

Analysis of External Factors in Enterprisement Alumni of SMK Negeri 3 Payakumbuh Department of Beauty Management

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ABSTRACT.

This research is motivated because there are several inhibiting factors in entrepreneurship from the alumni of SMK Negeri 3 Payakumbuh who graduated in 2017-2018. This study aims to determine external factors inhibiting the entrepreneurship of alumni of SMKN 3 Payakumbuh, Department of Beauty Management. This type of research is quantitative research with descriptive methods. The population in this study was alumni of SMK Negeri 3 Payakumbuh majoring in beauty management graduates from 2017-2018 as many as 86 people with a sample of 43 people. The data in this study used primary data and secondary data. The questionnaire used was the Likert Scale. Data processing is carried out using a Statistical Product Solution and Service (SPSS) program with steps to determine the frequency distribution and determine the percentage rate. The results of this study are external factors in inhibiting the entrepreneurship of alumni of SMKN 3 Payakumbuh who graduated in 2017 and 2018 obtained a percentage of 53.3% with a moderate category. This means that alumni of SMKN 3 Payakumbuh who graduated in 2017 and 2018 consisting of 43 respondents have a moderate category of external factors in inhibiting entrepreneurship

Keywords: *analysis, inhibiting factors, entrepreneurship*

INTRODUCTION

Education is the most important factor in improving the quality of human resources. Based on the objectives of national education, it is stated that education is a place to develop the quality of human resources as early as possible in a directed, integrated and comprehensive manner through various productive and creative efforts by all components of the nation, so that the younger generation can develop optimally accompanied by the right to support and protection according to their potential (Kurniawan, 2016).

To support the achievement of these educational goals, the government established Vocational High Schools (SMK). Where SMK is a formal education unit that organizes vocational education at the secondary education level as a continuation of SMP / MTs or other equivalent forms or continuation of learning outcomes equivalent to SMP / MTs. (Law of the Republic of Indonesia Number 20, 2013). According to Rosilawati in explaining that the success of a learning and teaching process can be seen from the performance of lecturers in preparing lectures.

Vocational High School (SMK) is an education that focuses on the skills of its students. So that during the teaching and learning process students are given more practices that are applicative than material. So that SMK graduates can immediately enter the world of work. This is stated in (Law of the Republic of Indonesia Number 20, 2013), Explanation of Article 15 which explains that Vocational High School is a secondary education to prepare students to be ready to work in certain fields. So it can be concluded that, Vocational High School is a place to form students to be ready to enter the world of work in accordance with their field of expertise. So that when they graduate, these students can immediately enter the world of work without hesitation.

However, in reality, there are still many SMK graduates who have not found a job in accordance with the field they have mastered. In fact, many SMK graduates are still unemployed. This can be seen based on data from the West Sumatra Central Bureau of Statistics (BPS), which reports that the SMK graduate group is the second highest contributor to unemployment in West Sumatra. The unemployed population with the final education level of SMK reached 11.16% in February 2022. Most of the SMK graduates want to work immediately, but are not absorbed by the world of work. This is due to the increase in SMK graduates which is not matched by employment opportunities.

Efforts to overcome unemployment, especially for SMK graduates, are by creating their own jobs or entrepreneurship. According to (Fahmi, 2014) entrepreneurship is a science that examines the development and development of the spirit of creativity and dares to bear the risks of the work done in order to realize the results of the work. Zimmerer in (Saragih, 2017) also explained that entrepreneurship is the process of applying creativity and innovation to solve problems and seek opportunities that everyone faces in everyday life. Based on this definition, it can be concluded that entrepreneurship is the spirit, ability and behavior of individuals who dare to take risks, both financial, psychological and social, in carrying out a business process, creating something new and being able to do something different. from existing ones (innovation). By receiving results in the form of monetary rewards and personal satisfaction.

SMK Negeri 3 Payakumbuh is one of the public schools in Payakumbuh City which has a Beauty Department with a vision and mission of realizing people who are religious, characterized, dignified, intelligent, skilled, competitive and ready to work. SMK Negeri 3 Payakumbuh majoring in Beauty Cosmetology has the aim that its graduating students are able to be entrepreneurs or open jobs for themselves and for others in the field of beauty cosmetology. Being able to develop entrepreneurial skills, in accordance with the mission of vocational secondary education, is to prepare students to be able to work, either independently or as workers in the business world or industrial world in accordance with their fields and expertise programs. This is done by developing entrepreneurial skills to equip an independent work attitude, and taking risks on efforts and results in entrepreneurship. So that students are motivated and willing to be entrepreneurs. Based on a preliminary study on June 8, 2022, on the 2017-2018 alumni of this department totaling 30 respondents, the results showed that 53.3% of respondents stated that the business they established did not develop well.

Based on data from 30 alumni who are currently entrepreneurs or who have been entrepreneurs but stopped because of inhibiting factors which are all problems both internal and external of the business that nature hinder the development of the business. In order to find out what are the inhibiting factors in running a business, further lannjut researchers summarize the answers of respondents, namely (1) the initial capital is large enough, 36.3% answered that capital is an inhibiting factor in the field of beauty business; (2) business environment. 23.3% answered that the environment was an inhibiting factor because starting a business requires a good environment; (3) lack of knowledge, 16.6% answered that knowledge is one of the inhibiting factors in the beauty business, so that it must always update knowledge and add experience; (4) lack of marketing 13.3% answered that marketing or promotion is also an inhibiting factor in business; (5) time management, 6.6% answered that time management is an obstacle to business success; and (6) consistency in business development as much as 6.6% answered that consistency is also one of the inhibiting factors.

According to previous research conducted by (Yunara, 2021) that "The main factors that greatly influence the obstacles to success in entrepreneurship are personal factors and environmental factors. Meanwhile, knowledge and managerial factors are only as supporting factors". Research conducted (Cahyaningrum, 2021) states that "there are several inhibiting factors in entrepreneurship, namely, (1) lack of financial control, (2) failure in plans, (3) inability to make transitions, and (4) unfair competition". However, researchers found other facts that caused the failure of alumnis majoring in beauty cosmetology SMK N 3 Payakumbuh in entrepreneurship. For this study intends to further identify these obstacles.

LITERATURE REVIEW

The Concept of Entrepreneurship

Definition of Entrepreneurship

According to (Rusdiana, 2018) in terms of etymology, entrepreneurship comes from the words wira and usaha. Entrepreneurship is a way of thinking, analyzing, and acting based on business opportunities, a holistic approach, and balanced leadership (Dewi et al., 2020). Meanwhile, according to (Suryana & Bayu, 2014), the definition of entrepreneurship is creating added value by combining resources in new and different ways to win the competition. This added value can be created by developing new technology, discovering new knowledge, finding new ways to produce new and more efficient goods and services, improving existing products and services and finding new ways to provide satisfaction to consumers (Rahmiati et al., 2018). Based on the series of definitions mentioned above, it can be concluded that entrepreneurship is a creative, dynamic and innovative person, and is able to face various risks and face all unpredictable challenges.

1) Type of Business Field

According to (Fadiati & Purwana, 2011) broadly speaking, the types of business fields can be grouped into three business categories, namely: Production Business (Manufacturing), Trading Business (Trading) and Service Business (Service). According to (Fadiati & Purwana, 2011) beauty and makeup are entrepreneurs in the field of professional services because they have special skills professionally, the profession that is mastered can be used as a model for doing business.

2) Entrepreneurial Traits and Characteristics

According to (Meredith, 2002), the characteristics of entrepreneurs are self-confidence, task- and result-oriented and risk-taking. The characteristics of an entrepreneur according to Arthur Kuriloff and John M. Mempel in (Suryana & Bayu, 2014) suggest entrepreneurial characteristics in the form of entrepreneurial values and behaviors such as 1) Commitment Completing tasks to completion, 2) Moderate Risk Not taking speculative actions, but based on careful calculations, 3) Seeing Opportunities Utilize existing opportunities as best as possible, 4) Objectivity Make real observations to gain clarity, 5) Feedback Analyze time performance data to guide activities, 6) Optimism Showing great confidence even in tough situations, 7) Money See money as a resource, not an end goal, 8) Proactive Management Manage based on future planning. So it can be concluded that an entrepreneur must be committed in carrying out his duties to achieve the expected goals..

a. *Barriers to Entrepreneurship*

According to Suryana, in (Rosadi, 2020), the factors that influence entrepreneurship can be divided into two, namely internal factors and external factors. Internal factors are factors from within the individual, while external factors are the result of interactions with the environment (Astuti & Dewi, 2019).

External Factors

Capital Factors

Expertise capital is a person's expertise in running a business (Sukirno et al., 2006). According to (Purwanti, 2013) overall business capital is divided into three parts, namely: investment capital, working capital and operational capital. According to (Cashmere, 2014) the sources of business capital according to the source of origin are own capital and foreign capital.

Environmental Factors

Herry Achmad Buchory and Djaslim Saladin in (Surya, 2021) suggest that the environment is one of the factors that is very calculated in the management of business activities. Meanwhile, according to Wheelen and Hunger in (Melati et al., 2022), the business environment is all conditions and forces that exist inside or outside each business unit that will affect the policy direction of a business in managing its activities. Based on the above opinion, it can be concluded that what is meant by the external environment is an environment that is outside the company which can directly or indirectly have an impact on company / business activities and can create opportunities or threats for the company.

Marketing Factors

Kotler in (Hamed et al., 2022) suggests the definition of marketing means working with target markets to realize potential exchanges with the intention of satisfying human needs and desires. According to Stanton in (Tjiptono & Chandra, 2012), the definition of marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods or services that satisfy needs to both existing and potential buyers. While marketing according to Henry Faizal Noor in (Tjiptono & Chandra, 2012) that marketing is an activity that initiates sales. From this definition, it can be concluded that marketing is not just sales and distribution, but marketing is a series of systems of all interconnected activities, which are aimed at satisfying consumer needs..

METHOD

The approach used is quantitative research with descriptive type. The operational definition of this research is the factors that bondage entrepreneurship. According to Suryana in (Rosadi, 2020) suggests that the factors that bondage entrepreneurship can be divided into two, namely internal factors and external factors.

The population is alumni of SMK Negeri 3 Payakumbuh majoring in beauty procedures graduated in 2017-2018 as many as 86 people with a sample of 43 respondents. Sample withdrawal is done by stratified sample. The research instrument was a Likert scale questionnaire. Data analysis uses percentage techniques which are then interpreted using qualitative meaning.

RESULT AND DISCUSSION

1. Description of External Factors in Entrepreneurship Barriers

a. Modal

Table 1. Modal

No.	Statement	Answer Options										Total	Mean	
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)				
		f	fx	f	fx	f	fx	f	fx	f	fx			
1.	I have sufficient capital to qualify for entrepreneurship.	11	11	14	28	9	27	9	36	0	0	43	102	2.4
2.	I am able to make good use of capital as a requirement in conducting entrepreneurial activities.	4	4	17	34	17	51	5	20	0	0	43	109	2.5
3.	The additional capital that I obtained was able to increase sales turnover in entrepreneurship	7	7	17	34	11	33	8	32	0	0	43	106	2.5
4.	I use additional capital in entrepreneurship as well as possible to develop the	4	4	13	26	11	33	15	60	0	0	43	123	2.9

No.	Statement	Answer Options												Total	Mean
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)		F	FX		
		f	fx	f	fx	f	fx	f	fx	f	fx				
	business.														
5.	Small and large capital will affect my income in entrepreneurship.	4	4	12	24	15	45	11	44	1	5	43	122	2.8	
6.	The amount of capital I get to start a business is very influential in the success of the business.	8	8	12	24	13	39	9	36	1	5	43	112	2.6	
7.	I have no obstacles in obtaining capital to start a business.	17	17	11	22	13	39	1	4	1	5	43	87	2	
8.	Obtaining bank loans to start a business is not complicated.	19	19	11	22	10	30	3	12	0	0	43	83	1.9	
9.	The mechanism for obtaining access to capital from banks is always made easy.	11	11	9	18	19	57	4	16	0	0	43	102	2.4	
Average (Mean)														2.4	

Based on table 1, it can be seen under the capital indicator which is an external factor in inhibiting entrepreneurship of SMKN 3 Payakumbuh alumni who graduated in 2017 and 2018 which consists of nine statements with an average value (mean) of 2.4. Data analysis with percentage techniques shows the results that the percentage of capital indicators amounted to 48% categorized as "Medium".

Business Environment
Table 2. Business Environment

No	Statement	Answer option										Total		Mean
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)		F	FX	
		f	fx	f	fx	f	fx	F	fx	f	fx			
1.	The farther the supply is from the industrial site, the more expensive the business costs will be and will affect the final price of the goods.	3	3	6	1	1	3	1	7	4	2	4	14	3.3
					2	1	3	9	6		0	3	4	
2.	My entrepreneurship has been successful because it is supported by the availability of a good workforce.	9	9	1	3	1	3	7	2	0	0	4	10	2.4
				5	0	2	6		8			3	3	
3.	Increased productivity from entrepreneurship, due to the number of workers who have good quality.	1	1	1	2	1	3	1	4	0	0	4	10	2.5
		1	1	0	0	2	6	0	0			3	7	
4.	Competition in entrepreneurship has motivated me to develop my business even better.	8	8	1	2	1	5	7	2	1	5	4	11	2.6
				0	0	7	1		8			3	2	
5.	I understand the													

dimensions of the market, in order to develop entrepreneurial activities that I do.	7	7	1	2	1	5	5	2	0	0	4	10	2.5
			3	6	8	4		0			3	7	
6. I know the dimensions of the market that are in line with the products I sell with consumers who need them.	2	2	1	3	1	4	9	3	2	1	4	12	2.9
			5	0	5	5		6		0	3	3	
Average (Mean)													2.7

Based on table 2, it can be seen under the indicator of the business environment which is an external factor in inhibiting entrepreneurship of SMKN 3 Payakumbuh alumni who graduated in 2017 and 2018 which consists of six statements with an average value (mean) of 2.7. Data analysis with percentage techniques shows the results that the percentage on business environment indicators obtained a percentage of 54% categorized as "Medium".

Marketing

Table 3. Marketing

No.	Statement	Asnwer Option										Total	Mean	
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)				
		f	fx	f	fx	f	fx	F	fx	f	fx			F
1.	I choose a market where the products of my business can be sold well.	1	1	11	22	12	36	17	68	2	10	43	137	3.2
2.	I analyze people's needs and choose the right market to sell my products.	7	7	11	22	13	39	11	44	1	5	43	117	2.7
3.	In selling my products to the market, I always													

No.	Statement	Asnwer Option										Total	Mean	
		STS (1)		TS (2)		KS (3)		S (4)		SS (5)				
		f	fx	f	fx	f	fx	F	fx	f	fx			F
	plan carefully regarding the usefulness of the product, the brand of the product, the form of packaging, etc.	7	7	8	16	9	27	13	52	6	30	43	132	3
4.	The price I set for the product must take into account the quality of the product.	5	5	12	24	9	27	15	60	2	10	43	126	2.9
5.	I market my products by posting them on social media.	11	11	8	16	11	33	11	44	2	10	43	114	2.6
6.	I promote my products by making advertisements in printed mass media.	8	8	7	14	16	48	9	36	3	15	43	121	2.8
Average (Mean)													2.9	

Based on table 3 can be seen under the marketing indicators that become external factors in inhibiting entrepreneurship alumni SMKN 3 Payakumbuh who graduated in 2017 and 2018 consisting of six statements with an average value (mean) 2.9. Data analysis with percentage techniques shows the results that the percentage on marketing indicators that become external factors in inhibiting entrepreneurship is worth 58%. With the category "Medium".

Recapitulation of external factors in inhibiting entrepreneurship

Table 4. Recapitulation of external factors in inhibiting entrepreneurship

No.	Indicator	Percentase (%)	Note
1.	Capital	48%	Medium
2.	Business Environment	54%	Medium
3.	Marketing	58%	Medium
Average (Mean)		53.3%	Sedang

The results that can be seen in table 4 above are the overall average value (mean) obtained on the sub-variable external factors in inhibiting entrepreneurship as much as 53.3% with a moderate category.

Discussion

As already stated in the results in this study by saying under the average value (mean) obtained on the sub variable external factors in inhibiting entrepreneurship is 53.3% with moderate category, and sub variable internal factors in inhibiting entrepreneurship is as much as 56% with moderate category. (Suryana & Bayu, 2014) states the definition of entrepreneurship is to create added value by combining resources through new and different ways to win the competition. This added value can be created by developing new technology, discovering new knowledge, finding new ways to produce new goods and services that are more efficient, improving existing products and services and finding new ways to provide satisfaction to consumers.

External factors in inhibiting entrepreneurship is a process will occur and strengthened by the presence of conditions or environmental factors. This factor consists of the physical environment, economic environment, organizational and institutional environment and individual environment. The results of research from Hisrich and Brush found that 50 percent of 408 female entrepreneurs were first-born. The argument is that firstborns or only children will receive more attention from parents in developing their self-confidence and social capital, thus facilitating the growth of entrepreneurship. In terms of parents' employment background, many researchers say that the work of entrepreneurial parents, 50 percent more will also produce an entrepreneurial child. Then the relationship with parents in general, whether entrepreneurs or not, is very influential on the development of one's entrepreneurship because parents will encourage their children to be independent, advanced and responsible (Hisrich and Candida, 1986).

People who work independently or are self-employed will influence their children's decision whether to work as self-employed or wage employees. The childhood experience gained from his parents will determine his attitude towards work. If the parents are self-employed, the first choice of their children when they have to work will be self-employment. The results of research conducted in Central Java and East Nusa Tenggara show that the individual environment that influences entrepreneurship is the nature of openness, parenting and education.

According to Carol Noore cited by Bygrave (1996) in Suryana, 2001, the entrepreneurial process begins with innovation. This innovation is influenced by various factors both from personal and outside the person, such as education,

sociology, organization, culture and environment. These factors form locus of control, creativity, innovation, implementation, and growth which then develop into a large entrepreneur. Internally, innovativeness is influenced by factors originating from the individual, such as locus of control, tolerance, values, education, experience. Meanwhile, factors originating from the environment that influence include role models, activities, and opportunities. Therefore, innovation develops into entrepreneurship through a process that is influenced by the environment, organization, family, etc.

The theory used in the results of this study is the theory of Widyaningsih in (Dini & Fipiariny, 2019) which states that there are two factors that influence entrepreneurial interest, including internal factors and external factors, the better and more supportive internal factors and external factors in entrepreneurship, the better entrepreneurial activities, otherwise the lower the support from the environment and the low internal factors in themselves, it will make entrepreneurial activities difficult to develop. Internal factors include: knowledge, emotional, experience. While external factors include: capital, business environment, marketing, etc.

So it can be concluded that external environmental factors are factors from outside the individual that affect the individual and are factors that cannot be controlled, entrepreneurship is triggered by personal, environmental and sociological factors. Of course, environmental factors that influence favorable situations, role models, activities, competitors in the same industry, incubators as a source of ideas, natural and human resources, technology, government policies, etc. When a person in entrepreneurial activity turns their idea into a company, financial resources are an important factor to be considered such as financial institutions, investors and others. This is the use of financial resources for financing operations such as security deposits, transactions, etc., or for investment as loans. The better and more supportive the external factors in entrepreneurship, the better the entrepreneurial activities, on the contrary, the lower the support from the environment, it will make entrepreneurial activities difficult to develop.

This section contains the data collection process, the time span and location of the research, and the results of data analysis (which can be supported by illustrations in the form of tables or figures, not raw data, and not in the form of printscreen analysis results), a review of the relationship between the results and basic concepts, and/or the results of hypothesis testing (if any), as well as conformity or contradiction with the results of previous research, along with their respective interpretations. This section can also contain the implications of the research results, both theoretically and applied. Every figure and table used must be referred to and given an explanation in the text, as well as given the numbering

and source of reference. The following is an example of how to write subheadings, sub-subheadings, sub-sub-subheadings, and so on.

CONCLUSION

External factors in inhibiting entrepreneurship of SMKN 3 Payakumbuh alumni who graduated in 2017 and 2018 obtained a percentage of 53.3% in the moderate category. This means that alumni of SMKN 3 Payakumbuh who graduated in 2017 and 2018 consisting of 43 respondents have a moderate category of external factors in inhibiting entrepreneurship.

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