THE MULTIPLE ROLE OF EMPLOYEES AS ENTREPRENEURS

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ABSTRACT

Purpose — This research aims to find out why a civil servant or private employee decides to open a business in Wamena City, Papua.

Design/methodology/approach — This study uses a type of qualitative research through a phenomenological approach.

Findings — The reasons why employees have dual roles as well as entrepreneurs, are: financial reasons, service reasons, and self-fulfillment reasons.

Practical implications — This research contributes to civil servants who aspire to become entrepreneurs to develop their talents and hobbies, as well as those who want to actualize themselves.

Originality/value — This paper describes things related to the reasons that motivate employees to become entrepreneurs. This case is expected to help motivate and provide understanding to employees who have an entrepreneurial desire.

Keywords — Employee, Entrepreneur, Dual Role

Paper type — Phenomenology
INTRODUCTION

People's lifestyles are very diverse which can be seen from different desires and different life goals. Those who choose to become office employees, may be motivated by education, or think that by becoming an employee they can have a guarantee for the future that is in front of their eyes. To fulfill all the desires or needs of the employees, they are also involved in other professions.

According to A.W. Widjaja (2006:113) employees are physical and spiritual human labor (mental and mind) who are always needed and therefore become one of the main capital in cooperative efforts to achieve certain goals (organization). According to David E. Rye, 1996 (in Leonardus Saiman, 2014:43) an entrepreneur is: “A person who organizes and directs a new business. Entrepreneurs dare to take risks associated with the process of starting a business. When someone wants to achieve success by choosing to become an entrepreneur (entrepreneur) who can pay other people or just wants to be an employee (employee) who is paid. In Agustina Tri Siwi's book (2015:6), there are several reasons for someone to become an entrepreneur, namely: Financial Reasons, Social Reasons, Service Reasons and Self-fulfillment Reasons.

Phenomena that occur in our country in general, in fact many have turned into entrepreneurs or vice versa, some even have double professions as employees and entrepreneurs. As happened to the Wamena community in Papua, most of them are triggered by the high economic needs of the community from other regions and being an employee alone is not enough to meet family needs and social needs or the community's lifestyle. In the research of Sitanggang, J. (2012) with the title "Analysis of Factors That Motivate Employees to Want to be Entrepreneurs", with the aim of seeing how much influence the
entrepreneurial environment has as a moderating variable on the relationship which finds that an employee is motivated to become an entrepreneur through: (1) Self Success Factor, which can increase employee motivation in achieving success with entrepreneurship; (2) Risk Tolerance Factor, namely the higher the risk, the greater the incentive for a person to become an entrepreneur; and (3) The Desire to Feel Freedom at Work, namely by entrepreneurship, a person can be free from the routine as an employee.

In the research of Amurwidiarka, Y. (2013) with the title "Analysis of Employee Motivation to Become Entrepreneurial Case Study on the Owner of Bjo's Pit Semarang Using McClelland Theory", which aims to determine the motivation of Mas Ari "Bjo" to leave his job and become an entrepreneur by establishing Bjo's Pit Semarang, who found that Mas Ari "Bjo" had a need for achievement, power, and affiliation as expressed by Mc. Clelland. The research problem obtained by the author when interacting with the surrounding community, namely the number of employees who have multiple professions by opening businesses to meet their daily needs in Wamena City which is certainly much higher than other areas. The question is, what exactly is the background of employees in Wamena City adding to their profession as an entrepreneur, is it true that the need is getting higher with their low income, or is there a certain reason?

The purpose of this study was to find out why a civil servant or private employee decided to open a business in Wamena City, Papua. Why does someone do a double profession, that is, apart from being an employee (one who is paid) and an entrepreneur (who pays someone else). For this reason, the researchers raised the title "Dual Roles of Employees as well as Entrepreneurs".
METHOD

This study uses a type of qualitative analytical research using the phenomenology method. In qualitative research, to determine research informants in two ways, namely: (a) Key person or purposive sampling and Snowball sampling. To obtain complete and complete information about the situation of the research object, namely information, and information relevant to the research focus, the research informants are determined as follows:

a. Informants from elements of the regional government of Jayawijaya Regency, (PNS who play dual roles as entrepreneurs), namely: taken from several employees in certain agencies that have businesses, namely: (1) Supervisors of the Personnel Section; and (2) Subordinates and colleagues at the Regional Government Office;

b. Informants from non-government areas of Jayawijaya Regency, namely: taken from employees who are tied to their organizations which have other income through their businesses, such as (1) Managers of the Personnel Section in private offices; and (2) Subordinates and colleagues in private offices; dan

c. Informants from the entrepreneur themselves are (1) Supervisor (CEO/Business Owner); and (2) Subordinates and colleagues such as operational and technical and staff.

The type of data used in this study consisted of primary data and secondary data. (1) Primary data sourced from key informants, namely secondary informants using non-probability sampling determined by snowball sampling. Where obtained from the informant himself; and (2) secondary data comes from several available documentation, namely data sources that are complementary to the main data that
are relevant to the problem and research focus. Where obtained from previous journals and books that became a reference for researchers. Research problems in qualitative research become a reference in determining the focus of research. The nature of the research owned is flexible and will develop based on the situation on research problems in the field.

Because the problems that occur will follow an empirically inductive thought pattern, where everything in the research is determined from the final results of data collection that is actually in the field. Moong (2005:237), through determining the focus of research, two things are achieved by researchers, namely: (1) Limiting the study to be able to limit the field of research (inquiry); and (2) The researcher knows for sure that the data collected is relevant and supports the research focus. The research focus taken by the researcher based on the problems and research objectives that have been formulated are the reasons for entrepreneurship by employees carrying out dual roles which include: (a) Financial reasons; (b) Social Reasons; (c) Reason for Service; and (d) Reason for Fulfillment.

According to Moleong (2005: 128), the best way to determine the research field is to maintain a substantive theory and have to go to the field and explore the field to see the suitability of the reality in the field, with various considerations in determining the research location, namely geographical and practical limitations (time), cost, labor). The research location that the author took was in the city of Wamena, Jayawijaya Regency, including government and private institutions that have been determined by researchers. The reason the author chose this area is none other than because the author sees that there are around 70% of the population who have settled there who are not
residents, undergoing multiple professions in their daily lives. To obtain accurate, actual, and comprehensive data that can suit the problem and focus of the research, data collection will be carried out using the following techniques: (1) In-depth interviews; (2) Observation; and (3) Documentation. The data analysis used is the Interactive Model from Miles and Huberman (1994:10), namely the activities in qualitative data analysis are carried out interactively and take place continuously at each stage of the research until it is complete. The components in data analysis are (1) Data reduction; (2) Data Presentation; and (3) Verification.

Sumber: Miles & Huberman (1994)

Figure 3.1 Data Analysis Components: Interactive Model

Untuk menguji kredibilitas data, digunakan: (1) Triangulation; (2) Member Checking; (3) Prolonged Engagement In The Field; dan (4) The Audit Trail.
FINDINGS AND DISCUSSION

Financial Reason

1. **Opening a business for economic reasons**

The economy is a very vital thing that causes someone to turn around, especially if you become an employee with a small salary, it will certainly be difficult to meet all their needs. Based on the results of interviews with various informants, economic reasons are one of the triggers for an employee to open a business. Moreover, the economic situation in Wamena City, of course, requires the community to get more income.

Another reason that drives their desire to become entrepreneurs is because of the responsibility as the backbone of the family to fulfill all the wishes and needs of the family, such as clothing, food, and family housing. More precisely to meet family needs, such as paying school fees, electricity, daily expenses, etc. Similarly, the research of Steinhoff and Burgess in Agustina Tri Siwi (2015:7) suggests the reasons behind someone’s entrepreneurship, one of which is The Desire For Higher Income, namely the desire to get more income.

This is the same as Russel M. Knight in Agustina Tri Siwi (2015:16) which states that the reason a person desires to become an entrepreneur is one of them The Housewife Refugee, meaning that the reason for entrepreneurship is based on the needs of a family that gets bigger along with the size of the child. Her children then took the initiative to make an effort to help her husband earn a living.

2. **Business impact on main work**

For an employee who is bound by work and the organization that houses it, it certainly has an impact on the business that is run simultaneously. People who choose to become entrepreneurs are
usually those who don’t want to be tied down, as stated by Leonardus Saiman (2014: 24) about the motivation for someone to be an entrepreneur, one of which is freedom, which means managing time, free from supervision, free from pressing rules/interventions, free from the rules of organizational/company culture. However, the informants we met stated that their efforts did not have much impact on their main job as employees.

a. Social Reason

1) Social reasons are one of the reasons for opening a business

   When someone is hit by economic problems, some people choose to become entrepreneurs because they are carried away by the environment. In addition, many are also influenced by friends, relatives, or family. In Hendro’s research (2011: 61), which explains the factors that support a person to become an entrepreneur, one of which is Environment and Association, according to the saying, "If you want to be successful, then hang out with successful people to get infected!". So, if we hang out with lazy people, we will also get lazy. So you have to be smart to get along and make friends.

   Because the environment will have more influence than the family. However, on average, the informants gave the opinion that being an entrepreneur is mostly driven by their desires, wanting to earn more income. As stated by Steinhoff and Burgess in Agustina Tri Siwi (2015:7) which
states that there are several reasons behind someone’s entrepreneurship, one of which is The Desire For Higher Income, namely the desire to get more income.

2) Opening a business for self-actualization

Becoming an entrepreneur may be the dream of many people, being rich, being seen by people is a form of self-evident. As stated by Hendro (2011:61) about the factors that support a person to become an entrepreneur, namely Self Esteem (Want to be More Appreciated) which means, certain positions achieved by a person will affect the direction of his career, want to be appreciated, which is usually not found in the world. work or in the environment, whether in family, friends, or others. However, not all those who turn to become entrepreneurs think that way, as obtained when interviewing informants, most of whom explained that being an entrepreneur is a dream and a hobby.

In line with Hendro’s opinion (2011: 203), the reason for deciding to become an entrepreneur, one of which is due to the ideals of being small or his dreams. That is, the profession of Entrepreneur has been a dream or aspiration since childhood, either because of the influence of the family, or the environment. However, unlike Russel M. Knight in Agustina Tri Siwi (2015:16) who concludes that the reason someone desires to be an entrepreneur is The Society Refugee, someone wants to be an entrepreneur because they are entrepreneurship because they are not binding because they do not agree with their environmental conditions.
b. Service Reason

1) Interested in entrepreneurship because they have a desire to do services

In terms of service, this may happen to some people. A person becomes an entrepreneur because he wants to make his parents, siblings, and family happy. From this point of view, the informants strongly agree, with them holding two jobs, then, of course, the initial goal is to give happiness to the whole family. With the profession they are living in now, they can help ease the burden on those closest to them, as well as be able to help people in need.

2) Family is the main reason for carrying out dual roles

Being an entrepreneur is not an easy job, if the business runs smoothly, you can be sure, there will be no obstacles. Becoming an entrepreneur must come from oneself, without coercion from certain parties, including family. But sometimes desires do not match reality.

For example, the entrepreneurial profession, which sometimes arises from family pressure. As explained by Hendro (2011:61) regarding the factors that support a person to become an entrepreneur, one of them is Forced: "Take it or leave it" (unemployed) or forced to become an entrepreneur. That is, previously did not have the desire to become an entrepreneur, but because of pressure from parents who certainly provide capital or because parents want a successor for their business.

This is in line with the opinion of Kasmir (2006) in Saiman’s Book, Leonardus (2014: 152), namely that there are
several reasons why someone starts a business, one of which is the Entrepreneur’s Family Factor. That is, being an entrepreneur is due to the existence of a family business that is continued both vertically and horizontally, in other words, it remains only to continue because there are modes, the supply of raw materials whose management has been prepared. In contrast to what some informants said, they were pure entrepreneurs because they wanted to make their parents, family, and closest people happy.

c. **Reason for Self-fulfillment**

1) Running a dual role because you want to be productive

Many people want to become an entrepreneur because they have their own goals, such as wanting to be rich, wanting to fulfill their needs. As Hendro (2011: 203) argues, there are several reasons someone chooses to become an entrepreneur, one of which is Wanting to be Rich Materially, which means money is one of the crucial reasons that make someone want to be rich. Because for them, people who have money will live happily and life can thrive.

Some of the informants want to become entrepreneurs because they want to be more productive so that they can automatically excel, as expressed by McClelland in Sonny Sumarsono (2010: 7). He explained that there are several characteristics of a person running the entrepreneurship profession, one of which is the desire for achievement, which means that psychological factors are one
of the main drivers that motivate an entrepreneur to fulfill his achievement needs. In other words, they have an inner desire to behave towards the achievement of goals and become a challenge to individual competence.

2) Doing multiple roles because they want to be independent

Many people are eager to open a business, due to the many motivators, namely successful people who must become idols. The desire to be independent is also very dominant, similar to the informants, who stated their reasons for entrepreneurship and why they chose to run a dual profession because they wanted to be independent, have their income, or want to open up job opportunities for other people. Steinhoff and Burgess in Agustina Tri Siwi (2015:7) also state the same thing, namely the reasons behind someone’s entrepreneurship, one of which is The desire for the prestige that comes to being a business owner, which means wanting to prove to others if you can have your own business.

Leonardus Saiman (2014:24) also has the same opinion, namely someone who decides to become an entrepreneur based on several motivations. Independence, which means having a sense of pride, because he can be independent in all things, such as capital, independent in management/management, independent in supervision, as well as being a manager. against himself.

From the results of interviews with informants, it can be concluded that carrying out multiple professions does not interfere with their main job as employees because there are employees who are entrusted to run the business, except at the beginning of the Covid-19 outbreak, businesses closed, and it was difficult to run a business and
pay employees. To carry out both obligations, as an employee and entrepreneur, it is certainly a bit difficult, especially if the office is very busy, and the employee is in college, or is sick. To measure the level of success of the multiple roles carried out by employees for them, for income, of course, greatly affects their success.

Starting from the increased income, they also get recognition in the community. However, the obstacles faced by employees to their superiors are when they are busy taking care of their business and require overtime at the office, or there is work to be done at home, making concentration divided because the goal at home is to help run the business that was started, must supervise employees, and regulate other matters related to business.

The obstacles faced by entrepreneurs (as superiors) with their employees are when there are obstacles faced by employees, which causes the business to close, and if they don't work in the office, they inevitably have to step in to take care of the business.

**CONCLUSION**

From the results of the data analysis obtained, it can be concluded that entrepreneurship activities carried out by employees in Wamena City are motivated by financial factors, self-evident, and service (wanting to make the family happy). The obstacle encountered by employees who run multiple professions is if the employee is unable to do so, so they have to manage themselves which makes their main work hampered.
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