

The Role of Young Entrepreneurs in Increasing Family Income in North Sinjai District

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ABSTRACT

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This article explores the contributions of young business owners in North Sinjai District to improving family income. The study focuses on identifying the role of young entrepreneurs in enhancing their family's economic conditions. Three young entrepreneurs running businesses in North Sinjai District were selected as subjects for this qualitative and naturalistic research. Data were collected through interviews and documentation. The research findings reveal that, despite facing competition from established businesses, young entrepreneurs with creativity, innovation, and entrepreneurial attitudes significantly contribute to increasing family income. These young business owners are able to leverage their fresh perspectives and adaptive strategies to create competitive businesses that meet local needs. Field observations further indicate that many young people in North Sinjai District are actively involved in various sectors, both in goods and services, showcasing their entrepreneurial spirit. The study emphasizes that the involvement of young entrepreneurs not only alleviates the financial burden on their families but also creates new income opportunities. Their efforts help diversify the local economy and provide valuable support to their households. The findings highlight the importance of fostering entrepreneurship among youth, as it can lead to greater financial independence and contribute to broader economic growth in the region. Future research could investigate the impact of mentorship programs or government support in nurturing young entrepreneurship.

1. Introduction

Craftsmen's income refers to the money received from selling products to customers. This income is a very important indicator in assessing the welfare of a community, because the progress of a region can be seen from the high economic income generated. Positive economic growth is considered a sign of a healthy economy, because it can improve the quality of life of the local community (Komang Suwartawan and Purbadharma, 2017) . Many people are starting to take advantage of home businesses that combine creativity to make money and increase their daily income. This concept, known in economics as the "creative economy," refers to the innovative ability to create value-added goods that have a significant economic impact (Herie Saksono, 2012) .

Entrepreneurs are referred to as innovators, individuals who have the ability to recognize opportunities, driven by talent, passion, and a strong mentality to overcome slow and less dynamic mindsets. The role of an entrepreneur is to create new combinations, consisting of five elements: new products and services, new production methods, new sources of raw materials, new markets, and new industrial organizational structures. The growth of entrepreneurship has contributed to significant economic progress in industrialized countries. These new business owners have introduced innovative products to the market (Alma, 2009) . Business is a structured effort made by individuals to create and market goods and services, with the main goal of generating profits to meet market needs.

One way to understand business is as the entire entity involved in the production and distribution of goods and services to consumers, covering sectors such as agriculture, manufacturing, construction, distribution, transportation, communications, and government. According to Juliyan (2016) , business is an activity carried out by individuals or structured organizations in developing, producing, and

marketing goods and services to meet customer needs. To make products more attractive and in demand by consumers, many business owners focus on developing their companies through increasing creativity and innovation. The more entrepreneurs innovate and use imagination to increase the appeal of products, the more likely the product is to be noticed and compared to other products, which in turn can increase their income.

In today's global world, the younger generation with mature business ideas also plays a role in the business world, just like adults. They are not only able to generate income, but also help reduce the financial burden felt by their parents. In Sinjai Regency, many young entrepreneurs have entered various sectors, such as the food industry, textiles, coffee shops, and services such as couriers and photography. In addition, they implement special strategies in promoting their products or services so that they are known to the public, both nationally and regionally.

Although generally relying on promotional strategies both *offline* and *online*, entrepreneurs today utilize digital media such as *Facebook*, *Instagram*, *WhatsApp*, and other platforms to market their products and services, along with the development of existing technology. Social media is used as a channel to reach the desired audience. On the other hand, those who use *offline promotions* usually go directly to the field to interact directly with potential customers.

Creativity and innovation are important factors for entrepreneurs in developing their business, by continuously refreshing concepts and ideas that are relevant to current market demands.

2. Method

In this study, a qualitative approach was used with a descriptive research type that provides a subjective picture of the condition of the research object. This research was conducted in three MSMEs in Sinjai Regency with a research period of 2 months. The subjects of this study were three micro business owners engaged in goods or services with youth status. The object of the study is the role of entrepreneurs in increasing income through the efforts undertaken.

In this study, the data collection methods used include interviews and documentation. Meanwhile, data analysis is carried out through the process of data reduction, data *display*, and data verification.

3. Results and Discussion

Based on the results of observations that have been carried out by researchers on the Role of Young Entrepreneurs in North Sinjai District in increasing family income, the findings show their role in encouraging family economic growth in North Sinjai District.

“Establishing a business, especially in the coffee shop sector, is a huge opportunity because coffee drinks will continue to be enjoyed by its connoisseurs in the future. Especially, the coffee lovers who are the main target are the millennial generation, namely those aged between 20 and 30 years. This is the background that inspired the establishment of this company. (Idhan, 2022) ”

“In the world of entrepreneurship, the ability to manage income is very important, especially for those of us who work in the culinary sector, such as the Coto business. Achieving an income of almost IDR 300 million per month is not easy, so we must understand how to manage the money for company development. Of course, my family's economy is greatly helped by the income I get from this business (Putri, 2022) ”

“Struggling in the business world, especially in the service sector, is something that is quite promising in increasing income, this can be proven by lightening the burden on my family in meeting their daily needs. (Uya, 2022) ”

Based on the results of field observations, it can be concluded that young entrepreneurs have a significant role in increasing family income, because they are required to have creativity, innovation, and an entrepreneurial spirit. This is because competitors in the market are generally individuals who have been involved in the business world for a long time. In the area, the majority of the younger generation is involved in the business sector, both in the service and commodity sectors, which has an

impact on changes in their income in meeting family needs. Some young entrepreneurs can even earn more than ten million per month, which allows them to be independent and support their families even though they are still relatively young.

Of course, if a business owner is able to meet his own needs, then automatically his family's expenses will decrease, even the profits obtained from the business can increase. One group that is not blind to technology is the millennial generation. One way young entrepreneurs contribute to increasing income is by promoting their businesses online through media that can be accessed by all internet users. In addition, the millennial generation or young entrepreneurs also have the ability to analyze industry conditions and existing prospects, such as the needs of consumers who are looking for quick and practical solutions.

Based on the findings of a study on how young business owners in North Sinjai District contribute to increasing family income.

1. Young Entrepreneur Journey

With the start of the ASEAN free trade era, Indonesia needs a young generation who are skilled in entrepreneurship so that they do not just become spectators in their own country, so that Indonesia does not just become a market for foreign products that continue to fill the domestic market.

This is also important to reduce the unemployment rate which has reached 7.14 percent. The World Economic Forum in East Asia, where Indonesia is recognized as one of the global economic powers, should be a driving force for the government to create more entrepreneurs. Unfortunately, the number of entrepreneurs in Indonesia is still relatively low when compared to neighboring countries (Pandjaitan, 2016).

The number of young entrepreneurs in Indonesia is still very limited, one of the reasons is the lack of instilling entrepreneurial character by most parents to their children from an early age. The majority of parents focus more on educating and getting their children used to being employees, not business owners. The Indonesian government is trying to increase the entrepreneurship ratio from 0.24 percent to 2 percent. This figure is still much lower when compared to Japan which reached 10 percent and the United States which reached 2 percent. Entrepreneurship can be one of the main drivers of high economic growth in Indonesia (Pandjaitan, 2016).

As the fourth most populous country in the world, Indonesia has great potential to develop into a developed country, as long as it is supported by an adequate number of businesses. It is true that interest in entrepreneurship has recently increased. However, when compared to neighboring countries, Indonesia is still lagging behind in terms of economic growth. To achieve developed country status, Indonesia has the opportunity to "produce" more entrepreneurs. As explained in the field of entrepreneurship, producing graduates who are not only oriented to become job seekers, but also employers or entrepreneurs, is one solution to reduce the level of educated unemployment in Indonesia. Developing college graduates who choose to start their own businesses is not always easy. Business opportunities and the ability to utilize them are two main elements in entrepreneurship. Thus, entrepreneurship can be understood as a response to business opportunities that are realized through a series of actions that ultimately result in the formation of a structured, innovative, and productive company organization. In addition to being a field that is increasingly popular with various groups, entrepreneurship is also attractive to many young people who have artistic talents from an early age. Even classical art is starting to be of interest to them, although they often feel confused about the right place to develop these abilities.

Therefore, establishing an art studio equipped with competent instructors is very important to help children train and hone their talents, so that they can compete with other artists from a young age. This phenomenon causes a high rate of educated unemployment. So far, students have been considered more often as "job seekers" rather than job creators, so the government has begun to encourage them to choose entrepreneurship education as a potential career alternative. One of the opportunities that is still wide open is to start an independent business, but there are still few

graduates who are willing to direct their lives after completing higher education by starting their own business (Fahrurrozi & Pahrudin, 2021; Siti, nd).

Nurcahyani, nd's research ADDIN CSL_CITATION {"citationItems": [{"id": "ITEM-1", "itemData": {"author": [{"dropping-particle": "", "family": "Nurcahyani", "given": "Sulis Rizkyka"}, {"non-dropping-particle": "", "parse-names": false, "suffix": ""}], "container-title": "FAkultas Ekonomi UNJ", "id": "ITEM-1", "issued": {"date-parts": [[0]]}, "title": "Peran wirausaha muda untuk mengurangi angka pengangguran", "type": "report"}, "uris": ["http://www.mendeley.com/documents/?uuid=2051bca7-0f3e-35c4-abf4-6111e01c8690", "http://www.mendeley.com/documents/?uuid=40c7a1c7-2f8f-4940-8ada-83367923e6c6"]}], "mendeley": {"formattedCitation": "(Nurcahyani, n.d.)", "manualFormatting": "Nurcahyani, n.d.", "plainTextFormattedCitation": "(Nurcahyani, n.d.)", "previouslyFormattedCitation": "(Nurcahyani, n.d.)", "properties": {"noteIndex": 0}, "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json"}} on the role of young entrepreneurs in reducing unemployment rates, states that entrepreneurship is something that must be instilled by young people and the Indonesian people. Because with entrepreneurship, the community is able to open up employment opportunities for people who do not have jobs.

In addition, research by Barlian et al., (2013) on the role of young entrepreneurs in the development of creative entrepreneurship in Bandung, suggests that there are several factors that encourage the emergence of creative entrepreneurship in Bandung, including material and technological factors, time, place, social environment, aesthetics and funds. In addition, the city atmosphere and business networks also play an important role.

Meanwhile, more specifically Adi & Idris, (2021) regarding the role of the family environment in developing young entrepreneurs, explained that students who are entrepreneurs and have established businesses receive a lot of support from their families. Parents can help their children succeed in entrepreneurship by providing social, practical, emotional, and other forms of support. assistance in the form of real facilities for business development, mentoring and assistance for their children's businesses, and granting permission and trust are examples of such assistance.

Being a young student involved in business activities is a matter of pride. The younger generation who are more active in entrepreneurship tend to achieve more results and achievements. Students and the world of entrepreneurship are two interesting topics to study. This condition gave birth to a new term, namely "young entrepreneur" or "young preneur", which refers to young individuals who have succeeded in being financially independent and have their own business even though they are still relatively young.

Young entrepreneurs refer to individuals who have proven that despite their young age, they are capable of managing their own businesses. Although generally the businesses they run are small to medium scale, their businesses still provide benefits for researchers to study and gain insight from their experiences in starting and managing businesses (Ryanto, 2019).

2. Entrepreneurial Data in Sinjai Regency

The establishment of 1,000 new businesses aimed at absorbing 10,000 workers is one of the initiatives of the vision and mission of Andi Seto Gadhista Asapa and Andi Kartini Ottong, the Regent and Deputy Regent of Sinjai, which is highly anticipated by the people of Sinjai. Based on information from the Cooperatives, SMEs, and Manpower Service (Diskopnaker) of Sinjai Regency, there were 29,750 new SMEs established in 2019, an increase compared to 2018 which was only recorded at 27,880. This is related to the number of workers in Sinjai Regency, which reached 30,451 people, consisting of 18,433 people working in the micro business sector, 10,034 people in small businesses, and 1,984 people in medium businesses. In detail, 27,880 new SMEs

have been registered in Sinjai in 2019 by the Diskopnaker Service of the Sinjai Regency Government (Kore *et al.*, nd; Uno *et al.*, nd).

With the rapid development of technology, more and more young people in North Sinjai have an entrepreneurial spirit and are entering the business world. They master the soft skills needed for a career in the product and service industry. In fact, even though they are still students, a number of these young entrepreneurs have dared to develop businesses in various fields, such as *Coffee Shops*, textiles, culinary, to *Photography services*, *Videography*, shipping, performing arts, and others. However, these young business owners face their own challenges due to increasing competition in the local market, especially in the North Sinjai area. This encourages them to continue to innovate and find new ways to expand the reach of their local brands.

Based on the results of research on how young entrepreneurs in North Sinjai District can increase family income

- a. Idhan Chalik Aqsak found through interviews that young business owners have a very important role in increasing family income in the area, especially in North Sinjai.

“The monthly income needed to meet my family's financial needs ranges from nine to ten million rupiah. As the fifth of eight children, including my mother after my father passed away, there are nine people I have to support. Considering that my mother is a retired civil servant, I feel the need to fund the family's monthly expenses. Alhamdulillah, by starting this coffee shop business, I can ease the burden on my family and even help pay for my younger siblings' education. Although my contribution is limited, I can increase the family's income indirectly (Idhan, 2022)”

Seeing the high interest in coffee, especially among millennials, opening a coffee shop in this modern era is a very promising business move. Of course, increasing monthly income also affects daily family activities, such as the ability to meet more secondary needs.

- b. According to Nuramalia Putri, interview findings show that young business owners have an important role in increasing family income in the district, especially North Sinjai;

“The monthly income required by my family to meet basic needs ranges from 5 to 10 million rupiah. My family's lifestyle is greatly influenced by my business in the culinary sector, which generates a daily turnover of 7 to 9 million rupiah, so that our gross monthly income can reach between 180 to 300 million rupiah. This income that always exceeds the average has a big impact on my family's financial situation. In addition to making life easier and lightening the financial burden, the results of this business also allow me to buy land that can later be used as an asset. In fact, I managed to finance my sister's master's education (Putri, 2022).”

Because coto is a food that people need for their daily needs, the coto business is a reliable choice for entrepreneurs, unlike other sectors such as seasonal trade which depends on certain conditions .

- c. Based on an interview with A. Nining Suryaningrath, young entrepreneurs have a significant role in increasing family income in the area, especially in North Sinjai.

“Since starting the business, my family's financial burden has been slightly reduced, although my income is not yet sufficient to cover all their needs. For example, I can help pay for my younger siblings' pocket money who are still in school, while my parents do not involve me in meeting their personal needs. After this studio is running well, I hope to be able to buy the things I have always wanted. The positive impact on my family is very noticeable, because I can live independently without having to rely on my parents' money or burden them.” (Uya, 2022)”.

One way to increase revenue amidst increasingly tight competition in the modern era is to create innovations and breakthroughs that cover all studio activities in providing service. This approach is one of the strategies implemented by business actors, especially in the service sector.

Based on the results of the study, it can be concluded that young entrepreneurs play a very important role in increasing family income in North Sinjai District. Their contribution is seen in meeting the economic needs of the family and supporting the family's lifestyle. This is inseparable from the ability of the younger generation to keep up with the times, especially in the midst of the current era of globalization. In product and service marketing strategies, there are two types of approaches applied, namely:

- a. Digital marketing is often referred to as *online marketing*. With this method, people can get information without having to interact directly with marketers, because this marketing is done via the internet. Social media and various *online platforms* are the main means of implementing *online marketing*. This strategy has a very wide scope, even able to reach the global market. (Hadi *et al*., nd; Widiyaningsih *et al*., nd).
- b. Conventional marketing refers to marketing that is done offline. In this type of marketing, the physical presence of a seller or the use of physical media to promote a product is very necessary, which causes its reach to be limited. Thus, the impact is only felt by people who are directly related to the marketing.

As today's young entrepreneurs, many are taking advantage of *digital marketing* or *online shop* as the main strategy to increase promotion. This method has proven effective in increasing their business results. Digital marketing allows them to promote products and services globally. In addition, to strengthen relationships with local communities, they also utilize *offline promotions*, such as printing and distributing stickers, as a supporter of their *online marketing*.

The results of the interview regarding how to behave as an entrepreneur who offers products and services both online and offline are as follows:

“I market my products using two different strategies, online and offline. To increase sales, I created a website for my company and promoted it through social media platforms such as Facebook, Instagram, WhatsApp, and others. I chose this online approach because I realized that many social media users are busy with their businesses, so I stay active on those platforms to be ready to receive orders. Meanwhile, for the offline strategy, I started this business by word of mouth, starting by introducing the product to family, friends, and even strangers. (Idhan, 2022)”

“Because the majority of customers who come to my booth are office workers, marketing my coto offline is very profitable, considering that they already know my business and are waiting for service to enjoy the coto that I sell, especially during lunch. However, I also work with several couriers to market my coto online. In return, I give a profit share to the couriers who successfully bring in customers, because basically I have started selling coto online before opening a shop (Princess, 2022)”

“Since this company operates in the service sector, one of the marketing methods used is online, where the activities carried out are recorded and shared through social media platforms such as Facebook, Instagram, and WhatsApp. This has a big impact on how our services can attract the attention of potential customers. In addition, I also continue to introduce my vendors to friends as part of an offline marketing strategy, so that they can tell potential customers about the company (Uya, 2022)”

Entrepreneurship that starts at a young age, along with an understanding of the market situation, has a significant impact on the family's financial condition, including increasing income. This is related to efforts to set a minimum wage standard that must be received by the head of the family in order to maintain the quality of life of the family. (Social & 2021, nd; Wijayanta & Widyaningsih, 2007). Explanation of the actual forms of income, such as:

- a. Periodic or semi-periodic income is called basic income. It is the monthly income that the head of the family must earn in order to live, or the normal income needed to meet basic needs such as food and clothing.
- b. Household income generated through additional sources, such as starting a side business, is called discretionary income. Other income is unexpected income.
- c. Unexpected income is referred to as other income. Other sources of income come from government assistance or assistance from other people. (Wibowo, 2013)

Based on the research results, the income is the impact of young people starting their own businesses and working hard to develop them, as reflected in interviews with informants. This can be seen from the increasing needs of families that are in line with the increase in their income.

The increase in family income obtained from young entrepreneurs has a major impact on meeting various levels of needs. Previously, they were only able to meet basic needs, but with this additional income, they can now also meet secondary and even tertiary needs. Human needs can be categorized based on their priorities. (Social & 2021, nd; Wijayanta & Widyaningsih, 2007) :

- a. The word "Primus," meaning first, is the basis of the word "primary." Therefore, primary needs refer to basic demands that are very important and naturally arise to ensure human survival. If these needs are not met, human life will be threatened. The three main needs include clothing, food, and shelter. Without sustenance, humans will have difficulty surviving, while without food and clothing, the human body will be more susceptible to disease.
- b. Secondary needs arise after basic needs are met and function to support life. Although they do not directly affect survival, these needs vary between individuals. Examples of secondary needs include bicycles, internet access, smartphones, entertainment, and various other items.
- c. The word "tertius" meaning third, is the origin of the term "tertiary." After the primary and secondary basic needs are met, tertiary needs can be met. These needs are generally used to improve one's social position. Some examples of tertiary needs include international travel, jewelry, branded clothing, luxury cars, and luxury housing .

Young entrepreneurs who have succeeded in increasing family income can be said to have achieved most of the indicators of household welfare when viewed from the results obtained. The indicators of family welfare according to BK KBN are: (BKKBN, 2022) :

- a. Family members generally eat at least twice a day, with eating patterns that are adjusted to local customs and culture. For example, people who are used to eating rice as a staple food will eat rice, while those who are used to eating sago will choose sago, and so on.
- b. Family members tend to wear different types of clothing depending on their activities, such as for work or school, traveling, and at home. Having a variety of clothing options for these different purposes allows a person to not have to wear the same clothes for every event. The clothes worn for work or school, as well as for traveling activities, such as attending a wedding or visiting a place of worship, are clearly different from the clothes worn at home to sleep or relax.
- c. A house inhabited by a family must have a roof, floor, and walls that meet the eligibility standards. The house is defined as a residence that has these elements in a safe condition and in accordance with applicable safety and health regulations.
- d. If a family member falls ill, take them to the available health facilities. The health facilities in question include various modern health service places, such as hospitals, community health centers, assistant community health centers, pharmacies, integrated health posts, polyclinics, village midwives, and the like, which offer treatment with the latest methods that have been approved by (the Ministry of Health or the POM Agency).
- e. Communities in rural areas who use family planning (KB) services need to know the location and facilities that provide contraceptives. These facilities include various places that provide

services and provide contraceptives, such as hospitals, community health centers, sub-community health centers, treatment centers, pharmacies, integrated health posts, polyclinics, doctor's practices, village midwives, and so on. These facilities offer modern contraceptive methods, such as IUDs, MOWs, MOPs, condoms, implants, birth control injections, and birth control pills, for fertile couples who need these services.

f. All children in a household aged between 7 and 15 years must attend school. The term "all children aged 7-15 years" refers to children within the age range (if the household has children in this age group) who are required to complete nine years of compulsory education. "Enrolled in school" indicates that children aged 7 to 15 years are enrolled and actively participating in primary, junior secondary or equivalent educational institutions.

In the development of the times, the role of young people in the world of entrepreneurship today is greatly influenced by the existence of mentors who are more easily accessible, especially in this modern era. The business world is now simpler, especially with the presence of technology that makes various processes easier for both entrepreneurs and consumers. Young business owners can develop their marketing strategies in various ways, including by attending entrepreneurship conferences or seminars, or utilizing online resources such as marketing education videos.

Young entrepreneurs can benefit from their involvement in the business world by building a sense of solidarity with others. This is because, in the process of marketing products or services, they will interact both verbally and nonverbally with producers and consumers, which in turn can create emotional connections in society.

Young entrepreneurs in North Sinjai District received high appreciation from the community because they were able to compete in the business world even though they were still young, by utilizing skills and creating innovation and creativity. This step is also in line with the regent's program which focuses on reducing unemployment in Sinjai Regency, with the aim of creating 1,000 new entrepreneurs as part of its vision and mission.

Starting a business at a young age is the right step, because youth is the right time to gather various experiences that will prepare you to compete at a global level in the future.

4. Conclusion

Since this competition involves individuals who have long experience in the business world, the role of young entrepreneurs becomes very important in increasing family income by highlighting innovation, originality, and entrepreneurial spirit. In the district, especially in North Sinjai, the majority of people work in the business sector, both in services and commodities, which have a direct impact on their income to meet family needs. A successful young entrepreneur can earn an average income of more than ten million dollars, which allows them to provide for themselves and their families even at a young age. Young entrepreneurs have a crucial role in generating money to support their lifestyle and meet the financial demands of their families. This is increasingly relevant in the era of globalization, where the younger generation tends to have the spirit to keep up with the times. Many young entrepreneurs are now utilizing digital marketing or online stores as a strategy to significantly improve their business performance, allowing them to reach the global market and market their products and services worldwide ..

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