

ENTREPRENEURIAL PERSPECTIVE AMONG GEN Z STUDENTS AT POLITEKNIK PARIWISATA BALI

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Abstract

This paper aims to provide an overview of entrepreneurial perspective of Z generation students at Politeknik Pariwisata Bali, especially the 6th semester Hospitality Management Study Program, regarding the accessories handycraft accessories business.

The perspective reviewed is based on their own experience in handycraft accessories business. The method used is strengthen, weakness, opportunity, threaten analysis. Based on the results of the analysis, the prospects for the future are found. The limitation of this paper is that only limited samples, students at Hospitality Management Study Program, the 6th semester.

Keywords: *entrepreneurial, perspective, Z generation, accessories, handycraft.*

Introduction

The handycraft accessories business is a very promising and profitable opportunity, because almost women and men, both young and old, needs accessories to support their appearance. Accessories are almost interpreted as a fashion accessory, because using accessories means following fashion.

Various forms and various kinds of accessories are always enjoyed whether it's to harmonize appearance, to add sweetener to clothes, or just to make the different appearance, unique and interesting fashion. Generally, women's accessories are fleshy, attracting attention, both for women and men. Accessories are a woman's lifestyle, meaning that the need for accessories is so important that it can be said to be a major part of every people. Accessories encouraging the emergence of companies that sell accessories, both for small-scale companies, and large-scale companies.

The development of accessories handycraft business is currently growing rapidly. There are lot of accessories shop, online or offline, with new style, modern and unique style. This happened because the accessories interesting for beginners, especially women, was also influenced by some factors, such as mass media, influencer, interaction.

Although many people are interested in using accessories as a complement to their appearance, there have been few studies conducted. Not many people are interested in starting a handmade accessory business for various reasons, such as being lazy to start a business, the complexity of the job, and a lack of interest in working on detailed tasks. This study aims to explore the perspectives of student entrepreneurs at Politeknik Pariwisata Bali regarding starting a handycraft accessory business.

Literature Review

There are numerous researchers and experts who have extensively studied and written about the behaviors and characteristics of Gen Z. Among the notable personalities in this area are Jean Twenge, a psychologist and author who has researched generational differences and written a book on Gen Z titled "iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood"; Jason Dorsey, a researcher and speaker who focuses on generational differences and has authored several books on the subject, including "Zconomy: How Gen Z Will Change the Future of Business - And What to Do About It"; and Pew Research Center, a nonpartisan think tank that carries out research on social and demographic issues, including generational differences. Pew Research Center has published numerous reports on Gen Z, including one named "On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far." (Twenge, 2017, Pew, 2019, Dorsey, 2020, Adi Pratama, 2022, Santi Diwyarthi, 2023)

Self-efficacy refers to an individual's belief in his or her capacity to execute behaviours necessary to produce specific performance attainments. Self-efficacy reflects confidence in the ability to exert control over one's own motivation, behaviour, and social environment (Bandura, Santi Diwyarthi, Adi Pratama, 2023).

Bandura's research has proven that knowledge and experience in entrepreneurship have a positive and significant effect on the self-efficacy and interest in entrepreneurship of generation Z. Entrepreneurship knowledge also has a positive and significant impact on the interest in entrepreneurship through the self-efficacy of generation Z. The government and educational institutions are working together to develop and entrepreneurial spirit, with the aim of increasing the independence and resilience of society.

Kotler and Keller (2019) explain that there are four important aspects that support sales, namely the integration of product strategy, pricing strategy, distribution strategy, and promotion strategy. The problem that often occurs is due to a lack of implementation and the absence of clear targets in determining how this business can compete and sustain itself in the long term.

Hermawan (2012) explains that the development of the internet has had a significant impact on marketing methods. Online sales are able to expand market growth. Small business owners need assistance in utilizing the internet, especially social media, to support the sales of their accessory business.

The above description shows the dynamics of business development. In the present era, the use of social media and the internet is advantageous for the business world.

Ziyat (2021) explains that accessories are items used by both men and women to enhance their appearance and boost their confidence. The exact origins of accessories in human life are unknown, but the Sumanasantaka book from the 12th century describes bracelets, necklaces, and rings as common gifts at that time, given to people with expertise in literature, music, and dance.

A case study conducted by Sharasanti (2012) shows that accessory entrepreneurs in East Java, particularly in Surabaya, have weaknesses in sales by

only following current trends, such as brooches and bracelets, and having human resources that lack creativity in creating new models. Sales methods are still conventional, such as participating in exhibitions and making product based solely on orders.

Ziyat (2021) also suggests that, based on a case study, Indonesian accessory business have weaknesses, as evidenced by the experience of the brand Fourspeed Metalwerks, which faced multiple failures. The key is to always learn and be consistent in product quality, before gradually using internet services, through social media, and receiving positive responses before eventually becoming known as a well-known metal accessory business with the Fourspeed Metalwerks brand.

Research Methodology

The research method used in this study was interview, observation and documentation. The researcher presented interview and observation results that had been carried out based on personal experience, organized them in a systematic analysis based on the theory references used. The research method used was auto-ethnography, which is a research method that analyzes based on personal experience and activities, and then reflects on it, to understand broader social phenomena (John, 2007, Fatimah, 2012, Webster & Metrova, 2018).

There are four students who have been running this handicraft accessory business since 2018. After almost four years operation, there are several things found in this business. The four students conducted a business analysis, performed SWOT analysis, and assessed the business prospects. The analysis present at April 2023. The data analysis is explained below.

Results and Discussion

1. Human Resources

Start the entrepreneurship, of course, human resources are needed, so that operational continuity runs smoothly and generator profit. Human resources have different skill. Owner must choose human resources that is in accordance with the business he wants to develop.

The following is description of the organizational structure as follows:

- a. Owner: The owner of handicraft accessories, consist of the people, handle the planning and making process, the control of quality product, the market and sale procedures of handicraft accessories.
- b. Craftsmen / producers: craftsmen have the main task of producing handicraft accessories according to market demand.
- c. Sales and marketing: sales is a determinant of the success or failure of a business, because sales is someone who will promote the goods to be sold. The more creative a marketing sales person, the faster the business develop,
- d. Cashier: a cashier has great responsibility for the income and expenses of the business. So we entrust the position of cashier to people who are experienced as cashiers.

2. Innovation and prospects

The students who run this business believe that entrepreneurship opportunity is very attractive, with benefit and profitable business. except during the pandemic, they were almost stopped. However, the use of social media and internet-based distribution channels for marketing, has made the handicraft accessory business slowly started to recover and run smoothly.

3. SWOT Analysis

a. Strength

Handicraft accessories business has some strength factors such as follows:

- The raw materials needed are easy to obtain
- The capital required is not too large
- Can be marketed in various ways, both online and direct selling.
- Products can be used by both women and men, children, adult, or old people.

This is supported by the research results of Ziyat (2012) and Sharasanti (2021), which explain that entrepreneurship should be driven by creative individuals, establish cooperation with various parties, and involve advances technology, including in marketing efforts.

b. Weaknesses

Handicraft accessories business has some weaknesses factors such as follows:

- There are quite number of similar business, so there is tight competition in the world
- The price of the product is little bit expensive, because it takes time to produce the handicraft accessories.
- It takes art creativity to produce, and affect the accuracy in work.

c. Opportunity

Handicraft accessories business has some opportunity factors such as follows:

- The quality materials used make the products safe for human.
- Potential business because many people like handicraft accessories.
- Handicraft accessories using as lifestyle

d. Threaten

Handicraft accessories business has some threat factors such as follows:

- High competition with other handicraft accessories business and similar product.
- Other handicraft accessories with wide experience, using more sophisticated production equipment

This is supported by the research results of Ziyat (2012) and Sharasanti (2021), which explain that entrepreneurship should be driven by creative individuals, establish cooperation with various parties, and involve advances technology, including in marketing efforts.

Conclusions

Based on the result, there are positive and significant entrepreneurial perspective among gen Z students at Hospitality Management Study Program in Politeknik Pariwisata Bali. The students believe handycraft business has positive prospects in the future, so that they develop the entrepreneurial in handycraft business.

The handycraft accessories are the things used by women and men, in order to make beautiful or sophisticated appearance, make themselves feel confident. Handycraft accessories has various forms, such as rings, bracelets or necklaces, brooch. The handycraft accessories have increasingly fierce competition. Indirectly, this situation makes accessories business develop innovation techniques, in order to make the handycraft accessories more attractive and unique style. This situation gives opportunities for the owner to develop the business, learn to become young entrepreneur, learn the better ways to manage handycraft accessories properly.

The students believe that entrepreneurship opportunity is very attractive, with benefit and profitable business. The use of social media and internet-based distribution channels for marketing make the handycraft accessory business run smoothly. Starting a business is not easy, but the persistence and hardworking team will lead the business reach the success. The key is doing smart and creative together in handycraft accessories business.

Acknowledgement

The limitation of this research was only explored entrepreneurial perspective in handycraft accessories business, among the students of Politeknik Pariwisata Bali, especially Hospitality Management Study Program, semester 6.

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