurs are those who become entrepreneurs at a young age, namely 15-30 years. In this study, the researcher wanted to examine the decision making of young people who choose entrepreneurship as a career field. There were two groups of informants in this study, the first group consisted of 3 people including Akbar (continuing the family business in the honey commodity sector, PT Madu Sumbawa Alami), Rizka (florist entrepreneur) and Aulia (eyelash extension entrepreneur), namely informants who had just completed his studies and immediately decided to become an entrepreneur without prior experience working in a company. Then the second group, numbering 3 people including Citra (clothing line entrepreneur and imported products), Satria (Kurma entrepreneur) and Mutia (Makeup Artist entrepreneur), namely informants who had worked in a company, and decided to leave their old jobs and switch to an entrepreneur. Based on this, there are three things that the researcher relates to the research objectives in the problem background chapter, namely:

1. The decision made by the first group of informants who chose to become an entrepreneur after completing their education, indeed had pros and cons. Lack of work experience, being belittled by other people, lack of capital and knowledge, doesn't make them give up. Experience and knowledge about entrepreneurship they experience and get for themselves as their business or business progresses. The factor behind them becoming entrepreneurs is the desire to become an entrepreneur that has been owned by the informants since they were small. From just aspiring to be an entrepreneur to having started a small business when he was a teenager. Then the decision to become an entrepreneur was motivated by the desire to continue the family business and was ordered to develop his family business, then the feeling of pleasure when working on the business and when customers liked the results of their work the feeling of fatigue turned into enthusiasm, then the factor of needing additional pocket money because of a hobby of traveling and eating with friends who need more income, then the informant saw a business opportunity in the field of interest, and after the business was carried out the income from the business made the informants want to make this business their main income. The income they get is also large, reaching ten million rupiah per month. All operational activities were carried out by the informants themselves. The means of promotion they do on social media is the most influential promotional tool for them, and make social media one of the supporting factors in their decision to become an entrepreneur. Until now the informant has opened his personal offline shop in the elite area of Cipete.
2. The decisions made by the second group of informants who chose to leave their old jobs and switch to being entrepreneurs, were not difficult decisions for them. Because being an entrepreneur has indeed been their desire and aspiration for a long time and they want to make their business a source of income for them. They make the work they did at their previous company an experience and a springboard for their current business and they make the income from this work the main capital in building their own business. The informants also admitted that they preferred to open their own business rather than work for someone else. The informants felt that after becoming entrepreneurs they could manage their own time and work, then they were more flexible in terms of scheduling, accepting clients and there was no pressure from any party, feeling tired and hard work that they spent on the results for themselves.

3. Even Though they had only started their business for less than a year, they were able to open their own offline shop located in the Bekasi shopping area, open a shop in front of their house and open a studio at home. The income from his business varies, up to eight million rupiah per month. Easy access to information, such as social media, is a marketing tool for informants; there are many features that help informants in promoting their business.

The conclusion from the two groups of informants is that the informants have the same ambition in becoming an entrepreneur and have had experience in small-scale entrepreneurship since they were in school. These experiences and aspirations are the supporting factors for them to decide to become entrepreneurs. Even though they are still young, namely 23-25 years old, they are still confident in starting their business from the bottom, they experienced many obstacles after starting their business, but they learned valuable lessons from this. "learning by doing" is a summary of their learning process in entrepreneurship. Then the support provided by family, friends and relatives is a motivating factor for the informants to make decisions as entrepreneurs. Furthermore, with easy access to the internet such as social media, it will make it easier for informants to promote their business, and make social media a supporting factor for decision making as an entrepreneur.

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