

## **The Roles of Riau-Malay Culture on Entrepreneurship**

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**Abstract:** *The purposes of this research were: 1) to identify the existence of Malay culture values in Malay entrepreneur economic activity; 2) to define the role of Malay culture values towards business behavior of Malay entrepreneur. This research used qualitative approach because it was able to use a reality, not only the result of the research, but also the process and other real activities about that process. The finding shown that there were some Malay cultures applied in economic activities, they were: (a) implementing tauhid (religious) concept in business; (b) believing in life after death; (c) implementing praised character in business; (d) being open to other people or country; and (e) thinking rationally. Moreover, there were some Malay culture roles in enterprise behavior of Malay society as follows: networking, reciprocity, trust, norm, and proactive.*

**Keywords:** *culture, Riau-Malay, Entrepreneurship.*

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### **I. Introduction**

As a country which has many tribes, Indonesia has several cultures that can be a capital for economic development. Various cultures can be converted in resources supporting economic development. Cultures as an economic resources are cultures that become intangible asset and it can be basic capital (culture capital) for economic development. Culture capital has plural dimension. Culture can be treated as asset or capital that can be developed as a valuable product.

Indonesia is a big country, a country which is rich of resources, rich of arts and cultures. Indonesia has around 17,000 islands, most of them is sea areas, and has more than 300 tribes. By having population more than 237 million people in 2011, Indonesia becomes the fourth largest country in the world (DjonoNurhadi, 2008).

With the big number of population and tribes, Indonesian cultures definitely belong to multicultural country because it is rich of culture in developmental environment based on its own history. Besides, socialization process which is developed based on its own culture coloring characteristics of each cultural area environment. Clifford Greertz defined cultural area environment as an old societies (kayam:1981).

Undang-Undang Dasar 1945 Article no 32 explained, "The peaks of cultures in Indonesia are said as nation culture". Melaltoa explained the term of peaks of culture is its cultural value (Melaltoa: 2000).

Regards to economic power of China and Japan which is influenced by society culture aspect, the question which is suitable for Indonesia is how about Indonesia which is rich of cultures? To answer this question, Indonesia must consider its economic condition specially in economic progress that is from numbers of entrepreneurs in Indonesia. From entrepreneurship aspect, Indonesia is still left behind from other countries like China and Japan. A nation will be categorized as developed and prosperity country if at least 2% of its society are entrepreneur. In fact, Indonesia only has 0.24% of its society who becomes entrepreneur, USA 11.5% – 12%, Singapore 7%, and China and Japan 10%. From the quality of entrepreneur, entrepreneur of Indonesia is still not categorized as very good entrepreneur, so the development of entrepreneur in Indonesia still need to be improved in order to be success in development.

Therefore, it is needed to develop entrepreneurship whether in educational level or public society because from the quality and quantity aspect is still low. In this case, the problem is how government increases the entrepreneurship in society. Moreover, the job opportunity in public and private sector in Indonesia is very limited. Job exchange in public sector is a little bit decreased because there is government policy about zero growth. This policy stated that the recruitment of PNS or Pegawai negeri Sipil (civil servant) is only implemented to exchange the retired PNS, unless if there is an additional province or regency/ city. In other words, people still assume that being PNS or staff in other private companies or industries is a pride also a promising job in the future. This antipodes must be solved in order to avoid stagnancy in developing an area or country.

Japan and china shows how cultural factor becomes a promoter for society economic growth. Meanwhile in Indonesia, cultural factor still can not support the society economic activity to grow. This phenomenon becomes gap research in this study, to be a background of this research.

A big question why China and Japan can make culture as promoter of economic growth, and why Indonesia still can not use culture like China and Japan do? This question answered by Todaro (2004) in his book entitled "Pembangunan Ekonomi di Dunia Ketiga" which said that culture and religion play an important role to get success or failed in building an enterprise. In general, the bigger the culture and religion variety of a

country is, the bigger the possibility of internal and instability problem in its politics. Based on Todaro (2004), it was not surprising if most of countries or politic units which getting success in developing its enterprising faster are country which has relative homogeneity of population such as South Korea, Japan, China, Singapore, and Hong Kong.

However, Todaro (2004) also explained that several cultures and religions were identically related to frightening things such as imbalance, disruption, or instability of development. Nowadays, Todaro said that there were many empiric evidences that multi ethnic, culture, and religion country also had impressive development. Several countries, such as Malaysia, Mauritius, and Zimbabwe, had been succeeded to merge the economic development with the integrity of various society and culture.

This theory explained that the disparity of cultures and religions can be an obstacle in economic development; moreover, there are some countries which is success in development even if there are variety of cultures and religions. This problem becomes a research gap in this study. It still becomes a question that Indonesia becomes success or unsuccessful in using the variant of cultures and religions to support economic growth process.

Even though Indonesia has several cultures, ethnics, and religions; cultural factor is still not giving a big role in improving entrepreneurship such as China and Japan. Otherwise, acknowledging local culture which can support and has positive values is very important in economic development because the culture from surrounded area will have a relation with its work ethics. For example, Bugis society is well-known as tough sailor, Minang society is famous with tough trader, and Madura society is as hard worker.

This research is focused on observing Malay culture, specifically about the characteristics of Malay culture in doing economic activity. There are some reasons why Malay culture need to be explored, they are: First, most of Indonesian people are Malay people. Word "Melayu" or Malay has been formulated by sociologist and anthropologist. People of "Melayu" mostly lived in the border of Malaysia e.g. Minangkabau ethnic, Bugis, Banjar, and Mandailing (Hamid: 1991).

Second, Malay culture is also well-known as a big culture which is strong and powerful. This culture has been success to motivate Malay people to be stronger and able to face the development era condition. Some characteristics of Malay culture are open, respecting other people, cooperative, treating all people equally, etc. and it causes the people easier accepting modernization. For example, Malay people in Malaysia can be developed just like other countries through culture as the agent. In fact, the developing of Malaysia nowadays becomes a proof that Malay's culture can be an agent in economic growth. Riau, as the explanation before, reaches a big victory in economics and politics of Malay's culture as country terrace (suwardi, 2007).

Based on the background of study above, the problems in this study are: how is the role of Malay culture as the agent of entrepreneurship? From that question, the purposes of this study are: 1) to define existence of Malay culture values in Malayans economic activity; 2) to investigate roles of Malay culture values towards entrepreneurship behavior of Malayans.

## **II. Research Methodology**

### **Research Approach**

Based on the paradigm of science and social science also the problem that will be answered from this research, consequently research approach must be considered by those aspects. This explanation was in line with Ulinet.al (2002) that:

"...when the purpose of study is to find and explain a behavior rather than to describe it, when the research problems is unusual and not enough to be observed, or when words are not deserved to be communicated from preferable respondents, the researcher is suggested to shoe the research answers by using qualitative method"

Specifically, the decision for someone to implement Malay culture in its economic activity is influenced by two motives, gain and society. Gain is not only influenced by economic factors but also there are dominant non economic factors such as culture, social, personal, and psychology.

### **Research subject, Object, and Setting**

This research setting is a social process happened in society which has economic activity based on Malay culture. Object of this research is the entrepreneur based on Malay culture which is discussed deeply specially for those who enterprising regularly (istiqomah). Meanwhile, subject of this research is the doer who directly involved in observation, mainly about perception, motivation, and gain or benefits getting from applying Malay Culture.

### **Research Location**

Location was chosen by using criterion based selection method, that is chosen from some criterion in which the scope and several events (unique, specific, weird, 'nyeleneh') is attempted to be selected in order to accomplish informative administration (LeCompte and Pressle in Alwasilah, 2003; Kanto, 2003). Location that is chosen in this research is one of regencies in Riau Province that is Indragiri Hilir regency.

### **Research Sampling**

Informant in this qualitative (internal sampling) is not used in enterprise to make general statistic or only represent its population, but it is more intended to general theoretic. Data sources used is not represented the population, but it intends to represent the information with the completeness and depth without considering the numbers of data sources (Bikeln and Sutopo, 2002). So, the amount of sample is not deciding the accurateness of research, sample also can be only one.

In this research, because the decision of informant regards to the depth of information, the method used is purposive (method which is used in intentional for specific purpose). The purpose is to observe depth information in order to analyze the characteristic that can become a basic theory.

### **Source and Type of Data**

Data sources in this research is categorized from the most real until the most virtual.

- a. Informant. Informants in this research includes entrepreneur who implements Malay culture in their enterprise activity. Other informants are some people related and interacted with the main informant, also entrepreneur in outside of the area. Typr of data from informant is mostly about quotes from the result of interview in form of words and simple factual sentence or in paragraph about the reality.
- b. Document. This research mostly compiles some documents like ethnic rules, etc.
- c. Place or location. The information about the place and location of an event or activity done will support the researcher to observe and critically make a conclusion about the research. Data from this source is in form of exploration or narration which give description about a location, or if it is possible it will be shown in photograph about that location.
- d. Event or activity. By observing event and activity directly, such as entrepreneurship event, cultural ceremony, etc., it will be helped to get an understanding about behavior and characteristic of entrepreneur. Type of data is in form of exploration and narration about the observed event, or if it is possible it will be shown in photograph about that location.

### **Data Analysis**

This research will be designed by using qualitative verification design that is a research design which uses inductive approach toward whole process of research. This design mostly constructs research design and the strategy to get the data in the field, so the design will belong to inductive model. Otherwise, this format theoretically is looser in meaning that it is still open for other theories, knowledge about data, and must not be ignorance in other possibilities (BurhanBungin, 2007).

### **The Strategy of Data Analysis**

Because this research was designed based on qualitative verification approach, the strategy of data analysis used is strategy of data analysis for verification qualitative. This strategy is an inductive analysis for research data in the whole process, so its strategy is totally different with qualitative research method. Design of qualitative verification research initially gets more data in the field by ignoring the role of theory; otherwise, the theory still becomes the most important thing in this design.

### **Data Analysis Method**

The purpose of this research intends to analyze the meaning of information, data, and process of a social phenomenon. It means to expose empiric event and meaningful social phenomena in social object-subject view. Therefore, there will be exposed an empiric description about real social event from the phenomena. Based on that purposes, analysis methods used in this research are work ethic group analysis, personal experience, and institution behavior.

Based on the purpose and analysis method, this research will use some data analysis method as follows:

- 1) Life History Analysis, 2) Case study, and 3) Focus Group Discussion (FGD)

### **III. Finding And Discussion**

Based on profile discussion and personal phenomena from each informant analyzing based on themes, each enterprise activity of informant has their own uniqueness. Otherwise, each unique characteristic seems to have some similarities. Thus, the finding will be assembled based on the main characteristics of Malay culture.

First, Base on Religious Concept. The primary and main characteristic of Malay culture is based on Islamic rule. The Islamic rule consequently was found in Malay enterprise activity. The findings can be explained from informant behavior. SayfudingMasri, one of the informants, said that implementing religious values were able to increase his income. He thought his enterprise was only humanity process, by implementing religious values in his business; the income would be bigger than before.

In addition, Abdul Rahman said that Malay culture principally had big correlation with Islam because Islamic value was agreed with Malay culture. In making decision, Malaysians always used deliberation rather than decided by one person or side. Asmawi, one of convection businessman in 15 years, also gave similar statement; consequently, there looked strong Islamic value in Malay culture. For Mr. Asmawi, Religion had big impact to build an enterprise; therefore, he did not want to prohibit Islamic rule in enterprising.

The statement above was strengthened by other informants; Muhammad RausWalid said that Malay culture has strong correlation with Islam and Islam became the identity of Malay culture. Meanwhile, Mr. Hasbi said that family role took an important part in entrepreneurship specifically parents. In Malay culture principle, parents praying are the most granted for the successful of their children. Otherwise, he also said that religion gave an important role in his enterprise like honesty, serving, optimism, alms, tithe, etc.

Second, Believe in Life after Death. Believing there is a life after death is a part of Malay culture as religious society. This belief also implemented in their enterprise activity. This following is a story about implementing their belief in life after death in running their enterprise.

For Mrs. Lina, religion plays an important role in succeeding her business, in addition to the family role. Thus, she tried to always obey Islamic rules in doing business, such as avoiding cheats, taking over-highly benefits, or reducing contents. She avoided breaking those rules owing to her beliefs in God's reward in developing her business.

As perceived by the former informant that Malay's culture is strongly connected to Islam, this situation will likely affect the believers to value business ethics highly. Likewise for Mr. Mahide, business ethics in Malay's culture tend to avoid doing any way in order to gain maximum benefit. Thus, Mr. Mahide tried to doing business in accordance with Islamic ethics and rules. In terms of entrepreneurship, Mr. Mahide is surely profit-oriented; yet, he also allotted his business profit for charity besides for his own needs.

Still in line with the previous view about the strong connection between Malay's culture and Islam, Mr. Hasbi stated that Malay's culture is actually a transformation of Islamic values. This situation makes the business activity become an Islamic activity – as he also cited is as the application of Malay's culture. Likewise, the business profit is not only for own prosperity, but also allotted for social charity. Mr. Muhammad Hasbi does the same thing as well; he saved for own investment and also gave charity for people in needs due o his beliefs of the hereafter's saving.

Third, HaveDeeds as the Terrace and Life's Philosophy. Good deeds often becomes the prior foundation of Malay's culture. This strongly affects Malaysians to interact with their families, society, government, and also partners. This culture is implemented in their business life.

A successful entrepreneur has to be honest, committed, and possessing high work ethics. Through honesty, he can increase the numbers of buyers. While through commitments and good work ethics, he can also produce high quality goods that can satisfy the customers. These are the principles believed by Mr. Hasni in succeeding his business.

As stated before that Malay's culture highly values relationship and togetherness, Mrs. Rahma transformed the culture into courtesy and social ethics. She also elaborated that Malay's culture is famous for its blending capability, which means Malaysians are easy to adapt to the new environment and apply good values in their daily lives. Her understanding towards this thing is nurtured by her ancestors and society's figures who had taught her during the daily activities.

Mr. Eryansyah, one of king's generations, knew well about Malay's culture from his ancestor, and society's figure. For that reason, he hopes that Malay's culture can compete with other cultures. In business, Malay's culture taught people for being honest because it is useful for his enterprise.

Mr. Marwan believed that there was Malay's culture role in business activity. He said that Malay's culture highly appreciated ethics in business, so it was forbidden to compete in wrong way.

As the previous informant said, Malay's culture was highly appreciated family's fundamental and togetherness. Mr. Surya also said that Malay's culture was very applicative in business. Because of their meeting regularly, he always shared his experience about Malay's behavior in real life. Furthermore, there were many advices in developing a business.

Otherwise, he said that Malay's culture was very simple and always appreciated habitual norm and politeness. He knew about Malay's culture from his parent, and society's figures. Based on his understanding, Malay's culture tended to teach about religion. It means that when people have an enterprise based on Malay's culture, it is similar with having an enterprise based on religion.

Like Mr. Abdul Rahman said, Malay's culture was highly correlated with Islamic view. For example, Malay's culture suggested people to help each other. It became a principle for him to have a business activity and also to have a high motivation to help other members or costumers that having trouble. For him, brotherhood aspect would not give any benefit without having useful for others, especially among the strong person to the weak person, rich man to poor man, entrepreneur to his staff and customer.

Fourth, Have Openness to the World by Adaptation. Malay's culture has the openness spirit, even the willingness of playing the big roles in the worldwide society. Here are the implementations of Malay's culture in the entrepreneurship:

The business result of Mr. Mahide had made him grateful, but he still has the spirit to develop his business. It is caused by his success indicator which refers to the bigger contribution to the society. He thought that entrepreneurship could help resolving unemployment problems since it might open the new work fields. Meaning that the bigger the business, the bigger the working opportunities. This made Mr. Mahide work hard to develop his ongoing business.

While Mr. Abdul Rahman ran his business by direct marketing strategy to the customers person by person, and also leveled. Today he has had profitable income of about Rp 30,000,000,00. every month. Yet, he still wished that his business would develop more in the future. He thought that success can only be measured by how much benefit that the others can get from him.

Fifth, Have Rational Thoughts. Malay's culture has rational thoughts which can strengthen his roots so that the culture can survive within today's modernization. Here are some implementations of the culture in the entrepreneurship:

An entrepreneur has an absolute responsibility. Thus, Mr. Asmawi stated that the indicators of a responsible person were discipline and honesty. He nurtured these principles to his staff as the key to success in doing business. Invested by discipline and honesty, Mr. Asmawi wanted to increase 50% of his income from the market today. So far, his profit was sufficient for paying staff and running operational cost. Mr. Asmawi wanted his business to grow better in the future.

While Mr. Muhammad Raus had not felt content with his today's business, that he wanted to develop it more to create a new work field for others. For him, the indicator of success is when he is able to hire a lot of workers, and also satisfy the customers. He also wanted to open the new work opportunity to increase his family's prosperity. So far, he has had enough income to send his children to school. In the future, he wished that his children will be independent and running a successful business.

Likewise, Mrs. Lila also has not felt content with her business. She thought that the competition in her business system is very challenging, so that she felt she had to work harder in order to develop it better in the future.

Mrs. Lila had the strong spirit since she was willing to increase her family's wealth and customers' satisfaction. Therefore, she wished to open new business branches (in the other fields, if necessary) in addition to her business today.

Mr. Mahide thought that Malaysians should have principles of playing roles in every aspect, including business. This becomes one of his motivations to keep developing his business activity. A successful entrepreneurship has always had high work ethics. According to Mr. Mahide, if the Malay's culture is applied well, it can help shaping work ethics. He stated that Malay's culture could motivate him, as it can boost our spirits. He also cited that Malaysians shall never disappear; if one wishes to be success, he has to have money that is more than the others have. This principle boosted him to work harder, be more open, be more honest and transparent.

The talent and mentality of entrepreneurship had long been nurtured within Malaysians, which made them so-called "the seller" ethnic. Nevertheless, it became questionable that today they are lost to the other races. It can be seen in the list of Top Richest People in the World in which no Malaysians exist. This also became Mr. Hasbi's concern about the roles of culture on entrepreneurship.

Mr. Marwan's business was directly sent to the coconut manufacturers, while his marketing system was still so much depending on the cooperation between the collectors and the factory. Therefore, he felt that his business needed to develop in terms of relations. Thus Mr. Marwan thought that the indicator of success is fulfilled when someone is trusted by the others. He wished to be trustworthy, so that his business would run well and always continue. So far, his business was actually giving a promising profit of about Rp. 90 per kilo. If within a month he usually produced about 300 tons, he got the net profit of about Rp. 11,000,000,00. He stated that his today's success was also caused by the family support and also the continual application of religious values. He reckoned that religious values are very important in entrepreneurship.

Based on the statements from those informants, it can be synthesized that: First, all entrepreneurs who are performing as the informants applied Malay's culture in their business activity. Some of the Malay's cultures are as follows: (1) applying the concept of oneness in business; (2) believing in the life after death; (3) applying good deeds in doing business; (4) being open to the world and others; (5) thinking rationally. Second, the informants' experiences showed that applying Malay's culture on entrepreneurship could potentially develop their business and create holistic benefits for family and society.

If Malay's culture is applied as the national culture, it may be the motor of national economy development. It was proven by the informants' experiences in applying the Malay's culture that their businesses develop and also be helpful to the others. It is possible that Malay's culture becomes the national culture movement since it is rooted from Islamic culture, and the majority of Indonesians are Muslims. This makes the researchers be optimistic that Malay's culture may be accepted by all Indonesians, which is in accordance to the aim of Islam to be the gift to the universe (rahmatanlilalamin).

### **The Roles of Malay's Culture in Business Network**

We must learn the importance of developing good network. We cannot even ignore distribution as the lowest chain since it also plays an important role in succeeding business. That is the reciprocal relation between big and small businesses. Naturally, both of them become the most important things in doing business.

Entrepreneurship network also becomes a resource that contributes to the individual and social prosperity as the other resources do (natural, economy, and human). A good cooperation is built of honesty, just, openness, care, respect, and help among communities in the society. The other communities will likely give support, help, and offer cooperation if a community is trustworthy. In this case, trust becomes the most important factor in building network.

Communities' and groups' ability to cooperate and grow trust both internally and externally becomes the biggest power to build network and develop trustworthiness. If society works together and trusts each other based on the existing universal values, there would be no betrayals; and it can lessen the gaps between the rich and the poor.

### **The Roles of Malay's Culture in Reciprocity**

According to Rahman, Marni, and Zulkarnain (2003), before the coming of Islam, Malay's culture is the original culture built of original beliefs and Hinduism. There were some kingdoms such as Malay-Palembang Kingdom and Malay-Singapore Kingdom, while Malay-Islam culture is founded by Malaka Kingdom which has the characteristics as follows:

1. Founded on Islam's oneness
2. Believing in the life after death
3. The duty of being just and fair to the people
4. Using Malay language
5. Performing good deeds as the life's philosophy
6. Laying the strengths on the King
7. Being open to the world by the adaptation
8. Thinking rational

Malay's culture was also proven as a big and powerful culture which succeeded to empower Malaysians in facing the changing ages. Malay's culture characteristics such as openness, respecting others, being cooperative, treating all equally, and so forth, shape its believers to be easy to adapt. Take, for example, Malaysians in Malaysia can develop and be equal to other nations with Malay's culture as its agent. Likewise, Malaysian culture today is strongly connected to Malay's culture although it was added by some features. Riau which has reached glory in economy and Malay's cultural politics has already become the nation's pillars (Suwardi, 2007).

Reciprocity is always affected by the tendency of exchanging kindness on every individual in a community or inter-communities. This exchange pattern is not something done directly reciprocal just as in the transaction process, rather as a combination of short and long term in the altruism (the spirit of helping and putting others' needs above one's own). An individual or even people in a community have the spirit of helping others without expecting for a direct payback.

The entrepreneurship itself refers to an effort where an individual has a creative and innovative thinking to form a novel and distinct thing. Whether an entrepreneur or not, someone is likely gaining a success because an innovative and creative thinking. Naturally, a creative and innovative thinking will be followed by new and different ideas. These new and different ideas will transform into opportunities as the initial step in doing business. An entrepreneur is someone who is capable of creating new business by taking risks even within

unstable condition just to gain the expected profit. They will maximize the surrounding opportunity to be essential resources in the ongoing process of entrepreneurship.

Princes (2009) added that values offered in the entrepreneurship concept are as follows: showing someone's opportunity to transform himself to be more potential and having more ability so that he has strengths and advantages in working, while having the ability of identifying, empower, and create profitable business opportunity by mobilizing resources in the succession of a business or project. The strengths and advantages will be used in work process which is efficient, effective, and productive to get an output which has competitive advantage and high comparative advantage.

Values contained in entrepreneurship concept become an effort to support someone or organization to create work ethics and competitive work with always do many changes and also keep thinking, implementing, reacting, synergizing, producing, leading, managing or planning, and calculating the risk faster and taking the risk bravely.

### **The Roles of Trust in Business**

Key of success to be an entrepreneur was located in ability to build trust of other people, and of course trust suddenly will not come as easy as you think. Trust concept becomes a popular issue in marketing with rational orientation in marketing activity. Trust is a foundation of having a relationship with customer and trust is an important attribute that brands have. Marketing researchers said that trust was a fundamental factor which could build customer loyalty.

The satisfaction from the customers will increase trust because there is a brand consistency in fulfilling customer need. Otherwise, the brand chosen can protect, save, and secure customer need. Therefore, believe in potency and comfort is an important thing from trust.

Every company must realize the importance of consumer trust and company image as one way to preserve the loyalty of the consumer. Company will need some ways to increase consumer trust and company image in line with the increasing of business competitiveness. Getting consumer trust in a product is the most difficult thing to do because it needs hard work and continuity.

Trust will be significantly needed to build customer loyalty to a company. The loyalty customers to a company have a tendency to do the transaction repeatedly and look for their needs at the company. While, when they feel disappointed with the product or service from that company, they will give question to themselves whether still using the product and services from that company or not. Many cases show that customer trust is very sensitive. When the customer feel to be lied, it will be difficult to gain their trust again.

### **The Roles of Norms in Entrepreneurship**

Entrepreneur for small enterprise is a form of an enterprise that has power in economic development. Small enterprise is able to be faster in creating the growth and job opportunity for society compare to other sectors, especially in developing local economic and the society itself. The growth and development of small enterprise always face and compete with other enterprises. The competitiveness is not only happened among the small enterprises, but also with the bigger scale enterprises. To be survive in business competitiveness and developing the values and entrepreneurship, strengthening norm's role is the best solution.

Norms or ethics in Malay's culture which is applied by an entrepreneur have a big influence for developing entrepreneurship such as increasing society trust as a manifestation in honest behavior, arranging, and corporation based on norms believed by society. In entrepreneurship, ethics also become the support for the success of enterprise activity because there are cooperative norms inside.

The ability of Malay's entrepreneurs to collaborate and build trust among members or other people is a big power to collaborate and build trust form other people. If the entrepreneur and society have a cooperation and trust each other that is based on universal values, there is no suspicious feeling, so the unequally status between poor and rich is to be minimized.

### **The Roles of proactive in Entrepreneurship**

Entrepreneurship behavior is a person who has proactive personality, need of achievement (an effort to get better from what people's get), highly risk taking, personal responsibility, and always hope the feedback to evaluate and renovate the activities in the future. In addition, Munawir (1999) said in his research entitled "Indikator Kewirausahaan Dalam suatu penelitian tentang Skitarisasi Tes Potensi Kewirausahaan Pemuda Versi Indonesia" that there were 11 characteristics or indicators of entrepreneurship, they are:

1. Need of achievement
2. self-independent
3. Creativity
4. Risk taking (average)
5. Hard-working

6. Future orientation
7. Communication and reflection
8. Leadership
9. Locus of Control
10. Instrument of behavior
11. Rewarding money

There were many researches implemented about those characteristics toward the successful behavior enterprise. Successful behavior has many similar ways, such as full of power, innovative, risk taking, willingness to get achievement, optimistic, and belief in the future. Thus, proactive behavior takes an important aspect to be the successful entrepreneurs.

### **The Roles of Values in Entrepreneurship**

Inragilir society lives in harmony where they always work together in some certain events. This condition is not merely caused by some specific rules that are meant to manage their social life, but it is their true condition owing to the unwritten established rules they believe in. These rules have also shaped an entrepreneur in running his business. This condition is in accordance with Hasbullah (2006: 12) who stated that values are ideas that are long-time believed to be correct and essentials to certain group of people, such as working together, achievement, justice, honesty, and so forth. Values always bring consequences which plays important roles in a culture. Values dominantly play a role in a development of ideas in a society. This domination will affect and shape the rules of conduct and the rules of behavior altogether in the society, which sociologists stated that it can shape the culture patterns.

Business is a complex matter, which is more than a selling and buying activity of a single thing, but rather as a transaction of various things. In terms of Malay's business, there lies an aspect that significantly differentiating their business activity with those run by Western or Chinese entrepreneurs. Malay's business is much more affected by Islamic values.

Values are matters considerably thought as true and correct by certain communities, such as social orientation values, religious piety, competition, and other values generally recognized in the society. Values convey ambivalent consequences; for example, social orientation value which is thought as shaping balance and harmony of communities' social life, which on the other hand is also perceived to always resulting on an events blocking competition and productivity. Strong values are also determined by the configuration established in a certain community. If a group gives a high quality on competencies, achievement, and honesty, the community tends to develop faster than community that avoids honesty, competitions, and achievements.

Islam has been already integrated into Malay's culture which made Malaysians relatively grouped into the pious ones. Malay's culture which contains Islamic values had shaped Muslim entrepreneurs to be God's oriented in running their business, aside from profit oriented. Therefore, these Islamic values will be further transferred into business activities such as willingness, creativity, innovations, honesty, responsibility, trustworthy, discipline, perseverance, grateful, achievement-oriented, and risk-taking. Those values will positively impact on their efforts.

Princes (2009) stated what so-called as entrepreneurship offering values as follows: showing an individual transforming himself to be more potential, establishing strengths and advantages in working, having the ability to identify, empower, and create profitable business opportunity by mobilizing various resources in running a business or a project. These strengths and advantages must be accomplished within an efficient, effective, and productive working process to result an output with both competitive and comparative advantage.

Values conveyed by entrepreneurship concepts may boost an individual or organization to create competitive working values by keep doing progressive changes in the way of thinking, acting and reacting, synergizing, manufacturing, governing, managing and planning, and taking risks.

### **Research Contribution**

This research theoretically contributes to entrepreneurship as follows:

- a. Islamic values plays as a foundation to Malay's culture and is essential in shaping and influencing the rules of conduct and the rules behavior, together establishing cultural patterns. This finding is in accordance to Grootaert (1999) about the relations of social investment and Indonesians prosperity. In his study, Grootaert used the reduced form of prosperity model with 6 dimensions in which religious value plays an important role in the family.
- b. Trust in entrepreneurship will result in a good network, especially with customers and suppliers in order to develop the ongoing business. This finding is in line with Fukuyama (1995) which shows that in some countries, a strong social investment will stimulate the development of many economy sectors due to the trust and the relation closeness within the network among business doers.

- c. Mutual reciprocity in entrepreneurship results on profitable business activity to entrepreneurs, customers, and also workers.
- d. Norms become an important aspect which control business behavior. This finding is supported by Soedjatmiko (1986) who stated that society patterns is much affected by both cultural and structural factors which determine the level of community's prosperity.
- e. Proactive entrepreneurs succeed their businesses because of their progressive activity and creativity in entrepreneurship. This finding is in accordance to Krishna and Uphoff (1999) who stated that the high quality of social investment positively impacts on a conservation business in India

#### **IV. Conclusions And Suggestions**

##### **Conclusions**

Prior to the former description and analysis on the roles of Malay's culture on entrepreneurship, the conclusions are as follows:

1. The existence of networking (mutual relationship) which is built on voluntary, equality, freedom, and civilization in entrepreneurship. This networking system is made of: (a) entrepreneurs; (b) customers; (c) society; and (d) small vendors.
2. The existence of reciprocity in entrepreneurship which is always affected by the tendency of exchanging kindness among individuals, inter-communities, or even multi-communities. This exchange pattern is not a direct reciprocity in a transaction, but rather as both short and long terms contributions in the nuance of altruism (the spirit of helping and considering others' needs). This reciprocity can be identified within each party in a business activity, such as: (a) the entrepreneurs do good deeds to their families, workers, and customers, and will likely get additional profit; (b) the families support with prayers and motivations, and will likely gain prosperity; (c) the workers optimally work, and will likely get raising wages; (d) the customers are served in good manner and will likely gain satisfactory; (e) the suppliers perform optimal service, and will likely gain the entrepreneurs' loyalty; (f) the society offers conducive environment, and will likely gain empowerment provided by the entrepreneurs.
3. Entrepreneurship is built on trust as the expectation arises in a community with normal, honest, and cooperative behavior based on the established norms. These principles are reflected on the following manners: (a) the entrepreneurs keep customers' trust by being honest and avoiding cheats; (b) the workers perform good service to make loyal customers.
4. Entrepreneurship is built on norms which are belief and followed by them. The norms are: (a) Malay's entrepreneurs should not be over-competitive; (b) both entrepreneurs and workers have to be honest; (c) the entrepreneurs not better be only profit-oriented, but also social-oriented.
5. The entrepreneurship is moved by the proactive spirit, such as the strong willingness of all the business components. This manner can be observed through the activity and creativity of entrepreneurs, such as: (a) the spirit of gaining high profit, (b) the spirit of making a prosper family; (c) the spirit of gaining achievements (showing the existence as a Malayan).
6. Entrepreneurship is based on an idea which is long believed and important for entrepreneur. The values, containing in Islamic rule, are: (a) entrepreneur cares to other people; (b) entrepreneur uses Islamic rule in business; and (c) entrepreneur must be able to compete in global era.

##### **Suggestions**

After discovering some findings as explained before and theories' contribution, this research recommends some suggestions as follows:

- a. The role of social capital becomes an important thing to increase the success of entrepreneur, it is hoped to be a framework for decision maker who are always focusing in developing financial or physical capital to increase the success of enterprising.
- b. Religion values such as belief, honesty, mandate, doing a kindness are the biggest constructor for social capital; it must be a foundation which motivates enterprises in Indonesia.

The next research about the same topic will be recommended in order to create a deepest observation using qualitative approach which is mainly about the most essential social capital dimension for the success of enterprising. Therefore, it is expected to get activities constructing those dimensions in order to result on the implementable concrete policies' steps.

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