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SELF-EMPOWERMENT THROUGH ENTREPRENEURSHIP IN STUDENT BUSINESS OWNER SELLING HEALTHY FOOD

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Abstract

This study aims to discuss how the process of self-empowerment experienced by individuals through entrepreneurship. This study uses qualitative methods and descriptive approaches using observation, literature studies, and interviews as instruments. In the process, the author found one of the motivations for the subject to become empowered is he realizes her state of unempowered, afterwards he proceeds to find her potential and also her interests, and then tries to change her state. One of the causes of the subject being unempowered is the economic factor. Results of this study showed that the subject in the study did self-empowerment efforts from the condition of being helpless and independent, the cause of the condition of the subject's powerlessness is economic factors. For this reason, in an effort to overcome this problem, the process of self-empowerment by the subject begins with the awareness stage himself that he could not remain silent and had to help their parents, then the subject takes advantage of the interests and knowledge he has and see the market potential that exists until decided to start a business selling healthy food, besides that the subject was developing business by opening branches and resellers as well as maintaining business by improving product quality starting from product ingredients to the product packaging.

Keywords: empowerment, entrepreneurship, business, student

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INTRODUCTION

The global COVID-19 pandemic has affected all aspects of the life of the world community, including the people of Indonesia. There are students who want to survive by doing business. One of the students who did business during the pandemic by selling healthy food, others selling fried rice, fried chicken etc.

The Central Statistics Agency (BPS) publishes total poverty percentage of Indonesia's population in 2020 is 9.78% of the total population of 270 million people, which means an increase in the number of poor people as much as 0.56% compared to in September 2019 (Yusriadi *et al.*, 2020). Every year also increases Open unemployment as a battle that must be found the solution. Limited absorption of college graduates to work in the government resulted in their attention turning in opportunities to work in the private sector, but the tough requirements set sometimes makes opportunities to work in the private sector even more limited. The only opportunity that is still wide open is to start your own business in the form of entrepreneurship (Suwena, 2016). In business, develop an entrepreneurial spirit and increase activities entrepreneurship so that college graduates are more job creator, the Ministry of Education & Culture has share a variety of policies & programs at universities that intended for students and graduates.

From the current real condition, a breakthrough is needed to self-development for college students or graduates. Self-development is done through self-empowerment because empowerment is a process of giving power or power with a purpose provide awareness, understanding and individual sensitivity to social, economic, and political development so that a person is able to have ability to improve and improve its position. Empowerment is carried out in groups, communities, community of a region or an individual in society (Miranda, 2012).

Community empowerment efforts in groups or individuals can be implemented only if there is a will, motivation and the initiative of the group or individual. Recognizing the problem

faced, analyzing potential or opportunities and implementing existing plans will help individuals and groups. Very often This problem leads to the independence of groups or individuals individually economy. This is because the economy is one of the capital for access human life support (Anandhi, 2021).

Research on empowerment through entrepreneurship has been conducted by a number of researchers, one of which is a study that conducted by Prasetyo and Saddewisasi (2014) with the title: "Empowerment of Housewives for Entrepreneurship in Tembalang Village, Semarang City" which discusses how women entrepreneurship and empowering in overcoming family economy and become independent by entrepreneurship, however empowered women through entrepreneurship in terms of gender equality and prove that rural women can become independent by their own way.

For this reason, this study chose a student who also is a young entrepreneur with a research focus self-empowerment through entrepreneurship for student business owners selling healthy food. This study will discuss the process of self-empowerment which experienced by a student of Communication, Faculty of Socio and Political Science University of Sriwijaya Palembang South Sumatra Indonesia by running a healthy food industry.

RESEARCH METHODS

This research was conducted from July to August 2022 with using qualitative methods and descriptive approaches. Study Qualitative research is used to examine objects with natural conditions and not made up. In qualitative research, the main characteristics come from a background in the community, using the method qualitative method with steps including observation, interviews, and literature review, theory is built based on data and narrative of results and data analysis in qualitative research is carried out in a narrative way (Rasimin, 2018; Anandhi, 2021).

In order to obtain data, researchers conducted observations on research subjects, interviews with research subjects with asking why and how as well as what the effects that arise as well as other matters related to the research theme. In addition, researchers conduct a study of documentation from previous studies and have related themes such as empowerment and entrepreneurship. The researcher also asked the subject under study about what efforts were made by the person concerned to continue to exist in business.

RESULTS AND DISCUSSION

To start an empowerment business, an individual or community groups must be aware of their condition or condition by identifying the problem or cause why the individual or the group is helpless. In the case of individuals, the thing that causes helplessness is inability to help oneself, alienation, feelings powerless to organize and choose her own life. Helplessness in an individual can be caused by something that personal nature, such as the difficulty of something ranging from academic, skills

(ability), to finance. In the case of group, helplessness can also be caused by many factors such as economics, geography, natural disasters, and education (Miranda, 2012).

From this research, the writer found the fact that due to economic factors, the subject's family has to work for meet their needs because the subject's parents are unable cover their needs from daily needs to tuition fees. The subject is aware and tries to change the situation by working

at activities as a volunteer or committee but, since Covid - 19 there are no offline based activities anymore so the subject established her self to sell healthy food online. Previously, subject also tried to sell other products such as snacks and breakfast. However, the subject chose to focus on the healthy food sales business because the subject had an interest in selling healthy food looking for a loophole, by looking for market that can be entered and not as many competitors as fast food which is very popular recently. Products that are the subject of production It is also based on natural ingredients that can be made at home. The capital used for selling is the result of work a side job that the subject did before the Covid-19 pandemic and was not a gift from the subject's parents.

From the results of these efforts, the subject explained that he became a the backbone of his family, the subject can meet the needs primary or day-to-day family, pay for his own tuition, shopping for personal needs, to buying tertiary goods without having to ask for parental permission because the subject is in charge responsible for the money he earns himself. Besides, the subject too carry out business development that he has, such as upgrading products by collaborating with formulators to perfect its products. Currently, the subject has several branches and resellers. Besides selling healthy food, the subject also has a job others like being a waiter in a restaurant. Currently, subject explained that he is always thinking and looking for ways to stay can generate income if later the business sells healthy food failed, the subject started looking for a product he could sell or look for other jobs based online.

In this study, the subject can be said to have done the concept of self-empowerment through entrepreneurship by maximizing potential and take advantage of the interests he has and take advantage of the opportunities that exist so that he can help people surroundings and try to solve the problems that make him in a state of helplessness. From the results of this effort the subject also began shows the success of the empowerment process, it is known the subject is currently the backbone of his family, the primary need family and tertiary can be fulfilled with the subject of entrepreneurship wake up, in accordance with successful empowerment indicators according to Suharto (2005), the following is the achievement of the subject in the process empowerment: (1) Subjects are free to go anywhere, but the conditions the pandemic prevents it, (2) Subjects can buy primary needs and tertiary goods with his own efforts and his own consciousness unfettered by anyone. (3) The subject of starting a business or business new without having to ask permission from his parents because of the limited capital used is his own money. (4) The subject becomes critical and always looking for solutions from the worst possible conditions which will happen in the future. (5) Subjects are often involved in education or sharing experiences about entrepreneurship with people who are new to entrepreneurship (Agussani, 2020; Anandhi, 2021).

The empowerment process if done properly and correctly will certainly produce satisfactory results, even in a longer period of time long. Therefore, an indicator of the success of the process is needed empowerment. The following are indicators that can be linked with the success of empowerment according to Suharto in Marwanti *et al.* (2014) in the model of family economic empowerment the poor are integrated with product entrepreneurs as follows: (1) Freedom of mobility, individuals or groups are free to travel wherever you want without being restrained by anyone. (2) have the ability to buy primary needs, individuals or groups can buy with their own purchasing power. (3) have purchase ability tertiary needs, individual or group can buy with purchasing power, awareness, and their own desires without being restrained by others. (4) Engage in making decisions in the household or family, individuals or the group can provide opinions, votes or opinions them in making decisions regarding household or their family. (5) Have relative freedom from family, individual domination or groups do not experience pressure in the form of prohibitions or things that restrict the right to life or other basic rights and are free to take decisions about their own lives. (6) have legal awareness and political parties, individuals or groups have knowledge of rights applicable law and politics. (7) have the involvement in the campaign and protests, individuals or groups have been or are frequently involved in campaigns, protests or education with the theme struggle for the right to life of the people or oppressed groups (Agussani, 2020). Of the seven things will at least be able to give an illustration that economic empowerment can be integrated into a form of entrepreneurship that can be done independently by individual or group. In detail can be seen in the picture at below.



Figure 1. Integrated Poor Family Economic Empowerment Model with Product Entrepreneur (after Anandhi, 2021).

Entrepreneurs can be defined as fighters who dashing, noble, brave and worthy of being an example in the field of business. With other words, entrepreneurs are people who have the following characteristics: entrepreneurship: the courage to take risks, the virtue of creativity and exemplary in taking risks based on their own will and ability. Entrepreneurship according to Presidential Instruction No. 4 of 1995, entrepreneurship is a spirit, a person's attitude, behaviour and ability to handle business and or activities that lead to efforts to find, apply ways work on new technologies and products by increasing efficiency in order to provide better service and/or obtain bigger profits. It can be concluded that entrepreneurship is a person's way, attitude, personality in living, maintain, and develop its business in order to provide products or services with high quality (Oktavia, 2021).

CONCLUSION

From the results and discussion in this study it can be concluded that the subject did self-empowerment efforts from the condition of being helpless and independent, the cause of the condition of the subject's powerlessness is economic factors. For this reason, in an effort to overcome this problem, the process of self-empowerment by the subject begins with the awareness stage himself that he could not remain silent and had to help their parents, then the subject takes advantage of their interests and knowledge he has and see the market potential that exists until decided to start a business selling healthy food, besides that the subject was developing business by opening branches and resellers as well as maintaining business by improving product quality starting from product ingredients to the product packaging. The subject has been able to help the economy family, from primary to tertiary needs. Subject have also been able to decide something related to work or personal needs without having to be tied to parents because everything they do is based on their own abilities itself, to start the empowerment process is awareness, motivation, and strong will.

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