

Building an Entrepreneurial Mindset For Farmers in Melo Village-Liang Ndara Mbeliling District-West Manggarai

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Abstract: Agriculture is one of the sectors that makes a big contribution to the economy in Melo village, Liang Ndara, West Manggarai Regency. This contribution certainly has a very important role for the economy in the region. Agricultural development should continue to be pursued so that its important role in the economy is maintained. However, complex farmer problems will have a negative impact on the slow development of the agricultural sector. Farmers have not been able to support tourism development in Labuan Bajo. It cannot be denied that the pattern of agricultural development in general is still production-oriented in order to achieve independent food security. Business-oriented agricultural programs are still being implemented partially by several agencies. Farmers also still lack the spirit and entrepreneurship and always have difficulty managing and developing business diversification in a productive manner amidst the abundant potential of local resources around their residential environment. Entrepreneurship has an important function as a driving force for farmers in developing various types of agricultural businesses in a productive and creative manner.

INTRODUCTION

Melo Village is one of the villages in Liang Ndara, Mbeliling District, West Manggarai Regency, where the majority of the population lives from the agricultural sector. The government has actually implemented and socialized agriculture and is trying to develop agricultural capacity. Socialization is a form of concern for three sectors, namely the agriculture, fisheries and livestock sectors in West Manggarai. Furthermore, in a broader sense, the West Manggarai region should pay attention to three sectors, namely agriculture, fisheries and livestock. Apart from the agricultural and plantation sectors, Kampung Melo is actually also a tourist destination like a country above the clouds near Labuan Bajo. This traditional tourist village is surrounded by forests and local plantations. The people's lives still adhere to traditional values, making Melo Village an attraction for tourists. Besides its amazing natural beauty.

So far, the tourism sector has started to expand, however, it has not yet been fully enjoyed and felt by the people of West Manggarai because the supply of vegetables and fruit is always

brought from outside. Therefore, efforts should be made to ensure that the vegetable supply in this star hotel in Labuan Bajo can be supplied from West Manggarai farmers themselves (<https://nttpembaruan.id>).

So far, the West Manggarai agricultural system still uses the traditional system. Farmers work for consumers. Apart from this, the consumerist culture of farming communities is also a problem in itself. For example, farmers have banana plants but they sell raw bananas to the market and come home with fried bananas. Farmers have vegetable plants on their plantations, however, farmers prefer to buy from the market or passing vegetable traders rather than consuming their own produce. That was the explanation from the head of the farmer group in Liang Ndara village who gave his explanation.

The government certainly wants farmers in West Manggarai to become entrepreneurs, for example durian entrepreneurs and brown sugar entrepreneurs, and continue to be led towards a farming community that is able to carry out business to business activities. Regional governments need to continuously fight for how to change the mindset of farmers so that they work in a modern way, namely carrying out business activities to build shared prosperity. By building an entrepreneurial mindset for farmers, they will strive to build their capacity so that they are able to produce agricultural products that can support the tourism sector, or more concretely, farmers are able to produce fruit and vegetables for hotels according to hotel standards.

Based on existing phenomena, especially related to farmers in Melo Village, Liang Ndara village, in order to empower and improve the quality of farmers, one of the Watu Mori Farm Managers, Mr Yohanes Dambuk, SE took the initiative to hold HR management training activities, especially in building an entrepreneurial mindset for farmers- farmers in Melo village, Liang Ndara village, Labuan Bajo. This training and mentoring will be carried out on an ongoing basis. The first activity was held on October 14 2023 in the Watu Mori Farm Meeting Room, Liang Ndara Village, West Manggarai Regency, East Nusa Tenggara, with the theme Building an Entrepreneurial Mindset for Farmers in Melo Village, Liang Ndara Village, NTT.

LITERATURE REVIEW

Entrepreneurial Farmer

A farmer is synonymous with someone who carries out agricultural activities and places greater emphasis on production activities. There is a lot of literature that is in line with this definition, namely that farmers will try to meet their family's food needs first and if there is excess production they will sell it to meet other needs. Most farmers in Indonesia are still oriented towards food agriculture, such as rice, cassava, corn, sago, fruit vegetables, etc. The orientation of farming businesses that are still at the production stage will of course "depend" on their welfare from traders who are more oriented towards business profits in the concept of entrepreneurship. Entrepreneurship comes from the basic word entrepreneurship, and entrepreneurship consists of 2 words, namely Wira which means knight, warrior hero, superior, brave, while the other is the word business which means working, doing something.

An entrepreneur is a strong person who does something or has the enthusiasm, attitude, behavior and ability of a person in handling a business or activity that leads to efforts to find, create and apply new ways of working, technology and products by increasing efficiency in order to provide better services and/or gain profits. larger ones (Bernoster, Mukerjee, & Thurik, 2020). The entrepreneurial spirit will change the orientation of farming from just production to business-oriented. Farmers will begin to consider the type of crop to be planted, planting time and even the business of processing agricultural products in order to obtain added value from these activities.

Growing an entrepreneurial spirit is one of the efforts that can be expected to spur rural economic growth.

A rural economy characterized by the use of agricultural products and other natural resources in carrying out business. The movement of money is very dependent on natural conditions and other natural conditions, this results in the rural economy also being greatly influenced by natural factors such as climate, topography and social culture of the community. In addition, economic actors who are still production oriented have resulted in slow village economic growth. Entrepreneurship is one of the strategic needs for farmers in managing micro-businesses based on local resources in rural areas. The intervention of the effects of globalization which has entered the realm of life of farming communities in rural areas according to the optimization of entrepreneurial functions is expected to be able to direct behavior oriented towards better foming, better business and better living.

Become a Good Entrepreneur.

The characteristics needed to achieve entrepreneurial development and success are as follows (Nelson, Santana, & Wood, (2016).): 1. To become a successful entrepreneur, a person must have a clear business idea or vision and a strong will. 2. The courage to face risks, both in the form of time and money if there is readiness to face risks. 3. If you want to be successful, you must make a business plan, organize and run it. In order for the business to be successful, apart from having to work hard according to the urgency, entrepreneurs must be able to develop good relationships with partners. business and all parties related to the company's interests.

Success in entrepreneurship is not achieved suddenly or instantaneously and by chance, but with full planning, having a vision, hard work mission, and having the courage to be responsible. The following are the stages of developing successful entrepreneurship according to Dun Steihhoff: 1. Having a vision and business goals 2. Dare to take risks, time and money 3. Plan, organize and run. 4. Work hard. 5. Build relationships with employees, customers, suppliers and others. 6. Take responsibility for success and failure.

Cultivating an Entrepreneurial Spirit.

Entrepreneurs are people who are clever and talented in recognizing new products with new production, arranging operations (actions) for procuring new products, marketing them and managing their operational capital. In short, an entrepreneur is a person who independently manages all matters relating to the production and sale of goods that are beneficial to society. Starting your own business is not easy, but it requires high motivation and tips to survive and achieve success. The tips include (Slettli, 2019): 1. Self-confidence: A person who is going to start a business must have high self-confidence, so that any business that is planned and will be carried out is not half-hearted, but is confident that the business will be successful . 2. Optimism is the belief in success. Someone starting a business must be optimistic about the type of product they will sell. Convinced that this product is needed by the public, sells well and has advantages over other products.

Dare to try, if we are optimistic, then we have to try straight away, because an entrepreneur must be brave and ready to bear the risk of failure. Failure is a normal thing in a business. Therefore, before starting a business, you must plan carefully, starting from capital, production, profit and loss reach and marketing methods. 4. Dare to dream/guess if. Someone who wants to start a business must dare to dream/assume if their business is successful/successful. This is a strong motivation to start a business. Isn't it that without a shadow, someone is lazy to act? 5. Be creative, before starting a business, we should look at similar products that may

already be on the market to see what weaknesses we can observe. This weakness is what we should cover and improve with our creativity, so that the product we offer later, even though it is similar, has advantages, for example, salted eggs are usually marketed, but if we are creative we can add onion flavor to the salted eggs, so that we get eggs salty onion taste. 6. Good at seeing opportunities, someone who wants to be an entrepreneur must be good at seeing situations, so they know what items are needed at that time. Through person to person, over time our product will become known, and if our product really has advantages, they will definitely be "addicted to buy it". 7. Not embarrassed. Shyness is a trait that really hinders us when we want to become entrepreneurs. Eliminate the feeling of shame because the efforts we make are "halal" and do not disturb the interests of other people. When our business was just established, of course we did all the work up to marketing ourselves. Aren't there many examples of entrepreneurs who started in such circumstances, started with difficulty from such circumstances, started with difficulty from the bottom? 8. Dare to be different. This needs to be done so that our products sell on the market. What is meant by different, for example, is different taste, different packaging, different price, different marketing method, different service and so on. Something different is very easy for buyers to remember. 9. Honesty is important capital because entrepreneurship deals with many people. Honesty will lead to consumer trust in us. Anything related to our products must be stated honestly (not covered up). Isn't it as clever as wrapping up something that smells rotten too? 10. Keeping promises. Successful entrepreneurship really depends on the marketing network that we build. Customers will not run away from us when everything promised from us is fulfilled. For example: Promise to give bonuses to those who can sell our products in less than a week.

Apart from the tips above, in developing entrepreneurship we must have a clear self-concept, whether we want to carry out our entrepreneurship in the form of a home industry or lead to a bigger business? This self-concept is important because it is a motivation to develop a business. Apart from that, if we want to become entrepreneurs, to be successful entrepreneurs, we must be resilient and ready to face failure as a whip to move forward and improve ourselves. If we want to try, don't hesitate to start (Subramaniam & Shankar, 2020). Determine the type of product, prepare capital, plan well, and start. The first steps are tough, especially in attracting customers/consumers, keep going, a smooth road lies ahead We.

RESULT

Community Service Activities, Building an Entrepreneurial Mindset for Farmers in Melo Village, Liang Ndara Village, NTT, began with a discussion by the head of the Melo Village Farmer Group, Liang Ndara Village, Kab. Manggarai since July 2023. However, with the same time agreement between the head of the farmer group and the activity assistant, Mr Yohanes Dambuk, SE sent a letter of invitation and request to the Dean of the Faculty of Business, Widya Mandala Catholic University Surabaya on October 1 2023. Letter of permission for mentoring approved by the Dean of the Faculty of Business, Widya Madala Catholic University, Surabaya on October 10 2023.

Training activities to build an entrepreneurial mindset were carried out on October 14 2023 at the Watu Mori Farm Meeting Hall, Kampung Melo, Liang Ndara village, Mbeliling District, West Manggarai Regency.

Activities start at 8.30 WITA and end at 16.30 WITA. The activity began with an opening by the management of the farmer group, and also the manager of Watu Mori Farm. Followed by the presentation of material regarding Entrepreneurial Farmers and also how to build an entrepreneurial mindset. The presentation of the material was followed by a discussion of the difficult problems of being a farmer with an entrepreneurial mindset. Some people's consumer culture is one of the inhibiting factors. The activity continued with discussions and sharing sessions between farmers and farmer group leaders regarding various problems faced.

The activities and experiences of the participants are as follows:

1. Faminia Yunita Sara: Experience in farming and raising pigs. Has a dream of having a livestock business besides growing vegetables.
2. Longginus Hambur: Has farming skills, injecting pigs and chickens, castrating pigs, armed with these skills, wants to have an independent farming and livestock business.
3. Fulgensia Yasinta Jenat, has skills in vegetable farming and livestock pen management.
4. Yonius Yacob, has agricultural skills, vegetables, cultivating horticultural crops such as mustard greens, cucumbers, long beans, wool.
5. Ardianus Rambur, has a horticultural farm. In the future, he wants to open a vegetable business. Marketed wholesale, East Manggarai.
6. Narcisius Johadun, focuses on agriculture, wants to open a vegetable business.
7. Ermin Sumardi has horticultural farming skills and needs basic leadership training.
8. Dervina Anut, has skills in horticultural agriculture. Want knowledge of agribusiness and vegetable cultivation
9. Irene Odilemamamu believes that agriculture in West Manggarai should focus on horticulture, vegetable crops, ornamental plants and food crops.
10. Yohana Ratnasari: has experience cultivating vegetable plants. Sold to Labuan market. Currently still in the early stages of business.
11. Yacoba Isabela Essier: horticulture farmer, cultivating white mustard vegetables.
12. Arliana Palmadakun is a Holti farmer in vegetable crops.
13. Bofas Yosdan Sangkakoe is a farmer group organizer
14. Aloysius Anga, PkL supervising teacher from the agricultural group.
15. Yohanes Dambuk, Manager of Watu Mori Farm and motivator of the Farmer's group.
16. Mr John, farmer group organizer, Melo Village

During the discussion, it was explained that more field supervisors in farmer groups still needed to be added. The guidance that has been provided so far has been more on non-technical aspects of agriculture. In terms of fertilizer use, farmers do not really understand the technicalities of both organic and non-organic fertilizers. Until now, agriculture has not been a guaranteed business for banking. It is felt that the empowerment of farmer groups that have currently been formed is still lacking. Farmers lack knowledge of market access. People are difficult to be flexible, less adapted to the bar environment.



Figure 1. Watu Mori Farm



Figure 2. Dokumentation



Figure 3. Dokumentation



Figure 4. Dokumentation

CONCLUSION

Everyone has the right to become an entrepreneur, everyone can become an entrepreneur. A successful entrepreneur is an entrepreneur who is able to overcome challenges in achieving the goals he aspires to. Failure and rejection experienced are considered as a whip of success, don't stop trying, challenges and positive input are valuable for us to be self-aware, introspective in order to improve and achieve the goals we want to achieve. No success can be achieved without experiencing challenges or obstacles. A successful person is a person who is able to overcome the obstacles and challenges they face, it all starts from the bottom, hopefully we are ready to become entrepreneurs in farming with an entrepreneurial perspective. It is time. From the results of mentoring and discussions with participants, it can be concluded that farmer groups want to build and produce a superior generation in in the field of agriculture and animal husbandry with: Reliable managerial skills, transformational leadership, strengthening the entrepreneurial spirit, understanding marketing strategies, finding self-confidence, having good interpersonal communication and business communication skills, being able to carry out self-management and building agribusiness awareness.

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