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### Model for Strengthening of Entrepreneurial of post Family Planning Services - Integrated Health (Posyandu/Ihc) Cadre

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**Abstract:** Post Family Planning Services - Integrated Health (Posyandu/IHC) has great potential in improving the quality of people's health, but also has a major role in improving the economy of its cadres and families in the vicinity. This research is using quantitative and qualitative approaches to see entrepreneurs to build and strengthen health cadres. The research sample numbering 34 people with the informant came from academia, department of cooperatives and SMEs and businesses. The results showed that there are several factors that influence entrepreneurial IHC, among others, education, skill, entrepreneurial mindset and behavior towards entrepreneurial behavior in Karang Berombak Posyandu cadres. External factors that affect entrepreneurship is the support of the city of Medan, in this case the city of Medan local regulations. The external factor is the support the government in improving the quality of IHC businesses such as capacity building efforts through training and simplify the licensing process. Governments should assist employers in strengthening business licensing, in addition, the progressive increase pemasaran network in the country and improving the quality through training and technical guidance.

**Keywords:** Entrepreneurship, Posyandu. Community Empowerment.

#### 1. INTRODUCTION

Sector in the city's economic development depends on the quality of human resources in the region. As for human resources quality can improve the welfare of society and open up a number of jobs. Meanwhile, when the quality of human resources is not the problem it will appear in a region that is the high unemployment rate where it can spur high level of poverty. Entrepreneurial an appropriate alternative to address unemployment. Entrepreneurship means to create new jobs and participate troubleshooting unemployment. In the world of entrepreneurship before the start to be an entrepreneur, one must first

know and understand the principles of entrepreneurship. The principles of entrepreneurship is a very important foundation for a person to attempt can run smoothly.

Posyandu cadres are potential women entrepreneurs are generally expected to have the ability to strive as well to be a cadre of health and education in Posyandu. IHC is a container formed community empowerment through deliberation villages/wards managed by the manager of IHC (Regulation RI 2011). IHC was coordinated by the Ministry of the Interior which is based on community empowerment. Posyandu activities can be synchronized with efforts to revitalize the Posyandu both the health, social and economic empowerment of the cadres and housewives to own a business either alone or together as a social activity of entrepreneurs who are in Posyandu activities (Nurzaimah *et al.*, 2016). IHC so it is hoped will become the backbone of public participation activities to optimize human resources to increase business productivity.

Based on the Minister Regulation No. 19 Year 2011 on Guidelines for Integrating Basic Social Services in Integrated Service Post on Article 5 states that one of the basic services that are integrated in the IHC in addition to basic health and social services is the increase in family income. The increasing number of IHC was not balanced by an increase in performance of IHC is organizationally supported by cadres Posyandu. One of the causes of performance IHC lower is the ability of health workers and the development of related agencies are still lacking, cadres active supposedly worthy of respect because it is very difficult to find Posyandu active, because usually there is no prohibition from her husband, wants to take care of children and families, the absence of fees for the cost of transportation around the village. Coupled with the economic conditions of its cadres are difficult to force health cadres who are usually active preferring to use the time for economic activities to increase income, as a result IHC so left out and not running. Based on the search results on the pitch, there is currently no IHC is independently a joint business or social entrepreneurs who are able to independently finance the operations of IHC and to improve the economic conditions of their cadres. Though the program has a very long development IHC applied, supposedly more basic integrated health service integration based on family economic improvement also has been applied since 2011.

IHC has great potential in improving the quality of people's health, but also has a major role in improving the economy of its cadres and families in the vicinity. This is due to sociological conditions of IHC in each village is still good, the support of stakeholders is also quite good so social ties in the community that built IHC will support an increase in various programs including social activities entrepreneur. It can be seen that almost every program that involves the community in the village/village always involves health cadres to boost the success of the program.

## **2. LITERATURE REVIEW**

### **2.1. Community empowerment**

Community empowerment is an economic development concept that summarizes the social values (Muda *et al.*, 2016). This concept reflects the new paradigm of development, ie, that are "people-centered, participatory, empowering, and sustainable" (Chambers, 1995). This concept is broader than merely satisfy basic needs (basic needs) or provide a mechanism to prevent the further impoverishment (safety net), whose thinking lately has been developed as an effort to find an alternative to the concepts of growth in the past. This concept evolved from the efforts of many experts and practitioners to seek alternative

development (Friedman, 1992), which requires' inclusive democracy, Appropriate economic growth, gender equality and intergenerational equality “. (Kartasmita, 1997).

Community empowerment such as IHC has a great potential as one approach to developing the society as a whole as well as build Medan as Sustainable Compact City means that the public is given the opportunity to participate and cooperate as the executing agency in promoting the good of individuals, families and communities. On the construction of a community of individuals involved actively designing, implementing and assessing community development programs that action (Rashid, 2004).

## **2.2. Entrepreneurship**

Entrepreneurship by Holt (1992), derived from the French language from *entreprendre*. The French Concise Oxford Dictionary (1980), which means *entreprendre* as *toundertake* (running, doing, trying), to set about (started), to begin (start); to attempt (trying, trying). In the Indonesian word “*entrepreneur*” means the combination of the words *wiruw* (dashing, brave) and *efforts*. Thus, self-employment means people are brave or mighty in business. Entrepreneurial covers all aspects of work both as entrepreneurs and government and workers (Dalimunthe, 2016, Erlina *et al.* 2017; Nasir *et al.*, 2017 and Azlina *et al.* 2017). Entrepreneurship is creative and innovative efforts in running, developing ideas, and manage resources to see opportunities. (Mujiarto, *et al.*: 2006 and Dalimunthe and Hedy, 2017) Entrepreneurship is the foundation of creative and innovative, tips, and resources to find opportunities for success (Suryana, 2008). The essence of entrepreneurship by Saiman creates a potential market value of innovations or able to create added value for the buyer.

## **3. RESEARCH METHOD**

This research is using quantitative and qualitative approaches. A quantitative approach is used to look at the behavior of entrepreneurs from business groups IHC from beginning to end of the study, while the qualitative approach used to determine the model of group development effort IHC. The study will be conducted in at IHC in the city of Medan which is composed of 21 districts, 21 districts of the research will be conducted in one district.

The object of research is all IHC in the city of Medan, amounting in 1406 spread across 21 districts in the city of Medan. The object of research to be studied as much as 6 IHC in the city of Medan, which is taken from the first sub-districts, namely: Medan District West Village Karang Berombak totaling 34 people. The informants consist of IHC location village head, Chief of Medan city health department, the department of cooperatives and SMEs Medan, Head of Community Empowerment city of Medan.

The data collection is done in several ways, for a quantitative approach to data collection is done with the method: Interview with the help of questionnaires and observations (Harahap *et al.*, 2016; Lubis *et al.*, 2016 & Yahya *et al.*, 2017). A qualitative analysis will be done by analyzing the content based on the information throughout the informant, then do generalize the information that is already saturated from the informant (Hasan *et al.*, 2017 & Handoko *et al.*, 2017). Qualitative data collection will be done by in-depth interviews (depth interview) and Focus Group Discussion. The data analysis will be carried out by various methods, namely, quantitative analysis will use descriptive data analysis and analytic to see the internal factors that influence the behavior of entrepreneurs.

## 4. RESULTS AND DISCUSSION

### 4.1. Result

#### 4.1.1. Statistic Frequency

Overview interests, skills, mindsets and behavior of respondents with regard to entrepreneurial behavior. Following this initial overview merupakan interests, skills and entrepreneurial mindset and behavior of the respondent before being given training and mentoring.

**Table 1**  
**Overview of Respondents by Interests**

<i>Interests</i>	<i>Frequency</i>	<i>Percentage</i>
Interests	30	88.2
Not Interests	4	11.8
Total	34	100.0

*Source:* Tabulation Result (2017).

Based on the above table it can be seen that the majority of respondents have an interest in entrepreneurship as many as 30 people or 88.2 per cent and 4 people or 11.8 percent were interested in entrepreneurship.

**Table 2**  
**Overview of Respondents by Skill**

<i>Skill</i>	<i>Frequency</i>	<i>Percentage</i>
Do not have Skill	10	29.4
Have Skill	24	70.6
Total	34	100.0

*Source:* Tabulation Result (2017).

Based on the above table it can be seen that the majority of respondents have the skills to entrepreneurship as many as 24 people or 70.6 per cent and 10 people or 29.4 per cent do not have skills in entrepreneurship.

**Table 3**  
**Overview of Respondents by Mindset**

<i>Mindset</i>	<i>Frequency</i>	<i>Percentage</i>
Poor	2	5.9
Enough	10	29.4
Good	22	64.7
Total	34	100

*Source:* Tabulation Result (2017).

Based on the above table it can be seen that the majority of respondents have a good entrepreneurial mindset as many as 22 people or 64.7 percent, Quite as many as 10 people or 29.4 percent and sorted as much as 2 people or 5.9 percent.

**Table 4**  
**Overview of Respondents by Behavior**

<i>Entrepreneurial behavior</i>	<i>Frequency</i>	<i>Percentage</i>
Poor	5	14.7
Enough	2	5.9
Good	27	79.4
Total	34	100

*Source:* Tabulation Result (2017).

Based on the above table it can be seen that the majority of respondents have entrepreneurial Good Conduct as many as 27 people or 79.4 percent, Pretty much as 2 people or 5.9 percent and sorted as many as 5 people or 14.7 percent.

#### 4.1.2. *Statistic analysis*

Statistical analysis using linear regression test, a test used to predict internal factors that affect the respondent's interest in entrepreneurship, while the statistical analysis results can be seen in the table below,

##### 1. *Multicoliniarity Test*

Multicolinierity test aims to test whether there is a correlation between independent variables (free) and the dependent variable (bound) in a regression model. Multicolinierity test in this study by looking at the variance inflation factor (VIF) and obtained the following results:

**Table 5**  
**Multicoliniarity Test**

<i>Model</i>	<i>Correlations</i>			<i>Collinearity Statistics</i>	
	<i>Zero-order</i>	<i>Partial</i>	<i>Part</i>	<i>Tolerance</i>	<i>VIF</i>
1 (Constant)					
Education	,216	-,409	-,250	,695	1,439
Skill	,365	,335	,198	,848	1,179
Mindset	,662	,525	,344	,618	1,617
Entrepreneurial Behavior	,706	,625	,446	,663	1,508

*Source:* Tabulation Result (2017).

In accordance with the provisions multicolinierity test, if VIF is less than 10 then there is no correlation (Lutfi *et al.*, 2016; Muda, 2017 and Syahyunan *et al.*, 2017). Based on the above table it can be seen that the entire value of the variable VIF is less than 10. It can be concluded that there is no multicollinearity in the

data of this study (Muda, 2017). This means that between the independent variables of education, skill, entrepreneurial behavior and mindset are not mutually interfere or influence.

**2. Test Autocorrelation**

In this study autocorrelation using Watso Durbin test with the following conditions:

- a)  $dW < dL$ , mean there is positive autocorrelation (+) (Muda and Dharsuky, 2015; Muda *et al.*, 2016; Gusnardi, *et al.*, 2016 & Tarmizi *et al.*, 2017)
- b)  $dL < dW < dU$ , inconclusive
- c)  $dU < dW < 4-dU$ , means no autocorrelation.
- d)  $4-dU < dW < 4-dL$ , inconclusive
- e)  $dW > 4-dL$ , mean no autocorrelation negative (-)

With a sample size  $n = 34$ ,  $\alpha = 0.05$  and a number of independent variables  $k = 4$ , then can the critical value  $dL = 1.208$  and  $dU = 1.728$ . The test results in this study autocorrelation test results as follows:

**Table 6**  
**Autocorrelation Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	Durbin-Watson
1	,803 <sup>a</sup>	,644	,595	,208	,644	13,117	4	29	,000	1,469

Source: Tabulation Result (2017).

Based on the above table it can be seen Durbin watson value of 1.469. So the value of DW is between  $d_U (1.208) < DW (1,469) < d_U (1,728)$ . It can be concluded that in this study there is no autocorrelation. This means that the independent variable in this study is not disturbed or affected by a disturbance variable.

**3. Linearity Test Results**

Secondary data with time series model should be used linearity test. Linearity test is a test that aims to determine whether or not a linear regression. Linearity test in this study using ANOVA table variables X and Y of significant value (Sadalia *et al.*, 2017). If significant value table ANOVA  $< 0.05$ , it can be concluded that the relationship is linear based on test results as follows:

**Table 7**  
**Simultaneously Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2,435	4	,609	16,126	,000 <sup>a</sup>
Residual	1,095	29	,038		
Total	3,529	33			

Source: Tabulation Result (2017).

Based on these images can be seen that the significant value of 0.000 ANOVA tables. That is significantly less than the value of 0.05 ( $0.000 < 0.05$ ), which means that the relationship is linear (Sirojuzilam *et al.*, 2016 & Tarmizi *et al.*, 2016). This shows that the independent variable on the dependent variable is linear.

#### 4. Multiple Linear Regression Analysis

The influence of education ( $X_1$ ), Skill ( $X_2$ ), Mindset ( $X_3$ ) and Conduct entrepreneur ( $X_4$ ) against the interest in entrepreneurship (Y) can be viewed by using multiple linear regression analysis as in the table below,

**Table 8**  
**Coefficients**

Model		Standardized Coefficients		95,0% Confidence Interval for B		
		Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)		3,193	,003	,205	,937
	Education	-,300	-2,416	,022	-,153	-,013
	Skill	,215	1,916	,045	-,010	,315
	Mindset	,437	3,322	,002	,090	,379
	Entrepreneurial Behavior	,548	4,315	,000	,128	,360

Source: Tabulation Result (2017).

The results showed that all variables are: education ( $\alpha = 0.022$ ), Skill ( $\alpha = 0.045$ ), sign the ( $\alpha = 0.002$ ) and entrepreneurial behavior ( $\alpha = 0.00$ ) significantly affect the interest in entrepreneurship. The measurement results showed that entrepreneurship is a variable behavioral factors that most influence different the other variables.

#### 4.2. Discussion

Analyses were performed melalui Focus Group Discussion conducted in the village of Karang Wavey with discussion Posyandu cadre-based social entrepreneur. This event was attended by medical personnel, paramedics, cadres and village officials to be a participant. The result of these activities resulted in factors affecting entrepreneurship among cadres Posyandu and stakeholders that support social entrepreneurs or building their entrepreneurial spirit among cadres Posyandu, and how to improve entrepreneur among cadres Posyandu. The factors that affect entrepreneurship in Posyandu cadres internally is that volunteers should have a clear self-concept resulting in a change of mindset for the cadres. Change the mindset of the fastest to do is to make entrepreneurship training. Externally other factors that affect the city government support, especially in the field of regional regulations, which in supporting businesses throughout IHC IHC. Besides, the government also plays an active role in facilitating business permit or legalization for the cadres. Another factor in its favor is the assistance from various parties, one of which is college. Various forms of assistance related with financial management, legalization of operations and marketing of products both online and offline (Sadalie *et al.*, 2017 & Handoko *et al.*, 2017). As for the potential stakeholders that support entrepreneurs and social entrepreneurs posyandu ie, village officials, as well as the District of Medan City Government, non-governmental organizations become social commentators, Universities, State Owned Enterprises which has a partnership fund.

## 5. CONCLUSION AND SUGGESTION

### 5.1. Conclusion

1. There are variables influence the education, skills, and mindset towards entrepreneurship interest wirasuaaha Posyandu cadres in Karang Berombak, Medan City this proves that education, skill, entrepreneurial mindset and behavior are internal factors that influence entrepreneurship health cadres.
2. External factors that affect entrepreneurship is the support of the city of Medan, in this case the city of Medan local regulations, the legislation considered to strengthen the business group health cadres in order to survive and sustainable.
3. The external factor is the support the government in improving the quality of IHC businesses such as capacity building efforts through training and simplify the licensing process.
4. As for the potential stakeholders that support social entrepreneur posyandu village officials, as well as the District of Medan City Government's NGO social observers entrepreneur, universities, state-owned enterprises have the funds for activities PLKB (fund for SMEs).

### 5.2. Suggestion

1. The government should help entrepreneurs in strengthening business licensing, in addition, the progressive increase pemasaran network in the country and improving the quality through training and technical assistance.
2. The college is an actor who became counterpart intelektual most effective in increasing the competitiveness of business, therefore furniture makers have to continue to connect with the college to maintain business continuity.
3. The relevant Department (cooperatives and SMEs, Department of Industry and Trade) accompanies entrepreneurs can improve the quality of business that include finance, production, marketing, training and development as well as entrepreneurship orientation.

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