

Minang Tribe Merchant Family Communication in Shaping Children's Entrepreneurial Behavior

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Abstract

This research is motivated by facts that prove the success of the Minang tribe in building and developing entrepreneurship from generation to generation. The purpose of this study is to explain family communication in shaping children's entrepreneurial behavior. The research method used is a case study. The research data was obtained through interviews with resource persons, namely the son of a successful entrepreneur in the city of Tebingtinggi. The results showed that family communication in shaping children's entrepreneurial behavior through mechanisms, processes and forms of communication that occur in the family. The formation of children's entrepreneurial behavior occurs along with the passage of four communication functions in the family which include the functions of socializing, educating, motivating and inheriting socio-cultural values that are internalized in children.

Keywords

family communication;
entrepreneurial behaviour;
Minang tribe



I. Introduction

The economic strength of the community is one of the foundations of the economic strength of the nation and state. One of these strengths is the possibility of trading carried out by entrepreneurs of the nation's children as the main actors. Entrepreneurship as one of the livelihoods becomes very important in giving birth to successful entrepreneurs who are expected to accelerate the economic growth of the community. It takes a planned and systematic effort to give birth to entrepreneurs.

Building an entrepreneur is not an easy job. It takes interest and sincerity as well as sufficient capital to be able to become an entrepreneur. In addition to interest and sincerity, the experience factor in entrepreneurship also plays an important role in building entrepreneurship. The existence of an interest in entrepreneurship does not just appear, but there must be factors that allow the emergence of a person's interest in entrepreneurship.

According to Jahya (2013) interest is related to something that benefits someone and creates a sense of satisfaction in that person. Interest will increase if the interest is shown through an activity. Based on this, it can be said that an entrepreneur who always brings and involves his child in entrepreneurship will be able to foster children's interest in becoming entrepreneurs, because the child already feels the benefits and creates satisfaction for himself when he participates in entrepreneurship with his parents.

Since the first Minang tribe has made entrepreneurship as one of the main choices as their livelihood. The entrepreneurial skills of the Minang tribe have proven their success in building and developing trade both in their own area and in the various cities where they migrated. The presence of the Minang tribe in building entrepreneurship has generally been going on for decades and this entrepreneurship is generally passed on from generation to generation to their children, even to their grandchildren.

H. Adib, an entrepreneur from the Minang tribe, said that the textile material business that his parents built in the market center of Medan has been around since the sixties. Currently, the business is carried on by his children. Not much different, Taufik, one of the sons of a Minang merchant in the city of Tebingtinggi, has now successfully continued and developed his parents' trading business by opening a grocery store and textile materials in the gambir market, Tebingtinggi city.

The habit of wandering and trading Minang tribes in the overseas area requires them to be able to adapt well to the customs and habits of the people in the place where they migrate. The adaptability of the Minang tribe in the area where they migrate is one of the important factors that support their success in building and developing entrepreneurship in that place.

The culture of entrepreneurship from generation to generation remains inherent in the Minang tribe. One of the processes of inheritance of entrepreneurship culture is through family communication. Family communication has an important role in shaping children's behavior. The power of family communication in shaping children's behavior has been explained by several studies, including research Hendra & Priadi (2019) entitled "Family Communication Model in Forming Pious Children". The results of this study explain that family communication by parents has an important role in forming pious children.

Study Ningrum (2017) on "The Role of the Family in Developing Entrepreneurial Spirit from an Early Age", explained that the entrepreneurial spirit of children can be stimulated by using the play method and getting them used to doing activities that have good values. Both parents play an important role in instilling an entrepreneurial spirit in children. Based on the results of this study, it can be said that instilling an entrepreneurial spirit in children will be easier to do when children are still at an early age.

It is undeniable that entrepreneurship has become a culture of Minang people in building their lives both in their own area and overseas. The success of the Minang tribe in developing entrepreneurship from generation to generation cannot be separated from family communication built by parents in shaping their children's entrepreneurial behavior. The success of the Minang people in building entrepreneurship for generations can be used as an example, especially in an effort to accelerate the growth of entrepreneurs in the midst of people's lives. For this reason, it is necessary to conduct a study entitled "Family Communication of Minang Tribe Traders in Shaping Children's Entrepreneurial Behavior."

1.1 Formulation of the Problem

The problem in this research is formulated as follows.

1. How is the communication of the Minang tribal merchant family in shaping the entrepreneurial behavior of children?
2. What are the communication functions of the Minang merchant family in shaping the entrepreneurial behavior of children?

1.2 Research Purposes

Based on the formulation of the problem, the objectives of this study are:

1. To explain the communication of family of Minang traders in shaping children's entrepreneurial behavior.
2. To explain some of the communication functions of the family of Minang traders in shaping the entrepreneurial behavior of children.

II. Review of Literature

2.1 Family Communication

Family communication occurs between fellow family members, namely parents with children and other family members. Family communication shows the existence of mutual attachment among family members. Djamarah (2004) the family in the dimension of social relations is a unit that is bound by their interconnectedness or interaction and mutual influence between other family members even though they are not related by blood.

Family communication becomes important when parents carry out their functions in nurturing, raising and instilling social and cultural values. Through family communication, parents, both father and mother, will be able to provide various kinds of knowledge and instill various rules and habits in children. Gradually the instillation of values carried out by parents in children will shape children's behavior.

In order to carry out the function as parents, through family communication, a close and intimate relationship will be established between people old with children. Suciati (2015) argues that the family is the smallest community group that has an important role in shaping the child's personality. In the family there is communication between parents and children. The intensity of communication between parents and children determines the effectiveness of family communication.

2.2 Family Communication Process and Mechanism

The family communication process shows the stages of communication. These stages involve elements of communication. Lasswell in Liliweri (2014) put forward the definition of communication is the answer to the question who, says what, to whom, through which channel, and with what effect. The answers to these questions are; who, in this case is the "communicator", that is, the party who sends the message, usually the parent. Saying what, in this case, is the "message" that is conveyed. "To whom", in this case is the child as a "communicant" who receives the message, through which channel, in this case is the "media" used, and with what effect, in this case is the "effect" or impact that appears in the self child. Thus the element in family communication is the presence of communicators who are usually dominated by parents, messages, media, communicants, and effects, namely the consequences or impacts of family communication that appear on children.

Family communication is not just conveying a message, but also how the message can be received and then feedback occurs. The communication process involves all elements of communication. The communication process can occur directly or indirectly. Communication messages exchanged in family communication between parents and children are generally dominated by parents.

The family communication process takes place in a communication mechanism. The communication mechanism can be regarded as the interaction of communication elements in a communication process that produces a communication effect. Based on this, the family communication mechanism is the interaction of communication elements in a family communication process. The interaction between the elements of family communication results in the impact or effect of family communication. Effendy (1986) states, the impact of communication can be in the form of cognitive, affective and behavioral impacts.

2.3 Family Communication Function

The family communication process performs several communication functions. The running of the communication function is largely determined by the presence of parents, namely fathers and mothers who always communicate with their children. Family communication generally takes place in the form of interpersonal communication. Study Tariq

(2018) entitled *Interpersonal Communication Role for Self-Concept of Children and Families* explained that interpersonal communication plays a role in strengthening family resilience and function in facing various family challenges.

Related to the communication function, Mac Bride in Effendy (1990) suggested several functions of communication, namely:

1. Socialization Function

The socialization function refers to the provision of various knowledge that helps community members to behave and act appropriately in carrying out their roles in society. Through family communication, parents introduce a variety of knowledge to children so that children have broad insights about various things that are needed for their lives.

2. Educational Function

The function of educating refers to educating people, forming character and providing useful skills in various areas of life. Through family family communication, parents educate their children to be smart and smart children

3. Motivation Function

The motivating function refers to the communication function in explaining the short-term and long-term goals of the community so that it can encourage them to make choices and desires. Through family communication, parents motivate their children about good things for the future of their children's lives.

Next Lasswell in Effendy (1990) put forward the function of communication, namely:

4. Social Inheritance Distribution Function

This inheritance function refers to how communication can pass on social heritage to the next generation. Related to this, through family communication, parents, namely father and mother, pass on social values in the form of knowledge, norms, ethics and other good values to their children.

2.4. Family Communication Pattern

Reuben (2013) divide the four types of families as follows:

- a. Consensual family. This family is oriented towards discussion and compromise. The communication process is more open and explores the existence of new ideas, as well as the will to maintain the hierarchy that exists in the family.
- b. Pluralistic family. This family is characterized by an orientation to the occurrence of conversation but the value of compromise between them is low. They are more likely to engage in open communication. Discussions that occur between fellow family members are so broad that they cover a variety of topics.
- c. Protective family. This family is characterized by low conversational orientation, but high conformity. Communication places parents as the authorities in determining various provisions that apply to their children
- d. Free family (Laissez-faire). This family is characterized by a low conversational orientation and conformity. There is relatively little interaction among family members. Parents are less interested in their children's decisions. Nor does it show any communication about the values that parents do to their children.

Based on the point of view of communication, the type of family stated above can be seen as a pattern of family communication. This communication pattern is sometimes formed intentionally or accidentally. The communication pattern that is formed intentionally implies that parents deliberately build/create a family communication pattern for a particular purpose. Through family communication, parents can introduce various values and behaviors that will be instilled in children, one of which is entrepreneurial behavior.

2.5. Entrepreneurial Behavior

It takes sincerity and patience to become an entrepreneur Steinhoff and Burgess inLubis et al (2016) states that an entrepreneur is someone who is able to organize, manage and bear risks in creating new businesses and business opportunities. Shaping children's entrepreneurial behavior cannot be separated from the efforts of parents to shape the child's personality. Yusmiar (2015) said that forming a child's personality is an educational activity that takes place in the family that cannot be separated from the way of educating. In this process the child as a learner.

A strong and tough personality is an important capital to become an entrepreneur. Personality will be seen from entrepreneurial behavior. Joseph inLubis et al (2016) put forward 11 entrepreneurial indicators that can be considered as entrepreneurial behavior. These entrepreneurial indicators/behaviors are: (1) Having achievement motivation, (2) Independent, (3) Creativity, (4) Dare to take risks, (5) Tenacious, (6) Future-oriented, (7) Communicative and reflective, (8) Have leadership, (9) Locus of control, (10) Instrumental behavior, (11) Appreciating money.

2.6. Minang Tribe Entrepreneurial Behavior

The life philosophy of the Minang tribe shapes their entrepreneurial behavior in trading. Based on research results Hastuti et al. (2015) entitled "The Minang Entrepreneur Characteristics" identified several entrepreneurial behaviors. Minang tribe that is, have confidence, hard work, careful calculation / economic, independent, persistent, contribution to the family, consistency, smart, flexible, dare to face business challenges. These characteristics contribute to the success of ethnic Minang entrepreneurship in the targeted migration locations.

III. Research Methods

3.1 Research Methods

The research was carried out with a qualitative approach, while the research method used was a case study method. Mulyana (2001) stated that a case study is a research that is used to describe and fully explain various aspects of an individual, a group, an organization (community), a program or a social situation. What is explained in this case study is the communication of the family of Minang traders in shaping the entrepreneurial behavior of children?

3.2. Source Person

Research resource persons are Minang ethnic entrepreneurs in Gambir Market, Tebingtinggi city. The resource person was chosen as a model with the criteria of a business owner, where the entrepreneur is the son of a Minang businessman, namely Mr. Usman (deceased) who has successfully built entrepreneurship. Pak Usman's efforts are currently being continued by his children. One of his children who was used as a research resource was named Taufik.

3.3. Data Analysis Techniques

The data that has been obtained from the informants were analyzed qualitatively. The data were analyzed based on the research categorization which was determined based on the derivatives of the main concepts in this study, namely the family communication function which includes the functions of socializing, educating, motivating and inheriting social

values. The results of data analysis are presented in a narrative form. Based on the analysis of the research results, further conclusions are presented.

IV. Results and Discussion

4.1 Results

Building an entrepreneur is not as easy as turning the palm of the hand. It takes sufficient capital, experience in trading, hard work, willingness, high spirit, tenacity, patience, honesty and other good values to be able to achieve success. With this provision, Pak Usman, a Padang tribal trader, has succeeded in establishing an entrepreneur in the trade of grocery goods and clothing in the city of Tebingtinggi, precisely at the Gambir Tebingtinggi market.

Through the researcher's interview with one of Mr. Usman's sons, Mr. Taufik, who is currently an entrepreneur by trading grocery items at Gambir Tebingtinggi Market, the researcher obtained data about Mr. Usman's efforts in building entrepreneurship. Taufik said that at first, his parents/started entrepreneurship as traveling merchants by riding bicycles to the towns/markets on the outskirts of the city of Clifftinggi. The outskirts of the city of Tebingtinggi from that time until now was a plantation area with a fairly large population.

Pak Usman already knows very well what weekdays are held in each suburb of Tebingtinggi which is surrounded by plantations. Palm Oil, Rambung/Rubber Trees. Every week, Mr. Usman is already there selling his wares. Pak Taufik added that the entrepreneurship that has been run by Pak Usman does not only trade in the weekends, but also trades in the Gambir market in the city of Cliff Tinggi. Even though he doesn't have a permanent place/kiosk, it's not an obstacle for Mr. Usman to be an entrepreneur. He spreads his wares on the sidewalk/roadside of the Gambier Cliff High Market.

Every profit that Mr. Usman gets, apart from meeting the needs of daily life, is also saved. Pak Usman's discipline in trading and the frugal nature he had built from the start made his savings even more. Once, Mr. Usman received information about the existence of a shop/kiosk in the Gambir market that the owner would sell. Pak Usman plans to buy the kiosk, but he doesn't have enough money to buy the stall/kiosk.

Mr. Taufik said that his father's wish to be able to buy a shop/kiosk was realized thanks to the support of his mother in the form of giving Mr. Usman a number of gold jewelry to be used as an additional cost to buy a shop/kiosk. Pak Usman was surprised because his wife had a large amount of gold jewelry in savings. His wife said that the gold jewelry had long been collected and kept. Pak Usman was happy and very grateful to his wife.

After having a permanent shop for entrepreneurship, Mr. Usman's business gradually progressed. Over time, Pak Usman's sons and daughters helped him trade. Pak Taufik said that they all helped his parents in trading. Their willingness to help their parents trade, of course, cannot be separated from the family communication built by Pak Usman and his wife in shaping their child's entrepreneurial behavior. How is family communication carried out by Mr. Usman in shaping his son's entrepreneurial behavior. The following is presented based on the results of the researcher's interview with the resource person, Mr. Taufik, which includes four functions of family communication, namely:

1. Socialization function
2. Educational function
3. Motivating function
4. The function of passing on social values

1. Socialization Function
Strong interest and will is an important basis for becoming an entrepreneur. This of course must be preceded by a good knowledge, introduction and understanding of

entrepreneurship. As for Mr. Taufik, during an interview with the researcher, he said that since childhood he had known entrepreneurship. His introduction to entrepreneurship was obtained from his father. He said that since he was in junior high school his father had involved himself and his brothers in entrepreneurship. As with his brother, every time he comes home from school he goes to the shop where his father is an entrepreneur. Originally to the tavern the purpose was to play. While playing, he helps his parents sell, especially when customers are busy shopping at their shop.

Taufik explained that his parents introduced him to some important things in entrepreneurship. One by one he began to know about the types of merchandise they sell, the quality of the goods, the capital and the prices of the various goods they sell. This knowledge is obtained through direct communication in the form of a dialogue that is carried out by his parents with himself while at the shop or at home. When communicating with his parents, Taufik also asked many questions about the things his parents told him.

Taufik's knowledge about entrepreneurship is not only obtained through communication about entrepreneurship that his parents do directly with him, but also obtained from various things his parents do while in the shop. Taufik gained a lot of knowledge about entrepreneurship from what his parents exemplified, for example when serving customers, shopping for goods, arranging merchandise, opening prices and setting prices. Full attention about entrepreneurship adds a lot to his knowledge and understanding of entrepreneurship.

The various things in entrepreneurship that Taufik got from his parents added to his enthusiasm to help parents in entrepreneurship. Direct communication in the form of dialogue about entrepreneurship as well as through various examples exemplified by his parents in entrepreneurship not only increases knowledge, but also increases his understanding of entrepreneurship. Taufik began to understand the importance of knowledge about the goods being traded, for example capital, opening prices when customers ask for prices, bargaining prices to determining prices for goods.

a. Educating Function

Pak Usman's commitment to forming his children into entrepreneurs is not only done by introducing and providing knowledge about entrepreneurship, but also by educating his children to have ethics in entrepreneurship. Ethics in entrepreneurship is important for Mr. Usman. He has proven that with good ethics, the entrepreneurs he builds are growing and advancing.

Based on the researcher's interview with Taufik, it was obtained data that ethics in entrepreneurship was taught by his father orally. Pak Usman always reminds his children to maintain good manners when serving customers, to be honest when explaining the quality of goods and also the prices of goods. This ethical education is not only done verbally, but also through the example shown by his father when serving customers, such as maintaining good manners when serving buyers, not lying when explaining the quality of goods and the price of goods.

Pak Usman's adherence to entrepreneurship ethics did not just appear. Related to this, Taufik said that his father is very fond of reading books and magazines that contain writings or articles that contain the teachings of Islam. Through these readings his father gained a lot of knowledge about Islamic laws. Based on the teachings of Islam, his father applied ethics in entrepreneurship. It can be assumed that Pak Usman's adherence to ethics in entrepreneurship benefits himself and his family in the form of growing entrepreneurship that they have built.

b. Motivation Function

Building entrepreneurship is not enough to be supported only by strong capital, but must also be supported by high will and enthusiasm. Mr. Usman himself has experienced how high his will and enthusiasm for entrepreneurship has led him to become a successful Minang entrepreneur in the city of Clifftinggi. Taufik explained that his father was very aware of the importance of will and passion in entrepreneurship. This is what makes Mr. Usman always motivate his children to keep the spirit in entrepreneurship.

At certain times, Mr. Usman motivates his children to stay motivated in entrepreneurship by telling stories about his experiences when building and developing entrepreneurship. The story of the joys and sorrows experienced by Mr. Usman when he started to build entrepreneurship when he was a traveling merchant, selling by holding roadside / street vendors, to having a permanent trading kiosk became an encouragement for Taufik and his brothers in managing the entrepreneurship they developed when this.

Furthermore, Taufik said that the strongest motivation they felt to remain enthusiastic in entrepreneurship was when their father gave them responsibility for managing their respective businesses spread across several places in the city of Cliff Tinggi. Taufik stated that currently their family has 24 places of business in the form of shop houses (shop houses) which are located in strategic locations in the city of Clifftinggi.

c. Function of Inheriting Social Values

Pak Usman's success in building entrepreneurship is not only seen from the material aspect, but more importantly how he can shape his son to become an entrepreneur. Forming children into entrepreneurs from a communication perspective cannot be separated from how parents carry out the communication function in passing on socio-cultural values, science, ethics to their children. The inheritance of values embedded in children can be seen from the behavior of children, in this case the entrepreneurial behavior of children.

Regarding the formation of entrepreneurial behavior, Taufik explained that his father had passed down socio-cultural, scientific and ethical values to his children. We get a lot of knowledge about entrepreneurship from our parents. The spirit in entrepreneurship is also an example of our parents' enthusiasm for entrepreneurship. We also get our compliance with the rules/ethics in entrepreneurship from what our parents convey and exemplify in our daily life, especially when entrepreneurship.

Based on what Taufik has conveyed to researchers regarding the inheritance of values, it can be assumed that Pak Usman has succeeded in building effective family communication. The effectiveness of this family communication occurs when Pak Usman carries out the function of family communication, namely, the function of socializing, educating, motivating, passing on values.

4.2 Discussion

Based on the results of the study, it is known that the entrepreneurial behavior of children cannot be separated from family communication carried out by parents. Through family communication, a communication function is built, namely socialization. Through this socialization function, parents introduce various things related to trade, ranging from various types of traded goods, matters related to capital, purchases, payments and so on. Socialization about trade or entrepreneurship is an important part in providing children with knowledge about trading or buying and selling. This knowledge is certainly increasing over time.

The increasing knowledge of Pak Usman's children about trade will certainly grow his children's understanding of the meaning of trade itself. Children will realize that it is through trade or entrepreneurship carried out by their parents as their source of livelihood. Through this trade socialization, they become aware of how to trade, starting from shopping for goods

to be traded, setting prices for goods to be traded, how to offer merchandise to buyers, how to prepare stock of goods and so on.

The entrepreneurial behavior of Pak Usman's children, which can be seen from their consistency in entrepreneurship at this time, shows that the family communication carried out by Pak Usman in disseminating trade or entrepreneurship is very effective. The ongoing socialization function of the family communication process carried out by Pak Usman to his children not only gives an impact in the form of increasing knowledge about entrepreneurship, but also has an impact on the growth of a positive attitude about entrepreneurship. For them entrepreneurship is a job that is very suitable for their souls who since childhood have been accustomed to dealing with trade.

The socialization function of family communication that has been carried out by Mr. Usman not only has an impact in the form of knowledge and attitudes of his children towards entrepreneurship, but also has an impact in the form of entrepreneurial behavior. The entrepreneurial behavior displayed by Pak Usman's children is evident from their success in running and developing entrepreneurship. The success of Pak Usman's children in continuing the entrepreneurship built by Pak Usman can be used as an indicator of Pak Usman's success in shaping his child's entrepreneurial behavior through family communication.

The family communication that Mr. Usman did with his children not only carried out the function of communication in socializing entrepreneurship, but also carried out the function of educating. The educational function carried out by Mr. Usman through family communication is more focused on efforts to instill good morals or morals in his children. Pak Usman realizes that good morals or morals are needed in running entrepreneurship. Honesty, courtesy and friendliness in entrepreneurship for Mr. Usman are one of the keys to successful entrepreneurship.

Raising children for Mr. Usman is very important. His belief in the importance of educating children did not appear suddenly in Mr. Usman, but he got it thanks to his habit of reading books or magazines and other readings containing Islamic law, morals and morality. He implemented his knowledge of Islamic law, morals and morality in the form of educating his children to become people who have honesty, courtesy, friendliness and other good behavior in running entrepreneurship.

Good values such as openness and honesty. Honesty has been recognized for a long time by everyone as the main value in various dimensions of human life. In the dimension of economic life, honesty is the most important value in building cooperation in entrepreneurship. It will be very difficult to build a cooperation in entrepreneurship/business without being based on mutual trust. Mutual trust will not be able to be grown without the honesty of each party. Honesty will produce mutual trust in entrepreneurship.

Pak Usman's efforts in shaping his son's entrepreneurial behavior, apart from socializing / introducing trade / entrepreneurship, instilling good values in the form of courtesy, friendliness, honesty, also by motivating his children. Pak Usman's motivation for his son has given his son high enthusiasm to help Pak Usman in entrepreneurship. This shows that self-motivation is one of the important factors in the process of forming children's entrepreneurial behavior and at the same time building and developing entrepreneurship.

The motivation given by Mr. Usman to his children in entrepreneurship has been able to give high enthusiasm to his children in building and developing entrepreneurship. The strong commitment in Pak Usman's children in building and developing entrepreneurship is one proof of Pak Usman's success in shaping his children's entrepreneurial behavior through the provision of motivation that Pak Usman has given to his children every time since Pak Usman started introducing entrepreneurship and train their children to be entrepreneurs.

The motivation that Mr. Usman gives to his children in entrepreneurship cannot be separated from the family communication process carried out by Mr. Usman to his children. Communication is done at home or at the place of trade. Without family communication, it will certainly be difficult for Mr. Usman to cultivate a high spirit in his children in entrepreneurship. Pak Usman's success in shaping his son's entrepreneurial behavior cannot be separated from the motivation in his son that has been built by Pak Usman through family communication.

Pak Usman's success in shaping his children's entrepreneurial behavior is not only supported by family communication which includes socialization, educating and motivational functions, but is also made possible by the accumulation of these communication functions which results in the function of inheriting values. The inheritance of these values can be seen from the implementation of the entrepreneurial behavior of Pak Usman's children such as politeness in speaking and acting, telling the truth, being friendly and having high enthusiasm and commitment in building and developing entrepreneurship.

The values and behaviors that Pak Usman passed down to his children through family communication can be said to have been well internalized in Pak Usman's children. The internalization of these values and behaviors can be seen from Pak Usman's children's adherence to ethics in entrepreneurship as well as entrepreneurial behavior in the form of enthusiasm for entrepreneurship, hard work, patience and entrepreneurial creativity which can be seen from the strategies they apply in building and developing the entrepreneur. Courtesy, honesty, openness and friendliness in serving buyers can be said to be part of the strategy in building and developing entrepreneurship.

The function of communication is the inheritance of values carried out by Mr. Usman in shaping his children's entrepreneurial behavior, apart from the values of courtesy, honesty, openness and friendliness, also includes the ability of his children to carry out financial management and merchandise governance. Pak Usman's children's ability to develop entrepreneurship which was inherited by their parents can be seen from the increasing number of assets in the form of merchandise and places of entrepreneurship owned by Pak Usman's children.

V. Conclusion

5.1 Conclusion

The role of family communication of Minang traders in shaping children's entrepreneurial behavior occurs when the family communication function is carried out by parents. These functions consist of the function of socializing, educating, motivating and passing on social values.

1. The socialization function is carried out through direct communication in the form of explanations about merchandise, capital, prices and other things related to entrepreneurship to their children. The introduction of entrepreneurship is also done by involving children in entrepreneurship.
2. The educational function is carried out through direct communication and by setting an example. Examples of this example are shown in the form of polite, honest, humble attitudes and behavior, compliance with rules and ethics when serving customers.
3. The motivating function is carried out by providing encouragement to their children through direct communication. Motivation is also carried out using the storytelling method, namely telling the experiences of parents in building and developing entrepreneurship to their children. The story of this experience is a source of motivation for their children in entrepreneurship.

4. The function of inheriting socio-cultural, scientific and ethical values implemented through the function of family communication in carrying out socialization, educating and motivating children and further strengthened by the function of passing on socio-cultural values, science and ethics that are instilled in children. The internalization of social, cultural, scientific and ethical values can then shape children's entrepreneurial behavior.

5.2 Suggestion

Based on the conclusions, the following suggestions are put forward:

1. The economic strength of the community is the foundation of the economic strength of the nation and state, therefore it is recommended that every family, especially a merchant family, should be able to shape the entrepreneurial behavior of their children, so that these children will become entrepreneurs.
2. The experience of Minang tribal traders in building and developing entrepreneurship for generations should be used as a reference for the community, especially entrepreneurs in shaping their children's entrepreneurial behavior.
3. To shape entrepreneurial behavior in children, it is recommended that every family, especially parents who are entrepreneurs, can build family communication to instill social, cultural, scientific and ethical values in their children so as to form children's entrepreneurial behavior with strong ethics.
4. To increase the number of entrepreneurs, it is recommended to the community, especially parents who are entrepreneurs, to build effective family communication in shaping their children's entrepreneurial behavior so that they become successful young entrepreneurs.

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