

## **Individual Business Liquidation: How Tempe Entrepreneurs in the Sutojayan's Village feel Disadvantage?**

Hanjar Ikrima Nanda  
Universitas Negeri Malang, Indonesia  
rimanda.17@gmail.com

**Abstract:** People in the Sutojayan's Village has great potential to stock tempe, as one of the flagship products of Malang. In there village, a lot of citizen are tempe entrepreneur. There are 55 tempe entrepreneur in 2012, but in 2015 only remaining 47 tempe entrepreneur. This drastic decline triggered a feeling of disadvantage of business from entrepreneur, so they change profession. It does not according with the village goverment's efforts to stimulate tempe entrepreneur with providing business equipment, provide training product innovation, and various other types of education. Therefore, this study try to know the feeling disadvantage of tempe entrepreneur in the Sutojayan's Village. Data was collected using a qualitative approach, phenomenology. Samples were taken using snowball sampling technique. Data taken by using in-depth interviews. Observation, and documentation were also used to support this research. In this study, the researcher acted as the instrument and at the same time acting as data collector. Examination of the validity of data using triangulation. The results showed that the micro-scale tempe entrepreneurs in the Sutojayan's Village feel disadvantage when it can not meet their daily needs. This was triggered by the failure production, inability to sell all the products, or inability to collect accounts receivable. Hence, advice from this study is that the goverment should emphasize the provision of education to determine profit or disadvantage enterprises account, so that employer realize if business really suffered a disadvantage or not. In addition, tempe entrepreneur should be given provisions ability to innovate products that are not sold or failure of production, proficiency in product marketing, and expertise to manage accounts receivable. Future research could classify business disadvantages by the number of dependents and income, so we know about individual business liquidation based on the level of family income.

**Keywords:** Individual business liquidation, entrepreneur, disadvantage

Sutojayan is a village that has significant potential in developing business sectors tempe. Hereditary expertise in making tempe owned by the majority of the population there. Until the year 2012, there were 55 entrepreneurs sustain the life of the production and sale of tempe. Village authorities stated if this number continues to decline, as employers feel the loss.

The village head said if the feeling of loss was apparently triggered by an inability to compete in developing the product. Various types of training and aid has actually been granted, to encourage entrepreneurs to develop their business tempe, but not all employers tempe implement the results of the training. The transition from tempe entrepreneurs to other professions was also unstoppable. This showed a boost of business development less successful.

This research is the phenomenon of the declining number of men expressed his tempe entrepreneurs in the village Sutojayan, associated with the reason they liquidated. Perception businessman close the business because of the loss will be the main focus of discussion in this study. If in accounting, loss occurs when income is smaller than operating expenses, then

what perspective "business losses" the same is true of tempe entrepreneurs in the village Sutojayan?

## METHOD

This study used a qualitative approach to the type of phenomenology, in order to produce an in-depth information related to the research *topic*. Johnson and Christensen (2004: 354) writes that the study describes the phenomenology of consciousness and experience of a phenomenon. Based on what is revealed by Creswell (2007: 59-60), the type used is phenomenological *transcendental / psychological*, where researchers developed a structural description of the experience of others, so that the researchers did not focus on the interpretation of the researcher, but rather on a description of the experience of participants. Research related phenomena like to present how the micro assume that they have gained an advantage over the business.

### Population and Sample

The research location in the Village Sutojayan, especially micro and small entrepreneurs tempe. The informant early in the study of PQ1. PQ1 adalah former small-scale producers tempe entrepreneurs, which is currently only a micro-scale entrepreneurs. He decided to minimize the effort over 15 years to support his family. He is one of tempe entrepreneurs successful small-scale, but currently only tempe production pickup. Throughout the course of his business, PQ1 never have financial records or customer records.

Information from informants PQ1 later developed into the next until finally found the answer to this research. Differences in life background and experience in the financial statements would give a different picture of the informant. Interview with PQ4 deemed to have answer research questions.

### Data source

The research data was taken using the interview to the micro-scale tempe entrepreneurs in the village Sutojayan. Furthermore, recording interviews will be transcribed into words. Transcript, enables researchers to search for the next important revelation marked and registered. List significant statement will help researchers to formulate the theme of data. Then described the theme of the data will be fundamental characteristic common experience or experienced by informants. The results of this description will be confirmed to the informant to ascertain the truth of what was captured by the researchers based on the results of interviews.

### Data analysis

Data analysis is the process of simplification of data into a form that is easier to read and interpret. The analysis process is an attempt to determine the answers to questions *about*: formulas and lessons learned or things that we have gained in the research project. The data analysis also called data processing and interpretation of the data is a series of study, grouping, systematization, interpretation and verification of data so that a phenomenon has social, academic and scientific. At this stage the researchers do the decomposition process the data according to its parts and penelaan the part itself and the relationship between the parts to obtain a proper understanding and the understanding of the overall meaning.

### Checking Validity of Data

The analysis is based on the book terstruktur interview Johnson and Christensen (2004: 367-368). Following the data analysis stage interview is a kind of phenomenological qualitative research. Data interviews were recorded and transcribed for analysis. Data analysis process starts with examining all available data from various sources are still dealing with the subject of study from interviews and documentation. Further interviews and created a framework dikodingkan results. Qualitative data analysis used was *thematic analysis*. The analysis was done using *open coding* scheme to organize the data and implemented the entire theme of the concept of profit. Each interview immediately transcribed and read several times by investigators and checked for accuracy. Then made a horizontal mapping to eliminate repetitions in response informants. The statements were different then formulated and extracted with articulating the themes underlying the quote word for word from an informant. *Cross case analysis* was used to compare the results between each informant interviews, as it is said Jhonson and Christensen (2004: 379) that *cross care analysis is searching for similarities and differences across multiple cases*.

After thematized, then researchers confirmed these results to the informant, in order to avoid misunderstandings. Furthermore, at the time of presentation of the data, the researchers collected narratives from each informant into the themes are the same, then do a comparison with literature or theory. The results of this analysis will be a narrative description associated with how they perceive that they themselves have earned income.

### RESULT AND DISCUSSION

Tempe entrepreneurs out of business for various reasons. PQ1 cease their activities soybean supply to retailers because they feel the activity is less definite advantage. Sometimes retailers do not want to buy tempeh from PQ1 for tempeh in a defective condition. Such circumstances encourage employers tempeh to stop their business activities in meeting the demand for retail merchants, as stated PQ1.

*"Nggeh sing mendet-mendet kulo prei ni. Masalah e lek ono rusak e prei mboten mendet niku nopo. Ono bosok e tempe niku lho. Rugine malih akeh. Titik.. titik sing penting iso lancar ngeten lho. Hehe.. bener kathah, oleh e akeh, tapi lek ono risiko ne nggeh rusak iku maleh rugi. Lek bungkil kan maleh mbuwak a lek bosok niku"*

Characteristics of customers, suppliers, who only want to buy when the product quality, causes the amount of business risk borne by the employer. This causes the risk of production failures informant recognized as a factor triggering the closure of the business. The inability to sell products that are less than perfect at normal prices often experienced entrepreneurs. PQ2 more than 15 years of selling state that few customers who deliberately seek products manufactured less than perfect. The following statement PQ2.

*"Kulo bosok aken kadanganu, biasae rego 8.000 ya malih 5.000, 4.000, separone. Malih rugi a. lek dicampuraken kan mboten pati nemen-nemen. Tapi lek kathah nggeh disade bosokan, lek dicampuraken sedoyo nggeh melok bosok mangke. Lek e kanton kedik-kedik ngonten, 2 alir 3 alir ngonten kulo campuraken"*

Price tempeh produced less than perfect is usually only half the normal price, so that businesses gain was reduced, even not making a profit. Experienced entrepreneurs usually cope with unsold product fails, the raw material mix it with the new product. But the numbers also can not be many, only about 10% of the new products that will be produced.

Various ways in which the employer is done to maintain business continuity. Unfortunately, micro and small entrepreneurs who are less willing to take the risk of making them feel like a failure, only when the failure of production.

The lack of ability to capture a large market share is also one reason for the termination of a business. Instability customer interest to buy products, and the risk of failure is quite difficult to avoid the production of pressing employers to stop this tempe business. Solutions with innovating products are not followed by all employers, not just because it was not able to innovate, but because of fear of taking risks. Fear to take this risk has been much discussed by academics, one research Andayani (2008) which showed a preference SMEs on innovation are relatively high but they tend to be *risk averse* (risk aversion), and tend to look for environmental uncertainty is low so that its performance is not maximized.

Entrepreneurs who dared to take the risk, for example by providing credit sales services, sometimes must end the courage to close the business. PQ3 expressed closing his business background as follows.

*"ya dulu banyak pelanggan saya, terus dinakali uwong mbak. Ngambil ngambil tempe, kan wes biasa ne ngambil. Lha kok ambil tempe, ambil beras terus ilang. Wes sampek sak niki dereng saget mentas. Makane kulo dol i kabeh niki teng nggriyo telas. Sik dodolan omah kulo teng wonokerso cedek masjid dereng pajeng ingkang pas. Mboten kesusu, nggeh kesusu. .... sak niki mboten nggawe tempe malih mpun. Modal e telas. Singen kulo nggeh utang bank, mboten saget mbayar menawi wonten sing nakal ngoten. Mboten wantun mpun. Pokok sak niki cekap dalem sehari hari. Alhamdulillah taksih nggadahi pelanggan. Nggeh pelanggan kulo singen ingkan mundhuti tempe.... kulo sak niki dodolan tempe, mendet ingkang sae, pelanggan kulo singen nggeh purun.... dereng wantun menawi ndamel malih, dereng saget."*

PQ3 statement is no longer triggered by failure of production, but due to the inability to collect receivables. Limitations pengoleksian data from customers led to a hard-charging entrepreneur receivables. Micro and small entrepreneurs usually do not have a good record with the terekap associated with the customer. PQ1 and PQ4 states that have never had a business bookkeeping. No longer a surprise when the information associated with the customer only recorded in the brain, or PQ1 and PQ4 call with *niteni* (remember). Here's an explanation PQ3.

*"wong ya mundut ping papat ping limo, yowes dilayani lek jumlah e bertambah. yo percoyo to, nambah e kan sak titik sak titik. .... yo tekon omah e nang ndi, dodolan ning ndi... tapi ya jenengen apes, ditagih ya terbatas waktuku mbak. Ya digoleki wes an tapi wong e yo mbulet ae, kadang malah nggak ketemu, kabur ngoten lho. Ya sik berusaha, tapi suwe suwe kesel wes an mbak"*

PQ1 experience is as follows.

*"lek aku sih alhamdulillah nggak sampek akeh ilang duwit e. Mek e njupuk ping sepuluh misal e, moro wes dicepak i nggak njupuk maneh. Yo duwit ku ya katut, tapi kan nggak akeh, kayak separone tok. Tapi ya dagangan ku malih nambah. Lek gak kedol kan ya bosok mbak. malih rugi"*

The experiences of the informants in this study shows the difficulty of maintaining customer loyalty, so they often choose to switch to another business. For employers, businesses that do not enable them to meet their daily needs to be closed. This is consistent with what was found by (2006: 32), where people become entrepreneurs because of the resulting profits. Business profits are used for various needs of entrepreneurs, there are mengguankannya to meet daily needs, invest into another business, or to meet their spiritual needs (Nanda, 2016).

Businesses that do not generate enough profit, or even businesses that are not profitable, will be closed. Sprague in Godfrey (2010: 258) states that the whole purpose of business is to

increase the wealth of increased ownership. When what is owned by businessmen do not increase, then it indicates a loss of business. Potential losses would make entrepreneurs out of business, and switched to other businesses.

The decision to close the business for micro entrepreneurs triggered by the inability of operating income to meet daily needs. This is according to research from Reijonen (2008: 616) which states that if the owner of micro and small scale businesses just want to make his life more rational, so do not pursue business growth. PQ3 stated as follows.

*“tujuan usaha ya digawe urip, gawe blonjo, nyekolahne anak e to mbak”*

The main purpose of business for the informant is indeed to meet daily needs. When the daily needs are met, the employer usually has a higher purpose as the goal of expanding investment (Nanda, 2016: 10). Non-fulfillment of daily needs is a major factor in the liquidation of businesses, especially for micro-scale tempe entrepreneurs in the village Sutojayan. Employers who make the effort tempe as its main business, admitted it would close its doors when it can not be relied upon to meet daily needs.

#### Conclusion

Micro entrepreneurs feel loss when it could not meet the daily needs of the crops. These circumstances often lead to micro entrepreneurs liquidate its business, and move on to other business. Production failure and inability to sell the product as a key trigger the closing of the business. In addition, the inability to attract accounts also make employers are not able to continue their business. Closure of micro and small scale enterprises which tidakberbadan this law is easy. Not produced again showed their tempe tempe business closure.

#### REFERENCES

- Benz, M. 2006. Entrepreneurship as a Non-Profit-Seeking Activity. *Article in International Entrepreneurship and Management Journal*, (online), (<http://www.researchgate.net/publication/23756723>).
- Godfrey, et all. 2010. *Accounting Theory* (7 edition). Australia: Wiley
- Nanda, H.I. 2016. *Persepsi Laba bagi Pengusaha Tempe Skala Mikro di Malang*. Tesis tidak diterbitkan. Malang: Pascasarjana Universitas Negeri Malang.
- Nanda, H.I., et. all. 2016. The Perception of Interest for Small-Scale Tempe Entrepreneurs in Malang. *BEST Journals*, 4 (8):15-21.
- Jhonson, B., & Christensen, L. 2004. *Educational Research (Quantitative, Qualitative, and Mixed Approaches)*, (Second Edition). USA: Pearson.
- Reijonen, H. 2008. Understanding the Small Business Owner: What They Really Aim at and How This Relates to Firm Performance. *Emerald Journal*, 31 (8): 616-619.