

Entrepreneur Development Process at Family Environment to National and Global (Constructionistic Study of an Entrepreneur at Pt. Maspion Sidoarjo)

¹Tontowi, ²Armanu, ³Djumahir

ABSTRACT : *Facts show that entrepreneurship is able to help government to create job opportunities and decrease unemployment. Natural resources should be able to be maximally managed for the people's welfare. Through entrepreneurship, the country will be helped to increase the income from tax, retribution, and public facility building. Entrepreneur is considered as a person with full of creative and innovative thinking in order to find breakthrough, so this research needs to analyze background factors that underlie the entrepreneurship. The subject of this research is Alim Markus, a figure of a hard worker and eminent seller that since young he was able to go to global market with his company, Maspion. This study objective is to understand the formation process of someone's entrepreneurship from national environment as well as from global environment. This research is a phenomenology study/construction towards an entrepreneur. This study uses qualitative approach by using constructionist historical perspective. Data analysis technique in phenomenology study consists of three steps, namely familiarization, meaning unit and data transcription, as well as validation test by using triangulation technique. this research results are follows: from family environment, entrepreneurship formation process is caused by economic problems and capital constraints that make him works as a factory worker. From national environment, it is caused by expansion planning or business expansion of a company with the siblings. In doing his effort, the subject always learns from the experts in entrepreneurship. Moreover, from global environment, formation process of someone's entrepreneurship is caused by business development efforts that have long pioneered from the national scale in many sectors. The effort to develop business is due to the existence of foreign principals for establishment of equal joint ventures, and the shareholding up to 50%.*

KEYWORDS: *Entrepreneur, Phenomenology/Constructionist*

I. INTRODUCTION

Facts from background research show that entrepreneurship can help government to create jobs and reduce unemployment through entrepreneurship. Natural resources can be managed optimally for people welfare. Through entrepreneurship, state also can to increase income taxes, levies, and construction of public facilities. Entrepreneur is regarded as one with brain that filled by creative and innovative thinking to search breakthroughs. Therefore, this study need to analyze background factors of entrepreneurial spirit. According Nishanta (2009), factors to create entrepreneurial spirit within self is influenced by several aspects, both internal and external, and contextual. Factors involved are gender, age, status, experience, and parents work. Adversely, Siren (2011) states individuals' intention to become entrepreneurs came from attitude. Elements to create attitude was projected in TPB (Theory of Planned Behavior). Theory of Planned Behavior is based on assumption that humans are rational and use information that benefit him systematically. People think the implications of their actions before they decide to do or not to do certain behaviors (Ajzen, 2005).

This study makes research on process entrepreneur creation that studied with historical constructionistic that equipped with historical data, and historical documents. Cope, J. (2010, in Raco and Tanod, 2012: 83) adds that constructionistic method emphasizes the subjective aspects of experience and reflection of entrepreneur itself in associated with his business. Raco and Tanod (2012: 83) even describes entrepreneurship as a process of experience, background and subjective abilities to determine the success of an entrepreneur. Entrepreneurship is a process. Phenomenology it is a very precise method to emphasizes historical aspects of research subject by using constructionistic approach. This study subject is a successful entrepreneur who has had a lot of company in Sidoarjo, East Java. This entrepreneur has developed its business into four working area in Sidoarjo and Gresik, namely: Maspion I, Maspion II, and Maspion III in Sidoarjo area and Maspion IV in Gresik area. This success could not be separated from some of driving factors to motivate him to maintain mental as an entrepreneur. One of driving factors is the family background. His father is a businessman who has a company called UD. Metal Java.

This company produces oil lamp. At that time, company only has eight employees who can produce 300 dozen kerosene lamp. His father had a strong influence on family, expect him can expand its business. Father influence can made him decided to quit from formal school and help his father to develop the company. He helps his father to develop the UD. It effort give good result to Metal Java company. In 1971, his father developed the company into a Limited Company (PT). The name is MASPION with philosophy is Inviting You to Always Believe on National Processing Industry. This company was given to him and he is given a position as President Director while his brothers were given the position as Managing Director. Since that time, MASPION grow rapidly into several of business branches. Family background of subject study is influenced by leadership of his father to create tough personality. This personality can be seen in work ethic at MASPION namely: Loyalty and Hard work, Leadership, Togetherness, Always Develop and Sustainability, and Concern to customer satisfaction. His success is related to conditions of his background and personality. In addition, there are many factors to encourage his entrepreneurial to come to international level. Therefore, this study need to analyze the background factors underlying entrepreneurial spirit of study subject, which stems from family, national, and global environment.

Company development was pioneered to achieve national and global scale. It become characteristic the existence of entrepreneurial spirit within study subject. Literature Review the Concept Entrepreneurship Definition term in Indonesian has evolved since the 11th century. Long history of entrepreneurship definition has been conducted from 11th century. At that time, meaning of entrepreneurship is merely *entrepren dre*. In 13th century entrepreneurship was defined as adventurer or undertaker, which means adventurous and brave. Entrepreneurship continues to grow so that in 17th century defines entrepreneurship as improving economics as developed by Say and Cantillon. In 18th century, Say continued exploration the meaning of entrepreneurship to define it as an activity to carry and bring together the factors of production to be processed into production value (Priyanto, 2009). According to Zimmerer (in Winardi, 2003: 17), Entrepreneur is a person who always brought great ideas to be able to create a renewal, with a variety of obstacles, as well as the risk predictions of uncertainty with purpose to collect a profit in a way to find opportunities through combining multiple sources of power. Entrepreneur is a person who has a high work ethic and always looking for loopholes to generates business opportunities and cultivate the value of alternative opportunities to become something different and superior (Frinces, 2004: 11). According to Drucker (in Alma, 2008: 2) entrepreneur is a person who is able to take advantage of opportunities. Meanwhile, according to Schumpeter (in Alma, 2008: 24), entrepreneur is a person who saw an opportunity and then create an organization to capitalize these opportunities. According Sarosa (2005: 2) entrepreneur is someone who has vision, passion, and action in an effort to create and develop their own sources of his income without relying solely on others. According to Jean-Baptiste Say (1810, cited in Harefa and Siadari, 2007: 12-13), entrepreneur is a production coordinator with managerial ability, in this case the entrepreneur can create an abstract idea into a product or service that is able to be enjoyed by others. Schumpeter (1910, in Harefa and Siadari, 2007: 13) also stated that entrepreneur is creative innovators. Innovators have different views from others because when other people want to become a worker, entrepreneur wants to open a business to make money and want to show the best side of him and always want to work.

Entrepreneur characteristics and properties should be begun to think about desire to become a successful personal. This is consistent with statement by Soegoto (2009: 4) that nature of entrepreneurs are the ones who have the ability to see and assess business opportunities, to collect resources resources needed to take appropriate actions, taking advantage from characterized, nature, character and willingness to realize innovative ideas into real world creatively in order success/improve revenue. Alma (2008: 53) identifies that an entrepreneur should possess following characteristics in order to success: Confidence is key nature that starting from steady, not easily swayed by other people's opinions and suggestions but use these suggestions as input. Task and results oriented of an entrepreneur is not put first on prestige but focus on accomplishments to be achieved. Characteristics of risk taking of entrepreneurs have an important effect in world full of risks and challenges. Important thing to note is how an entrepreneur takes a risk with full consideration. An entrepreneur absolutely should have the soul of leadership. A good leader must be to hear comments and suggestions from subordinates for better company's performance.

Originality means an entrepreneur do not follow other people, but he has own opinion, an original idea and be able to realize the idea. An entrepreneur with Future-oriented perspective must have a vision for the future. Entrepreneur established a business not for a while but forever. To set up a far-sighted vision, entrepreneur needs to develop mature plans and strategies. Creativity and innovation give ability to develop new ideas and find new ways to search opportunities or problems that will be encountered. Innovation is ability to use creative solutions to take opportunities that can bring benefits in people's lives. Entrepreneur Characteristics in historical context is constructed from two major concepts.

First is the concept proposed by Kuratko and Hodgets (2001) cited by Manurutng (2008: 1) that "The Entrepreneur is one who undertakes to organize, manage and assume the risk of a business ". This concept illustrates that entrepreneur act to create an organization, then manage and organize the management of business risks that might occur. The next concept is expressed by Zimmerer and Scarborough (2005) cited by Manurutng (2008: 2) that "An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them". This concept have sense that someone who decides to enter to entrepreneurship must have skill to face challenges and risks that might occur in future and continue to strive to develop and optimize existing resources in order to make a profit in order the their business grow and improve. Second meaning refers to concept above give a conclusion that basically the entrepreneur has four characteristics, namely (Manurutng, 2008: 2): Running a business that allegedly will bring benefits or profits. Ready and dare to bear and face the risk to run business that may arise in future. Business has the potential to continue to grow and evolve. Company will create a renewal and there will be a business capitalization. Another opinion related to characteristics of entrepreneur is expressed by Baringer and Ireland (2008: 8-12) which stated that there are four major characteristics inherent in entrepreneurship, among others: a strong desire to shared business conviction that entrepreneur makes a business to become successful. Stronger the desire to success can create greater opportunity for success. Focus on product and customer emphasizes that entrepreneur can become successful when oriented on two important components of business namely product and customer. Products offered are the best product. This case involves the entrepreneur's own integrity when products produced and then automatically qualified customers feel well served. Customer confidence increase and will continue to use the product. Tenacity to face failure is needed by entrepreneur, it is an entrepreneur condition to continue survives and remain resilient. Failure is attitude of learning to create and strive to continue in business. Business execution skill is related with combination between implementation ideas to become real business model, building a solid team, building partnerships, managing finances, lead and motivates employees, and other managerial activities. Based on some above opinion about entrepreneur characteristics, and Hodgets Kuratko (2001) reflect entrepreneur characteristics into 10 characteristics, among them are are: Entrepreneur focus on behavior not thinking.

Entrepreneur arises because he born and not created. Entrepreneurs always make renewal. Entrepreneur is a differentiator, can not go along with community. Entrepreneur must include and meet aspects. Entrepreneur needs is a physical advantage or money. Entrepreneur needs is the Fortuna or luck. Unknown something is a pleasure for an entrepreneur. Entrepreneurs want success, but the fact reveals the failure rate is quite large. Entrepreneurs are people who brave to take risks. Hendro and Widhianto (2006: 54) distinguish an entrepreneur from ordinary people, namely an entrepreneur is someone who has the following characteristics: Clever to manage fear. An entrepreneur has a certain way to control his fear and cultivate courage and confidence in face of risks that might occur. Difference with others is how an entrepreneur to see a problem from point of view that led to innovative and creative ideas that valuable and usually his way of thinking is different from others. True marketer or seller accomplishes skill or expertise that needed to build business, then speed up the development and reduce business addiction to capital.

Fighting the trend and love new challenges makes entrepreneur always think ahead and can not only following the trend. An entrepreneur will always strive to make full efforts to reform that bring value. High-determination of a true entrepreneur makes him has perseverance and not easily swayed by others. This is the thing that distinguishes between real entrepreneurs and standard entrepreneur. People who have high determination will differ in look at failure. Failure is simply the view of people who have said to himself that there was no way out and choosing resignation. Failure is not the end of everything. There are no fail people, there is only: Missing direction (do not know what to do). They have not found the right way to solve the problem. They have less preparation in action and taking perception that failure is a barrier or obstacle. Money as capital has started to lower. They do not accept what's in front of him and always looking for the best (perfectionist) a clever entrepreneur is expected to give the best to customers because of risks that may occur is not a dreaded thing. Entrepreneur goal is to achieve the best. Functions, Roles and Processes of entrepreneur according Suryana (2005) can be seen from two approaches namely micro and macro. Within micro perspective, entrepreneur has two roles, namely as inventor (innovator) and planners. As an inventor, entrepreneur creates and discovers something new of products, technology, way, organization idea and so on. As planners, entrepreneurs contribute to design ideas and opportunities to achieve success, create organization, new companies and others. At macro level, entrepreneur role is to create prosperity, equitable distribution of wealth, and employment opportunities that serve as economic growth engine. Entrepreneurial process is consists of several stages.

Entrepreneurship process to develop new business development, problem solving in management and so forth. An entrepreneur must have spirit to create, evaluate, and treat a golden opportunity with eliminating negative forces that could impede entrepreneurial process. This process consists of four different phases (Hisrich & Peters, 2008). Entrepreneur should Identify and evaluating the emerging opportunities. Some opportunities do not appear suddenly, but rather is result of Entrepreneur sensitivity to see the possibility, in some cases, Entrepreneur create a mechanism to identify potential opportunities. Identification and evaluation of opportunities is done in several stages, namely: Assessment opportunities, creation and opportunities range, real opportunities value and known risks and returns the opportunities to personal skills and personal goals Environment, Development of a business plan, competition business plan development/good business to be developed to exploit the opportunities identified. This stage is the most consuming in business process. Development of a business plan include: Description of business, industry, technology plan, marketing plan financial plan, organization Plan, production plan, operations plan to determine required resources. An employer must determine the resources needed to take advantage of opportunities. This process begins with assessment the resources currently owned by company. Each resource must be distinguished from the critical resources that only serve as buffer. Entrepreneur should not underestimate the number and diversity of resources needed. Entrepreneur also needs to assess the risks associated with imprecision resources. Resources aspects are follows: Determination of required resources, Determination of existing resources, Identify gaps between resources and existing suppliers.

Improvement and development should be done to access necessary resources. Results Determination of management company business plan is highly related to operational activities. This includes the implementation of model and management structure as well as the determination of key variables to success. A control system must be chosen, therefore every aspect of problem can be immediately known and problem solving could be proposed. Many entrepreneurial have management barriers and how to create a new business. Company's management include: Development of management style, key variable to identify problems and potential problems, control systems application, growth strategy development, family environment concept, family environment definition. Family environment is the smallest part of social that includes parents and children. Family has compound function to create interaction between social within community. Within family relationships, there are rules to govern the role and function of each family member (Maryati & Suryawati, 2006). Burgess and Locke in Dhohiri (2007) states that family environment is an environment that consists of several people has been united by marriage, blood, or adoption or caring acknowledgement. Family establishment can be seen from sacred and legitimate marriage. It could be said that family environment is social unit that includes some people who interact and communicate to foster social roles for family members. On other hand, family environment is also become a common cultural guard from society. According Gunarsa (2004), family is an eternal social group. It was inaugurated in marriage bond that contributes to heredity and environment to influence important aspects in future. In a good and orderly family environment, a child will get basic exercises to develop good social attitudes and habits. In addition, family environment also adjust the pattern that will be formed as the basis for social relationships and wider social interaction.

In addition, within a family environment, a child will get an understanding of rights, obligations, and responsibilities. According to Zahra (2005), family environment is first environmental where someone makes social contacts. Family environment with an atmosphere that supports individual can make more healthy life. Family Environment Function according to Maryati & Suryawati (2006), family has several functions namely: reproductive function. In family, child is a form of love and result of parental responsibility for next generation. As socialization function, family has a role to educate children to grow as useful children for parents and families and society. Family becomes the primary socialization, which must be able to create and apply rules of societal norms through parents as role models. Dhohiri (2007) asserted that through social interaction and communication in family, a child will learn about the behavior patterns, action, belief, love, ideals, and society norms to develop child's personality. As affective functions, family create warmth, a sense of love and affection and concern among members of family who became one basic needs of human beings that endowed by God. As economic functions in family, parents have an obligation to meet the economic needs of families, especially children. As control social function, each family member supervises each other because they have a mandate to maintain good name of family. As protection function, this function is very important, especially for children. Children's sense of security from the threat of physical or mental from within and outside the family becomes a top priority of people. As status determination function, someone will acquire a new status in community. Meanwhile, according Gunarsa (2004), family function is Getting offspring and raising children, Giving affection or love, support, and familiarity, Developing personality, Managing the distribution of tasks, implementing the obligations, rights and responsibilities.

Family teach and maintaining customs, religions, cultures, and systems of moral norms to children. Family meets social and psychological needs in addition to logistics needs, including physical and physiological needs. Composition and Structure elements family environment is shared by very diverse community (Maryati & Suryawati, 2006), namely: Bilateral (cognatic descent), it is calculation of family relationships through paternal or maternal. At bilateral environment, there are several variations of kinship as principles of optative descent, concentric, primogenitor, and ultimogenitur. Unilateral family calculates family line of one party only, father or the mother's line. Patrilineal family line is a calculation from father. Matrilineal family line is a calculation from mother. Family environment as a social system has some elements where each element has a function that supports the achievement of family goals. Each family has the same elements, but different forms and manifestations in according to family circumstances. Family elements in society are as follows (Maryati & Suryawati, 2006): behavior pattern, including affection, loyalty, responsibility, respect, and obedience.

Symbolic culture includes wedding ceremony. Benefits culture includes houses, apartments, household items, and vehicles. Code specialization includes marriage laws, Ideology, including familisme and individualism. Classification of family consists of four types, namely a cohesive family, adaptive, disengaged-structured, and disengaged-rigid. Cohesive family environment is family environment with good interaction among its members. Communication patterns within family took place openly. Family members often do activities together and help each other when there are family members in difficulties. Adaptive family environment is relatively easy to adjust to a new place or interacting with new environment. Furthermore, family environment with disengaged-structured classification is relatively irregular family structure, family members act individually as if there is no relationship between the other family members, and each member of family tend not to know the activities of other family members. Disengaged-rigid family environment describe families who have a hard and fast rule, but each family member acting on their own. This condition is based on tendency to obey the family tradition because fear of punishment if a family member does not act in accordance with existing rules, and not comply with agreement, because it is basically without agreement in family to set the role (Zahra, 2005). Family environment plays an important role to shape a more adaptive or more able to adapt to meet the social life in community. In addition, trouble family has opportunity to birth a generation that also problematic. Therefore, it need to give appropriate education pattern for children in family environment (Zdanowics 2004 in Zahra 2005). Divorce families will affect on children toughness. Children will be more resilient to face the reality of their parents were divorced when families provide adequate support in their future development process. Conversely, children tend more problematic when family support is limited. Family in this case is not limited to a family environment with parents who divorced or in process of divorce, but covers a larger family environment, including close friends. It can be said that family has very big role to provide personal support for a child (Greef and Van Der Merwe in Zahra, 2005). Family Environment Characteristics consists of several sub characteristics, ie transitions, resources, and norms, attitudes, and values. This is in accordance with scheme in Figure 2.1 (Aldrich & Cliff, 2003). Family environment characteristics is one factor that can encourage someone to act, as to create a business (venture).

Figure 2.1. Scheme of Family Environment Characteristics
Source: (Aldrich & Cliff, 2003)

II. NATIONAL COMPANY CONCEPT

Definitions of National Company : National company term that familiar in society is defined as a business entity that organized under laws of Indonesia Republic (Suherman, 2010: 28). Another opinion about national companies also expressed by Judisseno (2005) which defines that national company is a company or organization that has activities for profit, legal entity, transaction and business conduct, as well as all of its capital come from the local country. This national company has at least 51% capital of from domestic country that owned by state or national private. Consistent with expert opinion above, national company under Act No. 6 of 1968 on Domestic Investment Article 3, paragraph 1 is also defined as a company that is at least has 51% of domestic capital invested therein, owned by State and/or national private sector, while description in paragraph 3 stated that if the business referred to article 3 paragraph 1 above is limited liability company, then according with paragraph 1 the number of shares 1% invested must invested by domestic. This laws also give information related obligations that must be met by nationwide company, as stated in article 21 " ownership change of national company capital, which resulted that percentage of capital referred to in article 3, paragraph 1 is owned by state and/or national private, must reported to agency that gave business license. If it is not reported within 3 months period, company's business license will be revoked. There are several factors to shape life entrepreneurs at National Company According that encourage a person has entrepreneurial spirit in broader field of business (Baum & Locke, 2004). These factors are passion, new expertise of human resources, tenacity, good communication, self-efficacy, goals, age, conducive environment and support, as well as the growth of

businesses experienced before. Determinant factors of entrepreneurial spirit can also be measured by several indicators, such as leadership, partnerships, communication, and economy opportunity (McFarland & McConnell, 2011). Singh, Simpson, & Mordi (2011) state there are several factors to foster the entrepreneurial spirit in a person on bigger scale enterprises, as national level. These factors are: age and sex, original quality, which includes risk taking, creative, love challenge, and competition. Personal and social include self-esteem, self-confidence, self-achievement, recognition, and legacy. Income and career includes high income, career change, do not have a job, justice character development, employee or not employees. Marketing includes financial, labor, service providers, market, network, and environment rules, including a supportive environment and uncertainty. Javadian & Singh (2012) stated that entrepreneurial spirit of individuals within larger company is indicated by the presence of internal factors and external factors. Internal factors consist of self-efficacy and risk taking. Self-efficacy is the confidence for a capability or ability to coordinate and take decisions to achieve highest production yield. External factors include gender, stereotypes and cultural and traditions in social sphere. Factors that affecting National Entrepreneurship Success as main objective to be achieved by every business is to obtain positive results in terms of revenue and business growth. Entrepreneurs develop a business has a different type with formation pathway is also different. People develop business through different creation of innovative creativity and depend on their respective businesses. Therefore, different environmental factors will affect the formation of different spirit. In other words, there is no single pathway to shape and develop entrepreneurship to achieve success. Businesses will develop into national scale with different conditions and environmental effect. Success measurement also varies depending on their respective businesses (Suharyadi et al., 2007).

However, Suharta (2010) classifies the factors that affecting business success on a national scale, namely:

Physical facility of company. Physical facility of company determine company viability because there are differences in strategic and remote place. Determination of physical facilities is always associated with costs and income. Company can flourish and sustainable from revenue. Therefore, national company consider physical factors, including: company location (location of source of raw materials, labor, markets, transportation facilities, and power plants); types and models of buildings; the layout of production facilities; and work environment.

Human Factors (Labor). Labor is an important factor in business development. Although manpower largely replaced machines or mechanical, but the presence of human labor is still needed, especially in of marketing and so on. Therefore, in effort to develop a national scale, labor should have knowledge, skills, and a positive mental attitude towards business development activities.

Factor Capital. Capital becomes an important factor for venture capital Company's cycle to buy goods which to maintain company balance. One company constraint to expand into a national scale is limited capital. Therefore, capital is used as efficiently as possible by prioritizing the highest priority needs and tried to obtain additional working capital from other sources appropriately (bank loans or investors).

Entrepreneur Ability Factor. The ability factor is entrepreneur ability to plan, organize, mobilize, coordinate, and oversee the overall business factors are available and needed. These factors include: Having high morale, include: devotion to God Almighty; inner freedom; virtue; love to fellow human beings; loyal to law; and justice. Having a self-employed mental attitude, namely: strong spirit; strong belief (self-knowledge, self-confidence, and understanding of purpose and need); honesty responsibility (high morale and discipline); physical and mental endurance (spiritual physical health, patience, and fortitude); perseverance and tenacity in working; and constructive and creative thinking.

Sensitivity to environment. Sensitivity to environment ability includes: to know environment meaning; gratitude for what has been obtained; great desire to explore and utilize economic resources of local environment; and Skill to appreciate and utilize time effectively. Entrepreneurial skills include: creative thinking; skills in decision-making; leadership skills, managerial skills; and skills in mix.

Environmental factors. Companies environmental are categorized into two, namely the general and specific environment. General environment is environment where company does not directly affect on company development process to achieve goals. These consist of: political, economic, social, cultural, educational, technological, and legal. Specific environment is a corporate environment that directly affect on process of company development to achieve its goals. These consists of (a) customer's, (b) provider, (c) a competitor, (d) technology, and (e) of socio-politic environment. Ability to make right decision in businesses is important

because in every decision-making, entrepreneurs will always deal with uncertainty environment characteristics. Generally, entrepreneur reacts to face environmental uncertainty that complex, dynamic, competitive atmosphere, and limitations in form of confusion and anxiety. This requires sensitivity and wide insight to anticipate the possibility that there will relation to their business activities.

Global Company Concept. Global Company is a global is a company that refers to a strategy to approach world market with standardized products. Global industry is an industry where competition is across borderlines, even competition occurs at world level. In a global industry, company's strategic movement in one country significantly can be affected by its competitive position in other countries (Pearce & Robinson, 2007). Daft Similarly, Murphy, & Willmott (2010) defines global companies as companies operation that exceed more than one country. Organization within global enterprise systems is much more complex. In his book *Global Reach*, Richard J. Barnett and Ronald E. Muller depicts a global company as follows: Global Company is first institution in human history that dedicated to centralized planning on a world scale. Because its primary purposes is to organize and to integrate economic activity around the world to maximize global profits, global company is an organic where each part is expected to serve the whole ".

It can be said that global companies are a company type that planned centrally to integrate the world economy. Activities of global companies do not recognize national borders that separate one nation by another nation. State border only distinguish the cultural unity with other nations, but does not have any meaning for the development of a business or consumer taste tendencies in a country (Sutrisno, 2002). In other words, uniqueness of global company lies in company's world view. Global companies see the world as unseparated economic unit. Meanwhile, global company strength lays contrary viewpoint or ideology of nationalism that characterizes the state. For global corporate leaders, state is too narrow for their efforts and become an obstacle for global economy development.

For global company's managers, state is no longer conforming with world development. Competition between countries with global companies eventually appear. Global company emergence with anti nationalism ideology is considered by state as a new force that would threaten the state to regulate their governance systems. State anxiety against any global company lies on state authority loss to govern the state. This can be interpreted as a state anxiety to regulate global company's behavior and their ability to influence the direction of social change in a nation, both political and socio-cultural and economic. States have anxiety to global corporate because global company controls three main things that make development in one country can be run, products technology, finance, and marketing. This would lead to monopoly of industrial products and raw materials and financial that are needed by a nation and their communities to develop themselves. State should have authority and sovereignty within limits of their country. With ability to monopolize the three things, global company can threaten the state sovereignty (Sutrisno, 2002).

One state anxiety toward global companies is their ability to monopolize some aspects of production process technology. This leads state sovereignty distortion for people welfare. Evolution Process Global Corporate Strategy of a global enterprise is often followed by progress of strategy involved (Pearce & Robinson, 2007). Corporate strategy process can be described as below: Figure 2.7. Process toward Global Companies. Source: (Pearce & Robinson, 2007) Evolution Function of Global Company leads the company's globalization efforts to develop new technologies in emerging markets and opportunity to enter into industry with new environment. Another functions of global corporate evolution is become a competitive weapon.

Table Functions of global company evolution from various Aspects of Explanation Various additional resources inputs, including natural resources, technology, expertise, and raw materials. These can obtain easily at foreign country. Lower Costs, Various costs, including labor costs, raw materials, transportation, and lower funding at foreign country. Incentives, Various government incentives available from host country or home country to support foreign investment in certain locations to develop new markets. Excess resources, including management, experts, machines, and money that be used in abroad. Exploitation of special advantages of company's technology, brands, and names that known can provide opportunities in overseas. Tax rates and tax system are different in different locations to provide opportunities for companies to maximize profits after tax at world level. Economic scale, small national markets can not support production efficiency, while selling at several markets allows production to scale greater with synergy in operations of state environment provide the opportunity to combine the benefits of a location with other locations that can not be get separately. Strength and dignity, image as a global company can improve the strength and dignity of a company and to improve sales and domestic relations with various stakeholder groups.

Protecting national market by attacking market competitors. Strong attack at competitors market can suppress competitors to attract overseas activities in order to protect its operations in home country. Source: (Pearce & Robinson, 2007) Global Company Conditions. The existence of domestic companies or national that evolves toward a global company at least need six conditions (Pearce & Robinson, 2007): the scope of global task of management is increasingly widespread. An increase in broad scope of areas and management. Global companies task more complex. Company globalization increase. There are three aspects that needed by global business: Power differences among different countries, farther distance, linkage of global operations, information explosion. There is estimation that world knowledge storage will double every 10 years.

Without help from formal plan, executive does not able to find everything they need to know to solve the complex problems they face. Higher global competition. Existence of a rapid higher global competition, companies constantly adapt to changing conditions or loss of market share to competitors. Rapid technological developments. Rapid development of technology has shortened product life cycles. Strategic management plan is needed to ensure replacement of product that has reached a mature stage, it characterized by fewer sales and falling profits. Planning gives management greater control over all aspects of new product introductions. Strategic management plan foster self-confidence. Research thinking path, Entrepreneur is a production coordinator with managerial ability. An entrepreneur must be able to create an abstract idea into a product or service that is able to be enjoyed by others (Jean-Baptiste Say, in Harefa and Siadari, 2007: 12-13). Entrepreneurs nature religiosity tasks and results oriented, risk taking, leadership, originality, future oriented, creative and innovation and self confident (Alma. 2008: 53). Entrepreneurs advantages are can choose the areas of business, including the interests and talents, business profits can be enjoyed alone, to obtain satisfaction, no employer, does not need the approval of other party in decisions making, as well as having the opportunity to help others (Suparyanto, 2006). During the process, entrepreneur undergo several stages namely identification and evaluation of opportunities; development of a business plan include a plan technology, marketing, finance, production, organization, and operation; determination of required resources; and resulted company management (Hisrich & Peters, 2008).

Individuals intension to become an entrepreneur can be extracted from the fundamental, each individual it self. Based on research results of suharti and Siren (2011), individual intention to become an entrepreneur begins with attitude. Elements to create attitude is projected in TPB (Theory of Planned Behavior) (Basu and Virick, 2008; Carr and Sequiera, 2006; Kautonen, 2011; Leroy et. Al., 2009; Nishimura and Tristan, 2011). Theory of Planned Behavior is based on assumption that humans are rational and use information systematically. People think the implications of their actions before they decide to do or not to do certain behaviors (Ajzen, 2005). Theory of Planned Behavior consists of autonomy/authority, economic challenge, self realization, perceived confidence, security and workload, avoid responsibility, and social career. These elements significantly affect on a person's interest to entrepreneurship. Some of TPB indicators are few aspects forming entrepreneurial spirit. According Nishanta (2009), entrepreneurial spirit factors within self is influenced by several aspects, both internal and external, and contextual. Internally, factors that influence the entrepreneurial spirit within family consists of two aspects, namely demographics and personality traits.

Demographic aspects, entrepreneurial spirit is influenced by several factors, including gender, age, status, experience, and parent's job. Personality traits indicators that affect are autonomy/authority, economic challenge, self realization, perceived confidence, security and workload, avoid responsibility, social career, leaderships, internal focus control, need for achievement, and values held and personal goals. External factors include social support, academic support, training/development, and physical environment. Each individual grow and thrive in a family environment. Formation potential and mindset of an individual come from family environment, including the formation of entrepreneurial intentions. According to Aldrich and Cliff (2003), factors to create entrepreneurial spirit within family consists of three dimensions, namely transitions, resources, and norms, attitudes, and values.

Transition dimensions consist of marriage, divorce, birth, death, work, and job loss. Resources dimension are contributing factor to financial resources, human, physical, and information. While aspect of norms, attitudes, and values plays important role to affect the entrepreneurial spirit that include an attitude to respect family, interactions, and attitudes towards work. Entrepreneurship characteristics of scale family include business is owned freely, sometimes not incorporated; operation does not show clear advantages; businesses owned and managed by one person; businesses do not have employees; capital savings is collected from private owners; and area is local market and not too far from center of business. In addition, other characteristics of family company is the low per capita income (Mulyanto, 2006).

III. METHOD

Research Methods, Research Approach, this research approach is qualitative approach with historical constructionistic method. Qualitative research is used in this study to obtain in-depth data, actual data, certain data must have a value that visible behind the data. Therefore, qualitative research does not emphasize on generalization, but more emphasis on meaning. According to Husserl (in Mudjiyanto and Kenda, 2010). Constructionistic necessary knowledge and essential about something there. This method is like as a constructivist approach in qualitative methods. This method show steps that must be taken to make researchers understand the pure phenomenon. In this study, construction method is used to express various aspects, such as the characteristics of entrepreneur, activities undertaken in entrepreneurship, characteristics of family-scale entrepreneurship, national, and global to know the process of entrepreneurial spirit awake. Data Analysis, Data analysis of study refers to suggestion from Raco and Tanod (2012: 120-123), quoting the steps undertaken by Giorgi (1999), as follows: Familiarization, Familiarization is reading the whole phrase meaning conveyed by subject to get general sense of information obtained. Researchers are expected to read the information obtained repeatedly to capture the overall new meaning from information obtained. Meaning units, Meaning unit mean to read again as a whole to be able to select or discriminate units of meaning from entrepreneurship perspective. Data transcription, last process is to read again meaning unit while checking whether the meaning of whole unit actually have relevance to entrepreneurship topic. Data Validity Test, Sugiyono (2005: 119) explains that in qualitative research, findings or data can invalid if there is no difference between the reported research with actually condition of object under study. To test the data validity, this study uses data triangulation technique. Researchers use multiple data sources namely interviews (history of subject under study), documentation (historical documents of subject under study), and observation (subject under study and its environment). This was done to test the research validity on entrepreneurial creation of subject under study.

IV. DISCUSSION

Research Results and Discussion, element to build entrepreneurial spirit in one family environment, most important is influenced by individual action who is always rational and use the information available around them systematically. Humans always have awareness on implications or impact of their behavior before do action. Formation of entrepreneurial spirit within family scope is not only caused by factors that supporting entrepreneurial behavior intention or a strong intention, but the need to concrete action to realize the intention. These intentions realization is influenced by characteristics of subject, psychology, and contextual. In addition to intention and persistence in learning and working, other elements to create entrepreneurship within family environment is availability of capital, amount of human resources, and low production. Within scope of a national scale, elements to create entrepreneurs become more broad and complex. It involve family members and employees in large numbers, partners, suppliers, distributors, government, corporate expansion, and distribution of shares. Barriers experienced by entrepreneurs become more complex, such as the unstable economic and political situation. Efforts are made to overcome the barriers at national-scale that more complex than at level of family business. Without attempt to leave the family business scope, effort to overcome obstacles at national level is improved by maintaining perseverance, originality, leadership, perseverance, task and result orientation, focus on products and customers. Such behavior makes the subject under study is able to explore their business global level. In a broader scope, global-scale entrepreneurs have the highest complexity.

In this case, company must have a foreign principal to establish a joint venture in equal, expand to some countries, able to manage work development centrally, but executing globally, as well as capable to design global products while considering regional differences. However, at 2000s period, the problem was even more inhibited the company's growth to expand at global level. During this period, subjects under study has a turning point that is called failure. Failure is more likely associated with company. First problem, about at 2003 father of subjects under study was died, it affects the conflict of interest between related systems of internal family share, divided stocks show rivalry between one of sister with subjects under study itself. Second, in 2004 when studied under study aged 53 years, after the company able to overcome market competition due to change of political regime in Indonesia in late 1990s, one of branch companies, namely PT. Bank Maspion, experienced a static phase and almost unproductive due to problems related to participation in political world. In addition, problem also affects the relationship between the subjects under study with Bank's customers. This failure is caused by attitude of subject under study to take risk (risk taker) related to decision to participate in outside areas of business, whereas previously the subject under study is a person who has the character to manage risk before making a decision. Subject under study will very alert and estimate all possible if dealing with something new. The character change lead to failure in world that has been occupied since young. Various other problems arise during the period of 2005-2013, within age 53-62 years, where company should in a stable productive period. But at that time, other barriers come, such as internal conflicts (due to problems land transactions, where the sale price is below the market price) that occurred between the subjects in study with his younger brother,

who is an Executive Managing Director in one of subsidiary of PT. Maspion Group, namely PT. Alumindo Light Metal Industry in 2011-2013. It creator instability in leadership system and distribution of company shares. In 2013, at age of 62 years, his younger brother decided to take off his shares and set up another business in real estate (residential). This makes the subject under study keep two positions concurrently at same time as the President Director and Executive Managing Director at PT. Alumindo Light Metal Industry that formerly led by his brother. Another obstacle in year 2012-2013 is higher raw materials of aluminum that affected by higher value currency, making the company that has big names as PT. Maspion Group began to be affected by situation and economic conditions. Efforts of subject under study is to maintain the relationships stability with family and employees. Subjects under study also change the character to become risk taker to participate in politics and prefer to focus on business expansion and to realize his ambition to have a workforce of 50,000. That behavior and attitudes are relatively more cautious and not arrogant. Related to expensive raw materials such as aluminum, subjects under study developed several strategies such as increasing exports and cooperation with foreign parties (processed: Results of interview, subject under study, July 12, 2013). If depicted in a model, accumulation process of entrepreneurial spirit development in family environment at global environment is: Figure the accumulation process of entrepreneurial spirit development in family environment at global environment. Based on figure above, it can be seen that development process of entrepreneurial spirit in family environment is supported by elements projection of TPB which includes individual characteristic, psychological and contextual, capital, amount of human resources and low production capacity. Development process of entrepreneurial spirit for national environment is indicated by distribution of shares, expansion of company, partners, employees, suppliers, distributors and government.

Entrepreneurial spirit development at global environment is indicated by presence of large capital, company expansion at international level, partners, employees, suppliers, distributors, government, great human resources, and foreign principals to establish a joint venture equally. Entrepreneurial spirit development at global environment is also has barriers as unstable economic and political situation and competition from other countries.

V. CLOSURE

Conclusions and Recommendations, Conclusions, Accumulation of entrepreneurial spirit development process in family environment to global create perfectionist behavior, self-confident, have the intelligence to select, has a future vision, and relationship capabilities. Recommendations, Based on study limitations, recommendations for further research is diversity of research subjects. Greater quantity is necessary to generalize conclusions about the entrepreneur development process at family environment, national, and global. Not only add quantity of research subjects, expansion of study site should be developed in order to provide more accurate conclusion.

REFERENCES

- [1] Ajzen, I. (2005). *Attitudes, Personality, and Behavior*. New York: Open University Press. Alma , a. Buchari. (2008). *Kewirausahaan untuk Mahasiswa dan Umum*. Bandung: Alfabeta. Aldrich, H., & Cliff, J. (2003). The pervasive effects of family on entrepreneurship:
- [2] toward a family embeddedness perspective. *Journal of Business Venturing*; Vol. 18, 573-596. Barringer, A.,S dan Duane R. Ireland. (2009). *Entrepreneurship: Successfully Launching New Ventures*. New Delhi: Pearson Education India.
- [3] Basu, A., & Virick, M. (2008). *Assessing Entrepreneurial Intentions Amongst Students: A Comparative Study*. San Jose State University, 79-86. Baum, R., & Locke, E. (2004). The Relationship of Entrepreneurial Traits, Skill, and Motivation to Subsequent Venture Growth. *Journal of Applied Psychology*, Vol. 89, No. 4, 587-598.
- [4] Bolton, Bill & Thompson, John. (2003). *The Entrepreneur in Focus Achieve your potential*. Thomson Learning Publication, London Bungin,
- [5] Burhan. (2008). *Metode Penelitian Kuantitatif*. Jakarta: Kencana. Carr, J., & Sequeira, J. (2007). Prior family business exposure as intergenerational influence and entrepreneurial intent: A Theory of Planned Behavior approach. *Journal of Business Research* Vol. 60, 1090-1098.
- [6] Daft, R., Murphy, J., & Willmott, H. (2010). *Organization Theory and Design*. UK: South-Western Cengage Learning. Daymon, Christine dan Immy Holloway. (2002). *Metode-Metode Riset Kualitatif: dalam Public Relations dan Marketing Communications*. Yogyakarta: Bentang Pustaka.
- [7] Dhohiri, T. R. (2007). *Sosiologi Suatu Kajian Kehidupan Masyarakat*. Jakarta: Yudhistira.
- [8] Fatchan. (2013). *10 Langkah Penelitian Kualitatif Pendekatan Konstruksi dan Fenomenologi Metode Penelitian Kualitatif*. Malang: Universitas Negeri Malang.
- [9] Fess, W. R. (2008). *Accounting*. Jakarta: Salemba Empat. Frinces, Z. Heflin. (2004). *Kewirausahaan dan Inovasi Bisnis*. Yogyakarta
- [10] Darussalam. Gea, A. A. (2005). *Relasi dengan Dunia (Alam, Iptek, dan Kerja)*. Jakarta: Gramedia.
- [11] Gerry, C., Marques, C. S., & Nogueira, F. (2008). Tracking student entrepreneurial potential: personal attributes and the propensity for business start-ups after graduation in a Portuguese university. *Problems and Perspectives in Management*; Vol.6; Issue 4, 45-53.
- [12] Gunarsa, S. (2004). *Psikologi Praktis: Anak, Remaja, dan Keluarga*. Jakarta: Gunung Mulia.
- [13] Harefa, Andriaas dan Eben Ezer Siadari. (2007). *The Ciputra Way: Praktik Terbaik Menjadi Entrepreneur Sejati*. Jakarta: Elex Media Komputindo.
- [14] Haris, A. (2005). *7 Pilar Perusahaan Unggul, Implementasi Kriteria Baldrige untuk Meningkatkan Kinerja Pusahaan*.

- [15] Jakarta: Gramedia Pustaka Utama.
- [16] Harmaizar. (2002). Menangkap Peluang Usaha. Jakarta: Dian Anugerah Prakasa.
- [17] Hendro dan Chandra W. Widhianto. (2006). Be a Smart and Good Entrepreneur. Bekasi: CLA.
- [18] Hisrich, R., & Peters, M. (2008). Entrepreneurship (Kewirausahaan). Jakarta: Salemba Empat.
- [19] Javadian, G., & Singh, R. (2012). Examining successful Iranian women entrepreneurs: an exploratory study. *Gender in Management: An International Journal*, Vol. 27, No. 3, 148-164.
- [20] Kautonen, T. (2011). Predicting entrepreneurial behaviour: a test of the theory of planned behaviour. *Applied Economics*, 1-28.
- [21] Judiseno, R. (2005). Pajak & Strategi Bisnis: Suatu Tinjauan tentang Kepastian Hukum dan Penerapan Akuntansi di Indonesia. Jakarta: Gramedia Pustaka Utama.
- [22] Leroy, Hannes., et. al. (2009). Gender Effects On A Entrepreneurial Intentions: A TPB Multi-Group analysis At Factor and Indicator Level. Dipresentasikan di The Academy Of Management Annual Meeting, USA: Chicago, Illinois.
- [23] Maryati, K., & Suryawati, J. (2006). Sosiologi. Jakarta
- [24] Esis. Mulyanto, D. (2006). Usaha Kecil dan Persoalannya di Indonesia. Bandung: Yayasan Akatiga.
- [25] Mudjiyanto, Bambang dan Kenda. (2010). Metode Fenomenologi Sebagai Salah Satu Metodologi Penelitian Kualitatif dalam Komunikologi. *Jurnal Penelitian dan Opini Publik*. Jakarta.
- [26] McFarland, C., & McConnell, K. (2011). Local Roles in Cultivating a Small Business and Entrepreneurial Culture. Washington DC.
- [27] NISHANTHA, B. (2009). Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motivation for Entrepreneurial Career: The Case. of Sri Lanka. Vol. 49; No.2, 71-82.
- [28] Nishimura, Jaime Serida dan Oswaldo Morales Tristan. (2011). Using The Theory of Planned Behavior To Predict Nascent Entrepreneurship. *Academia, Revista Latinoamericana de Administracion*, Volume 46 p.55-71.
- [29] Nurseto, T. (2004). Strategi Menumbuhkan Wirausaha Kecil Menengah Yang Tangguh. *Jurnal Ekonomi dan Pendidikan* Volume 1, Nomor 1, 96-105.
- [30] Pearce, J., & Robinson, R. (2007). Strategic Management-Formulation, Implementation, and Control, 10th Edition (Terjemahan). USA: Mc Graw Hill Company, Inc.
- [31] Prasetyo, A. H. (2010). Sukses Mengelola Keuangan Usaha Mikro Kecil Menengah. Jakarta: Elex Media Komputindo.
- [32] Priyanto, S. H. (2009). Mengembangkan Pendidikan Kewirausahaan di Masyarakat. *Andragogia - Jurnal PNFI / Volume 1 / No 1, 57-82.*
- [33] Purnomo, Ranto dan Lestari, Sri. (2010). Pengaruh Kepribadian, Self-Efficacy, Dan Locus Of Control Terhadap Persepsi Kinerja Usaha Skala Kecil Dan Menengah. *Jurnal Bisnis dan Ekonomi (JBE)*, September 2010, Vol. 17, No. 2, Hal. 144 – 160.
- [34] Raco, Jozef R. dan Tanod Revi Rafael H.M. (2012). Metode Fenomenologi Aplikasi Pada Entrepreneurship. Jakarta: Grasindo.
- [35] Ratnawati, S. (2011). Model Pemberdayaan Perempuan Miskin Perdesaan Melalui Pengembangan Kewirausahaan. *Jurnal Kewirausahaan*, Volume 5, Nomor 2, ISSN. 1978-4724, 1-10.
- [36] Sarosa, Pietra. (2005). *Becoming Young Entrepreneur*. Jakarta: Elex Media Komputindo. Sentana, A. (2008). Key Result Area, Pengayaan Potensi Kepemimpinan Bisnis Berbasis Kepuasan Pelanggan. Jakarta: Elex Media Komputindo.
- [37] Singh, S., Simpson, R., & Mordi, C. (2011). Motivation to become an entrepreneur: a study of Nigerian women's decisions. *African Journal of Economic and Management Studies*, Vol. 2, No. 2, 202-219.
- [38] Soegoto, Eddy Soeryanto. (2010) . *Entrepreneurship Menjadi Pebisnis Ulung*. Jakarta: Elex Media Komputindo.
- [39] Soetrisno, L. (2002). Paradigma Baru Pembangunan Pertanian, Sebuah Tinjauan Sosiologis. Yogyakarta: Kanisius.
- [40] Sugiyono . (2005). *Metode Penelitian Kuantitatif dan Kualitatif* . Bandung : Alfabeta .
- [41] Suharti, L., & Sirine, H. (2011). Faktor-Faktor yang Berpengaruh Terhadap Niat Kewirausahaan (Entrepreneurial Intention)(Studi Terhadap Mahasiswa Universitas Kristen Satya Wacana, Salatiga). *Jurnal Manajemen Dan Kewirausahaan*; VOL.13; NO. 2, 124-134.
- [42] Suharyadi, Nugroho, Arisetyanto, Purwanto S.K., Maman faturohman. (2007). *Kewirausahaan: Membangun Usaha Sukses Sejak Usia Muda*. Jakarta: Salemba Empat.
- [43] Suparyanto, Wachyu. (2006). *Haruskah Bekerja atau Berwirausaha?*. Bandung: Alfabeta.
- [44] Suryana. (2003). *Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Jakarta: Salemba Empat
- [45] Wibowo, S. (2007). *Petunjuk Mendirikan Perusahaan Kecil*. Depok: Penebar Swadaya.
- [46] Widoatmodjo, S. (2004). *Jurus Jitu Go Public, Bagaimana Meningkatkan Kekayaan Pemegang Saham dan Perusahaan Tanpa Kehilangan Kontrol*. Jakarta: Gramedia.
- [47] Winardi . (2003). *Entrepreneur dan Entrepreneurship*. Bogor: Kencana.