

ANALISIS PERILAKU KEWIRAUSAHAAN USAHA KECIL MENENGAH PENGOLAHAN PISANG DI GARUT SELATAN

ENTREPRENEURSHIP BEHAVIOUR ANALYSIS OF SMALL MEDIUM ENTERPRISE ON BANANA PROCESSING IN SOUTH GARUT

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ABSTRACT

Banana is the superior commodities in South Garut with central production at Cibalong, Cilawu, Pameungpek, Cisompet, and Cikelet District with the average 99,743 tons. Banana production in 2015 achieved 112.875,1 tons with harvest area 4.737.907 trees (Disperindag Garut 2015). In other distribution to Bandung and Jakarta Region, banana also processed to become food which can give different value like chip and banana "sale". The purpose of this study are to analyze and identify entrepreneur behaviour on business performance especially to Small Medium Enterprise (SMEs) banana processing in South Garut. The study was conducted in January 2016 with 40 respondents from the amount of 4 district in South Garut. The use of this method is the number of respondents for analysis with less than 100 people so this method can be used in this study. The results showed that the variable performance of the business and the external factors correlated significantly by 34,7% compared with the entrepreneurial behavior and individual factors. Additionally there is the opposite condition between entrepreneurial behavior and the individual factors of 28,5%.

Keywords: entrepreneurship behaviour, partial least square, South Garut.

ABSTRAK

Pisang merupakan komoditas unggulan di daerah Garut Selatan dengan sentra produksi, yaitu Kecamatan Cibalong, Cilawu, Pameungpek, Cisompet, dan Cikelet dengan jumlah rata-rata 99.743 ton. Produksi pisang tahun 2015 mencapai 112.875,1 ton dengan luas panen 4.737.907 pohon (Disperindag Garut 2015). Selain didistribusikan secara langsung ke daerah Bandung dan Jakarta, pisang juga diolah menjadi makanan yang memberikan nilai tambah bagi pengusaha. Beberapa produk olahan pisang yang diproduksi yaitu keripik dan sale pisang. Tujuan dari penelitian ini adalah menganalisis dan mengidentifikasi perilaku kewirausahaan terhadap kinerja bisnis khususnya pada Usaha Kecil Menengah (UKM) pengolahan pisang di daerah Garut Selatan. Penelitian dilakukan pada bulan Januari 2016 dengan jumlah 40 responden berasal dari 4 kecamatan di daerah Garut Selatan. Metode penelitian yang digunakan adalah *Partial Least Square* (PLS) dengan software SmartPLS versi 2.0. Penggunaan metode ini disebabkan jumlah responden yang dianalisis berjumlah kurang dari 100 orang sehingga PLS ini cocok digunakan dalam penelitian. Hasil penelitian menunjukkan bahwa variabel kinerja usaha dan faktor eksternal memiliki korelasi yang signifikan sebesar 34,7% dibandingkan dengan perilaku kewirausahaan dan faktor individu. Selain itu, terdapat kondisi yang bertolak belakang antara perilaku kewirausahaan dan faktor individu sebesar 28,5%.

Kata kunci: Garut Selatan, *Partial Least Square*, perilaku kewirausahaan.

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INTRODUCTION

Indonesia is still experiencing a variety of problems, such as increasing population, high unemployment, economic conditions are still lagging behind compared to developed countries, up to a maximum agricultural potential yet to be developed. Those problems can be addressed by creating jobs.

How that can improve the economy, reduce unemployment and increase value-added products in agricultural commodities. That's necessary entrepreneurial spirit in creating jobs. The number of entrepreneurs in Indonesia has not reached 2%. This proves that the entrepreneurial soul is not growing in most societies.

Capital and high risk in running a business is a major factor people are reluctant entrepreneurs. So that people choose other jobs that are considered risky, such as being an employe, civil servants, and so forth. While a country could be said to be advanced if it has at least 2 % of entrepreneurs.

Based on data from the Investment Coordinating Board (BKPM) in 2015 potential banana in Garut fluctuated from 2008-2013. Production in 2008 reached 190.900 tons, in 2009 amounted to 143.750 tons, in 2010 amounted to 152.567 tons, in 2011 amounted to 183.110 tons, in 2012 amounted to 969.801 tons, and in 2013 amounted to 116.761 tons. Garut Regency Government states that in 2015, banana production reached 1.128.751 quintals by 4.737.907 broadly crop trees.

Center of banana commodities in South Garut region is located in the District of Cibalong, Cilawu, Pameungpek, Cisompet, and Cikelet with the average number of 99.743 tons. Most of the banana crop is directly distributed to Bandung and Jakarta. Ministry of Cooperatives and Small and Medium Enterprises (2015) showed SMEs in 2012 of 56.534.592 units and large businesses as much as 4.968 units.

SMEs in 2013 increased to 57.895.721 units and large enterprises increased to 5.066 units. Most people use bananas into refined products, namely chips and "sale". Both of products can provide added value and increased income for processors. The kind of banana that is used in the processing is Nangka Banana, Kapas Banana, and Ambon Banana.

Problems faced by the processing of bananas, including the difficulty of obtaining raw materials (raw material availability) because most are sold in fresh form out of town, the marketing of processed chips are still not up, the price of expensive raw materials, and customer orders. As for venture capital obtained by the processors mostly come from private capital.

There are only three entrepreneurs who provide the name of the products, including Sale Pisang Cap Matahari, Sale Pisang Ubad Bahari, and Sepi 5. The selling price of banana chips and banana sale almost the same every processor. Banana chips price range of IDR 17.500-18.000 per 500 grams while the price of bananas sale around IDR 25.000-30.000 per 500 grams. Packaging sold various types, ie 250 grams, 500 grams, up to 1 kg.

MATERIAL AND METHODS

The study was conducted in four districts in South Garut, including Cibalong, Pamengungpek, Cikelet, and Cisompet. The location was purposively with consideration that the sub-district is the center of the banana commodity and quite many people who cultivate bananas into processed products such as chips and sale of bananas. This study was conducted in January 2016. The data used in this research using prime and secondary data.

The primary data obtained from interviews and direct observation of respondents banana processing. Secondary data were obtained from previous research

related to entrepreneurial behaviour, especially on small and medium businesses. In addition, secondary data is used as a complement to the data in the study were obtained from various agencies, such as the Ministry of Agriculture, BP4K Garut, national and international journals. Respondents were used in the study were respondents who have a business engaged in the processing of bananas.

Banana processing business is done by using purposive on small and medium businesses or banana processing household scale. Respondents were interviewed about 40 people, including the District Cibalong 9, Pamungungpek 3, Cikelet 11 and Cisompet 7. Data and information obtained is processed by using Microsoft Excel 2010 and SmartPLS.

Use of Partial Least Square (PLS) because this method of analysis is not based on assumptions. The advantages of the PLS is no data to be multivariate normal distribution (with a scale indicator categories, ordinal, interval and ratio) can be used on the same model and size between 30-100 samples or more than 200.

PLS is used to confirm the theory, and could also be used to explain whether there is any relationship between the latent variables. The results showed as many as 40 respondents interviewed, there were 38 female and 2 male gender. As for education to be taken, including SD 5 people, SMP 32 people, SMA 2 people and Diploma 1 person.

RESULT AND DISCUSSION

Entrepreneurship can be defined as the ability, attitude, behaviour of people in dealing with business or activity that is directed to seek, create new products in order to provide better service to obtain greater profits (Casson et al. 2006). Meredith et al. (1996) describes entrepreneurs as people who have the ability to see and assess opportunities, gather resources that are needed to take advantage and take appropriate measures to ensure success.

The entrepreneur is still relatively productive age, 30-40 years of age among five people, aged 41-50 years were 20 people,

aged 51-60 years and as many as 15 people. Banana processing businesses classified as small and medium businesses because labor had less than 10 people. A total of 17 people don't have the manpower and the remaining 23 people has a workforce of between 1-6 people.

In one day, a banana processing business is done 4-8 hours per production. Factors that encourage such business processing, business hereditary 6 people, the potential for 3 bananas, invited the family 2 people, businesses benefit 9 people, there was no other option 17 people, and the remaining 3 others.

There are 38 people (5 people who produce bananas sale, and 33 people who produce banana chips). While the market one type of product and 2 marketer 2 form of the product, namely bananas sale and chips. The average packaging marketed around 250-500 grams per pack. In terms of revenue processing business can be seen in Figure 1.

Monthly income Bananas and Business Processing Business Processing Outside Bananas Source: Data Processed, 2016 Sumantri (2013) describes five latent variables with 18 indicator variables in the research business performance of entrepreneurs women in the food industry home in Bogor, namely: 1) Characteristics of personal (latent variable exogenous), training, consisting on education, age, business experience, origin ethnicity, and family background. 2) External factors (exogenous latent variables), composed of the aspects of government policy, social, cultural, and economic, aspects related to the role of institutions. 3) Enterprise, consists of motivation, innovation, and risk. 4) The internal factors (endogenous latent variables), consisting of market and marketing aspects, financial aspects, technical aspects, production, and operation, increase revenue. 5) Business performance (endogenous latent variables), consisting of income, increased sales volume and the expansion of marketing areas.

Muljaningsih et al. (2012) explain the factors that affect the interests of entrepreneurs in women farmers, namely

labor, skill, land, and entrepreneurial spirit. The results of the analysis showed The interesting in entrepreneurship is influenced capital, labor, skills, land, and entrepreneurial spirit. While research Wijaya (2008) to get the result that entrepreneurship attitudes, subjective norms, and self-efficacy positively affects behaviour intensive entrepreneurship through entrepreneurship. The need increased training as a capital for the development of attitudes in looking at business opportunities. Santoso et al. (2015) in his research concluded that the behaviour of entrepreneurs in agroindustry in Pekanbaru City entered in both categories with the indicator, namely persevere, responsiveness, innovative, risk-taking, independently. Of the five indicators, independent indicators gain value or the highest score among other indicators. While business performance is also included in the category of good indicators are the expansion of marketing areas, increased revenue, and competitive advantage.

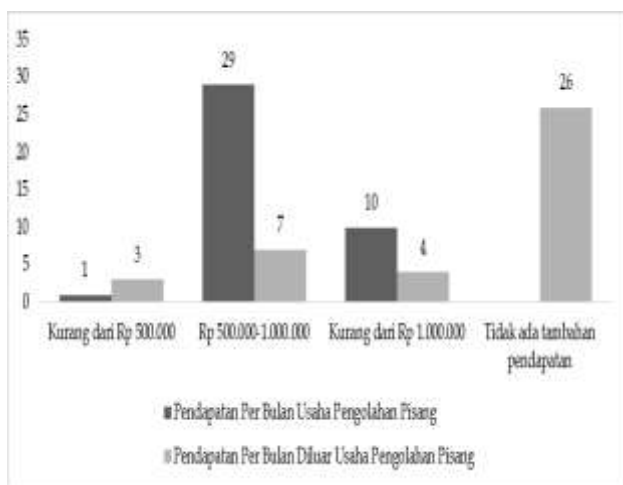


Figure 1 Monthly income bananas and business processing business processing outside bananas

Furthermore, the internal factors of agro-industry entrepreneurs in the category of the good and the external factors included in the unfavorable category. This can be resolved by increasing government support by providing counseling, training, and assistance to agro-industry entrepreneurs. The results showed that the variable performance of the business and external factors correlate significantly by

34,7 % compared with the entrepreneurial behaviour and individual factors. In addition there was the opposite condition between entrepreneurial behaviour and the individual factors of 28,5 %.

CONCLUSION DAN IMPLICATION

From the research was that the degree of correlation between the performance of the business and external factors had a significant correlation of 34,7 % compared with the entrepreneurial behaviour and individual factors. Then there is a correlation between the antagonistic entrepreneurial behaviour and the individual factor of 28,5 %.

Human resources has relationship between the individual factors by entrepreneurial behaviour that is still contrary to internal education and awareness of behaviours to align business performance and external factors. the need for cooperation between entrepreneurial behaviour to create a community that is a group or individual.

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