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## Need For Independence Overview on Motivation Entrepreneurship Success at a Young Age: A Phenomenological Study to Owner of “Dajan Perhiasan”

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### ABSTRACT

Becoming a successful entrepreneur at a young age is an achievement desired by many who pursue entrepreneurship. The need for independence is one of the main motivational factors driving individuals to become entrepreneurs, especially among those who achieve success at a young age. This study focuses on how the need for independence influences entrepreneurial motivation and shapes entrepreneurial characteristics in young individuals who have attained success. The findings highlight the importance of independence as a key element in entrepreneurial success at a young age. This research uses a qualitative method with a phenomenological approach, employing data analysis techniques by Miles, Huberman, and Saldana, which consist of three stages: data condensation, data presentation, and conclusion drawing. Data collection was carried out through in-depth interviews with the owner of Dajan Perhiasan. The study identified three categories related to the need for independence in entrepreneurial motivation: in the category of entrepreneurial drivers, the concepts of family and independence were identified; in the category of sustaining entrepreneurial motivation, the concepts of goal setting, need for achievement, self-confidence, drive, and resilience were found; and in the category of business ventures, the concepts included business background, risk-taking, business challenges, relationships, principles of running a business, and risk analysis.

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**Keywords :** entrepreneur, need for independence, e- entrepreneurship motivation, success, youth

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### INTRODUCTION

Become successful entrepreneur at the age of young is A desired achievement everyone who is involved in the field entrepreneurship. Choosing become businessman or what is called *entrepreneur* is one of the things done by children young man with the initials MF. He own A business jewellery imitation that takes advantage of digital *platform which* he named “Dajan Jewelry ”. Become a businessman is A solution to reduce amount unemployment in Indonesia. This is in line with data from BPS (Central Statistics Agency) in the month February year 2023, Open Unemployment Rate (TPT) in the month February 2023 experienced decline from year previously from 5.83% to 5.45% (BPS, 2023). Decrease amount unemployment in Indonesia is inseparable from Because influence development technology. Where is technology Enough play a role in reduce number unemployment in Indonesia. This is caused by Because individual can utilise technology as a medium for making field work itself. According to data from results The Central Statistics Agency (BPS) survey took place improvement perpetrator business through *e-commerce* in 2022 compared year previously with percentage of 34.10% as of December 2022. However, the figure the more small from the perpetrator business that sells in a way *offline* (BPS, 2022) . Because one of the reason at least percentage perpetrator business that utilizes *e-commerce* is Because ignorance method use of the media as well as lack of expertise in the field Based on that. urgency the researcher choose subject study is businessman young.

Interest in becoming businessman related close with condition economy parents'social. If parents own ability financial to provide business capital, then possibility big child they will more interested to start a business (Mohulaingo) et al ., 2023) . The study also showed that individual who gets support financial from parent they own more tendency high to start business compared to with those who do not accept support financial (Liu & Zhao, 2021; Patuelli et al ., 2020; Saeed et al ., 2014). This different with findings researchers in the field that is subject show opposite behavior himself say:

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*" indeed not type I 'm asking my parents That. If it 's a man your type not thank you malak. If mamalak even though you are lacking you Certain feel annoying"*

It means is subject No type a child who begs his parents. A boy you have a principle of not liking request to parents, if request to other people, even parents He feel uncomfortable. Subject own principle strong about independence, especially in matter financial. This belief reflects personal values that emphasize importance stand on one's own two feet and not depend on one's parents. This principle can originate from desire to build identity an independent and resilient self, as well as from the urge to show not quite enough responsibility and maturity. When you have to request assistance, especially from parents, subject feel great discomfort. This feeling may related with a sense of price self and honor, where request help considered as form weakness or inconsistent dependency with image desired self. Therefore that, subject more choose look for solution Alone or look for help from source others, although this could be more difficult, because matter the more in accordance with principles and values held firm

According to Shane et al (2003) one of them aspect from motivation entrepreneurship is *need for independence* that is the need to achieve A independence and is A desire individuals to be independent and make decision Alone.

*"Wow not suitable we are here Because basics please, no thank you times - times tabateh that's not it thank you"*

This is what it means that subject dislikes Work with other people because they don't like it If Work with existence limitations time. By becoming businessman subject free determine working hours alone and free determine his decision Alone. S study conducted Sulistiani (2023) concluded that independence own influence significant positive to interest entrepreneurship. Analysis show that individuals who have interest strong entrepreneurship tend own level high independence. They are not easy give up when business not enough in demand, still enthusiastic face challenges, and trying more hard when the target is not yet achieved. Based on phenomena and observations that have been researcher do and support with related theories, then researcher want to get information more deep regarding MF and want to understand more in about what contributed to the success of MF in undergoing "Dajan Jewelry " business at the age of his youth. So that this research researcher give title "Description of *Need for Independence* in Motivation" Entrepreneurship Successful *Entrepreneur* at Age Young : A Phenomenological Study To Owner of Dajan Jewelry".

## RESEARCH METHODS

This research uses type study qualitative. Research qualitative is method study scientific that focuses on understanding deep to a phenomenon in context social. This research emphasizes the process of interaction deep communication between researcher with the phenomenon being studied, with purpose to understand complex and contextual aspects from phenomenon the (Heradiansyah , 2019) . This study uses approach studies phenomenological. Approach phenomenology is approach philosophical focus on experience subjective man towards the world around it. This theory focuses on attention to emergence objects, events, or condition in perception humans, and How knowledge built through experience aware (Nasir et al ., 2023) . Subject in This research is determined use technique *purposive sampling*. According to The Greatest Showman (2014) say that *purposive sampling* is A technique election subject based on several consideration certain.Characteristics subject in This research is subject is a businessman young pioneer his efforts alone (not inheritance), have turnover more from 20 million rupiah/ month, and willing become subject study.

Data collection techniques used is with interviews and observations. This method of data collection relies on reports from individual That Alone or self-report, or at least on knowledge and beliefs personal (Sugiyono, 2013). Researcher do interview in a way deep with method semi-structured interviews, where researcher make guide in interview However in its implementation more free and not rigid. In this study, researchers do interview directly conducted in Padang Panjang, West Sumatra. Data collection method through observation used when study related with behavior human,

work process, phenomenon nature, and when amount the respondents observed were not too Lots (Sugiyono , 2013) .

Analysis of the data used is with use technique data analysis from Miles et al (2014) , there is three component main in data analysis namely, data condensation, data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data from notes field written, transcript interviews, documents and materials empirical others, with objective approach overall information contained in notes This process is carried out after researcher collect data from interviews and materials field others, where the transcript interview sorted to get focus desired research, data presentation, data presentation involves organizing, unifying, and presenting information that has been obtained from data condensation. This process helps in understand context study with do more analysis deep to data, and withdrawal conclusion, withdrawal conclusion conducted by researchers after the data collection and analysis process. This involves search understanding that does not have pattern, note regularity explanation, and flow because result. Stage Finally is conclude all the data that has been obtained by the researcher. The initial conclusions made Still nature while, and can changed if there is none strong evidence supporting it at this stage subsequent data collection. However, if conclusion beginning the supported by valid and consistent evidence moment researcher back to the field to collect additional data, then conclusion the can considered as credible conclusions. And techniques validity of the data used is with use technique triangulation source namely, utilizing a number of source information to verify or validate findings in data collection.

## RESULTS AND DISCUSSION

This section explain analysis research that includes description of subject data and results findings. Interview give description about *need for independence* on motivation entrepreneurship on the owner shop jewellery Imitation Dajan Jewelry. Findings study Then interpreted in discussion. In data analysis, the Miles, Huberman and Saldana model uses a process called with *conclusion drawing or verification*.

Subject is is a a man who is still very young namely 23 years old with the initials MF. MF has skin sapodilla ripe with Posture a body that is not thin but not fat that is with height 179 cm and weight 78 kg. When we first met with MF, himself seen quiet and not much interact However after a number of moment looks like MF is a very large figure story telling, friendly and likes joking.

MF is the 3rd child of 5 siblings, where he have 1 older sibling male, 1 older brother girls, and 2 younger siblings male. MF is a child from a father and mother who are one entrepreneurship. Since Still is in elementary school (SD) already start to try selling and liking matter His interest it's in the field trade started with help sell merchandise family that results used for additional pocket money. When still on the bench MF school also sells from market to market when holiday school and day big like Eid and New Year new. That's where MF started selling jewellery imitation. MF's achievements at the moment that's what worked He get is can buy vehicle personal in the form of a motorbike.

After MF graduated from high school the subject decided not to continue education on the bench college, MF took the risk of not going to college and more choose selling kebabs, corn and others. However, the business it didn't take long because his business That bankrupt effect from Covid-19 pandemic. MF decided to move to Batam and had to willing to sell the motorbike he owns buy from results his work own for the cost life wandering. MF tries worked at PT Epson, after Work during not enough more than 2 years, with various consideration and even though at first opposed by his parents finally MF dared myself for take decision *resign*. MF's reason for *resigning* is what makes MF more choose to start his efforts Alone.

After back to hometown MF starts return business that ever lived it Formerly that is selling jewellery imitation from one market to another. The business started with the capital that MF collected Alone from his salary during work in Batam without With the help of his parents, MF struggled to pioneer his efforts. When selling in the market conditions his efforts are not always good, economy unstable society impact on the results sale his efforts. That was when phenomenon

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sell buy *online* very much done by people. Seeing existence opportunity that's where MF tries to start business *online* which is currently called “ Dajan Jewelry ”.

Based on results from research that has been done found three categorization consisting of from a number of concept, the first category is source booster with the first concept found that The most prominent concept in this study is need will independence or what is called with *need for independence*, this independence gives they ability to create decision alone, arrange time, and create aligned opportunities with vision as well as values personal. Research show that independence often become factor motivation main for entrepreneur, because they want freedom in work and the opportunity to realize potential self (Shane, Locke, & Collins, 2003). According to Monks et al. (1994:279), independent individuals show explorative behavior, capable of make decision, believe themselves, and creative. In addition, they can also behave critical, not afraid try matter new, feel satisfaction in its activities, capable accept reality, and capable manipulate environment, interact with Friend peers, have clear objectives, and able to control self.

In the category source the next driver is family. In starting his efforts family be one of those who play a role encourage and grow soul entrepreneurship That. Family own role important in push individuals to become entrepreneurs. According to theory Darpujiyanto (2010), interest entrepreneurship will appear in self somebody if parents give positive support to interest those. Interactions and activities between member family play a role in to form this interest, well in a way direct or indirectly. Pattern parenting applied by parents subject refer to the pattern foster democratic, adoptive parents This pattern tends to communicate with rational, responsible way responsible, open, objective, assertive, warm, realistic, and flexible, they push child to believe self in take decision related activities and needs (Sunarty, 2016). In this case, the pattern educate parents subject take role in teach subject to simple and independent, so that subject indirectly taught How method get what is desired with results business self and subject Study from his parents ' experience to reach what is he want.

The second category is maintain encouragement entrepreneurship. Concept third is *Goal setting* or determination objective is motivation important in entrepreneurship. Study about theory determination destinations in Indonesia, as done by Sitanggang et al (2018), showed that implementation determination goals for students increase motivation them to achieve achievement. In this case the subject set various objective existence objective term long, and with there is a target that makes subject to maintain encouragement entrepreneurship.

Draft fourth is *need for achievement* or called with the need to obtain achievement is factor the main driving force someone to jump into the world of entrepreneurship. *Need for achievement* is encouragement or desire strong in self someone to finish task in accordance with standard the success that has been determined (Ermawati, 2017). Individual with high *need for achievement* believe in his abilities alone and confident that good result obtained Because efforts made (Ermawati, 2017). In this case it can be seen that subject own ambition for more from others, want have growing business, happy achieve the goals that will Keep going push subject to get more goals many more, and the subject is not easy satisfied with what has been himself achieve so that matter the encourage desire Keep going get achievement other.

Draft fifth *self efficacy* or belief self is motivation important in entrepreneurship, refers to the belief somebody to his ability to succeed. In perspective psychological, according to Luther(1995, p 115), independence or *independence* in essence started from there is a sense of confidence self - efficacy, namely How individual perceive ability they in face and resolve problems that arise. Individuals who have high level of self-efficacy usually more believe self in face risks and challenges in business.

Draft sixth *drive* or encouragement in context entrepreneurship, *drive* functioning as booster key to starting and managing effort, because He fulfil need deep foundation and motivation to achieve success and recognition personal. Research show that motivation to achieve objective personal and professional is booster main in start and manage business (Sari & Mulyani, 2017). To achieve high goals, we need Lots energy and resilience. If we Keep going try going to objective the in long time, this is called persistence or steadfastness which refers to an attitude that is not easy give up (Shane, et al., 2003). In this concept is subject looks not easy surrender is shown with never want to stop

selling and subject hold firm that If he stop so what is he try during this time will finished, and if he Keep going fight to continue Certain Still There is opportunity him to rise.

Draft seventh resilience in the world of entrepreneurship is ability a entrepreneurs to stay survive and advance although face diverse challenges and obstacles. Resilience play a role important in Motivate entrepreneurs to continue advance and manage business they with effective, although face various obstacles (Sutrisno & Fadhillah, 2020). Subject in This concept is capable of overcome problem with Already existence planning anything that is needed himself do to overcome situation said, besides That subject Already usually faced with the problem that makes subject own ability good resilience, and subject own ability good adaptation, when be in an uncomfortable situation unexpected subject capable adapt with situation and direct overcome it.

Category third is the business being carried out, in this category there are a number of the concept in it. The concept eighth is background behind business, in the background behind This effort explains background behind related subjects with How subject know about entrepreneur and trying to start his efforts. On this concept is not off from background behind the parents the subject which is a entrepreneurs too, as well the subject of the view opportunities for entrepreneurship so that the formation of "Dajan Jewelry".

Draft ninth take risk, according to Lutfiansyah (2010) is brave take risk is characteristics an independent person, an independent person never trembling face failure in his efforts. Because, fear in self somebody can limit freedom think, which in the end influence his attitude and behavior. On This concept is in his efforts subject Lots take risk indirectly matter the is form motivation subject, with let go something to get matter other like when subject decided not to go to college and chose to become a entrepreneur, and when subject decided to *resign* from his work at PT and existence the courage to take loans at the bank. Entrepreneurs who are ready face risk tend own more motivation tall Because they feel more challenged to achieve objective them and overcome various obstacles (Amelia & Pratama, 2021).

Draft tenth challenge business, in start and run business Lots challenges that must be faced by a Entrepreneur. Obstacles faced can push entrepreneurs to find creative and innovative solutions, as well as increase Spirit them to achieve goals (Yani & Alim, 2019). When entrepreneurs succeed overcome challenges, they feel greater satisfaction and motivation big to continue business they, because they see results from effort and perseverance they. The challenges faced subject in operate his efforts is when his parents did not agree moment subject intend to *resign* from his job at PT and decided to become a entrepreneur. However, the subject capable prove that himself capable.

Draft eleventh relationship, relationship is very necessary in operate A effort. In this relationship the subject own willing friend help with give support to subject like trying to make account business subject own amount viewer broadcast directly, many, besides Friend the intended relationship are the resellers. Relations or connection social own role important in Motivate someone to become an entrepreneur. Interaction with family, friends, mentors, and networks professional can influence level encouragement individuals to start and run business. Network strong social can increase motivation entrepreneur with give the support needed to start and manage business, and help they overcome various challenges faced (Halim & Wijayanti, 2020).

Draft twelfth principle operate business, in operate business principle principle operate business it is very important its existence. From the results findings subject someone who doesn't feel the greatest as well as a disciplined and upholding leader good cooperation, according to Lutfiansyah (2010) one of them the characteristics of an *independent* person are discipline namely consistent in operate commitment to work, especially when work the bring benefit positive, good for self Alone and also for society and environment around.

Draft thirteenth analysis risk, analysis risks undertaken by the subject is with do careful consideration in his efforts, many things to consider before open branch. Research show that active entrepreneur do analysis risk tend more motivated Because feel more Ready manage risk. Analysis good risk proven increase motivation entrepreneur with give clear guidelines and strategies to overcome challenges, so that they more focus and success in develop business they (Wahyudi & Nugroho, 2020; Sari & Gunawan, 2021).

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## CONCLUSION

This research was conducted with purpose to describe *need for independence* on motivation entrepreneurship successful *entrepreneur* at the age of young to the owner of “Dajan Jewelry”. Therefore that, researcher do data mining in-depth on a subject that has business in the field jewellery imitation day jewelry. This study uses method study qualitative with approach studies phenomenological and using technique data analysis according to Miles, Huberman and Saldana which consists of from 3 stages that is data condensation, data presentation, and withdrawal conclusion.

The results of this study found that source booster entrepreneurship covering a number of draft that is : family and *independence*. In addition to sources booster entrepreneurship there is also something called with maintain encouragement entrepreneur, researcher get a number of draft related matter the namely : *goal setting, need for achievement, confidence self, drive* and resilience. Lastly is the business being undertaken own a number of draft like : background behind effort, take risk, challenge business, relationship, principle operate business, and analysis risk.

Based on this research researcher conclude that *need for independence* is draft booster main entrepreneurship at the owner of Dajan Jewelry. *Need for independence* in This research is a form from source booster entrepreneurship, so that can maintain encouragement entrepreneurship, in operate the business being undertaken. However, not all concept found related direct to *need for independence*. In this study, the success achieved by the owner of Dajan Jewelry was due to existence *need for independence* that drives as well as maintain encouragement the in operate his efforts at his young age young.

Based on research that has been conducted, research submit some suggestions as following:

1. For people who don't go to college

Can provide view that success can not only be achieved with go to college. But it can also be achieved with utilise the opportunities that exist as good as Possible.

2. For entrepreneurs

Can provide overview for *entrepreneurs* especially those aged young about *need for independence* on motivation a successful *entrepreneur* success at age young. His hopes with results This research can help businessman young others to achieve success.

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