

## GOOD INSPIRING THE STRENGTH OF ENTREPRENEURSHIP CHARACTER OF THE MINANGKABAU MIGRANT

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### ABSTRACT

*One important role in improving the development of a nation is entrepreneurship which is present in all aspects of life. The development of entrepreneurship in our country is still relatively slow, resulting in increasing unemployment every year, including educated unemployment. This research aims to map the inspirational aspect of entrepreneurial character strength and analyze the form that underlies the process of cultural interaction which is an important part in increasing development in Indonesia to be able to respond to the slow movement of economic growth in a country, even in a region. The research was designed in a qualitative design with data collection methods in the form of observation and in-depth direct interviews. Data analysis was carried out by reducing, displaying, and interpreting the data manually. The research results show that inspiration runs in the entrepreneurial process which is characterized by the power of social interaction which increasingly attracts and gives interest so that the business progresses and develops every year. The inspiration for the power of entrepreneurship cannot be separated from the role of cultural interactions presented by individual entrepreneurs both formally and informally. The limitation of this study is that the scope of the study is limited to one community group. There is the possibility of finding comparisons by studying in a wider space.*

**Keywords:** Good Inspiring, Entrepreneurship Character

### INTRODUCTION

The entrepreneurial spirit is possessed by someone who has a spirit of innovation within himself (Qosja & Druga, 2015). The spirit of entrepreneurship grows influenced by cultural factors that develop in a society. It is true that not all cultures can have an influence on entrepreneurial orientation, but some cultures in certain regions have a strong influence on the entrepreneurial orientation of their people (Watson et al., 2019). One tribe in Indonesia that is known for its entrepreneurial spirit and skills is the Minang tribe. In almost every region in Indonesia there are Minangkabau people and most of their profession is as traders. Even in several countries abroad there are also Minangkabau people who trade. The urge to migrate and trade is also influenced by cultural factors (matrilineal culture) which arise because of the assumption that men can live anywhere, and they do not need a place to live like women do. So, with this condition, many Minang youth have not finished their education and go overseas to trade. There are even those who never return to their hometowns and there are also those who migrate for an uncertain period (Fahmi, 2014).

The spirit of Minangkabau migrants can be seen clearly from both social and economic aspects, which

are important pillars of quality in measuring the strength of the entrepreneurial character of Minangkabau migrants, besides not denying other important aspects. Strong social and economic fields make Minangkabau migrants respected by other communities. The development of Minangkabau migrants is not only achieved by strengthening quantity but is also supported by strengthening quality. This is where the Minangkabau Migrants will be known to have an advanced civilization or not. To see the development of the reality of the social and economic aspects of Minangkabau Migrants of course requires data that is scientifically measurable and can be accounted for as important documents and data to see the social and economic map of Minangkabau Migrants in North Tapanuli. That entrepreneurs who are able to innovate and have a wide network are really needed for economic growth (Sajilan & Tehseen, 2019). Therefore, with more entrepreneurs, there will be more opportunities for new job opportunities.

One indicator to see the strength of entrepreneurial character in the North Tapanuli area is through the growth and development of the number of Padang/Minang restaurants, in the last 3 years. Based on BPS North Tapanuli Regency, the development of accommodation and food providers over the last 3 years respectively, 2019 was 6.22%, 2020 was 6.92%

and 2021 was 7.12%. This percentage can be seen from the growth in the number of accommodation and food providers in consecutive figures in 2019 as many as 340, in 2020 as many as 374 and in 2021 as many as 401). Meanwhile, the development of Minang restaurants officially recorded by BPS North Tapanuli was 19 in 2019, 27 in 2020 and 38 in 2021. Plus other businesses from Minangkabau migrants who are not visible to the naked eye (sate sellers on motorbikes or carts) who grows like mushrooms in this area. The presence of various Minangkabau migrant entrepreneurs in their social interactions on one side is a driving force that contributes to the social and economic strengthening of this region. On the other hand, the development of Minangkabau migrant entrepreneurs can increase their own income. So the existence of Minangkabau migrant entrepreneurs truly has very unique characteristics with a typical Padang flavor. It should be acknowledged that the presence of Minangkabau Migrant Entrepreneurs has transformed into a force of successful people everywhere without exception, especially in North Tapanuli. It's not that local people in North Tapanuli don't want to be entrepreneurs, but the problem is character. So the character of the Minangkabau people becomes an inspiration for local entrepreneurs in North Tapanuli. The presence of the Minangkabau people with their growing strength of character/entrepreneurial spirit has provided an opportunity for North Tapanuli to be able to accommodate many workers in this area, thereby reducing unemployment and poverty. With the complete problems currently being faced by the region, the younger generation is required to have an entrepreneurial spirit that can help this region from various kinds of problems.

The general aim of this article is to complement the shortcomings of previous studies which have not revealed much about the inspiring entrepreneurial character of Minangkabau Migrants which can be extracted from their social interactions. This first article aims to map the inspiration for the strength of entrepreneurial character and the supporting elements of the process that show the existence of cultural interactions as wisdom from Minangkabau migrants. Second, this article is aimed at analyzing the strength of character that causes Minangkabau people to be successful overseas and able to interact with local culture. The answers to these two objectives (questions) make it possible to understand the essence of the inspiration for the strength of entrepreneurial character that occurs in cultural interactions.

## LITERATURE REVIEW

### Previous Research

Heryanto's research (2011) found that the factors that make Minang people migrate and leave parak (rice

fields and fields) are ecological pressure, geographical pressure, low income in the agricultural sector, demographic pressure, economic pressure, wanting to get a better education and desire to live in big cities. Among these factors, the most dominant is the economic factor, the main reason Minang people migrate and leave agricultural land. Effendi's research (1999) found that cultural factors were the biggest factors influencing the behavior of Minang traders because market economic principles were inseparable from understanding Minang culture in general. Enthusiastic involvement in the market is supported by the traditions of the Minang community. Minang people maintain their local social lifestyle through their involvement in markets and trade. This can be seen in the market organization in Minangkabau. The results of other research found that the process of learning factors for students (containing information about study guides, student efforts, and the educational process) was able to mediate the relationship between psychological aspects (need for achievement, internal control, (Córcoles-Muñoz et al., 2019). Meanwhile That is, relational support from family, friends and other parties plays a role in fostering entrepreneurial intentions. Family and friends are two parties who have a big influence on a person's career path (Ambad & Damit, 2016). Ramadhan et al., (2016) found these factors- The factors that many Minang migrants work as traders are: (1) trading has become part of the Minang people's soul because it has been passed down from generation to generation, (2) the factor of independence which has been ingrained in the Minang people since childhood, (3) the influence of cultural existence, and (4) economic factors.

Based on several studies used as references above, this research continues several existing studies by adding several new variables that have not been studied by several previous studies.

### Word Definition Review

#### *1 Inspiration*

Inspiration comes from the Latin word *inspirare*, which combines the prefix *in* or *into* the word *spirare*. *Spirare* itself means breathing. The Oxford English Dictionary defines inspiration as “the breathing or importation of ideas, goals, etc. into the mind; suggestion, or the creation of feelings or encouragement for something noble”. This process occurs when someone sees or hears something that causes them to have unique and interesting new ideas. According to Cambridge Dictionary, inspiration is someone or something that gives ideas for doing something. According to KBBI (Ebta Setiawan, 2012-2021), inspiration is inspiration or imagination in the form of creativity or creativity. Meanwhile, according to the English Collins Dictionary, inspiration is the stimulation or passion of thoughts, feelings, for special

or unusual activities or creativity. Or it can be understood as the act or power of exercising influence that elevates or stimulates the intellect or emotions. Inspiration can encourage someone to be positive and change the way someone views their own abilities. (Jevi Nugraha, 2010). Some people admit that they often hear or suddenly come to mind before finding something meaningful.

In line with this, even though it is considered unscientific, researchers are trying to study this phenomenon. There is a transcendent influence and power that emerges in the process of birth of inspiration. Wawan Kurniawan (2020) in his article said that the initial approach in psychology linked inspiration to the subconscious. Where according to von Hartmann (1884), the subconscious produces ideas that are more organic and elegant than those created by will. Wallas (1926) suggested that the creative process consists of four stages: preparation, incubation, illumination, and verification. Consciousness will dominate during preparation and verification, while unconscious and undesirable processes are responsible for incubation and generating illumination. The second source suggested for generating inspiration is the subconscious. Meanwhile Dani Farhalah (2020) quotes Merriam-Webster as defining inspiration as "something that makes someone want to do something or that gives someone an idea about what to do or create." Here's what is said for motivation: "the action or process of giving someone a reason to do something." Inspiration is more about people wanting to act, while motivation is more about giving people a reason to act. That is the difference between safeguarding and empowering, incentives or influence, fire starters and fire extinguishers.

Researchers see inspiration as something that comes from outside a person. Someone can go to nature, listen to music, or read and all these activities have the opportunity to produce inspiration. Something that really comes from outside of oneself and triggers something astonishing to emerge. However, some researchers consider that inspiration will be influenced by a person's nature and character. Todd M. Thrash and Andrew J. Elliot along with several other researchers continue to study and try to find out about inspiration. Thanks to their hard work, now we can find and even use the Inspiration Scale (IS). The IS has strong psychometric properties: it exhibits a consistent two-factor structure, internal consistency, temporal stability, and measurement invariance across time and populations. (Wawan Kurniawan, 2020)

So the general conceptualization of inspiration can be understood as a breath, an encouragement to continue thinking creatively. Or it can be said that inspiration is a mental and emotional state when consciousness is open to higher vibrations consistently. Inspiration can be activated, captured, and has a major

influence on internal states, temporal stability, measurement invariance across time and populations.

### *Entrepreneurial Character*

Entrepreneurship is derived from the word and business entrepreneurship. Wira means hero warrior, superior man, role model, brave and of great character. Effort means charity, work, doing something. (Muslimin Kara and Jamaluddin, 2010). So the conceptualization of entrepreneurial character is seen as the values inherent in an entrepreneur. This character is abstract or intangible, but if it is potentiated and put into practice in the business world, it becomes a great power that can turn dirt and junk into gold. (Elfindri, Ayunda and Saputra, 2010).

Entrepreneurial character generally describes a person's personal or psychological uniqueness which consists of the dimensions of values, attitudes and needs. Nurhayati et al., (2021) in their research succeeded in finding that the psychological characteristics of entrepreneurship have a real and positive effect on entrepreneurial competence and business performance. This shows the importance of building entrepreneurial characteristics that really determine business success. Timmons and Spinelli (2004) in Ilham Setiawan (2016) state that there are six basic entrepreneurial attitudes (characters), namely: 1. Commitment and determination, are the most important factors for entrepreneurs to overcome all obstacles. His attitude and behavior are tenacious, firm and quick in making decisions; competitive in achieving goals; willing to sacrifice; very involved. 2. Leadership, an entrepreneur must have the ability to influence without being forced. Attitudes and behavior such as: Team building and respecting others; inspiration for others; patient and loyal; honest and reliable; build trust. 3. Obsessed with opportunities, an entrepreneur always wants to pursue opportunities to increase wealth or resources. Attitudes and behavior such as: Knowing customer needs; want to increase the value of the company. 4. Tolerance for risk, ambiguity and uncertainty. Attitudes and behavior such as: Taking calculated risks; minimize risk; tolerate ambiguity and uncertainty; tolerate stress and conflict; understand problems and solve existing problems. 5. Creative, independent and adaptable. Attitudes and behavior such as: Entrepreneurs are more open-minded; creative in solving problems; not afraid of failure; can conceptualize and explain details; quickly learn; can adapt to change. 6. Motivation to succeed, an entrepreneur is driven to succeed and driven to achieve personal targets and overcome challenges. Attitudes and behavior such as: Orientation to goals and results; want to succeed and develop; not wanting status and power; knowing strengths and weaknesses; can see problems from afar.

According to Bygrave (2011), entrepreneurial characteristics are divided into ten types, namely:

dream, decisiveness, determination, dedication, devotion, details, destiny, distribute and dollars. And research by Stephan and Uhlaner (2010) found that in 40 developed countries in the world, social-based cultural values such as honesty and sincerity had more influence on entrepreneurship than performance-based cultural values.

An entrepreneur must have entrepreneurial characteristics in running their business. Entrepreneurial characteristics are special characteristics possessed by an entrepreneur that differentiate him from others (Bygrave, 2004). So the essence of entrepreneurial character is a person's ability/quality of value in creating something new and different. One effort to empower the economic potential of the people and build an independent society is to create as many new entrepreneurs as possible. The assumption is simple, entrepreneurship is basically.

## **RESEARCH METHOD**

### **Choice of study object**

Research on the inspirational power of entrepreneurship and cultural interactions of Minangkabau migrants took place in Tarutung City, North Tapanuli Regency, North Sumatra. The society here consists of a multi-ethnic and multi-religious society. Apart from diversity, which is the specialty of this research location, the arrival of Minangkabau migrants is a competitive advantage for businesses in the land of North Tapanuli. In other words, the competitiveness of Minangkabau migrant businesses in overseas lands can be said to be a thumbs up because they are able to compete with local/local entrepreneurs and are able to emerge as successful people.

### **Research type and data type**

This research is qualitative in nature and relies on primary and secondary data. Primary data was obtained from field studies to directly observe the mapping of research aspects. The data needed to map entrepreneurial character consists of seven aspects, namely leadership spirit, high commitment/tenaciousness, patience, punctuality, honesty, willingness to take risks, trustworthiness, and responsibility, as well as not being wasteful and not stingy. Cultural interaction also supports entrepreneurship which can be seen in the order of life and kinship.

### **Informant**

This informant specifically involved Minangkabau migrant food stall entrepreneurs in North Tapanuli. Minangkabau migrant informant, food stall entrepreneur; (x) totaling six (6 people). These six (6) informants were key informants who were interviewed

and observed directly to obtain accurate data regarding the entrepreneurial character of Minangkabau Migrants in North Tapanuli.

### **Research process**

The research process lasted two months from description, review, field observation, in-depth interviews. Prior to the field research, a literature study was carried out regarding the entrepreneurial character of other people or Minangkabau migrants in other areas. Researchers carried out observations directly in the field with Minangkabau migrants who opened food stalls and saw their social interactions in their lives with the surrounding community. More data was collected through in-depth interviews with informants to dig up information about their daily lives in overseas areas.

### **Data analysis**

Data analysis was carried out in two forms. First, data processing follows the stages of Huberman (2000). This stage starts from reducing observation and interview data, displaying the data in the form of a summary and synopsis based on themes from field findings, and verifying the data for the conclusion process. Second, the analysis used follows an interpretation technique which starts from "restatement" of the data found both from observations and interviews, followed by "description" to find patterns or trends in the data, ending with "interpretation" to reveal the meaning of the data that has been collected.

## **RESULT**

### **Previous research**

The regression results of this research are different from the research of Ramadhan et al., (2016) which states that the variables of heredity, independence, culture and economics influence many Minang people who work as traders. The results of this research are also different from the results of research by Heryanto (2011) who found that the causes of Minang people migrating and trading were ecological pressure, economic pressure, geographical pressure, low income from the agricultural sector, and educational factors. However, the results of this research are in accordance with the results of research by Effendi (1999) which found cultural factors as the factors that most influence the market behavior of Minang traders. The results of this research are also in accordance with the research results of Qosja & Druga (2015) which found that social and cultural factors were the most important factors in forming entrepreneurial attitudes. The magnitude of cultural influence on the Minang people's concept of life, including in this case the spirit of trade, cannot be

denied, because Minang people are individuals who uphold customs and culture wherever they are. Minang people always uphold customs and religion. The Minang ethnic group is well known for its abilities in business and trade. The Minang people's trading ability is influenced by the ingrained tradition of migrating. Most Minang people's business is carried out in the culinary sector (restaurants). This research will discuss the entrepreneurial character of Minangkabau migrants in North Tapanuli who provide inspiration in carrying out their business until it can be successful.

## Result

The results of this research are different from the research of Ramadhan et al., (2016) which states that the variables of heredity, independence, culture, and economics influence many Minang people who work as traders. The results of this research are also different from the results of research by Heryanto (2011) who found that the causes of Minang people migrating and trading were ecological pressure, economic pressure, geographical pressure, low income from the agricultural sector, and educational factors. However, the results of this research are in accordance with the results of research by Effendi (1999) which found cultural factors as the factors that most influence the market behavior of Minang traders. The results of this research are also in accordance with the research results of Qosja & Druga (2015) which found that social and cultural factors were the most important factors in forming entrepreneurial attitudes. The magnitude of cultural influence on the Minang people's concept of life, including in this case the spirit of trade, cannot be denied, because Minang people are individuals who uphold customs and culture wherever they are. Minang people always uphold customs and religion. The Minang ethnic group is well known for its abilities in business and trade. The Minang people's trading ability is influenced by the ingrained tradition of migrating. Most Minang people's business is carried out in the culinary sector (restaurants). This research will discuss the entrepreneurial character of Minangkabau migrants in North Tapanuli who provide inspiration in carrying out their business until it can be successful.

The entrepreneurial character which is the basis for success in business can be found in several characters of Minangkabau migrants. Character appears in the form of practices or habits in dealing with cultural interactions. The results of interviews with research informants can be analyzed in terms of practice and meaning, which can be seen in the following table:

Table 1 Character Aspects in Entrepreneurship

Aspects of Entrepreneurial Character	Reality and Meaning
Committed	Example; when an employee or customer is talking we have to hear them. A leader not only commands, but must be able to listen to their problems and complaints
Be patient	Example; When a customer has too many requests, you must try to be patient in serving.
On time	Example; wake up early to do morning prayers and then have a morning briefing to prepare for opening a stall and shopping at the market.
Persistent	Example; Minang restaurants are generally open from morning until midnight, some even 24 hours a day.
Dare to take risks	For example, when a customer complains about returning an order, we must accept it. Risk is a challenge to achieve success, because without risk we will never be successful in running a business.
Trustworthy and responsible	Example; take part as a cashier where business finances can be accepted by owners and employees.
Not wasteful and not stingy	Example; the owner will usually hold a yasinan every week by feeding the orphans. use the property owned to meet the necessary needs and also help people in need

Table 1 shows eight (7) aspects of entrepreneurial character that Minangkabau migrants can concretely or implement as inspirational aspects of entrepreneurial character. From the informant's account, character is the most dominant element in forming oneself. Character is born as a self-integrity which is manifested in interactions in life as stated by informant (x1): "the important thing is that we can be leaders and have commitment and show our authenticity, we must not make things up and we must be obedient and obedient to the God who we are." believe it." Another informant emphasized (x2) "If we always pray five times a day according to Islamic teachings, are patient, honest, ready to take risks and we show our personality without any spice, as it is according to life's etiquette, people will definitely be interested and of course we can be successful." Meanwhile informant (x3) said that "in entrepreneurship our first mainstay is God who we believe in, then our attitude and behavior need to be maintained and displayed well". There was also an

informant (x4) who said that "entrepreneurship requires commitment, patience, honesty, being ready to take risks and using your time well and always knowing how to be grateful to Allah, we will definitely get a lot of good fortune." Likewise, another informant (x5) stated that "we as migrants in business always adhere to the principles of hard work or commitment, not wasting time, being patient, honest, always ready to take risks, trusting and obeying Allah, which will bring success in business." Then there was an informant (x6) who in a firm tone said that "When Minangkabau migrants leave the village they have a high commitment to success. So, when working or opening a business, the first thing is commitment, patience, honesty, time discipline, trust and must be devoted to Allah as the strength to face every business and life's problems."

The character aspects implicitly expressed by this informant are actually the main performance in entrepreneurship. Character can also be a driving force in business success. This is evident from the information conveyed by Minangkabau migrant informants, restaurant entrepreneurs who expressed the same thing, that as migrants we must maintain our reputation and performance through our character so that we become an inspiration. As an entrepreneur, you must always be committed to carrying out your duties until you succeed. He doesn't do his job half-heartedly. Because of that, he is always diligent, tenacious, never gives up before his work is successful, his actions were not based on speculation but on careful calculation. He dared to take risks with his work because it was calculated. Therefore, entrepreneurs always dare to take moderate risks, meaning the risks taken are not too high and not too low. Courage to face risks, supported by strong commitment, encourages entrepreneurs to continue to struggle to look for opportunities until they get results. These results must be real or clear and objective and constitute feedback for the smooth running of activities. With a high spirit of optimism because of the results obtained, money is always managed proactively and viewed as a resource, not an end goal. As stated by Kuriloff and Mempel (1993: 27-35) regarding several characteristics of entrepreneurship, namely: (1) Commitment to tasks, (2) Choosing moderate risks, (3) Looking for and seeing opportunities, (4) Objective, (5) ) The need for feedback (results), (6) Optimism in unfamiliar situations, (7) Attitude towards money, (8) Proactive management.

The entrepreneurial character above is also greatly influenced by the culture that has been embedded in the Minang people. Culture for the Minang people is highly respected even though it is disrupted by foreign culture (Li, 2014) because culture (custom) is related to religiosity through the saying "adat basandi syara', syara' basandi kitabullah". This

means that Minang customs are based on sharia and sharia based on the book of Allah (Al-Qur'an) (Wanto, 2017). Minangkabau people are known as individuals who uphold Minangkabau religion and traditions wherever they are. Another proverb that also states the strong influence of religion in Minang customs is "syara' mangato adat mamakai", which is what is conveyed in Islamic law and is used by customs (Revita et al., 2018). This strong relationship between religion and Minangkabau customs creates a very close awareness of the religious values of the Minang people (Azwar, 2018). The relationship between migrants is very close, so that the family or kinship system plays an important role in work. This also happens because of the extensive family system adopted by the Minang people, so that cooperation can be carried out sincerely because it is for the sake of their family and success in the overseas land. This is confirmed in research conducted by Hanif (2015) regarding the management control system in the Padang restaurant business. Minang cultural values greatly influence the leadership style in the company. The influencing values are the Tigo Sajaringan Tungku value and the Basandi Syarak Traditional values, Syarak Basandi Kitabullah. The TTS values applied include democracy where anyone can contact and communicate with the leadership in accordance with the traditional jargon of Tagak Samo Tinggi, Dudaak Samo Randah, as well as leadership that adapts and is more flexible in dealing with conditions (where the earth is stepped on, there the Langik is upheld) and the application of good discipline. . We apply the ABSBK value in ways including regular zakat payments. (1) locally, Minangkabau values with leadership based on Tigo Tungku Sajaringan (TTS) values (egalitarian, equality, democratic); "Adat Bersendi Syarak, Syarak Bersendi Kitabullah" (ABSBK practices, sharia values).

## DISCUSSION

There are interesting things that deserve further discussion between entrepreneurial character inspiration and cultural interaction, which is the potential for entrepreneurial development for every Minangkabau migrant according to the results of the interview.

A successful entrepreneur must have an inspiring entrepreneurial character. A person's character/behavior is usually formed due to interactions between an individual and his environment, as stated by Thoha (1996) that: "Behavior is a function of the interaction between an individual and his environment". People who have technical expertise, initiative, good judgment, intelligence, leadership qualities, self-confidence, energy, attitude, creativity, fairness, honesty, wisdom, and emotional stability (Balansudaram, 2008) are what is highly expected in

their interactions in developing entrepreneurship. Riyanti (2003), explains that developing the concept of entrepreneurship in entrepreneurs is important, considering that people who can manage their entrepreneurial abilities tend to have a clear and focused concept in building and developing their business.

So, becoming an entrepreneur is not easy, but it is also not that difficult, unless you have entrepreneurial qualities. Timmons analyzed that more than 50 studies found a consensus on six general characteristics of entrepreneurs; commitment and determination; director position; possible obsession; tolerance of risk, ambiguity, and uncertainty; creativity, independence, and adaptability; and motivation to achieve (Balansudaram, 2008). Of course, there are different characteristics of a social entrepreneur compared to an ordinary entrepreneur. Because the essence of entrepreneurship is the ability to create something new and different. (Ilham Tanjung, 2021). The assumption is simple, entrepreneurship is basically independence, especially economic independence; and independence is empowerment. The ethos of equality and competition with self-esteem is very much reflected in terms of independence. Basically, each person has different characteristics and abilities, so it is their self-esteem and social interactions that reflect their respective ethos. So that in the end it encourages individuals to compete or compete in order to advance themselves to the next place.

Muluk and Murniati (2007) and Stark (2013) argue that the long history of internal conflict experienced by the Minang ethnic group also contributed to the formation of the core values and philosophy of the Minang ethnic group, including: (1) Harmony is reflected in the principle of balance of conflict; (2) egalitarian ideology that supports equality; (3) the importance of self-esteem and identity which makes the Minang ethnic group accustomed to living in intense competition; and (4) the importance of adaptation in all situations. Minang ethnic contact with trade began in the 16th century, especially because their territory was close to the port and to Aceh, where a lot of gold and spices were traded at that time (Rahman, 2016; Stark, 2013). Several studies are also related to Minang ethnic entrepreneurship, which reveals that the Minang ethnic group has a number of prominent things that can be seen in terms of socialization, self-confidence, hard work and instrumentality (Hastuti et al., 2015; Munir, 2013). This is in accordance with the theory put forward by Herri (2003) in Adnan Hakim that (2010) entrepreneurial behavior has a positive influence on business performance, which means that business performance is determined by the entrepreneurial behavior implemented, this explains that the implementation of good entrepreneurial behavior in a

business will result in good business performance and vice versa.

## CONCLUSION AND RECOMMENDATION

From the discussion above, several conclusions can be obtained which can direct the final results of this research. Researchers conclude that an entrepreneur has a motive in carrying out his business, including running a profitable business so that it can improve the regional economy and also provide benefits to society by reducing unemployment. This background is based on caring for fellow humans by opening employment opportunities for local communities. Apart from that, researchers found that there are seven main characteristics of the main self-character of a Minangkabau parantau entrepreneur, including commitment, patience, punctuality, perseverance, courage to take risks, trustworthiness and responsibility, not wasteful and not stingy.

From the results of this research, there are theoretical suggestions and several practical suggestions regarding entrepreneurship development in Indonesia. Theoretical suggestions, for Indonesian society which is multi-ethnic and plural in various aspects of life, this approach can describe the condition of society more sharply. Thus, it can be the next starting point for building a theory about the inspiration for the entrepreneurial character that is unique to Indonesia. The character of entrepreneurship will thus become richer dynamically and contextually because its application can be carried out through cultural interactions. Lastly, there is still a need to increase research on the relationship between cultural interactions and entrepreneurship that is unique to Indonesia so that the preparation of future entrepreneurship programs will be more effective and successful based on data and science. Furthermore, practical suggestions include First, develop government programs and policies that are more contextual to each ethnicity. For example, campaigning for entrepreneurship based on sharia economics for the Minangkabau ethnic community in overseas lands which strongly links religious teachings and their business. Second, educational institutions related to entrepreneurship create more contextual programs according to the characteristics of each ethnic group.

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