

## Analysis of the Key Concepts of Entrepreneurial Success and Its Applications

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### Abstract

*Competition in the business world is getting tougher, making entrepreneurs have entrepreneurship that can achieve success in entrepreneurship—starting from starting a business that can continue to grow towards the competition that is being faced with continuing in a business environment that is very dynamic and full of uncertainty. This study aimed to determine the success factors of entrepreneurship according to Bob Sadino's concept. The informants in the research are the owners of the Berlian Pancing Shop Jl. Field Beetle Acid. To measure the failure or success of the informant in entrepreneurship, it can be linked to the entrepreneurship program that the informant has obtained. It can be said to be successful if the research took place at the time the entrepreneurship being undertaken experienced good development. However, it is said to have failed. If the study took place when the study took place, the informant experienced a decline in running his business. Based on the research that the author did, it turns out that the Berlian Pancing Shop Jl owner. Asam Kumbang Medan applies or applies the critical concepts of entrepreneurial success, according to Bob Sadino, where entrepreneurship can run and develop well if you use it. In this study, the researcher wants to combine the concept of successful entrepreneurship of Bob Sadino with the business of the owner of the Diamond Pancing Shop with the development of his business. The author describes the main discussion and sub-problems results in this thesis with descriptive qualitative methods and is reinforced by quantitative methods (mixed research). As for the data collection, researchers used field techniques, library techniques, observation, interviews, and accompanied by documentation.*

### Keywords

success concept;  
entrepreneurship;  
application



## I. Introduction

The central concept of the key to entrepreneurial success lies in ourselves, because essentially the entrepreneurial spirit is embedded in every human being, which means having creativity and having specific goals, and trying to achieve success in life. However, we often find that the invention is not realized. Even if it is recognized but is less able to sell it or less able to grow attractiveness for the wider community, even the goal to be achieved is more directed to something negative, thus creating a less conducive atmosphere. To the government which has given serious attention to overcoming the unemployment rate, especially the unemployment of educated workers by opening high school vocational schools (SMK), special education at the academic program level (diploma three), and to students who attend college-level S-1 strata, where every university is required to provide an entrepreneurship curriculum. So that after graduation, they are expected to be able to open jobs in the business sector by way of entrepreneurship.

The application or application of the key to entrepreneurial success to become an entrepreneur is not easy. According to economist Richard Cantillon, entrepreneurs are

people who combine production factors such as natural resources, labour, materials, and other equipment to increase value so that it becomes higher than before.<sup>2</sup> One of the successful motivators in entrepreneurship is Bob Sadino; he started a business that did not require billions of capital, often done by most people who have a variety of brilliant ideas. Bob started his business with minimal capital. The most important and foremost thing that a person must have to start a business is not capital but the courage to start the business. "No matter what rank you have, you are still an employee. No matter how small the business you have, you are the boss." This sentence is the most productive sentence influencing many people in starting a business. Bob Sadino believes that traditional schools cannot support a person's potential to become a strong entrepreneur. According to him, an entrepreneur does not need a conventional school, but what is required is to step up and learn from the process of life immediately. In contrast, all of that must be done continuously and repeatedly so that they become skilled. Bob Sadino also explains the two main reasons that make it difficult for intelligent people to become successful entrepreneurs. The first reason, intelligent and educated people tend to be shackled by fear that arises from their thoughts. Second, smart people overthink and consider many things when going into entrepreneurship, so they don't even start.

In carrying out his business, he holds several principles. Bob has always created a market for his product, not looking for it. As is taught in many colleges, searching for the market is just a waste of time and energy. Bob also never beat around the bush in designing his business. For him, the most important thing is, do it immediately and see the results.

This understanding can still be seen through the owner of the Berlian Pancing Shop Jl. Asam Kumbang Medan, which is engaged in fishing equipment and applies the concept of entrepreneurship according to Bob Sadino, still uses the idea of entrepreneurship taught by Islam. Therefore, according to Bob Sadino, the concept of entrepreneurship influences entrepreneurial activities that the Berlian Pancing Shop Jl applies. Asam Kumbang Medan, because Bob Sadino has set a concept that has a positive impact on entrepreneurs, employees, and consumers. Such as daring to take risks in entrepreneurship, optimism, being honest and so on.

## **II. Review of Literature**

### **2.1. Understanding Concepts and Analysis**

Concepts are the basis for higher mental processes of formulating principles and generalizations. To solve the problem to find the bright spot of the trouble. An analysis is a process of breaking down a concept into simpler parts so that its logical structure becomes apparent. Concepts that can be analyzed or defined are complex concepts, such as the word "horse". Horses are called complex because they consist of several elements of properties, such as head, body, legs, etc., and aspects of nature, for instance, neighing. Concept analysis is a procedure developed to plan research sequences in achieving concepts. Such techniques have been developed by Klausmeier, Ghazala, and Frayer (1794), Markle and Tieman (1970), and others.

### **2.2. Understanding of Entrepreneurship in General and Experts**

Entrepreneurship comes from the word hero and effort. Wira means prominent, courageous, noble, brave, exemplary or warrior. At the same time, business means activities that are carried out continuously in managing resources for profit. Thus the meaning of entrepreneur is someone who can do business to make a profit. To clarify the

definition of entrepreneurship, the following are some definitions of entrepreneurship according to experts and the understanding of entrepreneurship in general.

Understanding entrepreneurship, in general, is a process of doing something new or creative and different (innovative) that is useful in providing added value. According to Peter Drucker, the term entrepreneur has been used for more than 200 years. Entrepreneurship comes from the French word "Entreprendre", which means "between" and "to undertake" or "to take". Entrepreneurship is a process of cultivating a new business, organizing resources such as; human resources (labour), natural resources (raw materials) needed for value-added economic activities that will produce products, both goods and services, by considering the associated risks and the remuneration to be received from activists sales of goods and services.

According to Gareth R. Jones and Jennifer M. George (2003), "Entrepreneurship is the mobilization of resources to take advantage of an opportunity to provide customers with new or improved goods and services." (Entrepreneurship is the mobilization of resources to take advantage of opportunities to meet customer needs with new goods and services).

Social enterprises are productive structures that have an imprint of social benefit and, in this sense, it can be affirmed that they are alternative forms of companies within a neoliberal capitalism, which houses organizations oriented to profit, capital accumulation and enrichment of few people, contributing to the polarization between the city and the countryside. On the contrary, in social enterprises, cooperative work and decision-making are promoted in a consensual or democratic way: the partners are simultaneously the workers as they determine how and in what way the benefits will be applied and the benefits will be distributed. In addition, they use management techniques that contribute to the sustainability and sustainability of the company. (Lendechy, H. et al, 2019)

### **2.3. Understanding the Key to Entrepreneurial Success According to Bob Sadino**

According to Bob, the key to success is not giving up easily and not being afraid to fail. "With failure, we can learn how to be better in the future. So, never be afraid to fail, because success starts with failure." Bob Sadino also has some support before being called an entrepreneur, where this backrest can also support someone to become the actual entrepreneur. Lacking just one back, he cannot be named a true entrepreneur who is successful in his entrepreneurship.

Some of the backups are:

1. Want to be an entrepreneur. The will to become an entrepreneur is absolutely in every soul of a prospective entrepreneur. Without a choice, forget it.
2. Have a firm determination or a strong commitment or determination to live life as an entrepreneur.
3. Dare to take chances. It's useless to have the will and determination if you are still afraid to seize opportunities and face risks.
4. Durable and not whiny. Being an entrepreneur means being familiar with failures, obstacles, and challenges. The more often you experience loss, the more resilient a person is. The more afraid to face trials with their strength, the more that person is not whiny. It's complete, the backing that a genuine entrepreneur usually owns. However, it can still be equipped with one last backrest, which will make the natural entrepreneur perfect.
5. Give thanks to the Almighty. Many genuine entrepreneurs forget gratitude. He had forgotten that everything he had obtained was possible only thanks to the permission of the Almighty.

### **III. Research Methods**

General strategy adopted in the collection and analysis of the data needed to answer the problems at hand.

#### **3.1 Nature of Research**

This research uses descriptive research, which explains social phenomena or phenomena that exist in life as accurately as possible. The aim is to make a systematic, accurate and factual descriptive picture or painting about the properties, facts and relationships between the investigated phenomena.

#### **3.2 Research Type**

This type of research is qualitative research, specifically related to the study of social relations associated with the pluralization of the word of life. This qualitative research will reveal a description of actualization, social reality, and perceptions of research targets. This study also wants to prove the hypothesis that has been compiled or describe something in general. Then the data analysis is carried out from available to specific (deductive), called quantitative research. So the research method used is also called mixed research so that the research results are more thorough.

#### **3.3 Type of Research**

The type of research used in this study is empirical research because it is related to a legal reality against norms that occur in society if you look at it from a practical point of view.

#### **3.4 Data Collection Method**

##### **a. Research Library (Library Research)**

The library method is research looking for problem formulations on reading sources (references), such as literature books, magazines, journals, e-journals and other sources.

##### **b. Field Research (Field Research)**

The Field Method is research by going directly to the field or research location and getting the problem formulation by doing:

1. Observation (observation), namely observing actual field conditions
2. Interview (interview), a meeting of two or more people to exchange information and ideas through question and answer so that meaning is constructed in an interview topic. With interviews, researchers will find out more in-depth things about informants in interpreting situations and phenomena that occur, where this cannot be found through observation. In conducting interviews, researchers prepared research instruments in the form of written questions to be asked and recorded what was stated by the informants. Therefore the types of interviews used by researchers were included in the kind of structured interviews.
3. Documentation is a record of events that have passed. Documents can be in the form of writing, drawings or monumental works of someone. Research results from observations or interviews will be more credible if the relevant documents support them.

### 3.5 Data Source

The purpose of this research data source is the subject from which the data can be obtained.

This study using two sources of data, namely:

- a. Primary data sources, namely data directly collected by researchers from the first source. The primary data source in this study is the owner of the Berlian Asam Kumbang Store.
- b. Secondary data sources, namely direct data collected by researchers as support from the first source. It can also be said that data is arranged in the form of documents. In this study, documentation is secondary data.

## IV. Results and Discussion

### 4.1. Efforts to Achieving Success in the Application of Key Concepts to Entrepreneurial Success According to Bob Sadino

Based on the research results on the first variable, the researchers found that the owner of the Berlian Pancing Shop and the entrepreneurs on Jl. Asam Kumbang Medan has a high willingness in entrepreneurship. They believe that if we are serious about entrepreneurship to seek lawful sustenance, Allah will bless our lives. Moreover, by sharing with others or spreading benefits to others, Success will come to us.

According to Bob Sadino, efforts to achieve success can be obtained through outward and inner ways. Outwardly, that is by functioning. All members of the body to continue to strive and worship Allah SWT. While spiritually, Success can be felt in carrying out the business charity or worship with khushu, because when we can be grateful and share with others, then that is where there is real Success in entrepreneurship.

Another factor is the courage to take opportunities in entrepreneurship. Entrepreneurs must see the opportunities that lie in front of their eyes, eliminate pessimism and show confidence. Things like that are an effort to succeed in entrepreneurship.

Based on the research results on the second variable that has been carried out, consumer interest in the Diamond Fishing Shop is very high. The direct approach of the owner of the Berlian Pancing Shop in serving consumers is one of the causes. Just like what Bob Sadino did, who directly intervened in the process of helping consumers without thinking about his status as boss. This makes consumers feel interested and feel comfortable when shopping at the Berlian Pancing Shop Jl. Field Beetle Acid.

### 4.2. Obstacles in Achieving Success in Entrepreneurship

According to the results of research observations conducted, the obstacles in achieving success in entrepreneurship are kufr or ungratefulness for the blessings given by Allah SWT. In simple terms, kufr means being ungrateful, so the opposite of kufr is gratitude. Gratitude is the most important thing to be able to achieve success in, especially entrepreneurship. As in the letter of Abraham (14) verse 7 explains that enjoyment will be added for those who want to be grateful, and vice versa if we are not thankful or kufr, then Allah SWT. will punish him bitterly. The second obstacle in achieving success in entrepreneurship is that an entrepreneur is not embedded like patience, even though Allah SWT. Always be with patient people. Impatience will draw us closer than Satan. The third obstacle is environmental factors. A bad environment is an external factor in influencing a person to develop into an entrepreneur. This is because there is no support from the family that can motivate them to change their mindset about entrepreneurship.



#### **4.3. Results of Key Concept Analysis of Entrepreneurial Success According to Bob Sadino and its Application to Berlian Pancing Shop Jl. Field Beetle Acid**

Most of the entrepreneurs in the area of Jl. Asam Kumbang Medan embraced Islam. The teachings of Islam greatly influence entrepreneurship activities in everyday life. One of the successful motivators in entrepreneurship is Bob Sadino, and he started a business without requiring billions of capital as many people do. For Bob, the essential thing in starting a business is the courage to start the business. According to Bob Sadino, one of the entrepreneurs who followed the trail or concept of entrepreneurship is Mr Suliman, who founded the Pancing Diamond Shop. In starting his business, the following are some of the key ideas for successful entrepreneurship according to Bob Sadino, which are applied to the Diamond Pancing Shop, there are five concepts, namely:

##### **a. Willingness to Become an Entrepreneur**

The will to become an entrepreneur is absolutely in every soul of a prospective entrepreneur. Without the will, a pile of money capital will not mean anything to run a business. This is what Pak Suliman did for the first time in starting his business, and he is an immigrant from Java who came to Medan with his wife and two children. Previously, while living in Java, Pak Suliman worked as a photographer. He felt like leaving his job. Apart from the economic aspect, it is also lacking

To meet the needs of life, there is a reason that makes him less comfortable at work, namely working hours that often interfere with his prayer time. Arriving in Medan, Pak Suliman did not immediately open a Diamond Fishing Shop, but he first learned from his brother-in-law, who had already opened a Diamond Fishing Shop. There is a willingness to learn and a very high willingness to know the right way to become an entrepreneur because to be a successful entrepreneur requires a strong will and will. Commitment

Having a firm determination or strong commitment is very important for an entrepreneur. A strong commitment that will not be shaken by anything will make a great entrepreneur. This is also applied by the owner of the Diamond Pancing Shop, and it is proven that, until now, Pak Suliman is still running his business.

##### **b. Dare to Take Opportunities**

There are many opportunities on this earth, and maybe there are some that no one has even touched. But again, it depends on us how to respond to these opportunities. An entrepreneur must be brave to immediately grab or take the opportunities that exist and do not hesitate to take risks that will come.

#### **4.4. Interview Results Related to the Reality of Entrepreneurial Success at Berlian Pancing Shop Jl. Field Beetle Acid**

##### **a. Willingness**

As discussed in the previous chapter, willpower is an absolute must in every soul of a prospective entrepreneur. This, of course, leads to the entrepreneurial concept that exists in Bob Sadino, which fosters a sense of will before running his business, don't be half-hearted, or his business will stop in the middle of the road. Based on the results of interviews conducted by researchers with one or more entrepreneurs Precisely the owner of the Diamond Fishing Shop Jl. Asam Kumbang Medan said that you must have a strong will if you want to become an entrepreneur.<sup>6</sup> As an example, the natural result is that the Berlian Pancing Shop can grow and even open a branch of the Diamond Pancing Shop in the Sunggal area.

### **b. Honesty**

From the observations of researchers during research, honesty is upheld by the owner of the Diamond Pancing Shop. He believes that if satisfaction is done to consumers by being honest in serving, giving prices, and the products we sell, it will provide a positive value to our business.<sup>7</sup> Especially in achieving the success we expect. This is also applied to employees at the Berlian Pancing Shop.

### **c. The Meaning of Success**

The meaning of success, according to Bob Sadino, is when we can spread benefits to others. Similarly, the perception of the importance of happiness for the owner of the Berlian Pancing Shop Jl. Field Beetle Acid. Belia said that the real purpose of success is not a lot of hoarding of wealth, famous for being rich everywhere, but success is when we can be useful.

## **V. Conclusion**

Based on the results of the research that the researchers have done, it can be concluded:

1. The application of Bob Sadino's key entrepreneurial success concept in entrepreneurship has been applied by the owner of the Berlian Pancing Shop Jl. Field Beetle Acid. As for some of the images in it, namely having a high willingness to become an entrepreneur, honesty that is upheld in business, having a solid commitment with great determination, daring to take opportunities with all the risks faced, having a resilient spirit with all obstacles, failures and challenges, do not also forget to have the nature of gratitude to the Almighty. Gratitude makes us remember that everything we get is only possible with the permission of the Almighty. One of the forms of appreciation that Mr Suliman does is to always share with the orphans, even to the point of sending the orphans to school. He realizes that whatever we have, is that there are other people's rights in our sustenance, or we have to be diligent in giving charity so that life becomes prosperous and blessed.
2. The entrepreneurs on Jl. Asam Kumbang Medan also has the same fundamental concept of entrepreneurial success as Bob Sadino's key entrepreneurial success concept. Just as with a strong will to become an entrepreneur, the value of honesty in entrepreneurship, most notably the best service to consumers, entrepreneurs do not forget to set aside part of their income to be donated to people in need. They know that some of the results of their efforts are part of someone else's in it.
3. From the description in the previous chapter about the percentage of each variable, it can be seen in the variable Application of Key Concepts to Entrepreneurship Success according to Bob Sadino to Berlian Pancing shop Jl. Asam Kumbang Medan and the Efforts of Entrepreneurs on Jl. Asam Kumbang for Achieving Success in Running Their Business, it can be seen that the majority of respondents are in the variable Application of Key Concepts to Entrepreneurship Success according to Bob Sadino to Berlian Pancing shop Jl. Asam Kumbang Medan is in the very high category, namely eight respondents or 40% located in the 98-100 interval, and the majority of respondents are in the Entrepreneurial Effort variable on Jl. Asam Kumbang to Achieving Success in Running its Business is in the very high category, namely eight respondents or 40% located in the 90-95 interval.

Thus, it can be concluded that Bob Sadino's Key Entrepreneurial Success Concept and its Application to Berlian Pancing Shop Jl. Field Beetle Acid. Through its application to the Berlian Pancing Shop, the influence is in the very high category and through the efforts of the Entrepreneurs on Jl. Asam Kumbang Medan to Achieve Success in Running its Business is in the very high class.

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