

## STUDENT GOES TO TOURISM MICRO ENTERPRISE (OPPORTUNITY AND CHALLENGE)

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### Abstrak

Penelitian ini bertujuan menciptakan peluang pengusaha mikro dari kampus, utamanya sekolah vokasi. Metode penelitian menerapkan metode kualitatif, dengan mengungkapkan fakta kekuatan kampus vokasi yang bersertifikat kompetensi, dan memiliki fasilitas produksi bahan jadi. Dengan melakukan analisis teori, dan perbandingan, guna menghasilkan model. Hasil penelitian ini diperoleh suatu model bisnis kemitraan di kampus oleh mahasiswa dan untuk mahasiswa dengan system Business as Producer, Business as Retailer, Business as Supplier, ditopang pengantaran menggunakan on-line delivery.

**Kata kunci: Business as Producer, Business as Retailer, Business as Supplier, Delivery**

### INTRODUCTION

Why should own micro enterprise?

Labour law allows that any company including hotel, travel agent, and restaurant to deploy part timer, daily worker, and contract basis, for non-core functions department in a company. Consequently, the ratio of room to employee become lesser and lesser. Eventhough the government regulation and ministry regulation define that the outsourcing staff only limited to non core-major function of a company, but in reality, the management and owner of a company is reluctant to appoint permanent staff in a big number. This reluctance is an avoidance of employee turn-overt payment, and the application of risk management.

In accordance with Article Number 156 of Law Number 13 in the year of 2003, the company owner must pay pesangon in case any firing unto a staff that not perform his/her duties. This is multiple interpreted that court of labour is tending to back employee, rather than owner of management of the company. In case of staff firing brought to court, all time and expenses are unpredictable, that lead to be prevented, by the so called “ **Risk Management**”. Moreover, the payment for a fired-staff that not perform their job shall be in line with separation fee, that even

bigger when a staff fired. This could be the same treatment with the good or bad employee. The risk of non-perform payment may be brought to bankruptcy filing, as the law for bankruptcy is allowed to do so, when there are more than one creditors. The bankruptcy filing needs only two staffs to file, and this gonna be a huge problem when a significant part of staffs take the same action at one time. The short of cash flow could be happened to create a crash in a company, no matter how good a company is. In short, there is no security for employee, when it comes to contract basis relationship, now and in the future. This the logical thinking of why student have think more about their individual, and group in the future. What are you gonna be, this is also a part of learning to be (UNESCO).

### RESEARCH METHOD

As stated by Sugiono (2017), the qualitative method can be applied in finding the output of the research. By presenting some facts and theories, compared each other, the result show the meaningful application. In this research the approach on experiment had been applied, and the comparison of theories are used to analyse the facts.

## THEORITICAL APPROACH ON TOURISM ENVIRONMENT

The tourist trend to Indonesia, overall is increasing. However, there are only several destination in a big number

yearly, such as Batam, Bali, and Jakarta. While Other destination, such as Danau Toba, Lombok, Labuan Bajo, Raja Ampat, Menado, are still in small figures. The statistics are drawn hereunder:

**Table 1 Total of tourist to Indonesia, from 2008 until 2014**

2008	2009	2010	2011	2012	2013	2014
6 234 497	6 323 730	7 002 944	7 649 731	8 044 462	8 802 129	9 435 411

The growth from 2012 to 2014 by 8%, averagely. It is expected the campaign

of Wonderful Indonesia can bring a positive effect to boost this figures.

**Table 2 Incoming tourist from Malaysia to Indonesia**

2008	2009	2010	2011	2012	2013	2014
1 117 454	1 179 366	1 277 476	1 302 237	1 335 531	1 430 989	1 485 643

The growth is slightly up from 2013 to 2014. The Ministry of Tourism has done a lot of efforts to upgrade this trend. The

joint cooperation among SEAN members also is expected to help this figures up.

**Table 3 Incoming tourist from Incoming tourist from Singapura to Indonesia**

2008	2009	2010	2011	2012	2013	2014
1 397 056	1 272 862	1 373 126	1 505 588	1 565 478	1 634 149	1 739 825

Total of tourist from Malaysia and Singapura to Indonesia during 2014 are 3,225,468. This figure representing the portion of 86% market share of tourist to Indonesia. This figure can be interpreted positively by internalizing what product and services to cater them. Especially when

we ask how student prepare themselves to attract business opportunity. The field of services can be ranged from souvenir, food, beverage, garment, painting, handicraft, and other commodities to sell in order to meet their needs and wants.

**Table 4 Incoming tourist from ASEAN to Indonesia**

2008	2009	2010	2011	2012	2013	2014
2 794 607	2 772 684	3 052 285	3 284 664	3 375 291	3 581 420	3 751 074

Since Malaysia and Singapura have dominated the visitors to Indonesia during 2014 by 3,225,468 tourists, the rest is not significant. The rest of ASEAN members contributed 525,606 tourist only. This figures send a message to Ministry of

Tourism that Brunei Darussalam, Thailand, Philipphine, Vietnam have a prospective economic growth and increasing income per capita that need to be attracted by new products and services, especvially Brunei Darussalam, as rich country.

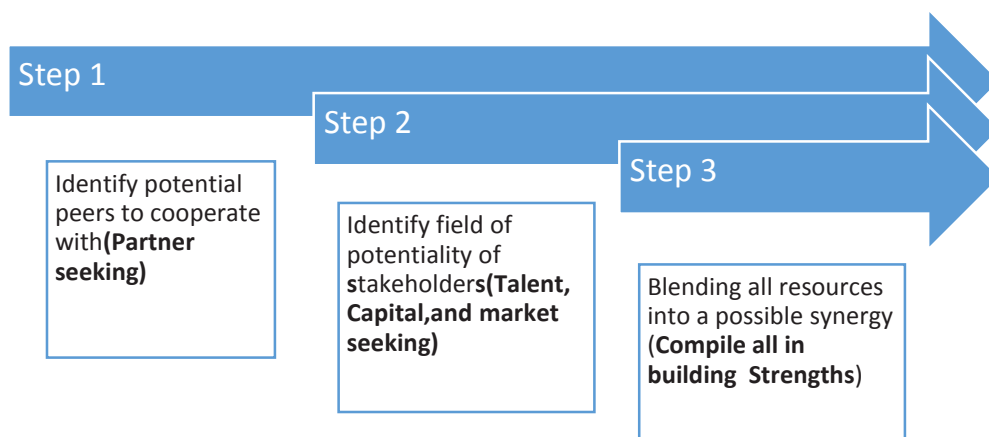
**Table 5 Incoming tourist from ASEAN to DKI Jakarta**

Tahun	Wisatawan Nusantara	Pertumbuhan (%)	Wisatawan Manca Negara	Pertumbuhan (%)
1	2	3	4	5
2008	14 891 277	5.16	1 534 785	26.2
2009	15 201 551	2.08	1 451 914	5.4
2010	17 158 855	12.88	1 892 866	30.37
2011	17 617 650	2.67	2 003 944	5.87
2012	19 811 561	12.45	2 125 513	6.07
2013	17 097 669	-13.69	2 313 742	8.86
2014	9 024 013*)	-47.22	2 319 295	0.24
2015	-	-	2 377 226	2,50

By the end of 2015, there are 2,377,226 tourist to Jakarta. It means this number is a huge one to serve. As it represents a portion of 25% market share of the whole incoming tourist to Indonesia. As this seminar is held here in Jakarta, the tourism student should seek, that this, as an opportunity. The model or pattern can be made here, and afterward, it can be duplicated in 9 other destinations, where tourism student are also exist. Tourists are the potential market. Products and services are the area of modifications in order to be

away of close similarity among ASEAN members, the unique selling point is necessary to be in place. For instance, *Bica Ambon* Cake in Medan is preferred by Tourist from Malaysia, and so Bakpia, in Yogyakarta. The question and area of opportunity is: What and **How about Jakarta?**.

**THE PRESENTATION AND ANALYSIS OF THE ROAD MAP TO START-UP TOURISM MICRO ENTERPRISE**



**Figure 1 Road Map to Compile Resources**

**Pattern of Micro Enterprise**

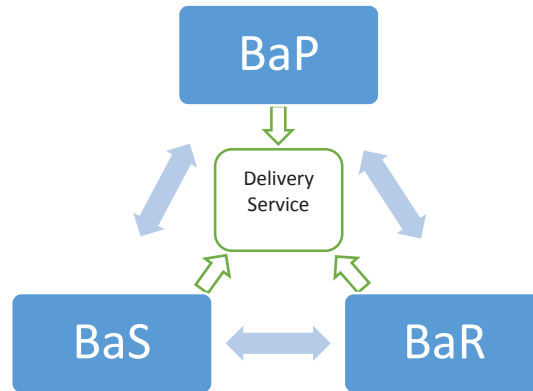
Competency based on knowledge, skills, attitude, and experienced owned in campus and in a job training are the basics capital of student to create something as producer. The micro enterprise is also able to apply **Internet on-line business**, to back up sales, promotion, and delivery service,

that are well-known to students. To do this case, the fasilitator in campus can assist student, to do step by step, adopting compiling approach. The facilities in campus may be optimized to minimize student investment, by using the ideal time, and capacity of space, room, yard, and laboratories. Other potentiality of student

in Indonesia at this present moment is the certification process, in campus. This certification body has been facilitated by government, both Badan Nasional Sertifikasi Profesi (BNSP) and Ministry of Tourism. Almost all of Tourism Higher Education have been licensed by BNSP to

execute certification of their students in campus at low cost, or even paid by Ministry of Tourism. This is another **human capital** prove for tourism student.

**All above potentialities can be blending into business to business (B to B) as elaborated below:**



**Figure 2 Choice of Function, created by Dr.Parlagutan Silitonga (Registered as Intellectual Property by Ministry of Law and Human Rights, Number 087843)**

**Alternative building by acting as single or multiple functions, as described below:**

**The function as Business as Producer (BaP)** means that micro enterprise look that his capacity is just act to produce, not capable yet to sell his own product to market place. The limited capital may diluted immediately when products or services do not produce cash in flow to company. The micro enterprise is needed the amount of Rp. 50,000,000 that equivalent to USD. 3,725(The law on UMKM/MSME). The problem is how to get this capital and product to sell. The National Qualification Framework essence is to creat student that able to produce something when the graduate from a three year diploma or bachelor degree. **This qualification shall be proved by certification, semester by semester. The synergy among the student in one campus or inter-campus, is one of the strategy, to compile money and talent.**

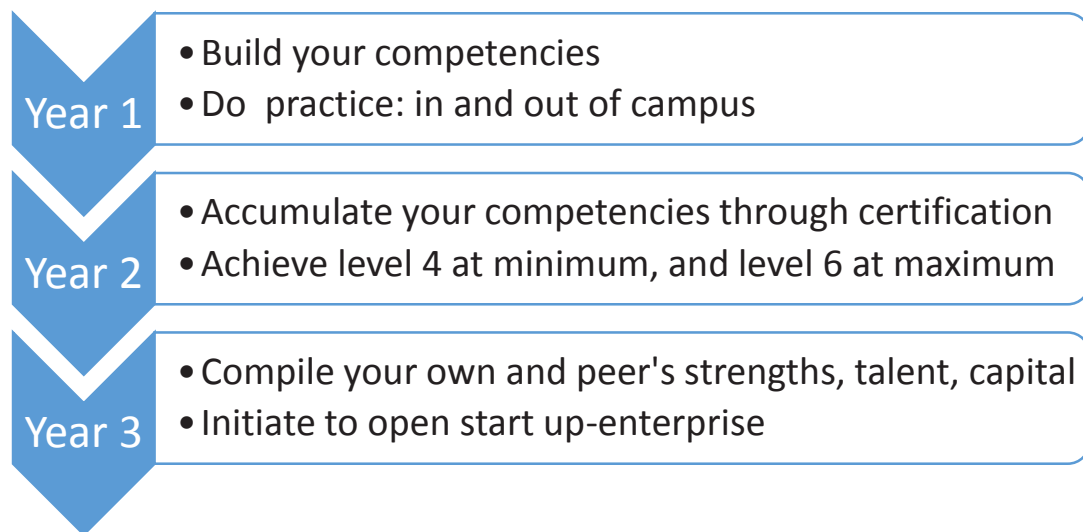
**The function of Business as Supplier (BaS)** means that micro enterprise look that his capacity is to

produce, and also capable to sell his own product to market place acting as Supplier. This point shows that enterprise is able to calculate the risk by getting Supplier as buyer first, and afterward, started to produce goods and services, prior to delivery. The **BaS** function has a relationship to Carrefour, Indomaret, AlpaMaret, and Giant, for instance. The supplier should able to tie-up a contract in selling, and money collecting (payment). This package of agreement can be also assisted by lecturer at campus, to prevent from any misconduct. Once one group in campus is able to act as **BaS**, the other group also can act as **BaP**. This is another synergy.

**The function as Business as Retailer (BaR).** means that micro enterprise look that his capacity is not to produce, but able to sell in retailing only. In this case he just doing a cooperation with supplier or producer. In the long run, the choice can be fit as either one or all of the above, as **multiple functions, and skills.** The **BaR** function is the capacity to have an outlet to retailing products. The partnership

with BaP or BaS can build up a new synergy, where retailer is acting as seller only, without producing and without supplying. All the **BaR** has to do is just to

maintain selling activities and customer service to his buyers or clients. So what are the area to be done step by step is set in the following road-map.



**Figure 3 Road Map of Start-up Enterprise by Student**

#### WHAT ARE THE STRATEGIES FOR ACTIONS

**Build-up a win-win solution among all stakeholders:** Among peers, no labour is deemed. This is the solution to avoid legal binding in labour problem. However, the minimum or earning per month should not less than Rp. 3,5 million. This figure is in line with minimum needs to survive in Jakarta.

**Build-up a synergy among all stakeholders:** What campus should do in gaining their top accreditation, this is one of the solution. What Perusahaan Nasional Madani (PNM) core or business?. Micro enterprise is the solution. Do comply with the PNM requirements, and take whatever the amount they can provide. Develop a strategies based on priority: Cumulate Knowledge and Develop Resources on Capabilities to create the Ricardian rent. Next is to choose the most efficient and effective strategy. However, do not forget to execute the most probably workable one. The same compliance should be done to “GOjek or Gokar, delivery service.

**Ask any group of business people today if they consider themselves entrepreneurs.** According to Bill Sahlman,

professor and senior associate dean at the Harvard Business School, “**most of them will raise their hands**”. That doesn’t mean that they are entrepreneurial, but they would certainly not like you to think they are not (*Rumongso bae*). If entrepreneurship is one of the hot lable today, it is because the concept of being an entrepreneur has changed. Fifteen years ago, an entrepreneur might have been described as a business version of a John Wayne cowboy (tough, gutsy, and male), who steered his business through *the rodeo of commerce* without the help of *training or education* and *without the assistance of bankers or other experts*. Entrepreneurs were once seen as small business founders with a strong independent streak and perhaps a flair for the **dramatic**. Just like the story of “**Naga Bonar**”, a general but not well in literacy, how to read and write a letter. That was in the decades of revolution, many can be Captain, Colonel, even General without going through a formal military academy.

Entrepreneurs were thus born, not made. Things are different now. A class of *professional entrepreneurs* is emerging today who rely more on their brains than

their guts—and who have been trained to use both methods and technology to analyze the business environment. Some of the firms created have been named. To accumulate capital, machine, market. And to project a one year program with growable prospect. The way to develop a company sustainability the steps of leadership, are:

- to develop interpersonal communication;
- oral communication;
- written communication;
- integrity;
- public service communication, and
- continual learning.

Small firms share certain characteristics that distinguish them from, their larger counterparts. Three characteristics relevant to the management of personnel are identified: the dominant position of the employer, the lack of ‘classical’ management styles and the relatively low degree of specialisation of the production process (Koch & deKok,1999). The employer of a small firm is typically also the owner. Usually, no other (full-time) managers are employed. Combined with a relative lack of contact with the government and unions, this results in a dominant position within the firm. The nature and background of the employer will therefore influence enterprise performance. Koch & Kok in their research choose the strategy to be taken in growing business are as follows:

- Innovative leader
- Aggressively,adopting strategic human resource
- Management practices to enable it meet the needs of partners in fast growing industries.

However, the success of the adoption of strategic human resource practices lies in

the ability of the SME to implement and internalize them. Accordingly, factors related to implementation and internalization of practices has to be taken into consideration. Of course, successful adoption will have to be embedded into a broader context that takes management commitment, the needs of strategic partners and competitive pressure emanating from other companies seeking to partner the SMEs strategic partner. As such, the conceptual model presented in this paper is explicitly a partial explanation of the forces that need to be considered if an micro enterprise is to successfully adopt strategy into practices.

### **To develop competency based on Training and development**

Designing programs and effective human resource policies will allow for the growth of human resource performance and increase the overall business performance. Moreover, as stated above, this has an impact to increase the competitiveness of the enterprise. Relevant institutions should focus on reforming the education system by conforming to labor market demands, while effective enterprise management should focus on professional training of employees(Abdali,2013). When analyzing the data on empirical research carried out in the enterprise, it is observed that there is a connection between an increased employee performance and effectiveness of the company, and the succesfullness of **Link and Match** program by campus. While, in terms of increased effectivity, the results have shown that on average 93% of the enterprises which have increased employee performance, also, have noticed and increase in effectivity compared to only 7% of companies that have not had performance increase observed increase in their effectivity( Park, 2016).



**Figure 4** Cyclus of Criteria to Apply A Strategy

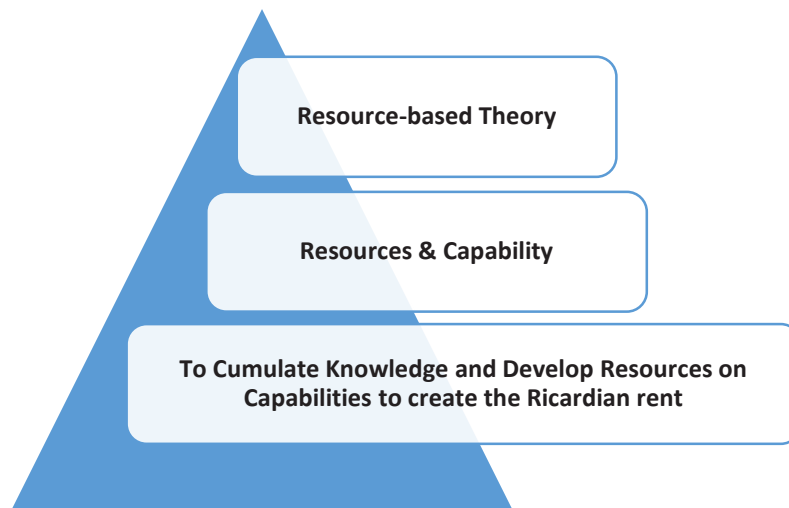
There are 5 combination, in implementing the above cyclus of criteria of a strategy, the integrated choice, are presented hereunder.

1. Product performance, Delivery reliability, Waste Dependability Innovation
2. Lead time Delivery, Reliability, Process throughput time, Process time, Productivity Cycle, Ttime Delivery, Speed Labour, Efficiency, and Resource utilization
3. Cash flow,Market share, Overhead cost reduction Inventory performance, Cost Control, Sales Profitability, Efficiency, Product cost reduction
4. Market share, Service, Image, Integration with customers,

Competitiveness, Innovation, and Delivery

5. Reliability, Employee relationships ,Employee involvement, Workforce ,Employee skills, Continual Learning , Labour Efficiency, Quality of work life, Resource utilization And Productivity.

Choosing one of them, or a new combination is allowed, in line with any individual condition of a micro enterprise. In Figure 6, below, the integrated strategy is also offer three choice. Out of this 3 choice, may be the most suitable for student is to **Cumulate Knowledge and Develop Resources on Capabilities to create the Ricardian rent**



**Figure 6 The Choice of Integrated Strategy**

**Cumulate Knowledge and Develop Resources on Capabilities to create the Ricardian rent**

When we choose this integrated strategy, the steps are as follows:

- To develop competency in Collaboration and teamwork
- To develop competency in Talent management
- To develop competency in Ethics and governance
- To develop competency in Creating and inculcating values,

The development process for **Micro Enterprise** is clear: it must be very resource effective and produce notable short term, as well as long term benefits, to help maintain the momentum and **enthusiasm** of the development team. In addition, it must be dynamic and flexible enough. **Enthusiasm** means a lot, and deeper, in this case. For instance, that in one year, every member of a micro enterprise with limited earnings, say Rp. 3.5 million x 12 months, only. By the second year, one may think, how about to own his/her company or to move-out the company and seeking a better earning, but as a staff only. This is a question that shall and must be anticipated, **at the very first place**, prior to operation of a **Micro Enterprise**.

In micro enterprise, there should be a confidence, where entrepreneurs have in their estimates of how the world works. The innovative mind and sharing shall be conducted to answer the following questions, in which entrepreneur should detail in answer:

- Does a new baby **micro enterprise** create a new product or service offered?
- Does a new baby **micro enterprise** create a new method or technology employed?
- Does a new baby **micro enterprise** create a new market targeted and opened?
- Does a new baby **micro enterprise** create a new source of supply of raw materials and resources used?
- Does a new form of “Private Limited Enterprise “ created?

**WHY YOU WORRY ABOUT THE FAILURE?**

As quoted above that **:Uncertainty** refers to the confidence entrepreneurs have in their estimates of how the world works. It means that their understanding of the causes and effects in the environment. If there is no uncertainty, the environment and future can be perfectly known. If the future can be known, then everyone can know it (at least for a price), and it will not be a source of lasting profit for anyone. Uncertainty is what makes markets and poker games. Who would



continue to place bets on a hand if all the cards were face up? Kartu selalu dikekap, tak kelihatan angka, dan warnanya (No number. No colour, shown, but it is not a darkness).

There are three types of uncertainty. State uncertainty is the lack of knowledge about current conditions. The world is a big place and no one can know all the information of all the elements in it. There is uncertainty about which technologies will prevail. Demand for a new product is highly uncertain. Sometimes there are simply no data, no proper technology applied.

## CONCLUSIONS

Eventhough the law, and ministry regulation define that the outsourcing staff only good and limited to non core-major function of a company, but in reality, the management and owner of a company is reluctant to appoint permanent staff in a big number. This reluctance is an avoidance of employee turn-over payment, and the application of risk management, but this is a major risk to workforce, in this case tourism student.

Since tourism is growing a lot of opportunities can be exercised as Jakarta holds a 25% market share of the whole incoming tourist to Indonesia. The question and area of opportunity are defined as follows:

1. In doing and capturing these challenges, and opportunities, there are some options can be developed gradually, from individual competency, certification of accumulated human capital, team-work, collaborations in accumulating talents, ideas, products & services, that assisted by individual campus-resources, or even cross-campus, cross student by each potentiality is fully recommended.
2. How is the model of collaboration, the pattern of **BaP**, **BaS**, and **BaR** is a recommendable choice, done by collaboration and partnership. The facilities in campus may be optimized, in

order to minimize student-investment, by using the idle time, and capacity of space, room, yard, and laboratories.

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