THE ROLE OF MOTIVATION IN THE ENTREPRENEURSHIP: A CASE STUDY OF WOMEN ENTREPRENEURS IN SURABAYA

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Abstract

In business organization and other institution, men dominance as leader is very strong though women have the equal competence compared to men. Recently, many women are able to become business leader in Indonesia. In addition, men and women have equal opportunity and women are not inferior in capabilities to men to become entrepreneurs. However, the number of women entrepreneur, however, are still limited comparing to men entrepreneur. Due to the fact that the role of entrepreneurship in the national economy is very important as it contributes positive impact on the dynamics of the economy, entrepreneurship need to be developed. Women in Indonesia should be encouraged to contribute in the national economy through entrepreneurship. In regard to these facts, a primary issue in this study is: the role of motivation in the entrepreneurship of women entrepreneur. The scope of this research takes place in Surabaya. This study was designed as qualitative research based on case – study, because this model was best used to identify the issues that are being discussed. Research instrument used in-depth interviews. The analysis of qualitative data was done interactively and continues over time until complete as the data saturated. Result indicates that women entrepreneurs in this study have motivation based on opportunity in practicing entrepreneurship. This motivation role in the entrepreneurship is by encouraging them to start business, create innovation to build business competitive advantage.

Keywords: character of entrepreneurship, women entrepreneur, role of entrepreneurship

Introduction

Gender issue, recently, has been an important case in entrepreneurship. If we look at business in Indonesia at this moment, there are many entrepreneur women appearing on national level surfaces such as , Martha Tilaar from PT Martina Bertho, even Hartati Murdaya from PT Berca Indonesia. The number of women entrepreneur, however, are still limited comparing to men entrepreneur. There are 12 entrepreneurs announced as finalists of the Indonesia's 2011 Entrepreneur Of The Year awards, consist of: Airlangga Hartarto of PT Fajar Surya Wisesa Tbk., Brian Yaputra of PT Estu Adimore, Hengky Setiawan of PT Tiphone Mobile Indonesia, Gen. Ret. Luhut Binsar Pandjaitan, MPA of PT Toba Sejahtra, Nyomananda of PT Media Indra Buana, Dr. Rizal Sini and Dr. Ivan Sini of PT Bundamedik and Dra. SB. Wiriyanti Sukamdani, CHA of SAHID Group (http://www.ey.com/ID). Most of the finalists are dominated by men entrepreneurs. The following list is the winning of EOY from 2001 to 2012: Dahlan Iskan (Jawa Pos Group), BRA Mooryati Soedibjo (Mustika Ratu Tbk), Djoenadi Joesoef (PT Konimex), Sudhamek A.W.S (Garudafood), Jakob Oetama (Kompas Gramedia Group), Jacobus Busono (PT Pura Group), Ciputra (PT Ciputra Development Tbk), Haryanto Adikoesoemo (PT AKR Corporindo Tbk), Kris Taenar Wiluan (PT Citra Tubindo Tbk), Edwin Soeryadjaya (Saratoga Capital - PT Adaro Energy Tbk), Dato' Sri Prof DR Tahir, MBA (Mayapada Group) dan Budiarto Halim (PT Erajaya Swasembada Tbk). During 12 years, only a woman entrepreneur had achieved the prestigious entrepreneurship award. This reality shows that the ratio of female entrepreneur against the men is still very small when connected with a population of Indonesia which has a sex ratio of men and women are relatively balanced (Statistik, 2013).

Women actually have the capability and capacity which are not inferior to men in founding and leading business organizations. However there is currently a lot of companies in Indonesia, ranging from a family company to a multinational corporation founded and led by women. The existence of women in social life is a growing phenomenon with much less education and work opportunities, supported an increasingly wide for women. The limitation value of the traditional culture puts women at the domestic sector by just holding the job of taking care of the household, while men are on public sector activities outside the home life the longer the more faded. Thus, the contribution of women in the economy increasingly felt its benefits.

The role of entrepreneurship in the economy are very important and have a positive impact on the dynamics of the economy. Entrepreneurship is not just a science and art, but rather a practice based