

ENTREPRENEURIAL SUCCESS WITH SOCIAL CAPITAL IN JAVA (MINANG ETHNIC AND THIONGHOA)

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Abstract: *The purpose of this study was to see the passage of social capital in Minang ethnic entrepreneur and ethnic Thionghoa by analyzing three factors of social capital: trust, networks and reciprocity. This research was conducted using qualitative methods to sampling and research sites by purposive sampling. The study was conducted in 2014 with a research location is the city of Jakarta. The results showed that the Minang ethnic entrepreneurial success is strongly influenced by social capital. A total of 50 respondents interviewed, 25 respondents Minang ethnic entrepreneurs and ethnic entrepreneurs Thionghoa 25 respondents. A total of 34 responded that their success is influenced by factors of social capital and only 16 respondents explained that their success is influenced by other factors such as financial factors, factors creativity of self and other factors Entrepreneurial Minang ethnic social capital has a very strong and highly contribute to the development of respective regions respectively. As for the ethnic entrepreneurial success Thionghoa only slightly influenced by social capital.*

Keywords: *social capital, trust, networks, reciprocity, entrepreneurs*

INTRODUCTION

Research on the concept of entrepreneurship has been done and has been able to add to our knowledge of the role of entrepreneurship with social capital to achieve a entrepreneurial success (Rauch & Wiklund, 2009). Has been a widely discussed on entrepreneurial success is the financial aspect and the creativity of individuals but in this paper will provide new insights that entrepreneurial success is also determined by factors of social capital. Although many studies on entrepreneurial done but still a few who tried to dive into the role of social capital in entrepreneurial success (Baron, & Markman, 2000).

The new view to improving the entrepreneurial course is accompanied by a view that the economy is a real need to look at the relationship and economic human behavior (Murphy, 2006) because entrepreneurship is actually heavily influenced by factors outside the control of an individual or entrepreneur (Shane, 2001). The concept of entrepreneurship in the context of Indonesia is also not much

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different, many programs were launched with the aim to increase the number of entrepreneurship in Indonesia even in comparison with other countries such as Malaysia, Singapore and Japan the number of entrepreneurs premises is still too low which is still less than 2% of the total amount Indonesia's population.

To be able to understand the role of social capital in entrepreneurship course built by several factors that are instrumental in making social capital as a whole concept. Entrepreneurship is supported by social capital is not new, but the introduction of social capital in entrepreneurship was recently published as compared to other sciences (Salaff, 2003). Indonesia consists of various ethnic groups so as to have different entrepreneurial excellence of which was based on the customs and culture of the people affected, and this is something that needs to be appreciated for research conducted in several countries proves the success of ethnic entrepreneurship is strongly influenced by social capital (Salaff, 2003). talk about the business then we know that the business is growing and is not something that is seen as a temporary advantage. The business was able to grow because of their relationships with others. Employers need to support the establishment of social relations effort (Zimmer & Aldrich, 1986; Granovetter, 1985; Light, 1972). Ethnic entrepreneurs need to develop socially meaningful relationships with ethnic communities to start a business (Salaff, 2003).

The concept of social capital in the last decade is a new view that is capable of being viewed from different angles (see Portes, 1998; Burt, 2005; Woolcock and Narayan, 2000; Mouw, 2006). According to Coleman (1998), social capital can provide benefits to require a strong commitment to those involved in the group because of social capital as the accumulation of liabilities subject to the norms of reciprocal. Adler & Kwan (2002) to analyze and synthesise the various definitions of social capital that reveal the social capital is the goodwill available to individuals or groups who are able to influence the source of information and solidarity. Knowing the relationship between individuals and networks that can create economic value (Coleman, 1998) is something new but has long existed in people's lives and this applies particularly in Indonesian society. To establish the concept of social capital, factors of trust and networks are very instrumental in the success of entrepreneurs (Batjargal, 2003), although in certain circumstances a factor of social capital does not support the full success of the entrepreneur (Shane & Cable, 2002), but subsequent studies actually strengthens the view that the concept of social capital proved to encourage successful entrepreneur (Gompers & Kovner, 2011; Morissette, 2007). The new findings, which surprised even get tremendous attention and especially for developing countries that social capital such as trust, networks and reciprocity able to overcome poverty ((Putnam, 1995; Paxton, 1999; Uslaner, 2002).

People of West Sumatra majority are ethnic Minang. Minang community life has been very strong with entrepreneurship. Minang community entrepreneurship

not only in its own area but almost spread to all regions in Indonesia and even has penetrated into the overseas like Negara Malaysia, Singapore, and Brunai Darussalam. Minang community entrepreneurship not only in one field only and is even able to cultivate a variety of business sectors, such as food, trade and came to the craft business. The emergence of various business fields cultivated by Minang community is something that is grounded because most business fields developed is a business that hereditary and even a dominant business cultivated by these dives Minang community (Primadona, 2013). Reflecting on ethnic entrepreneurs conducted by China, the social capital is instrumental in the success of ethnic Chinese in business in various parts of the world (Dai, 2002). This study was conducted to measure the success of entrepreneur not only in the measure of business performance in view of the profit or the profit of the company's financial statements but many studies have shown that social capital plays a role influencing the success of entrepreneurs. The views (Bisma & Praag, 2000) revealed the success of entrepreneurs is influenced by three variables were measured from the financial capital, human capital and social capital. This research was also supported by the view (Honig, 1998), which examines the performance of 215 informal micro-enterprises Jamaica with the influence of human capital, social capital, and financial capital to business success.

This study adopted the view of social capital (Nahaphip & Ghosal, 1998) with a view cognitive social capital built on shared values, beritegrasi with a group and have shared values. Relational will describe the value of trust, norms and honesty in the organization of group. While structurally described by looking at the network element in the success of entrepreneurs. As well as the views (Aminul, 2011) which saw the success of entrepreneurs in Bangladesh with elements of social capital to measure social capital and human capital.

This article consists of several parts, the first part will reveal the role of social capital to entrepreneurs so that they can give reasons based on that element of social, capital has been very instrumental in the success of entrepreneurial particular ethnic entrepreneurs. The second part will present the theoretical concepts and literature supporting this research so as to have a strong foundation for the implementation of this study. The third section will describe the research methods used in this research so as to produce an analysis that is perfect with better results and further the fourth part of this paper will reveal the results of the discussion on the role of each of the elements of social capital in entrepreneurial ethnic communities Minang at each study site and the fifth part will be able to summarize the results of this research to perfect that have implications for entrepreneurs and the environment and hope future research can be done with the existing limitations in this study, for example using quantitative methods.

The main contribution of this research is to see the success of self-employment in ethnic entrepreneurs with the greatest role is built on social capital. This research

attempts to provide reinforcement in some earlier views about the relevance of social capital to entrepreneurial success in the ethnic entrepreneurs. The relationship of social capital and entrepreneurial success in other places, for example, Sweden (Wiklund and Shepherd, 2003, 2005), Slavonia (Antonic and Hisrich 2001.2004; Antonic 2006), South Africa (Goosen et al, 2002), China (Chen et al, 2005), Greece (Dimitratos et al, 2004) Finland (Jantunen et al, 2005), Germany (Walter et al, 2006) Vietnam and Thailand (Swierczek and Ha, 2003), the Netherlands (Kemelgor 2002; Stam and Elfring 2008), England (Hughes and Morgan, 2007) and Turkey (Rich 2006) in (Krauss and Frese, 2010.)

This study will reveal how the passage of social capital in entrepreneurial ethnic Minang and Thionghoa in Jakarta.

FRAMEWORK

Entrepreneurship Concept

Research on entrepreneurship have long done, ranging from Weber (1930), which expanded by Schumpeter (1934) regarding the definition of entrepreneurship which then also Simmel (Wolf, 1950) is still the simple thought that gives a view based on the issues of religion and values in society as their theory on the middleman (Butler and Greene, 1997). However, based on a growing understanding it is necessary to add ideas more widely on the theory of entrepreneurship as their theoretical framework entrepreneurial ethnic (mergers & Hoffman, 1992), and this view is also reinforced in empirical studies (Zenner, 1991; Muller, 1993 and Wong, 1999). Expand the view on ethnic entrepreneurship theory also raises new view that the business is able to be done quickly and achieve a perfect destination with regard social capital (Robichaud, 1999). Subsequent research is the development of previous research (Deakins, 1999) divides three parts to summarize the literature on ethnic entrepreneurship consisting of, first, access to resources (financial and manpower); second, to access markets, third, motivation (eg, encouraging conduct business and entrepreneurship plunge) and finally, a successful entrepreneurial strategies that include social capital factors within the framework of the above three categories.

Entrepreneurship is also due to the necessity arises, for example, unemployment can 'force' a person to start a business (Wennekers, 2006). External factors could encourage someone to act to become entrepreneurs in addition to the other factors that drive can also because of the opportunities in the market so it is thus very tempting and it is a trigger factor for someone interested in entrepreneurship (Zahra, 2009). Another perspective (Estrina & Tomasz, 2012) defines entrepreneurship as a new entry that efforts towards the creation of a viable business due to the selection of individual jobs to work on their own (Gartner, 1989; Hebert and Link, 1982). Entrepreneurship of commercial entrepreneurs rely

on market exchange and has a goal to maximize profits (McMullen, 2011). Lately a lot of research has been done so that practitioners and researchers increasingly recognize the potential of entrepreneurship to create social wealth and towards independence (Zahra, Gedajlovic, Neubaum & Shulman, 2009).

Social Capital

The idea of social capital is simple and easy to understand that investing in social relations with expected results and is consistent with the view (Bourdieu, 1983, 1986; Burt, 1992; Coleman, 1988; Coleman, 1990; Erickson, 1995; Erickson, 1996; Flap, 1994; Lin, 1982, 1998; Portes, 1998; Putnam, 1993; Putnam, 1995a). Views on the development of social capital can be seen in individuals who are involved in the interaction and networking to generate profits. four explanation offered why the resources embedded in social networks in entrepreneurship will increase the result of the action between groups and individuals (Lin, 1999). (1) To facilitate the flow of information; (2) social cohesion can influence the entrepreneur (eg, recruiters or supervisors of organizations) that have an important role in the decision (for example, hiring or promotions) that involve actors; (3) Social resources and relationships that are recognized by the individual can be understood by any organization or self-employment as a certified social credentials of individuals, some of which reflect individual accessibility to resources through social networks and relationships that exist in social capital; (4) Elements of information, influence, social trust and strengthening may explain why social capital works in instrumental and expressive action that can not be accounted for in the forms of private capital such as the economic capital or human capital.

Social capital is also seen to increase innovation in doing entrepreneur (Shan *et al.*, 1994; Powell *et al.*, 1996; Ahuja, 2000; Alpan *et al.*, 2010; Bonet *et al.*, 2010; Romero-Martínez *et al.*, 2010; Sundbo 2009; Un and Montoro-Sánchez, 2010; Zhang and Duan, 2010). This view was reinforced again (Larson 1992) states that the social dimension has an interdependent relationship based on trust and mutual relationship or principle reciprocity able to increase entrepreneurship. Deakins (1999) concluded that the network is critical to business success and led to the theory of social capital into entrepreneurial success.

Social Capital and Successful Entrepreneurial

Durlauf and Fafchamps (2004) revealed that social capital can be generated from the trust, social networks and norms of reciprocity so as to create social capital as a whole. Confidence (trust) in social capital (Fukuyama, 2002) is a mutual trust in society that allows these communities to each other unite with others and contribute to the improvement of social capital. Networks have long viewed as an important element for the success of the business and specialized in the early stages believed capable network as important information dug preliminary

information in view of business opportunities (Hendry, 1991: 16; Muhalland, 1997). Another view of the network (Bates, 1994: 674) were able to help as access to finance. From here, the size of social capital can be based on the entrepreneurial attitude of trust, and norms and values of reciprocity, especially on ethnic entrepreneurship. The concept of "social capital" and then realize the intuitive notion that a consistent underlying attitudes and influence personal and community interaction (van Schaik 2002). Based on these descriptions, this research will reveal the ethnic Minang entrepreneurial success is influenced by social capital.

RESEARCH METHODS

Types of research

This type of research is qualitative. In this study interviewed entrepreneurs and ethnic Minang ethnic Thionghoa, chairman of the regional group either village or provincial level, local leaders also conducted to obtain information Minang ethnic entrepreneurship and Thionghoa overseas so purposive sampling with the type of judgment sampling is done.

Neither the location nor the survey respondents will be selected by purposive technique (purposive sampling) or sampling techniques are selected based on a number of academic reasons (academic explanation) Adequate (Moleong 2011 and Brannen, 1996). According to (Sekaran, 2006: 137) to perform sampling with purposive sampling based on certain considerations (judgment sampling) is very advantageous in providing the necessary information.

Research Area

The study was conducted on the Island of Java, the Jakarta City. Determination of location research based on regional ties and regional organizations that exist in addition to the number of entrepreneurs Minang ethnic sufficiently large at these locations are also affected by the large number of ethnic Minang and Thionghoa entrepreneurs in this area.

Research samples

The number of the study's sample set of 25 entrepreneurs for entrepreneurs ethnic Minang and 25 for ethnic entrepreneurs Thionghoa. Responder criterion set is, 1) Respondent was an entrepreneur who had become entrepreneurial least five years, 2) Participate in regional organizations for ethnic Minang, 3) Enterprises in governance categorized successful visits of the growth of the business (assets, labor and capital). Furthermore, the authors also interviewed a group leader kedaearahan entrepreneurial organizations that exist at the sites. According to (have now, 2006:

139) purposive sampling method with quota sample types can be used to obtain some idea of the trend towards the establishment of diverse ethnic groups with samples based on the representation of information. Based on this research purpose, the determination of the number of samples that can be done to look at the role of social capital in entrepreneurial success according to the criteria set out in purposive sampling method.

Research Data Collection

The research data was collected through in-depth interview, observation and documentation.

a. In-depth interviews

Interviews were conducted to the entrepreneur and chairman of the regional organization groups ranging from the history of entrepreneurship to the success obtained today by looking at the elements of social capital such as networking, reciprocity and trust. Observations were also conducted to see the existing entrepreneurial group activities such as monthly events (gathering), religious activities and events are also in the event of death or disaster.

b. Observation (participant observer)

Make observations on the activities of entrepreneur groups dipertanian for example on a monthly activity / social gathering, religious events, discussions in advancing the business, show familiarity done once in three months.

c. Documentation and Studies Focus Group Discussion (FGD)

Discussion focus groups conducted among several entrepreneurs with regional group leaders and also involve local leaders. All data collected will be analyzed qualitatively by sorting out based on the variable that is the element of social capital such as trust, networks and reciprocity at each location and were able to be concluded in the trend is still of the variables at each location. Sekundertentang of data regarding the number of entrepreneurs in the organization daerah and legality of the organization will be expressed in the form of documentation.

Documentation of study is the data in printed or written to be used as a record or evidence in conducting research (Hornby, 2003: 256) 40. On the specific aspects of research methods FGD is also necessary to produce a policy or a model created for consideration by the relevant agencies in policy making. Discussions entrepreneurship, community and government as well as chairman asosiasi / bonding entrepreneurs do to get a picture that is more powerful in creating a model or an academic paper which is the goal of this research.

Analysis method

All data were analyzed kualitatif. Setelah the data obtained, the data reduction is performed summarize, choose the subject matters related to social capital and conducted in accordance with the provision of a pattern element of social capital: trust, network and conduct reduction reciprocity. Setelah data is then carried out data display (presentation of data) in the form of a brief narrative description and only then do conclusion and verification of what is already in the field that can wawancara results and observations entrepreneurs.

DISCUSSION

This research was conducted in 2014 with research sites in Java with a sample of entrepreneurs and entrepreneurial ethnic Minang Thionghoa. The study used 50 respondents in Java (Kota Jakarta) in 2014 conducted by in-depth interviews, observation and group focus discussion and documentation study.

Jakarta is the largest city and most populous country Indonesia. Selain as Capital City of Jakarta is the heart of the country's economy. In general, in Jakarta there are various ethnic groups who migrated in order to meet the necessities of life such as the Batak, Betawi, Minang, Bugis, Madurese and ethnic Thionghoa.

Besides the Chinese, other ethnic groups are quite active in the field of trade is Minangkabau society. They mainly play in the lower-middle segment, although there are also one or two industries are controlled. Since independence, the Minang famous as a textile merchant, entrepreneur printing, and restaurants. They dominated several traditional shopping centers of the capital, such as Tanah Abang Market, Blok M and Pasar Senen. Some entrepreneurs Minang who triumphed in the 20th century, among others Rahman Tamin, Hashim Ning, and Abdul Latief.

Minang people are famous for wandering too many lives are living and entrepreneurship in the city of Jakarta. Currently the number of ethnic Minang in Jakarta amounted to 762,000 people with diverse professions (Tempo, 2013). This study sampled on ethnic entrepreneurs and ethnic Minang Thionghoa located in Tanah Abang, Thamrin City, and other areas. The reason for taking samples in Jakarta is because 70% of entrepreneurs from Minang entrepreneurs in the city of Jakarta is in the Tanah Abang neighborhood as an entrepreneur (Tempo, 2013).

The study was conducted by interviewing 50 entrepreneurs with trading business 22 entrepreneurs, convection 19 to 11 people a food business entrepreneurs. Each entrepreneur was interviewed by using a list of questions related to social capital. Results of interviews reveal as much as 34 entrepreneurs come to Jakarta to entrepreneurship for assistance compatriot sisters, relatives and fellow ethnic Minang or Thionghoa and also was helped by the regional organization's facilities and only 16 people who come to Jakarta because it wants to entrepreneurship by providing financial capital.

Employers ethnic Minang many as 23 respondents were interviewed said that they had come to Jakarta for their networks and trust of relatives, friends and family to be able to be entrepreneurs but other phenomena occur in entrepreneurial ethnic Thionghoa of 25 respondents were interviewed only 11 people came to Jakarta for entrepreneurship was helped by a friend while 14 other respondents entrepreneurship in Jakarta for their own business. The differences are influenced by several factors, the first ethnic Thionghoa generally are ethnic minorities and for this is the field of entrepreneurship is one of his choice, but because so sometimes its presence in a region rarely settled so that kinship is strong among the area is not too visible, Regional organizations that had not as much as the ethnic Minang. Ethnic Thionghoa have ethnic organizations such as the Foundation for ethnic Earth's Equator derived from Singkuang Borneo and only in use for religious events once a year and this was done not because of the proximity of a strong bond with fellow ertnis coming from the area of origin, but to celebrate the religious ceremony. The second reason is because the ethnic Thionghoa have the presence of the complex in an area means that all regions in Indonesia has ethnic Thionghoa so do not feel them hard in running their lives because wherever they are they capable of being an entrepreneur and different ethnic Minang are not able to spread in other areas without help from fellow ethnic Minang ethnic Minang because usually more likely to live in groups.

Largely Minang ethnic entrepreneurs who come to the city of Jakarta initially is because there are relatives, relatives or families who become entrepreneurs and to help them as employees to gain experience, and eventually hopes to become entrepreneurs with their own businesses and independent. This is the main motivation for them to entrepreneurship in Jakarta in addition to the Minang culture is to live abroad. With the bond or regional organizations have been able to bring changes in other Minang ethnic entrepreneurs and also been able to bring influence on economic life.

Bonding organizations and regional organizations capable of carrying Minang ethnic entrepreneurs to compete in the city of Jakarta. Organizations that are managed in a structured with more emphasis on the management of social relations as they are sitting as managers selected based on consultation and consensus. Minang ethnic group is dominant entrepreneurs helping entrepreneurs to be able to become a successful entrepreneur. Every entrepreneur who interviewed writers generally have a group / regional organizations. Existing regional groups have a clear organizational structure and very accommodating where entrepreneurship. Each entrepreneur has its organization based on regions of origin as well as regional organizations such as the Association of Families of ethnic Minang you Minang (IKSM) and the Association of Families of West Sumatra (IKSB). Organization by region of origin has a very high social capital compared to other regional organizations as influenced by a number of members that much different.

Organization by region of origin has been able to develop trust between entrepreneurs, for example, every member of every month free, donations are used to help development in the area of origin and also to do business in the city of Jakarta. Money donations can afford to buy some car pick up and transport the box to assist entrepreneurs with cheaper rents, but profitable for the organization and also as capital in developing the organization in programs is greater.

Organization by region of origin was also able to build up a mess that used to accommodate prospective entrepreneurs who come from the area for a while before they work and are also able to have a rented house whose money comes from donations along with members of the organization. The money is managed by the organization and the results can be utilized for other social activities including the building area of origin or for school fees in the form of scholarships for families who can not afford that entrepreneur is able to uncover the element of trust in the social capital in the city of Jakarta. Network of fellow ethnic Minang also fared well, as an example of successful entrepreneurs is huge desire to foster brothers and relatives for successful entrepreneurship in the city of Jakarta. Initially self-taught entrepreneurship will be taught and will be assisted to make it as self-employment, such as help with capital, pinjama and others. All that is done by the entrepreneurs that are generally based on sincerity and desire to petrify fellow ethnic Minang. Based on the description above is able to conclude that social capital running into a strong inclination in Jakarta for ethnic Minang.

Ethnic Thionghoa who came to Jakarta in general come themselves because for them in starting a business usually do it on their own looks together later that it was time to do business. Usually if a fellow ethnic Thinghoa if debt can be promised in a longer period of time compared to other ethnic groups. However, regional organizations such as ethnic Minang they do not have because in general they had been settled at a place not by as many ethnic Thionghoa settle but rather based on the views of the region were able to develop a business or businesses. The existence of ethnic Thionghoa also limited and not as free as they are Minang ethnic minorities and in general will come to the place where ethnic Thinghoa in the area is already a lot. Based on these results it can be concluded that the passage of social capital in ethnic Thionghoa not in a strong trend because certain things have a tendency weak while the running element Minang ethnic social capital in a strong trend.

CONCLUSION

Social capital is running on entrepreneurship and Thionghoa varied ethnic Minang, the Minang ethnic entrepreneurs then so has an important role and have a strong tendency for it that makes one successful entrepreneur ethnic Minang in Jakarta. For ethnic Thionghoa tendency to trust fellow ethnic Minang ethnic not as strong as that tended to be more intra-ethnic comparison to other ethnic groups. Etnis

Thionghoa in the city of Jakarta does not have strong regional ties for Thinghoa different ethnic origin or have no home region sama. Menjadi A big contribution is the role of bonding and regional organizations were able to uncover the passage of social capital on the entrepreneurs, especially ethnic Minang and become one Minang ethnic success factors in Jakarta.

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