

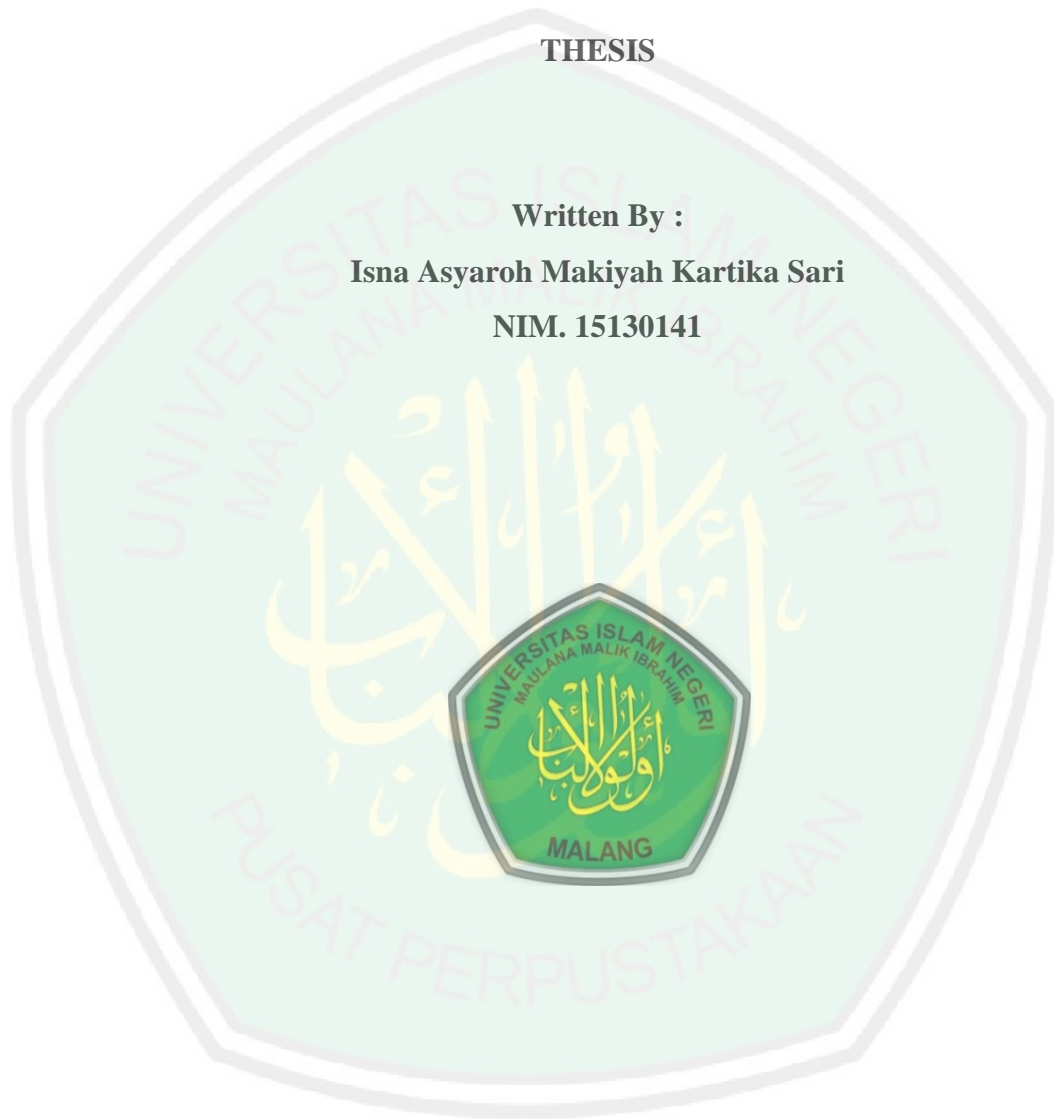
**AN ANALYSIS OF ENTREPRENEUR MOTIVATION OF SOCIAL SCIENCE  
EDUCATION STUDENTS BASED ON ABRAHAM MASLOW'S NEED  
HIERARCHY THEORY**

**THESIS**

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**SOCIAL SCIENCE EDUCATION DEPARTMENT  
TARBIYAH AND TEACHER TRAINING FACULTY  
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY MALANG  
NOVEMBER, 2019**

AN ANALYSIS OF ENTREPRENEUR MOTIVATION OF SOCIAL SCIENCE  
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HIERARCHY THEORY

THESIS

Presented to Tarbiyah and Teacher Training Faculty

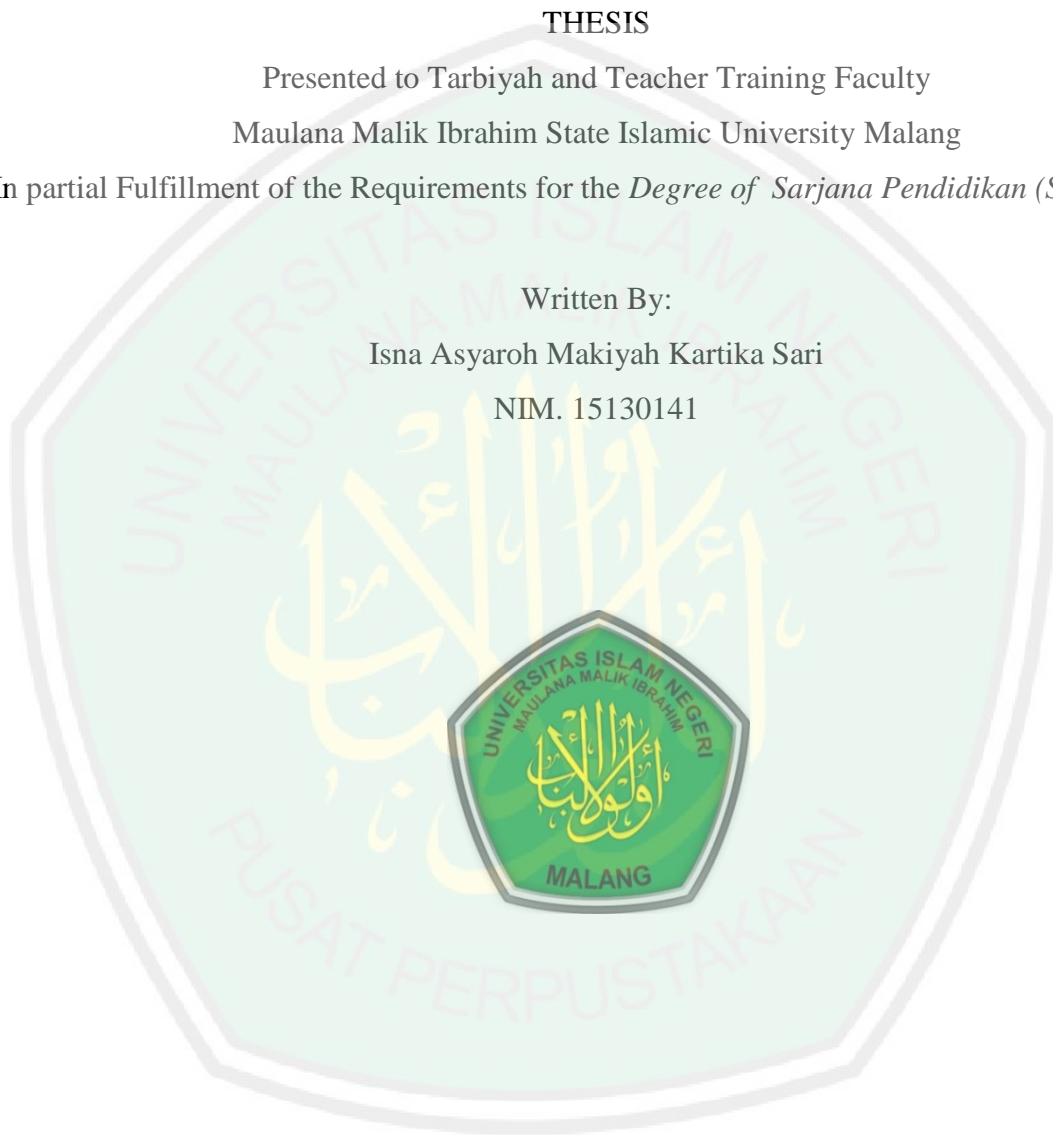
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In partial Fulfillment of the Requirements for the *Degree of Sarjana Pendidikan (S. Pd)*

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TARBIYAH AND TEACHER TRAINING FACULTY  
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY MALANG  
NOVEMBER, 2019


APPROVAL SHEET

AN ANALYSIS OF ENTREPRENEUR MOTIVATION OF SOCIAL SCIENCE  
EDUCATION STUDENTS BASED ON ABRAHAM MASLOW'S NEED  
HIERARCHY THEORY


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**LEGITIMATION SHEET**  
**AN ANALYSIS OF ENTREPRENEUR MOTIVATION OF SOCIAL**  
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**NEED HIERARCHY THEORY**

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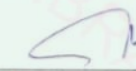
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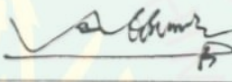
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## DEDICATION

*Bismillahirrohmanirrohim*

Praise be to Allah the lord who has given me all blessing, mercies and strength in my life.

Sholawat and salam always be presented to our prophet Muhammad SAW who has guided us from the darkness to the lightness from the stupidity to the cleverness it was addinul Islam

Sincerely, I dedicate this little creation to my beloved family, friend and all people who help me finishing this thesis

Especially to my beloved parents, Mr. Siswohadi and Mrs. Muntiah who have loved me, always pray for me, support, and encourage me to finish my study. And also my little brother Fadzillah Akbar Subhi who always pray for me, support me and complete me in my life

Thanks also to all my lecturs in Maulana Malik Ibrahim State University, Malang. Especially to my advisor, Dr. Alfiyana Yuli Efianti, M. A and all my lecturer that couldn't mentioned one by one

For all my beloved friends of ICP P.IPS 2015, PKPT IPNU IPPNU, HIMAM

Konsulat Malang and all of my friends that i can't mention one by one

## MOTTO

إِنَّ سَعْيَكُمْ لَشَتَّىٰ {اليل: ٤}

*Sungguh, usahamu memang beraneka macam (Q. S Al-lail: 4)*



**Dr. Alfiyana Yuli Efianti, M. A**  
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**OFFICE MEMO OF ADVISOR**

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Appendix : 4 (Four) Exemplar

To Whom It May Concern,  
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*Assalamu 'alaikum Wr. Wb*

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Is considered acceptable to be defended after being intensively read and regularly  
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*Wassalamu 'alaikum Wr. Wb*

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Malang, October 30<sup>th</sup> 2019



Isna Asyarah Makiyah Kartika Sari  
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## PREFACE

Praise and gratitude to Allah SWT who has given His mercy, blessing and guidance so the writer able to finish the arrangement of qualitative research “And Analysis of Entrepreneur Motivation of Social Science Education Students Based on Abraham Maslow’s Need Hierarchy Theory” as the final project to get the academican degree at Maulana Malik Ibrahim State Islamic University, Malang. Sholawat and salam always be presented to the prophet Muhammad SAW who has guided us from the jahiliyah era into islamiyah era it was addinul Islam.

Writing this thesis would not be possible without the support, encouragement and guidance from the various parties. There is no pronounceable word that can be expressed except the great attitude to the excellency:

1. Prof Dr. Abdul Haris, M. Ag as the Rector of Maulana Malik Ibrahim State Islamic University, Malang
2. Dr. H. Agus Maimun, M. Pd. As Dean of Tarbiyah and Teaching Training Faculty
3. Dr. Alfiana Yuli Efianti, M. A. As the Chief of Social Science Education Department and also advisor of thesis who always give guidance and a lot of suggestion in doing research and writing this thesis
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5. All my friend in Social Science Education who had helped me to develop and complete my research

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The writer awarded that in the preparation of this thesis still have a lot of mistake in arranging this research, so writer expected critical and suggestion from all parties to improve the next research. Hoped that this thesis provides benefit for all. Aamin Ya Rabbal Alamin.

Malang, October 30<sup>th</sup> 2019

Isna Asyaroh Makiyah Kartika Sari

NIM 15130141



## GUIDANCE OF ARABIC LATIN TRANSLATION

The writing of Arabic – Latin transliteration in this thesis using transliteration guidelines based on the decision by Minister of Religion Affairs and the Minister of Education and Culture of Republic Indonesia No. 158 of 1987 and No.9543 b/U/1987 which can be broadly, describe, as follows:

### A. Alphabet

ا	= a	ز	= Z	ق	= Q
ب	= b	س	= S	ك	= K
ت	= t	ش	= sy	ل	= L
ث	= Ts	ص	= sh	م	= M
ج	= J	ض	= dl	ن	= N
ح	= <u>H</u>	ط	= th	و	= W
خ	= kh	ظ	= zh	ه	= ‘
د	= d	ع	= ‘	ي	= Y
ذ	= Dz	غ	= Gh		
ر	= R	ف	= f		

### B. Vocal Long

Vocal (a) long = â

Vocal (i) long = î

Vocal (u) long = û

### C. Vocal Diphthong

أو = aw

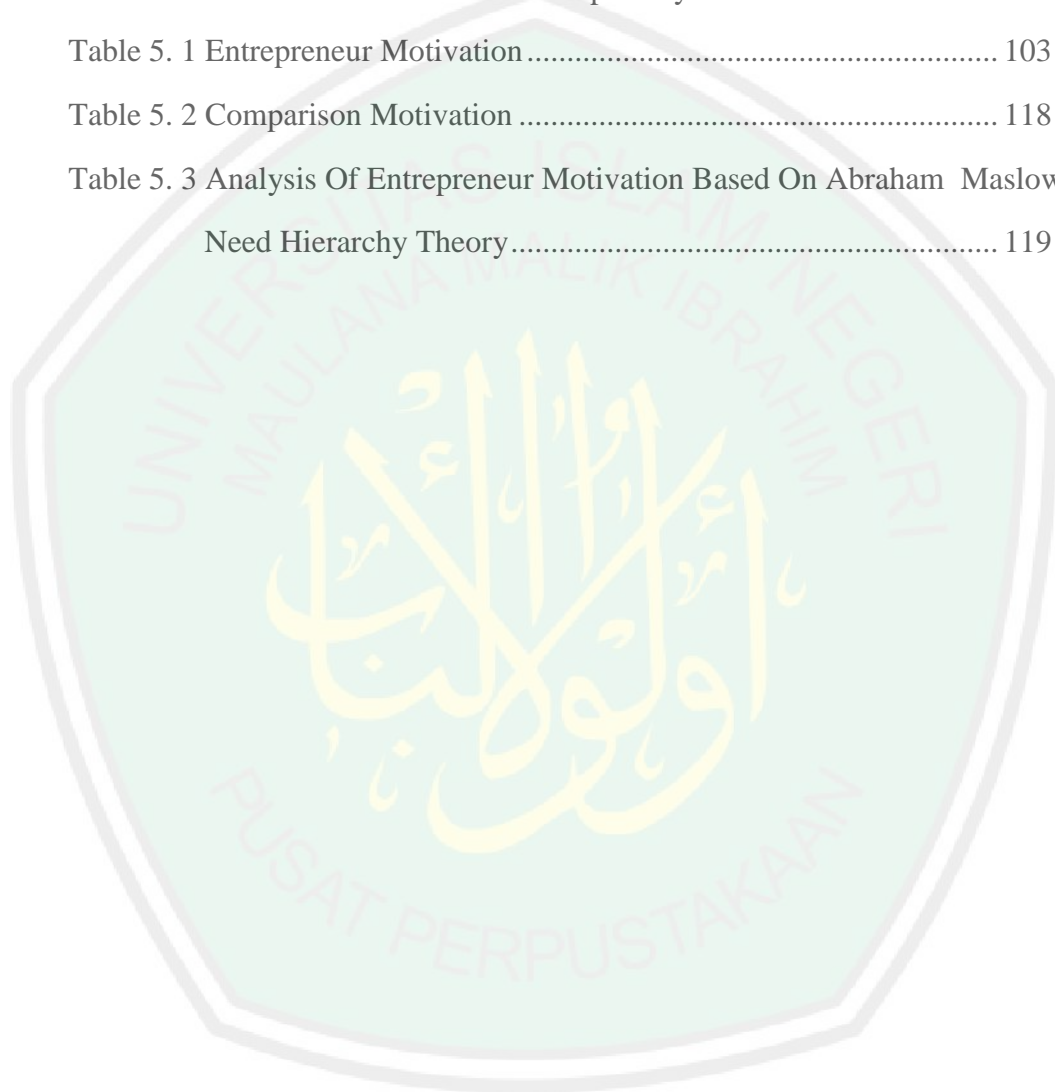
أي = ay

أو = û

أي = Î

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## ABSTRAK

Sari, Isna Asyaroh Makiyah Kartika. 2019. Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow. Skripsi. Program Studi Pendidikan Ilmu Pengetahuan Sosial, Jurusan Pendidikan IPS, Fakultas Ilmu Tarbiyah dan Keguruan, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Alfiyana Yuli Efianti, M. A

---

*Kata Kunci : Motivasi, Wirausaha, Teori Hierarki Kebutuhan Abraham Maslow*

Motivasi berwirausaha adalah dorongan dari dalam diri seseorang yang mendorong individu tersebut untuk berwirausaha. Ada banyak motivasi yang menyebabkan individu berwirausaha baik itu motivasi internal maupun motivasi eksternal yang mana hal ini berhubungan dengan kondisi dan latar belakang individu. Ada banyak teori yang menjelaskan mengenai motivasi, salah satunya adalah teori yang dikemukakan oleh Abraham Maslow. Dalam teorinya Maslow menyusun teori motivasi manusia dengan membentuk hierarki kebutuhan dimana setiap jenjang kebutuhan dapat terpenuhi jika jenjang sebelumnya telah terpenuhi.

Penelitian ini dibuat dengan tujuan untuk menjelaskan (1) motivasi berwirausaha mahasiswa jurusan pendidikan IPS. (2) Motivasi berwirausaha mahasiswa jurusan pendidikan IPS ditinjau dari teori hierarki kebutuhan Abraham Maslow

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik pengambilan data menggunakan wawancara, observasi dan dokumentasi. Pengambilan informan menggunakan teknik purposive sampling dimana peneliti menetapkan kriteria terhadap calon informan sehingga didapatkan 6 informan dari jurusan Pendidikan IPS dari berbagai tingkatan. Adapun langkah-langkah penelitian atau analisis data yang dilakukan adalah dengan cara reduksi data, penyajian data dan pengambilan kesimpulan atau verifikasi data.

Hasil penelitian ini menunjukkan bahwa: (1) Motivasi berwirausaha mahasiswa jurusan pendidikan IPS secara umum adalah: a) Hobi, b) Faktor Ekonomi, c) Pemanfaatan Waktu Luang, d) Peluang, e) Laba. (2) Motivasi berwirausaha mahasiswa jurusan pendidikan IPS ditinjau dari teori hierarki kebutuhan Abraham Maslow: a) Kebutuhan Fisiologis dimana mahasiswa berwirausaha untuk memenuhi kebutuhan makanan dan minuman dan hal lain yang dianggap setara dengan itu, b) Kebutuhan keamanan terbagi ke dalam dua sub yakni keamanan dalam segi psikologis dan keamanan dalam segi financial, c) Kebutuhan Sosial dimana mahasiswa membangun relasi dan hubungan dengan kawan-kawan yang juga berwirausaha agar saling mendukung dan memberikan dorongan, d) Kebutuhan Harga Diri yang terbagi menjadi 2, yakni kebutuhan dari dalam diri individu berupa perasaan bangga akan kompetensi yang diraih atau atas kemampuan menghadapi tantangan dan hambatan dalam hidup. Kebutuhan dari luar diri individu dikarenakan strata yang lebih tinggi, e) Kebutuhan Aktualisasi diri dimana mahasiswa yang berwirausaha adalah bentuk pengaktualisasian dirinya, akan tetapi hanya 2 dari total informan yang berada pada tingkatan ini.

## ABSTRACT

Sari, Isna Asyarah Makiyah Kartika. 2019. An Analysis of Entrepreneur Motivation of Social Science Education Students Based on Abraham Maslow's Need Hierarchy Theory. Thesis. Social Science Education, Tarbiyah and Teacher Training Faculty, Maulana Malik Ibrahim State Islamic University. Advisor: Dr. Alfiyana Yuli Efianti, M. A

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*Keywords: Motivation, Entrepreneurship, Abraham Maslow's Need Hierarchy Theory*

Entrepreneur Motivation is an encouragement within the individual that encourage individuals to be entrepreneur. There are many motivations that caused individuals to be entrepreneur which is related to individual's condition and background. One theory of motivation is the theory stated by Abraham Maslow. Maslow developed a theory of human motivation by forming a hierarchy of needs where each level of needs could be satisfied if the previous level had been satisfied.

This research was made with the aim to describe (1) entrepreneur motivation of social science education students (2) entrepreneur motivation of social science education students in terms of Abraham Maslow's Need Hierarchy Theory

This study uses a qualitative approach and case study research type. Data collection techniques using interviews, observation and documentation. Informan collection uses purposive sampling techniques where researchers specify the criteria for prospective informants so that 6 informants obtained from the social science education department at various levels. The research steps or data analysis are carried out by data reduction, data display and conclusion making or data verification.

The results of this study indicate that: (1) entrepreneur motivation of social science education students in general is: a) Hobby, b) Economic Factors, c) Free Time Utilization, d) Opportunity, e) Profit. (2) entrepreneur motivation of social science education students in terms of Abraham Maslow's hierarchy of needs theory are: a) Physiological Needs where students became entrepreneur to satisfy the needs of food and beverages and other things that are considered equivalent, b) Safety needs are divided into two sub namely safety in psychological terms and safety in financial terms, c) Social needs where students build relationships and friendship with friends who are also entrepreneurs so they support and encourage each other, d) Self-Esteem Needs are divided into two sub, namely the needs within the individual in the form of a sense of pride in the competencies achieved or the ability to face challenges and obstacles in life. Needs from outside the individual are due to higher strata, e) Self-actualization needs where students who are entrepreneurs are a form of self-actualization, but only 2 of the total informants at this level.

## المستخلص

ساري، إثني عشرة مكية كارتিকা. ٢٠١٩. تحليل دوافع طلبة قسم تعليم علوم التربية الإجتماعية في إصباح المقاولين عند نظرية سلسلة الحاجة إبراهيم مسلو. البحث الجامعي. دراسة تعليم العلوم الإجتماعية، قسم تعليم علوم التربية الإجتماعية، كلية علوم التربية والتعليم، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة : الدكتورة أفيانا يولي إيفيانتي، الماجستير.

الكلمات الرئيسية : الدافع، المقاول، نظرية سلسلة الحاجة إبراهيم مسلو

الدافع في إصباح المقاول هو التشجيع من داخل الأفراد الذي يدافعهم في أن يكونوا مقاولين. كان الدوافع التي تأثر الأفراد إلى أن يكونوا المقاولين حتي كان الدوافع تتعلق بشأن الأفراد وخفيتهم. وإحدى النظريات التي تدور في دوافع الناس هي النظرية من قبل إبراهيم مسلو. بنى إبراهيم مسلو نظريته بشكل سلسلة حوائج الناس حيث أن تقتضي الحاجة بقضاء الحاجة قبلها.

يهدف هذا البحث إلى بيان (١) دوافع طلبة قسم تعليم علوم التربية الإجتماعية في إصباح المقاولين. (٢) دوافع طلبة قسم تعليم علوم التربية الإجتماعية في إصباح المقاولين من نظر سلسلة الحاجة إبراهيم مسلو.

كان مدخل هذا البحث هو الكمي ونوعه دراسة القضية. وطريقة جمع البيانات هي المقابلة، الملاحظة والتوثيق. أخذت الباحثة مخريرا بطريقة معاينة هادفة أي قررت الباحثة الشروط المعينة وحصلت منها ٦ مخريرا من قسم تعليم علوم التربية الإجتماعية مع عدة المستويات. أما طريقة تحليل البيانات هي تقليل البيانات، تقديم البيانات والإستنتاج أو تصحيح البيانات.

نتائج البحث يدل إلى (١) الدوافع العامة لدى طلبة قسم تعليم علوم التربية الإجتماعية في إصباح المقاولين هي: (أ) الهوية، (ب) جانب الإقتصاد، (ج) استفادة وقت الفراغ، (د) الفرصة، (هـ) الربح. (٢) دوافع طلبة قسم تعليم علوم التربية الإجتماعية في إصباح المقاولين من نظر سلسلة الحاجة إبراهيم مسلو هي: (أ) الحاجة جسمية، حيث كان الطلبة مقاولين يقضون حوائجهم في الشراب والأكل وما أشبههما، (ب) الحاجة الأمنية، كانت تنقسم إلى القسمين، هما الأمن في الجانب السيكولوجي والأمن في الجانب المالي، (ج) الحاجة الإجتماعية، حيث كانوا يتصلون ويعاشرون المقاولين الآخرين ليتشاجعو بعضهم بعضا، (د) الحاجة المروئية، كانت تنقسم إلى القسمين، هما المروئية من داخل الشخص نحو الفخر في قيام المنافسة أو القدرة في مواجهة التحديات والحواجز في الحياة. والمرووة من خارج الشخص نحو وجود أعلى الطبقة منه، (هـ) الحاجة في تحقيق النفس، حيث كانوا مقاولين نحو شكل تحقيق أنفسهم، بل كانا مخريران من جميع المخبرين وصلا إلى هذه الطبقة.

## CHAPTER I

### PRELIMINARY

#### A. Background

The more developed a country the more people are educated, and more people are unemployed, then entrepreneur world felt more important. The development will be more success if it is supported by entrepreneurs who can open jobs because the government's ability is very limited. The government will not be able to work on all aspects of development because it requires a budget very much, personnel, and supervision.<sup>1</sup>

Therefore, entrepreneurship is a potential development, both in quantity and in the quality of the entrepreneur itself. Now we face the fact that the number of Indonesian entrepreneurs is still small and the quality cannot be said that is great, so the problem of Indonesian entrepreneurial development is an urgent issue for successful development. If we notice the benefits of entrepreneurship then there are a lot of benefits. More detailed benefits include: 1) Increasing the capacity of labor, so as to reduce unemployment, 2) As a generator of environmental development, in the fields of production, distribution, environmental maintenance, welfare, and so on, 3) Be an example for other community members, as exemplary superior people, emulated, because an entrepreneur is a person who is praiseworthy, honest, brave, lives not harming others, 4) Always respecting applicable laws and regulations, trying to always

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<sup>1</sup> Alma Buchari, *Kewirausahaan Untuk Mahasiswa Dan Umum* (Bandung: Penerbit Alfabeta, 2008) P. 1

protect and develop the environment, 5) Trying to provide assistance to others and social development, in accordance with their abilities. And others.<sup>2</sup>

The requirement to become a developed country is that the number of entrepreneurs must be more than 14% of the population ratio. While in Indonesia, number of entrepreneurs are only 3, 1%, so it is necessary to accelerate and facilitate the Indonesian economic actors to increase considerably.<sup>3</sup> Although this number has exceeded international standards, which is 2%, Indonesia still needs to be boosted to pursue the achievements of neighboring countries. For example, Singapore has now reached 7%, while Malaysia is at 5%.<sup>4</sup>

Unemployment is still become one of the problems that occur in Indonesia. The data shows that the unemployment rate always rises from year to year. The open unemployment rate (TPT) until February 2019 was recorded at 5.01%. Based on the records of the Central Statistics Agency (BPS), the percentage was lower compared to the same period at previous year which was 5.13% of the total workforce. However, it should be noted that in terms of numbers, the workforce in February 2019 has reached 136.18 million people or an increase of 2.24 million people compared to February 2018. In 2018, the number of new workers was 133.94 million.<sup>5</sup>

One of the factors causing unemployment in Indonesia is an imbalance both of the workforce and available job vacancies, this phenomenon requires the

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<sup>2</sup> Ibid.,

<sup>3</sup> *Syarat Jadi Negara Maju: Jumlah Pengusaha 14% Dari Rasio Penduduk* (<https://economy.okezone.com/> accessed on December, 04 2019)

<sup>4</sup> *Jumlah Pengusaha Indonesia Masih Tertinggal Dari Singapura* (<https://m.wartaekonomi.co.id/> accessed on December, 04 2019)

<sup>5</sup> *Data BPS Dari 2018 ke 2019, Pengangguran Berkurang 50 Ribu Orang*, (<https://tirto.id/> accessed on Oktober, 29 2019)

public to be more creative so that they can open vacancies for themselves and even others. One step that can be taken is by entrepreneurship. Entrepreneurship programs that can be executed by all elements of society are considered to be a solution to reduce the amount of unemployment in Indonesia, as has been implemented in various developed countries in the world.

However, it is not easy to encourage people to be involved in the world of entrepreneurship, many psychological factors cause people to be less interested in pursuing the entrepreneurial world such as fear and hesitation to start. In addition to these factors, many people are not interested in being entrepreneurs because of a lack of motivation for entrepreneurship, they are more interested in working in a place or company that provides guarantees and a sense of security than entrepreneurs who are full of risks and challenges.

In developed countries, one's desire to be his own boss is quite large, desires to succeed without having to be under the pressure of others, For example, even though the company has only been running for one year, it has tried hard to franchise, this can be done if the government facilitates by facilitating the process of granting intellectual rights, such as rights and or trade mark licenses, franchise rights, copyrights. and its kind.<sup>6</sup>

Motivation becomes an important factor for an individual in deciding something or taking an action. Motivation is an impulse that comes from within the individual to do something, motivation is also the key that will open up an

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<sup>6</sup> Basrowi, *Kewirausahaan Untuk Perguruan Tinggi* (Bogor: Penerbit Ghalia Indonesia, 2011), page. 67

individual's potential, no matter how great the potential of an individual without motivation it will not produce anything.

Motivation comes from the word motive which means a condition in the person that drives individuals to carry out certain activities in order to achieve a goal. The motif in the English language "motive", comes from the word "motion", meaning motion or moving. Then motivation is seen as a mental impulse that moves and directs human behavior based on need. In motivation, there is a desire to activate, move, channel, and direct individual attitudes and behavior.<sup>7</sup>

There are a lot of motivations that underlie students to become entrepreneurs, including the existence of economic factors, gain work experience, independent living, family support and environmental influences as research conducted by Abidah Ervina safitri. Another motivation is because of personal dreams as a result of research conducted by Susanto Dwi Cahyo Kartodinoto.

Many theories that explain the motivation, one of which is a theory of motivation proposed by Abraham Maslow. This theory states that human motivation consists of 5 things which are arranged hierarchically or tiered, a person will satisfy a need if the needs at the previous level have been satisfied. In this theory Abraham Maslow assumed that all motivation occurs as a reaction to an individual's perception of the five basic types of needs. According to Maslow, there are 5 kinds of basic needs, which are always experienced by an individual. Maslow's own need theory calls it a synthesis or a combination of dynamic holistic theories. So called that, because Maslow based his theory by following the

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<sup>7</sup> Basrowi. Op.cit, page. 65

functional traditions of James and Dewey, combined with elements of the beliefs of Wertheimer, Goldstein, and Gestalt psychology, and with the dynamism of Freud, fromm, Horney, Reich, Jung, and Adler.<sup>8</sup>

The following is a level of needs expressed by Abraham Maslow in his theory called the theory of needs hierarchy: 1) Physiological Needs, 2) Safety Needs, 3) Social Needs, 4) Self-Esteem Needs, 5) Self-Actualization Neds. In daily life the above needs are the needs that are generally owned by each individual and are sought for fulfillment. Like physiological needs, these needs must be satisfied by individuals because if they are not satisfied they can disrupt continuity in life, and we know that an individual must work or earn money to satisfy those needs. Except physiological needs, according to this theory there are still 4 levels of needs that must be met by an individual to maintain survival and support the existence of his life, while to fulfill this they must do something first and not be obtained instantly.

Social Science Education Department is one of the Departments at UIN Maulana Malik Ibrahim Malang, this Department was established in 2005 and received B accreditation in 2007, in 2013 Social Sciences Education Department conducted the second accreditation resulted an A, and the last in 2018 the Department of Social Sciences conducted accreditation and resulted an A.

One of the objectives of the Social Science Education Department which was listed in the Department profile is to realize graduates who have competence

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<sup>8</sup> Iskandar, *Hirarki Kebutuhan Abraham Maslow Terhadap Peningkatan Kinerja Pustakawan*. Jurnal Ilmu Perpustakaan, Informasi, dan Kearsipan Khizanah Al- Hikmah, 4(1), 24-34. Tahun 2016

in the field of entrepreneurship by applying Islamic values. To realize this, one of the strategies undertaken by the Department is to provide entrepreneurship education courses to students which is a compulsory subject that students must take hoping that students will gain knowledge about entrepreneurship and increase their motivation for entrepreneurship. In addition to providing entrepreneurship courses, the Department of Social Sciences also provides a forum for students who wish to increase entrepreneurship knowledge in student association of Social Science Education Department.

There are many students from this Department who are entrepreneurs whom either just try or really want to pursue it. The bussines that they are involved in various kind from small business until have succeeded in opening large outlets. Motivation that underlie them to be entrepreneur also varies, such as just utilizing leisure or satisfy their hobbies.

From some of the above explanation, the researcher is interested in conducting research with the title "**An Analysis of Entrepreneur Motivation of Social Science Education Based On Abraham Maslow's Need Hierarchy Theory**"

## **B. Research Focus**

1. How is the entrepreneur motivation of social science education student department?
2. How is the entrepreneur motivation of social science education students department in terms of Abraham Maslow's needs hierarchy theory?

### C. Research Purposes

1. To describe the entrepreneurship motivation of social science education students department
2. To describe the entrepreneurship motivation of social science education students department in terms of Abraham Maslow's Need Hierarchy Theory

### D. Research Significances

A study is expected to have direct and indirect benefits in the world of education and entrepreneurship. The research has several benefits, namely:

#### 1. Theoretical Benefits

Theoretically, this research is expected to be useful, i.e.

- a. Contribute thoughts for entrepreneurial motivation among students
- b. Make scientific contributions in the field of entrepreneurship
- c. As a basis and reference in subsequent studies

#### 2. Practical Benefits

##### a. For Researcher

Can add insight and direct experience about entrepreneurship, especially entrepreneurship motivation through the perspective of motivational theory

##### b. For Reader

The benefit for the reader is to get information about motivation in entrepreneurship

c. For Aspiring Entrepreneur

Can add knowledge and insight in building a business, so it has stock, and mental readiness in building a business.

**E. Research Originality**

As proof of the originality of this study, the researchers conducted studies on several previous researchers, with the aim to see the location of similarities, differences in studies in the research to be conducted. Besides that, to avoid repetition or similarity to the media, methods or studies of data that have been found by previous researchers as a comparison of research. This will be explained as follows:

1. The first is the research conducted by Abidah Ervina Safitri with the title Motivation for Entrepreneurship in Teaching and Education Faculty Students of Jember University in Utilizing Leisure, This study aims to describe students' entrepreneurship motivation in the utilization of leisure time, the results of this study show that entrepreneurial motivation consists of motivation because of economic needs, motivation to gain work experience, motivation to live independently, and because of family support and environmental influences. As for some of these motivations, the most dominant motivation is motivation because of economic needs.

Where the main goal of these students become entrepreneurs is namely to obtain income to fulfill their daily needs and college needs.<sup>9</sup>

2. The second is the research conducted by Susanto Dwi Cahyo Kartodinoto with the title *Analysis of Entrepreneurship Motivation (Case Study in communities around Universitas Kristen Satya Wacana)*. The purpose of this study was to find out the entrepreneurship motivations in entrepreneurs around the campus, the results of this study indicate that motivation for entrepreneurship is due to financial or financial reasons, and personal dreams. Financial reasons here relate to the responsibilities of each in fulfilling life needs, the desire to have greater income than when being an employee, and preparing for retirement with good financial conditions. The personal dream is a dream that they want to achieve, and to achieve that dream by choosing a career as an entrepreneur, they will also have the freedom of time because they are not tied with the office hours, free from boss pressure or work stress, and achieve success from below, because they want to pursue a career from scratch.<sup>10</sup>
3. The third is research conducted by Alfi Roisah with the title *Entrepreneurship Motivation (Case Study of Santri Putri Riyadlotul Ulum 39 B Islamic Boarding School Batanghari, East Lampung Regency)*, The purpose of this study was to determine the motivation of entrepreneurship

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<sup>9</sup> Abidah Ervina Safitri, "Motivasi Berwirausaha Mahasiswa Fakultas Keguruan Dan Ilmu Pendidikan Universitas Jember Dalam Pemanfaatan Waktu Luang", *Skripsi*, Fakultas Keguruan Dan Ilmu Pendidikan Universitas Jember, 2015, page. 71.

<sup>10</sup> Susanto Dwi Cahyo Kartodinoto, "Analisis Motivasi Berwirausaha Studi Kasus Pada Masyarakat Sekitar Kampus UKSW", *Skripsi*, Fakultas Ekonomika Dan Bisnis Universitas Kristen Satya Wacana, 2012, page. 30

carried out by santri, the results of the study showed that the student's entrepreneurship motivation was based on several needs categorized into two needs, namely internal needs and external needs. Which includes internal needs is the level of maturity, level of education, wishes and personal expectations for the future. Whereas those included in external needs are to train for independence and increase pocket money.<sup>11</sup>

4. The fourth is a research conducted by Mahmud Arifudin with the title women's Entrepreneurship Motivation (study of entrepreneurial women in Pekalongan Lampung Timur). The purpose of this study was to determine the motivation of women in entrepreneurship, the data used are primary and secondary data with qualitative descriptive methods. After doing research, the result is that motivation arises from informants in entrepreneurship in accordance with the theory used including the needs of achievement, the need for freedom, experience, role models as well as family and friends support. From the five variables, there is one variable that most influences the informant, namely the need for independence, the informant wants to get freedom in working and not just become a housewife.<sup>12</sup>
5. The fifth is the research conducted by Sulasmi with the title Analysis of Factors That Motivate member of Kelompok Usaha Bersama (KUB)

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<sup>11</sup> Alfi Roisah, "Motivasi Berwirausaha (Studi Kasus Santri Putri Pondok Pesantren Riyadlotul Ulum 39 B Batanghari Kabupaten Lampung Timur)", *Skripsi*, Fakultas Ekonomi Dan Bisnis Islam, 2018, page. 51

<sup>12</sup> Mahmud Arifudin, "Motivasi Perempuan Dalam Berwirausaha (Studi Pada Perempuan Wirausaha Di Pekalongan Lampung Timur)", *Skripsi*, Fakultas Ilmu Sosial Dan Ilmu Politik, 2018, page. 67

Kucaai Jaya Become Entrepreneurs, The purpose of this study was to find out what factors were motivating member of Kelompok Usaha Bersama (KUB) Kucai Jaya to become entrepreneurs. After doing the research, the result is that the factors that motivate member of KUB Kucai Jaya for entrepreneurship are divided into 2 types, namely internal factors and external factors, which includes internal factors are individual factors or personal experience, motivation can grow because they see the lack of jobs and background with personal experience that has been attached early. Second is the level of flexibility, because the working atmosphere is very comfortable, flexible and can be implemented anywhere so that it stimulates members to become entrepreneurs. Next is the level of education, family encouragement, environment and association and the last is self esteem. While the external factors that motivate members to entrepreneurship are due to the role of CSR (Corporate Social Responsibility), and the role of LPTP (Lembaga Pengembangan Teknologi Pedesaan).<sup>13</sup>

6. The sixth is a study conducted by Virginia Maria Kahayani with the title study about the motivation of young people to entrepreneurship in the sub-district of Samarinda city. The background of this research is about motivation in entrepreneurship where there are young people who plunge into the business world at a young age who previously were only involved in the business world of adults. The purpose of this study was to determine

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<sup>13</sup> Sulasmi, "Analisis Faktor Faktor Yang Memotivasi Anggota Kelompok Usaha Bersama (KUB) Kucai Jaya Menjadi Entrepreneur", *Skripsi*, Fakultas Ekonomi Dan Bisnis Islam, 2016, page. 93-103

the factors that motivate young people to become entrepreneurs in Samarinda city sub-district. The results of the study show that the motivation for youth entrepreneurship in Samarinda city sub-district is influenced by intrinsic factors and extrinsic factors. Included in intrinsic factors are the need for income, self-esteem, and feeling happy. While those included in extrinsic factors are family environment, community environment and the opportunity for entrepreneurship.<sup>14</sup>

7. The seventh is a study conducted by Maya Malinda with the title of the factors that influence someone's entrepreneurship. This research is a qualitative study with a type of literature study. The purpose of this study is to determine the factors that influence a person in entrepreneurship, after doing research, the results show that the factors that influence a person to entrepreneurship consist of internal factors (psychology) and external factors (sociology).<sup>15</sup>

Table 1. 1 Research Originality

No	Name of Researcher, Title, and year	Similarities	Differences	Originality
1	Abidah Ervina Safitri (Motivation for entrepreneurship in teacher faculty and university education in	In this study the same as research on entrepreneurship motivation The object used	The research is aimed to know the motivation of entrepreneurship for using leisure time, and how to divide the time	The study aimed to determine the motivation of entrepreneurship in social studies education students based

<sup>14</sup> Virginia Maria Kahayani, Studi Tentang Motivasi Anak Muda Untuk Berwirausaha di Kecamatan Samarinda Kota. Ejournal administrasi bisnis, Universitas Mulawarman. 5 (1), 2017

<sup>15</sup> Maya Malinda, faktor-faktor yang mempengaruhi seseorang berwirausaha (sebuah kajian literatur). Jurnal Manajemen Maranatha. Volume 1, mei 2002

	Jember on leisure time utilization) thesis, 2015	is student The research approach used is a qualitative approach	between learning and running a business	on Abraham Maslow's hierarchy of needs theory
2	Susanto Dwi Cahyo Kartodinoto (Analysis of Entrepreneurship Motivation case studies in communities around the UKSW campus) thesis, 2012	In this study the same as research on entrepreneurship motivation The research approach used is a qualitative approach	The objects used are different because the objects taken are entrepreneurs around the campus	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham Maslow's hierarchy of needs theory
3	Alfi Roisah (Entrepreneurship Motivations Case Study of Santri Putri Riyadlotul Ulum Islamic Boarding School 39 B Batanghari, East Lampung Regency), Thesis, 2018	In this study and the research that will be carried out is using a qualitative approach with descriptive analysis method In this research and the research that will be conducted researching the motivation of entrepreneurship	The object used is different, in this study the object used is the santri while the object in the research that will be conducted is a student at social science education major	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham Maslow's hierarchy of needs theory
4	Mahmud Arifudin (Motivation of Women in Entrepreneurship studies in entrepreneurial women in Pekalongan Lampung Timur), Thesis, 2018	In the same study using the theory of abraham Maslow's hierarchy of needs as a research framework Using a qualitative research approach	The objects used are different, in this study the object is women in the Pekalongan area, East Lampung The theory used is different, in this study the theory used as an instrument is the	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham Maslow's hierarchy of needs theory

			Mc Clelland achievement theory	
5	Sulasmi (analysis of factors that motivated member of Kelompok Usaha Bersama (KUB) Kucaii Jaya to become entrepreneurs	In this study and research that will be conducted is analyze the motivation of entrepreneurship  The type of approach used is the same as the qualitative approach	In this study the research subjects were members of Kucai Jaya KUB, while in the research that will be conducted the subjects were Social Sciences Education Department Students at UIN Malang	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham Maslow's hierarchy of needs theory
6	Virginia Maria Kahayani (study of young people's motivation for entrepreneurship in Samarinda City sub-district) Journal, 2017	In this study and the research that will be carried out together, it examines entrepreneurship motivation  In this study and the research that will be carried out together using a qualitative approach	The object examined in this study was young children in the sub-district of samarinda city, while the object of the research to be carried out was students of the Social Sciences Education Department at UIN Malang  Not using Abraham Maslow's hierarchy of theories as a basis for research	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham Maslow's hierarchy of needs theory
7	Maya Malinda (factors that influence someone's entrepreneurship) Journal, 2002	In this study and the research that will be conducted is qualitative research	This research is a qualitative research in the form of a literature study while the research that will be conducted is	The study aimed to determine the motivation of entrepreneurship in social studies education students based on Abraham

			in the form of field research with the object of research in the students of Social Sciences Department of UIN Malang	Maslow's hierarchy of needs theory
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#### F. Term Definition

1. Motivation is an impulse that arises in a person consciously or unconsciously to carry out an action with a specific purpose. In this research, what is meant is an encouragement to do entrepreneurship
2. Entrepreneurship is a person who has a business. In this study is students who has businesses in various fields
3. Students are people who study in the social studies department of Maulana Malik Ibrahim State Islamic University Malang
4. Hierarchy is a sequence of levels or levels of position (rank), in this case the hierarchy is a level of need.

#### G. Discussion Systematic

The discussion of this thesis is structured as follows:

**Chapter I** in this study is an introduction which consists of the research context, problem formulation, research objectives, research benefits, problem constraints, literature review, definition of terms and systematic discussion. The description of Chapter I provides a general description of the overall content in

this study, as well as the limitations regarding the problems that will be discussed in this study.

**Chapter II** in this study discusses the theoretical basis of motivation for student entrepreneurship. Namely motivation, entrepreneurship, the hierarchy theory of Abraham Maslow's needs, and the relation among entrepreneurship and needs hierarchy theory.

**Chapter III** in this study discusses the research methodology used in this study. The methodology includes: approaches and types of research, the presence of researchers, research locations, data and sources of data, data collection techniques, data analysis, and research procedures.

**Chapter IV** in this study contains an empirical study that presents the results of field research, in this discussion real reality will be seen

**Chapter V** in this research in the form of discussion of research results which integrate research findings into the existing collection of knowledge, by explaining research findings into a broader context by comparing research findings with relevant theories

**Chapter VI** in this study in the form of research conclusions and suggestions relating to the reality of research results in order to achieve the expected goals of this study.

## CHAPTER II

### LITERATUR REVIEW

#### A. Motivation

##### 1. Definition

Motivation is the willingness to do something, while motives are needs, desires, impulses. A person's motivation depends on the strength of his motives. Motives with enormous power will determine a person's behavior. This strong motive often decreases when it has reached satisfaction or because it has failed.

So the strength of this motive can be changed because:

1) Satisfied Needs

If the need is satisfied then the motive will decrease, and switch to other needs and so on.

2) Because of obstacles, people will try to shift their motives in another direction.<sup>16</sup>

Sarosa in Rosmiati state that motivation is an encouragement from someone who encourages the person to do something, including becoming a young entrepreneur. Most people who succeed in this world have strong motivations that drive their actions. They know well the motivations and maintain that motivation in every action. Baum, Frese, and Baron explain that motivation in entrepreneurship includes motivation that is directed towards achieving entrepreneurial goals, such as goals involving the introduction and exploitation of

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<sup>16</sup> Alma Buchari, *Kewirausahaan Untuk Mahasiswa Dan Umum* (Bandung: Penerbit Alfabeta, 2008), page. 89

business opportunities. Motivation to develop a new business is needed not only by confidence in its ability to succeed, but also by its ability to access information about entrepreneurial opportunities.<sup>17</sup>

Motivation comes from other words motive which means encouragement or English to Move. Motive is defined as the power that is found in the driving force. Motives do not stand alone, but are interrelated with other factors, both external factors and internal factors. Things that affect motives are called motivation. Michael J. Jucius mentions motivation as an activity giving encouragement to someone or oneself to take a desired action.

Motivation is a psychological symptom in the form of an impulse that arises in a person consciously to take an action with a specific purpose. Motivation can also be in the form of efforts that can cause a person or group of people to be moved to do something because they want to achieve their desired goals or get satisfaction with their actions.<sup>18</sup>

According to Abu Ahmadi in Yuyus Suryana Motivation is an impulse that is bound to a goal. Motivation is a systematic relationship between a response or a set of responses and certain circumstances. Gerungan stated that motivation is an impulse in man that causes him to do something. As for Lindzey, Hal, and Thompson stated that motivation is something that causes behavior. Motivation arises because of a need, a need is seen as a lack of something and this requires immediate fulfillment, to immediately get a balance. This lacking situation serves

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<sup>17</sup> Rosmiati, Dkk, *Sikap, Motivasi, Dan Minat Berwirausaha Mahasiswa*. Jurnal Manajemen Dan Kewirausahaan, Politeknik Negeri Kupang. No 1 Vol.17 Maret 2015

<sup>18</sup> Widayat Prihartanta, *Teori Teori Motivasi*, Jurnal Adabiya Universitas Islam Negeri Ar-Raniry, No. 83 Vol.1 2015

as a strength or impulse that causes a person to act to meet his needs.<sup>19</sup> as presented in the following chart.

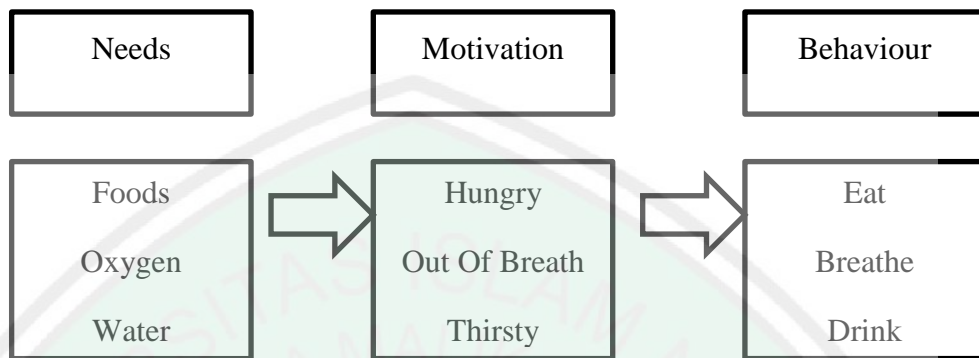


Chart 2. 1 Concept Of The Emergence Of Needs

Sources: Yuyus Suryana and Katib Bayu, 2011, p. 99

From this figure we can conclude that motivation also related with someone's needs, the first someone needs a something then they are motivated by this needs and then the behavior will be appeared. For the example from that figure, someone who needs a food then he will feel hungry and then he will eat to satisfy his needs. Here, hungry is a motivation which is encourage him to eat, and eating here ia a behavior formed by motivation.

## 2. Kinds Of Motivation

### a. Intrinsic Motivation

The meaning of intrinsic motivation is the motives that become active or functioning do not need to be stimulated from the outside, because in each individual there is an urge to do something. For example,

<sup>19</sup> Yuyus Suryana dan Katib Bayu, *Kewirausahaan Pendekatan Karakteristik Wirausahawan Sukses* (Jakarta: Kencana Prenada Media Group, 2011), Page. 98-99

someone who likes to read, there is no need to send or encourage him, he has been diligent in looking for books to read. Then when viewed in terms of the objectives of the activities carried out (eg learning activities), then what is meant by intrinsic motivation is to achieve the goals contained in the act of learning itself.

As a concrete example, a student does learning, because he really wants to get knowledge, values or skills in order to change his behavior constructively, not because of other purposes. "intrinsic motivations are inherent in the learning situations and meet pupil-needs and purposes". That is why intrinsic motivation can also be said as a form of motivation in which learning activities begin and are continued based on an internal drive and are absolutely related to their learning activities. As previously pointed out that a person learns, really really wants to know everything, not because he wants praise or reward.

#### b. Extrinsic Motivation

Extrinsic motivation is motives that are active and functioning because of external stimulants. For example someone is studying, knowing that the next morning they will take the exam in the hope that they will get good grades, so they will be praised by their boyfriend or friend. So what's important is not because you want to learn something, but you want to get good grades, or to get a prize. So when viewed in terms of the purpose of the activities carried out, it does not directly cling to the essence of what it

does. Therefore extrinsic motivation can also be said as a form of motivation in which learning activities begin and continue based on external encouragement that is not absolutely related to learning activities.<sup>20</sup>

## **B. Entrepreneurship**

### **1. Definition**

Understanding entrepreneurship more fully stated by Joseph Schumpeter is an entrepreneur who is the person who destroys the existing economic order by introducing new products and services, by exploiting new forms of organization, or by exploiting new raw materials. So according to Schumpeter Entrepreneur is a person who breaks down the existing economic system by introducing new goods and services, by creating new organizational forms or processing new raw materials. The person does his activities through a new business organization or can be done in an existing business organization. In the book, *THE PORTABLE MBA IN ENTREPRENEURSHIP* is given a broader definition of Joseph Schumpeter's definition. The complete definition is as follows: Entrepreneur is the person who perceives opportunity and creates an organization to pursue it.

In this definition it is emphasized that an entrepreneur is a person who sees opportunities and creates an organization to take advantage of these opportunities. Understanding entrepreneurship here emphasizes everyone who

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<sup>20</sup> Widayat Prihartanta, *Teori Teori Motivasi*, Jurnal ADABIYA Universitas Islam Negeri Ar-Raniry, No. 83 Vol.1 2015

starts a new business. While the entrepreneurial process includes all functions and action activities to pursue and take advantage of opportunities by creating an organization.

Peter Drucker said that entrepreneurs don't look for risk, they look for opportunities. A well-known innovator and entrepreneur who successfully builds a big business, generally they are not risk takers, but they try to define the risks they must face and they minimize those risks. If we succeed in defining risk then limiting it, and they can systematically analyze various opportunities, and exploit them, they will be able to profit from building a big business.<sup>21</sup>

Suryana ini Alvika Meta Sari stated that Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success. The essence of entrepreneurship is the ability to create something new and different through thinking creatively and acting innovatively to create market opportunities.<sup>22</sup>

An entrepreneur is a person who combines resources, labor, raw materials, and other assets to produce greater value than before, also someone who introduces change, innovation, and new challenges. Hisrich in Rosmiati argues that entrepreneurship is defined as a dynamic process in creating additional wealth by individuals who bear the main risks in terms of time capital, and / or career commitment or providing value for some products or services that may or may not

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<sup>21</sup> Alma Buchari, *Kewirausahaan Untuk Mahasiswa Dan Umum* (Bandung: penerbit alfabeta, 2008), page. 24

<sup>22</sup> Alvika Meta Sari, dkk, *Peningkatan Motivasi Berwirausaha Santri Pondok Pesantren Melalui Pelatihan Kewirausahaan*. Jurnal Teknologi, No.1 vol.6 Januari 2014

look unique, but in various ways value will be generated by an entrepreneur by accepting and placing the skills and resources needed.

Hisrich in Rosmiati explained again that entrepreneurship is the process of creating something new at the value of using the time and effort required, bearing the financial, physical, and social risks that accompany, accepting the resulting monetary, and personal satisfaction and freedom.

The definition of entrepreneurship emphasizes four basic aspects of being an entrepreneur: 1) Involving the process of creating and creating a new value 2) Demanding the amount of time and effort required 3) Involving someone as an entrepreneur, the most important rewards are freedom, then personal satisfaction, 4) Entrepreneur will respond and create change through action. Entrepreneurial action converges on behavior as a form of response to decisions based on uncertainty considerations about opportunities for profit.<sup>23</sup>

Adam Smith, who we know as the father of economics, has his own view. In his view, entrepreneurship means people who are able to react to economic changes, then become economic agents that turn demand into production. French economist Jean Baptise believes that entrepreneurs are people who have certain arts and skills in creating new economic ventures. Whereas Cantilon argues that entrepreneurship is an incubator of new ideas that always tries to use resources optimally to reach the highest level.

Meng & Liang comprehensively summarizes the views of several experts, and defines entrepreneurship as: (a) An innovator (b) A risk taker (c) A person

<sup>23</sup> Rosmiati, Dkk, *Sikap, Motivasi, Dan Minat Berwirausaha Mahasiswa*. Jurnal Manajemen Dan Kewirausahaan, Politeknik Negeri Kupang. No 1 Vol.17 Maret 2015

who has a mission and vision (d) Results from childhood experiences (e) People who have high achievement needs (f) People who have internal locus of control.<sup>24</sup>

## 2. The Nature of Entrepreneurship

From various existing studies found nineteen important entrepreneurial traits obtained from seven studies that have been conducted. The nineteen characteristics are grouped into six superior qualities, as follows. (1) Confidence (2) Originality (3) Human-oriented (4) Work-oriented (5) Future-oriented (6) risk-taking. We will discuss one by one of the six characteristics:

- 1) Confidence, an entrepreneur must have the confidence that is reflected from:
  - a. Confident and optimism: he must be sure and optimistic that his business will progress and develop for it. An entrepreneur must be able to draw up a plan for the success of his company.
  - b. Independent Do not rely on and depend on others or family
  - c. Leadership, and dynamic: An entrepreneur must be able to take responsibility for all the activities carried out, both now and in the future. The responsibility of an entrepreneur is not only material, but also moral to various parties.
  
- 2) Originality: an entrepreneur must have originality which is reflected in:
  - a. Creative: able to develop new ideas and find new ways of solving problems

<sup>24</sup> Raja Bongsu Hutagalung, Dkk. *Pengantar Kewirausahaan* (Medan: USU Press, 2008), p. 2

- b. Innovative: able to do something new that has not been done by many people as an added value competitive advantage.
  - c. Initiative / proactive, able to do many things well, and have knowledge. This initiative and always being proactive is a fundamental feature in which entrepreneurs not only wait for something to happen, but first start and look for opportunities as pioneers in various activities.
- 3) Human-oriented, consisting of:
- a. Social nature means that you must be able to develop and maintain good relationships with various parties, both those who are directly related to the business being run or not. Good relations that need to be implemented include customers, supplier governments and the wider community
  - b. Commitment, commitment to various parties is a characteristic that must be upheld and must be kept. Commitment to do something is indeed an obligation to be fulfilled and realized immediately
  - c. Responsive to suggestions / criticisms. Regarding suggestions and criticism is the basis for achieving progress. Suggestions and criticisms are the basis for progress. Suggestions and criticisms are included in the response to improve service to customers, business processes, and company efficiency

4) Work-oriented, consisting of:

- a. Want to be achiever, willingness to go ahead and develop the business. IQ and EQ are not enough to predict success. AQ (Adversity Quotient) is needed, which is the level of resistance to the obstacles they encounter in achieving success. In AQ there are three types of peak climbers success, namely quitter, champer, and climber. Quitter types are those who give up right away or don't want to take advantage of opportunities. Champer types are those who are quickly satisfied with what has been achieved even though they can achieve higher success if they want. Climber type is a person who continues to climb the ladder of success to reach the highest peak despite encountering various obstacles or obstacles. Resilience to these obstacles consists of four components, namely reach, ownership & original, control, endurance. Reach means how far the misfortune / obstacle encountered affects other things in life. Ownership & original is people's perception of obstacles / obstacles. Control means seeing the ability to control obstacles or obstacles in life. Endurance means the extent to which we see obstacles / obstacles as something that continues to happen or just happens by accident, is fleeting and will not happen again.
- b. Profit-oriented, all ways and efforts are made, all methods and efforts must be profitable, because a business cannot survive and develop if there is no profit.

- c. Firm, persistent, and hard work. Employers' working hours are not limited to time, where there is an opportunity there. Sometimes it is difficult for an entrepreneur to manage his work time. His mind is always thinking about his business progress. New ideas always encourage him to work hard to realize them. There are no difficult words and there are no problems that cannot be solved.
- d. Enthusiastic, and full of energy. Perform all activities with enthusiasm for success.
- 5) future-oriented: consists of the nature of foresight, the sharpness of perception. For that you must have a clear vision and goals. This serves to guess where the steps and directions are headed so that it can be known what will be done by the entrepreneur. Achievement oriented. Successful entrepreneurs always pursue better achievements than previous achievements. Product quality, services provided, and customer satisfaction are the main concerns. Every time all business activities carried out are always evaluated and must be better than before.
- 6) Dare to take risks: consists of being able to take risks, like challenges. Dare to take risks. This is a trait that must be owned by an entrepreneur anytime and anywhere, both in terms of money and time.<sup>25</sup>

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<sup>25</sup> Ibid., P.2-5

### 3. Entrepreneurial Benefits

Some research shows that micro, small, and or medium business owners believe that they tend to work harder, make more money, and be more proud than working in a large company. Before setting up a business, each prospective entrepreneur should consider the benefits of ownership of a micro, small and medium business first. The benefits of entrepreneurship are as follows:

1. Give an opportunity and freedom to control one's own destiny. Having your own business will provide freedom and opportunities for business people to achieve their life goals. Business people will try to calm their lives and allow them to use business to realize their ideals.

2. Give opportunities to make changes  
More and more business people are starting their businesses because they can seize opportunities to make various changes that they think are very important. It may be in the form of providing healthy and proper housing for families or establishing a waste recycling program to conserve limited natural resources. Businessmen are now finding ways to combine their manifestations of concern for various economic and social problems with the hope of living a better life.

3. Give opportunities to reach your full potential

Many people realize that working in a company is often boring, less challenging, and has no attractiveness. This certainly does not apply to entrepreneurs. For them there is not much difference between working and channeling a hobby or playing. Both are the same. The businesses they

have are self-actualization tools. Their success is determined by their own creativity, enthusiasm, innovation and vision. Having their own business or company gives them power, spiritual awakening, and makes them able to follow their own interests or hobbies.

4. Have the opportunity to achieve optimal profits

Although in the early stages money is not the main attraction for entrepreneurs, entrepreneurial profits are an important source of motivation for someone to make their own business. Most business people do not want to be rich, but many of them have indeed become affluent. Nearly 75 percent of the Forbes magazine's richest people are first-generation entrepreneurs. According to the results of the study, Thomas Stanley and William Danko, the owner of the company's own owner reaches two-thirds of US millionaires. "People who have their own businesses are four times more likely to be millionaires than people who work for others or become employees of other companies."

5. Have the opportunity to play an active role in the community and get recognition for their efforts

Small entrepreneurs or small business owners are often the most respected and most trusted citizens. Business deals based on trust and mutual respect are the characteristics of small entrepreneurs. Business owners like the trust and recognition they receive from customers they have served faithfully for years. The important role played in the business system in the local environment and the awareness that work has a real impact in

smoothing the national social and economic functions is a reward for small company managers.

6. Have the opportunity to do something you like and foster a sense of pleasure in doing it

What is felt by small entrepreneurs is that their business activities are actually not for them work. Most successful entrepreneurs choose to enter a particular business because they are interested and like it. So they channel their hobbies or hobbies into work so they enjoy doing it. Entrepreneurs must follow Harvey McKey's advice. According to McKey: "Seek and establish a business that you like and you will never feel forced to work even for a day in your life."

The biggest appreciation for business people or entrepreneurs is not the goal, but rather the process and / or journey. Therefore also consider the advice of Billi PS. Lim. According to Lim, "don't judge those who try and fail, but judge those who fail to try or try."<sup>26</sup>

### C. Abraham Maslow's Need Hierarchy Theory

One of the pioneers who studied motivation theory was Abraham H. Maslow who worked as a scientist and carried out his business in the mid-decade of the forties. It has been commonly known that the results of his thinking were then poured in a book entitled "motivation and personality". Maslow's

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<sup>26</sup> PO Abas Sunarya, Dkk. *Kewirausahaan* (Yogyakarta: Penerbit Andi, 2011). P. 36-38

contribution about theory of motivation is still recognized today, not only among theorists, but also among practitioners.

The whole motivational theory developed by Maslow has an opinion that says that human needs can be classified into five needs hierarchies, namely:

- 1) physiological needs
- 2) safety needs
- 3) social needs
- 4) self esteem needs
- 5) self actualization needs

Maslow argues that the hierarchy of human needs can be used to describe and predict his motivations. His theory of motivation is based on two assumptions. First, a person's needs depend on what he has, and second, a need is a hierarchy seen from its importance. If one level of need is satisfied, a higher level of need will emerge. However, this does not mean that the lower level of needs must be satisfied 100% or very satisfying. It could be that lower needs have not been very satisfying, a higher level has emerged. This is especially true in developing countries, where people are eager to meet a higher level of need, which is then a symptom of the demonstration effect.<sup>27</sup>

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<sup>27</sup> Alma Buchari, *Kewirausahaan Untuk Mahasiswa Dan Umum* (Bandung: Penerbit Alfabeta, 2008) P. 89-90

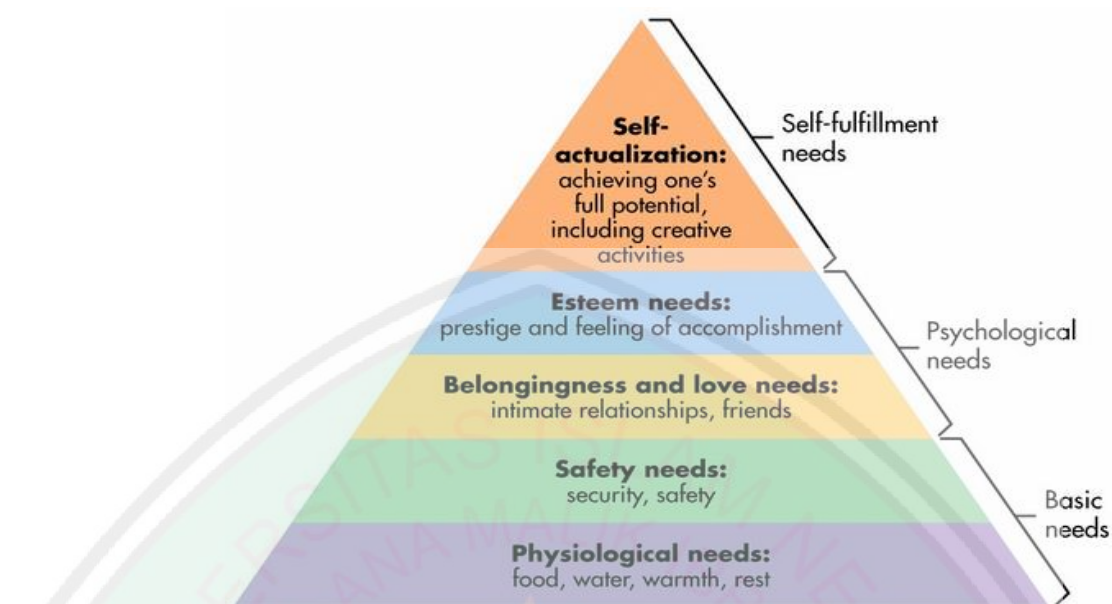


Figure 2. 1 Pyramid of Needs according to Maslow

Source: <https://www.google.com/>

### 1. Physiological Needs

The most obvious manifestation of physiological needs are basic human needs such as clothing, food, and housing. This need is seen as the most basic need not only because everyone needs it continuously from birth to death, but also because without satisfying these various needs one cannot be said to be living normally. Various physiological needs are related to human status as economic beings, those needs are universal and do not recognize geographical boundaries, origin, level of education, social status, occupation or profession, age, gender and other factors that indicate a person's existence. It's just that it must be recognized that there are differences in the ability to satisfy these various needs. A common symptom that is clearly seen is that an increase in a person's ability to satisfy

various needs tends to result in a shift in its ruling approach from a quantitative approach to a qualitative approach.<sup>28</sup>

It must be explained again that any physiological needs and consumptive needs that are in line with its functions as a conduit for all kinds of other needs. That is, someone who thinks that he is hungry may be more looking for life pleasure, or dependence, than vitamins or protein. On the contrary, it is possible to satisfy hunger slightly with other activities such as drinking water or smoking. In other words, although these physiological needs are relatively inseparable, it is not possible to do so explicitly.<sup>29</sup>

There is no doubt that these physiological needs are the strongest. Strictly speaking, this means that in humans who are always lacking in life, physiological needs are the biggest motivation. Someone who lacks food, security, affection, and great appreciation will likely need more food than others.<sup>30</sup>

## 2. Safety Needs

Safety needs must be seen in a broad sense, not only in terms of physical security, although this is a very important aspect but also psychological security, including fair treatment in one's work. Because satisfying these needs is mainly associated with one's job duties, safety needs are very important to get attention.

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<sup>28</sup> Sondang P. Siagian, *Teori Motivasi Dan Aplikasinya* (Jakarta: PT Rineka Cipta, 2004), p. 147

<sup>29</sup> Abraham Maslow, *Motivasi dan Kepribadian Teori Motivasi Dengan Pendekatan Kebutuhan Manusia*, terj. Nurul Iman. (Bandung: PT Remaja Rosdakarya, 1993), p. 44-45

<sup>30</sup> Ibid.,

That is, security in the physical sense includes security at work and security from and to the workplace.<sup>31</sup>

If the relative physiological needs have been satisfied, then a new set of needs will emerge, which we can more or less categorize in terms of the need for safety (security, stability, dependence, protection, free from fear, anxiety and confusion, the need for structure, order, law, boundaries, strength in self-protective, and so on). Everything that has been said about physiological needs also applies to these needs, even to a lesser extent. Organisms can also be completely dominated by these needs. This need is almost exclusively an exclusive regulator of behavior, which absorbs all the capacity of the organism in an effort to satisfy that need, and it is appropriate if we describe it as a mechanism for salvation. Those who accept it, have an effect which has other capacities as safety-seeking tools. As with the hungry, we also find the dominant goal which is a powerful determinant, not only for the present view of the world and its philosophy, but also in the future. Almost everything seems less important than safety and protection (sometimes even physiological needs, which, because they have been fulfilled, are now considered to be of little value). A person who experiences this situation with quite extreme and continuous, can be called a person who lives for the sake of salvation alone.<sup>32</sup>

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<sup>31</sup> Sondang P. Siagian, Op. Cit, P. 150

<sup>32</sup> Abraham Maslow, Op.Cit, P. 47-48

### 3. Social Needs

It has been commonly accepted as a universal truth that humans are social beings. In organizational life humans as social beings has various needs that revolve around the recognition of one's existence and respect for their dignity. Usually these social needs are reflected in four forms of "feeling", that is:

- a. Feelings are accepted by others with whom he associates and interacts in the organization. In other words he has a high "sense of belonging". There is no normal human being who likes to feel alienated from the group where he is a member. On the contrary, the enthusiasm of his work will increase if he is accepted as a respected member of the organization. With this feeling he will behave positively which is usually reflected in the willingness to contribute to the organization's efforts to achieve its goals.
- b. Must be accepted as a fact that every person has a unique identity with all the advantages and disadvantages. With that unique identity everyone feels important. No human is happy when underestimated. This means that everyone has a "sense of importance".
- c. The need for feelings of progress, Can be categorically stated that in general humans are not happy when facing failure. The experts formulated this need as a "need for achievement". Instead he will feel happy and proud when he achieves progress, whatever that form of progress is. According to the theory of "need for achievement", there are people who are classified as "high achievers" and those who are classified as "low achievers".

- d. The need for feelings is included or "sense of participation". This need is felt in many aspects of organizational life, but it may be felt most in the decision-making process concerning one's self and duties. Of course this form of participation can be as varied as consulted, asked to provide information, be encouraged to give advice or opinions and so on.<sup>33</sup>

If physiological and safety needs are satisfied enough, then the need for love, love and belonging, and the whole cycle that has been described is repeated by placing these as new focal points. So now people will really feel the absence of friends, lovers, wives or children. He is thirsty for a loving relationship with people in general, that is, thirst for a place in his group or family so that he will work harder to achieve this goal. He will try to get such a place more than anyone else in the world, and perhaps by forgetting that, when he is hungry, he once flouted love as something that is not real, unnecessary or not important. Now he will feel the pain of loneliness, social exclusion, rejection, lack of friendliness, and uncertain conditions.<sup>34</sup>

#### **4. Self-Esteem Needs**

Esteem needs, One human characteristic is that he has self-respect. Therefore everyone needs recognition of their existence and status by others. The existence and status of a person is usually reflected in various symbols that its use is often seen as someone's right, inside and outside the organization. It turns out

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<sup>33</sup> Sondang P. Siagian, op.cit, P. 152-155

<sup>34</sup> Abraham Maslow, op.cit, P. 3

that the use of status symbols is well known in the community called traditional as well as in an advanced and modern society.<sup>35</sup>

Everyone in our society (with a few cataloged exceptions) has a need and desire for sound, grounded and usually high-quality judgment, self-respect or self-esteem, and appreciation from others. Therefore, these needs can be classified in two additional tools, namely, first, the desire for strength, achievement, adequacy, excellence and ability, confidence in oneself in the face of the world and freedom. Second, we have what is called a desire for good name or prestige (which is formulated as respect and appreciation from others) status, fame and glory, dominance, recognition, attention, importance, dignity, or appreciation. These needs have been relatively suppressed by Alfred Adler and his followers, but Freud has been relatively neglected. However, now an appreciation of the importance of these matters is increasingly becoming central, both among psychoanalysts and among clinical psychologists.<sup>36</sup>

Satisfying the need for self-esteem brings a feeling of trust in oneself, values, strengths, capabilities, and worthiness, a feeling of being needed and beneficial to the world. But the obstacles to meeting these needs create feelings of inferiority, weakness and helplessness. In turn this feeling breeds fundamental despair or various compensatory or neurotic tendencies. An appreciation of the need for fundamental self-confidence and understanding of how people feel helpless without it, is easily obtained from a study of serious traumatic neuroses.<sup>37</sup>

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<sup>35</sup> Sondang P. Siagian, op. cit. P. 152-155

<sup>36</sup> Abraham Maslow, op.cit, P. 55-56

<sup>37</sup> Ibid.,

## 5. Self-Actualization Needs

Even though all these needs have been satisfied, we still often feel (if not always) that a feeling of dissatisfaction and new anxiety will soon develop, unless the person does what is, individually, appropriate for him. A musician must create music, an artist must paint, a poet must poet, if in the end he wants to be at peace. He must be honest with his own nature. This need can be called self-realization.<sup>38</sup>

This term which was originally coined by Kurt Goldstein in this book is used in a far more specific and limited sense. The term refers to people's desire for self-realization, that is, to their tendency to manifest themselves according to their abilities. This tendency can be expressed as the desire to become more and more special, to be anything according to his ability.<sup>39</sup>

According to Maslow, the special form of the self-actualization need in each person is different. In one person the need for self-actualization may be in the form of a desire to be an ideal mother, while in others it may be in the form of a desire to be an athlete and so on. In short, according to Maslow, self-actualization refers to the efforts of each person to be the best in accordance with their fields or in accordance with their potential. However, Maslow found that attempts to satisfy the self-actualization need or achieve a level of self-actualization were not easy.<sup>40</sup>

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<sup>38</sup> Ibid.,

<sup>39</sup> Ibid.,

<sup>40</sup> E. Koeswara, *Motivasi Teori dan Penelitiannya* (Bandung: Penebit Angkasa, 1989), P. 230

#### **D. The Relationship both of Abraham Maslow's Need Hierarchy Theory and Entrepreneur Motivation**

In general there is a relationship between motivation and entrepreneurship, because something that encourages someone to become an entrepreneur is driven by high motivation. Motivation to start a business and be ready to face risk is the initial picture towards entrepreneurs.<sup>41</sup> Motivational functions in entrepreneurship include:

1. Encouraging the emergence of behavior or actions, without motivation there will be no action
2. Motivation functions as a director, meaning directing actions to achieve the desired goal
3. Motivation functions as an activator, meaning to move one's behavior. The size of motivation will determine the speed or slowness of a job.<sup>42</sup>

Abraham Maslow believes that basically humans are good and shows that individuals have a continuous growth drive that has great potential. The system of hierarchy of needs, developed by Maslow, is a pattern commonly used to classify human motives. The hierarchy of needs system includes five motive categories compiled from the lowest needs that must be fulfilled before fulfilling higher needs.<sup>43</sup>

<sup>41</sup> Sulasmi, "Analisis Faktor-Faktor Yang Memotivasi Anggota Kelompok Usaha Bersama (KUB) Kucai Jaya Menjadi Entrepreneur", *Skripsi*, Fakultas Ekonomi Dan Bisnis Islam, 2016, page.59

<sup>42</sup> Virginia Maria Kahayani, Studi Tentang Motivasi Anak Muda Untuk Berwirausaha Di Kecamatan Samarinda Kota. *Jurnal Administrasi Bisnis*, UNMUL. No.5 2017

<sup>43</sup> Tri Andjarwati, *Motivasi Dari Sudut Pandang Teori Hirarki Kebutuhan Maslow, Teori Dua Faktor Herzberg, Teori X Y Mc Gregor, Dan Teori Motivasi Prestasi Mc Clelland*. *Jurnal Ilmu Ekonomi Dan Manajemen*, Universitas 17 agustus. No 1 th.1 April 2015

Two main propositions can be inferred from Maslow's hierarchy of needs theories, namely:

- a) Satisfaction Needs are not a motivator for behavior
- b) If the lower needs are fulfilled, the higher requirements will determine the behavior

From each pathway towards fulfilling each other's needs, people choose their own paths, some are going through professionalism according to their respective academic degrees such as doctors, scientists, teachers and others. Some choose to work for other people or in an institution such as an office or institution. But the most unique thing is fulfilling needs through entrepreneurship.

Most people are self-employed because they don't like working under a binding system and want to run a business in their own hands. But what is interesting is often entrepreneurship begins with personal pleasure in a product both goods or services. An fishing bait entrepreneur, for example, departs from the pleasure of fishing. Or a businessman in a painting shoe moved from his passion to paint and draw.

This is not just looking for money, but rather towards seeking personal satisfaction and self-actualization of the entrepreneur, in which humans will apply the hierarchy of needs theory. Driven by the need to meet physiology and security, people will establish networking and social affiliation to build business networks.

The main purpose is money, but the satisfaction and self-actualization process in it is also a unique discussion about why people are entrepreneurs.<sup>44</sup>

If the work has fulfilled a number of higher needs, it will determine work motivation.<sup>45</sup> The last level of this theory is slightly different from the previous four levels, if the four previous levels are named Maslow with D-needs or Deficit Needs, then at this last level Maslow names B-Needs or Being Needs, namely the need for self-actualization.

These self-actualization needs do not require balancing or homeostasis. Once obtained, he will continue to be felt. This need will indeed increase if we spread it. These needs include the desire to realize self potentials, the desire to be what you can be. This need is more a matter of being perfect, being you. Therefore this need is called self-actualization.

If we look at this problem based on the theory developed by Maslow, then when you want to actualize yourself, the lower needs must be fulfilled first or at least still considered. So, if you are hungry, you must try to find food, if you are not safe, you must seek protection, if you feel isolated and lonely, you must find friends, if you feel worthless, you must be defensive or seek compensation. When these lower needs are not met, then you cannot fully devote yourself to filling your potential.<sup>46</sup>

The experts suggest that someone has an interest in entrepreneurship because of certain motives, namely motives for achievement (achievement

<sup>44</sup> Nasrudin Habibi, *Wirausaha: Bentuk Aplikasi Teori Abraham Maslow* (<https://www.kompasiana.com>, Accessed on 23 April 2019, 09.57 PM)

<sup>45</sup> Tri Andjarwati, *loc. cit.*

<sup>46</sup> Boeree George, *Personality Theories ;Melacak Kepribadian Anda Bersama Psikolog Dunia*, terj., Inyik Ridwan Munzir. (Jogjakarta: Prismsophie, 2008), page. 257

motive). According to Gede Anggan Suhandha the motive for achievement is a social value that emphasizes the desire to achieve the best in order to achieve satisfaction personally. The basic factor is the need that must be met. As stated by Maslow about motivational theory that is influenced by the level of needs, according to the level of development, namely physical needs (psychological needs), the need for security (security needs), self esteem needs (esteem needs), and the need for self-actualization (self actualization needs).<sup>47</sup>

If this theory is applied in the realm of entrepreneurship, we will find individual needs as follows:

1. Satisfying basic needs. Earn money independently for physical needs, namely food, drinks, housing, sex, and rest
2. Satisfying safety needs. Gaining a sense of security in family life, and community with the fulfillment of aspects of protection through business success
3. Satisfying social needs. Gain freedom and greater opportunities for social contact in building friendships and business relationships.
4. Satisfying the appreciation needs (self esteem need). Obtain respect from the environment in accordance with the position as leader / owner in personal business.

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<sup>47</sup> Dedy Takdir, dkk. *Kewirausahaan* (Yogyakarta: Wijana Mahadi Karya, 2015), page. 45

5. Satisfying the needs of self-recognition (self actualization) obtaining public recognition of the results of his work that are beneficial to the interests of many people.<sup>48</sup>

The need for entrepreneurial achievement can be seen in the form of actions to do something better and more efficient than before. Entrepreneurs who have achievement motives generally have the following characteristics:

1. Want to overcome the difficulties and problems that arise in his self
2. Always need immediate feedback to see successes and failures
3. Have high personal responsibility
4. Dare to face risks with calculation
5. Likes a balanced challenge (fifty-fifty). If the task is very light, then the entrepreneur feels less challenging, but he always avoids the most difficult challenges that allow the achievement of success to be very low.<sup>49</sup>

#### **E. Entrepreneurship Concept In Islamic Religion**

In essence, Islam is a religion that teaches ethical, moral and spiritual values that serve as a way of life in all fields for its adherents, including economics. There are so many Islamic teachings that encourage people to work hard to change their own destiny, to be honest in business, to seek business from their own hands, to compete in goodness, etc. There are even verses in the Qur'an that specifically use the language of "profit and loss", for example Al-Asyr. In

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<sup>48</sup> Yuyus Suryana dan Katib Bayu, *Kewirausahaan Pendekatan Karakteristik Wirausahawan Sukses* (Jakarta: Kencana Prenada Media Group, 2011), page.100

<sup>49</sup> Ibid., page. 46

short, Muslims are encouraged to pursue the good of the world without forgetting the hereafter. Such enthusiasm and productive attitude are part of the work ethic taught by Islam.

As a productivity drivers, the work ethic contains a number of indicators that characterize it. There are 25 indicators of Muslim work ethics as stated by Toto Tasmara, namely: (1) respecting time, (2) having clean morality, (3) honest, (4) having commitment, (5) strong stance (istiqomah), (6) high discipline, (7) dare to face challenges, (8) self-confidence, (9) creative, (10) responsible, (11) like to serve, (12) have self-esteem, (13) have leadership, (14) forward-looking, (15) economical and efficient living, (16) have an entrepreneurial spirit, (17) have a competitive insiting (fastabiquil khairat) (18) desire to be independent, (19) thirst for science, (20) have a spirit of wandering, (21) pay attention to health and nutrition, (22) tough and never give up, (23) oriented towards productivity, (24) enriching silaturrahmi network, and (25) having a spirit of change.

Tsamara in M. yunus says that a number of verses of al-quran and as-sunnah as well as exemplary stories from previous Muslim figures, many of which support and reinforce the above characteristics. It is said that before moving to Medina, Abdurrahman bin Awf was a wealthy man in Mecca. When he followed the command to move, he left his wealth. Arriving in Medina, many of Anshor's friends sympathized to help him, but he refused subtly by praying while saying "enough for me, you show me where the market?". Thanks to his enthusiasm and expertise in doing business, in subsequent developments Abdurrahman bin Awf became rich again. He was noted as a philanthropist who

donated as many as 500 horses and 50,000 dinars for the sake of jihad fi sabilillah. He even had the will to make a donation of 400 dinars to everyone who had fought the Badr war and was still alive at that time. Such was the case with Muhammad SAW, before he was sent to be an apostle, he was known as a successful and honest merchant when running a business owned by Siti Khodijah.<sup>50</sup>

Islam is a comprehensive religion (syamil) that regulates all aspects of human life, both related to the world and the hereafter. Therefore, when studying entrepreneurship, it must be seen in the context of the perfection of Islam itself. The result will be obtained an integrated perspective on entrepreneurship. Entrepreneurship as a process to achieve the goals of world life cannot be separated from the rules of ukhrawi in Islam. That is, Islam as a comprehensive religion also regulates entrepreneurship.

Islam strongly encourages its people to become entrepreneurs. Therefore, it is natural for every Muslim to have an entrepreneurial spirit, in fact it should already be a part of life. Islam teaches its adherents to work and do good deeds, as the word of Allah as follows:

وَقُلْ اَعْمَلُوا فَسَيَرَى اللّٰهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ اِلَىٰ عَالَمِ الْغَيْبِ وَ الشَّهَادَةِ  
فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ (١٠٥)

<sup>50</sup> Muh. Yunus, *Islam Dan Kewirausahaan Inovatif* (Malang: UIN Maliki Press, 2008), P. 9-11

And say "work you, then God will see your work, so will his apostles and believers, and you will be returned to (Allah) who knows the unseen and the real, and then tells you what you have done." Surat At-Taubah (9): 105)

This verse shows that Allah Almighty commands all Muslims to work because the work will be judged by Allah, His Messenger, as well as those who believe. The assessment of the work will determine our position in the eyes of Allah and His Messenger. Therefore, every Muslim must work in accordance with Islamic values.

The instructions for work and entrepreneurship are mentioned in other verses, which are:

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ

“When the prayer has been done, then scatter you on earth, seek the gift of Allah and remember Allah a lot so that you are lucky”. (Surat al-Jumu'ah (62): 10).

Based on these two verses, Muslims are instructed to try to work and do entrepreneurship in order to get sustenance from Allah SWT as a source of income. The order is not uncommon because it is juxtaposed with the obligation to carry out Friday prayers which is an obligation for every Muslim. Therefore, it can also be concluded that entrepreneurship is an obligation for every Muslim to get halal income.

There are also innumerable traditions of the Prophet Muhammad that encourage the development of an entrepreneurial spirit. A mural history mentions that,

عَلَيْكُمْ بِالتَّجَارَةِ فَإِنَّ فِيهَا تِسْعَةُ أَعْشَارِ الرِّزْقِ

"You should trade, because in it there are ninety percent of the fortune Door". (H. R Ahmad)

In other narrations Rasulullah said:

عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلَّ بَيْعٍ مَبْرُورٍ

"The work of someone with his hands and every sale and purchase transaction which is rasty (justified). (H. R Ahmad and Al-Bazzar)"

These two hadiths are enough to be a guide for Muslims to carry out entrepreneurial activities as a source of income. This hadith does not appear without a reason. Asbab al wurud from this hadith is the custom of the Quraysh who were accustomed to trading so that the Prophet motivated them to be even more enthusiastic in trading. At present, this history is a motivation for Muslims to work and do business as a means of satisfying their daily needs.

The energy of Islamic entrepreneurship also comes from the practice of the predecessors, who were mostly traders and entrepreneurs. Abu hanifah as one of the fiqh experts is an accomplished trader who has a high entrepreneurial spirit. He does not want to if he only lives on government benefits. Therefore, entrepreneurship by trading in the market is the business that he does. This tradition was continued by his students, such as Abu Yusuf, until their

applications and theories produced an Islamic economic system capable of delivering Muslims at the gate of prosperity.<sup>51</sup>

Islam is now the majority religion for Indonesians. The amount is almost 87% of the population of the entire population. With this majority, Muslims in Indonesia should become a solid economic power, especially when seen from the verses of the Qur'an and the sunnah of the Prophet which provides encouragement in carrying out economic activities in everyday life. However, at this time Muslims, especially in Indonesia and generally throughout the world are being hit by a multidimensional crisis, from the aqidah crisis to the economic crisis which makes it underdeveloped compared to other people.

Major problems faced by Muslims today include unemployment, poverty and welfare. This problem can be caused not only by the government's lack of seriousness in dealing with the economic revival of the people. However, there is another problem that is more resulting in the economic setbacks of Muslims, namely the mentality problem of Muslims themselves. In fact, the corruptors who ate up some state money were Muslims. Likewise beggars and homeless people, mostly Muslims. Some of them may not be poor in wealth, but poor in faith and belief so they no longer heed Islam in their livelihood. On the other hand, as we all know that Islam has comprehensive teachings in overcoming various kinds of problems, including those in the economy. The downturn of Muslims in economic terms can actually be overcome by the spiritual power that is already in the breasts of this people. Entrepreneurial energy must be re-ignited in order to overcome the

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<sup>51</sup> Agus Siswanto, *The Power Of Islamic Entrepreneurship: Energi Kewirausahaan Islam* (Jakarta: Amzah, 2016), P. 10-12

weaknesses of Muslims in the economic field, but also must be addressed mentally and belief in God as the creator of nature.

Being an entrepreneur is a solution to the economic problems of Muslims, especially the high unemployment. Creativity and innovation carried out by entrepreneurs are the solution to increasing employment opportunities for Muslims. Thus, it is clear that entrepreneurship will mark the rise of economic potential and contribute to the economic development of the people. The fact that there is now that the number of Indonesian entrepreneurs is still small and the quality can not be said to be great. The problem is "Why are Muslims not motivated to become entrepreneurs?" Perhaps the problem is a lack of understanding of the teachings of Islam itself, Islam has not been a motivating factor in entrepreneurship, or Islam has not become an entrepreneurial energy for its people.<sup>52</sup>

Trading is a very noble and major profession while it is carried out honestly and in accordance with the rules and does not violate the limits of shari'ah set by Allah and his apostles in the Qur'an and As-Sunnah.. The propositions that explain about doing business are:

From Abu Sa'id Al-Khudri radhiyallahu 'anhu, the Prophet sallallahu alayhi wasallam said:

التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصِّدِّيقِينَ وَالشُّهَدَاءِ

"Traders who are always honest and trustworthy will be with the prophets, those who are always honest and those who are martyred". (H. R Tirmidhi)

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<sup>52</sup> Ibid., P. 32-33

From Mu'adz bin Jabal radhiyallahu 'anhu, he said: The Prophet

sallallaahu alayhi wasallam said:

إِنَّ أَطْيَبَ الْكَسْبِ كَسْبَ التَّجَارِ الَّذِي إِذَا حَدَّثُوا لَمْ يَكْذِبُوا وَإِذَا اتَّمَنُوا لَمْ يَخُونُوا وَإِذَا وَعَدُوا لَمْ يَخْلَفُوا وَإِذَا اشْتَرَوْا لَمْ يَذْمُوا وَإِذَا بَاعُوا لَمْ يَطْرُوا وَإِذَا كَانَ عَلَيْهِمْ لَمْ يَمْطُلُوا وَإِذَا كَانَ لَهُمْ لَمْ يَعْسُرُوا

"Actually, the best income is the income of the traders, who when speaking is not lying, if given a mandate, is not treacherous, if they promise not to deny it, if they buy it is not condemning, if they sell it is not excessive (in raising prices), if they are in debt they don't delay repayment. and when collecting debt does not make it harder for people who are in trouble." (H. R Al-Baihaqi).

Entrepreneurship includes several important elements which are interrelated, work together, and are not separated from each other, namely: (1) the element of thought power (cognitive), (2) the element of skill (psychomotor), (3) the element of mental attitude (affective), and (4) The element of alertness or intuition.

Thinking, knowledge, intelligence, intellectual, or cognitive characterize the level of reasoning, the level of thought a person has. Power of thought is also the source and beginning of the birth of creations and new discoveries and most importantly the spearhead of the progress of a people. In Al-Baghdadi's view, it is indeed the thought that is sunnatullah able to awake a people because the potential for resurrection is possessed by any human being universally.

إِنَّ اللَّهَ لَا يُعَيِّرُ مَا بَقِيَ حَتَّى يُعَيِّرُوا مَا بِأَنْفُسِهِمْ..... (الرَّعد: ١١)

"Verily Allah does not change the condition of a people so that they change the situation that exists in themselves" (Q. S Ar-Ra'd: 11)

According to Al-Baghdadi this verse is general in nature, that is, anyone can achieve progress and glory if they have changed the causes of its decline. Changing the situation to rise usually begins by formulating the conception of the resurrection. Relying on thinking itself is not enough to be able to realize a real work. The work can only be realized if there is an action. Skills are physical actions to do work. From this work, a work can be realized, whether in the form of a product or service. Skills are needed by anyone, including business professionals.

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا

"And look for what Allah has given you (happiness) of the hereafter, and do not forget your happiness from worldly pleasures" (Q. S Al-Qashas: 77)

وَأَعِدُّوا لَهُمْ مَا اسْتَطَعْتُمْ مِنْ قُوَّةٍ وَمِنْ رِبَاطِ الْخَيْلِ تُرْهَبُونَ بِهِ

"And prepare to face them whatever strength you can and from horses that are moored to fight" (Q. S Al-Anfal: 60)

Power of mind and skill cannot guarantee success. Success can only be achieved if there is a synergy between thinking, skills, and advanced mental attitude. This mental attitude is in many ways precisely the determinant of one's success. For a Muslim, advanced mental attitude is essentially a consequence of monotheism and the piety of his Muslim in all activities in the pattern of thought (aqliyah) and patterns of attitude (nafsiyyah) which is based on Islamic aqeedah. Here it seems clear that advanced mental attitude is actually the fruit of an attitude pattern that is productively driven by an Islamic mindset.

If explored further, there are actually other factors besides thinking, skills and mental attitude that also determine one's success. That factor is none other

than intuition or alertness. In an Islamic perspective, intuition can be judged as a continuation of the advanced thinking and Muslim's mental attitude. A Muslim is indeed required to apply the understanding of Islam in carrying out his life. The application process can be carried out among others by raising awareness and training the sensitivity of feelings.<sup>53</sup>



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<sup>53</sup> *Berwirausaha Secara Islami Menurut Perspektif Al-Qur'an dan Hadits* (<http://bagusizza.blogspot.com/> Accessed on, December, 06 2019)

## F. Conceptual Framework

Unemployment is still becoming one of the problems faced by Indonesians, one of the things that causes unemployment is an imbalance between the workforce and available vacancies, to overcome this entrepreneurship is considered to be a solution, the community can open jobs for themselves and even others. In recent years many emerging successful entrepreneurs in Indonesia, various media also reported that the number of entrepreneurs in Indonesia has increased from previous years.

This phenomenon also occurs in the colleges, many students also pursue these activities even though they are still on a small scale. This phenomenon also occurs in Social Science Education Department, many students are entrepreneurs in various fields, either just because they are free time or because they really want to pursue it.

The reasons for student entrepreneurship are inseparable from the existence of motivation because motivation is the encouragement of the individual to act or do something, the motivation also differs between one individual and another individual. One of motivational theory is a theory stated by Abraham Maslow named Abraham Maslow's Needs Hierarchy Theory. In this theory Maslow divides human needs into 5 forms which are then arranged in stages by Maslow, Broadly speaking, the needs stated by Maslow are the general needs needed by individuals, because of this the researchers are interested in examining entrepreneurial motivation when viewed from Maslow's perspective.

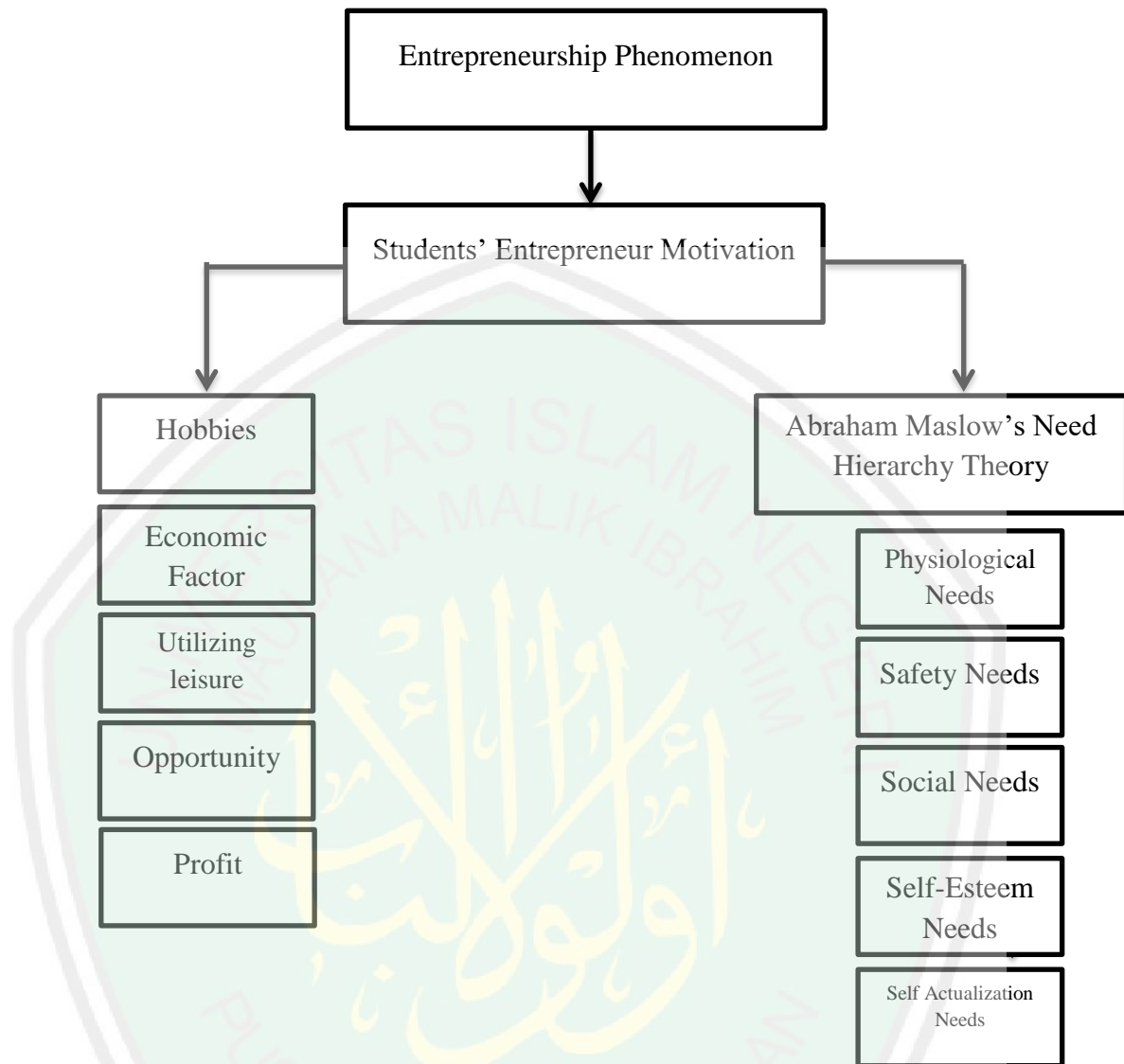


Chart 2. 2 Conceptual Framework

## CHAPTER III

### RESEARCH METHOD

#### A. Approach And Type Of Research

This study uses a qualitative research approach, because the data generated in the form of words, speech, and behavior that can be observed, not in the form of numbers. The purpose of this study is to describe deeply about the research subject, so that qualitative methods are considered more appropriate as a research approach. As according to Bogdan and Taylor who said that qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and actors that can be observed. The data generated comes from interview texts, field notes, photographs and other official documents.<sup>54</sup>

Meanwhile, according to Lodico, Spaulding, and Voegtle qualitative research, which is also called interpretive research or field research is a methodology borrowed from scientific disciplines such as sociology and anthropology and adapted to educational settings. Qualitative researchers use the inductive reasoning method and strongly believe that there are many perspectives that can be expressed. Qualitative research focuses on social phenomena and on voting on the feelings and perceptions of participants under study. This is based on the belief that knowledge is generated from social settings and that understanding social knowledge is a valid scientific process.<sup>55</sup>

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<sup>54</sup> Lexy Moleong. J, *Metode Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2006), P: 4

<sup>55</sup> Emzir, *Metodologi Penelitian Kualitatif Analisis Data*. (Jakarta: PT Rajagrafindo Persada. 2010), Page. 1-2

The research method is descriptive method with case study research. In case studies researchers try to examine individuals or units in depth. Researchers try to find all the important variables that underlie the emergence and development of these variables. The emphasis of his research is: (a) why the individual acts in this way, (b) what the action is like, and (c) how he reacts to his environment. The consequence of a well-done case study is that the case study must be conducted in a relatively long time. The researcher tries to collect data concerning individuals or units that are studied about: the phenomena that existed during the study, past experience, the living environment and how these factors relate to each other.<sup>56</sup>

#### **B. Researcher's Presence**

In field research using a qualitative approach, researchers acted as instruments as well as data collectors. Instruments other than researchers themselves are interview guidelines and observation guidelines. But its function is limited to supporting researchers' duties as instruments. Therefore, the presence of researchers is absolute.

To collect as much data as possible, researchers will go directly and blend in with the research subject. The role of the researcher as the main instrument in the process of data collection, the researcher realized by observing and dialogue directly with several parties and related elements.

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<sup>56</sup> Suharsimi Arikunto, *Manajemen Penelitian*. (Jakarta: PT Rineka Cipta. 2005), Page. 238

However, the presence of researchers is not only observing, but researchers here have field notes that tell things that are observed by researchers in succession and in accordance with the conditions under study.<sup>57</sup>

### C. Research Sites

This study took place on UIN Maulana Malik Ibrahim Malang college, Gajayana street No. 50 Dinoyo Malang. In determining the location of research, researchers use the method of purposive area, which is a method that deliberately determines the place of research based on certain considerations. The considerations are:

1. The Department of Social Sciences Education is one of the departments offering entrepreneurship courses
2. There are many students in social studies education who are engaged in the field of entrepreneurship, both small businesses and advanced businesses.

### D. Data And Data Sources

The data source is where the data is obtained in other words the data source shows where the information came from and the information must be obtained from the right data source because if it is incorrect then the data obtained is not relevant to the problem to be examined, whereas according to sukandarrumudi data sources is all sources of information are real objects, abstract

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<sup>57</sup> Dewi Fajariyah, "Motivasi Mahasiswa Baru Memilih Jurusan Pendidikan IPS FITK Maliki Malang Dalam Perspektif Teori Sosial Action Max Weber", *Skripsi*, Fakultas Ilmu Tarbiyah dan Keguruan UIN Malang, 2016, Page. 56-57

things, events/phenomena both quantitatively and qualitatively. Sources of data that are qualitative in the research undertaken are not subjective, and therefore need to be given a weight rating.<sup>58</sup>

According to the origin of the data, there are two types of data, namely primary data and secondary data. Primary data is data obtained and collected from the first source, while secondary data is data obtained not from the first source, but the second, third, and so on. So, the data that has the highest level of authenticity is primary data, not secondary data.<sup>59</sup> While in this study the data that will be used as the object of this study are:

#### 1. Primary Data

Primary data is data obtained and collected from the first source.<sup>60</sup> So this primary data is obtained directly from the observations and records of researchers in the field. The primary data sources in this study are the data obtained from the results of conducting interviews with resource persons, observing activities and the behavior of resource persons. The informant who are intended to be used as primary data sources are students of Social Sciences majoring in education who are engaged in the entrepreneurial world starting from the class of 2015-2018. As for conducting interviews to collect data, researchers provide questions to interviewees various questions that refer to the research topic, so researchers are expected to get the data needed, in addition to through interviews, primary data can also

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<sup>58</sup> Sukandarrumudi, *Metodologi Penelitian Petunjuk Praktis Untuk Peneliti Pemula* (Yogyakarta: Gadjah Mada University Press, 2006), Page. 44

<sup>59</sup> Andi Prastowo, *Metode Penelitian Kualitatif Dalam Perspektif Rancangan Penelitian* (Yogyakarta: Ar-Ruz Media, 2011), Page. 204-205

<sup>60</sup> Ibid.,

be obtained through observations made by researchers of informant, while what can be observed by researchers is the behavior and daily life of the resource persons, in addition, researchers can also observe several documents relating to the business carried out by resource persons, such as sales website accounts or social media accounts that are used for entrepreneurial activities.

## 2. Secondary Data

The secondary data is data obtained not from the first source, but second, third, and so on.<sup>61</sup> As in this study secondary data sources can be obtained from reading material to complete data obtained from the field. Secondary data used in this study can be in the form of literature on research topics in the form of journals, articles, or books. This secondary data is expected to be able to enrich information that was not obtained from primary data, and to verify the information obtained from primary data.

### **E. Data Collection Technique**

According to Poham in Andi Prastowo Data collection techniques are the means used to gather information or facts in the field. In this study, researchers used the following data collection techniques:

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<sup>61</sup> Ibid.,

## 1. Interview

Interviews are a form of communication between two people, involving someone who wants to get information from another person by asking questions, based on certain goals. The interview is broadly divided into two, namely unstructured interviews and structured interviews. Unstructured interviews are often also called in-depth interviews, intensive interviews, qualitative interviews, and open-ended interviews, ethnographic interviews; while structured interviews are often also called standardized interviews, the arrangement of questions is predetermined (usually written) with answer choices that have also been provided.

Unstructured interviews are similar to informal conversations. This method aims to obtain certain forms of information from all respondents, but the wording and sequence are adjusted to the characteristics of each respondent. Unstructured interviews are flexible, the order of questions and arrangement of words in each question can be changed at the time of the interview, according to the needs and conditions of the interview, including socio-cultural characteristics (religion, ethnicity, gender, age, education level, occupation, etc.) respondents faced. For example, we might ask the same questions to members of a company, to examine how the communication climate in the company. But the way we ask people should be different if the position of the person we are facing is different, for example the president director, manager, until the waiter or sweeper.

The selection of research subjects was of course also adjusted to the research objectives.<sup>62</sup>

In this study, researchers conducted in-depth interviews with existing informants, with the hope that researchers would get data and information from informant naturally and comprehensively, while the interview questions were based on Abraham Maslow's hierarchy of needs theory.

The informants referred to this study were research subjects namely social education students starting in 2015-2018 who have businesses. The informants consisted of 6 Social science education department students who were selected using the Purposive Sampling method by establishing several criteria including:

- a. Social Science Education Student who have been in entrepreneurship for at least 1 year
- b. Continuous in executing their business

## 2. Observation

Observation is part of data collection. Observation means collecting data directly from the field. In the qualitative tradition, data will not be obtained behind the desk, but must go into the field, to neighbors, to organizations, to the community. Data in observation can be a picture of attitudes, behavior, behavior, actions, overall interactions between humans....<sup>63</sup>

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<sup>62</sup> Mulyana Deddy, *Metodologi Penelitian Kualitatif (Paradigma Baru Ilmu Komunikasi Dan Ilmu Sosial Lainnya)* (Bandung: PT Remaja Rosdakarya, 2004), Page. 180-181

<sup>63</sup> Raco, *Metode Penelitian Kualitatif Jenis, Karakteristik Dan Keunggulannya* (Jakarta: PT Gramedia Widiasarana Indonesia, 2010), Page. 112

The essence of observation is the presence of visible behavior and the existence of goals to be achieved. Behavior that appears to be a behavior that can be seen directly by the eye, can be heard, can be calculated, and can be measured. Because it requires visible behavior, potential behaviors such as attitudes and interests are still in the form of cognition, affection, or intentions or certain tendencies. Objective observation is not observation. Basically, the purpose of observation is to describe the observed (site) environment, ongoing activities, individuals involved in the environment along with the activities and behaviors that are raised, as well as the meaning of events based on the perspective of the individuals involved.<sup>64</sup>

In this study, the researchers conducted observations by observing the subject's activities, especially in entrepreneurship activities, researchers observed the subject's daily life, observed the interaction of the subject with the surrounding environment, as well as the behaviors of the subject everyday.

### 3. Documentation

Documentation is one of the qualitative data collection methods by viewing or analyzing documents made by the subjects themselves or by others about the subject. Study documentation is one way that qualitative researchers can do to get a picture of the subject's perspective through a

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<sup>64</sup> Herdiansyah Haris, *Metodologi Penelitian Kualitatif Untuk Ilmu-Ilmu Sosial* (Jakarta: Penerbit Salemba Humanika, 2010), Page. 132

written media and other documents written or made directly by the subject related.<sup>65</sup>

As for this study, researchers will use documents consisting of institutional archives (Social Sciences Education Department), as well as previous notes relating to the research theme, so that this document can supplement data from interviews or observations.

#### **F. Data Analysis**

Data analysis is the middle stage of a series of stages in a study that has a very important function. The results of the research must go through a data analysis process in advance so that the validity can be accounted for. In order to obtain valid and accountable research results, a researcher must be able to analyze the data appropriately and according to the procedures specified.<sup>66</sup>

In this study researchers used an interactive model data analysis techniques according to Miles & Huberman. The following is an overview of the stages along with the flow of data analysis techniques with an interactive model proposed by Miles & Huberman.

Interactive model data analysis techniques according to Miles & Huberman consist of four stages that must be carried out. The first stage is the data collection stage, the second stage is the data reduction stage, the third stage is

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<sup>65</sup> Ibid., Page. 143

<sup>66</sup> Ibid., Page. 158

the data display stage, and the fourth stage is the stage of drawing conclusions and / or the verification stage.<sup>67</sup>

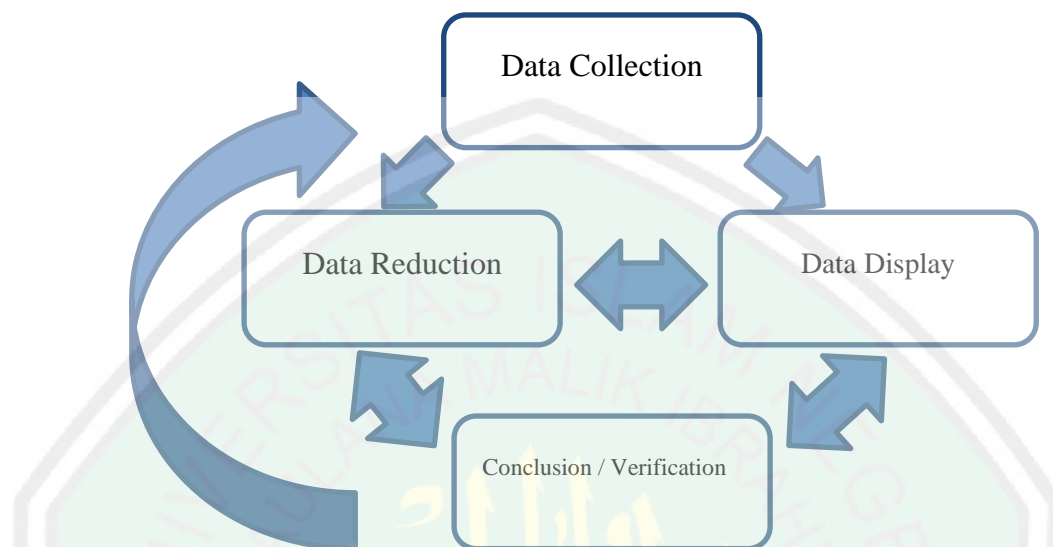


Figure 3. 1 Analysis of data according to Miles and Huberman

Source: herdiansyah, haris. 2010. p. 164

The first stage is data collection where researchers conduct research with and explore data with the techniques mentioned above, the data obtained in the field are quite a lot, therefore researchers must record in detail and carefully, in recording in addition to direct recording researchers also use tools to record. After the data is obtained, the researcher analyzes the data by reducing, i.e. summarizing, selecting points that fit the theme, selecting things that are important and discarding those that are not needed so that after the data is reduced it can facilitate the researcher in determining the subject of his research, this is the second stage in miles and huberman data analysis techniques.

<sup>67</sup> Ibid., Page. 164

Next is the data presentation, because this study uses a qualitative approach then the data presentation uses text with the narration form. Through this data presentation the information obtained will be more organized so that it will be easier to be understood. And the next step is drawing conclusions and verification. The conclusion in this study will answer the problem formulation that was formulated from the beginning.

#### **G. Checking The Validity Of The Data**

Checking the validity of the data is a technique used so that research can be justified naturally. In qualitative research, checking the validity of the data can also be called a validity and reliability test which includes criteria for the degree of trust (credibility), transfer (transferability), dependability, and certainty (confirmability). As for this research in checking the validity of the data the researcher uses the following techniques:

1. Triangulation is essentially a multimethod approach carried out by researchers when collecting and analyzing data.<sup>68</sup> In connection with checking data, triangulation means a technique for checking the validity of data by using other things (data) for checking or comparing data. Other things that are used to check and compare data are sources, methods, researchers, and theories. In qualitative research there are four types of

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<sup>68</sup> Sumasno Hadi, *Pemeriksaan Keabsahan Data Penelitian Kualitatif Pada Skripsi*. Universitas Lambung Mangkurat.

triangulation techniques, namely source triangulation, researcher triangulation, methodological triangulation, and theoretical triangulation.<sup>69</sup>

As for this study, researchers used source triangulation or data triangulation (triangulation in terms of data collection methods). Data triangulation, namely the use of more than one method of collecting data in a single case. Data collection methods are generally carried out in qualitative research, namely interviews, observation, FGD, documentation and so forth. So in this study, researchers compared data from various sources obtained from the process of interviews, observation, and document analysis.

2. Increasing perseverance

Increasing the perseverance of researchers by reading various book references or research results or documents found from research results.

3. Discussion with colleagues

Discuss interim results or final results that have been obtained with colleagues, to review the results obtained and get new insights from the results of the discussion, which included in this case also correction by the supervisor

4. Using reference material

Using reference material referred here is using supporting material to prove the data found, in this case the researchers not only use field notes but also use recorded results or related photographs.

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<sup>69</sup> Ibid.,

## H. Research Stage

The implementation of this research is through the following steps:

### 1. Pre Field

At this stage the researcher compiles a research proposal, then makes a research permit which will then be submitted to the relevant institution for research

### 2. Research Implementation

#### a. Data Collection

At this stage, researchers came in the field or location, met with informant to collect data related to the research theme, namely student entrepreneurship motivation in social science education based on Abraham Maslow's needs hierarchy theory, here the researchers conducted interviews with informants, made observations, and analyzed the related documents.

#### b. Data Identification

Data obtained from interviews and observations are identified to make it easier to analyze according to the desired goals, here the researcher divides the results of the study into several categories or themes that have been determined, and triangulates, if there is invalid data then the researcher will return to field to do data retrieval so that the data becomes valid.

c. Final Research

The last stage of this research is making the research reports, where researchers will collect data from the results of research in the field, processing the findings in the field by considering findings with theories that are used as a basis, then compiled into a report that can later be enjoyed by a wide audience we call the thesis.



## **CHAPTER IV**

### **RESEARCH FINDING**

#### **A. Data Exposure**

##### **1. Profile of Social Science Education Department**

Social Sciences Education Department is held to support human resources who are able to follow the science development and provide a way out for development obstacles. Based on the need for human resource development, specifically the needs of prospective social studies teacher candidates in schools / madrasas and the needs of the business world. And the Organization of Social Education Education Study Program (PIPS Study Program) is based on the Decree of the Director General of Islamic Institutional Development No. E / 138/1999 concerning the Implementation of the Tarbiyah Department of Social Sciences Study Program at STAIN Malang dated June 18, 1999, which was followed up by letter number 811 / D / T / 2003 dated April 16, 2003 concerning Recommendations for Opening of General Study Programs including PIPS Study Program at STAIN Malang by the director general of Islamic religious institutions No.DJ.II / 54/2005 concerning permission to hold a Strata I Level Study Program (SI) of PIPS Study Program at the State Islamic University (UIN) Malang East Java dated March 28, 2005 and obtained B accreditation in 2007 from the National Higher Education Accreditation Board (BAN-PT) with number 010 / BAN -PT / Ak-X / SI / V / 2007.

In 2013 the Social Sciences Education Department conducted the second accreditation by producing an A. Based on the decision of the Higher Education National Accreditation Agency Number 74ISK / BAN-PT / Ak-XV7S / VIII / 2013. The grades and ratings are valid from August 24, 2013 to August 24, 2018. And in 2018 the Social Sciences Education Department has conducted the third accreditation by producing an A. Based on the decision of the Higher Education National Accreditation Agency Number 3011 / SK / BAN-PT / Akred / S / XI / 2018.

The existence of this program is intended to support human resources who are able to follow the development of science and art and can provide a way out for development obstacles. Based on the need for human resource development, specifically the needs of prospective social studies teacher candidates in schools / madrasah and the needs of the business world, the Social Studies Study Program in conducting education requires graduates to be competent in six fields, namely:

*First*, competent in mastering the theoretical foundation of Islam, foreign languages (Arabic-English) and educational sciences as a basis and starting point for the development of social studies education at the level of primary and secondary education.

*Second*, mastering the substance of social studies education which includes mastery of the substance of the social sciences of economic education study programs, mastery of the content and teaching materials of social studies and its development.

*Third*, mastering the theories of social studies learning, including the ability to identify the characteristics of students, compile learning designs, choose and develop learning strategies, plan and carry out evaluation of learning processes and outcomes, plan and carry out research, and manage and utilize laboratories.

*Fourth*, mastering the skills of guiding and directing social and economic activities that benefit the community, nation and state on the path of formal and informal education.

*Fifth*, mastering the management of social education education units concerning the ability to plan social science education programs, the ability to organize economic education unit components, the ability to carry out economic education programs, the ability to supervise, monitor and evaluate education programs of social education, and the ability to develop program innovations and organize economic education.

*Sixth*, developing personality and professionalism, including the ability to adapt to the work environment, the ability to work independently and cooperation through partnerships, mastery of new resources for the development of expertise, have a commitment to the profession and professional duties, improve themselves in the performance / profession in accordance with their scientific discipline.

## 2. Vision

To become a leading Study Program in the organization of the tri dharma of higher education to produce graduates in the social sciences who have spiritual depth, moral grandeur, breadth of knowledge and professional maturity. And become a driver of community progress that is ready to compete at the national and international levels in 2030.

## 3. Mission

- a. Carrying out superior education to produce educators (teachers) in Social Sciences (IPS) in the school / madrasah environment, Islamic boarding schools, and communities outside the school.
- b. Organizing research programs and community service to develop scientific study programs.
- c. Establish partnerships with stakeholders in the ASEAN region in the tri dharma aspects of higher education and entrepreneurship.

## 4. Goals

- a. The realization of graduates as educators in Social Sciences who have pedagogic, professional, personal, social, and leadership competencies.
- b. The realization of graduates who have the ability to develop educational innovations and / or social science learning both at national and international levels.

- c. The realization of graduates who have the competence for entrepreneurship by applying Islamic values.
- d. Realization of competent graduates for further studies at leading tertiary institutions both at domestic and abroad.
- e. The realization of research results in the field of Social Sciences which serve as a reference for the development of education.
- f. Apply research results in social science learning practices in madrasas / schools.
- g. The establishment of a partnership with the community in the context of developing a Social Sciences education program in madrasas / schools.

#### **5. Targets**

- a. A pervading of Social Science Education graduates in quality educational institutions
- b. A creation of Social Science Education graduates who are able to contribute to social life
- c. An increasing the number of Social Science Education courses that pass through assignments / practicum
- d. An increasing the number of Social Science Education courses that pass through testing in the area of creative thinking skills
- e. A realization of social science assessment based on religious behavior
- f. An increasing the number of scientific works of the academic community in the field of Social Sciences

- g. An increasing number and types of community service performed by the academic community in the field of Social Sciences
- h. an increasing work productivity of the Social Sciences Study Program
- i. A decreasing number of complaints against Social Studies Study Program services
- j. An increasing number of social science researches are published through accredited scientific journals
- k. The variety of research themes in the field of Social Sciences.

## **6. Organizational Structure**

The Organizational Structure of the Social Sciences Education Department has an organizational structure led by the chairman of the Social Studies Department, and accompanied by the department secretary. The chairman of the department oversees several expert staff in academia, student affairs as well as data and information. The chair of the department functions to lead and control all work related to the department.

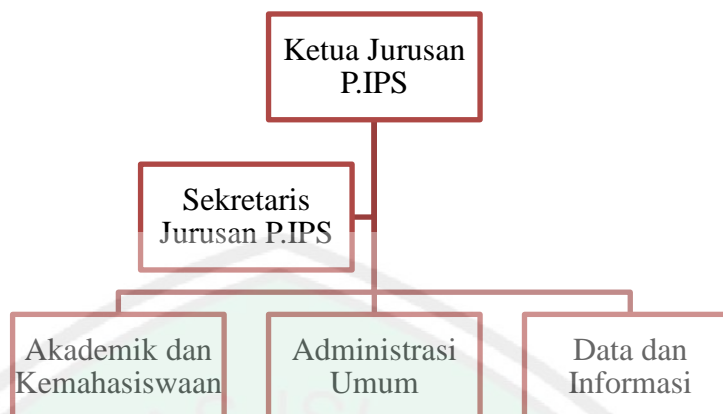


Figure 4. 1 Structure of the Department of Social Sciences Education

## 7. Curriculum And Learning Programs

To realize the vision and mission above, the Department of Social Sciences has several academic and administrative programs. In the academic field the Department of Social Sciences Education has formulated a curriculum that is aligns with the development and needs of the times and a strong curriculum rooted in the scientific tree of UIN Maulana Malik Ibrahim, symbolized by our human being, Ulul Albab, which means human beings who have four powers such as Spiritual Depth, Majesty of Morals, Extent of Science, and Professional Maturity.

Besides aligning with the vision of UIN Maulana malik Ibrahim Malang, the Social Sciences Department also aligns with the national goal of education which is to produce teachers who have four competencies namely Pedagogic, Professional, Personality, and Social.

Seeing the competencies above namely the competence of professional teachers and competencies of Ulul Albab, the Social Sciences Education

Department has a vision that produces social studies teacher with Ulul Albab character. Social studies teacher who has the soul and spirit of Islam and be able to integrate science and religion. That is the competency of social studies teacher developed by the department. Total SKS (minimum for graduation): 160 credits.

Which is arranged as follows:

Table 4. 1 Number of Credits

Type of course	Sks	Information
Mandatory courses	151	Mandatory course are courses that must be taken by students. The courses were spread into 151 groups of MPK, MKK, MKB, MPB, and MBB
Elective courses	9	<ul style="list-style-type: none"> <li>a. Comparison of elective courses is 1: 2</li> <li>b. Courses offered are 18 SKS</li> <li>c. Each student is given the right to choose several elective courses contained in the study program</li> </ul>
Total number	10	

Note: in accordance with University policy, the minimum SKS that must be taken for graduation is the maximum SKS, which is = 160 SKS

## 8. Graduate Functions And Competencies

Social Sciences Education Department graduates of Tarbiyah and Teacher Training Faculty of UIN Maulana Malik Ibrahim Malang are expected to function and are competent as shown in the following table:

Table 4. 2 Graduate Functions And Competencies

No	Function	Graduates competences
1	As educators in social studies / economic subjects in formal and non formal education at the level of primary and secondary education	<ul style="list-style-type: none"> <li>1. Having academic, professional, and social competence as a economic teacher in high school / MA and social studies at junior high school / MTs level</li> <li>2. Having competence in providing guidance and training as well as</li> </ul>

		social creativity in driving socio-economic activities that helpfull the interests of the community
2	as non-educational staff in the business world (creative and innovative Muslim entrepreneurs)	Having competence in planning, managing and developing small and medium-sized businesses, both independently and jointly with other business institutions

Graduates of this department can fill job opportunities and fill several positions in government and private agencies such as employees or managers. In addition, they can also develop their own businesses with the amount of additional knowledge they have provided with the experience provided while in college to become creative and innovative entrepreneurs

### **9. Learning Program Success Supporter**

This department's curriculum program consists of a major authority configuration (major) and an additional authority configuration program (minor). To support the success of the research program, the following activities were carried out:

#### **a. Workshop**

The efforts to relevance graduates with job opportunities / opportunities become a major part that needs to be considered so that graduates can meet the criteria required by the world of work. For this reason, this step is deemed necessary

#### **b. Comparative Study**

The development of the world outside the campus is so rapid, this needs to be realized and observed so that the department can always conduct self-evaluation so that it can quickly follow developments that occur outside.

c. Workshop seminar

To whet the ability of students, lecturers, and all academic community majors so as not to miss information, this activity is an urgent thing to do by bringing in experts in their fields to express their views and ideas openly so that they can be easily accepted by the academic community.

d. Training

Education, Training, and Skills (Diklatram) integrated in a particular skill or area of expertise, such as accounting will be able to provide more meaningful provisions for preparation to enter the workforce, including the ability to manage their own businesses occupied by graduates as a source of basic income or their side.

e. guest lecture

For refreshing of lecture activities that take place every day, it has become a tradition of majors to carry out guest lectures by bringing in figures or experts who are experts in their fields. Various new things that have not been obtained by students in regular lectures can be obtained from these activities.

f. Micro Teaching Laboratory

As a mode for teaching practice, there is a Micro Teaching laboratory, with various facilities inside. The latest learning models can immediately

be trialled and assessed thus providing students with meaningful experience to apply their expertise in accordance with the demands of the times.

## **B. Research Results**

### **1. Entrepreneur Motivation of Social Science Education Students**

Motivation is an impulse from within man that directs humans to do certain things. In the context of entrepreneurship motivation, what is meant is encouragement that drives individuals to become entrepreneurs. Social Sciences Education Department is one of the departments in which many students who are involved in entrepreneurship, in entrepreneurship they also have a variety of motivations, motivation can be influenced by certain factors both internal and external.

From the interview results conducted with several social studies education students who are entrepreneurs, the researchers found that one of their motivations for entrepreneurship was because of feeling happy. This feeling of pleasure has emerged from within individuals from an early age, until finally adults also feel this pleasure is growing and individuals are increasingly persevering, as stated by the informant below:

“Motivasiku berwirausaha karena memang senang, hobi, aku suka berjualan sejak kecil, waktu kecil (SD) aku sudah mulai berjualan, karena rumahku yang letaknya lumayan dekat dari pasar aku sering titip mamaku untuk beliin barang terus tak jual ke teman temanku, tapi nggak setiap hari, kalau mereka pesan aja. Selain itu aku juga dulu pernah jualan kecil

kecilan di depan rumah, seperti jualan minuman pop ice, tapi akhirnya tutup karena banyak kegiatan”.<sup>70</sup>

This is also supported by the observation results made by researchers to the informant in conducting entrepreneurial activities. She does this activity continuously, even though she is unable to sell one of her products, she still sells other products that are considered simpler. This proves that in entrepreneurship she found pleasure and comfort, so she could look for other opportunities and doesn't stop entrepreneurship because of something constrained.<sup>71</sup>

Aside from being happy, the motivation for entrepreneurship of social science education students department is due to other economic factors. One economic factor experienced by these students is due to the income of parents who are mediocre and the more and more college needs. because it is not possible if only to rely on benefits from parents, students must find ways to be able to make money to satisfy their needs. This is as the result of an interview with one of the informants as follows:

“Motivasi awalku berwirausaha adalah karena faktor ekonomi yang pas-pasan, untuk biaya masuk kuliah dulu orang tua harus mencari pinjaman, tetapi orang tuaku tetap menginginkan aku kuliah, aku juga sadar diri akan kondisi tersebut dan aku juga tidak ingin terus terusan membebani orang tua, maka mulai saat menjadi mahasiswa baru aku mulai berwirausaha”.<sup>72</sup>

The unsatisfied needs forcing a person must find a way out to overcome it, especially for overseas students who are far from parents and relatives who have

<sup>70</sup> Wawancara dengan Rosabela Amani Nuria, Mahasiswi Jurusan Pendidikan IPS, tanggal 07 September 2019

<sup>71</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 10 September 2019

<sup>72</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal 09 September 2019

to face their own difficulties. Not infrequently from all these difficulties that shape them to think creatively and work so that they can be free from these problems. This was also experienced by one of the informants as the following interview results:

“aku memulai berwirausaha saat mahasiswa baru, saat itu karena ada kebutuhan dan kepepet akhirnya aku nekat memulai jualan, meskipun pada saat itu belum punya pengalaman berjualan”.<sup>73</sup>

Because these economic problems and obstacles do not necessarily make them pessimistic and despairing individuals but instead makes them optimistic and eager to improve their situation. These obstacles are not a reason to be weak but they are used as a reference to move forward and develop. One of the informants also experienced the same thing, as the following interview results:

“Motivasiku untuk berwirausaha adalah karena aku punya uang saku yang pas pasan, dan saat itu aku kepepet karena banyak kebutuhan, tapi di satu sisi aku nggak mau menyusahkan orang tua ku karena aku juga masih punya adik yang biaya sekolahnya mahal, dari situ aku termotivasi untuk bisa menghasilkan uang sendiri”.<sup>74</sup>

Economic limitations experienced by some of these individuals actually make their motivation in making money, so they not only stand by to rely on the benefits from their parents but they try to make money and satisfy their needs. As is generally known that the needs of a student is not little, both the needs associated with lecturing activities or other needs.

<sup>73</sup> Wawancara dengan Ulfathin Nadhiroh, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>74</sup> Wawancara dengan Umi Anisa, Mahasiswi Jurusan Pendidikan IPS, tanggal 09 September 2019

In addition to satisfy the urgent needs, there are also students who are motivated to satisfy secondary or even tertiary needs as a complement. This happened because there was not enough pocket money to support trends and lifestyles, so they must find ways to make extra money to satisfy those needs. This is as said by Dalila Nabela Khonsa, as the results of the following interview:

“Awal mula aku berjualan karena aku mempunyai uang saku yang pas pasan, orang tuaku memang sengaja memberikan uang saku yang pas pasan agar aku bisa mengatur keuangan, sedangkan di satu sisi aku ingin memenuhi kebutuhan sekunder seperti contohnya membeli make up, kemudian ada yang menawari aku untuk jualan tahu bakso, lalu aku memutuskan untuk join dan berjualan tahu bakso”.<sup>75</sup>

The same thing was said by one of the informants that her initial motivation for entrepreneurship was to satisfy tertiary needs, which at the time was in the form of a desire to add money to play or walk around, as told by one of the following informants:

“Awal aku jualan sudah mulai kelas 1 SMA, pada saat itu aku suka jalan-jalan dan hampir setiap minggu aku jalan jalan, dari situ aku termotivasi untuk jualan agar bisa nambah uang untuk jalan-jalan, dan karena aku suka jalan-jalan maka lebih mudah dan enak untuk jualan, karena sambil jalan-jalan aku bisa sekalian mengantar antar barang atau COD”.<sup>76</sup>

From the two informant's statements it can be concluded that their motivation for entrepreneurship is to make money for complementary needs. What important to be underlined in this context is that the economic factor referred is when students experience shortages in satisfying their needs, both because of limited parents' income and fulfillment of basic needs such as the results of

<sup>75</sup> Wawancara dengan Dalila Nabela khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>76</sup> Wawancara dengan Ayu Devi Setyowati, Mahasiswi Jurusan Pendidikan IPS, tanggal 30 Agustus 2019

interviews with 3 informants above, or because of deficiencies in satisfying tertiary needs such as the results of interviews with 2 informants above.

Another factor that motivates student to be entrepreneur is the awareness to utilize the leisure. They assume that in college they have a lot of free time, rather than wasted time it would be more fun to fill the leisure with positive activities that can add their experience. This was stated by one of the informants in the interview as follows:

“Selain untuk menambah uang, aku berjualan juga untuk menambah pengalaman dan mencari kesibukan lain daripada Cuma kuliah dan nggak ada kesibukan, nah jualan itu kan bisa dijadikan alternatif”.<sup>77</sup>

Because the lecture hours are not too crowded every day, and the entrepreneurial activities undertaken are also flexible, they only need to set aside a short time at certain hours to take care of the merchandise. So that they do not feel burdened and worried that they will interfere with their studies. The same thing was said by one of the informants as follows:

“Pada saat memutuskan untuk jualan aku juga berfikir kenapa tidak melakukan hal yang positif untuk memanfaatkan waktu luang, kan lebih baik kalo diisi dengan hal positif”.<sup>78</sup>

Supporting this statement the results of observations made by researchers show that this informant execute his business based online at a certain time where he is free from lecture schedules and dependents of lecture assignments. She just needs to post a few products that she sells through social media and serve buyers.

<sup>77</sup> Wawancara dengan Dalila Nabela Khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>78</sup> Wawancara dengan Ulfathin Nadhiroh, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

This is a daily routine that is carried out by the informant to take advantage of free time interrupted during lecture activities, while optimizing the use of mobile phones as a medium of doing business.<sup>79</sup> Other informants also said the same thing as follows:

“Kan aku sudah mulai jualan sejak SMA, tapi sempat vacum saat menjadi mahasiswa baru. Lalu aku mulai jualan lagi saat semester tiga karena aku merasa kurang kerjaan, daripada hp ku nganggur juga mending aku jualan lagi, sekaligus untuk memanfaatkan waktu luang juga”.

Because the business undertaken by the informant is an online business that can be run anytime and anywhere, this business is very flexible because they only need to put in function the gadget to run their business, so that when they have a lot of leisure between their college activities they can execute their business.

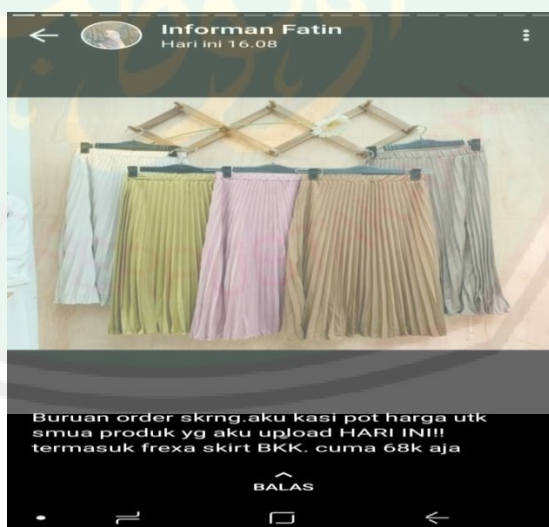


Figure 4. 2 Informants selling in their leisure

<sup>79</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 10 September 2019

Another factor that motivates entrepreneurship is because of seeing opportunities. The college environment is a strategic place to sell, with the right marketing strategy, the business will run facilely. Many students do business starting from the business of food, clothing, accessories and others. However, if they sell products that have been sold by others then there are no distinguishing characteristics, then an entrepreneur should be able to look for slot and consumer needs, what goods can be sold and no one has sold them. This is as stated by one of the informants as follows:

“Semenjak masuk uin aku sudah punya rencana berjualan, disini aku melihat banyak anak-anak yang berjualan lalu aku kepikiran juga untuk melakukan hal yang sama. Aku juga melihat mangsa pasar yang besar disini, tapi aku harus menentukan apa yang harus aku jual yang sekiranya tidak menyamai produk produk lain yang sudah ada, akhirnya setelah aku bertanya kepada beberapa orang dan melihat situasinya maka aku putuskan untuk berjualan air mineral, karena belum ada yang berjualan air mineral”.<sup>80</sup>

This is as the result of observations made by researchers that the informant is clever at seeing opportunities that are proven by selling products that have not been sold by other students in the campus environment. The informant sold mineral water in the campus area and gave it a label “minuman anti galau” so it has its own characteristics among consumers.<sup>81</sup>

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<sup>80</sup> Wawancara terhadap Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal 09 September 2019

<sup>81</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 14 September 2019



Figure 4. 3 “Anti Galau” Drinking Water Products

The last student’s entrepreneurs motivation from the results of this study was due to profit. Students are motivated to become entrepreneurs because they see profit, although basically they do not like entrepreneurship, but they still walk on it because they want profit from entrepreneurship, as stated by one of the informants:

“Jualan itu bukan passionku mbak, aku lebih suka ngomong di depan orang banyak, makanya aku sekarang jualan buat belajar cukup sekarang aja aku gini nanti di umur 25 tahunan aku udah nggak mau lagi bisnis online gini, tapi meskipun aku nggak suka aku tetep menjalani karena aku suka punya uang, orang tuaku juga tak bilangin kalo mau anaknya kaya ya jadi pengusaha”<sup>82</sup>

Based on observations, this informant in execute her business is not alone, she is assisted by an admin who regulates all sales processes, ranging from ordering, shipping, etc. Except using admin services, she also executes her business with a reseller system and whatsapp group, so that all business activities are focused on the group. This was done by the informant because she did not like

<sup>82</sup> Wawancara dengan Umi Anisa, Mahasiswi Jurusan Pendidikan IPS, 09 September 2019

online business, but because she needed profit from doing business so she continued to execute it.<sup>83</sup>



Figure 4. 4 Proof of Transfer of Sales Results

## 2. Entrepreneur Motivation Of Social Science Education Students In Terms Of Abraham Maslow's Need Hierarchy Theory

### a. Physiological Needs

Physiological needs are basic human needs in living everyday life, these needs include eating, drinking, water, air, etc. If viewed from this theory, the motivation of entrepreneurial students is because they want to satisfy these physiological needs which are manifested by using money from entrepreneurship to buy food and drink or various snacks (snacks) or other needs that are felt to be equivalent to food or drinks for some people. This was stated by an informant as follows:

<sup>83</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 14 September 2019

“Dulu waktu awal berjualan uang hasilku berjualan ya kupakai untuk beli makan, jajan yang enak enak sama temenku, karena belum terlalu faham untuk mengatur uang ya uangnya kupakai untuk seneng-seneng”.<sup>84</sup>

Because eating and drinking are basic needs that must be satisfied by each individual, to do daily activities, energy is needed from food consumed, if not satisfied, it will have an impact on the survival of an individual. Students who have economic limitations will be slightly constrained in satisfying their daily needs, including food and drinking needs. So when he goes into business and earns money he will use it to buy food and delicious food which he normally cannot buy before using it for other needs.

Another informant also stated that the money obtained from entrepreneurship was used to buy snacks because they really liked buying snacks rather than buying other items, such as the results of the following interview:

“Uang hasil berjualanku aku gunakan untuk memenuhi kebutuhan sehari-hari, buat jajan, soalnya aku suka jajan emang, meskipun kiriman uang dari orang tuaku juga masih tetap, tapi ya karena jajanku emang banyak, jadi uang itu untuk beli jajan”

Except to satisfy the needs of eating and drinking, there are also those who use money to satisfy lifestyle needs, such as buying cosmetics, these needs are not physiological needs, but for some people it is important to satisfy these needs, as stated by one of the informants:

“Uang yang aku dapat dari hasil berjualan aku gunakan untuk tambahan beli alat alat make up, skincare gitu, soalnya kalo bergantung sama uang jatah dari orang tua nggak cukup, kan uang dari orang tuaku pas pasan,

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<sup>84</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal 09 September

dari awal aku memutuskan jualan kan emang pingin nambah uang untuk beli alat kosmetik”.<sup>85</sup>

Although cosmetics are not a primary need, but for some people cosmetics are needs that must be satisfied because having various kinds of cosmetics will provide its own satisfaction for the owner. Just like this informant who wants to add money to buy cosmetic tools, from this she gets satisfaction because her needs are satisfied and she can satisfy it with the results of his own efforts.

#### **b. Safety Needs**

Safety needs in entrepreneurship can be reflected in the comfort and serenity at work, where students can work without pressure and coercion because they go to work they like. Here they can develop the talent or passion they have, as a means of learning as well as provision to achieve their goals of becoming a businessman, this is as said by Rosabela Amani Nuria as follows:

“Selama menjalani ini (wirausaha) aku merasa senang, nyaman karena itu emang hobiku, passionku memang disitu, emang aslinya aku kan pingin masuk kuliah manajemen karena disana kan belajar ilmunya, tapi orang tua ku melarang, tapi meskipun aku kuliah di jurusan pendidikan aku nggak pingin jadi guru”.<sup>86</sup>

Feelings of pleasure and comfort must always be grown in doing anything, including in doing a job. Without being based on these feelings, the resulting output will not be satisfactory because they do it not wholeheartedly. With the

<sup>85</sup> Wawancara dengan Dalila Nabela Khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>86</sup> Wawancara dengan Rosabela Amani Nuria, Mahasiswi Jurusan Pendidikan IPS, tanggal 07 September 2019

feeling of pleasure and comfort, someone will continue to be motivated to make improvements and enhancements, and many things that will not make uncertain interest and determination.<sup>87</sup>

The same statement was stated by one of the informants, where she likes to execute her business because of her passion, in addition to being able to get money she also wants to grow the business she is executing now someday, the reason is the same, because even though studying in education, she does not want to be a teacher but wants to explore the world of business, such as the following interview:

“Aku senang berjualan, apalagi kalo ada konsumen yang beli dan puas, itu menambah kesenangan juga, dan bisa memacu semangat untuk jualan, dan kedepanya aku memang nggak punya niatan untuk ngajar, aku pingin menekuni bisnis ini dan dibesarkan”.<sup>88</sup>

Something that has been liked will tend to be done continuously not only once or twice, as well as in entrepreneurship if it is based on feeling happy, happy, and comfortable, then it will not encumber the subject. They is not just looking for profit or profit but at the same time channeling a hobby.

There are also other informants who get the security from a financial perspective, where she feels his money will be safer when used as capital for entrepreneurship, she considers her money to be used up faster when stored alone and not used for anything, but when the money is used as capital for entrepreneurship it will be safer and can be used as savings, so that when one day

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<sup>87</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow,

<sup>88</sup> Wawancara dengan Ayu Devi Setyowati, Mahasiswi Jurusan Pendidikan IPS, tanggal 30 Agustus 2019

she needs funds for urgent needs she is no longer worried. Like the interview results obtained from one of the informants as follows:

“Aku nyaman dalam berwirausaha, dan memang salah satu alasanku berwirausaha karena menurutku uangku bisa lebih aman, biasanya kalau uang kubawa sendiri kan langsung cepet habis, tapi ketika jualan itu secara tidak langsung aku bisa menabung, karena uangku dibawa orang lain, jadi aku merasa aman masih punya simpanan”.<sup>89</sup>

Another informant also said the same thing that by entrepreneurship she could get the money she later saved this money in case of sudden need, as the following informant stated:

“Uang hasilku jualan kan tak sendirikan mbak, kalo sehari-hari saya pakai uang dari ortu, tujuannya kan saya kedepannya punya keinginan kadang ada kebutuhan mendadak juga, jadi udah nggak perlu minta ke orang tua”<sup>90</sup>

Another informant also stated the same thing that by entrepreneurship he could make money just in case there was a sudden need. Like the results of the following interview:

“Kebutuhan kuliah kan banyak to mbak, iuran iuran apalagi kalo ikut organisasi, bikin PDH dll, apalagi kalo ikut organisasinya banyak, ya tambah banyak iuran iurannya, kaya aku ini, ya jadi uang dari jualan itu bisa lah untuk itu”<sup>91</sup>

Meanwhile, other informants stated that with an entrepreneurial life can be guaranteed, such as the results of the following interview:

<sup>89</sup> Wawancara dengan Dalila Nabela Khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>90</sup> Wawancara dengan Ulfathin Nadhiroh, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>91</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal

“Aku jualan supaya dapat uang, meskipun nggak passion tapi yang penting dapat uang, aku bilang ke orang tuaku kalo pengen anaknya jadi kaya ya jadi pebisnis, kalo jadi karyawan ya nggak bisa kaya”<sup>92</sup>

Most individuals want financial security in their lives, they will make efforts to do so. In the context of students who are still dependent on parental benefits, efforts to ensure financial security are guaranteed they must be able to manage finances well, but not all individuals are able to do that, so entrusting money or allocating money as capital for entrepreneurship can be one solution that can be done because the money is not stored alone but brought by others and continues to be rotated so that it can be used as collateral when there is an urgent need. There are also those who have the perspective that financial security or if you want to have a lot of money then you have to be entrepreneur.

### **c. Social Needs**

Every human being definitely needs love and affection, they cannot possibly live alone without the desire to be with others and build relationships with new people. It is not impossible that they also need encouragement from others even to carry out their activities, as well as in entrepreneurship, encouragement from family and people around is very useful so that they can continue to develop and improve themselves. The support and enthusiasm of the family is felt by students who are entrepreneur in various forms such as the following:

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<sup>92</sup> Wawancara dengan Umi Anisa, Mahasiswi Jurusan Pendidikan IPS, tanggal 09 September 2019

“Orang tuaku sangat mendukung sekali saat tau aku berjualan, mereka memang sengaja memberi aku uang saku pas pasan agar aku memutar otak bagaimana caranya biar uang ini cukup untuk memenuhi kebutuhanku. Jadi seumpama uangku habis sebelum waktunya orang tuaku ndak peduli gimana caranya aku bisa memutar uang itu, jadi waktu tau aku berjualan mereka sangat mendukung, bahkan sering saat pulang gitu ibuku mesen jualanaku buat dibawa pulang”.<sup>93</sup>

Above is a small example of parental support, in which parents support their children's business by helping to buy merchandise. Besides being able to give money, but indirectly foster child 's confidence and enthusiasm in selling. There are also parents who provide support to children by facilitating to sell, parents do not mind providing financial or infrastructure facilities that can support children's business activities so that it becomes easier and more comfortable, as felt by one of the informants as in the following interview:

“Orang tuaku ya mendukung mbak, di doakan itu pasti, tapi selain doa seandainya aku meminta modal pada mereka pun insya allah mereka akan memberi, tapi alhamdulillah aku nggak sampai minta modal sama orang tua, modalku ya pakai uang kiriman itu, dan waktu semester 2 aku juga dibolehkan membawa sepeda setelah aku bercerita kendala dan peluang dalam berjualan, menurutku saat itu kalo aku punya sepeda aku bisa lebih maju, dan aku diperbolehkan membawa sepeda ini”.<sup>94</sup>

<sup>93</sup> Wawancara dengan Dalila Nabela Khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>94</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa jurusan Pendidikan IPS, tanggal 09 September 2019



Figure 4. 5 Bicycles Owned by Informants

However, not all the support from parents seems real or in the form of goods or capital, sometimes parents also support through the attention they give. They make sure their children are fine, and monitor the development of their child's business as perceived by one of the informants as follows:

“Orang tuaku tau mbak kalo aku disini jualan, ya mereka mendukung aku, kalo bentuk dukunganya sih biasanya mereka mengontrol, menanyai gimana jualanku, atau masih jualan nggak, gitu”.<sup>95</sup>

Support and encouragement from parents and family is very influential for the child's progress, however the form of support. With the encouragement and support to make them feel trusted by the family so that with the trust of an individual will feel himself able to overcome challenges and difficulties and increasingly moved to progress and develop.

Except the support from families where the most dominant in this case is parents, recognition and support from the surrounding environment has become an important factor in increasing productivity and an entrepreneurial spirit. In fact,

<sup>95</sup> Wawancara dengan Ulfathin Nadhiroh, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

not infrequently negative responses from the environment can bring down and make them inferior, the environment intended here is a friendship environment, because as we know that most of the students are overseas students, and the closest environment where they share and socialize are friends of the game.

The responses from their friends also varied, the forms of encouragement and support also varied, although sometimes there were indeed some who gave scorns and negative responses, this was as stated by one of the informants as follows:

“Teman-temanku ya mendukung, senang lihat aku jualan, walaupun memang ada beberapa yang mencibir tapi aku nggak hiraukan, tapi keseluruhan mendukung lah, malah biasanya kalo ada temen tanya siapa yang jualan gitu, langsung tuh temen temenku ngetag aku, bahkan aku sampe bisa dikenal dosen dosen dan karyawan kampus ya karena jualan”.<sup>96</sup>



Figure 4. 6 an informant selling at a campus event

However, scorn and negative responses do not become significant obstacles, the existence of these responses does not need to be taken seriously

<sup>96</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal 09 September 2019

because it will have a negative impact and reduce productivity, just enough as learning and whip for yourself to keep trying.

Not infrequently also because they are engaged in entrepreneurship they get friends who are also entrepreneurs and build good relationships with them, mutually support and encourage one another because they are in the same world, this is also felt by one of the informants according to the results of the interview as follows:

“Teman-temanku senang mbak aku jualan, karena kebanyakan teman temanku juga berwirausaha jadi kalo ada temenya yang jualan mereka pasti dukung, meskipun ya ada juga temen temen yang mencibir, tapi aku nggak ambil pusing, toh masih banyak mendukung”.<sup>97</sup>

Besides that, by doing entrepreneurship they can also get new friends who initially only because of a sale and purchase transaction, then over time can build friendships. This also can also provide benefits to undertaken bussiness progress, because the more they build relationships and friendships, the more they get consumers, as experienced by one of the informants in the following interview:

“Pelangganku kan rata rata anak rumah, kalo aku pindah ke malang otomatis aku harus punya pelanggan baru, kalo lewat facebook kayaknya nggak mungkin karena rata-rata temanku anak bojonegoro, akhirnya buka instagram untungnya waktu itu aku ikut HMJ jadi promosinya jadi lebih gampang, followersnya dari teman-teman, dari adik adik kelas. Setelah buka Ads malang itu buka Ads hijab dan make up. Pertamanya itu ya ngenalnya lewat teman-teman, ikut mensponsori acara acara di jurusan”.<sup>98</sup>

Although not all friends responded positively to the entrepreneurial activities carried out by the informants, it did not downed their enthusiasm to continue to grow. Because there are still many other friends who always support,

<sup>97</sup> Wawancara dengan Rosabela Amani Nuria, Mahasiswi Jurusan Pendidikan IPS, tanggal 07 September 2019

<sup>98</sup> Wawancara dengan Ayu Devi Setyowati, Mahasiswi Jurusan Pendidikan IPS, tanggal 30 Agustus 2019

besides that, by pursuing entrepreneurship, they will get more friends and new relationships so that they will get more friends.

#### **d. Self-Esteem Needs**

Every human being must have a desire to be respected by others in their life, they want to be valued for what they have or what they do. Because every individual born with different abilities and potentials, A person may be excellent in one area, but less reliable in another, so an individual should be valued for his competence and potential not based on other people's competency standards. Appreciation from others can increase one's self-confidence to develop their abilities and capacities and increase their achievements.

As experienced by some students who are entrepreneurs, they feel excellent in academics, but when they become entrepreneurs they get awards from others for their potential, they are known by others from their work, as stated by an informant as follows :

“Aku senengnya dari jualan itu karena orang-orang jadi kenal aku, dulu pas aku SMA aku jualan ya guru guru tau, lah pernah pas di UIN ada acara terus dosenku pesen beberapa botol minumanku dan habis, aku seneng banget kan aku bisa menunjukkan diriku, meskipun nggak begitu menonjol di bidang akademik, tapi bisa menonjol di bidang yang lain”.<sup>99</sup>

In addition to awards from others, sometimes the award is born from within yourself because you feel able to achieve a competency that is not achieved by others, so that it gives satisfaction to the individual, this is as experienced by an informant as the results of the following interview:

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<sup>99</sup> Wawancara dengan Rosabela Amani Nuria, Mahasiswi Jurusan Pendidikan IPS, tanggal 07 September 2019

“Dalam bidang akademik aku biasa saja, jika dibandingkan dengan teman temanku, mungkin mereka belajarnya biasa aja tapi kalo aku harus lebih ekstra dan hasilnya sama, tapi aku senang karena aku punya kelebihan karena aku berani mengambil peluang daripada teman-teman yang lain (yang lebih pintar) karena mereka gengsi, kalo aku enggak”.<sup>100</sup>

Another informant experienced the same thing because she felt that she was able to make her own money, as the results of the following interview:

“Aku puas banget sih selama berjualan ini selama kerja sampingan juga, karena aku bisa menghasilkan uang sendiri, dan aku bisa membeli barang barang dari hasil kerjaku sendiri”.<sup>101</sup>

This is as stated by one of the informants, where she can make her own money is a pride for her, as follows:

"Aku bisa menghasilkan uang sendiri mbak itu suatu kebanggan sih, kan aku berwirausaha juga awalnya untuk nambah-nambahin uang".<sup>102</sup>

The same informant also stated by another informant that there was a certain pride when he was able to solve the problem with her own efforts, as the results of the following interview:

“Kalo sekarang mungkin seneng ya seneng biasa gitu, tapi tetep seneng lah intinya mungkin karena efek udah lama juga jualanya, kalo dulu aku bisa benerin laptop pake uangku sendiri itu rasanya udah sueneng banget”.<sup>103</sup>

That feeling of satisfaction arises from within individuals because they feel able to face the challenges and obstacles that exist in their lives. With these feelings make respect and appreciation for themselves. With respect for

<sup>100</sup> Wawancara dengan Luthfi Mubarak, Mahasiswa Jurusan Pendidikan IPS, tanggal 09 September 2019

<sup>101</sup> Wawancara dengan Dalila Nabela Khonsa, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>102</sup> Wawancara dengan Ulfathin Nadhiroh, Mahasiswi Jurusan Pendidikan IPS, tanggal 28 Agustus 2019

<sup>103</sup> Wawancara dengan Ayu Devi Setyowati, Mahasiswi Jurusan Pendidikan IPS, tanggal

themselves, whatever is done by the individual will be very valuable and become a pride of their own, so that they can further improve their abilities and capacities.<sup>104</sup>

Besides this, sometimes the satisfaction is obtained because of respect from others because an individual has a higher level, such as when someone becomes the boss, then other people will be easier to obey his request or follow his orders, it is as told by one of informant like the following:

“Aku jualan ini kan aku bosnya ya mbak, aku tuh punya reseller kurang lebih 300 an reseller, rata rata reseller ku itu ibu rumah tangga, karyawan, dll. Mereka itu lebih nurut kalo aku omongin, semangat gitu”<sup>105</sup>

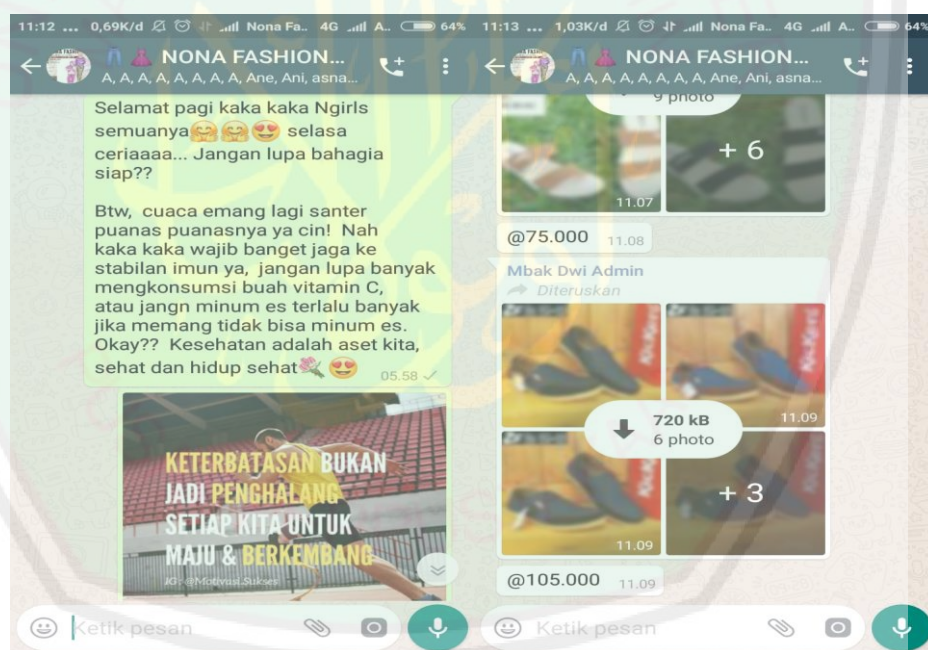


Figure 4. 7 Nonafashion Business Whatsapp Group

<sup>104</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan Ips Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 14 September 2019

<sup>105</sup> Wawancara dengan Umi Anisa, Mahasiswi Jurusan Pendidikan IPS, tanggal 09 September 2019

### e. Self-Actualization Needs

In life, every individual must have different desires and expectations, they also have different ways to realize their desires. Work is one form of self-actualization of an individual, because work can reflect one's interest and interest in something, for example when someone likes business and selling, then he will choose to become an entrepreneur. This is as stated by one of the informants as follows:

“Aku memang dari kecil kan hobi jualan, suka jualan, dan aku emang nggak pingin jadi guru, setelah lulus aku ingin mengembangkan wirausaha, insya allah setelah lulus aku ingin sekolah lagi tentang bisnis di bandung”.<sup>106</sup>

From observations made by researchers of the informant, it can be seen that she always improves her ability in the field of entrepreneurship by attending entrepreneurial-related events, such as seminars or talk shows. In the business sector, it does not stop at just one product, but will also develop other products.<sup>107</sup>

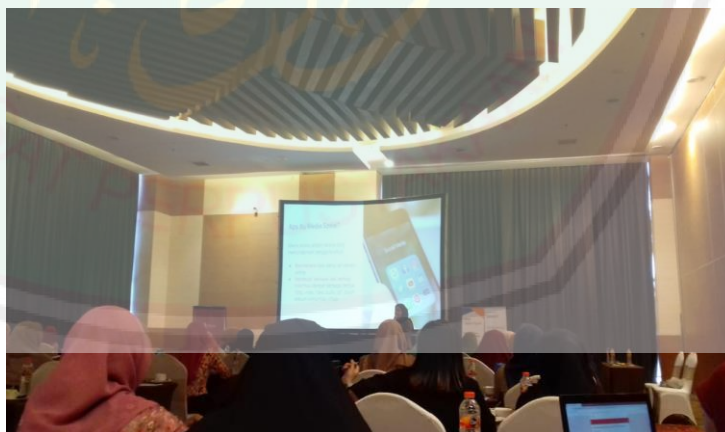


Figure 4.8 Womenwill activities participated by an informant

<sup>106</sup> Wawancara dengan Rosabela Amani Nuria, Mahasiswi Jurusan Pendidikan IPS, tanggal 07 September 2019

<sup>107</sup> Observasi Analisis Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan IPS Berdasarkan Teori Hierarki Kebutuhan Abraham Maslow, 14 September 2019

The same thing is experienced by an informant, although the background comes from the education department, but they have an interest in business and are more interested in continuing a career in the entrepreneurial field rather than becoming a teacher, as the following interview results:

“Meskipun aku kuliah jurusan pendidikan tapi aku nggak mau ngajar, keinginanku gitu, tapi ya nggak tau lagi, tapi kalo aku pribadi nggak ada keinginan ngajar, aku pingin meneruskan bisnis ini dan membesarkanya”.<sup>108</sup>



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<sup>108</sup> Wawancara dengan Ayu Devi Setyowati, Mahasiswi Jurusan Pendidikan IPS, tanggal 30 Agustus 2019

## CHAPTER V

### DICUSSION

#### A. Entrepreneur Motivation Of Social Science Education Student

According to Abu Ahmadi in Yuyus Suryana Motivation is an impulse that is bound to a goal. Motivation is a systematic relationship between a response or a set of responses and certain circumstances. Gerungan stated that motivation is an impulse in man that causes him to do something. As for Lindzey, Hall, and Thompson stated that motivation is something that causes behavior. Motivation arises because of a need. Needs are seen as lacking something and this requires immediate fulfillment, to get balance immediately. This lacking situation serves as a strength or impulse that causes a person to act to satisfy his needs.<sup>109</sup>

Above are the opinions of some experts about motivation, which need to be considered are the keywords in motivation, namely, encouragement, behavior, and needs. Behavior in the context of this study is entrepreneurship, while the needs are conditional on each individual. So it can be concluded that the motivation in this study is an encouragement from within individuals for entrepreneurship because it is based on the needs of the individual, so that the motivation for entrepreneurship can also be different due to differences in those needs.

Entrepreneurship is one of the alternative choices that can be done by students on the sidelines of college activities, so it is not surprising to find many

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<sup>109</sup>Yuyus Suryana dan Katib Bayu, *Kewirausahaan Pendekatan Karakteristik Wirausahawan Sukses* (Jakarta: Kencana Prenada Media Grup, 2011), P. 99

students from the Social Sciences Education Department that doing entrepreneurship. The results of this research about entrepreneurial motivation will be discussed in detail as below. Based on the results of research conducted on students of of Social Sciences Education Department who are entrepreneurs then get the results that their entrepreneurial motivation is as in the table below:

Table 5. 1 Entrepreneur Motivation Of Social Science Education Department Student

No	Name	Motivation
1	Ulfathin Nadhiroh	Economic Factor, Leisure Utilization
2	Dalila Nabela Khonsa	Economic Factor, Leisure Utilization
3	Ayu Devi S	Economic Factor, Leisure Utilization
4	Rosabela Amani N	Felling Happy
5	Luthfi Mubarak	Economic Factor, Opportunity
6	Umi Anisa	Economic Factor, Profit

William Bygrave in his book stated that the latest research on a fairly large sample representing small business owners in the United Kingdom found that more than 50% stated that independence was their main motive for running their own business. Only 18% stated that their main reason was to make money, and 10% stated other reasons such as pleasure, challenges, wider space for channeling creativity, personal satisfaction.<sup>110</sup>

According to Bygrave, only 10% of the total population studied stated that entrepreneurship was due to other factors including the pleasure factor, this was

<sup>110</sup> William D. Bygrave, *The Portable MBA Entrepreneurship*, terj: Dyah Ratna Permatasari (Jakarta: Binarupa Aksara, 1996), P. 5-10

not much different from this study that there was only 1 informant who stated being entrepreneur because it was based on pleasure. This individual initially just liked to sell from an early age, until after a long time this fondness grew into a hobby so he did it continuously. Although in this study not many informants stated that entrepreneurship was a hobby but the hobby factor could not be ruled out simply because in reality many successful entrepreneurs started from pursuing a hobby, moreover everything that is done on the basis of feeling happy then it will be more striking and meaningful because the individual does it wholeheartedly without pressure and coercion, so the hobby factor becomes one of the factors that must be considered in entrepreneurial motivation.

In other literatures it is also stated that generally business that starts from a hobby bears success, this is because businesses that are initiated from hobbies are generally more loved, liked, and done wholeheartedly. Usually something we like we will do it continuously.<sup>111</sup> Because it is based on pleasure, then he will do anything to advance his business, because in essence he is not only doing business to look for material but as a means to channel hobbies and express themselves.

If there are't some students who are motivated to become entrepreneurs because of the pure sense of happiness within themselves, it is different with the economic factors where some students declare to become entrepreneurs because of economic factors. The economic factors referred to this study are more aimed at the condition of students, where the results indicate that the economic factors are purely due to the economic conditions of the family where economic

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<sup>111</sup> Raja Bonsu Hutagalung dan Syafrizal Helmi Situmorang, *Kewirausahaan: Pegantar Kewirausahaan* (Medan: USU Press, 2008), P. 39

conditions are mediocre, or indeed those who are well off but still feel lacking to satisfy some needs so that they decided to become an entrepreneur.

Ma'mun and Suroso in Agus Siswanto stated that a person's motive for being an entrepreneur is because pressed on live or not be unemployed. Someone who is pressured with various needs of life, his human instincts will try to maintain the existence of his life. With all the limitations that he has, trying to be entrepreneur with his bare hands. This motive is the most basic motive for someone to be an entrepreneur without taking into account the aspects of profit and loss because what is important for him is to be able to survive.<sup>112</sup>

This opinion is appropriated with the conditions of students who are become entrepreneur, most of them stated that become entrepreneur because of the urgency of needs, this happens because of economic background. But not all of them are pressed by primary needs, there are also who become entrepreneur to satisfy secondary or tertiary needs.

In the first case where the economic problems of students are caused by parents' circumstances, then students tend to be entrepreneurs because they want to get extra money to fulfill their daily needs without being dependent on parents. They are become entrepreneur to get extra money so they can buy college equipment, buy daily necessities, or to guard against unexpected needs.

However, in the second case students tend to be entrepreneur because they want to satisfy additional needs which are not supported by parents, so the student become entrepreneur to satisfy those needs. Both 2 cases above are categorized

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<sup>112</sup> Agus Siswanto, *The Power Of Islamic Entrepreneurship: Energi Kewirausahaan Islami* (Jakarta: Amzah, 2016), P. 40

into economic factors because the individuals are constrained in satisfying the needs of life because of economic limitations, although in reality the intended needs are different, the first is primary needs while the second is secondary or tertiary needs.

In a other study also mentioned that economic needs is a major factor that makes students of FKIP University of Jember carry out entrepreneurial activities. This is because the main factor of these students doing entrepreneurship to earn income to satisfy their daily needs, especially college needs without rely on remittances from their parents.<sup>113</sup>

The next entrepreneur motivation is due to the leisure utilization. Some informants stated that they were become entrepreneur because they wanted to utilize the leisure that was between the college activities. Those who claim this choose to become entrepreneurs as a medium of utilizing free time, they carry out entrepreneurial activities at certain hours where they are free from lecturing and related activities.

Iman Sukardi in Yuyus Suryana concluded that the nature of entrepreneurial behavior that is most often found in entrepreneurs which one is hard work, people who show always involved in work situations, do not easily give up before work is completed. Entrepreneurs prioritize work and fill the available time with concrete actions to achieve goals. His involvement in work is

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<sup>113</sup> Abidah Ervina Safitri, “Motivasi Berwirausaha Mahasiswa Fakultas Keguruan Dan Ilmu Pendidikan Universitas Jember Dalam Pemanfaatan Waktu Luang”, *Skripsi*, Fakultas Keguruan Dan Ilmu Pendidikan Universitas Jember, 2015

not exclusively for the final outcome whether it is success or failure, but more importantly he does not do nothing.<sup>114</sup>

This opinion supports the results of this study, students choose to have an entrepreneurship to utilize the free time, from entrepreneurship they are able to get extra money and also got experience. In doing this activity, what they do is quite easy, they only rely on gadgets and relations to promote their products, then when there are consumers who ask or are interested in buying, they will serve it. If it is observed further, students who became entrepreneur because utilizing their leisure mostly do entrepreneurship in the online field which is very flexible and easy. From the observations done by researchers also obtained the results that the free time where they carry out entrepreneurial activities are on average at the same time as the afternoon, midnight, and during holidays. By utilizing free time for entrepreneurship, these students get benefits that are not obtained by other people, except increasing income they also get additional knowledge and skills in work.

According to Franky Slamet in his book the phase of identifying and evaluating opportunities is a phase that is very difficult for almost every entrepreneur to be undertaken. Often good business opportunities cannot be easily identified. Although almost no entrepreneurs have formal mechanisms in identifying business opportunities, but some sources of information in the environment can be the key to success in determining good opportunities. Various sources of information can be obtained from consumers and business partners, distribution system members, and technical workers. All information about the

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<sup>114</sup> Yuyus Suryana dan Katib Bayu, *Kewirausahaan Pendekatan Karakteristik Wirausahawan Sukses*. (Jakarta: Kencana Prenada Media Group, 2011), P. 58

opportunities identified by entrepreneurs then need to be evaluated to find the best business opportunities that deserve to be continued in the next phase.<sup>115</sup>

As this opinion also occurs among students, not many students can identify opportunities that finally product sold is unvaried and has many competitors. Unlike the case with one of these informants, he saw the opportunity since entering college because the campus is a public place where many people are active inside. As a hobby, in reality not many students who became entrepreneurs based on seeing opportunities, from the results of this study only one student who makes the opportunity as an entrepreneurial motivation. However, this factor cannot be ruled out simply because in reality the ability to see opportunities becomes an important factor in influencing one's success in entrepreneurship. The character of the student who sees the opportunity is reflected in the products he sells, the student sells mineral water. Initially it did look trivial but after tracing the reason was quite logical because in the campus area especially in the lecture building there were many students selling food but there were no students selling beverage products, Meanwhile, drinks are also a need that is as important as the food itself, because no one sells mineral water, students must buy to several places relatively far from the lecture building. Seeing this phenomenon, he took the initiative to sell mineral water, because no one had sold it in the lecture building.

And the last factor that motivates student become entrepreneur is due to material or profits. According to Dr. Basrowi in his book stated that one person's

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<sup>115</sup> Franky Slamet, dkk. *Dasar-Dasar Kewirausahaan Teori Dan Praktek* (Jakarta: penerbit indeks, 2016). P. 6-7

motivation to become an entrepreneur is because of profit, can determine how much profit is desired, the profit received, and how much will be paid to other parties or employees.<sup>116</sup>

Because of this profit, it is not impossible for an individual to be entrepreneurial even though basically the individual does not like it. The world of entrepreneurship promises many advantages if the individual are able to optimize and mobilize all their abilities, many successful and influential figures are born from the world of entrepreneurship, this profit factor is what ultimately underlies one of the informants for entrepreneurship, even though she does not have a passion in the field and is also uncomfortable in executing it, but she is still do it for profit. Evidenced by the high turnover of each month and already has several workers.

The results of this study can be concluded that the entrepreneur motivation of social science education students are: 1) Hobby Factors, 2) Economic Factors, 3) Utilizing Leisure Time, 4) Opportunity Factors, 5) Profit. The five factors mentioned above are factors that motivate students to become entrepreneurs after being analyzed and generalized by researchers. All of these factors do not motivate students to become entrepreneurs simultaneously, sometimes students are only motivated by one of these four factors, or two of these factors. This shows that there are differences in motivation based on the individual's situation.

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<sup>116</sup> Basrowi, *Kewirausahaan Untuk Perguruan Tinggi* (Bogor : Penerbit Ghalia Indonesia, 2011), P. 67-68

## **B. Entrepreneur Motivation Of Social Science Education In Terms Of Abraham Maslow's Need Hierarchy Theory**

In the first point about general entrepreneurship motivation of student has been discussed, then in the second point will be discussed regarding student entrepreneurship motivation when viewed from the perspective of motivation theory. The theory used is theory stated by Abraham Maslow, also commonly called by the needs hierarchy theory.

Maslow believes that many human behaviors that can be explained by paying attention to individual tendencies to achieve personal goals that make their lives satisfying and full of meaning. This belief encouraged Maslow to formulate a theory of needs which included five universal needs. According to Maslow, the five basic and universal needs are arranged in tiers, when the needs that are under the ruler are more urgent than the needs that are above them. Maslow added that individuals will not try to jump to the satisfaction of needs to the top level before the needs that are below are satisfied.<sup>117</sup>

If referring to Maslow's opinion, the motivation of students to become entrepreneurs starts from the existence of the most basic needs which then continues to increase along with the satisfaction of the needs below, here will be discussed one by one from each level of needs.

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<sup>117</sup> E. Koeswara, *Motivasi: Teori dan Penelitiannya* (Bandung: Penerbit Angkasa, 1989), P. 224

## 1. Physiological Needs

In everyday life there are various needs that must be satisfied by humans, which are then generally named primary, secondary, and tertiary needs. Primary needs are absolute needs that must be satisfied before other needs, including primary needs here are what are commonly referred to as clothing, food and shelter needs.

It must be explained again that any physiological needs and consumptive needs that are in line with it functions as a distributor of all kinds of other needs. Its mean that someone who thinks that he is hungry may be more looking for life pleasure, or dependence, than vitamins or protein. On the contrary, it is very possible to slightly satisfy hunger with other activities such as drinking water or smoking. In other words, although these physiological needs are relatively inseparable, it is not possible to do so explicitly.<sup>118</sup>

There is no doubt that these physiological needs are the strongest. Strictly this means that in humans who always feel lacking in life, physiological needs and not the other, which is the biggest motivation. Someone who lacks of food, security, affection and great appreciation will likely need food more than others.<sup>119</sup>

If all needs are unsatisfied, and the organism is dominated by basic needs, other needs may not be there at all or pushed back. So it is appropriate to characterize the whole organism by simply saying that it is hungry, because consciousness is almost entirely preceded by hunger, all capacities are mobilized

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<sup>118</sup> Abraham Maslow, *Motivasi dan Kepribadian: Teori Motivasi Dengan Pendekatan Kebutuhan Manusia*, terj., Nurul Iman. (Banduung: PT Remaja Rosdakarya, 1993), P. 45

<sup>119</sup> Ibid.,

for the satisfaction of hunger, and the arrangement for all these capacities is almost entirely determined by one goal, hunger satisfaction. Those who accept and cause effects, intelligence, memory, habits, all of them can be considered as hunger satisfying.<sup>120</sup>

What should be underlined from this theory is what is meant by physiological needs, then what is meant by physiological needs in this theory is the need for food, drink, water, air, etc. This physiological need is the first level of need in motivation theory proposed by Abraham Maslow which means it can be concluded that a person's motivation to do something is due to satisfy these physiological needs, which is something that is meant in this context is entrepreneurship.

From the reesearch results of 6 informants taken by purposive sampling technique with several criteria, which is having been in entrepreneurship for at least 1 year and continuing in doing so, it was found that only 3 informants stated that their entrepreneurial motivation was to meet physiological needs. The physiological needs referred to in this matter are not only limited to food or drinks, but also include other things that are felt to be as important as the food and drinks by the informant.

The forms of satisfying these physiological needs are also different, one informant is more likely to basic foods, while one informant is more likely to supplement food or snacks, and another informant in the form of cosmetic equipment. This is caused by the economic background of each of the informants,

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<sup>120</sup> Ibid.,

in one informant the economic situation is mediocre, while in the other informant the economic situation is sufficient. This indicates that physiological needs can be assessed in terms of quantity and quality, the higher a person's economic level, the quality will be increasingly considered and so on.

From the presentation of these data it can be concluded that not all students whose became entrepreneur is motivated by satisfying physiological needs. Sometimes they have other motivations because their physiological needs have been perfectly fulfilled, its mean that not everyone passes the first level of need for this theory to do something. The form of fulfilling physiological needs also varies, unlimited to food, drink, water and air as Maslow stated in his theory, but for some people there are other needs that are considered as important as the need for food and drink.

## 2. Safety Needs

If the physiological need has been satisfied relatively, then a new set of needs will emerge, which we can categorize in the safety needs (security, stability, dependency, protection, free from fear, anxiety and confusion; the need for structure, order, law, boundaries; strength in the protective self, and so on). Everything that has been said about physiological needs also applies to these needs, even to a lesser extent. Organisms can also be completely dominated by these needs. This need is almost an exclusive behavior regulator, which absorbs all the capacity of the organism in an effort to satisfy that need, and it is appropriate if we describe it as a mechanism for salvation. Those who accept,

which have an effect, who have other capacities become safety seekers. As with the hungry, we also find a dominant goal which is a powerful determinant, not only for the present view of the world and its philosophy, but also in the future. Almost everything seem importantless than safety and protection (sometimes even physiological needs, which, being satisfied, are now considered insignificant). Someone who experiences this situation extremely enough and quite continuous, can be called a person who lives for the sake of salvation alone.<sup>121</sup>

The second level in the needs hierarchy according to Maslow is the need for security. The security referred to this context is more focused on certainty and things that are regular and dynamic. From some of the literature can be concluded that the security referred to Maslow in this theory is not only physical security but also psychological security.

From the research results in the field, it was found that the security needs of the entrepreneurial students were divided into 2 sub-groups. The first sub is security in terms of comfort, security and freedom of entrepreneurship, 2 out of 6 informants included this category. While the second sub is comfort tends commercially, such as financial security because an entrepreneur can get money from all directions, and in this category there are 4 informants.

This research results can be categorized by Maslow's opinion that security in physical terms, and security in psychological terms. Security in physical terms is reflected in the financial security of students who are entrepreneurs, while psychological security is reflected in their comfort, security, and freedom in

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<sup>121</sup> Ibid., P. 47-48

entrepreneurship because they execute according to their passion without coercion.

### 3. Social Needs

If physiological and safety needs are satisfied enough, then the need for love, compassion and belonging will be appeared, and the whole cycle which has been described is repeated by placing these as new focal points. So now people will really feel the absence of friends, lovers, wives or children. He is lack for a loving relationship with people in general, that is, lack for a place in his group or family so that he will work harder to achieve this goal.<sup>122</sup>

In this context Maslow emphasized that humans cannot live without a relationship or bond with others, if they do not get it they will try to get it by building relationships and affection with others. And also students who are entrepreneur, most of them are migrant students who are far from their families and relatives. With entrepreneurship they get new friends and relationships, whether with people who are the same as entrepreneurs, or just as work relations.

So this is in accordance with Maslow's statement that an individual will try to build affective relationships with other people, whether in the family, social or group environment. Because students who are entrepreneurs build new relationships with friends who are also entrepreneurs, they tend to build communication with friends who have similar tendencies with them so they can support and encourage one another.

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<sup>122</sup> Ibid., P. 53

#### 4. Self-Esteem Needs

Everyone in our society (with a few cataloged exceptions) has a need and desire for sound, grounded and usually high-quality judgment, self-respect or self-esteem, and appreciation from others. Therefore, these needs can be classified in two additional tools, namely, first, the desire for strength, achievement, adequacy, excellence and ability, self confidence in facing the world and freedom and also freedom. Second, we have what is called a desire for good name or prestige, prestige (which is formulated as respect and appreciation from others) status, fame and glory, domination, recognition, attention, importance, dignity, or appreciation. These needs have been relatively suppressed by Alfred Adler and his followers, but Freud has been relatively neglected. However, now the appreciation of the importance of these matters is becoming increasingly central, both among psychoanalysts and among clinical psychologists.<sup>123</sup>

Satisfying the self-esteem needs brings a feeling trust in oneself, values, strengths, capabilities and worthiness, a feeling of being needed and beneficial to the world. But the obstacles to meeting these needs create feelings of inferiority, weakness and helplessness. In turn this feeling breeds basic despair or various compensatory or neurotic tendencies. An appreciation of the need for fundamental confidence and understanding of how people feel helpless without it, easily obtained from a study of serious traumatic neuroses.<sup>124</sup>

It can be concluded that self-esteem needs in this theory refers to 2 sub. The first is self-appreciation from within a private individual, while the second is

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<sup>123</sup> Ibid., P. 55-56

<sup>124</sup> Ibid.,

self-appreciation from outside the individual or from other parties. In this research we will discuss according to the results in the field that students who are entrepreneur also need this award.

Then the rewards they get here are divided into 2 sub, the first sub is self-appreciation for the ability to face challenges and obstacles in entrepreneurship, the ability to do things that other people cannot do, and the ability to produce material. Then the second sub is more inclined to awards from other parties because it has a higher strata.

In the first sub of the results of this study can be categorized in self-esteem inside individual as contained in one of the literature that self-esteem includes the desire of individuals to gain competence, self-confidence, personal strength, adequacy, achievement, independence, and freedom. All of which implies that the individual wants and needs to know that he is able to complete all the tasks or challenges in his life.<sup>125</sup>

While the second sub of this research results can be categorized as awards from outside as stated by Maslow in his theory that an individual needs appreciation for what he did. The following table will be included to make it easier to understand this categorization:

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<sup>125</sup> E. Koeswara, op.cit., P.228

Table 5. 2 comparison of Self Esteem Needs both of theory and data

Self-Esteem	Esteem from individual itself	Esteem from other
Maslow	Individuals want and need to know that they are able to complete all tasks or challenges in their lives	Individuals need appreciation for what they do
Data	Students feel proud to be known through their products, proud to produce material, proud to be able to do something that other people cannot do	Students are respected by their business partners (resellers or other workers)

### 5. Self Actualization Needs

This term which was originally coined by Kurt Goldstein in this book is used in a far more specific and limited sense. The term refers to people's desire for self-realization, that is, to their tendency to manifest themselves according to their abilities. This tendency can be expressed as the desire to become more and more special, to be anything according to their ability.<sup>126</sup>

The specific form of this need is certainly different for each person. In one person this need can be an ideal mother, in others it can be an athlete, and in another person it is revealed when painting or discovering new things. At this level lies the greatest individual differences.<sup>127</sup>

When referring to this theory, then everything that is done by an individual is the result of his actualization, what he does is in accordance with his wishes and also is the goal in the future. They will make efforts to realize these desires. As

<sup>126</sup> Ibid., P. 57

<sup>127</sup> Ibid.,

students who are entrepreneurs, it can be said that this is a form of self-actualization. However, in this study, students who are entrepreneurs and who really want to become an entrepreneur are only 2 out of the 6 informants selected, the rest can be concluded that they are entrepreneurs because they want to achieve certain goals, or only because they seek security in financial terms without considering only self-actualization.

Indirectly, Maslow's assumptions about self-actualization can be broken by data in the field that not all students who are entrepreneurs really want to be entrepreneurs, but they have more certain other motives so that they are entrepreneurs. The following table is the analysis of Abraham Maslow's Needs Hierarchy theory:

Table 5. 3 Analysis of Abraham Maslow's Need Hierarchy Theory

No	Name	Kind of Needs				
		Physiological	Security	Social	Esteem	Self Actualization
1	Ulfathin N	-	√	√	√	-
2	Dalila N	√	√	√	√	-
3	Ayu Devi	-	√	√	√	√
4	Rosabela	√	√	√	√	√
5	Luthfi M	√	√	√	√	-
6	Umi Anisa	-	√	√	√	-

The researcher's conclusion substantively from this study is that the needs that Maslow stated in his theory are true and that each individual is trying to satisfy them, as well as in this study where students are trying to satisfy those needs. However, there are some things that must be considered in this theory based on the results of research in the field which will be explained as follows:

If Maslow in his theory believes that the needs are arranged in stages where the lowest level must be satisfied first before shifting at the next level so it is not relevant to the results of this study, because in reality students who are entrepreneurs who claim to satisfy physiological needs are only half of the total informants, and the form in meeting these physiological needs is also different for each individual.

The thing that must be considered in satisfying the physiological needs of this study is that to understand the physiological needs of an individual it is inseparable from the individual's economic background. The most dominant needs in this study are social needs or the need for love and affection, but these needs are not the main needs so that individuals are motivated to become entrepreneurs.

The last level in Maslow's theory of needs hierarchy is that self-actualization is the end point of individual needs after all needs are satisfied, but in fact that not all individuals who are at this level have passed the previous level. As for if according to Maslow that self-actualization is a form of individual embodiment to be anything according to their ability, then not all students who are entrepreneur become entrepreneurs who actually actualize themselves or in other words those who are entrepreneurs really want to be entrepreneurs, some of them

are entrepreneurs because there are certain motives, economic motives for example, then these conditions can only automatically be classified into the second level of Maslow's theory.

So what the researcher can conclude is that the concept of needs in Abraham Maslow's theory of needs hierarchy is uncompletely relevant to see the reality that is happening. What makes it irrelevant to the formulation of the concept where human needs begin with starting from the most basic needs to the very top. As for reaching the highest level of this theory, sometimes individuals do not pass below the level below.

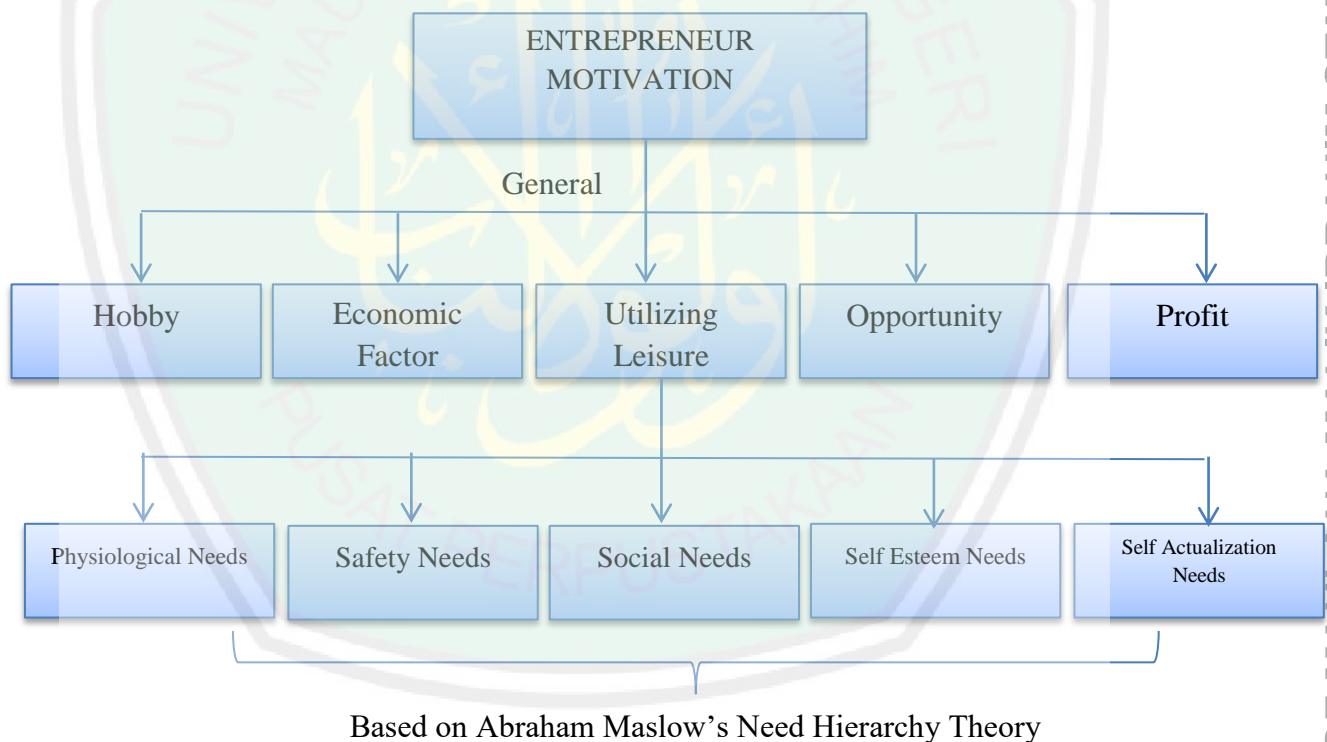


Chart 5. 1 research result

## CHAPTER VI

### CLOSING

#### A. Conclusion

Based on the results of research that has been discussed under the title An Analysis of entrepreneurial motivation of Social Sciences Education Department students based on Abraham Maslow's needs hierarchy theory, the following conclusions are obtained below:

- 1) Entrepreneurship motivation of Social Science Education Students is due to hobbies, economic factors (needs), leisure time utilization factors, opportunities and the last is profit
- 2) Entrepreneurship motivation of social science education students in terms of Abraham Maslow's Need Hierarchy Theory is:

- a. Physiological Needs

Student's entrepreneurship motivation is caused by satisfying physiological needs such as food and beverages or other things that are felt commensurate with the food or drink by the informant because the food and beverage needs have been satisfied.

- b. Security Needs

Student's entrepreneurship motivation is because they want a security which is divided into 2 sub, namely psychological security which includes comfort and pleasure in entrepreneurship. And financial security which is having money just in case.

c. Social Needs

Students' motivation for entrepreneurship is because they need friends and an environment that encourages them so they tend to build relationships and friendship with friends who are also entrepreneurs, where they can mutually support and encourage.

d. Self-Esteem Needs

Student motivation for entrepreneurship is because they requires an award, which this award can be divided into two sub-categories, namely: self-appreciation and appreciation from other parties. In the first sub example, such as pride in the results achieved, or for successfully facing challenges in life. While awards from others are due to higher strata

e. Self-Actualization Needs

Students who are entrepreneurs because they want to be entrepreneur, they do it because they realize their desires, but not all students who are entrepreneurs are the result of self-actualization, but there are other motives for doing so.

## B. Suggestion

Based on the research results, discussion and conclusions above, the authors provide advice that aims to provide better results in the future, as follows:

1. Related to entrepreneurial motivation factors, it is expected that students will further develop their entrepreneurial spirit through some positive

things that students can do such as finding out about entrepreneurship, participate in activities that encourage entrepreneurial activities, and develop their hobbies so they can be a source of entrepreneurship.

2. For lecturers or instructors to give more motivation and encouragement to students who are either entrepreneurial or who have not yet become entrepreneurs, so that students are expected to be more motivated and encouraged to become entrepreneurs
3. For instance to study more and develop curriculum in the field of entrepreneurship



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*Jumlah Pengusaha Indonesia Masih Tertinggal Dari Singapura*  
(<https://m.wartaekonomi.co.id/>)

*Berwirausaha Secara Islami Menurut Perspektif Al-Qur'an dan Hadits*  
(<http://bagusizza.blogspot.com/>)





# APPENDIXES

APPENDIXES I

RESEARCH PERMISSION LETTER



KEMENTERIAN AGAMA REPUBLIK INDONESIA  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
FAKULTAS ILMU TARBIYAH DAN KEGURUAN

Jalan Gajayana 50, Telepon (0341) 552398 Faximile (0341) 552398 Malang  
<http://fitk.uin-malang.ac.id>, email : [fitk@uin-malang.ac.id](mailto:fitk@uin-malang.ac.id)

Nomor : 1999 /Un.03.1/TL.00.1/08/2019  
Sifat : Penting  
Lampiran : -  
Hal : Izin Penelitian

05 Agustus 2019

Kepada  
Yth. Ketua Jurusan pendidikan IPS UIN Malang  
di  
Malang

*Assalamu'alaikum Wr. Wb.*

Dengan hormat, dalam rangka menyelesaikan tugas akhir berupa penyusunan skripsi mahasiswa Fakultas Ilmu Tarbiyah dan Keguruan (FITK) Universitas Islam Negeri Maulana Malik Ibrahim Malang, kami mohon dengan hormat agar mahasiswa berikut:

Nama : Isna Asyarah Makiyah Kartika Sari  
NIM : 15130141  
Jurusan : Pendidikan Ilmu Pengetahuan Sosial (PIPS)  
Semester - Tahun Akademik : Ganjil - 2019/2020  
Judul Skripsi : An Analysis of Entrepreneur Motivation of Social Science Education Students Based on Abraham Maslow's Need Hierarchy Theory  
Lama Penelitian : Agustus 2019 sampai dengan September 2019  
(2 bulan)

diberi izin untuk melakukan penelitian di lembaga/instansi yang menjadi wewenang Bapak/Ibu.

Demikian, atas perkenan dan kerjasama Bapak/Ibu yang baik disampaikan terima kasih.

*Wassalamu'alaikum Wr. Wb.*



Agus Maimun, M.Pd  
NIP. 19650817 199803 1 003

Tembusan :

1. Yth. Ketua Jurusan PIPS
2. Arsip

APPENDIXES II

TRANSCRIPT OF INTERVIEW I

Nama : Ulfathin Nadhiroh

Jurusan/Angkatan : Pendidikan IPS/ 2017

Hari/Tanggal : 28 Agustus 2019

No	Pertanyaan	Jawaban
1	Bagaimana awal mula anda berwirausaha	Aku mulai mengawali berwirausaha saat maba, awalnya karena ada kebutuhan, kepepet gitu, akhirnya nekat berwirausaha meskipun sebelumnya aku juga nggak pernah berwirausaha, intinya nekat lah. Selain itu aku mikir juga kenapa nggak ngelakuin hal yang positif untuk memanfaatkan waktu luang, nah berwirausaha kan bisa dijadikan alternatif. Lagipula menurutku kalo kuliah itu juga kan belum tentu menjamin pekerjaan, tapi dengan berwirausaha itu bisa dijadikan sampingan
3	Bagaimana anda menggunakan hasil dari berwirausaha	Kalo uang dari hasil berwirausaha tak sendirikan, sedangkan untuk kebutuhan sehari-hari aku menggunakan uang yang dari orang tua ku, uang dari hasil berwirausaha itu nanti buat simpanan kan aku ada keinginan keinginan jadi nggak perlu minta ke orang tua lagi
4	Apakah anda merasa nyaman dengan berwirausaha	Ya aku nyaman nyaman aja sih selama ini, meskipun kadang ada hambatanya tapi ya nggak berpengaruh banget, dijadikan pembelajaran aja lagipula dari berwirausaha kan ya dapat pengalaman dan pembelajaran, dapat tambahan uang pula
5	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Mendukung mendukung aja sih, orang tuaku tau kalo aku berwirausaha, respon mereka baik biasanya juga sering ngecek nanyain gimana jualanku. Kalo temen temenku juga enjoy aja sih, mereka juga

		<p>mendukung, mereka jadi konsumenku selain itu ada juga beberapa yang jadi resellerku (meskipun nggak konsisten), disamping itu temen temenku juga ada yang berwirausaha juga jadi ya seneng</p>
6	<p>Apa yang membuat anda percaya diri dalam berwirausaha</p>	<p>Bisa menghasilkan uang sendiri mbak, soalnya kan aku berwirausaha juga buat nambah-nambahin uang, biar pas ada kebutuhan-kebutuhan mendadak atau aku pengen sesuatu jadi bisa pakai uang itu. Jadi itu suatu kebanggan tersendiri sih</p>
7	<p>Apakah anda ingin menjadi wirausaha</p>	<p>Kalau kedepannya aku emang ingin meneruskan usahaku mbak, aku pinginya ini semakin baik, tambah maju, lebih tertata, tapi ya yang utama aku tetep ingin ngajar nanti bisnis itu bisa dijadikan usaha sampingan</p>



## TRANSCRIPT OF INTERVIEW II

Nama : Dalila Nabela Khonsa

Jurusan/Angkatan : Pendidikan IPS/2015

Hari/Tanggal : 28 Agustus, 2019

No	Pertanyaan	Jawaban
1	Bagaimana awal mula anda berwirausaha	Awal mulanya aku jualan itu karena pengen nambah uang saku, kan uang saku yang dikasih ortoku pas pasan, tiap minggu aku Cuma dikasih jatah segini umpamanya, ya itu mau nggak mau harus cukup. sedangkan aku pengen beli make up gitu, jadi pas ada yang nawarin jualan itu langsung lah aku terima tawarannya. Awalnya aku jualan tahu bakso tapi pernah jualan pulsa juga, sekarang jualan produk skincare. Jadi intinya aku pengen nambah uang saku sih biar bisa beli beli keinginan, selain itu juga buat nambah pengalaman, mencari kesibukan juga daripada Cuma sekedar kuliah dan nggak ada kesibukan
3	Bagaimana anda menggunakan hasil dari berwirausaha	Kalo aku uang hasil jualanku aku pake buat nambahin uang saku yang dikasih orang tuaku, buat beli skincare, make up gitu lah sama kebutuhan lain, soalnya kan kadang ada kebutuhan-kebutuhan yang nggak terduga, nah pake uang hasil jualan itu
4	Apakah anda merasa nyaman dengan berwirausaha	Kalo aku nyaman aja sih, tapi nyamanya itu lebih merasa aman aja keuanganku, kan aku awalnya niat berwirausaha salah satunya juga kan karena itu, biasanya kalo uang kubawa sendiri kan cepet habis, tapi kalau dibuat usaha kan masih ada simpenan, uang bisa diputar putar gitu
5	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Orang tuaku sangat mendukung sekali, emang mereka ngasih aku uang pas-pasan ya supaya aku bisa manage uang itu, jadi pas tau aku jualan

		mereka sangat mendukung, bahkan biasanya kalo aku pulang mamaku sering pesen tahu bakso jualanku itu. Kalo teman temanku juga responya baik, selama aku jualan kan mereka juga jadi konsumenku
6	Apa yang membuat anda percaya diri dalam berwirausaha	Kalo aku lebih ke perasaan puas aja sih bisa menghasilkan uang sendiri, aku bisa beli beli sesuatu dari hasil kerjaku sendiri, jadi seneng gitu puas banget
7	Apakah anda ingin menjadi wirausaha	Penganya sih punya kerjaan yang tetep gitu, nanti wirausaha itu dibuat sampingan, karena aku sejak dulu kan suka jualan, nah mamaku juga kan jualan baju, kedepanya aku pingin mengembangkan bisnis itu, kalo mamaku di bidang offlinenya, kalo aku di bidang online nya



### TRANSCRIPT OF INTERVIEW III

Nama : Ayu Devi Setyowati

Jurusan/Angkatan : Pendidikan IPS/ 2015

Hari/Tanggal : 30 Agustus, 2019

No	Pertanyaan	Jawaban
	Bagaimana awal mula anda berwirausaha	Aku mulai jualan sebenarnya udah sejak kelas 1 SMA sih, waktu itu aku kan seneng jalan-jalan yaudah akhirnya aku nyoba jualan juga kan sekalian bisa sambil COD an kan uangnya bisa buat tambahan jalan-jalan juga, terus pas masuk UIN sempet vacum karena kan di mabna nggak bisa jualan terus belum punya langganan juga, terus baru mulai lagi pas keluar dari mabna (smt 3) soalnya daripada gabut, hp juga sepi yaudah akhirnya jualan lagi, mulai ADS Malang, terus ADS Hijab, terus ADS Make Up
2	Bagaimana anda menggunakan hasil dari berwirausaha	Semua uang hasil jualanku ya aku pake buat kebutuhan sehari-hari aja sih, kalo dulu SMA tak pake jalan-jalan, ya uangnya buat aku nggak pernah ku tabung, kalo nabung biasanya ya uang dari orang tua atau dari suami
3	Apakah anda merasa nyaman dengan berwirausaha	Iya seneng lah, apalagi kalo ada konsumen yang suka jadi tambah seneng, makin semangat gitu jualanya apalagi aku kan emang suka jualan, meskipun kuliah di jurusan pendidikan aku nggak pengen ngajar
4	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Ya baik baik aja sih responnya, temen-temenku juga, awalnya aku nggak berani mulai jualan lagi itu kan gara-gara belum punya pelanggan di Malang, terus pas mulai keluar mabna itu kan ikut HMJ nah dari situ mulai punya kenal kenalan banyak, adik adik kelas juga, awalnya Cuma follow ig lama lama kenal jadi banyak

		konsumentya, terus ikut jadi sponsor di acara acara HMJ juga jadi promosinya ya dari situ
6	Apa yang membuat anda percaya diri dalam berwirausaha	Kalo sekarang ya biasa aja sih, ya seneng gitu aja, tapi kalo dulu pas SMS itu bisa benerin laptop pake uang sendiri aja udah sueneng banget, kalo sekarang ya biasa mungkin karena udah lama
7	Apakah anda ingin menjadi wirausaha	Rencananya kedepan aku nggak pengen ngajar, aku pengen jualan atau pengen di make up, pokoknya di wirausaha entah wirausaha apa itu, pokoknya aku nggak mau ngajar kalo rencanaku, tapi nggak tau nanti kehendaknya gimana



## TRANSCRIPT OF INTERVIEW IV

Nama : Rosabela Amani Nuria

Jurusan/Semester : Pendidikan IPS/ 2016

Hari/Tanggal : 07, September 2019

No	Pertanyaan	Jawaban
1	Bagaimana awal mula anda berwirausaha	Awalnya aku Cuma iseng-iseng aja kan aku pernah ikut resepsi dan nyobain minuman itu dan aku suka, terus tanteku ngajak aku ke acara demo masak dan dapet resep itu akhirnya kucoba buat dan ada yang suka terus aku mulai coba jualan. Dari kecil juga aku udah suka jualan, dulu pas sd aku udah jualan kecil-kecilan kaya pop ice gitu di depan rumah, terus kan rumahku lumayan deket pasar nah itu aku titip ke ibuku barang-barang terus nanti tak jualan ke temen temenku, sempet berhenti sih tapi pas SMA kelas 2 aku kan punya hp, disitu aku mulai jualan lagi, jualan kerudung
2	Bagaimana anda menggunakan hasil dari berwirausaha	Uang dari hasil jualan aku gunain untuk memenuhi kebutuhan sehari-hari sih, lebih banyak buat beli jajan gitu soale emang jajanku banyak, meskipun kiriman dari orang tuaku juga tetep. Selain itu ada juga yang aku tabung
3	Apakah anda merasa nyaman dengan berwirausaha	Ya seneng, nyaman karena kan emang passionku disitu, jadi ya enak aja kan emang aku aslinya pengen kuliah di jurusan manajemen biar bisa belajar ilmunya ya tapi gak dibolehin sama orang tuaku, ya meskipun sekarang aku kuliah di jurusan pendidikan tapi aku nggak pengen jadi guru
4	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Orang tuaku mendukung sih, meskipun awalnya nggak mendukung, tapi aku buktikan ke mereka kalo aku bisa akhirnya lama kelamaan mereka juga mendukung aku. Kalo temen

		temenku kebanyakan juga berwirausaha, jadi ya saling mendukung, saling menyemangati, meskipun ya ada beberapa yang mencibir sih tapi nggak ngefek banget
5	Apa yang membuat anda percaya diri dalam berwirausaha	Iya kalo dalam berwirausaha aku PD banget, dan aku senengnya dari wirausaha itu kan orang jadi kenal aku, dulu pas SMA guruku kenal aku juga gara-gara jualan, pas di UIN ini pernah ada suatu acara dan salah satu dosen mesen produk minumanku dan itu habis, jadi aku seneng lah, kan meskipun aku nggak terlalu menonjol dalam bidang akademik tapi aku bisa dikenal dari bidang yang lain, kan setiap orang punya potensi yang berbeda-beda
	Apakah anda ingin menjadi wirausaha	Iya aku emang pingin jadi pebisnis, aku ingin mengembangkan usahaku, aku juga pengen mengembangkan ke produk produk yang lain, aku kan nggak pengen jadi guru emang, rencananya setelah lulus nanti aku pingin ngelanjutin sekolah bisnis, itu ada di Bandung, aku mau belajar disitu buat ngembangin kemampuan bisnis

## TRANSCRIPT OF INTERVIEW V

Nama : Luthfi Mubarok  
 Jurusan/Semester : Pendidikan IPS/2018  
 Hari/Tanggal : 09 September 2019

No	Pertanyaan	Jawaban
1	Bagaimana awal mula anda berwirausaha	Semenjak masuk uin aku punya rencana jualan karena aku melihat situasinya disini banyak anak-anak yang jualan, menurutku mangsa pasar disini kan juga besar. Tapi aku masih bingung mau jualan apa, sampe akhirnya aku tanya tanya ke kakakku, dan senior senior dan dapat saran jualan air mineral, akhirnya aku jualin itu karena kondisi disini juga belum ada yang jualan air disini. Kalo alasanku jualan ya karena faktor ekonomi, keadaan ekonomi orang tuaku pas pasan, dan aku nggak mau membebani orang tuaku terus, disamping itu juga aku ingin dewasa dan mandiri
2	Bagaimana anda menggunakan hasil dari berwirausaha	Dulu awal mula aku jualan ya uang hasil jualanku tak pake buat beli makan makanan yang enak sama temen temenku, buat masak masak di kamar, ya emang pada saat itu aku belum mengerti manage uang juga, jadi ya masih buat seneng seneng aja, tapi kalo sekarang aku udah mulai nabung hasil jualanku
3	Apakah anda merasa nyaman dengan berwirausaha	Kalo aku menjalaninya nyaman nyaman aja sih, enak, nggak tertekan karena segala sesuatu yang dijalani dengan senang kan hasilnya enak, Cuma dulu pas pertama aja sempet tertekan gara gara masih malu jualan, tapi lama kelamaan enggak, biasa aja.
4	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Orang tuaku responya pas tau kalo aku berjualan mereka mendukung, bahkan jika aku minta modal pun insya allah dikasih tapi untungnya nggak sampe

		<p>minta modal ke orang tua, tapi waktu aku cerita prospek kewirausahaanku ke ortu akhirnya aku dibolehin bawa sepeda motor buat sarana dan buat memudahkan</p> <p>Kalo dari temen temen sih mendukung juga, meskipun ya kadang ada yang mencibir tapi nggak masalah, bahkan aku sampe bisa kenal dosen dosen sama karyawan uin kan gara gara jualan, terus temen temenku seangkatan biasanya kalo ada yang tanya siapa yang jualan barang A misalnya, nah langsung tuh temen temenku ngetag namaku</p>
5	Apa yang membuat anda percaya diri dalam berwirausaha	<p>Kan kalo aku di bidang akademik mungkin biasa biasa aja, masih banyak temen temenku yang lebih ahli, tapi aku bangga karena aku berani mengambil peluang dan resiko sebagai wirausaha sedangkan mereka enggak berani</p>
6	Apakah anda ingin menjadi wirausaha	<p>Kalo rencana kewirausahaanku banyak sih mbak buat sekarang dan kedepannya, Cuma ya aku pengen tetep ngajar lah selain karena aku kuliah pendidikan ya karena emang kalo punya ilmu harus diajarkan, terus kalo dalam islam itu kan nggak boleh mengharapkin hasil dari ngajar, nah kewirausahaan itu kan nanti bisa dibuat sampingan</p>

## TRANSCRIPT OF INTERVIEW VI

Nama : Umi Anisa  
 Jurusan/Semester : Pendidikan IPS/2015  
 Hari/Tanggal : 09 September 2019

No	Pertanyaan	Jawaban
1	Bagaimana awal mula anda berwirausaha	Dari kecil aku memang senang punya uang sendiri, dulu waktu kecil aku pernah kelinci, pernah ikut kerja <i>ndereh</i> tembakau di tetanggaku dan dapat uang. Pas SMA aku jualan krupuk di pondok bantuin guruku. Terus pas kuliah mulai semester 3 kan aku mulai jualan tahu bakso, dan semakin termotivasi setelah dapat matkul kewirausahaan, kalo awalnya aku jualan karena ngga pengen nyusahin orang tua, kan uang saku ku pas pasan, aku kepepet karena banyak kebutuhan nah dari situ aku termotivasi untuk bisa menghasilkan uang sendiri
2	Bagaimana anda menggunakan hasil dari berwirausaha	Dari awal aku berjualan semua uang hasil berwirausaha aku tabung, kalau untuk kebutuhan sehari-hari aku pakai uang dari orang tua, tapi kan aku punya usaha lagi ya, nah uang dari situ yang kadang aku pakai buat nambahin kebutuhan sehari-hari
3	Apakah anda merasa nyaman dengan berwirausaha	Kalo aku nggak nyaman mbak jujur karena passionku sebenarnya nggak disitu, aku lebih suka ngomong, aku nggak suka mantengin hp lama lama, tapi nggak apa apa justru karena itu sekarang tak buat pembelajaran, nanti kedepannya aku nggak mau lagi berwirausaha gini
4	Bagaimana respon dari lingkungan anda menyikapi anda berwirausaha (keluarga, teman, dll)	Biasa aja sih kalo orang tuaku, nggak mendukung ya nggak melarang soalnya orang tuaku lebih bangga kalo anaknya berprestasi di bidang akademik. Kalo dari temen temen ya biasa aja sih, justru malah sering ada

		yang nyinyir gitu
5	Apa yang membuat anda percaya diri dalam berwirausaha	Hal yang membuat aku suka berwirausaha ya selain karena dapat uang disini aku bisa mengenal orang baru selain itu aku juga bisa melatih kemampuan komunikasi dan belajar hal lain. Bisnisku sekarang ini kan punya 300 an lebih reseller, admin juga mereka itu berasal dari berbagai kalangan, irt, pembantu, karyawan, dll. Kalo menurutku aku kalo ngomong ke mereka, ngasih materi atau apa gitu lebih diperhatikan sih sama mereka
6	Apakah anda ingin menjadi wirausaha	Kalo aku sebenarnya kan nggak ada passion di bidang bisnis atau jualan, aku Cuma suka punya uang aja dari bisnis, kalo aku pribadi lebih suka ngomong, aku pengen jadi pembicara, motivator gitu, tapi ya aku harus punya ilmunya harus tau apa yang ku bicarakan, nah ilmunya itu aku belajar dari bisnis. Intinya kedepannya bisnis ini pengen tak kembangkan, tapi mungkin ada yang mengelola gitu, kaya sekarang aku kan pake admin ini yang ngurusi, disamping itu aku juga pengen jadi pengajar dong kan aku kuliah di jurusan pendidikan

APPENDIXES III

DOCUMENTATION



(a) Interview with Ayu Devi



(b) Interview with Ulfathin. N



(c) Selling at Campus Event



(d) product of Luthfi Mubarak



(e) Interview with Umi Anisa

HARGA HOODIE POLKA KUPLUK SINGLE 30S

KUANTITI	S M L	XL	XXL
1-24PCS	38000	40000	45000
25-50PCS	37500	39500	44500
51-100PCS	37000	39000	44000
101-200PCS	36500	38500	43500
201-500PCS	36000	38000	43000
501-1000PCS	35500	37500	42500
1001-5000PCS	35000	36000	40000

CAT:HOODIE,KUPLUK DOUBLE +5000 DARI HARGA DI ATAS

(f) product pricelist



(g) rosabela's handycraft



(h) Interview with Dalila Nabela



(i) selling product



(j) prduct catalogue

APPENDIXES IV

EVIDENCE OF CONSULTATION



KEMENTERIAN AGAMA  
 UNIVERSITAS ISLAM NEGERI (UIN) MAULANA MALIK IBRAHIM MALANG  
 FAKULTAS ILMU TARBIYAH DAN KEGURUAN  
 JALAN GAJAYANA 50 MALANG, TELEPON 0341-552398, FAKSIMILE 0341-552398

BUKTI KONSULTASI SKRIPSI

JURUSAN PENDIDIKAN ILMU PENGETAHUAN ILMU PENGETAHUAN SOSIAL

Nama : Isna Asyarch Makiyah K.S  
 Nim : 15130141  
 Judul : An Analysis of SSA entrepreneur motivation of Social science education students based on Abraham Maslow's Need hierarchy Theory  
 Dosen Pembimbing : Dr. Alfiyana Zulri Epranti, M.A

No.	Tanggal	Catatan Perbaikan	Tanda Tangan Pembimbing
1	19 Sept 19	Bab IV + Revisi	
2	14 Okt 19	Revisi Bab IV + Bab V	
3	21 Okt 19	Bab V, revisi	
4	23 Okt 19	Bab V revisi + Bab VI	
5	25 Okt 19	Bab VI + Abstrak	
6	28 Okt 19	Abstrak + Bab I - VI	
7	04 Nov 19	ACC	
8			
9			
10			
11			
12			

Malang, 04 Nov 2019  
 Mengetahui,  
 Kajur PIPS,

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