

Formation of entrepreneurial values through communication in entrepreneurial interactions in coastal areas

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ABSTRACT

This study examines how entrepreneurial values are fostered through interaction and communication between local and migrant entrepreneurs in coastal tourism areas. The study emphasizes the critical role of a shared understanding of these values, highlighting the need to promote local economic growth and develop a sustainable entrepreneurial ecosystem. Research objectives: This study aims to identify the factors that drive entrepreneurial values among local and migrant entrepreneurs in coastal tourism areas. Methods: A qualitative research approach was used, and data was collected through interviews and observations. The study focused on micro, small, and medium enterprises (MSMEs) operating in Pangandaran. The research shows that essential attributes of business success - such as grit, new ideas, and a willingness to stand on one's own two feet - come from life experiences and the give-and-take within the community and culture. Both local entrepreneurs and travelers can use social connections and circles as tools for growth and support. At the heart of this discovery? These sociable traits are passed down through different groups, while language skills are spread across many places. Together, they create resilient people skilled in business and entrepreneurship. This Recommendation focuses on increasing collaboration between entrepreneurs through mentoring programs, workshops, and networking events to encourage the exchange of knowledge and experience. These initiatives are expected to increase innovation, competitiveness, and business sustainability in coastal tourism, strengthening the entrepreneurial ecosystem.

Keywords: Entrepreneurial value; communication; interaction; entrepreneurship; tourism area

Pembentukan nilai-nilai kewirausahaan melalui komunikasi dalam interaksi kewirausahaan di wilayah pesisir

ABSTRAK

Penelitian ini menggali bagaimana nilai-nilai kewirausahaan ditanamkan melalui interaksi dan komunikasi antar pengusaha lokal dan migran di kawasan wisata pesisir. Laporan ini menekankan pentingnya peran saling pengertian atas nilai-nilai ini, menyoroti perlunya meningkatkan pertumbuhan ekonomi lokal dan menumbuhkan ekosistem kewirausahaan yang berkelanjutan. Penelitian ini berupaya mengungkap faktor-faktor yang menumbuhkan nilai kewirausahaan baik pada pemilik usaha lokal maupun migran di kawasan wisata pesisir. Pendekatan penelitian kualitatif digunakan, pengumpulan data melalui wawancara dan observasi. Fokusnya adalah pada Usaha Mikro, Kecil, dan Menengah (UMKM) yang beroperasi di Pangandaran. Penelitian menunjukkan bahwa sifat-sifat yang menjadi kunci kesuksesan bisnis—seperti ketabahan, ide-ide baru, dan kemauan untuk berdiri sendiri—tumbuh dari pembelajaran hidup dan sikap memberi dan menerima dalam masyarakat dan budaya. Baik para pebisnis lokal maupun wisatawan sama-sama mempunyai kemampuan untuk menggunakan ikatan dan lingkaran sosial sebagai alat untuk pertumbuhan dan dukungan. Inti dari penemuan ini? Ada dua hal: sifat giat ini diturunkan melalui berbagai kelompok, sementara keterampilan berbicara tersebar di banyak adegan. Bersama-sama, mereka membentuk orang-orang yang tangguh dan terampil dalam bidang perdagangan dan usaha rintisan. Rekomendasi tersebut berfokus pada peningkatan kolaborasi antar wirausaha melalui program pendampingan, lokakarya, dan acara networking yang bertujuan untuk mendorong pertukaran pengetahuan dan pengalaman. Inisiatif-inisiatif ini diharapkan dapat meningkatkan inovasi, daya saing, dan keberlanjutan usaha di kawasan wisata pesisir, sehingga memperkuat ekosistem kewirausahaan secara keseluruhan.

Kata-kata kunci: Nilai-nilai kewirausahaan; komunikasi; interaksi; kewirausahaan; kawasan wisata

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INTRODUCTION

Indonesia, as a nation rich in cultural diversity, features distinct characteristics from both the local community of Pangandaran and its newcomers. Despite their different geographical, ethnic, and cultural backgrounds, both groups possess the potential and play a crucial role in advancing the nation's economic wheel through their entrepreneurial ventures.

Understanding each group's entrepreneurial culture and values is essential in identifying challenges and opportunities and illustrating how the synergy between Pangandaran's local entrepreneurs and newcomers can be effectively established. Pangandaran Beach, located in West Java Province, Indonesia, is renowned as a captivating tourist destination.

Beyond its natural beauty, it harbors a complex socio-economic dynamic, particularly in the entrepreneurial context. The increasing tourist visits annually have spawned numerous business opportunities, encouraging diverse groups to engage in the entrepreneurial sphere, where locals and newcomers have become notably prominent.

In Pangandaran Regency in 2018, approximately 10,882 entrepreneurs were recorded from a total population of 400,000, creating an entrepreneurship ratio of about 2.5%. This figure appears lower compared to

the national entrepreneurship ratio. However, considering data from the BPUN assistance program, there were over 100,000 registered MSMEs, indicating potential that had not been fully tapped. Most of these were micro-enterprises on a very small scale, such as sellers of fried snacks, lotek, and meatballs. Jumping to 2022, the number of MSME operators in Pangandaran saw a significant increase to 93.92%, indicating strong local economic growth over the four years from 2018 to 2022. This increase depicts a positive economic dynamic and a likely enhancement in entrepreneurial empowerment in the area.

To provide deeper context on the rise of MSME operators in Pangandaran Regency from 2018 to 2022, detailed data shows the distribution of small entrepreneurs across various districts in Pangandaran in 2022. Table 1 highlights the number of entrepreneurs in each district, totaling 93,921 MSME operators.

This data, obtained from the Dinas Perdagangan Koperasi dan UMKM in 2022, illustrates significant local economic growth dynamics and highlights districts with high concentrations of entrepreneurial activity. Further details from each district offer insights into the geographical distribution of entrepreneurship in Pangandaran, providing a clearer picture of the micro-economic spread in the region.

Table 1 Data on Small Entrepreneurs in Pangandaran in 2022

No.	District	Number
1	Cigugur	3,861
2	Cijulang	5,847
3	Cimerak	10,956
4	Kalipucang	11,054
5	Langkaplancar	9,838
6	Mangunjaya	6,073
7	Padaherang	15,512
8	Pangandaran	14,551
9	Parigi	10,447
10	Sidamulih	5,782
Total		93,921

Source: Dinas Perdagangan Koperasi dan UMKM in 2022

Currently, the Pangandaran Government is developing MSMEs through providing information assistance, socialization, training, and counseling. These activities are conducted by members of Dinas Perdagangan Koperasi dan UMKM, community groups under the office's guidance, and supporting teams outside the office members. Socialization includes all information related to MSMEs, such as training, funding assistance, and policy information. Counseling is the form of support provided by external support teams or the office members themselves. Regarding funding assistance from the central or provincial government, the district government and related offices only provide socialization and support.

Currently, the theme of entrepreneurship is increasingly popular among academics, and this can be seen in various publications in scientific journals and international seminars.

One of them is research conducted by Curry et al. (2016) and Swanson & DeVereaux (2017) which shows the relationship between entrepreneurs both as individuals and as an entrepreneurial community with the cultural values they espouse when they interact and communicate between them. Their active role in the community can provide a new breath of fresh air to the development of entrepreneurship, especially when they share experiences, skills, and tricks when they experience obstacles in entrepreneurship. Other research conducted by Chand & Ghorbani (2011) and Woodside et al. (2016) compared entrepreneurial activities among different ethnic groups. The results show that the motivation, passion, and work ethic of entrepreneurs are influenced by their cultural and ethnic backgrounds; for example, individuals who are born into entrepreneurial families tend to have a positive view of the

entrepreneurial profession and a willingness to follow in their family's footsteps. In other words, the entrepreneurial culture obtained through internalization in the family affects a person's entrepreneurial journey. It provides a positive view and has entrepreneurial abilities and skills compared to those who are not.

Furthermore, research conducted by (Chakraborty et al., 2016) and Duman et al. (2015) shows how entrepreneurship's values, norms, and culture affect how a person interacts with other individuals in the same profession. The culture formed within their families not only positively influences individuals in their choice of entrepreneurship, motivation, and work ethic but also provides skills such as strategies and tactics in marketing and promotion. The previous research above can be used as a theoretical basis for further research on the interaction between local and migrant entrepreneurs in coastal areas.

Comparative analyses reveal similarities in research objects such as entrepreneurial culture, communities, and inter-ethnic comparisons. It is supported by Harini and Handayani (2019), who suggest that MSMEs facilitate government efforts in spreading business across economic sectors, potentially increasing employment opportunities, utilizing local materials, and fulfilling basic community needs affordably. MSMEs, driven by the pillars of utilizing

natural resources, cultural heritage, and human resources, can offer local employment, leverage environmental potential, and incorporate local socio-cultural conditions into their entrepreneurial activities, such as coastal communities exploiting tourism, cultural rituals, and selling souvenirs and beachwear.

Discussing entrepreneurship is particularly interesting as micro, small, and medium enterprises provide employment for the lower socio-economic classes (Vial & Hanoteau, 2015; Zahra et al., 2009). Research suggests that entrepreneurship can improve economic welfare, reduce social problems, and establish entrepreneurial communities (Dhahri & Omri, 2018; Parwez, 2017). Entrepreneurial communities, such as the Gabungan Kelompok Tani (GAPOKTAN), the Cirata Floating Net Cage group (KJA), and the Farmer Group (Poktan), form based on shared interests in areas such as agriculture and fishing, as well as micro and small enterprises (Subekti et al., 2019).

In the context of this study, "value" refers to the perceptions and beliefs held by entrepreneurs in Pangandaran, be it local entrepreneurs or those from outside the region, towards entrepreneurship. This understanding includes how entrepreneurs view their profession as a noble path, a life goal, or perhaps with a less appreciative view, such as seeing it as a last resort when other employment options are

unavailable.

Research conducted by Hafiar et al. (2019) shows that individuals' views on entrepreneurship are shaped by their social environment and family; they also get enlightened through information obtained through social media, mass media, and the entrepreneurial community to which they belong. It is in line with what was said by (Subekti et al., 2022), who argued that entrepreneurial values and culture are not static but continue to evolve along with the surrounding social, cultural, and economic changes. For example, the entrepreneurial profession was once considered second-class and not the first choice. Now, the profession is starting to be looked at by the community because they see that entrepreneurship has greater potential to improve their welfare economically.

From the research above, we can conclude that the cultural values of entrepreneurship are formed, maintained, and can change by being influenced by the individual's background, such as the family environment, social environment, and ecological environment. Therefore, changing people's views on the entrepreneurial profession is very important, especially in preparing small and medium enterprises (SMEs) in Pangandaran. Migrants often exhibit a strong entrepreneurial mindset, managing their businesses with foresight and creativity, while local entrepreneurial owners tend to see

the short-term as commercial and their hobby.

This difference is the homework for all of us, where local entrepreneurs are often outmatched in areas such as contemporary business knowledge, marketing strategies, and interpersonal skills, especially communication skills with customers. Improving an entrepreneurial mindset is not an easy task (Doepke & Zilibotti, 2014). The relevant agencies have attempted to provide the necessary training and insights to open the horizons of MSMEs on the importance of having strong ideals as motivation to move forward. Effective communication, where all parties can gain a lucid comprehension of the message, proves integral to the educational process moving forward. A good communication strategy is needed to ensure that the information delivered provides tangible benefits to the entrepreneurs.

Entrepreneurs from Pangandaran hold deep-rooted and traditional local cultural values, showcasing the area's heritage and wisdom. In contrast, immigrant entrepreneurs introduce diverse perspectives and values rooted in their unique backgrounds. These values shape their business approach, customer interactions, and responses to competition (Cochran, 1964).

Social sanctions exist in Pangandaran against local and newcomer entrepreneurs who ignore existing local norms or traditions. Socialization and interaction between

entrepreneurs and customers are largely shaped by interpersonal communication, so if a merchant is unfriendly, does not have adequate communication skills, and does not want to mingle with them, the community will tend to move to another merchant.

Conversely, people will give positive support to entrepreneurs willing to mingle, socialise and communicate with them. The expectation that the community has of entrepreneurs, both Pangandaran locals and migrants, in playing an important role in their business operations is to follow values and norms especially in the process of interaction between entrepreneurs and customers. Entrepreneurs who operate according to these expectations usually gain more support and trust from the community, for example, by becoming repeat customers and helping to promote to their friends, family, and friends of friends (word of mouth).

In Pangandaran, understanding cultural values and norms and their role as entrepreneurs who can fulfill society's expectations is crucial for entrepreneurial success. Both local and migrant entrepreneurs in Pangandaran should consider this, especially in their business practices and planning. It is to ensure that their business plans do not collide with the community's cultural values and norms to avoid conflict between the entrepreneur and their customers.

Pangandaran, one of the tourist destinations in West Java, Indonesia, has experienced significant changes in its business and economic environment. It can be seen from the government's adherence to entrepreneurs by grouping them according to the type of business they do, which, of course, can make it easier for travelers to enjoy the offerings of these business actors. The positive changes in the context of entrepreneurship in Pangandaran have attracted new entrepreneurs to join the entrepreneurial market, which raises interesting questions about how the exchange and inheritance of entrepreneurial values and insights occur for both local and new entrepreneurs.

The exchange of values and insights within a business community is often a key determinant of business sustainability and success, as these intangible assets can be valuable in their circles and influence the decision-making process in the context of entrepreneurship.

The entrepreneurial community in Pangandaran is very diverse. People come from different backgrounds and bring unique cultural values influenced by their family, social environment, community traditions, or educational experiences. For example, those who grow up in families with a history of business ownership often naturally adopt the entrepreneurial mindset and values passed down by their ancestors, preparing them to follow

in those footsteps. In other words, children of entrepreneurs tend to become entrepreneurs as well (Randerson et al., 2016).

Moreover, the role of friendships and social networks cannot be understated; many people draw inspiration and motivation from the successful entrepreneurs within their networks, aspiring to carve out their paths in the entrepreneurial world. It is crucial within the context of this study to acknowledge that the entrepreneurial networks established in Pangandaran have a notable impact on how members view entrepreneurship and how the broader community perceives the concept through the attitudes these groups cultivate. Various entrepreneurial community groups have formed, each focusing on a specific sector such as services, souvenirs, and culinary. These communities function not solely as a repository for knowledge concerning entrepreneurship and commercial prospects for the community but also serve as collaborative accomplices for government organizations seeking to spread intelligence regarding policies, permits, and funding accessible to small and medium-sized enterprises. They serve as an important bridge between the government and the community in advancing the entrepreneurial ecosystem in Pangandaran, underscoring the importance of inter-group synergy for inclusive and sustainable entrepreneurial value development.

Reducing the gap between local and immigrant entrepreneurs in Pangandaran, especially regarding mindset and business readiness, is expected to encourage more established economic growth in Pangandaran. Various ways can be done, for example, by providing education and opportunities for continuous learning in various fields, such as marketing skills, digital strategies, and communication skills, to those who are just starting a business as well as those who are already established, to give them the means to compete and thrive in this modern era.

This research offers a new perspective on understanding how values and understandings of entrepreneurship are formed, focusing on the interactions between local and migrant entrepreneurs in coastal areas. It examines the social and economic dynamics resulting from the cultural encounter between these two distinct groups. This approach can add new knowledge to the literature on entrepreneurship and communication, which tends to focus on interactions between cultural groups in the specific context of coastal areas. This research explores the factors involved in forming entrepreneurial values through communication and interaction between local and migrant entrepreneurs in coastal tourism areas.

This research is important because it provides insight into how the cultural mix

between local and migrant entrepreneurs can be utilized as an economic driving force, especially in tourist areas with great business development potential. Through insight into the interplay between these factors, interested parties can devise policies and initiatives better suited to foster entrepreneurial spirit and open job opportunities and, in so doing, enhance community well-being while preserving cultural character and local economic self-sufficiency.

RESEARCH METHOD

In this study, a method grounded in qualitative analysis was chosen. As described by Bogdan and Taylor, such a method yields rich detail through words spoken or penned down by folks and their visible actions (Moleong, 2018). This approach is directed at the holistic setting of the individual (whole). In this instance, isolating individuals or groups as isolated variables or hypotheses would be reductive; instead, seeing them as integral parts of a greater whole situated within a broader context is imperative.

The researcher views this research as interactive and minimizes subjectivity. The research's goal is to explore the factors that play a role in the formation of entrepreneurial values through communication and interaction between local and migrant entrepreneurs in the tourist beach area.

This research focuses on exploring entrepreneurial culture and building business communication networks among entrepreneurs from Pangandaran and those from outside the region in the Pangandaran tourist beach environment. Field research demands precision in collecting and analyzing data and the reality in the field.

The qualitative research method was chosen based on the uniqueness of the theme that compares the entrepreneurial culture between migrant and local entrepreneurs in Pangandaran and considers the differences in business success between the two groups, noting that local entrepreneurs have certain advantages in obtaining business licenses in the Pangandaran tourist beach area. This approach allows us to delve deeper into the dynamics of entrepreneurial value formation, understand the challenges and opportunities faced by local and migrant entrepreneurs, and explore how the two groups interact and contribute to the entrepreneurial ecosystem in Pangandaran's tourist beach area.

The selection of data sources was carried out through a "*purpose sampling*" technique. According to Creswell's perspective, it is vital that one chooses informants for the phenomenon being examined who are particularly qualified due to experiences directly pertinent to the topic, an approach this technique draws upon

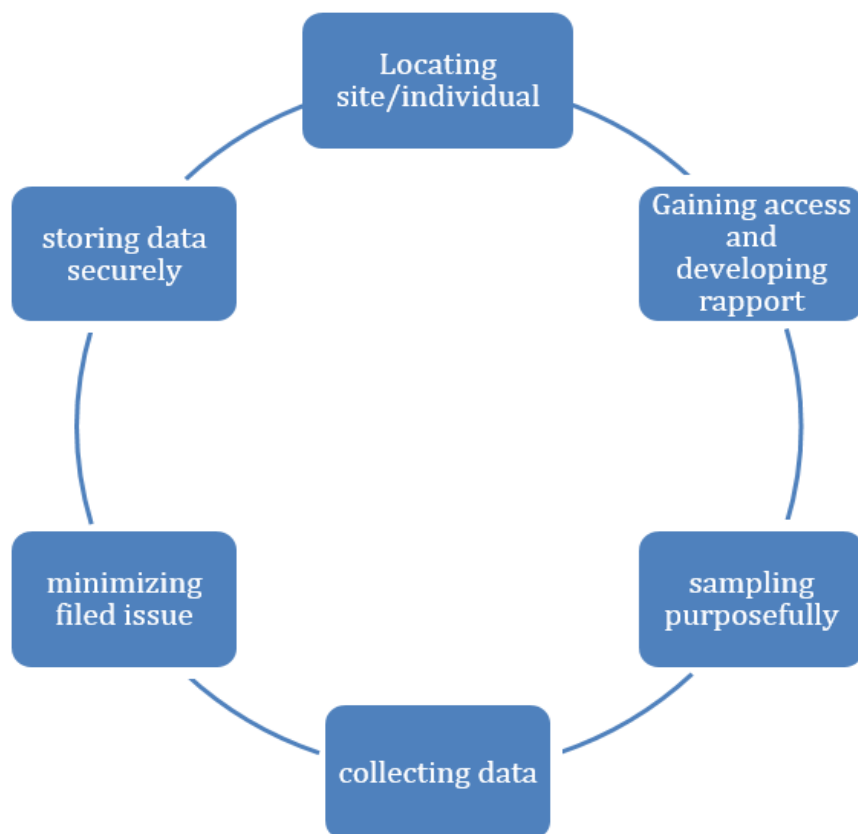
(Creswell & Poth, 2018). The informants selected should be individuals who have “experienced the phenomenon” under study, indicating the need to select informants who not only have direct experience but also the ability to express their views on the research subject in depth.

For this study, we chose subjects with traits that match our study goals. We included: 1) Local small entrepreneurs from Pangandaran who work in the area; 2) Those who moved to Pangandaran and now run their small firms there; 3) Both native and newcomer entrepreneurs part of Pangandaran’s business circle; 4) The District Dinas Perdagangan dan Koperasi UMKM of Pangandaran—a booster

for the area’s biz network; 5) The District Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Pangandaran—key in giving out licenses and easing the path for business.

The selection of research subjects using the above criteria allows researchers to access a variety of perspectives and rich experiences from diverse stakeholders directly involved in the entrepreneurial ecosystem in the Pangandaran tourist beach area. It is expected to facilitate the collection of comprehensive and in-depth data on the process of entrepreneurial value formation in the context of interactions between local and migrant entrepreneurs.

The data collection technique adapted from Creswell’s *data collection* listed in Figure 1.



Source: (Creswell & Creswell, 2018)

Image 1 Data Collection Circle

Figure 1 offers a clear map for efficient data gathering. Aim your sights at one group—Pangandaran's traders, for instance. Build rapport; get the green light to talk research. Choose folks with the know-how for more profound truths. Use talks, watchful eyes, or surveys to grab facts. Tackle problems promptly when they crop up. Guard secrets from your info haul with utmost care and alertness.

Through source triangulation, the researchers in this study evaluated the information's soundness and consistency to confirm its credibility. Researchers recheck the results of data interpretation and reduction to the sources who have been interviewed to determine whether the data that has been processed by the author can be accepted by the sources or not; if the data analyzed can be accepted, then the author considers the data valid. *Member check*. Member check is the process of checking the data obtained by the researcher and sending it to the data giver. The purpose of a member check is to find out how far the data obtained is based on what is given by the data giver (Bajari, 2015). In this study, the data found by researchers has been agreed upon by the data givers so that the data can be said to be valid, credible, or reliable.

RESULTS AND DISCUSSION

Understanding entrepreneurship is often subjective and diverse, depending on individual

backgrounds, experiences, and perspectives. To get a more concrete and in-depth picture of this understanding, especially among Micro, Small, and Medium Enterprises (MSMEs).

The interviews revealed that the understanding of entrepreneurial values is very subjective and diverse, but some core values are generally recognized by all informants. These values include perseverance, innovation, independence, and the ability to face risks.

Each of the local and migrant entrepreneurs considers these values very important, especially regarding uncertainty in the world of entrepreneurship. The difference between entrepreneurs is the uncertainty of income because although entrepreneurs can do analyses to predict future opportunities, some things can happen unexpectedly, such as natural disasters, the COVID-19 pandemic last year, and other factors that are beyond individual control. This research was conducted to identify the values and culture of entrepreneurship that can be recognized as the basic foundation as the initial starter of individual businesses, see how the factors that influence individual views of entrepreneurship, then the role of family and social environment and their education.

Both local and migrant entrepreneurs know the basic values of entrepreneurship, such as perseverance, passion for work, innovation, openness, courage to take risks, and utilizing

challenges and obstacles as opportunities. According to them, the value of entrepreneurship is not a value that must be had but a value that must have been owned to be applied in life.

For example, local and migrant entrepreneurs use their understanding of entrepreneurial values as a navigation and compass to determine the direction and purpose of their business. For example, one of the entrepreneurial values is seeing opportunities; when the COVID-19 pandemic occurred, most of the MSME entrepreneurs were eroded and unable to operate due to social restrictions, so they could not sell and produce. It can be seen as an opportunity to utilize social media as their promotional and marketing funnel to sell merchandise. Then, for craftspeople, this moment is the best moment to stockpile/collect craft goods because the prices are relatively very cheap compared to normal prices; they think that the pandemic will end, and after the pandemic ends, they have a lot of stock to sell at normal prices.

There are differences in business practices between local and migrant entrepreneurs in Pangandaran, which are influenced by their entrepreneurial cultural values. On the one hand, local entrepreneurs are entrepreneurial with the motive of seeking profit, which is just a hobby, and some are even forced to do so because they cannot get their dream job. So,

because their motivation for entrepreneurship is different, it is evident from the differences in their business strategies and tactics with immigrant entrepreneurs. On the other hand, immigrant entrepreneurs who are mostly from entrepreneurial families can integrate their entrepreneurial values into business practices to adapt and innovate to keep up with the times. For example, immigrant entrepreneurs are familiar with internet technology and social media, so digital marketing is not a strange thing for them (Kraus et al., 2023). Then, they have a mature plan for the future, what they want to be, and what they want to be like. Do market research first, which will ultimately provide better results.

Despite the differences in values and understanding of entrepreneurial culture and values, entrepreneurs in Pangandaran have proven themselves to be positive agents of change in driving social and economic development in the area. It is not only limited to achieving financial gains for themselves but also includes a broader impact on the surrounding community.

One tangible contribution of these entrepreneurs is job creation. With the establishment of various new businesses, be it in the tourism, culinary, handicraft, tour guide, or other services sectors; employment opportunities have become more numerous,

thus helping to reduce the unemployment rate in Pangandaran.

Furthermore, entrepreneurs in Pangandaran play a role in introducing local products to tourists. By marketing unique local products, they not only open up new market opportunities for those products but also help preserve and promote local culture, such as *hajat laut*, various foods with basic ingredients, typical Pangandaran clothing, Etc. It is economically beneficial and has important social and cultural value, helping maintain regional identity amidst globalization.

As such, entrepreneurs in Pangandaran are key players in the local economy and carriers of social change. Through innovation, job creation, and promotion of local culture, they have proven that entrepreneurship can be an effective tool for sustainable socio-economic development.

Another difference between local and immigrant entrepreneurs is that immigrants emphasize the value of careful risk-taking analysis, which starts with market research in order to determine the next steps, such as the right marketing tactics and strategies, what the market needs, how to reach the market and how to distribute the product so that it arrives precisely and quickly. This approach, in line with what was said by Malik et al. (2023), emphasizes independence and professionalism,

ensuring that they have operational standards while adapting and innovating with their new environment.

One of the effective strategies applied by entrepreneurs, especially those who are just starting a business in an area such as Pangandaran, is to build strong communication and relationship bridges with their target market and fellow professionals. They do this by actively participating in various entrepreneurial communities in the area. For example, some joined the Pangandaran clothing merchants' community; others became part of the tour guide community, tourism activists, and the salted fish merchants' community. Membership in these communities is not only a way to exchange information and experiences but also a way to support each other in developing their respective businesses.

It could be job creation, support for local initiatives, or environmental and cultural preservation contributions. These contributions build an emotional connection with the community, where business success and community well-being are intertwined.

Through the incorporation of all these elements-cultural adaptations, strong work ethic, community contribution, honesty, and trustworthiness, as well as flexibility and open-mindedness-entrepreneurs in Pangandaran prove that business success is measured by

financial gain and by the positive impact they create for the community and the environment.

To understand the value of entrepreneurship from various perspectives, we must explore the experiences of various SMEs in Pangandaran. As stated by (Fernández-Salineró & de la Riva, 2014). An entrepreneurial culture that combines various values will encourage and make a person to start entrepreneurship and influence their business planning strategy. Therefore, each entrepreneur has their entrepreneurial characteristics. However, this entrepreneurial culture does not apply to every person, every ethnicity is different because it is also influenced by the social context in which they are located and of course influenced by their natural and geographical conditions (Swanson & DeVereaux, 2017).

By laying out two comparative tables spotlighting these entrepreneurs' fundamental values and perspectives, we strive to delve deeper into how their convictions and understandings mold their business practices. These tables provide a detailed comparison and synthesis of the viewpoints between local Pangandaran entrepreneurs and migrants, illustrating how their cultural backgrounds and experiences influence their entrepreneurial outlooks.

Understanding the differences in approach between local Pangandaran entrepreneurs and migrants regarding entrepreneurial values can

provide insights into business dynamics across different cultural contexts. Table 2 compares the two groups' understanding of entrepreneurial values. Look further to gain insights from the differences and similarities in Table 2.

After examining and comparing the understanding of local Pangandaran entrepreneurs and migrants, we find that while there are many striking differences, there are also points of similarity that illustrate the universal essence of entrepreneurship. These similarities show that behind the diversity of cultures and backgrounds, there are basic principles shared by all entrepreneurs, which motivate and move them towards achieving business success.

Table 3 offers a window into the collective mindset of two distinct groups, providing insight into how the essence of entrepreneurship transcends cultural and historical barriers. The notion that entrepreneurship is limitless becomes evident as we explore its contents. In it, diverse perspectives converge, demonstrating that innovative ideas can flourish irrespective of our backgrounds or experiences.

This comparison uncovers that, although Pangandaran locals and those who have made their way here might have different perspectives on certain aspects of running their own business, there is a shared core in their entrepreneurial journey. This mix of perspectives enriches our understanding of how cultural backgrounds and

Table 2 Differences in Pangandaran local and migrant entrepreneurs' understanding of entrepreneurial values

Entrepreneurial value	Pangandaran local entrepreneurs	Entrepreneurial entrants
Focus on family	More emphasis on family values as a motivation for entrepreneurship, with family (especially in-laws) as an important pillar.	It does not explicitly highlight family values as a motivation for entrepreneurship.
Contribution to society	Not specifically emphasized.	See self-employment as a means to contribute to society through job creation or useful products.
Integrity and trust	It does not mention this explicitly.	Integrity and trust-building are very important, especially in a new environment.
Evolution of entrepreneurial outlook	Do not emphasize this.	Pay attention to the evolution of perceptions of entrepreneurship, particularly in the context of changing the views of younger generations.
Relationship building	It does not specifically highlight this aspect.	Developing strong interpersonal connections is paramount for success in an entrepreneurial environment, as positive relationships form the foundation for meaningful collaboration and opportunities.
Rigor and risk calculation	More emphasis on risk-taking	Emphasize the importance of rigor in minimizing risk.

Source: Research Analysis, 2023

Table 3 Similarities between Pangandaran local and migrant entrepreneurs' understanding of entrepreneurial values

Entrepreneurial value	Equation
Independence	Both local Pangandarans and migrants emphasize the importance of self-reliance in entrepreneurship. However, migrants added the aspect of professionalism as part of self-reliance.
Adaptability	Both acknowledge the importance of adaptation, with Pangandaran locals emphasizing adaptation to digital media, technology, and trends, while migrants emphasize adaptation to new environments and cultures.
Passion for learning and self-development	Both local Pangandarans and immigrants emphasized the importance of continuous learning and self-development in the context of entrepreneurship.

Source: Research Results, 2023

values influence an individual's approach and mindset toward self-employment.

Gaining a deeper insight into the entrepreneurial spirit cherished by local and migrant business figures in Pangandaran and examining how these values are conveyed to future generations is essential for understanding its continuation.

According to the field findings, the inheritance of entrepreneurial values among local and migrant entrepreneurs is more than just business profit; it also includes personal relationships, community relationships, and relationships with the local government. Table 4 below illustrates how local and migrant entrepreneurs have similar communication

Table 4 Similarities in the communication process of inheriting entrepreneurial values of local Pangandaran entrepreneurs and migrants

Aspects of inheritance	Pangandaran local entrepreneurs	Entrepreneurial entrants
Through family	Training, responsibility, support, core values, trading experience, family role models	Intergenerational stories and experiences, practical advice, moral support, inspiration from media role models
Through communities networks	Interaction with community, network support, community role models, learning from shared experiences	Structured communication with the entrepreneurial community, networking, learning from shared experiences, personal motivation, and determination

Source: Research Results, 2023

methods for passing their entrepreneurial values to the younger generation.

Table 4 shows similarities between the communication process of inheriting entrepreneurial values between local Pangandaran entrepreneurs and migrants. As illustrated in the synthesis table above, there is congruence in two main dimensions: inheritance through family and inheritance through community and network.

In the context of inheritance through family, local Pangandaran entrepreneurs and migrants alike absorb work ethic, integrity, and entrepreneurial principles through intergenerational interactions rooted in stories, experiences, and practical advice. Families stand strong, forming the base for ventures in trade. They give heart and act as a spark of drive. Homegrown guides, plus famed ones from screens, serve as beacons to many.

Both groups pass on cultural values through communities and networks, utilizing the

community to exchange business knowledge and skills, especially tricks and tips, when facing a problem (Shepherd et al., 2020). The community acts as a role model and means for learning and exchanging information and experiences.

In conclusion, this table shows that there is no fundamental difference in the process of inheriting entrepreneurial values between local Pangandaran entrepreneurs and migrants, with each group showing the dependence of family and community in the formation of their entrepreneurial values. In the process of learning and inheriting entrepreneurial values, communication plays an important role, as can be seen in Table 5. This table will outline the specific differences in the communication process of passing on entrepreneurial values between local Pangandaran entrepreneurs and migrants in Pangandaran.

Table 5 Differences in the communication process of inheriting entrepreneurial values of local Pangandaran entrepreneurs and migrants

Aspects of inheritance	Pangandaran local entrepreneurs	Entrepreneurial entrants
Inheritance through family	<ul style="list-style-type: none"> - Training from family - Responsibility received from family - Family support - Family business network - Family core values - Trade experience with family - Family role model. 	<ul style="list-style-type: none"> - Intergenerational stories and experiences - Practical advice and moral support from the family - Inspiration from role models through media - Personal reflection on experience.
Legacy through communities and networks	<ul style="list-style-type: none"> - Self-learning through interaction with the community - Support from communities and networks - Role model in the community. 	<ul style="list-style-type: none"> - Structured interaction and communication with the entrepreneurial community - Build a strong network - Personal motivation and determination supported by community

Source: Research Results, 2023

Table 5 presents the differences between the communication process of entrepreneurial value inheritance of local Pangandaran entrepreneurs and migrants; a descriptive analysis has been compiled as a comparative table. Table 5 dissects the aspects where the two groups diverge in the method and focus of value inheritance.

In the family context, local Pangandaran entrepreneurs are more likely to emphasize hands-on and practical experiences such as training, responsibility, and learning through real trading activities and getting direct support from the family business network. In contrast, immigrant entrepreneurs rely more on

intergenerational narratives and practical advice peppered with inspiration from figures accessed through the media and undertaking deeper personal reflection to internalize entrepreneurial values.

Turning to the community and network dimension, Pangandaran's local entrepreneurs more often engage in self-directed learning processes supported by existing communities and social networks, while migrant entrepreneurs show a tendency to engage in more structured and formal communication with the entrepreneurial community. It includes building strong networks and gaining

support to strengthen personal motivation and determination in facing the challenges of adapting to a new business environment.

This table shows that while there is consistency in the function of family and community as a means of passing on entrepreneurial values, there are methodological variants that reflect strategic adaptations based on the socio-cultural context and challenges faced by each group. Thus, it can be concluded that the communication process of entrepreneurial value inheritance among local Pangandaran entrepreneurs and migrants, while parallel in its ultimate goal, is influenced by contextual factors that shape their respective strategies and focus on transmitting such values.

While the passing of technical business acumen from one generation to the next regarding entrepreneurship is important, inheriting the fundamental values, ethical standards, and basic precepts that entrepreneurship is built upon can prove even more impactful, as these internalized principles can shape one's entrepreneurial spirit on a deeper level and serve as a steadfast guide throughout one's career (Randerson et al., 2016). Therefore, the main focus of this discussion is understanding how this communication process takes place, the key actors involved, and how these messages are translated and applied in daily practice by local Pangandaran MSMEs in Pangandaran.

In inheritance through role models and work ethic, community leaders demonstrate a certain work ethic and values through externalizing their behavior and success. Through objectivation, these success stories and norms become 'reality' references regarding success criteria in the business world. Finally, in the internalization phase, young MSME actors integrate these stories and values into their frame of reference, providing direction and motivation in their businesses.

Inheritance through experiences and challenges highlights how entrepreneurs, through externalization, respond to challenges with various adaptive strategies. After objectivation, these responses and adaptations become the standard 'reality' of doing business in Pangandaran. Thus, through the internalization process, other MSME actors adopt these strategies, adjusting their approach according to the reality that has been formed.

Finally, in inheritance through individual motivation and determination, the externalization of personal motivation and determination drives one in business. When success based on this determination is achieved through the objectivation process, it becomes a reference for others on what it takes to achieve success. Furthermore, other MSME actors find inspiration in these stories through internalization and adopt or adapt similar

motivations in their practices.

The inheritance of entrepreneurial values and understanding across generations is not merely a conveyance of knowledge but rather a sacred tradition through which the soul of entrepreneurship—passion, resolve, foresight, and prowess—is imparted, reinvigorated, and enhanced (Worokinasih et al., 2021). Each generation of entrepreneurs carries the legacy of their predecessors while adding their own colors and nuances based on the experiences and challenges of their times (Liu et al., 2021). However, this inheritance process is not an easy task. As researchers have seen, effective communication, deep understanding, and patience are required to ensure that the inherited values and understandings remain relevant and meaningful to the recipients. Those who manage to inherit and apply these values correctly can continue the tradition of entrepreneurship with integrity, innovation, and sustainability.

Field findings show that one of the crucial pillars in entrepreneurship development in Pangandaran is internal factors, particularly the role of family. Without the emotional and motivational backing that comes from their family, many entrepreneurs would find the impetus to continue operating their business greatly diminished. In addition, the existing entrepreneurial background in the family provides a valuable foundation and experience,

strengthening the entrepreneur's understanding and mastery of the business field.

However, in line with the importance of internal factors, external factors play an equally crucial role in shaping the entrepreneurial landscape in Pangandaran. On the market and local community dimensions, the absence of competitors in the reptile sector provides room for penetration into untapped markets. Furthermore, local people's curiosity about reptiles provides a great opportunity to attract consumers. From the perspective of government institutions, the support provided by BKSDA, the UMKM Office, and other facilities provides essential legitimacy and operational support for entrepreneurs. Factors that can support the development of migrant entrepreneurs can be categorized into internal and external factors. (Gurău & Dana, 2018; Manzano-García & Ayala-Calvo, 2020). Internal factors relate to aspects within the organization or business itself, such as managerial skills, product quality, and innovation presented by the entrepreneur (Chan et al., 2015). While external factors include variables that come from outside the organization, such as economic conditions, government regulations, and market dynamics (Colin Mason & Brown, 2013).

Involvement in the entrepreneurial community is also an important instrument. Through this network, entrepreneurs gain access

to various facilities and support, facilitating their business growth. In addition, the abundance of natural resources in Pangandaran, such as fish and coconut, ensures a consistent supply of raw materials. At the same time, the strategic location near shopping centers and vegetable markets eases logistics and consumer access. Tourists coming to Pangandaran, along with collaboration with travel agents, provide assurance of a continuous flow of consumers. Pangandaran's natural beauty, as the main attraction, supports business operations, while the adoption of social media facilitates effective marketing and closer interaction with consumers.

The transmission of wisdom and principles throughout communicative exchanges proves paramount in cultivating one's persona and talents, particularly when considering the realms of kinship and fellowship (Seaman et al., 2016). In a family environment, this inheritance process involves direct training from family members, which often relates to inherited responsibilities, emotional support, and assistance in building business networks. Core values such as integrity, passion, and entrepreneurship are not only spoken but also demonstrated through the behavior of parents and other family members, who act as role models (Discua Cruz et al., 2012). The experience of trading or facing challenges with family becomes an invaluable

lesson.

On the other hand, inheritance through communities and networks takes place through more independent interaction and communication. In this circle, individuals learn from role models outside the family who exhibit different work ethics and entrepreneurial values. Community support expands networks and provides opportunities to learn from collective experiences and shared challenges, which are often different from those encountered in the family environment (Shu et al., 2018). Through this process, one cultivates the abilities and mindsets vital for prospering within commerce and enterprise.

How values and skills are shared through conversations in families and communities lays the groundwork for shaping an individual's entrepreneurial spirit and abilities. Within the close-knit environment of a family, this transfer happens naturally and in multiple dimensions. Kids pick up lessons without even realizing it, simply by being part of the daily routine, watching, and mimicking their family members' tasks. The support from the family extends beyond just financial help; it also includes emotional backing, offering a cushion that encourages taking bold steps and nurturing the business. Principles such as honesty and persistence are not just talked about but are lived out in the everyday actions of parents,

who carefully guide their children in developing their perspectives and work morals. Facing business hurdles together turns into a hands-on classroom, imparting lessons on bouncing back and adapting—a real-life crash course in resilience.

Outside the home, communities and networks expand learning horizons. Through interactions with the wider community, individuals learn independently, absorbing work ethic and entrepreneurial values that are not emphasized in their households. Community support serves as a catalyst that encourages personal and professional growth, introducing individuals to different business approaches and perspectives (Malecki, 2018). Role models within the community often inspire and demonstrate that success can be achieved through multiple pathways, encouraging innovation and creativity. The challenges faced together within a community or network not only shape practical skills but also build the emotional and social intelligence that is essential for leading and working together in joint ventures.

In a deeper analysis, it was identified that the demarcation between migrant and local Pangandaran entrepreneurs regarding the process of entrepreneurial value inheritance is not explicit; instead, there are striking similarities. Both migrants and Pangandaran

natives show significant reliance on family and community as agents of value transmission and learning. This support manifests in the form of moral support, pragmatic advice, and interactive experiences within business communities and networks, confirming that the basic principles of entrepreneurial value inheritance are universal and transcendent to cultural or ethnic differences.

The inheritance of entrepreneurial values acquired through intergenerational interactions within the family includes transmitting stories, experiences, and communications that contain moral support, advice, and valuable lessons as the foundation of entrepreneurship. Whereas value inheritance through communities and networks refers to the vital role of structured communication that facilitates interaction and knowledge exchange, essential in adapting and applying entrepreneurial values in new environments.

Thus, the common thread of these two inheritance processes is how entrepreneurial values and communication skills are instilled and reinforced in different social environments, each uniquely contributing to shaping resilient and capable individuals in business and entrepreneurship.

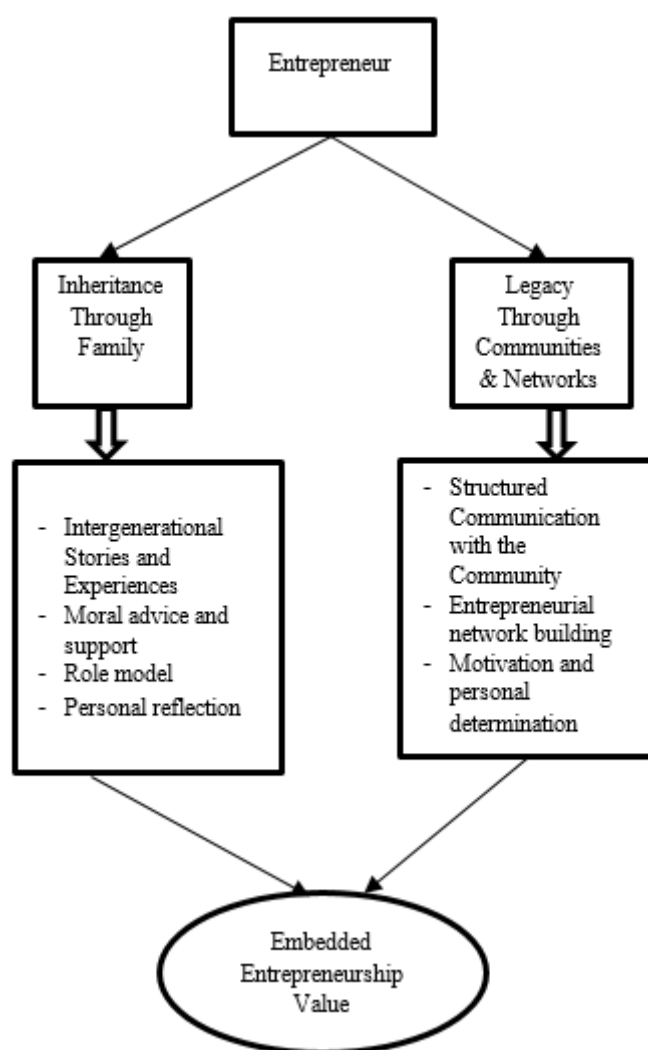
Figure 2 visually depicts the steps and parts involved in carrying out the procedure through a diagrammatic portrayal. This visualization

helps us understand how entrepreneurial values and traditions are passed on, adapted, and accepted by the next generation.

CONCLUSION

This research examines the formation of entrepreneurial values through communication and interaction between local and migrant entrepreneurs in a tourist beach area. While the precise interpretation of entrepreneurial values remains open to individual perspectives, certain fundamental principles like persevering through

challenges, creative problem-solving, and self-sufficiency tend to be mutually recognized. Local entrepreneurs use these values as the foundation of their business, while migrants emphasize adaptation and integration. Both local and migrant entrepreneurs lean heavily on family ties and community connections to pass down values, highlighting the critical role of clear communication in the education of entrepreneurial principles. The findings of this study suggest that the cultural blend between these groups enriches the local economy,



Source: Research Results, 2023

Figure 2 Model of entrepreneurial value inheritance process

offering diverse yet harmonizing approaches to cultivating entrepreneurial values.

Drawing from these conclusions, the researcher proposes several actionable steps: Boosting forums and programs facilitating dialogue and cooperation among local and migrant entrepreneurs could enhance knowledge exchange and experiences. Implementing coaching sessions tailored to both communities could help foster entrepreneurial values, ease cultural adaptation, and spark business innovation. It is also recommended that local authorities and pertinent organizations step up to provide essential resources and infrastructure that propel the growth of small and medium-sized enterprises (MSMEs), such as easier access to financing, specialized training, and marketing support. Additionally, further studies are encouraged to explore more deeply the impact of cross-cultural interactions on innovation and the sustainable growth of businesses in tourist-centric locales.

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