

AN APPLICATION OF THE SINERGITY MODEL OF INTREPRENEURSHIP DEVELOPMENT THROUGH SMALL AND MEDIUM ENTERPRISE COOPERATIVES IN MAKASSAR

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ABSTRACT

Small and Medium Enterprises tend to be superior and developed. Through the synergy model, it enabled to create excellence and improve its business as well as entrepreneurial development. The research was an applied research which aimed to measure the practicality of the form of the synergy model developed and to measure the effectiveness of the synergy model in developing entrepreneurship through Small and Medium Enterprise Cooperatives (SMEC). The research used an applied qualitative method. Techniques of data collection were library research, interviews and observations. The research instrument for the initial study, validation and tryout was used by a questionnaire for the community. Meanwhile, the application of the model used the achievement test for entrepreneurship development through SMEC. The results of the study showed that the design of the synergy model with the highest level of practicality was resources and marketing. The synergy model was very practical to use for actors who were starting new businesses or already running businesses. Business was very important for increasing workforce and economic growth. The synergy model in business development was very good to apply in entrepreneurial life. In entrepreneurship, it was important to pay attention to creativity, supporting factors, both material and non-material, the price of products, so that entrepreneurship ran smoothly. This synergy model was a reference in entrepreneurship development, and the most important thing was the action on the modeling.

Keywords: Synergy Model, Entrepreneurship, and Small and Medium Enterprise Cooperatives

INTRODUCTION

The biggest challenge at this time is having to try to create an outcome. The problems faced by the Indonesian people still lack an entrepreneurial spirit being caused by many factors, including the old people's mindset, lack of motivation to progress, less courage to do more (out of the box), and the lack of appeals from the government to invite people to be more courageous in entrepreneurship and less inculcated in entrepreneurial spirit since early.

People who want to achieve success and increase income by developing entrepreneurship through SMBC. In the economic crisis that has occurred in our country since some time ago, where many large-scale businesses have stagnated and even stopped their activities, the Small and Medium Enterprises (SME) sector has proven to be more resilient in dealing with this crisis. The development and fostering of SMEs needs to get great attention from both the government and the community, so that they can develop more competitively with other economic actors.

So it is necessary to increase insight, knowledge and skills in the field of cooperatives and entrepreneurship in the context of developing human resources in cooperatives and SME.

Referring to the idea that “entrepreneurs are made not born”, one of the efforts to develop cooperative entrepreneurship can be pursued through various training programs (learning) or through the applied model.

Seeing the various problems above, it is deemed necessary to design and implement a synergy model in entrepreneurship development through SMEC as entrepreneurial innovation in the current digital economy era. This model step is interesting to research, so that existing theories can be expanded, deepened and or modified. Therefore, this study aims to describe the entrepreneurial process of cooperatives, build or modify existing theories based on empirical facts on the culture of cooperative practitioners and develop training programs. according to the modified cooperative entrepreneurship model.

Based on the background of the problem described, in order to achieve a detailed discussion, in this case the authors identify the problem as follows:

- 1) How practical is the form of the synergy model developed in entrepreneurship?
- 2) To what extent is the effectiveness of the synergy model in developing entrepreneurship through SMEC?

LITERATURE REVIEW

A View of Sinegity

Synergy comes from the word ‘synergy’, it can also be called synergism or synergy. According to Covey, quoted in development journals in student journals defines synergy as: the combination of elements or parts that can produce a better and greater output than done alone, besides the combination of several elements will produce a superior product. Therefore, synergy in development means the integration of various development elements that can produce better and greater output. Covey added that synergy will easily occur if the existing components are able to think in synergy, there is a common point of view and mutual respect.

Based on the two conclusions above, the writer draws the conclusion that synergy can be defined as joint activities or cooperation carried out in order to get maximum results being connected by several different but related roles therein. Therefore, all components of society and the government are expected to work together in order to achieve community welfare

Understanding and Intrinsic Entrepreneurship

Entrepreneurship (Entrepreneurship) or Entrepreneurship is the process of identifying, developing, and bringing a vision into life. The meanings of the two important elements of entrepreneurship are:

- a) The process of thinking about something new
- b) Acting to make it happen so as to provide added value.

Motivation bo be Entrepreneurial

According to Abraham Maslow in the 2003 small and medium enterprise cooperatives ministry book, the hierarchy of needs consists of five things, namely:

- 1) Basic Needs, namely how to satisfy basic needs, where in this case he tries to earn money independently for his needs.
- 2) Safety Needs, namely satisfying the needs and feelings of security in family and community life.
- 3) Social Needs, namely social needs which seek greater flexibility and opportunities to make social contacts in building friendships and business relationships.
- 4) Self-Esteem, which is how to satisfy the need in the form of self-esteem, namely gaining respect and the environment in accordance with the position as leader or owner in a private business.
- 5) Self-Actualization, namely the need for self-recognition, namely how to obtain public recognition for work that is beneficial to the interests of many people.

Cooperative Entrepreneurship

Cooperative entrepreneurship is the application of the basic concept or entrepreneurial spirit in a cooperative organization known as "entrepreneurship". As a unique business organization, a cooperative organization does not only manage cooperative companies, but also relates to the company of its members. Thus in finding and exploring business opportunities and their implementation, cooperatives must make every effort to provide services to their members.

Proses of Cooperative Entrepreneurship

There are three factors that influence the success of a cooperative business, namely: strong member entrepreneurship, cooperative entrepreneurship and a quality management team as well as prime market opportunities. The factor of cooperative entrepreneurship can be seen in Figure 1.

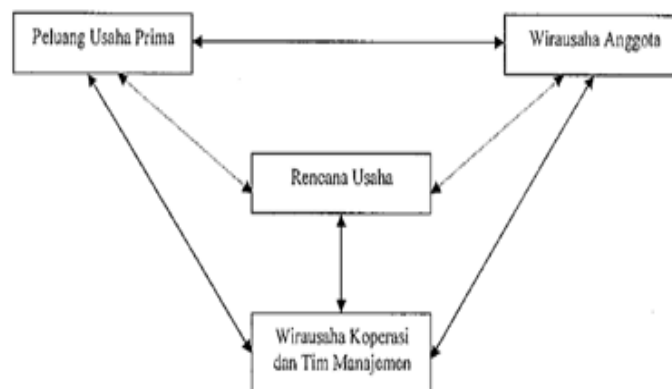


Figure 1. Factor of Cooperative Entrepreneurship

The cooperative entrepreneurial process in responding to business opportunities can be described in Figure 2 as follows.



Figure 2. Proses of Cooperative Entrepreneurship in responding Business Opportunities

From this figure, it can be seen that starting and looking for, exploring, then realizing it by formulating a business plan is based on the opportunity. This is important, because the cooperative is a unique business organization, that is, in addition to considering the progress of the cooperative's business, it is also carried out by strengthening household enterprises.

Form of Synergy Model Design

Designing a model in an entity is an activity to compile a new model to replace the old model as a whole or improve the existing model. People who want to become entrepreneurs see business opportunities and take action in developing entrepreneurship by applying the designed synergy model. Based on Figure 1 and Figure 2, our research team tries to design a synergy model that will be applied in entrepreneurship development.

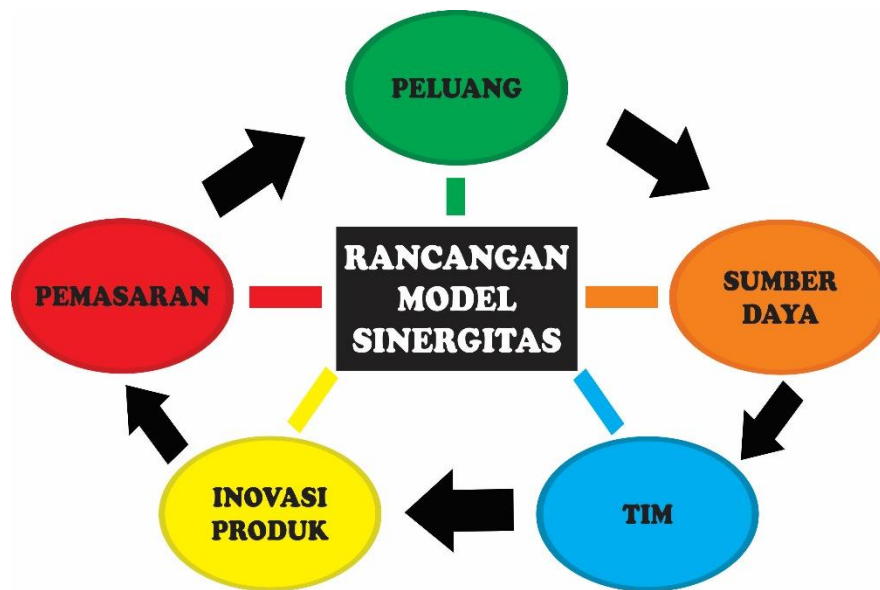


Figure 3. Synergy Model

- 1) Opportunities: Changing the mindset of people looking for job opportunities by planning a business plan to open their own business.
- 2) Resources: Community knowledge, insight and courage in carrying out, and managing the business well.
- 3) Team: The community must cooperate with the team while exchanging ideas in making products.
- 4) Product Innovation: people can produce creative product innovations, so that they can compete and survive in business.
- 5) Marketing: after product innovation, the research team assists the community in implementing marketing strategies in entrepreneurship development by paying attention to opportunities.

Conceptual Framework

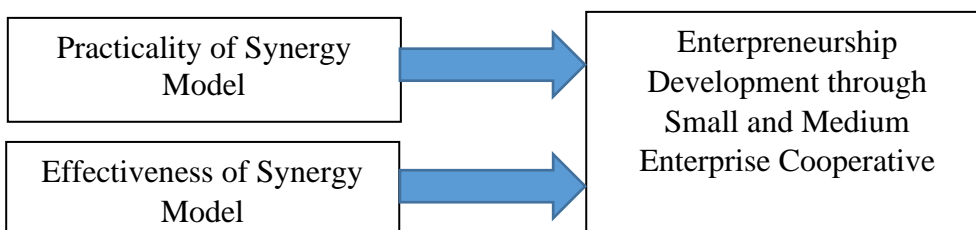


Figure 4. Conceptual Framework of Research

METHOD

Place and Time of Research

The research location that had been chosen in this research was Makasar. The time spent was approximately 2 months.

Population and Sample

The research populations were the people who did not have a business and people who had a business. The research samples was drawn randomly at the time of the research and tryout. At the time of implementation, the samples were selected purposively.

Research Instruments and Data Collection Techniques

For the initial study, validation and tryouts were used by a questionnaire for the community. Meanwhile, for the application of the model, the achievement test for entrepreneurship development through the use of SMEC. The methods used to collect data were library research, interviews, observation of questionnaires.

Method of Analysis

The analysis method used was an qualitative descriptive method. The data analysis was conducted by using a qualitative data analysis covering several aspects, namely: Comprehending, Synthetizing, Theorizing, and Recontenxtualizing. The steps taken in analyzing data with qualitative analysis (Miles and Huberman) were stated as follows:

- 1) Data reduction was a process of selecting, focusing attention on simplifying, extracting, and transforming the 'coarse' data that arise from the records of the research object.
- 2) Data presentation (data display) was a group of structured information that gave the possibility of drawing conclusions and taking action. The presentation that was most often used in qualitative data in the past was a narrative text.
- 3) Verification was the conclusion made during the research.

RESEARCH RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires and interviews to employees of UKM cooperatives at Koperasi Pundi Neka Solusi Jalan Urip Sumoharjo No. 90 Makassar, besides the research team conducted interviews with people who did not have a business and people who already had SME by holding a national entrepreneurship webinar workshop. Where the workshop conducted training on the application of the synergy model in entrepreneurship development as well as conducting questions and answers. The research team wanted to see the practicality of the model and the effectiveness of the model that had been designed. After the questionnaire and interview had been conducted, data analysis was carried out using qualitative methods starting from data reduction, data presentation, and verification /conclusion drawing.

A. Practicality of Synergy Model Form developed in Entrepreneurship

Table 2. Tingkat Kepraktisan Model Sinergitas

No	Synergity Model	Practicality Level (%)
1	Opportunity	73.33
2	Human Resources	86.66
3	Team	73.33
4	Product Innovation	80.00
5	Marketing	86.66
	Mean	80.00

Source: Data processed, 2020

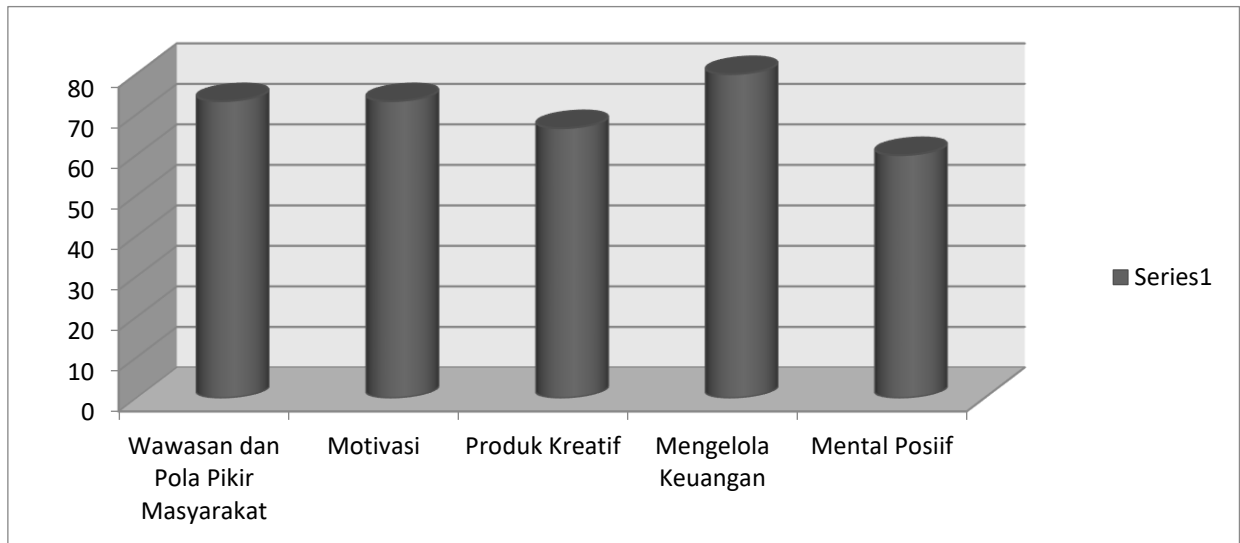


Figure 5. Grafic of Practicality Level of Synergy Model

Based on Table 2 and the graphic image above, the synergy model is designed with a practicality level of 80%. with the highest level, namely resources and marketing at 86.66%. The synergy model is very practical to use for actors who are starting new businesses or already running businesses. Business is very important for increasing workforce and economic growth. The development of SME has had a positive impact on the absorption of labor from the workforce in Makassar.

Based on the results of the interview's statement to one of the respondents (community): "I think this model is very necessary, because to start a business requires a lot of preparation and one of them is material and mental preparation."

Based on the results of the interview's statement to one of the respondents (community): "The synergy model is very important to be understood by all SME/SMEC owners as well as students who are starting to start a business, because a successful business is a business that is synergized with other businesses, with many business relationships it will be easier to run, therefore every business or business. both large and small involved in SME/SMEC can work together to provide the best results "

Based on the opinions of various experts, it can be summarized that human resources are a central factor because they function as a driving factor for an organization or company in achieving its goals. Without human resources, an organization or company will definitely not function, and other resources such as material, financial, information and technology resources become meaningless inanimate objects (Hasibuan, 2003; Rivai, 2003; Sumarsono, 2003; Nawawi; 2003; Fathoni, 2006).

Human resources are the main production factor for a business business, without competing human resources, it is very difficult for SMEs to develop a business. The low quality of human resources will make it difficult for the creative industry in Indonesia to face competition in the global era and free trade.

Based on the results of the interview statement to one of the respondents (community): "I think that entrepreneurship is inseparable from the strategic innovation of planning opportunities for the resource marketing team, during this pandemic we must look for business opportunities so that our economy can be stable"

In carrying out their business activities, SMEs are often faced with problems in marketing their business products. Marketing problems faced by SMEs are market competition, product competition, and market information problems. For business ventures, human resources as

labor make product innovations and use marketing strategies properly to market a product through information technology.

The entrepreneurial marketing approach is an appropriate concept approach in terms of limited resources and problems that exist in MSMEs (Stokes, 2007). Entrepreneurial marketing (entrepreneurial marketing) is an aspect of marketing that focuses on the need to create and develop a network capable of supporting companies, including suppliers, managers, investors, advisors, trade associations, local governments and public authorities that are important to consumers and the success of small businesses.

This important aspect of marketing is examined in the context of entrepreneurial endeavors to see how marketing theory fits into entrepreneurial practice. This is in accordance with the opinion of Kotler (2008) that the marketing concept carried out by entrepreneurs shows differences from the concepts put forward in conventional marketing.

Effectiveness of Synergy Model in Entrepreneurship Development through SMEC

Table 2. Entrepreneurship Development through Cooperatives

No	Kewirausahaan Koperasi	Effectiveness Level (%)
1	Cooperative Opportunity	66.66
2	Business Opportunity Survey	86.66
3	Business Opportunity Development	93.33
4	Innovative Entrepreneurship	73.33
5	Functions and Roles of Cooperative	80.00
	Mean	80.00

Source: Data processed, 2020

Based on Table 2 above, the synergy model that is applied has an effectiveness level with an average of 80%. with the highest level, namely the development of business opportunities of 93.33%. (the importance of cooperatives for the development of SMEs in all regions of Indonesia in supporting business opportunities).

Based on the results of the interview statement to one of the respondents (cooperative employees):

"Entrepreneurship development through cooperatives must be followed by developing business opportunities and training SMEs for cooperative employees and the community, as well as providing examples of suitable entrepreneurs to be developed."

Table 3. The Application of Synergy Model in Entrepreneurship Development

No	Activities of Entrepreneurship Development	Effectiveness Level (%)
1	Knowledge and Thought of Community	73.33
2	Motivation	73.33
3	Kreative Product	66.66
4	Financial Management	80.00
5	Posive Mental	60.00
	Mean	80.00

Source: Data processed, 2020

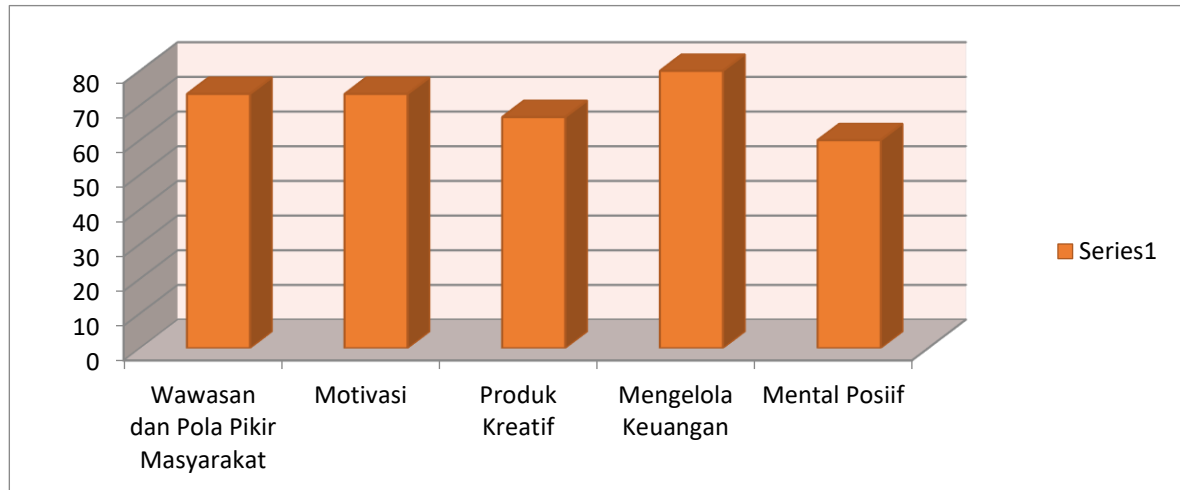


Figure 6. Grafik of Effectiveness Level of Synergy Model

Based on Table 3 and the graphic image above, the synergy model that is applied has an effectiveness level with an average of 8.00%. with the highest level, namely managing finances by 80.00% (The ability to manage finances, both in raising capital, managing capital and distributing capital and managing time can produce creative product innovations).

The synergy model in business development is very good to be applied in entrepreneurial life. In entrepreneurship, it is important to pay attention to creativity, supporting factors, both material and non-material, the price of products so that entrepreneurship runs smoothly. This synergy model can be a reference in entrepreneurship development, the most important is the modeling action.

Based on the results of the interview statement to one of the respondents (community): "The synergy model in entrepreneurship development, in my opinion, all of the components in it are very sustainable in the sense that it is very related, we have to create products that are very innovative and we have to think about the right way of marketing so that we will get opportunities to advance and create human resources and create a team so they can make a product that is more than before. "

Based on the results of the interview statement to one of the respondents (cooperative employees):

"In my opinion, entrepreneurship development through cooperatives is needed. moreover human resources, cooperatives can finance people who want to be entrepreneurs with large capital and guarantee people who are entrepreneurs "

Based on the statements that have been put forward by the respondents, it can be concluded that the synergy model design is very practical and very effective to be used in the steps of running and developing business activities. The synergy model that has been designed and has been applied to people who start businesses and already have SME businesses for entrepreneurship development through cooperatives in developing entrepreneurial life. Entrepreneurship development through cooperatives is needed, where cooperatives can finance people who want to be entrepreneurs with large capital. The research team provides an understanding of the synergy model to SME/ SMEC owners and students, who will start a business by looking at business opportunities, exploring business opportunities and developing business opportunities.

Continuous synergy model in carrying out business activities is to create superior human resources (HR), so that they can form a team to make competitive product innovations and think of the best marketing strategy.

Type of Output Reached

From the figure above, it can be concluded that the output achieved is a synergy model that is applied as a reference for people to see business opportunities in starting new businesses to developing entrepreneurship by creating new product innovations and using good marketing strategies. In addition, this research also produces articles. scientific papers to be published in an ISSN accredited national journal.

CONCLUSION

- 1) The design of a synergy model with a practicality level of 80%. with the highest level, namely resources and marketing at 86.66%. The synergy model is very practical to use for actors who are starting new businesses or already running businesses. Business business is very important for increasing workforce and economic growth. The development of SME has had a positive impact on the absorption of labor from the workforce in Makassar.
- 2) The synergy model in business development is very good to apply in entrepreneurial life. In entrepreneurship, it is important to pay attention to creativity, supporting factors, both material and non-material, the price of products so that entrepreneurship runs smoothly. This synergy model can be a reference in entrepreneurship development, the most important one is the modeling action.

SUGGESTIONS

Based on the conclusions expressed, it is suggested that SMEs should improve the quality of human resources by actively participating in training to develop innovative products, so that they can attract consumers.

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