

Business Learning of Furniture Businessmen in Pasuruan

Mochamad Taufiq

*Postgraduate, Universitas Negeri Malang, Indonesia Departement of Economic Education, STKIP PGRI
Pasuruan East Java Indonesia*

Abstract: *Most of people assume that the success of businessman is proven through the large scale of the business, the increase of business funds, production result, the profit, cycle and the development, and the increase of the income of the company's members. Besides, business which can keep its existence and achieve its goals also categorized as success of the businessman. This research investigates Business Education to Furniture Businessmen in Pasuruan. This research uses qualitative research in which the research is the main instrument. The data in this research are the statements from key informant in depth interview or narrative interviewing. The subjects of this research are furniture businessmen in Pasuruan. In the data collection, the researcher uses voice recorder, and guidelines for interviews and field notes. The research finding shows these following things: (1) learning from family and business environment: is a dominant factor which influences business success because from the key informants grew up in family which works in the same business. Therefore, their attitude and characteristics were shaped by that factor. (2) education background: In the research finding, education background is the second factor. It shows that in the reality, the streetsmart person tends to be successful businessman rather than the booksmart person. (3) Experiences in Business Training: In the research finding, the furniture businessmen have never joined business training. (4) the next finding is learning reflection of furniture businessmen: (a) trick: A businessman must have responsibility, good service (consumers are the kings), hard work and never give up, promote, creative and innovative, have sales target, take a little profit, brave to take a risk, networking, good communication, and financial capital. (b) Theory: A businessman has to maintain product quality, have strategic place, emphasize the growth period, growing period, decline period, financial management, a lot of orders, and simplicity. (c) philosophical: pray a lot, give alms, running the business seriously, vertical approach, prosperity has been established by God, the image of company, and the supporting business environment.*

Keywords: *family and business environment, education and learning, Training.*

I. Introductions

The businessman's success doesn't show up without any factors. There are some factors influencing the success, the first factor is education and learning experience in family and business environment. The second factor is education and learning experience in formal education. The third factor is the businessman's actual experience which is influenced by training.

In any things, success is hard to achieve. To be successful, we need hard work, seriousness, diligence, and careful and accurate planning. A businessman or a company has to prepare a good business plan which is strategic to manage and control the business to be successful (Heflin, 2005)

People's opinion which states that only people from certain race can be successful is totally wrong. Whoever from any race can be successful entertainment,"one's success to be entrepreneur is influenced by experience factor (Suryana, 2006). If a child lives in the business environment of his/her parents and family continuously, he/she record that memory in his/her brain, which next builds patterns of thinking and how to behave. Pragmatically, business knowledge is obtained through introduction to family business intensively and transformed to thinking framework.

The first influence in shaping and developing child's personality and attitude is family. The next influence are friends, neighbours, environment, and the special factor from school (Baharuddin, 2007) Family education like personal experience helping parents business is very potential to make someone be a successful businessman (Alma, 2000). So many people assume that family, society, and government responsible for entrepreneurship education, therefore, everlasting education happens in family, school, and society (Guruvalah, 2003: 1)

How is the role of education in the process of shaping entrepreneurship process? This question is still controversial. Although a businessman learns from his/her environment, there is an opinion stating that a businessman have more streetsmart rather than booksmart. It means that a businessman tends to learn from experience rather than learn from book and formal education. It still needs to be proven. If that opinion is right, the efforts done to shape entrepreneurship through formal education is hard to succeed (Lupiyoadi. 2007:38-39).

Chruchill (1987) argued that opinion because in his opinion, education is very important to the business

success. Even he said that the the first failure of a businessman is caused by the businessman himself/herself who rely on experience rather than education. But, Chrucill didn't think little of experience for businessman, for him, the second cause of failure is if a businessman only has education without a field experience. Therefore, the unification of education and experience is the main factor of businessman's success.

Generally, training is a part of education, which describes a process in developing organization or society. Education with training is a connecting structure which cannot be separated in the human resource development system which includes planning, placing, and development of human resource. In the development process, human resources should be empowered maximally, therefore the humans' life necessities are fulfilled. According to Simamora (1995:287), "training is a set of activities designed to improve skill, knowledge, experience, or attitude change of an individual or a certain group in doing certain assignment". Business training is a process where one's environment is managed to make he/she participates in certain role and condition and gives response to certain situation (Gilkey, 1985 :195).

From the explanation above, we can conclude that a businessman who has potential success is a businessman who knows the function of education to support activities and wants to learn to increase the knowledge.

Environmental education is used by businessman as a medium to achieve the goals. Education is a comprehension of a problem seen from the scientific angle or theory as a thinking framework.

Pareno's research finding (2001) which title is "Factors Influencing Muslim Businessman's Success in East Java in the Perspective of Educational Value". The factors are the willingness to do, creativity, innovative, honesty, responsibility, trusteeship, discipline, though, hard work, grateful, and chase the result. The research finding shows that the dominant factor is chase the result.

This research is conducted in Pasuruan because Pasuruan is industrial center and included in top five industrial area in East Java after Surabaya, Gresik, Sidoarjo, Malang, and Mojokerto. The featured products in Pasuruan are furniture, woodcraft, cast metal, spare part or diesel engine components (BPS Pasuruan 2011).

This research is focused on the revelation of the business learning of furniture businessmen in Pasuruan. This research doesn't intend to solve the problem/failure of businessmen but to reconstruct the business learning of furniture businessmen in running their business.

II. Research Focuses

Based on the research context above, generally, this research is focused on how the business learning of businessmen in running the business is. To know the research focus above, these are the following problems:

1. How is the business learning of furniture businessmen seen from learning from family and business environment?
2. How is the business learning of furniture businessmen seen from educational background?
3. How is the business learning of furniture businessmen seen from training experiences?

III. Theoretical Framework

3.1 Businessman's success

Businessman's success usually is referred by the large scale of the business; it can be seen from the increase of production volume shows (Haryadi, 1998:78). Besides, businessmen which can keep their existence and achieve the goals of their business, meaning that they do not go bankrupt in their business are categorized as successful businessmen. (McClelland, 1967).

3.2 Family environment

The opinion which states that only people from certain race can be successful entrepreneurs is totally wrong. Whoever from any race can be successful entrepreneurs, "one's success to be entrepreneur also influenced by experience factor in family environment" (Suryana, 2006). If a person lives in the business environment of parents or family continuously since he/she was a child, it can be recorded in his/her memory and shape the thinking patterns and how to behave. Pragmatically, business knowledge is delivered through introduction to family business in depth and transformed to thinking framework.

3.3 Business Environment

Business environment has an important role for a businessman. The factor of personal value will bring colors to the business which is developed by a businessman. This value will differentiate an entrepreneur with others in business organization settings, relationship with the customers, supplier, and other related party.

Work experience factor can be a motivation for a person to be an entrepreneur; it is related with one's dissatisfaction experience when he/she was an employee who is often to be asked. From the dissatisfaction experience, he/she is motivated to build a business.

3.4 Business Education in Family and Society Environment

According to McClelland (1967), social factor such as, parent involvement, can determine the child's need of achievement, especially in entrepreneurship, family is the nearest social environment of a businessman.

A businessman's environment also comes from the education; more broadly is the entrepreneurial society of the businessman itself. The good pattern of entrepreneurship development requires environment to support each other and motivate potential entrepreneurial spirit of each person. Although a person has a strong determination and diligent, the success probability is very low if it's not supported by the surroundings. He also predicts that society with culture emphasizing on achievement will produce bigger business than the society who are not (Thomas & Mueller, 2000). Transfer of knowledge, moral and social values through education in family gives the biggest part of personality shaping (Conger, 1991). It is also supported by Wahyono (2001) who stated that parents' model and behavior, and communication intensity between parents and children in family has important role for children education in family.

3.5 Entrepreneurial Learning in School

Entrepreneurial learning is already defined as education intended to produce new goods and service which can produce higher economy value (Hensemark, 1998: 32). Furthermore, Hensemark insisted that the main goal of business program is to build skill, knowledge, and character shaping which are so important for entrepreneurial activity. Entrepreneurial learning will form businessmen by increasing the business knowledge and form psychological attribute such as, self confidence, self esteem, and self efficacy (Kourilsky & Walstad, 1999).

3.6 Business Trainings

Generally, training is a part of education showing a process in the organization or society development. Education by training is a set of activities which cannot be separated in development human resources process, included the process of planning, placing, and the developing human resources. In the development process, the human resources should be empowered maximally; therefore the life necessities are fulfilled. Moekijat (1993:3) also stated that "training is part of education related to the learning process to get and increase skill out of the prevailing education system, in the short time and with a method giving priority to practice rather than theory".

This statement is supported by Yoder (1962:368) who defined that training activity is an effort to teach in the narrow sense, especially by giving instruction, practicing, and being discipline.

IV. Research Method

This research uses qualitative approach. We need to explore qualitative research and give a detail view about the topic. According to Ezmir (2011), the large perspective or panorama shoot from far place will not present answers to the problem, or panorama shoot from near place cannot find the view.

Qualitative approach is natural, descriptive, inductive, and find the meaning of a phenomenon. The natural characteristic of qualitative research is defined that qualitative research has natural background as a direct data resources. The researcher goes directly to the businessmen's background in Pasuruan because the researcher concerned on the context.

Many businessmen's phenomena can be understood better if it observed in the setting. Descriptive characteristic refers to (1) data collection in form of words or picture (2) research findings report contains of quotation from the data as an illustration to support what have been presented.

In qualitative research, the researcher has to come in the field as full observer because the researcher is the main research instrument who has to come and collect data by himself/ herself. The researcher has to be careful when he/she goes to the field, especially when communicates with the key informants to build atmosphere supporting the success of data collection.

Related to that aspect, researcher covers these stages: (a) before going to the field, the researcher asks for the informants' permission formally first and prepare the equipments needed, such as: voice recorder, camera, many more; (b) introduce himself/herself formally or semi formally to the informants; (c) do the observation naturally.

Qualitative research requires researcher as a key instrument. It has psychological consequences for the researcher to enter the informants' background which has norms, values, rules and culture which have to be understood by the researcher. Interaction between the researcher and the research subjects has a probability to cause interest and conflict of interest which is not expected before. To avoid those unexpected probability, the researcher pays attention to the research ethics (Spradley, 1997).

In this research, the researcher was helped by guide informant in the initial meeting to introduce himself and the time and place of interview.

This research takes place in Pasuruan, East Java. The informants are furniture businessmen in

Pasuruan. The subject of this research is local and national furniture businessmen.

The proper data collection procedure will produce the expected data. This research uses two data collection techniques, which are: (1) in depth interview; and (2) study of document.

As the main data collection technique in qualitative research, in depth interview are used to collect data fundamentally and specifically. This interview technique is not standardized, which means that the interview guide used is not absolute. The not standardized interview in this research enables it to be done personally, so we can get deep information (Ekosusilo, 2003).

Generally, the process of data analysis begins with analyzing all data from various sources. The interview transcript, official document, personal document, photo, and data are read, learned and analyzed by using observation and interview written in the field note (Moleong, 2007). The next step is identification based on the background experience before business, pioneering effort, stabilization of survived and developed business. Then, the data is reduced by creating abstract consisting of main summary, process, and statements need to be maintained. The next step is arranging the data in units and categorizing them. Coding is done along with the data categorization. Then, the validity of data is examined and interpreted .

Data reduction is defined as data selection, concern in simplification process, abstraction, and transformation of raw data from the field notes. Reduced data consists of some categories. Categorization is grouping to category based on thought, intuition, opinion, or certain criteria (Moleong, 2007). In categorization process, units are included in the related and clear content. To avoid overlap and ambiguity, each category is examined.

Validation of research finding is very needed to obtain the credibility of research finding, which are: Additional observation time, Triangulation, Member check, Audit trail, and Expert opinion.

V. Finding

1.1 Business Learning of CV. Varia Indah Furniture

JL (H. Abdul Jalil) is the first pioneer of furniture business in Pasuruan. Since he was a child, he grew up in furniture businessmen environment. His parents are wood craft entrepreneurs in their era. As the second child of four children, JL was an independent child. When he was in elementary school, he had worked very hard, such as: selling soaps, medicine, needles, and, household needs by walking around Keraton Market. He gave his income to his parents.

The success of JL furniture is influenced by family business environment which gives a lot of inspiration in building his furniture business. Education obtained from his family in running the family business is a supporting knowledge in running the business. The business environment around him also gives a lot of motivation in business management.

5.1.1 Reflection of CV Varia Indah Furniture

JL'S **trick** in furniture business is not always successful. He had ever gone bankrupt in 1997-1998 because his business was given to his secretary. Then, he still trusts his employees but he monitors them continuously.

Theory hold by JL in running his business is maintained the product quality, even when he gets little demands. JL assumes that customers' satisfaction can be showed by their reaction of the product quality, which finally becomes decision whether customers keep being our customer or move to another production unit.

JL's **philosophy** which creates his success in furniture business is self confidence in running business. The first is prayer as the base to achieve the success because it creates closeness between human and God. The second is giving alms each goods delivery to other islands. Giving 10 percents to orphans give many benefits such as: our wealth will be increasing, and avoided from danger. All this time, all process running well and he has never been deceived by customers

5.2 Business Learning of CV Utama Karya Furniture

TY (H. Toyiyib) grew up in the family of woodcraft and furniture entrepreneurs. His success is the result of his hard work to help his parents in his childhood. He has so much experience and practice about woodcraft. His experience is his guideline to move to furniture business because TY masters woodcraft construction.

His success of furniture business is influenced by his experience when he helped his parents and his parents' support. Since he was a child, he had been working hard. Therefore, he knows a lot about furniture construction, a basic to master furniture, from elements of woodcraft to the finishing touch until it becomes furniture. TY also grew up in business society environment which gives a lot of motivation to build furniture business.

5.2.1 Reflection of CV Utama Karya Furniture

TY's **trick** in running furniture business is giving the maximum ability and never gives up because desperate people will not feel hard difficult time. It means that TY mobilizes all of his ability to product woodcraft and spreads his motivation to all employees.

Theory assumed by TY that brings success in his business is the strategic place, such as buy roadside land to make the transportation become easier and do direct promotion to customers.

TY's success **philosophy** is that if a person tries to be successful and has faith that his/her effort will be successful, therefore God will make him/her become successful. It means that God gives success and prosperity to one who works hard.

5.3 Business Learning of CV. Kerapyak Indah Furniture

MS (H. Mustofa) is an informant who does not have formal education because he helped his parents business since he was a child, so he could not have formal education. His lack of formal education doesn't make him give up in running his business. He always asks for suggestion of his friends and relatives who are businessmen. He accept and filter each their suggestions.

MS' success is influenced by his family and surrounding. MS grew up in businessmen family. Since he was a child, he had been responsible for his family business management, so he learned much from his family and his surroundings. He applies the lesson he got from his family and surrounding in his woodcraft business. It is shown by the product development and the financial condition.

5.3.1 Reflection of CV. Krapyak Indah Furniture

MS' success **trick** is different with the other key informants' success trick. MS who doesn't have formal education covers his weakness from his employees by giving them extra fee, so his employees will always do his instruction to maintain the quality. His business always has high demands because all this time, he just takes a little profit. It is aimed to keep his business running. If his business keeps running, all aspects in his business will not stop, such as: high demands, can make new model, and employees will not leave.

MS assumes that **theory** causing his business become successful is that the result of goods sales is always used to buy basic material to next step. MS has never saved his money in bank because he worries that his money will not rotate and the financial of his company is disturbed and vice versa. Therefore, since 1989, MS' company always gets a lot of customers and never dismissed the employees. One of qualifications has to be owned as a base to build a business is financial management skill.

MS' success **philosophy** is similar with other key informants' success philosophy. MS always closes himself to God whenever he runs his business. MS doesn't have high target in his business because he afraid that it can't be fulfilled. He believes that prosperity of every person is already established by God, so everything depends on God.

5.4 Business Learning of CV Vida Furniture

FR (H. Fatkhur Rosyid) is a young and successful businessman. He is 38 years old. Since 1985, when he was in elementary school, he had helped his parents' business in Situbondo, such as making a buffet handle.

When he was in junior high school, he could buy his parents' business needs. When he was in senior high school, he delivered goods to Pasuruan. FR grew up in family environment which most of them are furniture businessmen, therefore his childhood experience is an important factor to build a business.

The success of CV. Vida Furniture is the evidence of family support who have the same business and the formal education. FR had finished his bachelor study, so he is very grateful with anything he got in formal education because his business is related to many theories which he found in formal education. For instance, in senior high school, there is theory saying that "There are three periods which need to be observed, (1) introductory period, (2) growth period, (3) decline period" "when we have 100 customers, so the payment of 10 people/customers should be good" and other theories applied in his business.

5.4.1 Reflection of CV. Vida Furniture

FR's success **trick** in running his business are that we should have big heart, should not be afraid to be poor, and should have sales target, even if we have a small number of customers. FR knows the time when he will get a lot of customers and small number of customers in a year. He will get a lot of customers in Ramadhan.

He will get a small number of customers in Eid al-Adha, therefore, he prepares his business well. Sales target is very important for a businessman because success can't be achieved without it. A businessman is categorized as a successful businessman if he/she can achieve the targets. Target determines the expected final result because it leads to the success.

The **theory** used in his business is emphasis in three periods (1) introductory period, (2) growth period,

(3) decline period, it means that quality and model should be repaired. In introductory period, if we get 100 customers, and 10 people have good payments, so that his business will be good business in the future, and the nine others are as the business spare.

Philosophy which is believed by FR is that we have to keep close with God by doing Duha prayer and night prayer.

VI. Discussion

As the research finding that the success of businessmen is influenced by family business environment who give much inspiration in building the furniture business. Education obtained from family environment in managing family business is an education which motivates and supports in running the business. The finding above is supported by Shaver and Scott's theory that dimension of entrepreneurial behavior is not only influenced by individual role, but also by external environment, which is family and surrounding environment giving positive feedback (Becherer & Maurer, 1999). Entrepreneurial knowledge will be transformed in form of action, so if one's milieu is influenced by positive action, the result tends to be positive as well (Danuhadimedjo, 1998).

The furniture businessmen learn much from the experience in helping parents business and parents' support in running the business. This finding is supported by Thomas and Meller's Theory (2000), which states that entrepreneurship in Southeast Asia is dominated by family business. Then, Asian businessmen entrust themselves to family business. Family business is a business form involving some family members in ownership or business operation (Longenecker, et. Al., 2001).

Factor of family and the surrounding of business environment are business learning factor influencing the success of furniture businessmen in Pasuruan. Businessman who grew up in businessman environment has been given a lot of responsibility to manage family business, so they learn more on family and business environment. The finding above is supported by theory saying that whoever from any race can be successful entrepreneur, "one's success to be entrepreneur is also influenced by experience in family environment. If a child grew up in parents' or family's business environment, he/she will record that in his/her memory. It will build his/her thinking pattern and behavior. Pragmatically, if business knowledge is obtained through business introduction in family deeply and transformed to thinking framework, it will build the behavior and thinking framework as it transformed (Suryana, 2006).

Background education also has an important role in this research after family and business environment. It is proven by only one key informant saying that his business success is influenced by education. In accordance with Baharudin (2007), who says that a child personality formation and development is influenced the most by family, and the second influence is friends, neighbors, village/city environment, and the special factor is school.

Investigation to employees' performance is a part of responsibility realization, so the failure is not repeated again and again.

According to Zimmerer (2005), a businessman should have a responsibility to his/her business and don't give full trust to other people. While according to Suryana (2009), a businessman should have a willingness to learn from failure. A successful businessman is never afraid of failure. He/she will focus on success. A good businessman always gives a good service to customers and never discriminates them according to their physical appearance. According to Sukirno (2005), "customer is a king", it means that seller has to treat customers well and fulfill their demand. By this way, goods sales and profit are increased.

Hard work in running furniture business creates an incredible success. According to Lupiyoadi (2007), hard works as a businessman's characteristic shows that he/she is always involved in work situation, and never give up until his task is finished. A businessman gives a priority to work and do something real to achieve goals. His involvement in work situation is not only aimed to the success or failure of the final result, but he to be involved in the real work situation and gives his/her best ability. A businessman always has principles that everything he/she does is an optimal effort to get maximum value. It means that a businessman doesn't do anything randomly; achievement value makes his/her masterpiece different with other businessmen who don't have entrepreneurship.

Communication to assure customers, such as when customers ask about construction image, we have to answer and show it clearly. According to Machfoedz & Machfoed (2004), one's success in selling a product is determined by personal selling, which is an marketing promotion activity in form of face to face approach with potential customers to suggest customers to buy the product and show the product well. A successful businessman also has to have an ability to exchange their perspective and a good communication, or ability to understand other people. A businessman has to listen other people's opinion first, then responds it calmly and deliver his/her personal opinion interestingly and honestly to solve a problem intellectually.

Creative and up to date model is produced by reading catalogue about furniture, visiting an exhibition, looking for references from other furniture businessmen, or creating his/her own model. According to Zimmerer

(2005), in facing global economy and competition which is getting complex, creativity is not only important to create competitive advantage, but also important to the company continuity. It means that to face global challenge, we need creative and innovative human resources, human resources who have entrepreneurship, and human resources who can create credit point and advantages. That credit point is created by creativity and innovation, thinking and doing new thing, and follow the market model development, or creating new and different thing.

In business, financial management skill is a basic skill that needs to be owned. Financial management skill related to ability in investment decision making, ability in selecting funding sources and profit allocation decision making. According to Weston and Brigham (1993), financial management is related to the planning of procurement of funds and use of funds to maximize the company's value involving skill in: 1) Prediction and planning. Businessmen have to be able to interact with other parties in the company to predict the company's future and establish a common plan to decide the company's position in the future 2). Financial management, the other skill which has to be owned is financial management skill, ability to decide fund allocation and cash flow need to be achieved. These are factors which determine the growth rate of business.

VII. Closing

7.1 Conclusion

Several conclusions in this finding are as follows:

7.1.1 Learning in Family and Business Environment

According to the key informants, the main factors of businessman's success are business family environment, family education, and business society environment. It shows that the environment creates one's behavior and characteristics through interaction between a child and environment because he/she will be impressed and interested in the same business. Therefore, a child can develop his/her creativity and self identity.

7.1.2 Education and Learning Background

Education is an important factor in a business because a businessman has a potential to be successful if they recognize the use of education as a medium to achieve their goals and solve the problems from scientific angle or theory as the thinking framework.

The finding shows that education and learning factor is the second factor of the success of furniture businessmen in Pasuruan after the environment factor. It tells us that in the reality, the furniture businessmen in Pasuruan are successful because they have more street-smart than book-smart. It means that the furniture businessmen in Pasuruan tend to learn from experience rather than learn from books and formal education.

7.1.3 Business Training Experience

Furniture businessmen in Pasuruan have never joined business training; therefore, they only get business learning from formally and informally.

7.2 Suggestions

According to the findings, descriptions and research conclusion, these are suggestions including follow-up study:

Schools or collage should be serious in administering entrepreneurship course with theory and field practice, and committed to produce entrepreneur, not only teach business and play other people's money

Society environment is very influencing, therefore, apprenticeship is need to be developed when the research is held, such as: a village sends some teenagers to be apprentices. They will build new business in their village after finishing the apprenticeship.

Other researchers interested in this topic may develop the aspects related to the main factor of the businessman's success through empirical studies (qualitative or quantitative) because entrepreneurship is very important and needs to be observed and developed.

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