
ENTREPRENEURSHIP AS SIDE ACTIVITY (CASE STUDY ON FEMALE WORKERS AND FEMALE STUDENTS IN MANADO CITY)

WIRUSAHA SEBAGAI AKTIVITAS SAMPINGAN (STUDI KASUS PADA PEKERJA WANITA DAN PELAJAR WANITA DI KOTA MANADO)

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Abstract: The purpose of this research is to explore reasons and methods of female entrepreneur in Manado who conduct entrepreneurship as side activity. Especially with the current situation of the Indonesian workplace is being dominated by male, and there are already cases where female student succeed in having business while being an active. The type of this research is descriptive with qualitative approach and used triangulation methods as it tools. The methods used by the informants not so much different compared to those who conduct full-time entrepreneurship. With the informants aware of their entrepreneurial activity and has been planning ahead their entrepreneurship activity, to finally start it with their own personal saving as an initial capital. For the time management on both of their activity, most of them aware of their main activity's responsibility and prioritize their main activity with less time allocated in their side activity. The result of reasons behind entrepreneurship activity are 'hobby', 'for extra income', 'to be their own boss', and 'availability of own resources'. For female workers and students who have business idea or want to make extra money, conducting entrepreneurship might be a right choice, even if you have to start as side activity.

Keywords: *entrepreneurship, side activity, female entrepreneur, student entrepreneur.*

Abstrak: Tujuan dari penelitian ini untuk mengeksplorasi alasan dan metode wirausaha perempuan di Manado yang melakukan kewirausahaan sebagai kegiatan sampingan. Terutama dengan situasi di lingkungan pekerjaan Indonesia saat ini masih didominasi laki-laki, dan sudah ada beberapa kasus dimana siswa perempuan berhasil berbisnis saat masih menjadi siswa yang aktif. Jenis penelitian ini adalah deskriptif dengan pendekatan kualitatif dan metode triangulasi yang digunakan sebagai alat. Metode yang digunakan oleh informan tidak jauh berbeda dengan mereka yang hanya melakukan kewiraswastaan sebagai satu-satunya pekerjaan mereka. Para informan menyadari kemampuan berwirausaha mereka dan telah merencanakan ke depan aktivitas kewiraswastaan mereka, untuk akhirnya memulainya dengan uang hasil penghematan pribadi mereka sebagai modal awal. Untuk pengelolaan waktu pada kedua kegiatan mereka, sebagian besar dari mereka menyadari tanggung jawab kegiatan utama mereka dan memprioritaskan aktivitas utama mereka dengan sedikit waktu yang dialokasikan untuk kegiatan sampingan mereka. Hasil yang didapat dari alasan di balik aktivitas kewirausahaan adalah 'hobi', 'untuk penghasilan tambahan', 'untuk menjadi atasan mereka sendiri', dan 'tersedianya sumber daya sendiri'. Bagi pekerja wanita dan siswa yang memiliki ide bisnis atau ingin menghasilkan uang ekstra, berwirausaha mungkin menjadi pilihan tepat, meski harus memulai sebagai kegiatan sampingan

Kata kunci: *kewiraswastaan, aktivitas sampingan, wiraswasta perempuan, wiraswsta pelajar*

INTRODUCTION**Research Background**

Entrepreneur is, by term, someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. Basically a person who decided to be the owner of his or her own business's rather than being an employee or work in someone else's business.

For years female has been seen as below male in many terms. Until the end of the nineteenth century, female were treated as the inferior sex and were excluded from taking part in public life, especially in areas like politics, education and certain professions. Even after the end of the nineteenth century, even with the gender equality campaign still echoed in our society, there still are differences between male and female, especially when it comes to profession of work, or labor force.

In this kind of circumstances, entrepreneurship may be an appropriate means for females who do not have a place in workplace. Looking from the growing field of entrepreneurship over the time, it is not surprising that there are even those who keep working and then start entrepreneurship activity, even while still attached to their workplace and still have responsibility toward their workplaces as a side activity, and there are even those who started entrepreneurship as side activity while still in college.

As a college student someone has to deal with a busy and often changing lecture schedule. Therefore one must really devote their attention and energy that is not small in the lecture, not to mention the tasks given by lecturers with a large number. Although despite the great obligations and responsibilities as a student, some people still do entrepreneurial activities and can even succeed in it and also succeed in lectures that require a really hard work.

With the challenge and barrier ones faces when being an entrepreneurs is requires lots of attention and energy, most of the most successful entrepreneur are those who focus on being a full-timer entrepreneur. However there are cases where the successful entrepreneur are doing entrepreneurship while they have other or main activity such as being employee on another company, or even studying as a college student making entrepreneurship as their side activity. Making entrepreneurship as side activity meaning they have less priority to it compare to their other activity which is their main activity, that is why they have to exercise more time and energy so that they can still fill in their main activity routine and grown their business or at the very least keep the business survive.

In 2016, Forbes magazine even create a list of young female who are success in being entrepreneur, and seven of them are from Indonesia and some of them are still or started the business at college. With the majority of employee is dominated by male, and even more, there are already female student that succeed in having business while being an active student in several university in Manado, it is interesting to do research on those who conduct entrepreneurship as their side activity, with case study on female Workers and female students in Manado city.

Research Objective

The research aim to analyze:

1. The reasons females make entrepreneurship as their side activity.
2. The methods or ways they manage their entrepreneurship activity.
3. The ways they use to manage their time in fitting the entrepreneurship activity as their side activity with their main activity, whether as female workers or female students

THEORETICAL FRAMEWORK**Entrepreneurship**

A synthesis definition has been offered by Gries and Naudé (2011) that combines behavioral and occupational views and relates entrepreneurship to the three big ideas in development. As such, this definition to an extent reflects some of the evolution in the scholarly thinking about entrepreneurship, and defines entrepreneurship as "the resource, process and state of being through and in which individuals utilize positive opportunities in the market by creating and growing new business firms". Schumpeter (1965) defines

entrepreneurship from the economics perspective by focusing on the perception of new economic opportunities and the subsequent introduction of new ideas in the market.

Entrepreneur

In general, entrepreneurs are risk-bearers, coordinators and organizers, gap-fillers, leaders, and innovators or creative imitators. Although this list of characteristics is by no means fully comprehensive, it can help explain why some people become entrepreneurs while others do not. The theories of entrepreneurship attempts to link entrepreneurship and profits. However, researchers like Schumpeter and Marshall who view an entrepreneur as an innovator fail to link the process of innovation and entrepreneurship in a situation whereby a new product/process/service has been introduced and profit is not realized (Bulla, 2012).

Side Activity

Various terms and definitions have been used in the international literature to describe a side activity. Terms such as, diversified activities, other gainful activities, auxiliary activities, avocation, and side work (Carter, 2001., Chaplin, 2004., Demeke, 1997., Gasson, 1988) “Side activities aim to provide the initiator with a secondary income and are carried out in households.”

Part-time Entrepreneur

Part-time entrepreneurs are people who work a regular wage job some of the time and work at their own businesses the other part of the time. “Part-time entrepreneurs are able to experiment a lot more than full-time entrepreneurs regarding their business model, since less is at stake” (Wennberg, 2006). Furthermore, through part-time entrepreneurship, “entrepreneurs can refine and adjust their entrepreneurial skills and business model before committing to the more resource-intense full-time entrepreneurship (Folta, 2010; and Petrova, 2012).

Previous Research

Motives for starting up a side activity in rural areas in the Netherlands by Markantoni, Strijker, Sierdjan (2014), explores the side activities of non-farmers in rural areas in the Netherlands and more specifically their start up motives which provides a supplementary income to the households. Side activities may have the potential to diversify the economic base of rural areas and to contribute to the equality of life and the social well-being in rural communities. This study, by exploring the side activity motives, brings to light the specific needs and aspirations of the owners and is based on the results of 260 interviews by side-activity owners.

While Part-Time Entrepreneurship, Learning and Ability by Petrova (2011), discovered that not every entrepreneur aware of their entrepreneurial ability ahead of time. Initially, they would prefer to spend only a fraction of their time in entrepreneurship without the risk of starving. Based on their expectations, entrepreneurs choose how much time to spend in business and how much capital to invest. She also stated that, better entrepreneurs manage to transform their start-ups into successfully operating business; while those with lower entrepreneurial ability will withdraw from entrepreneur field.

Conceptual Framework

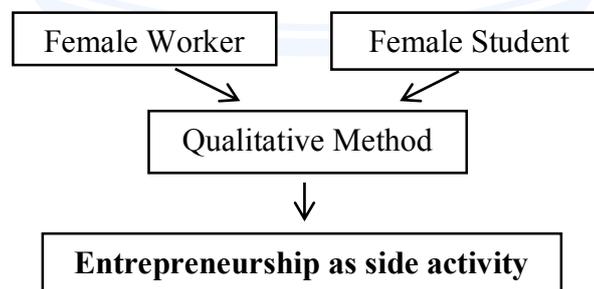


Figure 1 Conceptual Framework

This research analyzes the reasons and methods of female entrepreneurs who conduct entrepreneurship as side activity.

RESEARCH METHOD**Type of Research**

The researcher uses the qualitative method to explore the topic Entrepreneurship as side activity, case study on female workers and female students in Manado city. Qualitative research involves collecting information about personal experiences, introspection, life story, interview, observation, historical, interaction and visual text which are significant moments and meaningful in people's life.

Time and Place of Research

The research within three month time frame, in Manado area and started on August in separated places according to the informants addresses.

Population and Sample

According to Spardley (1980), the term "social situation" is the equivalent of population. It consists of three element, which are place, actors, and activity that interact synergistically. The social situation in this research is all female workers who have business as their side activity and willing to share their experience in doing their business while having another job, and female students while studying in college.

Data Collection Method

Primary data is the information that the researcher gathered in first-hand. The needed data for this research will be collected through interview on the social situation. Interviews are particularly useful for getting the story behind an informant's experiences. The interviewer can pursue in-depth information around the topic (McNamara, 1999)

Operational Definition of Research

The operational definition of this research is the description of reasons and motives of female workers and students doing entrepreneurship as side activity in Manado, ways, methods of doing it, and how they fitting their time with their main activity.

Data Analysis Method**Validity and Reliability**

In qualitative research, reliability is the degree of consistency in assignment of similar words, phrases or other kinds of data to the same pattern or theme by different research. Validation in qualitative research is the extent to which qualitative findings accurately represent the phenomena being examined (Hair, 2007). In this research, data triangulation is applied. There are two types of female from where the data will be collected, female workers, and female students in Manado city. The researcher will collect the data by conducting interview with representatives of each both female worker, and female student.

Qualitative Data Analysis

Qualitative study needs analysis the data for our research in order to make sense of it and to make accessibility to the researcher and people who read the report of the research. Qualitative analysis is the process of turning written data such as interview and field note into findings.

According to Hair (2007), there are several steps in qualitative data analysis, such as:

- a. Data Collection is the process where the researcher finds information or data from any form of source such as books, internet website, gather deeper information from the informant;
 - b. Data Reduction involves selecting, simplifying and transforming the data to make it more manageable and understandable through coding and categorizing. Coding is the analytic process through which the qualitative data is gathered are reduced, rearranged, and integrated to form theory. The data reduction is utilized in order to summarized the main point of the data received from the informants to help the research in categorizing the data;
 - c. Data Display helps qualitative research to organize information and view it in a way that enables them to identify linkages and develop explanations that relate to their findings to existing theories.
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- d. Drawing Conclusion involves deciding what the identified themes and patterns and how they help to answer the research questions whereas Verifying involves checking and re-checking the data to ensure the initial conclusion are realistic, supportable, and valid.

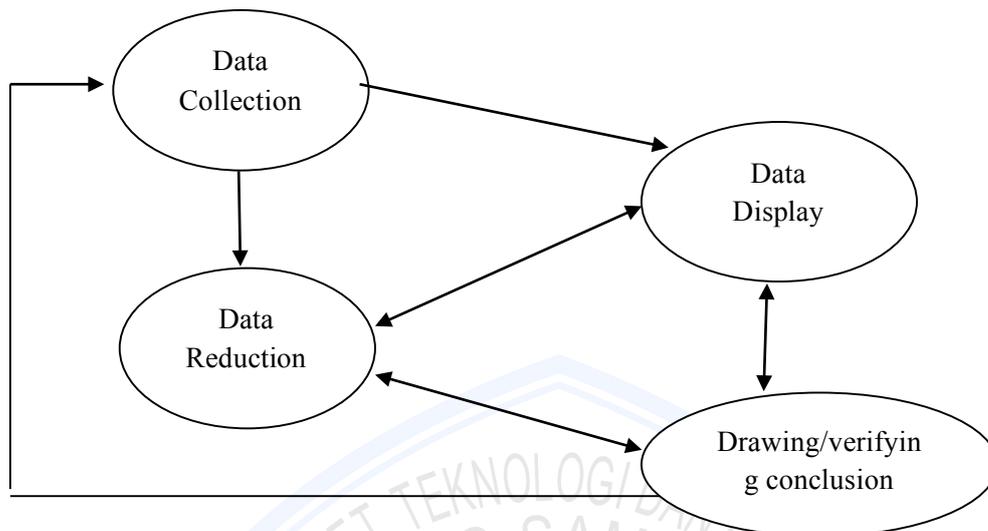


Figure 2 Steps in qualitative data analysis
 Source: *Research Methods for Business, 2007*

RESULT AND DISCUSSION

Interview Result

Informant 1

Informant 1 has strong reason in doing entrepreneurship as side activity as a preparation for her old age in the future, because with her business alone she can make up to three times bigger income. Informant 1 statements also indicated that it be best to be her own boss rather than someone else's employee. Business background does not seem to be the most deciding factors in doing business as happen with informant 1 that started her business only when she saw opportunity, that drive her then to start planning her future in business and by teaching herself into it she managed to get a hold with a supply chain and started to learn how their product works by using it herself to know for sure if it worth a shot for business. And as it turns out, it becomes her stepping stone into what she's doing right now. For her time management with her job, she carefully chooses her time per day to allocate it for her business no matter how little it is. Sometimes she even manages to get a customer for her business from her contact in her workplace. In doing so, she manage to keep both activity running with so little problem over the years. Although when circumstance arise, she have colleagues who run the same type of business to replace her when she cannot handle the request from her costumers. And even though she survived and manages to gain lots of profits from both activities, she personally did not think herself has the entrepreneurial ability.

Informant 2

Informant 2 reasons when started entrepreneurship as side activity is because it is family business and with continued with what her parents left her behind, she does not need much more resources to start taking care the business. But even it is a family business informant 2 is doing it because she personally see the opportunity in the market, also it is her passion that derive her in doing so because it will lead to extra income and being her own boss in the business. The social contact she gets through her family also helped her with her confident in doing business. Informant 2 started to build business relationship with her relation, and established a more cheaper deal for her raw materials. She started to plan for the future by analyzing the business performance and the market around the business location and the possibility to expand the market size. She also innovatively thinks of better ways in make the money rotated by focusing the sales to the most wanted items in store.

Informant 2 hired several employees to help her in the, one of her employee have neem trusted to take her place temporary. As to how she manage to fit her time in both activity, in spending time for her business informant 2 try to adjust with the market condition regarding operation hour. Informant 2 prefer to takes her business priority first rather than her responsibility to college. Although in daily activity she still put her college schedule into consideration in managing her time.

Informant 3

Informant 3 have strong reason in doing business because of Manado culture, also not only that being entrepreneur runs in the family but because she saw the opportunity in Manado culture of seaside city that she decided to start a seafood restaurant. Although it is not the only reason, extra income also plays a part in informant 3 reasons for started entrepreneurship as side activity. Informant 3 really have passion in business that we can see from her statement, "success is without limit", that shows she is an entrepreneur from the inside. She already planned the entrepreneurship activity long before she got the opportunity, and has been saving from her salary for preparation of doing business years before she started her business. With the help of her social contacts that she gets from her main occupation makes it easy for her to building her business relationship and network. With the market segmenting strategic she manages to build a huge start-up as a seafood restaurant business complete with its own management that can be really useful for her, in time she cannot be available for her business and has to attend to her responsibility in her workplace. With the management in charge for her business, informant 3 does not really need much time to allocate for her business, therefore make her easier in arranging her time to fit in with her main activity schedule. And she realizes that if there come time of urgency in both activities, informant 3 will choose to prioritize her job because of her responsible towards other people.

Informant 4

Informant 4 main reasons for making entrepreneurship activity as side activity is because of her hobby of making cakes since her childhood, also because of her family support and a little bit out of tradition in family. The first time she comes with an idea for business is when her family tease her about the taste of her cakes that too good for household consumption only. With the saving that she has been collecting since several years ago, also with the knowledges she got from her college, she decided to take a leap to the entrepreneurship world. With a little strategy of word of mouth that starting with her relatives, she is building up her business network until it is now the consumer even come from outside of Manado. With her personal skill in baking the cakes that she learned since she was a kid, informant 4 started to plan on innovation of cake design. With her main activity as a college student in place, make it a little bit hard for her to adjusting with her entrepreneurship activity, so she hire a few part-timer and setting the order taking from consumer days before the delivery day. Although as far as the business going, informant 4 still take her main activity schedule as her priority since informant 4 realize the business will still have it market at least several years from now but her college will only have to need attention until a certain time.

Informant 5

Informant 5 made her hobby to be a business. Started when the market for photography is growing fast couple of years ago, informant 5 that happen to already loves photography at that time decided that it might be a great idea to turn it into business. Along with her friends help in building her business network, also with the urge to make extra money, informant 5 started to offer her services to her closest acquaintance. With her unique style in offering the photography service, it is not takes a long time before the market started to pay attention into her works, and the market started to grow, but with the increasingly demands it is unfortunate for informant 5 that there are times when she has to ask for her friend who also a competitor to fulfill the request because for informant 5, answering customer request is the most important thing, and due to the main offer of her business is service that provide by herself, informant 5 have the luxury to set her term in meeting and operational time for her business, making her time in her job less disturbed. However, when there come times of urgency for both activities, informant 5 will choose her business over her job, although up until now it never happened.

Informant 6

Informant 6 started entrepreneurship as side activity when her parents left her the family business to run, informant 6 doing business as side activity because of the extra income, and with her business background that she get from her college, she developed a personal desire to try and be her own boss in the future. Informant 6 also manages to turn her personal contacts to be her business contact, which by doing so she expands her business market to a larger area. In the near future informant 6 also plan to widen the business market even more by adding transportation assets to help deliver the demands from the more far consumer. She also increases the purchase of the most wanted goods in her store to make the money move faster. Even with the business standard operation hour in motion, informant 6 still put in consideration her college schedule so that she can manage her time for both activity and set which one is the more priority at the time. Informant 6 also takes precaution with hired a replacement employee for her place in case she has to attend to her responsibility as a student.

Informant 7

Informant 7 started entrepreneurship as side activity mostly for hobby, and because it is run the family. Started by using the resources from the family farm, informant 7 started the small cafe business in her neighborhood by serving snack and desert. From her statement it shows that one of the reason informant 7 started her business is because she saw an opportunity in her neighborhood, because there are a lot of market and potential consumer. At first informant 7 only try to manage it herself, but she comes to difficulty when she is needed in her job, with so she started to ask help for her family to handle things on her café whenever she does not available there. However, the final decision regarding business is still hold by informant 7. Informant 7 faced the problem of time-sharing for business and its work in the decision making that had an impact on the loss of customers at that time. Even with the time decision making informant 7, still prioritize her work because she think that her work is her responsible towards other, and because of her work is in the state firm, informant 7 think that it is a more important that her business.

Informant 8

Informant 8 main reason for starting business as side activity because her parent give her the idea from seeing her hobby in making desert, and her love for food, and for personal reason like to gain extra income, because she realize her paid job is not enough for her future plan. From the saving of her salary she started her business in hoping to have bigger and established market, also to have her own store. With the management skill she got from her college she manages her business with the help of few employee that she hired. With innovating using internet, informant 8 make the order process become easier, the costumer does not have to come personally to order the desert they can just order it via online and the informant's employee will deliver it to them in person. With the business operation hour base on the demand per day, informant 8 faces little problem in arranging the time to spend for her two activities. Although the priority is still to her workplace if there is a moment of urgency, Informant 8 still cannot decide whether or not she will focus on 1 activity alone in the future.

Informant 9

Informant 9 main reason for doing entrepreneurship activity even though as a side activity is not only it offer her extra money, but because informant 9 is love seeing people to be happy "while it offers me enough money, I love seeing people happy because of my business". From her saving of her pocket money, and with the help of online video platform, she succeed in self-teaching herself to gain the skill needed to create bouquet of flower with many variant of style that become her main product in her business even while still consulting with her parents. With her innovative thinking, informant 9 try to market her business by giving free bouquet to her social contact and friends, by doing so informant 9 manages to build a business networking of her own; enough to fulfill her family daily need, and even cover up her future plan of having her own three floor building with large parking area. But despite the rising market and demand, she had difficulty finding workers who could meet the bouquet-making standard of flowers she wanted. For her time management informant 9 succeed in prioritize her college over her business, that she only create bouquet after she is done with her college mostly in the evening, While the order via online she takes whenever she is not in class or on break time.

Informant 10

Informant 10 feels overwhelmed with her previous job that she cannot make enough time for family. So she decided to find an easier job; but since the payment is also less and since she is always wanted to do business, informant 10 decided to do business as her side activity. With doing so she manage to keep her income, and spend time more with her family since the business is conducted from home; With the occasional help of her husband and a few employee, she manages to make her business survive for years; even though she did not have any kitchen business background, but with driven by her passion and the need to spend more time with family. The time management is almost not a problem for informant 10, because she took precaution with hiring someone who can replace her in the kitchen in time she is not available. And while still considering her responsibility toward her workplace, when there come times when she must choose which one to prioritize, informant 10 chooses to prioritize her business because she thinks it is her ticket for more family time in the distance future where she planned to be full-timer entrepreneur.

Discussion

With the entrepreneurship field is growing fast, many people cannot overlooked it as a great opportunity anymore.

Those who conduct entrepreneurship activity as side activity to be their own bosses, are those who realize that you cannot work for someone else your entire life, while setting up your old age life will be better because you will have a lot of saving from your side activity. The entrepreneur who conduct entrepreneurship as side activity base on hobby, are those who love what they are doing and at some point realizing that it can be turn to business even though by still attached to their main activity as students, or workers. While those who conduct entrepreneurship as side activity for seizing opportunity are those who see the opportunity and decide to take a step to being entrepreneur, even though they still engaging with their main activity.

The entrepreneur who conduct entrepreneurship as side activity because of family tradition, are those who continue their family business from what their parents left behind. While once a while consulting with their parents about things related to the business. And most of the informants are conducting entrepreneurship as side activity for extra income, whether they are students or worker it is appear that they need extra income for their personal life, because by doing so they feel like they can maintain their own personal life's better. And all the while not depend on other people such as their parents or their bosses.

The female entrepreneurs who conduct entrepreneurship as their side activity in Manado appears to did not use any special method as any other entrepreneurs, most of the informants start it with their saving from their salary or pocket money for the initial capital, they planned ahead before conducting their business, self-teaching the stuff that related to business if they did not already know about it, established a business relationship with stakeholders, they call it by themselves for business related decision, hired full-time employees, being innovative, and they find replacement in case they cannot be available for the business. The ways they adjusting their time is similar to each other except for the prioritize they have individually, because some of them concern more in their businesses rather than their main activity.

The researcher found several different cases for a few certain individuals. The researcher found case where the entrepreneur has different motives for conducting entrepreneurship as side activity such as, dissatisfaction over paid job, social contact, culture, find the gap in market, availability of own resources, quality of life, and flexibility for family life. Other findings are, there is informant who are not aware of her entrepreneurial ability who also happen to do not have any business background, and there is female entrepreneur who hired part-time employees in peak season of her business to help her out so that her time for college did not disturbed, there is a female entrepreneur who done it because of her confident in her social skill, and there is female entrepreneur who will choose her business rather than her main activity when it comes to emergency situation.

Motivations and or Reasons Both Female Workers and Female Students Start Doing Entrepreneurship as Their Side Activity

All informants want to start entrepreneurship as side activity because of economic well-being and independences reason, that can be seen of each of them said reasons like 'extra income' and 'to be their own boss', and 'dissatisfaction over paid job', while most of the informants is derives by culture and lifestyle, that

can be seen from the reasons they shared such as, 'opportunity', 'culture' itself, 'family tradition', and 'availability of own resources', except for informants 8,9,10, and only informants 4,5,7,8,9 share the same reason of individuals aspirations and pursuits for reasons like hobby, and quality of live.

The Ways They Manage Their Entrepreneurship Activity as Side Activity

Informant 1,2,3,4,5 are the entrepreneurs who engage in opportunity that they encountered and derive from there to make their way to where they are now. Some of them even shows organizational motivation by hired multiple employees, temporary and even permanent like informants 2,3,6,7,8,10. With the existence of employees in a business, means the entrepreneur has created an organizational structure. With more than a year of business, meaning an entrepreneur has managed to maintain good organizational motivation.

From data collected from all 10 informants we can tell that all of them show an initiative and creative thinking, some from the ways they planned their business ahead of time with their saving from the salary the get from work, or with using their personal contact to established a more cheaper business relationship even with the risk of losing their personal relationship, and their way of be prepare when they are not available with their business, not to mention their ability of self-teaching that creates and build their confident, even some without any business background.

The Ways They Manage to Fit In Their Time for Being Entrepreneur with Their Main Activity as Workers or Students

The findings on informants 1,6,7,and 8, stated that they spend roughly 2-6 hours a day for the business not consecutively with all of them prioritize their main activity. While the rest of the informants share the medium, large, and flexible time allocation with only 3 informants who prioritize their business first; but also still in consideration with their main activity.

Bergbom and Airila (2017) in their books "Works, Private life, and Time Management, Entrepreneurs' guide", explained that finding a balance between work and private life does not mean allocating the same time to both. But you should make sure that you do not neglect the most important areas of your life. You also need adequate rest and sleep in order to cope at work and in life.

In related to the explanation above the findings with the informants is similar in time allocating where some of the informants choose to spend more time in business as can be seen with informants 2 and 9 that spent more time in business compare to the other 8 informants who spend small time for their business and more to their main activity whether its work or college. It also similar with the findings of what's more important for these informants who majority choose their main activity when the situation arise where they have to choose because they are aware that with their main activity they have responsible towards other people.

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