



## Indigenous Value Entrepreneurship Minang Communities as A Supplement to the Development of A Culturally Responsive Pedagogy

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### ABSTRACT

Their research has been conducted on entrepreneurship, but there is still little research that reveals the entrepreneurial motivation of the Minang people. In fact, the Minang community's creative process towards entrepreneurial success can be used as a source of value in developing entrepreneurial learning. This research aims to determine the values of overseas Minangkabau people in entrepreneurship. To answer this question, qualitative research methods were used. The participants were 3 Minangkabau people who represented migrants who were successful entrepreneurs in Lampung province with the characteristics of having been an entrepreneur for at least 10 years. Information from the research subjects was extracted through in-depth interviews, observation and documentation. The data obtained was analyzed through the stages of data reduction, data presentation, drawing conclusions/verification. The results of data analysis were then examined using the analysis knife of motivation theory. It was found that the value of self-esteem, the value of hard work and the value of contribution to the family as motivation for overseas Minang people in entrepreneurship. In addition, universal values extracted from entrepreneurial culture can be used as a source of entrepreneurial values. It is recommended that further research be able to develop Culturally Responsive Entrepreneurship Pedagogy.

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## 1. INTRODUCTION

Entrepreneurial interest represents an individual's drive to engage in entrepreneurial activity. These activities can be in the form of creating new products with business opportunities and taking risks (Wijaya et al., 2015). Entrepreneurial interest is not innate but grows and develops

from the interaction of one's personality traits and the environment (Bygrave et al., 2003). Entrepreneurial interest can be built through education and can be fostered through the learning process (Turker & Selcuk, 2009; Wedayanti & Giantari, 2016). Factors that influence entrepreneurial interest are the educational environment, one's personality and family environment (Hisrich & Drnovsek, 2002; Alma & Buhari, 2010).

Entrepreneurship education is an effort to be able to internalize the spirit and mentality of entrepreneurship through formal institutions. Entrepreneurship education is meant as a process of transmitting knowledge and skills to students to be able to help students take advantage of business opportunities (Tung, 2017). Entrepreneurship education is also expected to be able to equip students with entrepreneurial knowledge after students graduate from college. Entrepreneurship education also has a very important role to give birth to new entrepreneurs from formal and non-formal education (Bae et al., 2014; Oosterbeek et al., 2010)

The results of the research concluded that entrepreneurship education with variable indicators knows what (entrepreneurial knowledge), knowledge (know-why) (and motive values), knowledge (know-who) (social interaction), knowledge (know-how) (entrepreneurship). skills and abilities) have an influence on vocational school students' entrepreneurial intentions (Hestiningtyas, 2017). And then the results of the literature review (Hestiningtyas, 2023) found that most of the related research analyzes the influence of entrepreneurship on interest in entrepreneurship, while only a small number of studies have developed models of entrepreneurship education on interest in entrepreneurship but have not yet reached the practice stage. Therefore, the author suggests the need to conduct research on entrepreneurship education based on a sustainable entrepreneurial ecosystem, namely the development of a comprehensive entrepreneurship learning model that increases the collaboration of theoretical learning and direct practical learning so as to achieve educational sustainability in the future. The program fosters students' interest in becoming entrepreneurs.

One approach that can be used in entrepreneurship learning is culturally responsive pedagogy (culturally responsive learning), namely an approach in teaching and learning that recognizes and respects the cultural diversity of students. The main goal is to create an inclusive, stimulating and effective learning environment for all students, regardless of students' cultural background. This approach involves implementing teaching strategies that take students' cultural context into account, including their values, norms, language, and experiences. Teachers who apply culturally responsive pedagogy try to make students feel connected, respected, and acknowledged in the learning process. Teachers create learning experiences that are relevant and motivate students by using teaching materials, examples, and situations related to student culture. Culturally responsive pedagogy focuses on strengthening students' cultural identity and increasing students understanding of their own culture and the cultures of other people. This helps reduce academic disparities caused by cultural mismatches between students and learning content.

Gay (2018) identifies five main principles of culturally responsive pedagogy:

1. Culture-Based Learning: Using teaching materials, teaching methods, and approaches that are culturally relevant to students.
2. Using Student Experience: Associating teaching materials with student experience and paying attention to individual uniqueness in the learning process.
3. Effective Use of Communication: Use language and communication styles that are relevant to students and support their active participation.
4. Collaborative Learning: Encourages cooperation and interaction between students from different cultural backgrounds to build deeper understanding.

5. Parental and Community Involvement: Linking learning with parents and involving the community in education.

The Minangkabau people have a strong entrepreneurial tradition and it has long been an important part of their culture. Entrepreneurship in Minangkabau society is often associated with the concept of migrating which refers to the Minangkabau people's tradition of traveling around looking for economic opportunities outside their area of origin. The tradition of migration or what is commonly called wandering by the Minangkabau tribe to various cities is still very strong (Pelly, 1998). Maulidya & Eliana (2014) explained that not only the Minangkabau tribe migrated but what was striking was that the rate of migration continued to increase. According to (Amir, 1997) wandering is a way out of the conflict over the division of inheritance based on Islamic custom and religion. Wealth obtained from overseas can be distributed according to the Islamic religion. The tradition of migrating causes the Minangkabau people to not be too dependent on heirlooms (inheritance) which are inherited only to women according to custom. Minangkabau migrants face various difficulties when migrating and entrepreneurship. Pelly (1998); Ibrahim & Naim (1984) states that there are many obstacles to be faced when migrating. Starting from different grammar, customs and norms that are different from the area of origin of the nomads. Barringer & Ireland (2018) added that the peculiarity of entrepreneurship is trying something new, and failure is a very natural thing to happen.

For Minang entrepreneurs, the reasons behind them starting entrepreneurship are economic conditions and following trends in the environment (Sutanto & Nurahman, 2018). These results are in line with research (Yulanda, 2016) which shows that the culture of Uncertainty Avoidance, Masculinity-Femininity and Long and Short Time Orientation have a significant effect on entrepreneurial behavior. Meanwhile, Power Distance has the opposite effect on entrepreneurial interest and Individualism-collectivism has no effect on entrepreneurial behavior. From these results it can be concluded that there are other factors that influence entrepreneurial behavior.

According to Rustani & Zulkarnaini (2016) Entrepreneurial thinking and entrepreneurial behavior among traditional food entrepreneurs are important factors which contribute to their innovativeness. These Minangkabau ethnic traditional food entrepreneurs produced traditional Minangkabau food mainly spicy and savory. However, their food menu is already popular in the world. This study aims to identify the profile of these entrepreneurs, their entrepreneurial thinking level and entrepreneurial behavior. The findings of this research revealed that 81% of the entrepreneurs are family businesses. For the level of entrepreneurial behavior, the finding showed that it is high level. For the level of entrepreneurial thinking, it is just moderate level. The findings implied that entrepreneurial thinking and entrepreneurial behavior are the important factors that contribute to becoming innovative entrepreneurs.

Based on the research Despiana (2022) it can be concluded that the three subjects have the same and good resilience abilities during the Covid-19 pandemic, are able to generate positive emotions, make new innovations, be patient, pray in self-control in difficult situations, have targets that can be controlled. well, have confidence in running a business, be able to overcome problems, establish good relationships with family and the surrounding environment, and can feel positive, such as being grateful and taking lessons when experiencing difficulties during the Covid-19 pandemic. In addition, there is a form of external support, strength from within the individual, and the individual's ability to solve problems.

There have been many studies on entrepreneurship, but relatively few studies have revealed the entrepreneurial motivation of Minang people. Even though the Minang people's creative process towards entrepreneurial success can be adopted as a source of value in developing entrepreneurial learning. Based on the background presented, the researcher feels

the need to research the Indigenous Value of Minang Community Entrepreneurship as a Supplement to the Development of a Culturally Responsive Pedagogy.

## 2. METHOD

The participants were 3 Minangkabau people who represented migrants who were successful entrepreneurs in Lampung province with the characteristics of having been an entrepreneur for at least 10 years. Information from the research subjects was extracted through in-depth interviews, observation and documentation. The data obtained was analyzed through the stages of data reduction, data presentation, drawing conclusions/verification. The results of data analysis were then examined using the analysis knife of motivation theory. In addition, the universal values extracted from the entrepreneurial culture can be used as a source of entrepreneurial value.

## 3. RESULTS AND DISCUSSION

From the results of the interviews, it was obtained cultural values that became a stimulus for Minang people to become entrepreneurs abroad, namely as follows:

### 1. Self-esteem

Self-esteem or self-esteem is simply explained as the feelings that individuals have about themselves (Myers et al., 2011). In addition, self-esteem is a term used in psychology to describe a person with a comprehensive evaluation dimension of self. Self-esteem can be classified according to high and low degrees (Mruk, 2006). Self-esteem is the result of an individual's evaluation of himself positively or negatively. This evaluation shows how individuals assess themselves and whether or not their abilities and successes are recognized. This assessment can be seen from their appreciation of the existence and significance of themselves as they are (Santrock et al., 2002). Mappiare (2006) emphasizes that self-esteem refers to a person's evaluative assumptions about himself and self-assessment as a valuable or dignified person.

Self-assessment or evaluation is influenced by the culture attached to him, as a result of the interaction of the individual with the environment. There are several characteristics of the self-esteem of the Minangkabau people based on the Minangkabau cultural values that are held or adhered to. The Minangkabau people are known as humble people because they don't want to boast beforehand that they will be successful. Proverb says: "*ambiak ilmu padi, makin barisi makin tunduak*" it means take rice knowledge, the more it contains the more it ducks. This saying is a metaphorical exhortation to be wary of behavior and forbid people to show arrogance and pride in their lives. Furthermore, the characteristics of the Minangkabau people are importance in upholding honest attitudes and behavior (Rohisfi, 2022).

Implementation of self-esteem in entrepreneurship

- a. Success and Achievement: Minangkabau entrepreneurs feel proud and have high self-esteem when they achieve success and achievement in their businesses. They strive to be the best in their field and exceed expectations. This success strengthened their self-esteem as successful and recognized entrepreneurs.
- b. Independence and Independence: Minangkabau entrepreneurs have high self-esteem due to their ability to manage their own business and become financially independent. They don't depend on other people to achieve their success. This ability gives a strong sense of self-worth and gives confidence in their own abilities.
- c. Work Ethics and Integrity: Minangkabau entrepreneurs uphold work ethics and integrity in their business. They have high self-esteem in conducting business honestly, fairly and

responsibly. They are committed to respecting strong moral values and business principles. This attitude gives them a high sense of self-worth because they know they are conducting business with integrity and are a good example to others.

## 2. Hard Work

The Minang people are known for their hard work and never give up to achieve success. The spirit of high hard work is needed to achieve success. They realize that they start all businesses from zero. So the key to success lies in hard work. Working with high will and hard work affects all aspects to strengthen and improve the economic aspect. They are aware that the values of local wisdom and Minang culture are very influential on their intentions, enthusiasm for work and their willingness to work hard to achieve success. People must focus on what they will do and what will be the priority in their life at this time. Some people embody this hard work in their daily lives as traders. The Minang people can interpret this well. The meaning obtained is then used as a work ethic with high morale and focus on achieving a goal.

Amir (1997) explains that the characteristics possessed by the Minang people are diligence, as the saying goes “*kok duduk marawiek ranjau, tagak maninjau jarak, nak kayo kuek mancari, nak pandai kuek balaja*” The meaning of this proverb is that every Minang person has activities and cannot just sit idly by. If they want to have more results then also work harder. The principle of the work ethic of the Minang people means that success in overseas lands cannot be obtained half-heartedly. They can get everything they have today because of a struggle accompanied by failure. They believe that failure will be an experience that will be improved in the future. Minangkabau custom teaches that “*alam takambang jadi guru*” which means that in one's life journey failure is a valuable experience. The teacher in life is not only a human being, but experience, nature, and the surrounding environment can also be a teacher for them. This proverb is also used for the process of adaptation to the surrounding environment where they migrate.

### Implementation of hard work in entrepreneurship

- a) **Time and Effort Given:** Minangkabau entrepreneurs tend to devote a lot of their time and effort to developing the business. They often work longer than normal hours, including working weekends and holidays. They are prepared to sacrifice time and personal convenience to ensure their business success.
- b) **Overcoming Obstacles and Challenges:** Minangkabau Entrepreneurs are resilient and persistent in facing obstacles and challenges that may arise. They struggle to find creative solutions, try new approaches, and keep trying despite failure. They are unyielding and keep trying hard to achieve their goals.
- c) **Enhanced Knowledge and Skills:** Minangkabau entrepreneurs recognize the importance of increasing their knowledge and skills. They invest in training, education and self-development to acquire relevant skills and enhance their competency in running a business. They are always trying to learn new things and stay up to date with the latest developments in their industry.
- d) **Product/Service Quality and Excellence:** Minangkabau Entrepreneurs have a high focus on the quality and excellence of the products or services they offer. They work hard to ensure that the products or services they produce meet high standards and satisfy customers. They strive to provide the added value and differentiation that makes their business unique and competitive in the marketplace.
- e) **Established Networks and Partnerships:** Minangkabau entrepreneurs also demonstrate hard work in building strong networks and partnerships. They recognize the importance of good

business relationships and invest time and energy to expand their network of contacts, establish relationships with potential business partners, and build mutually beneficial partnerships.

### 3. Contributing to the Family

The existence of the family in Minangkabau society is very large and respected. Hugging each other is a way for the family system in Minangkabau to help their siblings. Likewise in managing a restaurant where there is a family role in it. The management of Minang restaurants also adheres to a democratic Minang philosophy, such as “*barek samo dipikua, ringan samo dijinjiang*”. The relationship between family members is very close, so that the family or kinship system plays an important role in a job. This also happens because of the extensive kinship system adopted by the Minang community, so that mutual cooperation can be carried out sincerely because it is for the sake of his family. From the past until now, the Minang ethnic is known as an entrepreneur, or trader in general. Therefore, this potential must continue to be nurtured and developed. The impact is clear that Minang entrepreneurs can to open new jobs, drive economic growth where they live and contribute to development in their hometown. One of the managements applied is family management. In a Minang restaurant, for example, the wife or daughter of the restaurant owner acts as a cashier. The head cook is the cousin or relative of the owner of the restaurant. And so on who are still related to the family with the owner of the restaurant.

Implementation contributes to the family in entrepreneurship

- a) Job Creation: Entrepreneurs of the Minangkabau people often start their businesses to create jobs for members of their families and surrounding communities. By employing family members, they provide stable employment opportunities and increase the overall welfare of the family.
- b) Family Economic Empowerment: Minangkabau community entrepreneurs not only contribute financially, but also empower families economically. By owning their own business, family members become more economically independent and have control over resources and business decisions. This helps strengthen the family's position in the economic context and gives family members a sense of responsibility and confidence.
- c) Community Development: Entrepreneurship of the Minangkabau community does not only contribute to the family, but also to the wider community. Through their efforts, they can create jobs for community members, contribute to the local economy, and support social development and community infrastructure. This helps strengthen the community as a whole and creates a lasting positive impact.

## 4. CONCLUSION

Implementing cultural values allows Minangkabau entrepreneurs to maintain and promote their cultural identity. These values reflect a unique cultural heritage and set them apart from entrepreneurs from other regions. By applying cultural values, the following benefits are obtained: 1. Implementing cultural values in business can help create a solid foundation for long-term business growth and sustainability. By building a business based on cultural values, Minangkabau entrepreneurs can strengthen bonds with customers, create high loyalty, and differentiate themselves from competitors. In addition, cultural values also play an important role in building good relationships with employees, creating an inclusive work environment, and improving overall company performance. 2. Trust and Business Relationships: Upheld cultural values, such as honesty, integrity and social responsibility, help build trust in business

relationships. Customers, business partners and employees are more likely to trust and want to partner with entrepreneurs who live by these values. By maintaining strong business relationships based on trust, Minangkabau entrepreneurs can expand their network and gain greater support. 3. Heritage and Cultural Heritage: Implementing cultural values is a way to inherit and preserve local wisdom and traditions that have existed for centuries. This helps maintain the uniqueness and authenticity of Minangkabau culture. Minangkabau entrepreneurs who are able to combine traditional values with modern business innovations can create products or services that are of high value and different from the others. Therefore, it is suggested that further research can develop a Culturally Responsive Pedagogy Entrepreneurship.

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