

People. Innovation. Excellence.



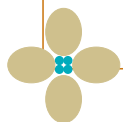
ISSN: 2087-1236

Volume 6 No. 3 Juli 2015



humaniora

Language, People, Art, and Communication Studies



humaniora	Vol. 6	No. 3	Hlm. 291-432	Jakarta Juli 2015	ISSN: 2087-1236
-----------	--------	-------	-----------------	----------------------	--------------------

HUMANIORA

Language, People, Art, and Communication Studies

Vol. 6 No. 3 Juli 2015

Pelindung	Rector of BINUS University	
Penanggung Jawab	Vice Rector of Research and Technology Transfer	
Ketua Penyunting	Endang Ernawati	
Penyunting Pelaksana Internal		
Akun	Dahana	Trisnawati Sunarti N
Retnowati	Sofi	Dila Hendrassukma
Agnes Herawati	Sri Haryanti	Dominikus Tulasi
Ienneke Indra Dewi	Sugiato Lim	Ulani Yunus
Menik Winiharti	Xuc Lin	Lidya Wati Evelina
Almodad Biduk Asmani	Shidarta	Aa Bambang
Nalti Novianti	Besar	Nursamsiah Asharini
Rosita Ningrum	Bambang Pratama	Rahmat Edi Irawan
Elisa Carolina Marion	Mita Purbasari Wahidiyat	Muhammad Aras
Ratna Handayani	Lintang Widyokusumo	Frederikus Fios
Linda Unsriana	Satrya Mahardhika	Yustinus Suhardi Ruman
Dewi Andriani	Danendro Adi	Tirta N. Mursitama
Rudi Hartono Manurung	Tunjung Riyadi	Johanes Herlijanto
Roberto Masami	Budi Sriherlambang	Pingkan C. B. Rumondor
Andyni Khosasih	Yunida Sofiana	Juneman
Penyunting Pelaksana Eksternal		
Ganal Rudiyanto	Universitas Trisakti	
Editor/Setter	I. Didimus Manulang Haryo Sutanto Holil Atmawati	
Sekretariat	Nandya Ayu Dina Nurfitri	
Alamat Redaksi	Research and Technology Transfer Office Universitas Bina Nusantara Kampus Anggrek, Jl. Kebon Jeruk Raya 27 Kebon Jeruk, Jakarta Barat 11530 Telp. 021-5350660 ext. 1705/1708 Fax 021-5300244 Email: ernaw@binus.edu, nayu@binus.edu	
Terbit & ISSN	Terbit 4 (empat) kali dalam setahun (Januari, April, Juli dan Oktober) ISSN: 2087-1236	

HUMANIORA

Language, People, Art, and Communication Studies

Vol. 6 No. 3 Juli 2015

DAFTAR ISI

Retnowati Symbols and Sexual Perversion of Laura Wingfield in Tennessee Williams's <i>the Glass Menagerie</i>	291-299
Rani Agias Fitri; Indri Putriani Tipe Kepribadian dan Tahapan Komunikasi Intim pada Dewasa Awal	300-311
Rina Kartika Memilih dan Memanfaatkan Tipografi	312-318
Fu Ruomei Teaching Design and Practice of Chinese Film Course at Binus University	319-324
D. Rio Adiwijaya; Anita Rahardja Practice as 'Research' within the Context of Art and Design Academia: A Brief Excursion into its Philosophical Underpinnings	325-333
Lydia Anggreani A Brief Analysis of Errors and Their Causes of Indonesian Students Learning Chinese Characters	334-338
Yunida Sofiana Memahami Estetika dari Sudut Pandang Desain Interior	339-347
Clara Herlina Karjo Which Teacher-Student Interaction Triggers Students' Uptake	348-357
Lelo Yosep Laurentius Strategi Pemberdayaan Perusahaan Waralaba Lokal menuju Waralaba Global: Studi Kasus <i>Good Corporate Governance</i> oleh Eksekutif Puncak di J.Co, Es Teller 77, dan Pecel Lele Lela	358-366
Amarena Nediari; Grace Hartanti Pendokumentasian Aplikasi Ragam Hias Budaya Betawi pada Desain Interior Ruang Publik Café Betawi	367-381
Elda Franzia Pengaruh Foto Profil dan <i>Cover</i> pada Jejaring Sosial <i>Facebook</i> dalam Membentuk <i>Personal Branding</i> : Studi Kasus Mahasiswa dan Alumni FSRD Universitas Trisakti	382-394
Polniwati Salim Memaknai Arsitektur dan Ragam Hias pada Rumah Khas Betawi di Jakarta sebagai Upaya Pelestarian Budaya Bangsa	395-402
Budi Sriherlambang Konsep Pelayanan Garuda Indonesia Experience dan Konstruksi Makna dalam <i>Network Society</i>	403-411

HUMANIORA

Language, People, Art, and Communication Studies

Vol. 6 No. 3 Juli 2015

DAFTAR ISI

Agus Masrukhin Type of Mental of Successful Entrepreneur: A Qualitative Study of Bob Sadino's Experience ..	412-417
Deni Setiawan; Timbul Haryono; M. Agus Burhan Analisis Fungsi Pakaian Karnaval di Yogyakarta menurut Roland Barthes dan Fungsi Seni Edmund Burke Feldman	418-432

TYPE OF MENTAL OF SUCCESSFUL ENTREPRENEUR: A QUALITATIVE STUDY OF BOB SADINO'S EXPERIENCE

Agus Masrukhin

Character Building Development Center, BINUS University
Jln. Kemanggisian Ilir III, No. 45, Kemanggisian – Palmerah, Jakarta Barat 11480
gusmasrukhin@gmail.com

ABSTRACT

This paper was to determine the type of mental of successful businessman Bob Sadino. So he became a major employer in the field of retail and supermarket. The theories used were personality theory and Cash flow Quadrant theory. The theories used were later associated with the analysis results obtained from the field. Research used descriptive qualitative analysis using mental of success. Results show that Bob Sadino had Business owner mental and Investor mental based on Cash flow Quadrant theory.

Keywords: *entrepreneur, personality, cash flow quadrant*

ABSTRAK

Penelitian bertujuan untuk menentukan tipe mental Bob Sadino sehingga ia menjadi pengusaha sukses yang bergerak di bidang retail dan supermarket. Studi ini menggunakan teori kepribadian dan teori Cash flow Quadrant. Teori yang digunakan kemudian dikaitkan dengan hasil analisis yang diperoleh di lapangan. Metode yang digunakan adalah analisis deskriptif kualitatif dengan menggunakan mental berhasil. Hasil menunjukkan bahwa Bob Sadino memiliki mental Business owner dan Investor berdasarkan teori Cash flow Quadrant.

Kata kunci: *pengusaha, kepribadian, kuadran arus kas*

INTRODUCTION

One of the major problems Indonesia facing today is the issue of unemployment. Disproportionate number of people with jobs has resulted in the availability of most of people that do not have job and steady income. People who do not have steady income are due to lack of youth employment. Referring to the Central Statistics Agency (BPS) (Berita Satu, 2012), the number of unemployment in Indonesia in August 2011 reached 7.7 million people or 6.56% of the total labor force. Unemployment was the highest in August 2011, graduated from high school (SMA) of 10.66% and Vocational School (SMK) of 10.43%. Unemployed elementary school (SD) graduates amounted to 3.56%, up from the position in February 2011 amounted to 3.37%.

Then, unemployed Junior High School (SMP) graduates reached 8.37%, up from February 2011 which reached 7.83%. Unemployed Diploma I/II/III graduates reached 7.16%, down from 11.59% in February 2011. Unemployment university graduates fell to 8.02% from 9.95% in February 2011 (Husni, 2012). Statistical data above shows that the problem of unemployment in Indonesia productive age is a problem that cannot be underestimated. Related to that, given the limited absorption of labor in Indonesia, many people believe that the best way to lower the unemployment rate in Indonesia is by creating young entrepreneurs.

Entrepreneurship expert from the United States, David McClelland, says a country can be said to be prosper if the number of entrepreneurs is 2% of the total population (Berita Satu, 2012). However, the number of entrepreneurs in Indonesia amounts to only 0.24% of the total population; if Indonesia's population is about 240 million, then the country needs at least 4.2 million entrepreneurs to reach the minimum amount (Berita Satu, 2012). From the explanation, the author noticed that the role of new entrepreneurs as life support for Indonesia's economy in the future is very important. It is because there is no developed country without the presence and contribution of business community. Then, after the emergence of new entrepreneurs is how big the impact on the progress of Indonesia.

Based on the background, this study aims (1) to determine the type of mental of successful businessman Bob Sadino, (2) to determine on what stage the process done by Bob Sadino to be success in realizing its business, (3) to find out what are the obstacles encountered during the process steps towards success and efforts to overcome the obstacles.

Theoretical Framework

The word personality actually comes from the Latin (Azhari, 2004:161), *persona*. At first, it refers to the word *persona* masks commonly used by performers in Roman times in the role-play role. At that time, each player plays their own role play according to the mask s/he wore. Gradually, the word *persona* or personality turned into a term that refers to a particular social picture received by an individual from a group or community, then the individual is expected to behave in accordance with the description based on social role it receives. (Baharuddin, 2007:206–207)

According to Alport, personality is the dynamic organization and psychophysical systems in the individual that determines her/his unique or distinct ways in adapting to her/his environment. Meanwhile, according to Kuncoroningrat, personality is a reasonable arrangement of the elements and spirit that determine differences in the behavior or actions of each individual. Moreover, according to Stern, personality is a person's life as a whole, individual, unique, business goals, ability to survive and open up, the ability to gain experience. Whereas According to Maddy or Burd, personality is a set of characteristics and tendencies that determine general stable and psychological differences in behavior (thinking, feeling, and moving) of a person in a long time and cannot be understood simply as a result of social pressure and the pressure at the time of biological. And according to

Phares, personality is the typical pattern of thoughts, feelings, and behaviors that distinguish a person from one to another and do not change across the time and situations. (Al Wisol, 2005:9–10)

Cash flow Quadrant (Kiyosaki, 2011) is used to measure the success or failure of one's mental. It is not of her/his profession. Cash flow Quadrant classifies mental of people into 4 quadrants, namely: (1) Mental E = Employee, (2) Mental S = Self Employed, (3) Mental B = Business owner, (4) Mental I = Investor. It is assumed that quadrant of the person's profession, as Doctor, Lawyer, Notaries, Musician, Painter is considered to be in the "S" (Self Employed), but it is not so. The depiction of the profession is only to facilitate an initial understanding of the reader. Real understanding is when a lawyer or a doctor has mental "S" (Self-employed), then the lawyer or doctor will be more successful than a lawyer or a doctor who has mental "E" (Employee). If a lawyer or a doctor has mental "B", s/he will be more successful, and will be very successful if s/he has the highest mental "I". So "E", "S", "B"; "I" are not mental profession. A simple example is Mr. Abeng; he clearly has been a worker, but he has a mental "I" (Investor). So, of course he is a tremendous success. Another example is Sri Mulyani; she is now employee of the World Bank, yet she has mental "I", of course, she is very successful.

Another example is "meatball sellers"; he is an entrepreneur. However, if the mental is mental "E" (Employee), then his business is difficult to develop and will stay that way, in meatball seller circumferences. If he tries to improve his mental to be mental "S" (Self Employed), he can thrive business although the progress is slow and so many customers increase. If he's trying so hard to improve mental to mental "B" (Business Owner) and then the business will quickly grow and is able to open employment, is able to form a team, and is capable to prosper many people. He will have several meatball restaurants and many mobile units also.

The important thing is not the profession; whatever the profession is to increase mental, whether employee or self-employed, or lawyers, notaries, doctors. Strive to train to keep mental increasing, which at first mental "E" increases to mental "S", then "B", and finally the most high minded "I". Increasing the mental, whatever the profession is, will automatically be more successful. If the mental is "E" or "S", so whatever the profession, it certainly is not so successful. Nevertheless, if the mental is already "B" or "I", whatever the profession is, s/he is automatically successful. If the mental is self-employed, then s/he becomes a successful entrepreneur. An employee is definitely a successful employee, because s/he has mental "B" or "I". Improvement by increasing knowledge, experience, and training will increase the mental and to be "B" or "I". (Kiyosaki, 2012; Kiyosaki, 2011)

METHOD

This research is a descriptive study using qualitative approach. It is categorized in descriptive research because the research was conducted in order to determine a phenomenon. It carries out an exploration and clarification of phenomenon or social reality by describing a number of variables related to the problem and unit studied (Faisal, 2001). Descriptive research purposes on creating a description in a systematic, factual, and accurate information based on facts, properties, and relationships between the phenomenon investigated (Surakhmad, 1994). Moreover, descriptive research method is characterized as follows. First, it focuses on solving the problem that exists in the present (actual problem). Second, the data collected is firstly arranged, described, and then analyzed.

Qualitative approach assumes that the understanding of human behavior is not enough to cover the behavior itself but also the perspective of human behavior to describe human and her/his world. Research with qualitative approach does not only collect data, but also is an approach to the

empirical world. Once the data was collected, research performed data reduction and subsequent interpretations of the data to find the values of fundamental truths from research object. To analyze the data generated, author collected general nature of the data then issued specific data to draw conclusions from the data and information obtained in this study.

RESULTS AND DISCUSSION

Bob Sadino was born in Lampung, March 9th, 1933. He was an Indonesian businessman in the field of food and livestock. He was the owner of the business network and Kemchick and Kemfood. On many occasions, he was often seen using a short-sleeved shirt and shorts that became his trademark.

Bob had lived in the Netherlands for 9 years. In 1967 Bob and his family returned to Indonesia. The first job after leaving the company was renting Mercedes, a car he had; and he became the driver. Unfortunately, one day he had an accident which resulted in his car badly damaged. Because they had no money to fix it, Bob took another job and his salary was only Rp100. He also had been suffering from depression due to life pressure they experienced.

One day, a friend suggested Bob maintain domestic chicken and egg business to fight depression. Bob was interested and started developing a chicken farm. In Indonesia, chicken was still dominating the market. Bob was the first to introduce domestic chicken and eggs to Indonesia. He sold eggs from door to door, but over the time, the domestic chicken eggs began to be known as Bob's growing business. Bob then went on his business by selling chicken meat. In addition to introducing the domestic chicken eggs, he also was the first to use hydroponic system on vegetable cultivation in Indonesia.

Many businesses have gone out because the business does not make profit even after a long time. Success entrepreneur is not solely determined by the amount of capital and resources of the business, but also influenced by mental resilience of the business itself. Warren Buffett said, thinking it was no use, it was also agreed by Bob Sadino. (Faisal, 2001)

According to Bob Sadino, a successful businessman and founder of Kemfood and Kemchick, 5 characters were suggested that an entrepreneur should possess in order to successfully run her/his own business: (1) having a strong will, starting something whatever it is. Constraints and problems are faced by people who definitely just starting an activity. This is also true in private business. To open a private business is not as easy as turning the palm of hand. To that end, a prospective entrepreneur must have strong will to be able to face obstacles and problems in the early days of the business; (2) having strong determination; when private business has been established, the next problem is to obey the action plan that has been designed. The action plan contains concrete measures to guide entrepreneurs in doing business. It often happens that obstacles encounter in the field of business. Entrepreneur has to improvise and take steps that are not contained in the action plan. In order business does not stray far from the targets designed, entrepreneur must have a strong commitment and determination to always consistently run the business. Targets and action plans that have been developed should run as much as possible so that the mission can be accomplished in the early establishment of business; (3) Dare to take risks, to make decisions. Fear will make the business not run. One Risk of doing business is loss. However, it does not mean that risk requires businesses to always play safe. Courage to innovate and try new strategies is needed for business development; (4) Hardiness and not whiny. Whatever the profession is, there certainly will always be challenges and trials that must be faced. Similarly for professional entrepreneurs, technical and non-technical obstacles will always encounter every day. To survive in difficult situations, it takes a

strong mental endurance. Businessman is expected to not dissolve in grief too deep if the business is shaken. More important things to do business are to find solutions to the problems and confident that the shocks that hit the business will pass; (5) Ikhlas and always be thankful. These characters may seem a bit absurd, but the success of many businesses in entrepreneurship. Attitude of a sincere heart and give thanks to God always makes a businessman do business with the system go-with-the-flow. Sincere gratitude makes businesses interpret any results obtained from the business, any small business profits gained. Ries (1995) says a dishonest salesman would be hard pressed to identify the weaknesses in its products. Meanwhile, Trump (2007), Chairman of the Japanese Chamber of Commerce, said "We tried to find out the opinions of others, because only with that we can serve their needs."

Capital is not the main determinant for the success or failure of a trade. Sometimes a little capital knowledge of the ins and outs accompanied by a steady trade can make traders successful (Mawardi, 2009). Bob Sadino was a businessman who departed from zero capital. There are some lessons to be drawn by Bob Sadino when treading his business, including: (1) the key to success is to have a dream, pursue that dream, and dare to believe; (2) weakness of many people is too much to think make a plan so that no immediate step; (3) significant is action and seek total, in any struggle; (4) each successful step always balanced failure, wring sweat, and even upside down; (5) money is the number one priority, so what is important is willingness, commitment, and always create opportunities and willing to take chances. In essence, the key is to start a business on a whim, confidence and creativity. Capital is not the main thing. One can still succeed with business without capital. It can be seen what is currently achieved from Sadino Bob, he started a business without capital. Winston Churchill said, "I find that the best way customer trust is to give good service and satisfying (Ries, 1995). Bob Sadino prefers to work on, while the results are later. Different theories of Sun Tzu's art of war say: "there are two factors that must be considered before doing something, ie, gains and losses (Seng, 2006).

CONCLUSION

After doing the research by conducting literature from a variety of sources and analyzing data, some conclusions are obtained about the types of mental of Bob Sadino as a successful entrepreneur by stages and barriers perceived in achieving his success. Based on the analysis, the theory according to Stern, personality is a person's life as a whole, individual, unique, business goals, ability to survive and opening up, the ability to gain experience. Whereas, according to Madly and Bard, personality is a set of characteristics and tendencies that determine general stability and psychological differences in behavior (thinking, feeling, and moving) of a person in a long time and cannot be simply understood as a result of social pressure and the pressure at one time. Bob Sadino means hardworking nature has to achieve goals and always has plenty to do without thinking too much. He always thinks positive and has confident spirit. The cash flow quadrant-based theory includes Bob Sadino as "B" (Business owner) mental and "I" (Investor) mental. He always took a chance and always looked for opportunities in business for himself in order to achieve increased revenues.

From this study, it is expected that more studies will be conducted on the type of mental from other big businessmen. It is also expected different analysis methods to bring new successful entrepreneurs. In the end, the economy of Indonesian people will go forth because it is supported by many new entrepreneurs.

REFERENCES

- Al Wisol. (2005). *Psikologi Kepribadian*. Malang: UMM.
- Azhari, A. (2004). *Psikologi Umum dan Perkembangan*. Jakarta: Mizan Publika.
- Baharuddin, (2007). *Psikologi Pendidikan Refleksi Teoritis terhadap Fenomena*. Yogyakarta: Ar-Ruzz.
- Berita Satu. (2012, 29 Desember). Signifikansi mencetak wirausahawan muda. *Opini*. Diakses dari <http://www.beritasatu.com/blog/ekonomi/2071-signifikansi-mencetak-wirausahawan-muda.html>.
- Faisal, S. (2001). *Format-format Penelitian Sosial*. Jakarta: Raja Grafindo.
- Husni, A. (2012, 26 April). *Memajukan Ekonomi Indonesia*. Diakses dari <http://suar.okezone.com/read/2012/04/26/58/618710/memajukan-ekonomi-indonesia>
- Kiyosaki, R. T. (2012). *Rich Dad's Guide to Investing: What the Rich Invest in, That the Poor and the Middle Class Do Not!* USA: Plata.
- Kiyosaki, R. T. (2011). *Rich Dad's Cashflow Quadrant: Rich dad's guide to financial freedom* (2nd eds.). USA: Plata.
- Mawardi, D. (2009). *Belajar Goblok dari Bob Sadino*. Jakarta: Kintamani.
- Ries, A. (1995). *Kiat Sukses Bisnis Abad Ini*, Jakarta: Halirang.
- Seng, A. W. (2006). *Rahasia Bisnis orang Cina*. Jakarta: Himah.
- Surakhmad, W. (1994). *Pengantar Penelitian Ilmiah dan Dasar Metode Teknik*. Bandung.
- Trump, D. J. (2007). *Robert T Kisosaki, Why We Want You to be Rich*. Jakarta: Gramedia.