

THE INFLUENCE OF THE OK OCE PROGRAMME ON DEVELOPMENT OF BUSINESS ENTREPRENEURS AND JOB GROWTH IN JAKARTA

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Abstract - Entrepreneurs play a role in the process of economic activity in producing and distributing goods and services and can produce added value to an item, but the Unitary State of the Republic of Indonesia, which has an abundance of natural resources, has not been supported by an adequate number and quality of entrepreneurs. The purpose of this study is to examine the influence of the development of entrepreneurs and job growth. The population of this study is a entrepreneurs from various background who join Programme OK OCE as a new entrepreneurs. those data analyze by using simple regression equation from data statistic. The result is showed that influence between Programme OK OCE and the development of entrepreneurs is positive and significant, and the influence of Programme OK OCE to job growth is positive and significant.

Keyword: OK OCE programme; development of entrepreneurs; job growth.

INTRODUCTION

In this 21st century the world community is confronted with the era of globalization, one of which is in the field of creative industries which requires laborers to have high productivity and creativity. On February 15-16, 2016 in California, President Jokowi campaigned for the creative industries through small and medium businesses (MSMEs) and even targeted 6-7% growth in 2016 and 2017. One of the challenges is the AEC (ASEAN Economic Community) market, which has become an international competition with the widest possible opportunities for cooperation, but on the other hand the competition for the quality of human resources is also getting tougher. Supporting factors that determine the level and welfare of the economy are entrepreneurship. The key is to recognize your potential and to have a superior entrepreneurial character. This is very supportive of the success of businesses, both individual, group businesses, and overall economic development. Entrepreneurship is a creative business that is built on innovation to produce something new, have added value, provide benefits, create jobs, and the results are useful for others (Manap, 2018).

Entrepreneurs play a role in the process of economic activity in producing and distributing goods and services and can produce added value to an item, but the Unitary State of the Republic of Indonesia, which has an abundance of natural resources, has not been supported by an adequate number and quality of entrepreneurs. From the aspect of entrepreneurial quantity alone, based on the results of the 2018 Global Entrepreneurship Index conducted by The Global Entrepreneurship and Development Institute, the United States mentions globally. That Indonesia ranks 94th out of 137 countries in the world. This proves that the interest of Indonesian people in entrepreneurship is still lacking compared to other countries. The Indonesian government strongly supports efforts to cultivate entrepreneurship for the people of Indonesia, one of which is by issuing Presidential Instruction number 4 of 1995 on the National Movement to Promote and Cultivate Entrepreneurship (GNMMK). This presidential instruction was shown to the ministers, the Governor of Bank Indonesia and the governors to jointly implement the GNMMK in accordance with their duties and authorities. The GNMMK's own goal is to develop Indonesian entrepreneurship to accelerate the achievement of national development goals and face changes in the global economic order.

An annual report from the Ministry of Cooperatives and SMEs that Entrepreneurship Development or new potential entrepreneurs, one indicator in an effort to improve the competitiveness of Cooperatives and SMEs for the development of KUMKM HR as one indicator with the target in 2016 of 8,000 people realized / achieved as many as 9,320 people, through the correctional activities of Entrepreneurship, Entrepreneurship Training, Technopreneur Training and facilitation for strengthening business and technology incubators. Indonesian people, especially in big cities, still consider that after completing education at a certain level, they must find

work in the formal sector. Such conditions often occur in Indonesian society so that they are reluctant to create to create jobs independently and even this condition will affect the character of risk-taking, hard work, and innovating in Indonesian society. This has triggered the number of unemployed in Indonesia has not been controlled.

The mindset embodied in the ideals to become employees has actually happened in various parts of the world since decades ago. A famous motivational book writer, Max Gunther once criticized the education system in the United States in the 70s which he said would only give birth to graduates of Sanglaritis, which means they have a labor mentality, that is, they want to be civil servants or private employees. They are less able and want to create their own jobs. Even for the case in Indonesia that still happens today. One of the efforts of the Jakarta government to tackle unemployment rates and to open employment is by increasing knowledge, technology and skills in entrepreneurship. One of the efforts made is to create a new programme in the field of non-formal education, namely the OK OCE entrepreneurship training institute. Through community entrepreneurship training activities in the non-formal education pathway is expected to contribute to improving the quality of human resources, reducing the unemployment rate of fiber can open jobs for people in Jakarta, especially South Jakarta.

The development of entrepreneurship is carried out with training conducted by the target community that is intended to improve entrepreneurial mentality and is followed by training to find and test business ideas before deciding on a business choice to run. Furthermore, assistance is provided that will help the target community to market their products, then OK OCE will also help facilitate the licensing and legality of its members. The efforts that will be carried out are expected to help develop entrepreneurs and increase employment in South Jakarta. The development of entrepreneurship for the citizens of South Jakarta is also expected to be able to prepare and make a real contribution in the economic development of the nation and state. In that connection, entrepreneurship training for the people of South Jakarta must instill motivation in the target community, so that it can direct the community to become independent entrepreneurs and be able to reduce unemployment and increase employment.

There are six factors in the creativity process, namely: (i) material and techniques / technology used, (ii) time to produce the product, (iii) the place where the product is made, (iv) the environment social and people involved in the process, (v) aesthetics or representations held / recognized, and (vi) availability of funds as economic constraints (Barlian, 2013). The effect of learning through direction, shows the trust and function of the teaching system between the disclosure of entrepreneurs and learning (Etienne, 2012). Key factors for entrepreneurship development include economic factors, technological factors, socio-demographic factors, perception factors while factors that inhibit entrepreneurship development are lack of confidence Suprpti (2014), in the field of field role is owned by a number of companies for the survival of the local community (Danes, et.al., 2014). Septyastuti (2019), there are several implementations of the OK OCE programme that are useful for family welfare, namely, increasing community insights on entrepreneurship that they can apply in their businesses, increasing relations that can expand marketing, growing mindset of entrepreneurship among productive age. Suryadi (2016), the programme's findings have not gone as well as expected, because the Risk indicators namely quantity, price, quality, targets and time have not been achieved. Yulianti (2017), the programme targets have been effective, the programme socialization of the achievement of objectives and programme monitoring has been done well by the organizers.

Table 1. Pre-survey on entrepreneurship development, employment growth and programmes

Questions	Yes	No
Does MSME have a platform or platform to develop its business?	3	27
Can the programme created by the government attract the attention of the people to participate?	10	20
Can MSMEs develop with training to run their businesses?	21	9
Can MSMEs develop with training to develop their businesses?	12	18
Can employment be absorbed by the presence of MSMEs?	28	2
Can the platform created by the central and regional governments overcome unemployment?	18	12
Does the government have a role in developing entrepreneurs?	20	10
Does the government have a role in overcoming unemployment?	28	2

Sources: Pre-survey observation results, 2017.

From the results of the pre survey above, several points were obtained that MSMEs still do not have a place to develop their businesses, the tendency of the general public who choose to start a business without the need for an umbrella from the local or central government and the entrepreneur's confidence in entrepreneurship that entrepreneurship can help and become the economic backbone an area and country is improving and able to absorb labor.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is the process of identifying, developing, and bringing vision into life in the form of innovative ideas, opportunities, better ways of running something where the end result of the process is the creation of a new business formed on conditions of risk or uncertainty oriented towards profit making, value creation and the formation of unique new products or services (Cashmere, 2013; Casson, 2012; Suryana, 2011; Suryawana & Kartib (2011). To become an entrepreneur one must have the ability to find and evaluate the opportunities of gathering the necessary resources and act to benefit from those opportunities (Manap, 2018).

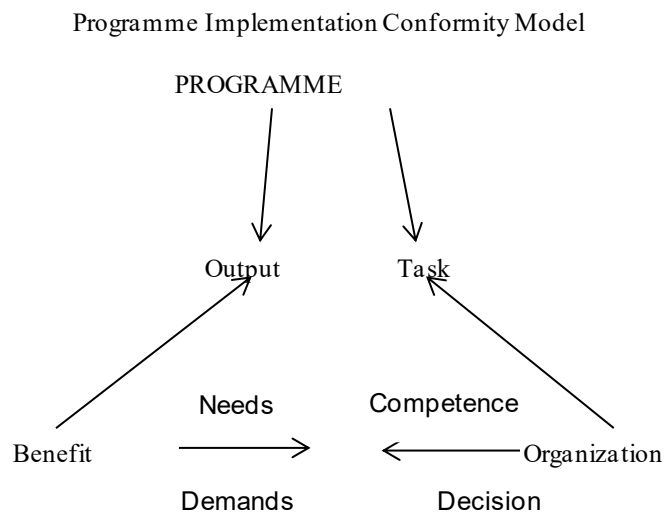
Entrepreneurship is useful for the freedom to actualize potential, play a role for the community, and motivation to start entrepreneurship (Rusdiana, 2012). The mental attitude of the ability to create something new and unique so that it has value and can benefit itself or others in developing the business with the aim of increasing its income from the activities carried out (Nusraningrum, 2018)

Job Growth

Employment opportunities are people aged 15 years and over who work or are called workers, giving the sense of employment opportunities as a situation where all workers who want to work at a certain wage level will easily get a job (Sukimo, 2009). The labor market behavior of the population is separated into two groups, namely economically and not (Sumarsono, 2009), the labor force is an economically active group that offers its labor and manages to obtain (employed) and the population that offers its labor in the labor market but has not managed to obtain it (unemployed). Nainggolan (2009) generally applicable employment: labor or working age population aged 15 years and above or the total number of residents in a Country that can produce goods and services, the labor force is a population whose main activities during the work week and residents who are looking for work, unlabour force whose main activities during the week are school, household care and others.

Programme

Programme is a legalized way to achieve goals, with certain characteristics that can help a person to identify an activity as a programme namely: the programme tends to require staff, the programme has its own budget, the programme has its own identity that when running effectively can be recognized by the public (Suryana, 2009). A programme is a collection of related projects that have been designed to carry out harmonious and integrated activities to achieve the objectives of the policy as a whole, where public policy as any government chooses to do or not to do (Islamy, 2009; Suharto, 2007). One of the programme implementation models (Akib, 2010). This model uses a learning process approach and better known as the conformity model of programme implementation can be understood that the programme performance will not succeed in accordance with what is expected if there is no conformity between the three elements of the implementation conformity model policy described as follows:



Sumber: Akib, 2010

Akib (2010) describes this model as the suitability between the programme and the benefit, the suitability between the programme and the implementing organization, the suitability between the benefit group and the implementing organization. Based on the pattern developed if the programme output does not meet the needs of the target group, it is clear that the output cannot be utilized. If the programme implementation organization does not have the ability to carry out the tasks required by the programme, then the organization cannot deliver the programme output appropriately. Or, if the requirements set by the programme implementation organization cannot be met by the target group, then the target group does not get the programme output. Therefore, conformity between the three elements of policy implementation is absolutely necessary for the programme to run in accordance with the plan that has been made.

OK OCE Programme

OK OCE is a populist economic movement based on information technology to create new jobs based on entrepreneurship in Indonesia with the concept of a sharing economy that is run with an ecosystem that involves four elements and will ultimately provide economic benefits as well as social and cultural benefits for the people of Indonesia. The ecosystem of the OCE Entrepreneurship Movement involves four elements, namely the community, community, private sector, and government in ramu to launch OK OCE programme that vary according to the type of business and market segment. The community can join OK OCE and have the opportunity to become an entrepreneur and at the time of its growing business will hire employees and automatically create more new jobs. OK OCE entrepreneurs will get seven benefits, namely being part of the largest entrepreneurial community in Indonesia, entrepreneurial training, business mentoring, licensing assistance, access to marketing networks, financial report analysis, and access to capital as needed. Community role: The OCE OK Movement Association invites the entrepreneurial community to join and play the role of OK OCE Mobilizer. OK OCE mobilizer will be given consultancy to develop the business of its members. Mobilizers will also be involved in creating and running OK OCE programmes that provide many benefits to its members. Private parties such as universities, foundations, companies, and other institutions can play a role in the success of the OCE OK movement to create new jobs by synergize existing programmes with the OK OCE programme. The role of government: The role of local, provincial, and central governments is indispensable to the OCE OK Movement. The government is expected to issue policies that support the creation of entrepreneurship-based jobs. Examples of policies needed by MSMEs are the establishment of entrepreneurial centers, ease of licensing, marketing networks, and capital support (<https://okoce.net/>).

H₁: The OK OCE programme effect on the development of entrepreneurs

H₂: The OK OCE programme effect on employment growth.

METHODS

This research was conducted in November 2017 until November 2019 in Special Capital Region of Jakarta. This causal research design to determine the causal relationship of the variables examined to answer research and quantitative approaches. The population in the study was Entrepreneurs who joined the OK OCE programme, random sampling of 76 people. The data obtained is processed using SPSS.

RESULT AND DISCUSSION

Respondents in this study dominated by men, namely as many as 53 people or by 71%, while female respondents as many as 23 people or by 29%, the last education of respondents is Undegraduate which is 35 people or 47%, while the last education of respondents Diploma is 23 people or 31% and high school as many as 17 people or 22%.

		Unstandardized Residual
N		63
Normal Parameters^{a,b}	Mean	,0000000
	Std. Deviation	1,99974642
Most Extreme Differences	Absolute	,095
	Positive	,056
	Negative	-,095
Test Statistic		,095
Asymp. Sig. (2-tailed)		,200^{c,d}
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Figure 1. Sample Test Kolmogrov Smirnov Test X toward Y₁

		Unstandardized Residual
N		75
Normal Parameters^{a,b}	Mean	,0000000
	Std. Deviation	4,16766446
Most Extreme Differences	Absolute	,063
	Positive	,044
	Negative	-,063
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200^{c,d}
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Figure 2. Sample Test Kolmogrov Smirnov X against Y₂

From these results it is known that the value of significance (Asymp.Sig. (2-tailed) by 0.200. This means that the residual value is normalized because it is more than 0.05.

Table 2. Heteroscedastisity Test X against Y₁

Coefficients^a					
Model		Unstandardized Coefficients		Standardized	Sig.
		B	Std. Error	Coefficients Beta	
1	(Constant)	2,542	0,988		2,573
	programme ok oce	-0,027	0,026	-0,136	-1,074

a. Dependent Variable: entrepreneurial development

Table 3. Heteroscedastisity Test X against Y₂

Coefficients^a					
Model		Unstandardized Coefficients		Standardized	Sig.
		B	Std. Error	Coefficients Beta	
1	(Constant)	3,787	1,942		1,950
	ProgrammeOKOOCE	-0,014	0,050	-0,033	-0,282

a. Dependent Variable: Job Growth

According to the results with heteroscedastisity test variable X against Y₁, it can be concluded that there are no symptoms of heteroscedastisity because the value of sig > 0.05.

Table 4. Determination Coefficient Test X against Y₁

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0,377 ^a	0,142	0,128	2,01607	

a. Predictors: (Constant), programme ok oce

The amount of R Square value is 0.142, this means that 14% of entrepreneurial development can be explained by the variable variation of OK OCE Programme. The remaining 86% came from outside this research model.

Table 4. Determination Coefficient Test X against Y₂

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0,758 ^a	0,574	0,568	4,19611	

a. Predictors: (Constant), ProgrammeOKOOCE

b. Dependent Variable: Pertumbuhan Lapangan Pekerjaan

The value of R Square is 0.574, this means 57% Job Growth, can be explained by the variable variation of OCE OK Programme while the remaining 43% comes from outside the model of this study.

Table 5. Model X Accuracy Test on Y₁

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Y ₁ * X	Between Groups	(Combined)	174,181	29	6,006	1,726	0,065
		Linearity	41,060	1	41,060	11,801	0,002
		Deviation from Linearity	133,121	28	4,754	1,366	0,194
	Within Groups		114,816	33	3,479		
	Total		288,997	62			

According to table ANOVA tested the accuracy of variable model X against Y₁ obtained a result of $0.02 < 0.05$ which means that this model test is feasible to be used in research.

Table 6. Model X Accuracy Test on Y₂

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
Y ₂ * X	Between Groups	(Combined)	2276,334	32	71,135	4,031	0,000
		Linearity	1732,234	1	1732,234	98,152	0,000
		Deviation from Linearity	544,099	31	17,552	0,995	0,500
	Within Groups		741,238	42	17,649		
	Total		3017,572	74			

According to table ANOVA tested the accuracy of variable model X against Y₂ obtained a result of $0.00 < 0.05$ which means that the test model is feasible to be used in research.

Table 7. Partial Test (t) Variable X against Y₁

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1 (Constant)	80,328	1,518		52,933	0,000	
OK OCE Programme	0,125	0,039	0,377	3,178	0,002	

a. Dependent Variable: Entrepreneurial Development

From the results of the data obtained results that the oce OK Programme variable is significant at 0.02 smaller test than 0.05 can be said that Entrepreneurial Development is influenced by the OCE OK Programme significantly.

Table 8. Partial Test (t) Variable X against Y₂

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	11,449	3,130		3,657	0,000
	OK OCE Programme	0,797	0,080	0,758	9,919	0,000

a. Dependent Variable: Job Growth

From the results of the data obtained results that the variable OCE OK Programme is significant at 0.00 can be said that Job Growth is influenced by the OCE OK Programme significantly.

Regression Equation X to Y₁. From the results of the analysis to find out the influence of the OCE OK Programme on the Development of Wirauasahawan obtained the equation as follows:

$$Y_1 = a + bx$$

$$\text{Entrepreneurial Development} = 80,328 + 0.125 (\text{OCE OK Programme})$$

Regression Equation X to Y₂. From the results of the analysis to find out the effect of the OCE OK Programme on Job Growth obtained the equation as follows:

$$Y_2 = a + bX$$

$$\text{Job Growth} = 11.45 + 0.800 (\text{OK OCE Programme})$$

The OK OCE programme variable has a positive and significant effect on Entrepreneur Development in Jakarta. The OK OCE programme variable has a positive and significant effect on Job Growth in Jakarta. In addition, the benefits for entrepreneurs for society (Nusraningrum, 2019; Rusdiana, 2012; Akib, 2010), the benefits that can be obtained through entrepreneurship are one of them: having opportunities and motivating themselves so that entrepreneurs can help and have a positive role for the wider community. The community still needs to be convinced by the local government that every design or programme that will be made is in accordance with what is needed by the community and the results can at least be felt towards the end of a government term (Suryana, 2009), regarding the concept of programme implementation.

CONCLUSIONS

The OK OCE programme has a significant effect on Entrepreneurial Development, therefore entrepreneurs are advised to be able to have a clear goal / orientation so that their business can develop independently. Entrepreneurs are also advised if the business they are running has developed, in order to help open up new jobs for unemployed people in Jakarta. Capital to become an entrepreneur is to think creatively from wherever the goal is to develop the entrepreneur's business. Practitioners of the OK OCE programme are advised not to accept workers who do not have experience or who are not in accordance with their fields, namely in the field of entrepreneurial development so that the programme can run according to predetermined targets. The community becomes optimistic and the programme from the next government will always be awaited by the community because they know that the programme designed has been right on target with a competent team.

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