

## ENTREPRENEURIAL SPIRIT ON ENTREPRENEURIAL INTENTION OF INDONESIAN TRADITIONAL FOOD (CASE STUDY ON STUDENTS AND ALUMNI OF CIPUTRA UNIVERSITY TOURISM- CULINARY BUSINESS STUDY PROGRAM)

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**Abstract:** The purpose of this study is to find out how the role of entrepreneurial spirit on entrepreneurial intention of Indonesian traditional food in students and alumni of Tourism-Culinary Business study program. The informants in this study are students, alumni, and an expert. This research uses qualitative methods. Data collection were carried out by initial survey, and followed by interviews to deepen the application of entrepreneurial spirit in traditional food business. Based on the results of the interview, it was concluded that entrepreneurial intention must go hand in hand with entrepreneurial spirit so that one's entrepreneurial activities can be run. The characters that must be contained in an entrepreneur include passion character in the form of passion of fighting in business, independent character in the form of the ability to position the business well, marketing character as sensitivity in the form of the ability to see and take opportunities by paying attention to customers, creative and innovative character as an effort to differentiate and add business value, calculated risk taker in the form of risky decision making by doing calculations, persistence in the form of perseverance and unyielding spirit when through obstacles, and high ethical standards in the form of ethics in doing business to build a good business image. But in reality the cultivation of characters and interests that should be, a little contrary to the character of today's students as millennials. Millennials have a tendency to want to be fast-paced, instant, and do not want to trouble themselves.

**Keywords:** *Alumni, Entrepreneurial Intention, Entrepreneurial Spirit, Indonesian Traditional Food, Students.*

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### 1. Introduction

High public unemployment is still an unresolved problem in Indonesian country. In fact, unemployment in Indonesian country does not only occur to people who have never received formal education. Based on data from the Badan Pusat Statistik, existing of unemployment is divided into several categories with the highest level of education completed.

Table 1.1 Open Unemployment According to The Highest Education Completed (person) in 2020-2021

Completed and Total Highest Education	Open Unemployment According to The Highest Education Accomplished (person)			
	2020		2021	
	February	August	February	August
No or never been to school	35.761	31.379	20.461	23.905
No or not finished primary school	346.778	428.813	342.734	431.329
Primary school	1.006.744	1.410.537	1.219.494	1.393.492
Secondary school	1.251.352	1.621.518	1.515.089	1.604.448
General high school	1.748.834	2.662.444	2.305.093	2.472.859
Vocational high school	1.443.522	2.326.599	2.089.137	2.111.338
Academy/Diploma	267.583	305.261	254.457	216.024
University	824.912	981.203	999.543	848.657
Total	6.925.486	9.767.754	8.746.008	9.102.052

Source: Badan Pusat Statistik (2021)

It can be seen in Table 1.1 that the number of unemployed people with the highest education level category of the University in 2021 is still very high. The existence of high unemployment rates in the scholar category occurs because of the mindset formed by the education system that has a focus on creating job-seeking human resources and not human resources job creators (Astuti, 2019:26). Though the reality is that the availability of jobs in the country is very limited compared to the number of existing workers.

The number of unemployment rates can be overcome by giving birth to new entrepreneurs with good entrepreneurial spirit characters. Entrepreneurship is own by everyone who is able to develop entrepreneurial spirit in themselves through the development of positive thinking, willpower, innovative, courage, and able to find and open business opportunities (Andriana and Fourqoniah, 2020:44). Currently, Indonesian country is making efforts in increasing the number of new entrepreneurs, especially among students. This is evidenced by the news in (Kemdikbud, 2021) related to the implementation of the Indonesian Student Entrepreneurship program by the government.

This time food and beverage business has a great chance of success in terms of sustainability and endurance, and has an impact in reducing the unemployment rate. This statement was supported by news in (Detik.com, 2021) which stated that during the pandemic the performance of the food and beverage sector was still at a positive growth rate of 2.45%. The food and beverage sector also has an impact on labor absorption, which increased by 0.01% from 2019 to 2020 (Badan Pusat Statistik, 2020).

In the field of culinary business nowadays, Indonesian people are starting to experience a change in the interest of Indonesian traditional food. In (Pantura News.Com, 2020) states that changing times such as globalization can bring the change affect in the interest, especially the younger generation towards Indonesian traditional food. But in (Kompas.Com, 2020) according to Bedi Zubaedi as Chairman of the Indonesian Culinary Entrepreneurs Association (Apkulindo) said that the Indonesian traditional food culinary business will rise in 2021 because of new innovations so that the degree of traditional food rises.

Ciputra University has the main focus of entrepreneurship education which always provides efforts in planting seven entrepreneurial spirits in each student, with the hope that students can create jobs for themselves and others. Ciputra University has one study program that has a focus on the culinary world, namely Tourism-Culinary Business. It is hoped that

students of the Tourism-Culinary Business study program can cultivate an entrepreneurial spirit towards the entrepreneurial interests of Indonesian traditional food so that traditional Indonesian food can be preserved.

Based on an initial survey of 30 active students, 22 students chose to do food business other than Indonesian traditional food concept, and eight people chose Indonesian traditional food business concept. Based on the survey the problem of entrepreneurial spirit students towards Indonesian traditional food are in the form of creative limitations on traditional food, students do not dare to take the opportunities and risks of doing Indonesian traditional food business because of the lack of public interest, and the tendency of students who easily give up and do not want to be complicated about complicated food processes. Based on existing problems, researchers will further research related to "Entrepreneurial Spirit on Entrepreneurial Intention of Indonesian Traditional Food (Case Study on Students and Alumni of Ciputra University Tourism-Culinary Business Study Program).

## **2. Research Method**

This research uses qualitative research methods to obtain the final results of the research. Informants in the study were selected by purposive sampling techniques. Informants of this study are active students, alumni, and experts. Student informants (AF) and alumni (VA) were chosen because they have a Indonesian traditional food business that has been running for more than one year consistently, and the expert informant (NU) who is a lecturer who teaches several tourism-culinary business student cooking lessons for ten years, and understands about the Indonesian traditional culinary world in the present and future.

The process of collecting data on this study through semi-structured interviews and documentation. The interview activity was conducted to explore information more depth related to entrepreneurial intention and entrepreneurial spirit in the Indonesian tradition food business in students and alumni. Based on (Sugiyono, 2014:373) qualitative researchers have a role in establishing the focus of research, choosing informants as data sources, collecting and interpreting data, and making conclusions on the findings.

The data analysis in this study is to looked at the character of seven entrepreneurial spirits in supporting the intention of traditional Indonesian food entrepreneurship in students and alumni of the Tourism-Culinary Business study program. The steps of data analysis are as follows:

- Step one: researchers conduct data collection through interviews with informants and literature review.
- Step two: data reduction is done after interview activities on several interview results outside the SWOT topic and SWOT analysis result
- Step three: the presentation of data is presented in the form of narrative text and the determination of each SWOT quadrant to make it easier to understand the information.
- Step four: conclusions are drawn from the results of data reduction and SWOT analysis for depictions related to the current condition of Indonesian traditional food business and the entrepreneurial spirit in Indonesian traditional food business in students and alumni.

## **3. Result and Discussion**

### **SWOT Analysis**

Based on the results of SWOT analysis with AF and VA, Indonesian traditional food businesses currently can be in the position of quadrant one with great strength and

opportunity, with a several key success factors that must be met. These factors are competent human resources, raw product materials, suppliers, appropriate prices, product innovations with distinctive taste variations, packaging innovations, optimal online marketing and promotion, technology, location, broad market segments, social media, and collaboration with food bloggers. When a business is in the quadrant one, then the business must be able to develop a strategy that supports aggressive growth policy.

Based on the results of SWOT analysis with NU, the condition of tourism-culinary business study program students is in the third quadrant position. In the the third quadrant position, the key success factors is in the focus of repairing internal weaknesses, in order to be able to capture the opportunities that exist. Key success factors form a strategy to direct students in seeing and capturing the the opportunities of Indonesian traditional food business into the form of business implementation, with efforts to increase student insights in Indonesian traditional food along with increased creativity and innovation, form a more persistent student character, and provide digital marketing learning support for marketing and promotional activities.

#### **Alignment of Indonesian Traditional Food Theory**

Based on the results of interviews with AF, VA, and NU informants, it was found that the Indonesian traditional food business currently has a great opportunity. AF and VA state that Indonesian traditional food today is needed for big day celebration events and it is a comfort food. NU added that Indonesian traditional food is sought after by many people. VA and NU stated that indonesian traditional food business today needs innovation to increase value and meet the target market of the younger generation. This is in line with the statement (Ardiansari *et al*, 2020:44) which states that traditional foods today are rarely found due the changes of time, some people think that traditional food is outdated and begins to move to modern food. Innovation is something that can prevent the extinction of traditional food.

#### **Alignment of Entrepreneurial Intention Theory**

AF, VA, and NU state that in the intention of Indonesian traditional food entrepreneurship, should be start from internal factors that have a strong influence. These internal factors consist of feelings of pleasure, attraction, and engagement. The external environment in the form of an educational environment can encourage the growth of entrepreneurial intention through real business practices. This is in line with research (Shoimah, 2019:201) which states that entrepreneurship education consisting of indicators of entrepreneurial knowledge has a direct effect on entrepreneurial intention. The VA states that the family environment has a driving factor, but not enough for a major factor in entrepreneurship. The statement is in line with the results of research (Famila *et al*, 2021:94) which stated that although students have a good family background, they have not been able to cultivate entrepreneurial intention in students. Entrepreneurial intention alone is not enough to be a benchmark in the success of entrepreneurship. This statement is in line with the results of research (Efendi *et al*, 2018:55) which stated that although the interest in internal and external factors is in the good category, based on real data there is only one student who succeeded in entrepreneurship.

#### **Alignment of Entrepreneurial Spirit Theory**

Every entrepreneur needs an entrepreneurial spirit in each of them in order to implement existing businesses in real terms. Based on AF, VA, and NU statement entrepreneurial spirit is how an entrepreneur thinks differently from people in general related to capturing, creating opportunities, and being able to rise from the confusion with an unyielding attitude. This is in

line with research (Bhadange, 2020:58) which states that based on surveys found there is a role of entrepreneurial spirit to fight various obstacles in business.

Based on the analysis result of the passion character in Indonesian traditional food business obtained the results that the character of passion is related to spirit in business and fighting in business. The passion character applied by AF in her business is through the ATM system (Observe, Imitate, and Modify) from competitors, doing optimal online marketing and promotion on social media. VA in her business also conducts marketing activities through collaboration with food bloggers so that the public is aware of the product. This is in line with (Septia, 2016:618) which states that someone who has passion will take real action eagerly to make a business idea a reality. Based on the results from NU interviews, Tourism-Culinary Business students currently still have a low fighting spirit, it can be seen from the often students do not continue their business when the project is completed and always choose an easy one when there is a project. O and O (2013: 108) stated that passion has an important role in business, because with the passion in running a business one will be passionate about communicating with others related to products or services, to attract investors and consumers.

Based on the analysis results of interviews with AF and VA related to independent characters, there are statement that the character of independents is seen from how an entrepreneur conducts business and how the condition of a business. AF shows independent character in herself through the good branding of her business, while VA shows the focus of independet character in terms of actions to maintain product quality through connections with raw material suppliers in order to get the right raw materials. This statement is in line with the research of Koerniawan and Dewi (2016: 16) which states that in the indicators independent after the study must have many connections and be more independent in making a decision.

Market Sensitivity is a very important character in business, especially the red ocean business such as Indonesian traditional food business. The character of market sensitivity is related to the importance of seeing opportunities in the Indonesian traditional food business nowadays by paying attention to the consumers or markets. AF and VA have similarities in seeing and capturing opportunities from traditional food businesses in the form of current market needs for big day events such as rice box products and hampers, with the implementation of innovations in their business products. This is in line with (Garnida, 2021: 91) which states that entrepreneurs have a proactive attitude to start a business by seeing the opportunities that exist based on trends and changes in consumer behavior by the time passes. But based on the results of interviews with NU, students currently lack insight into traditional foods, so they are not optimal in seeing and taking opportunities. This is in line with (Istiatin and Marwati, 2021: 131) which states that limited knowledge can hinder individuals in seeing and capturing opportunities.

Based on the results analysis of the interviews with AF, VA, and NU, creative and innovative characters have a very important role in the Indonesian traditional food business, because with creativity and innovation can provide the differentiation efforts and increase value that arises from market needs. The statement is in line with research (Noor *et al*, 2018: 79-80) which states that the higher value of innovation in a food business, the higher competitive advantage of the food business. Based on AF current statement, packaging innovation has added value in business. In addition to packaging design innovations, VA stated that through product innovations according to market needs such as vegetarian food, and Ramadan menus, as well as innovations for promos in the Grab and Gojek applications, it is very helpful for VA businesses. In the interview, NU added that sometimes innovation does not have to be product-oriented, but rather on service and marketing.



Calculated risk taker character reflects the decision-making conditions accompanied by risk factors, which are carried out through calculations first. In the food business according to AF and VA the risk that generally occurs is an increase in the price of raw materials. Proper handling in making various decisions including consideration of product costing affects the condition of the company. In its interview the VA stated that there is a risk of selling traditional food in other cities in the Yogyakarta area, but the VA stated that the taste analysis activities of the people in Yogyakarta help minimize the risk of products not being accepted. This is in line with (Ciputra, 2011: 87-89) which states that risk taking first must be measured by survey and research activities to gather information, verify the assumptions and make the plans. But in fact, not everyone is brave and willing to take the risks. NU stated that nowadays students do not dare to make a Indonesian traditional food business because of many competitors.

The character of persistence shows perseverance to always be willing to learn and have the spirit of unyielding when facing obstacles. This is in line with (Septia, 2016: 619) which states that the persistent and diligent nature of an entrepreneur can make a business able to survive and compete from the competitors. AF and VA stated that in the traditional Indonesian food business of course there are many competitors, but do not let it stop us and make us despair, instead we should be continue to build a business to be better in branding, marketing, and innovation. NU stated that currently students have a tendency to easily give up on businesses that they build and tend not to choose Indonesian traditional food businesses because they consider it is complicated process. This is in line with (Hasriyani, 2021:71) which states that the basic characteristic of the millennial generation is that it is happy to be fast-paced and instant, and tends to have thoughts of not wanting to trouble themselves.

High ethical character related with the application of good ethics in doing business, so that the business is not detrimental others. In running a traditional food or food business with other concepts, ethics such as hygiene and the safety using raw product material must be maintained. This is in line with the statement of Koerniawan and Dewi (2016:15) which states that a business is important to carry out good ethical implementation, especially for consumers, as an effort to maintain business sustainability.

#### **4. Conclusion and Suggestion**

##### **Conclusion**

Based on the results of the discussion that obtained by the researcher, the existing conclusions can be described as follows:

- 1) Key success factors in Indonesian traditional food business nowadays are insights to create competent human resources, sensitivity to raw material conditions, branding through social media (digital marketing) and collaboration with food bloggers, appropriate product prices, innovation (products, packaging, marketing, promotion), location, and opportunities of broad market segments. For millennial students, there needs to be adjustment and character formation to be more diligent.
- 2) Traditional food businesses have a great opportunity with innovations to increase value and meet market needs.
- 3) Internal factors have a strong influence on a person's entrepreneurial intention will be more optimal if they get a boost from external factors from the educational environment as a form of real business practice encouragement.
- 4) Entrepreneurial intention must have a support of cultivating entrepreneurial spirit in an entrepreneur so that the business can run and be sustainable.

- 5) An entrepreneur needs to instill an entrepreneurial spirit in himself consisting the character of: passion, independent, market sensitivity, creative and innovative, calculated risk taker, persistence, and high ethical standard.
- 6) There are challenges in cultivating entrepreneurial intention in Indonesian traditional food and planting entrepreneurial spirit towards the students who are millennials. Millennials have a tendency to enjoy fast-paced, instant, and do not want to trouble themselves.

### **Suggestions**

After completing the study, the researchers had the following suggestions:

- 1) For students, especially Tourism-Culinary Business, is expected to continue maintain interest and insight into Indonesian traditional food to maintain the preservation of Indonesian traditional food. Students can do that by the practice of exploring the culinary of Indonesian traditional foods that are rarely known and applying them into business.
- 2) For students, it is expected that in their business, especially in the traditional food business, they are able to instill seven entrepreneurial spirit in themselves, so that the business can run and be sustainable.
- 3) For the Tourism-Culinary Business study program, it is expected to provide more frequent real practices to increase students interest in traditional foods, such as traditional food exploration projects and can be continued into traditional food special event projects so that it can be enjoyed by outsiders. In addition to show the student competence, it also can increase public awareness, especially young generation towards various Indonesian foods.
- 4) For further researchers, it is expected to explore the importance of cultivating entrepreneurial spirit students during lectures and more in-depth research related to strategies in growing interest in traditional Indonesian food entrepreneurship in millennials.

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