



KIDPRENEUR AN EARLY EFFORT OF PLANTING ENTREPRENEURSHIP IN CHILDREN TO EMBRACE THE FUTURE

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Abstrak

Population growth measured geometrically will difficult to be matched by the growth of employment opportunities that grow arithmetically. There are plenty economic factors that cause it. To meet their needs often as a challenge filled with looking for a good job and high income. Indonesia with large population only has small number entrepreneur, according the report, the number of entrepreneur in Indonesia less than one percent, meanwhile the ideal number for a country is eight percent. This circumstance still far away from seven percent of average neighboring countries. Increasing number of entrepreneur will accelerate economic so that people can reduce dependency to job opportunity. Kidpreneur from the beginning to the children about self-employment to prepare them better when they are as adults to meet these economic challenges. Thus, the entrepreneurial is not only as an alternative but as a freedom in life to determine the way of managing their finance.

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INTRODUCTION

The population of Indonesia is currently more than 260 million, the highest after India, China and the United States. The high populations will greatly accelerate the growth of population based not just arithmetically, but geometrically. With an average growth of say

6 percent per year, Indonesia will have a new population of 15.6 million. According to the Law of Labor No. 13 of 2003 of Indonesia's population of working age who are in the 15-64 years old referred to the labor force. Indonesia currently has a workforce of about 120 million people. One of the most prominent population problems is the high number of populations growing by geometric progression can not be followed by adequate growth in employment, so the emergence of numbers of unemployment. Working age population who have been and are earnestly looking for work but have not gotten the job, known as open unemployment (open unemployment). According to BPS (Indonesia statistics organizations) open unemployment in February 2012 when it reached 6.56 percent. This number will continue to increase if not followed by employment growth and create new jobs.

Based on exposure above it is not easy to overcome population and employment problems, it is necessary a proper development strategy and an adequate amount of investment to create larger work opportunities for people. Dependence of labor on the existing employment opportunities will be higher when all the people of the same perception about a job as employee in order to meet their needs. Thus, government is necessary to increase public interest and opportunities for larger entrepreneurship to reduce the dependence of the population in formal sector as well as providing new jobs for others, which in turn ultimately reduce the number of unemployed.

Entrepreneurship defined as the process of identifying, developing and creating his own organization by it self. Gartner (1988) says that the difference between self-employment and entrepreneurship is not the

creation of the organization is only done by entrepreneurs, while entrepreneurs do not open it. People who perform entrepreneurial activities known as an entrepreneur. There are many definition of entrepreneurship that includes not only economic, but also involves social and other aspects. Entrepreneurial spirit has the power of innovation, motivation, initiative and creativity and strong for her development.

Recorded from 260 million population, Indonesia only has about 0.02 percent entrepreneurs of population (Minister for Economic Affairs, 2012). The ideal conditions for a country to achieve prosperity among entrepreneurs have at least 2 percent of the total population. While some neighboring countries achieve seven percent of entrepreneur. Chairman of the Chamber of Commerce and Industry (Kadin) said that it is necessary to encourage young workforce to become entrepreneurs rather than continue expecting to be employee. The statement reflects that more people are hoping to be employee, mostly to be a civil servant (PNS). Employee is considered more secure in the sense of risk compared become entrepreneurs.

The low number of entrepreneurs in Indonesia could not be separated from matter that has not been a comprehensive understanding of entrepreneurship. Mostly people thought more like to be employee which is more comfort and without high risk. This could be based on the premise that employees only need to run a routine production without actually doing innovation in resource management including access to capital and take a risk of loss. Thus, the entrepreneurial spirit of good planting in early children for the better next generation workforce prepared to reduce its dependence on the availability of jobs.

The Issues presented above is a matter of population, employment, economic, to unemployment problems are need attention, solution and can be solved by many parties. There is something can be do to solve problems is to make the business opportunities to fulfill their needs. Entrepreneurship also provide jobs for other

people and provide education to reduce reliance on formal sector employment.

Planting entrepreneurship in early children to get better understanding of managing finances not only for consumption activities but also can be digested by children to prepare maturity in future. Children who have been provided with the ability to manage finance and taught believed to be better prepared and better able to face their future challenges. Thus we don't need to worry about children. It's never too early to start entrepreneur!

Developing an entrepreneurial culture in children is an important factor supporting and believing them to be independent on her own in managing their finances as adults (Shupe, 2011). Children are believed to be more able to survive and develop their potential as adults when they have been introduced early on about money and its functions. It should be instilled early financial independence. Shupe said there are many obstacles to achieving financial independence that is fear, laziness, cynicism, bad habits and arrogance.

RESULT AND DISCUSSION

Bad Attitudes for Children Financial Independence

Cultivation of good character in children to achieve financial independence by planting not only do certain things, but also pay attention to things that should be avoided because resistance factor. The following are attitudes need to be avoided: Fear of finances. Fear of losing money is the biggest obstacle to achieving financial independence. This attitude needs to be eliminated earlier so that children brave to manage their finance. To get better understanding of the situation required an illustration, for example that many rich people who lost money but they still have money, mean while the poor do not lose money but they haven't much money. Which condition will be chosen by the child?

Cynicism is an attitude that assumes there is positive things in the business so that forbids to enter into a business. Cynicism in a

child results any doubt to success and will be a major obstacle to financial freedom. Arranging your child to be more optimistic in what they want to do. There is a few opportunities to reach better future, meanwhile cynicism tend to wake up more slowly so that they become one of the reasons being poor.

In still in children lazy is very bad culture, it is wrong perception thinking that children will be happy when we always to meet their requests. Child will become spoiled without good understanding of the business and manage their finance. When the child is lazy will make them weak in problem solving, weak in choose good or bad thing so that this is will not make them to be creative.

Arrogant attitude in children have an impact on them. They will get least information from others and ignoring important information for their financial management. Thus, the children must be arranged to find information about the things they do not know. Considering various matter that must be avoid to early childhood we expecting that children grows without inhibits attitudes and characters that significantly influence their abilities and independence of financial management. This is need a good accompaniment and also an appropriate model from their parents to format such characters that children fully understand the consequences.

Build an Entrepreneurial Culture in Children

Cultivation of entrepreneurial culture in children is not easy and simple, children need to be excited and rehearsed his consciousness associated with entrepreneurship. The following are the things that need to do in building an entrepreneurial culture in children: First, train the children to communicate with the firm as a habit. Most successful people have communicate to the firm. Second, increase the awareness of entrepreneurship by showing the various of business situations in the real world by bringing them to a place of business such as market or grocery store so they could see the

activities and transactions motives. Third, to instill in children about hardworking whether children as rich people condition or not. We expect children have a power of struggle to get their wants without having to be pampered in a way to meet all their needs. Fourth, give them experience to be entrepreneurs by engaging them in our business. This not only makes parents as a model demonstration, but also provide the opportunity for children to have another experience in the business and manage the finance. Fifth, train children about the other things outside of self-employment to complete their skills and to open their minds. Sixth, introduce them to a successful entrepreneur to get the information they do not know that entrepreneurial success can be giving out the inspiration for them. Seventh, to instill in children so that able to take a wise decision. This can be do by providing an understanding of the difference between their wants and the needs so that able to make priorities in fulfilling their needs.

Efforts to instill the entrepreneurial spirit can also be through the establishment of a good attitude and self confidence in order to they are not shy to another people in social or business interaction. Parents provides some space as a place to bring up inspirations and ideas for children. When children are not meet their wants, they will thinking about the way to achieve their wants. The concept of entrepreneurship is not always oriented in the material things. Teach them the concept how to use money and other material, to instill them that money and another things was not the only one to achieve a happiness. Planting an understanding of the activity that produces something called productive or are rarely encountered. Children are able to think more creatively and productively to produce something, they tend to train their self to achieve certain benefits. Various efforts that have been previously described formatting good mentality for children in order to more able responds and also appreciates the successes and failures as well as the risk of business learning.

Fields (2011) says that a research in 2007 and 2010 by the Kaufman Foundation indicates that children prefer to start at the beginning of business if they know any other entrepreneur. Forty percent of children between eight to seventeen years old states that they interested to start a business. Although they do not have as a model in business and as an entrepreneur, that is not an obstacle for them.

Children have many advantages to understanding well entrepreneurship. They have a natural curiosity, enthusiasm and more over they have small experience makes them have more willingness to be entrepreneurs. However, parents mostly provide an understanding that to meet challenge children have to achieve good jobs and high income to ensure their lives. Instead of provide understanding how to run a business and financial management well.

Evolving paradigm for a job is often seen as become employees, workers and even executives in the company and also a civil servant to meet the needs, self actualization and imaging. People are much more tendency to see the status of the job and how much revenue received without looking deeper into how the process to achieve it all. Entrepreneurs have various demands of creativity and ability in the face of risks to be avoided with a variety of internal and external reasons, difficulty to access capital.

Early establishment of entrepreneurship in children will be more able to prepare children to challenges the future. Children will be more creative, innovative, responsible, and mature in the act. In the future they will be young workforce more prepared and resilient in which not just rely on how many job opportunities available. On the other side of the competition it will reduces dependence on labor opportunities and also it is actually able to increase employment opportunities and further contribute to the others job seeker. In fact there are many examples of young entrepreneurs are able to independently where they do not depart from the large capital, but the persistence of collecting pieces of the experience of struggle and fail, fall and rise

again so that they succeeded even beyond what has been imagined.

CONCLUSION

The successful cultivation of entrepreneurial spirit early requires support from many parties, especially parents. Parents can be a mentor, motivator and even as a good model for entrepreneurs. Business man needs a lot of more interaction to children to give pattern, understanding and sharing experiences and successes of their business processes. Government certainly has a large authority and opportunities to achieve the objectives of these ideas through a variety of policy and regulatory instruments. Increasing number of entrepreneurs shows the magnitude driving the economy.

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