



# **A COMPARATIVE ANALYSIS OF THE IMPACT OF ENTREPRENEURS' EDUCATION ON THE IMPLEMENTATION OF BUSINESS STRATEGIES (Study of Sound and Lighting Vendor Business Actors in Malang City)**

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## **Abstract**

Entrepreneurship education has become very important for people pursuing a career in business. The daily activities experienced by an entrepreneur become a critical part of the entrepreneurship education process. The emergence of competition in entrepreneurship is unavoidable. For this reason, every entrepreneur is always required to innovate creatively to bring up a business strategy. This study uses a qualitative research approach with a descriptive type of research. This research takes 3 locations: Esa Production, Bypass Event Production, and Joyo Division in Malang. A business unit engaged in providing services and entertainment needs in Malang City. Key informants in this study include (1) ESA Production Business Owner: Ahmad Saiful Ulum (2) Bypass the proprietor of an event production business: Zamzam Damayanto, (3) Joyo Division Business Owner: Yusuf Abidin, while the supporting informants in this study are (1) Employee/ Crew Esa Production: Rima, (2) Employee/ Crew Bypass Event Production: Eris Efendi, (3) Employee/ Crew Joyo Division: Dani. The data collection procedure used in this study was an in-depth interview. The results of this study state that entrepreneurial education is needed for sound business actors from an early age whether entrepreneurship education through a formal, family environment or environmental experience because as a plan that will don in the world of the sound system and lighting business. Meanwhile, in surviving the event equipment business in the current pandemic era, it is necessary to increase innovation and creativity through several business strategies.

**Keywords:** Entrepreneurship Education, Business Strategy

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## **INTRODUCTION**

Education can help people improve their abilities. Education can be useful for improving the quality and well-being of individuals (Cho & Lee, 2018; Ellis et al., 2019; Sang & Lin, 2019; Wardana et al., 2020). In addition, education can also provide benefits in the social sphere because it could be someone opening up employment opportunities or helping someone with their knowledge or welfare (Hernández-Sánchez et al., 2019; Yang & Kim, 2020). A good education will create human resources that can compete competitively. A person's competence can develop through relevant education, ranging from family education to tiered formal education (Bazkiaei et al., 2020; Ghina, 2014; Gianiodis & Meek, 2020). When viewed from the path of education in Indonesia, it is divided into three, namely formal education, non-formal education, and informal education. Education is expected to be able to open one's insight and awareness in determining interests or career choices.

Entrepreneurship education has become very important for people pursuing a career in business (Machali et al., 2021; Prabhu, 2019; Wardana et al., 2020). Entrepreneurship education is a shared responsibility between family, community and government. Therefore, entrepreneurship education lasts a lifetime and is carried out within the family, school and community (Lynch et al., 2021). Entrepreneurship education follows the principle of lifelong education that takes place anytime and anywhere. Therefore, entrepreneurship education must begin when children develop in a family

environment (Casson, 2005; Winterstorm Värlander et al., 2020). Entrepreneurship education in the family is entrepreneurship learning directly or indirectly. Conclusion: there is a family cultural process in which family members' principles are owned (Alvord et al., 2004). The family becomes a place that provides an example for children, and an entrepreneurial family will raise children's interest in entrepreneurship. Parents tend to support and encourage their children's courage to stand alone.

The daily activities experienced by an entrepreneur become a critical part of the entrepreneurial learning process. Furthermore, (Agarwal et al., 2020; Bazkiaei et al., 2020; Ellis et al., 2019; Gianiodis & Meek, 2020; O'Connor, 2013; Souitaris et al., 2007) illustrate that the development of entrepreneurial abilities is influenced by motivation, individual values, abilities, learning, relationships. Interest in entrepreneurship grows and develops according to the influencing factors. People who become interested in entrepreneurship are affected by many different things, like how they act and what they see around them. A similar opinion was conveyed (Lynch et al., 2021) that two things encourage a person's interest in entrepreneurship, namely 1) Personal Attributes and 2) Personal Environment. Personality factors proposed by Bygrave and personal attributes by (Lynch et al., 2021) have been conveyed by (O'Connor, 2013; Souitaris et al., 2007) that individuals with Achievement motivation can become successful entrepreneurs compared to people who don't have it. The bigger this motive, the greater the potential for success. This factor is the first characteristic of entrepreneurial people: having a mental attitude that always wants to excel.

The emergence of competition in entrepreneurship is unavoidable. With competition, entrepreneurs are faced with various opportunities and threats both from outside and from within the business that will have a considerable influence on business survival (Hui Lim & Ban Teoh, 2021). For this reason, every entrepreneur is always required to understand and understand what is happening in the market and what consumers want, as well as various changes in the business environment so that they can compete with other business worlds and strive to minimize weaknesses maximize their strengths. Thus, entrepreneurs must choose and determine strategies that they can use to face competition (Kitsios & Kamariotou, 2021; Suoniemi et al., 2020; Teece, 2010). The definition of strategy according to the researchers (Bai et al., 2020; Bıçakcıoğlu et al., 2020; Ghemawat, 2002; Lestari et al., 2020) defines that "Strategy is an action that is incremental (always increasing) and continuously and done based on the point of view of what customers expect in the future ."From the above definition, the entrepreneur must have an entrepreneurial strategy with the pressure of competition being so tight, either directly or indirectly, greatly affecting the performance of business organizations in terms of technology, customer needs, and product cycles.

In entrepreneurship, it is important to balance knowledge and creativity and innovation. Universities are not only producing job seekers but also producing young entrepreneurs who are equipped with skills, knowledge, concepts, and strategies. The role of universities is expected to be able

to serve as a means to change the attitude or mindset towards the entrepreneurial interest of its graduates. (Agustia et al., 2020; Ghina, 2014; Pang et al., 2019)

From the explanation of the background of the problem above, the researcher is interested in studying further the impact of entrepreneurship education on the implementation of business strategy. How does the background of entrepreneurship education play a role in developing an entrepreneur's business strategy? This research will examine the business strategy of the entertainment vendor service entrepreneur, in this case, the event equipment (event equipment), that is, with the reasons and considerations that this business is so promising and has great opportunities in times like now where people's patterns and lifestyles are increasingly busy and individualistic, so they need help. An entertainment vendor to handle all needs to provide equipment for certain events, be it weddings, gatherings, concerts, birthdays and other events.

## **METHOD**

This study uses a qualitative research approach with descriptive research type to compare the impact of entrepreneurship education on the implementation of business strategies for business actors providing event equipment in the form of sound and lighting in Malang. This study took 3 locations: Esa Production, Bypass Event Production, and Joyo Division in Malang. A business unit engaged in providing services and entertainment needs in Malang City and providing entertainment needs including sound, lighting, generators, barite, rigging, handy talky (HT), and others.

Key informants in this study include (1) ESA Production Business Owner: Ahmad Saiful Ulum (2) Founder and CEO of Bypass Event Production: Zamzam Damayanto, (3) Joyo Division Business Owner: Yusuf Abidin, while the supporting informants in this study are (1) Employee/Crew Esa Production: Rima, (2) Employee/Crew Bypass Event Production: Eris Efendi, (3) Employee/Crew Joyo Division: Dani.

The data collection procedure used in this study was in-depth interviews. This study uses data analysis in the field Miles and Huberman model. Activities in this data analysis, namely data reduction, data, display, and conclusion data. The data or information that has been collected in this study will be tested for validity through method triangulation techniques and source triangulation techniques. Method triangulation is carried out if the information or data from the interview results needs to be tested from the observations. Source triangulation is done if certain information is asked to different respondents or between respondents and documentation.

## **RESULTS AND DISCUSSION**

### **RESULTS**

#### **Company Profile Esa Production**

Ahmad Saiful Ulum founded ESA Production in 2012. ESA production is a professional rental service for Audio Systems, Lighting Systems, LED multimedia, Riggingstage (stage), AC, Tents and Gensets, etc., based in Malang. ESA Production is experienced in both local and national events from various events such as product launching, weddings, company gatherings, music concerts, recitations,

etc. Esa Production is located at Taman Landungsari Indah Housing No. Q-8, Hamlet Bend., Landungsari, Kec. Dau, Malang, East Java, Indonesia. ESA Production has the vision to advance the event industry, invite young people to be productive and have a broad view of employment opportunities.

Prioritizing service and the quality of services provided makes Esa Productions have a fairly wide market reach covering the Java to Kalimantan area. ESA Production applies the principle of marketing, which is prioritizes through social media. In addition to being active on Instagram and Twitter, Esa Production has existed on Blogspot and google business media since its inception in 2012. This content has become one of the most effective and efficient marketing media. Information about Esa Production can access on Instagram @esa\_production, Facebook ESA Production Malang and ESA Production <http://www.esaproductio.net>. Information about the scope of business, addresses, and contacts can access on this page.

ESA production has several crews and staff, including Rima, Bagas, Budi, and Jep. Each is divided into the lighting division and effects division, the lighting division with team leader Rima and the effects division with Bagas. Each division will supervise one permanent crew and several freelance employees. Several freelance employees and administrative and marketing staff named Andi. In addition, one employee has a special task for communicating with clients and promoting social media.

### **Bypass the Event Production of the Company Profile**

Bypass Event Production is an audio system and lighting system rental service in Malang City. Bypass Event Production was founded in 1995 by Zamzam Damayanto and is located on Jl. Brigadier General. Katamso No.35 E, Kedung Malang, Kec. Klojen, Malang City, East Java. With a hobby background in music, the owner builds a business according to his passion with the vision of building music into an industry in Malang City. The owner focuses more on performing arts and building relationships and communities to develop the music industry and the Bypass Production market share.

The owner is the chairman of the Malang Sound Community. By prioritizing relationships, community and service. Until now, Bypass Event Production has reached the island of Java to Jakarta and Kalimantan. The goods and tools owned by Bypass Event Production include 20,000 watts of sound, 24 parled lighting and four moving beams. With this capacity, Bypass can carry out small to large-scale events. Bypass Event Production has 4 (four) crew members, including Eris, Pepeng, Angga and Danang. Eris is an operator specialist, Pepeng focuses on the lighting system, Angga facilitates the needs of cables and other equipment, and Danang is a specialist in the sound/audio system. Outside of these crews, several freelance crews are employed if the intensity of work is heavy or in the capacity of large events. Each crew has their job disk.

Zamzam Damayanto as the owner of Bypass Event Production, has a view of building a legal community to collaborate with the government to make training and certification for sound technicians

(in particular). With this hope, the music industry and vendors as supporters can run professionally. Bypass Event Production's social media accounts include Instagram (@sound lighting Malang), Facebook (Bypass Production), and Twitter (@BypassP). You will find information on what the company does and where it does it on this page.

### **Company Profile Joyo Division**

Joyo Division is a Professional Audio System and Lighting System rental service located at Jalan Joyo Pranoto 617, Malang, Malang City, East Java 65144. With a family background that has built a similar business. Yusuf Abidin, who is currently 42 years old, founded Joyo Division in 2017. The business, built with the support of a large family and hobbies since childhood, has provided Yusuf Abidin and his brothers with job opportunities. Joyo Division has goods and equipment, including 10,000 watts of sound, 12 parled lighting units, and four moving beams.

Joyo Division builds a good relationship with the client relationships that his family has built and supported by marketing through social media, including Instagram, Facebook, website, and WA business. Joyo Division has reached the market from East Java to Semarang, Papua, and Bali. Joyo Division has 6 (six) permanent crew members, all of whom are relatives of the owner. Each crew has expertise in lighting and sound/audio systems, directly by Yusuf Abidin for administration and marketing management. Information about Joyo Division can access on Instagram @joyo\_division and Facebook Joyo Division. There can be accessed information about the address and contact person who can contact.

## **DISCUSSION**

### **Entrepreneurship education**

Entrepreneurship education is described as a form of education that aims to raise individuals who can start new businesses, views entrepreneurship as a process of conceptualizing, organizing, and launching business opportunities into businesses that have the potential to experience high growth in a complex environment, either stable or unstable. Entrepreneurship education is a structured formal delivery of entrepreneurial competencies, which in turn refers to the concepts, skills and mental awareness used by individuals during the process of starting and developing growth-oriented business ventures (Cho & Lee, 2018; Machali et al., 2021; Sang & Lin, 2019; Wardana et al., 2020). Similarly, (Agarwal et al., 2020) states that entrepreneurship education is a deliberate and planned behavior that can increase economic efficiency, market innovation, create new jobs, and improve job quality. It becomes very important for people who are pursuing a career in the business field, as stated by several informants, the following:

Yes, it is fundamentally important, but theory and reality on the ground are different. Yes, it is applied as a reference, but it is different for the application of everything as a whole. **(W/I/001/PB1)**.

It is important, especially if it is usually included in the entrepreneurship course. Now focusing on the output of undergraduate students, when they finish college, they will be confused about where

to go. With business education, there will be a business outlook and provide opportunities. Especially now that job vacancies are difficult. **(W/I/001/PB1).**

Judging from the informants' statements above, it can state that entrepreneurship education is a shared responsibility between families, communities and the government. Therefore, entrepreneurship education lasts a lifetime, and the process is carried out in the family, school and community environment. This activity is also relevant to another key informant, who stated:

Business education, formally, is difficult. The background of business education varies, for those who depart from the age of 25-26 years and above usually get a business education after becoming a student. But sometimes they get business education from their parents or family what business. From there, you will view how life will be in the future so that the initiative and desire to do business will arise. **(W/I/001/PB2).**

Since high school, I have been no stranger to business. My environment supports doing business, and I like watching people trade in high school. Being able to sell and make money was already quite enough. **(W/I/001/PB3).**

Entrepreneurship education follows the principle of lifelong education that takes place anytime and anywhere. Therefore, entrepreneurship education must begin since children develop in a family environment. Entrepreneurship education in the family is entrepreneurship learning directly or indirectly, and there is a family cultural process in which there are principles shared by family members (Powell & Eddleston, 2013; Suddaby & Jaskiewicz, 2020). The family becomes a place that provides an example for children. An entrepreneurial family will raise children's interest in entrepreneurship. Parents tend to support and encourage their children's courage to stand alone.

I have a sound business, continuing from my father, starting in the 1980s, which incidentally I also like music and founded a music studio when I graduated from high school in 1995. After that, the studio was complete and expanded sound. Sound is developing. What else is there to expand? Up to lighting, that's how it is. **(W/I/001/PB1).**

Since I was a child, I have been a stranger because my family happened to have a grocery shop business. Then in high school, there are entrepreneurship lessons. I got to know the business from there because there are practices too. **(W/I/001/CB1).**

Certain entrepreneurial skills may be required in a sector to be catered for when developing a process content focus, apart from Entrepreneurship education through families, Entrepreneurship education through external environments such as organizational experience processes and work experience. As stated by the following informant

In 2012, I was originally on a committee for the equipment of an event. Then I saw a rental near the campus that was deserted, so I finally helped promote it through the website. From there, I learned this business and dared to make my name. **(W/I/001/PB2).**

At first, I just joined my brother to help over time, I wanted to start my own business, and that's a pretty long story, bro. My sister used to work on a sound system rental, the rental name was "Gibas," I joined the crew there, starting to graduate from junior high school in 1985-1990 then I had time to go with my parents to Kalimantan for two years then I came back and returned to my sister's rental again. One nephew of my brother, whose business name used to be the rental "USS," was there starting from 0 until he finished. Still, there was no match with his nephew finally I left and looked for another job but remained in the rental sector and then met the Zamzam boss, then tried to offer him because the goods at that time were vacuum because there was no big event, I ordered to bring the goods home then the deposit system in one month there was a clean deposit. There was bookkeeping. From there, it went on for two years. I participated in boss zam. He participated in this Joyo Division, which was later, there was one item that I bought from him, if the nominal was around 100, I finally opened it myself in 2017. (W/I/001/PB3).

Entrepreneurship education or training is a process of learning concepts and skills to recognize opportunities that others cannot see (Lynch et al., 2021; Yang & Kim, 2020). Furthermore (Gianiodis & Meek, 2020) also stated that entrepreneurship education is a conscious effort made by individuals to add insight into entrepreneurship. Entrepreneurship education is an important factor in growing and developing the desire, spirit and entrepreneurial behavior among the younger generation because education is a source of overall attitudes and intentions to become successful entrepreneurs in the future (Fatimah et al., 2020; Ghina, 2014; Lechuga Sancho et al., 2020)

From several statements of informants and their relevance to the theory and research results of experts, it can conclude that entrepreneurship education is a knowledge supporter for students to start doing their business, foster an interest in entrepreneurship, and plan what will be done in the business world.

### **Business strategy**

The strategy will affect organizational life in the long term, for at least five years (Agustia et al., 2020; Pang et al., 2019; Ukko et al., 2019). Business organizations need a sustainable competitive advantage to cope with change and to succeed, create, sustain and use competitive advantage through strategic management (Bai et al., 2020; Bıçakcıoğlu et al., 2020; Ghemawat, 2002; Lestari et al., 2020). The results of research from (Ukko et al., 2019) state that the strategy has a certain hierarchy, corporate strategy, describes the direction of growth and management of various business fields in an organization to achieve a balance of products and services produced, functional level strategy. Create a framework for functional management such as production and operations, finance, human resources, marketing, and research and innovation.

There is clear innovation. Suppose I innovate in goods and human resources. Right now, is the era of technology, so how can something be made easier and the results are great. Likewise, with HR,

in my opinion in business, the most important thing is the owner, then number two is the team. It won't be easy if the owner can't manage his team, bro. **(W/II/003/PB2)**.

The business unit strategy usually emphasizes efforts to increase the organization's competitiveness in an industry or an industry segment that the organization is involved in. The following is a statement from the informant regarding the management of human resource organizations in business:

Yes, you can say freelance, if we can't guarantee that we give a salary every month. So automatically, we can not bind (employees). Events are identical, so they are paid if there is an event. If there is no event, they may be accompanied by friends or other vendors who lack human resources. **(W/II/004/PB1)**.

Here there are several teams and leaders under me. There is a lighting division and an effects division, and each has a leader. There is also training, especially for new crews. The nature of the training is the internal, direct practice here and is included in the event. Later the team leader will accompany so that there are no mistakes in the field. **(W/II/004/PB1)**.

Strategy at the organizational level creates a framework for functional management such as production and operations, finance, human resources, marketing, and research and innovation.

Strategy is more through friends to friends and community. I have never penetrated the market because previously, I had a contract with Djarum, so it wasn't easy to penetrate a wider market share. **(W/II/003/PB1)**.

Because of the pandemic, there are still doubts about developing this business. The weather is still gray. The current development is more focused on the program of goods and tools, so we train all of our human resources when we have free time. This pandemic has been two years, and we haven't shopped for things, bro. **(W/II/003/PB1)**.

Oriented When the strategy has been implemented, it will know whether it failed or succeeded. In research (Lestari et al., 2020; Teece, 2010), managers searched for art-es and books published on this subject. The closest they would be able to find was a mission or vision statement and sustainable competitive advantage without providing operational management- a clear answer.

Based on the results of the survey and in-depth interviews with informant sources and the relationship with the theory of research results by experts, it can conclude that a strategy needs to be planned to achieve the target segmentation target in the long term. To maintain the event rental equipment business, business actors need a series of alternative strategies for doing business in a particular industry or market. It serves to focus its competitive efforts in any particular industry or market.

## **CONCLUSION**

Entrepreneurship education is needed for sound business actors from an early age, both through formal entrepreneurship education, family environment or environmental experience, because it

supports knowledge to start doing business, fosters interest in entrepreneurship, and can plan what will be done in the sound system business world. Meanwhile, in surviving the event equipment business in the current pandemic era, it is necessary to increase innovation and creativity through several business strategies. These need to be planned to achieve the target segmentation target in the long term. Maintain the event rental equipment business, business actors, focus their competitive efforts in each industry or market.

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