

CHAPTER 1

INTRODUCTION

1.1 Research Background

Entrepreneurship is one way for a person to work and build a career for their lives in the future. With entrepreneurship, they can also open new job opportunities for people who need or are looking for a job. Other than that, start-up business can assist the government's task in reducing unemployment growth in this country.

Indonesia still needs million new entrepreneurs. Badan Pusat Statistik (2016) has recorded data temporary registration of the Economic Census business as much as 26.7 million entrepreneurs whose meaning increased by about 17.6 percent or around 4 million compared to economic census in 2006 which was 22.7 million entrepreneurs. On the island of Java alone, the number of businesses increased by 1.7 million from 14.5 million in 2006 and increased to 16.2 million entrepreneurs.

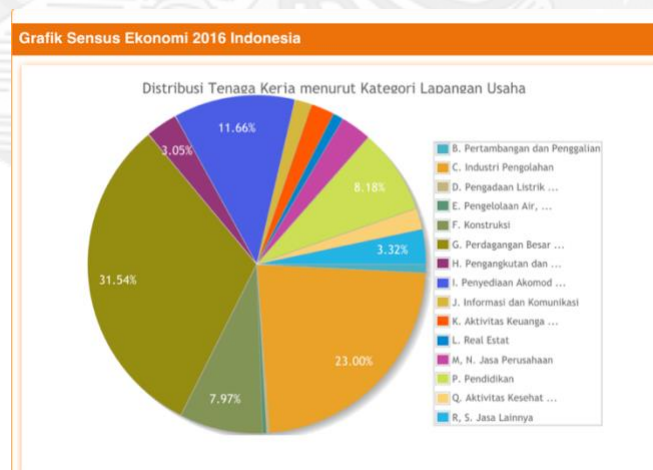


Chart 1.1 Economic Census Indonesia in 2016

Source: Badan Pusat Statistik (2016)

Ciputra (2009) suggests that entrepreneurship is the right solution to solve the problem of unemployment and poverty in Indonesia, because with only a diploma without skills entrepreneurship, prepare yourself to queue for work because currently supply college graduate workforce is not comparable to the job opportunities available.



Chart 1.2 Number of Entrepreneurs in Indonesia Compared to Other Countries

Source : Litbang Kompas (2015).

It could be said that entrepreneurs are the key to country's economy, and they are able to create many jobs so that it helps government efforts to reduce unemployment and poverty in Indonesia. Lots of efforts have been made by the government to create the seeds of entrepreneurs in line with expectations, and most of the entrepreneurs who already have a good technical ability and have enthusiasm as an entrepreneur. Many entrepreneurs who started their business well, but not a few failed in running their business, just when this country needs a lot of successful entrepreneurs who are able to sustain the country's economy.

Agung Pamungkas (2013) stated that contractor is a company that enters an employment contract with another person or company to supply goods or complete services certain. His field of work may be building construction, road construction highways, the construction of electrical installations, and the provision of thousands of generators. In practice, a contracting company doesn't get the job done the project alone. In fact, if the project value is large, then the contractor is looking for tens or hundreds of other contractors to complete the project. In short, the company subcontracted work to other companies, for example in the property sector.

Property is one form of investment asset that is trending in price always increases from year to year. So, if you have "idle funds" which is quite a lot, of course it will be safer if it is stored in the form of property rather than in the form of savings or deposits. PT Usaha Subur Sejahtera engaged in contractors and property, and many companies are competitors who are engaged in the same field.

PT Usaha Subur Sejahtera is one of the contractor companies that runs in Makassar since 1988. This company had been running for 2 generations and now the company is being led by Mrs. Jenny. This company handles a lot of projects in Makassar, or even many cities such as Tana Toraja, Pare-Pare, Sinjai, and many more. From this company, the researcher has collected data about the number of the projects that the company gets every year.

Table 1.1 Number of Projects in PT. Usaha Subur Sejahtera

YEAR	NUMBER OF PROJECTS
2018	10
2019	6
2020	4

Source: Data collected by the researcher

According to the data collected above, it can be seen that the number of the projects decreasing every year, which support the aspect by lacking firm performance. In order to fix this problem, the researcher has planned to make research about increasing the firm performance.

Zulkarnain (2014) said that entrepreneurial marketing can be defined as a creative and innovative individual process by taking advantage of opportunities to create value and profit by considering the risk. It rests on innovation and individual creativity in running a business, so that individuals who run these businesses are always faced with creative problems.

Entrepreneurship is available for every gender in Indonesia. Even in this era, woman can lead a business and be successful too. But this topic is bringing pro and contra between people's mindset in Indonesia.

One of the famous issues which is being talked a lot in Indonesia is about the equality and differentiation of the gender. This issue is talking about the inequality problem between the position level of woman and man.

Gender is the difference which is not caused by biological differences and God's nature. Sex or gender is the difference between man and woman based on their biological characteristics. Tuck C Ngun, Negar Ghahramani, Francisco J.

Sánchez, Sven Bocklandt, and Eric Vilain. (2010) stated that the differences in behavior between woman and man, apart from being caused by factors such as: behavior is largely formed through social and cultural processes. The biological traits inherent in each sex are not interchangeable. The tools or the reproduction owned by man and woman will never change or be permanent.

We live in the world with the society determines and shapes individual traits, which include appearance, clothing, attitudes, and personality. If he is a man, then society needs to help him to look masculine and if she is a woman then society needs to help her to become feminine. The masculinity of a man is shown by the character of the individual such as being brave, strong, tough, unyielding, selfish, and thinking rationally. If many of these traits are abandoned or even not possessed by a man, then he will be considered an effeminate man. Heniy Astiyanto (2006) stated that the femininity of a woman is shown by a soft, humble, graceful, submissive, motherly, weak character, and can understand the conditions of others. If many of these positive traits are left behind by a woman, or even not possessed, then the woman in question is said to be an unattractive woman.

In fact, gender differences will not be a problem if it does not create gender inequality, but the problem is it turns out that gender differences have created to various injustices, both for man and especially woman. Gender inequality is also caused by bias gender based on the knowledge of people who have tendencies are gender unequal. The existing sociocultural culture placing woman in the second class, and more women are dominated by men. The patriarchal hegemonic culture places men as leaders are families, organizations, and politicism so that women's

participation in decision making is still relatively low. Gita Sen and Pirooska Östlin (2007) also said that lack of opportunities for woman to participate in making decisions or even being the leader of a company organization, making woman prefer to be passive.

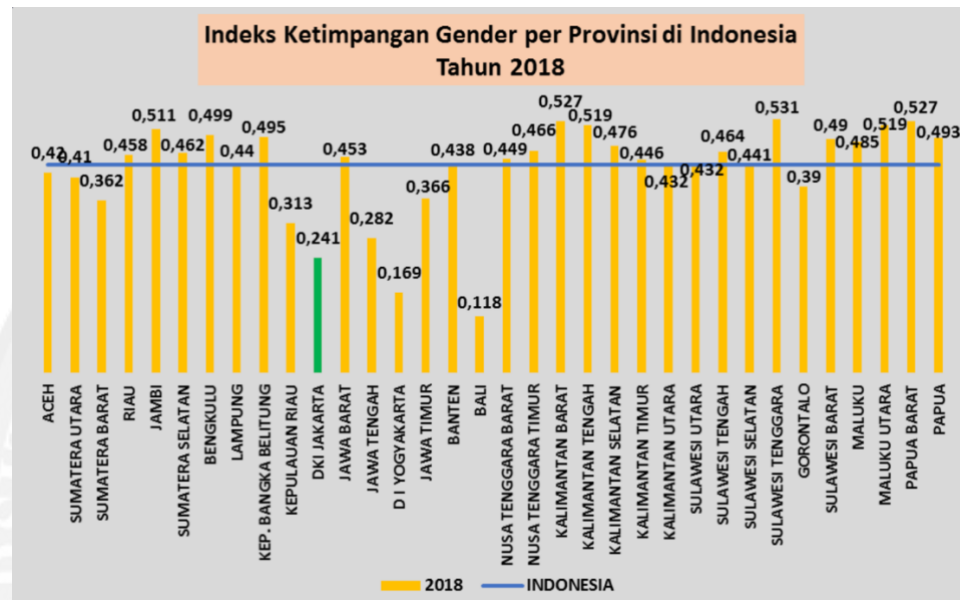


Chart 1.3 Gender Inequality Index per Province in Indonesia in 2018.

Source: Portal Statistik Sektorial Provinsi DKI Jakarta (2018).

As you can see on Chart 1.3, it shows that the lowest score is 0 and the highest score is 1, which explains that all cities in Indonesia have the number above 0. It means that every city in Indonesia have the problem with the gender equality.

Nowadays, many people have the perception that gender is always something that related to woman. Because of that perception, each activity that is a struggle for equality and gender justice is only carried out and followed by woman without having to involving man. Women are a resource that is quite large, even in Indonesia worldwide outnumber man. Alan Sigit Fibrianto (2016) stated that the

low participation of woman in the public sector does not only occur in Indonesia, but also throughout the world, including in developed countries. For example, in the field of education, woman is still lagging compared to man.

According to UNFPA (2005), gender equality is a state of equality between man and woman in the same legal rights and conditions or quality of life. Gender equality is one of the human rights of every human being. That is gender which differentiates roles, attributes, traits, attitudes, and behaviors that grow and develop in society. Rosalie Platzer (2011) also stated that gender roles are divided into productive roles, reproductive roles, and social roles. Until now, woman is often considered weak and only be a complementary figure. United Nations Publication (2014) stated that the gender equality is often related to the term discrimination against woman, unfair behavior, oppression, subordination and more. Mansour Fakih (1996) said that gender discrimination, causing vulnerability to woman and children and the potential for violence against woman in various areas of life.

Bernardin, H.J. & Russel, J.E.A (1993) stated that firm performance is defined by the result or the achievement of people's work that has been achieved by a company in certain periods and being recorded in the financial statements of the company. Firm performance is not just a management assessment that carried out routinely at certain periods. But effective managers will use the results of the firm's performance as an evaluation of its work to continue so that they will be able to innovate and develop into a better company. Results the assessment will determine which ones to keep and which ones to change. This performance appraisal is carried out so that employees are motivated to achieve targets that have

been set by the organization for them to see the achievements and desired result. Firm performance measurement could be seen with using the ratio analysis in financial statements.

This research has the purpose to increase firm performance in PT Usaha Subur Sejahtera by doing the research of getting know the employee's job satisfaction in the company, how they manage their entrepreneurial marketing well, and if the gender equality has the effect on disturbing their performance in the company.

The reason for using a replicated journal is to ensure that the research being researched previously is consistent. With the accuracy of the replication journal, further research can obtain more accurate evidence of answers. The use of this replication journal is also supported by the reason to get a clearer explanation in the interaction between variables.

1.2 Formulation of The Problems

Based on the research background above, then the formulation of the problems is obtained as follows:

1. Does entrepreneurial marketing significantly effect on firm performance?
2. Does gender difference significantly effect between entrepreneurial marketing and firm performance?

1.3 Research Purposes

According to the formulation of the problems above, then the purposes to be achieved by researchers in conducting this research are,

1. To know and understand the significant effect of entrepreneurial marketing on firm performance.

2. To know and understand the significant effect of gender difference between entrepreneurial marketing and firm performance.

1.4 Research Significance

It is expected that the result of this research could give several benefits or significant contribute both theoretically and practically.

1.4.1 Theoretical Significance

- a. This research is expected to increase knowledge about the effect of entrepreneurial marketing toward firm performance.
- b. This research is expected to increase knowledge about the effect of gender equality toward firm performance.
- c. This research is also expected to become reference for others researches which are relevant to the future, also could become the main material for the next research to be better in the future.

1.4.2 Practical Significance

- a. For Researchers
 - This research could be used to fulfilled one of the requirements for obtained a bachelor's degree in Management International Education study program in Universitas Pelita Harapan.
 - The researcher will be able to understand more about the application of the equality of gender in public and organization were having the potential with the gender's issues.
 - The researcher will be able to get more knowledge about the relationship between the entrepreneurial marketing on gender equality that applied in the firm performance.

b. For Company

This research is expected to be a reference in entrepreneurial company business in carrying out their entrepreneurial marketing, and understanding their equality of gender to reach their firm performance.

c. For Universitas Pelita Harapan

This research could be added to the collection of student scientific work to be used as a reference or reading tool in adding insight and knowledge related to the entrepreneurial marketing and gender difference to firm performance in PT Usaha Subur Sejahtera.

d. For Academic

This research is expected to be used as references as information and adding knowledge about the effectiveness of entrepreneurial marketing based on gender difference that applied in the firm performance in other company who run in the same type of business.

1.5 Systematics Writing

This research is divided into several chapters with the purpose to find the information needed easier and demonstrates systematic completion of work. The division of the chapter is as follows:

CHAPTER I Introduction contains about theoretical background, formulation of the problems, research purposes, research significance: theoretical significant and practical significant, systematics writing.

CHAPTER II Literature Review, contains about the variable concept, hypotheses, and research model.

CHAPTER III Research Method, where researcher will get benefit in acquiring new knowledge or discoveries. It also can be used to prove or test the truth that already exists and helps in developing richer and more knowledge.

CHAPTER IV Result and Discussion, explaining about the validity of the research results. Discussion of research results can be explained as the original thoughts of researchers to provide explanations and interpretations of research results that have been analyzed to answer questions in the Introduction.

CHAPTER V Conclusions, contains of conclusion of the research, managerial implication and recommendation for the next research.

