

# ENTREPRENEURSHIP MOTIVATION FOR EMPOWERMENT OF OYSTER MUSHROOM SMEs IN MANDASTANA DISTRICT, BARITO REGENCY, KUALA SOUTH KALIMANTAN

<sup>1</sup>Dahnir, \*, <sup>1</sup>Muhammad Ziyad, <sup>2</sup>Isti Fadah, <sup>2</sup>Sumani

<sup>1</sup>Program Doktor Ilmu Manajemen Fakultas Ekonomi dan Bisnis /Universitas Jember  
Jl. Brigjend H. Hasan Basry Banjarmasin Kalimantan Selatan, Indonesia

**ABSTRAK:** Motivasi kewirausahaan UKM Jamur Tiram di Kecamatan Mandastana desa Karang Indah Barito Kuala sangat tinggi. Hal ini ditandai dengan pemberdayaan yang dilakukan sangat antusias dandisambut positif dalam mengembangkan dan membudidayakan jamur tiram sebagai usaha untuk meningkatkan kesejahteraan masyarakatnya. Budidaya jamur tiram ini mempunyai nilai sosial ekonomi, hal ini didukung data bahwa terdapat 10 usaha kecil menengah yang aktif dalam usaha budidaya jamur tiram dalam satu kecamatan dan banyak menyerap tenaga kerja di daerah. Oleh karena itu motivasi yang tinggi ini perlu dipertahankan supaya tidak turun. Pada awal UKM jamur tiram ini dibentuk hanya untuk menambah kerja sampingan karena pada dasarnya mata pencaharian mereka adalah bertani. Sambil menunggu waktu panen padi mereka ada usaha yang sangat menjanjikan dari segi penghasilan. Setelah merasakan manfaat dari hasil panen jamur yang cepat maka ukm sangat antusias untuk menggeluti budi daya jamur tiram. Pemberdayaan UKM Jamur Tiram untuk menumbuhkan motivasi dan jiwa kewirausahaan yang tinggi mendapat sambutan dari Bupati Barito Kuala karena sesuai dengan program rencana pembangunan jangka panjang melalui pemberdayaan. Untuk mengetahui peningkatan kesejahteraan masyarakat kelompok UKM jamur dilakukan metode analisis ekonomi dan keuangan melalui analisis pendapatan dari hasil penjualan jamur tiram. Penjualan jamur tiram ini terus meningkat karena belum banyak yang membudidayakannya. Selain pembuatannya yang mudah, waktu panen yang singkat, perputaran modal yang cepat serta penghasilan yang didapat lumayan besar. Melalui penyuluhan, pelatihan dan pendampingan motivasi kewirausahaan, diharapkan terjadi peningkatan kemampuan masyarakat, akan berimplikasi pada peningkatan jaringan dan kerjasama, pemasaran, pengembangan bisnis, dan kerjasama dengan daerah lain dapat ditingkatkan sehingga akan ada pertumbuhan pendapatan yang besarnya berkisar antara 3% hingga 5% per tahun.

**Kata kunci:** Motivasi, Kewirausahaan, Pemberdayan, Jamur Tiram, UKM Jamur Tiram

**ABSTRACT:** The entrepreneurial motivation of Oyster Mushroom UKM in Mandastana District, Karang Indah Barito Kuala Village is very high. This is indicated by the empowerment carried out very enthusiastically and is welcomed positively in developing and cultivating oyster mushrooms as an effort to improve the welfare of the community. This oyster mushroom cultivation has socio-economic value, and this is supported by data that there are 10 small and medium businesses that are active in oyster mushroom cultivation in one sub-district and absorb a lot of labor in the area. Therefore, this high motivation needs to be maintained so that it does not go down. At the beginning this oyster mushroom UKM was formed only to add side work because basically their livelihood is farming. While waiting for their rice harvest, there is a very promising business in terms of income. After experiencing the benefits of a fast mushroom harvest, SMEs are very enthusiastic about cultivating oyster mushrooms. The empowerment of the Oyster Mushroom UKM to foster high motivation and entrepreneurial spirit was welcomed by the Regent of Barito Kuala because it is in accordance with the long-term development plan program through empowerment. To determine the increase in the welfare of the mushroom SME group community, economic and financial analysis methods were carried out through analysis of income from the sale of oyster mushrooms. The sale of this oyster mushroom continues increasing because not many are cultivating it. Besides being easy to make, short harvest time, fast capital turnover and the income earned is quite large. Through counseling, training and mentoring on entrepreneurial motivation, it is expected that there will be an increase in the community's ability, which will have implications for increasing networks and cooperation, marketing, business development, and collaboration with other regions can be increased so that there will be revenue growth ranging from 3% to 5% per year.

**Keywords:** Motivation, Entrepreneurship, Empowerment, Oyster Mushroom, Oyster Mushroom SME.

## INTRODUCTION

Motivation for entrepreneurship is the overall driving force in an entrepreneur that gives rise to entrepreneurial activities that ensure the continuity of entrepreneurial activities that give direction to entrepreneurial activities so that the desired goals can be achieved (Venesaar, 2006). Entrepreneurial motivation is the driving force in a person to carry out entrepreneurial activities to achieve entrepreneurial goals (Koranti, 2013). According to Ratnawati & Kuswardani (2010), entrepreneurial motivation is a condition that encourages, moves, and directs the desire of individuals to carry out entrepreneurial activities, independently, believe in themselves, be oriented to the future, dare to take risks, be creative, and highly value the desire to innovate.

Entrepreneurial motivation is a condition that encourages, moves and directs the desire of individuals to carry out entrepreneurial activities, independently, believe in themselves, be oriented to the future, dare to take risks, be creative and highly value the desire for innovation, and be oriented towards profits and benefits to be gained. In the business being carried out, in particular fostering entrepreneurial motivation for oyster mushrooms SMEs.

Oyster mushroom cultivation in Mandastana sub-district, Barito Kuala district is very potential to be developed because the raw materials are easy to obtain straw, husks, and straw in large enough quantities and have not been utilized. Human resources and other supporting materials such as bran, manure, lime and water can be easily obtained. The climate and weather are very supportive for mushroom breeding because in Mandastana sub-district the average minimum temperature range is 23°C and maximum temperature is 32°C, and has a minimum humidity limit of 52-53% and a maximum humidity of 98-99% (Rantau Badauh, 2008). Good mushroom growth conditions meet the required requirements, namely an optimum temperature of 27°C – 28°C with a humidity of 85 – 90%. This condition is very in accordance with nature and the environment in the Rantau Badauh sub-district so that it is very profitable for mushroom and mushroom cultivation farmers. From the aspect of labor, several groups of mushroom cultivation SMEs in the sub-district have the potential to absorb labor. The average workforce is around 50% of elementary school graduates, 30% of high school graduates are still illiterates of productive age, but have not had job opportunities. In each group of SME mushroom cultivation, it employs around 8-15 people of production age. This is very possible to be more absorbent because of the mushroom cultivation technology and the workforce that can be trained in a short time. In addition, starting mushroom cultivation and nursery, business does not require large capital and can be started from small capital so that the mushroom cultivation and mushroom nursery business will get more attention to be developed so that it can have an impact on improving welfare for the community, especially groups. Mushroom SME farmers in Karang Indah Village, Mandastana district, Barito Kuala Regency, South Kalimantan.

Running a mushroom cultivation business is extremely profitable because fresh mushrooms have a fairly high selling price, and market demand for mushrooms continues to increase and the harvest time is short, so the turnover of capital can take place quickly. Meanwhile, the market opportunity itself is still wide open as long as you are observant in analyzing the market. The basic ingredients for cultivating these mushrooms are also easy to obtain because they use rice husks which can be easily obtained from post-harvest rice in rice farming areas around the area.

## RESEARCH PROBLEMS

Mushroom SMEs in Karang Indah Village, Mandastana sub-district, must be motivated through empowerment to be able to cultivate oyster mushrooms but mushroom production is still not optimal. Therefore, the mushroom cultivation of the SME group has the potential to be developed and improved in the future. Therefore, it is necessary to pay attention to the constraints and obstacles faced by the mushroom business group by identifying and grouping these obstacles and obstacles into several aspects of the problem. The basic problems experienced by the mushroom SME group were identified, one of which was the non-technical aspect, namely the entrepreneurial motivation of mushroom SMEs through empowerment to cultivate and create appropriate marketing methods for oyster mushrooms.

On Technical Aspects Mushroom cultivation SMEs in Karang Indah Village, Mandastana sub-district feel non-technical complaints about mushroom cultivation and it has been identified that some mushroom SMEs in the area are constrained by the motivation to market fresh mushrooms, capital, and knowledge of oyster mushroom entrepreneurship and its problems.

1. Marketing is still far from economic principles. Some mushroom SMEs are motivated to only market their mushroom products by word of mouth and consumers come to the place of production so that their existence is not known by the wider community. The low level of education and minimal knowledge of correct and strategic marketing techniques have not been owned by these mushroom SME groups. The best thing to do is to cultivate an entrepreneurial spirit through empowerment with mentoring and counseling to determine marketing strategies.
2. The main problem with mushroom SMEs is limited capital. The capital owned by this mushroom cultivation SME is still limited so that the business scale is less developed to be large. The average business capital is between 1 - 5 million rupiah, and the largest capital is usually only used to purchase raw materials for mushroom cultivation media.
3. Most of the mushroom SME groups have low education, so they only know how to grow mushrooms and cultivate them, but knowledge about mushrooms and their problems is still not well understood. Entrepreneurial motivation must be grown through counseling, training, and mentoring in a comprehensive and sustainable manner.

## LITERATURE REVIEW

The motivation for entrepreneurship fosters efforts to start their own business which can eventually foster cooperation. Basically, humans live in need of each other, so humans are called social creatures. Humans live in interdependence with one another and mutually benefit one another.

Motivation is an impulse from within a person that encourages that person to do something, including becoming a young entrepreneur (Sarosa, 2005). Most successful people in this world have strong motivations that drive their actions. They know very well what motivates them and maintain that motivation in their every action. Baum, Frese, and Baron (2007) explain that motivation in entrepreneurship includes motivation that is directed at achieving entrepreneurial goals, like goals that involve the introduction and exploitation of business opportunities. Motivation to develop a new business is required not only by confidence in his ability to succeed but also by his ability to access information about entrepreneurial opportunities.

According to McDonald (in Syaiful 2008: 149), the motivation to carry out the entrepreneurship process is divided into two things:

**A. Intrinsic Motivation.** What is meant by intrinsic motivation is that the motives that become active or functioning do not need to be felt from the outside because every individual has an urge to do something. The motivation in the individual who underlies the entrepreneurship process is the desire of oneself, the compulsion due to the lack of an economy, the desire to earn one's own income, and others that come from within the individual.

**B. Extrinsic Motivation** What is meant by extrinsic motivation are motives that are active and functioning from outside the individual.

Successful entrepreneurs with high N Ach (Need for Achievement) will provide guidelines for self-analysis. N Ach is important signs of entrepreneurial drive. Entrepreneurial motivation arises because there is a desire to excel. The more he believes in the meaning of his achievement, the more he believes that achievement must be able to encourage the realization of even better achievements. Entrepreneurial motivation requires fighting power to succeed, being willing to learn to see the success of others, having a strong drive to overcome all obstacles in entrepreneurship. McClelland in Sumarsono (2010:7) said that the main psychological driver that motivates entrepreneurs was the need for achievement.

According to Susanto (2009), the motivational factors for entrepreneurship consist of: **A. Environmental Factor.** Environmental factors have a significant role in the formation of an entrepreneurial spirit. According to Suryana (2003), the trigger factor that comes from the social environment is one of the parents. **B. Sociological Factors.** Social conditions also contributed to the increase in entrepreneurial activity in certain groups like women, minorities, and academics. **C. Resource Availability Factor.** Availability of capital is very important. **D. Personal Factors.** An entrepreneur has a higher internal locus of control than a non-entrepreneur, which means that they have a stronger desire for self-determination. **E. Adversity Quotient** is also one of the motivational factors for entrepreneurship.

A study conducted by Wisesa and Indrawati (2016) showed the Adversity Quotient has a positive relationship with entrepreneurial motivation, which means that if the Adversity Quotient is high, the entrepreneurial motivation is also high. From the explanation above, the factors that encourage entrepreneurial motivation are social environmental factors, sociological factors, resource factors, personal factors, and adversity quotient.

Empowerment also has an important role to improve the welfare of the community. According to Robinson (1994) explains that empowerment is a personal and social process; a liberation of personal abilities, competence, creativity, and freedom of action. Meanwhile, Ife (1995) suggests that empowerment refers to the word "empowerment," which means giving power, strength, to the less empowered party, in this case, the Oyster Mushroom SME.

Payne (1997) explains that empowerment essentially aims to help clients gain power, strength, and the ability to make decisions and actions that will be carried out and relate to the client's self, including reducing personal and social constraints to taking action. People who have achieved collective goals are empowered through their independence, even it is a "must" to be more empowered through their own efforts and the accumulation of knowledge, skills, and other resources in order to achieve goals without depending on help from external relations.

## METHOD

The research method carried out in the problem of the oyster mushroom SME group is as follows:

### a. Location Survey.

Surveys of mushroom SME groups in Karang Indah, Mandastana sub-district, Barito Kuala district by identifying potentials and problems more deeply through direct observation, question and answer, and discussions with mushroom SME groups and workers involved in the production of oyster mushrooms.

### b. Activity Program Socialization

Socialization of the Activity program, using the FGD (Focus Group of Discussion) method to capture aspirations, complaints of problems in more detail and depth, as well as the socialization of programs that will be offered to SME groups in overcoming the problems they face and reviewing their implementation.

### c. Extension and Skills Training.

Counseling and skills training is carried out and given as an acceleration of knowledge transfer in every program implemented so that the target audience or group of mushroom SMEs can master the theory and deepen the adoption of mushroom cultivation technology provided, namely counseling, training, and assistance on activities:

1. The technique of packaging, storage, and post-harvest treatment of mushrooms includes storage warehouse conditions.
2. Good marketing techniques.
3. Techniques for making proposals in obtaining capital in banks or government agencies.

### d. Assistance for mushroom SME groups.

Assistance for mushroom SME groups is carried out regularly in the context of technical development of mushroom cultivation and the adoption of technology in modern mushroom cultivation techniques will be able to provide effective and efficient cultivation techniques with much more mushroom yields and in the end, will provide greater profits from mushroom cultivation with the previous technique. This assistance aims to help the mushroom SME group manage finances

and overcome capital problems and the marketing strategy is provided continuously according to the request of the mushroom SME group in need.

Mushroom SMEs in Karang Indah Village, Mandastana sub-district has been able to produce oyster mushrooms and have been running well, but mushroom production is still not optimal. Therefore, the mushroom cultivation of the SME group has the potential to be developed and improved in the future. Therefore, it is necessary to pay attention to the constraints and obstacles faced by the mushroom business group by identifying and grouping these obstacles and obstacles into several aspects of the problem. The basic problems experienced by the mushroom SME group were identified, one of which was the non-technical aspect, namely the techniques and methods of marketing mushroom products.

## RESULTS

Oyster mushroom SME group in Karang Indah Village, Mandastana district is still not optimal and not comparable to the capital and labor involved in the production process. Therefore, empowerment is carried out to foster entrepreneurial motivation through counseling and training activities on the formation of oyster mushroom SMEs which aims to increase productivity and better quality of mushroom products and ultimately increase income to achieve the welfare of Oyster Mushroom SMEs.

### Troubleshooting on Technical Aspects.

The results of the identification of problems in the technical aspect are the problems faced by the mushroom SME group in the village of Karang Indah and its surroundings. Some of the technical aspects that cause this condition include:

1. Overcoming the first problem, namely technical production which still uses traditional methods, some groups of mushroom SMEs still use traditional mushroom cultivation, namely cultivation techniques using layers of straw bonds in beds as a growing medium. The production results of this technique are far from satisfactory, in addition to low production. The land area used for cultivation is quite large, so this technique is not considered good in terms of efficiency. Therefore, it is offered with modern cultivation techniques, namely cultivation techniques with pasteurized growing media (compost) on the shelves in the mushroom barn. The advantage of this technique is that within the same area limit, 3-4 shelves of mushroom cultivation can be cultivated so that mushroom production is higher, besides those pests and diseases can be more easily controlled. However, this cultivation technique requires large capital to make barn, shelves, and pasteurization tools.
2. Overcoming the second problem, there are still many mushroom SME groups who do not know and know about pests and diseases that can attack mushrooms and their handling. Pests and diseases are caused by environmental conditions due to unsterilized growing land. Therefore, the technique of making a barn needs to be considered to prevent the entry of pests and diseases even to their spread so as to reduce the risk of causing a decrease in mushroom production. Pests and fungal diseases are generally caused by site conditions that do not meet the requirements for mushroom growing conditions, especially unstable temperature conditions.
3. Overcoming the problem, some mushroom SME groups only produce oyster mushrooms by utilizing rice straw from harvested waste. Should make mushroom media with its own backlog.

### Troubleshooting on Non-Technical Aspects.

The mushroom cultivation SME group in Karang Indah Village, Mandastana sub-district, non-technically mushroom cultivation is constrained by marketing, capital, and scientific insights (IPTEK) about mushrooms and their problems.

1. Solutions to solve the marketing aspect Some of the mushroom SMEs market their mushroom products by word of mouth and consumers come to mushroom cultivation production sites. To overcome the problem of the weak marketing strategy of mushroom cultivation, it will be done by providing counseling and training on effective and profitable marketing strategies in selling mushrooms.
2. Solutions to solving the problem of capital Overcoming the problem of limited capital in this mushroom SME group will be done by finding soft lenders from financial institutions, capital banks. In this activity, the SME groups will be trained in making accurate proposals for submitting loans to bank financial institutions or government agencies to obtain soft loans so that they are willing and willing to provide loans.
3. Solutions to solve the low science and technology about mushrooms and their problems. Most of the oyster mushroom SMEs have low education, so they only know how to grow mushrooms and cultivate them, therefore in this activity there will be counseling and training on mushroom cultivation and problems in terms of the aspect of science and technology (Science and Technology) as a whole.

### Marketing Strategy and Proposal Making to obtain venture capital.

In counseling and training activities, inviting resource persons from universities and marketing practitioners. Topics that will be delivered include:

- a. Growing entrepreneurial motivation by empowering Oyster Mushroom SMEs because it can be a promising side business besides farming rice in the fields.
- b. Marketing strategy by expanding the network in order to increase market opportunities in order to increase the sales volume of oyster mushrooms.



- c. Provide guidance to the surrounding community, especially housewives, so that they can participate in cultivating oyster mushrooms which are expected to increase family income.
- d. Conduct trains in making proposals to obtain soft loans from banking and non-banking financial institutions, as well as government agencies in obtaining capital assistance so that they can expand the oyster mushroom business.

## CONCLUSIONS

1. Through the Empowerment program to foster entrepreneurial motivation, aims to increase productivity and better quality of mushroom products and increase the income of the oyster mushroom SME community.
2. Making better barns and stoves by the mushroom SME community and assisted by the implementation team. The making of a proposal to obtain additional capital has been carried out with the oyster mushroom SME group in Karang Indah Village by finding soft lenders from financial institutions of capital banks. In this activity, SME groups have conducted training in making loan proposals to banking and non-banking financial institutions, government agencies to obtain soft loans.

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