

## **Role of Local Government in Improving Entrepreneurship Motivation and Internalization For Entrepreneurship Education Home Based Industry (A Case Study Of Entrepreneurship Home Industry Owners In Ende, East Nusa Tenggara)**

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**Abstract:** *The forms of entrepreneurship education given by the Industry and Trade Office as well as Cooperative and Micro Small Medium Enterprise Office are socialization/counseling, training and accompaniment. These only give the rules and facilitate for grants ( in the form of fund and operational equipment machine) to develop and maintain business which is not conducted optimally. In educating on the entrepreneurship spirit, it is by giving entrepreneurship motivation and internalization to owners based on Work Unit of Regional Apparatus of Industry and Trade Office as well as Cooperative and Micro Small Medium Enterprise Office, namely by giving the entrepreneurship motivation and internalization based on entrepreneurship education in the entrepreneurship leaning in Ende Regency. This research aims to analysis the role of government regulation in improving the entrepreneurship motivation and internalization in Entrepreneurship Education-based home industry in Ende Regency. It is based on the results obtained in the field. This research uses qualitative research approach method with case study. The data collection is conducted by observation, in-depth interview with key informants, document study. The key informants are The Head of Small and Medium Enterprise Section in Industry and Trade Office and the Head of PKM Sub-Section in Cooperative and Micro Small Medium Enterprise Office in Ende regency. The research results show that 1) the implementation of entrepreneurship education in the small and medium enterprise development activity by socialization/counseling, training and accompaniment activity conducted by both Offices has been applied appropriately and very beneficial for the improvement of entrepreneurship motivation and internalization. But there are some less optimal activities, namely accompaniment, circulating grants, production equipment assistance (equipment machine, outlet sales (center of SME featured product marketing, promotion / exhibition and certification). 2) the inhibiting factors on the implementation of small and medium enterprise development are less of funds, lack of financial education associates (FEA) in the field of SME and SME supporting facilitators. These result in the imbalance between period of time for the long term development and the time given for the development. Some of the general supervisor have appropriate basic competence. 3) the development of entrepreneurship education is conducted by the Industry and Trade Office by socialization/counseling, training and accompaniment for SME in giving grants both funds and equipment machines. The researcher's suggestion are it is necessary for the selection of general supervisor based on the education basic competence, mainly in addition of SME FEA and supporting facility as the development spearhead directly done in the field; the in-depth evaluation on entrepreneurship education activity program applied; it is also necessary to improve the entrepreneurship education and training for the SME general supervisor and actors based on the demand, so the development can achieve the better findings, improve access on SME product marketing and promotion by creating cooperation partners with supermarket owners, hotel as well as sales by website media.*

**Keywords:** *Role of Regional Government, Entrepreneurship Motivation, Entrepreneurship Internalization, Entrepreneurship Education.*

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### **I. Introduction**

The development of small and medium enterprises should ideally need the government's role in improving competitiveness. But keep in mind is that the ability is not in the sense of the ability to compete with the great industrial business, more on the ability to predict the business environment and the ability to anticipate the environmental conditions. The government's role is also not only the capital, but more on fostering and assisting small and medium enterprises as well as create conditions that foster an entrepreneurial ability to access capital. In other words, the government must foster the ability of small and medium enterprises in calculating the optimum capital required, the ability to prepare a funding proposal to the institutions financiers, as well as issuing policies or laws that favor small and medium enterprises in the provision of credit.

Classification of small and medium enterprises in the industrial sector more in the form of household (*home industry*).

The local government built Ende in the Department of Industry and Trade, and the Department of Cooperatives, Micro, Small and Medium strive to further improve motivation and internalization of entrepreneurship. Efforts by the local governments are to provide socialization / counseling, mentoring and training according to SKPD which is providing information services on product stewardship legal procedures of the two agencies.

Small and medium enterprises in the form of domestic industry (*home industry*) do not necessarily exist or formed directly by the local government, but small and medium enterprises is there because the presence of the figure of entrepreneurs who have the entrepreneurial spirit of the community to be able to meet life in the future. In addition, small and medium enterprises can also push the level of unemployment which is a problem for businesses because they are not well empowered in the minds of central and local government. As an object of *home-based new ventures* engaged in insdustri household (*home industry*), the production process is done every day by four businessmen *home industry*, three of them engaged in the business of food products by having no Employers Household Industry (PIRT) as evidence legality of packaging products (*packaging*) of the business and the community of craftsmen weaving consisting of 25 members.

Motivation affects different aspects of human behavior. The success of the whole process is highly influenced by the motivation and cognitive factors such as knowledge, skills and abilities of an entrepreneur. Prospective entrepreneurs should have the motivation to succeed in its efforts, so as to make the spirit or driving force in the business. Motivation efforts firmly embedded in the individual soul becomes a necessary condition. Motivation is an impulse from within oneself that encourages the person to do something, including being a *young entrepreneur* (Sarosa, 2005). Baum et al (2007) explains that motivation in entrepreneurship includes directed motivation to achieve the goals of entrepreneurship, such as the purpose involving the introduction and exploitation of business opportunities. Four motivational factors were obtained in research conducted by Stefanovic et al (2010) is a business achievements of greater independence, intrinsic factor and job security, as well as the seven factors that influence the success of an entrepreneur e.g. the position in society, interpersonal skills, approval and support, competitive products / services, leadership skills, always be informed and business reputation.

Akbar (2007: 4-19) explains that the internalization of entrepreneurship is a process of learning a person to receive, develop, and become a part belonging to him the values of creativity, courage, risk, discipline, tenacity and hard work, achievement, efficiency, independence and faith, as those of other individuals in the group or of the educational process. The values of entrepreneurship can be developed through a variety of dining world, both in *symbolic, empirics, ethics, esthetics, synnoetics, and synoptic*.

Efforts to improve internalization of entrepreneurship through education entrepreneurship respective regional government Department of Industry, Trade, and the Department of Cooperatives, Micro, Small and Medium Ende, aims to change the view of the business more motivated. Entrepreneurship education should be imparted to the *home industry* entrepreneurs, through the study of entrepreneurship undertaken by the local government itself as a mentor. However, entrepreneurship education must also be accompanied or followed by a characteristics of education to enable them to enter or to win the business competition (Puskur MONE, 2010: 1).

As in the study Hakan Altintas that enhance understanding of the relationship of local government industry universities (UIL) in developing countries. This ni starting with volume of literature produced in the late 1980s and strengthen some initials and perhaps intuitive conclusion literature with new findings from studies and surveys. In this study emphasizes the significant regional approach to technology transfer. Various organizations are not only the university, government and industry have important roles to play in the transfer of technology and local economic development, and show that both funding sources and approaches are important and should be complementary.

Patel (2000) states that there are two prevailing ideas about entrepreneurship. First, the innate entrepreneurial individuals and mind. Second, entrepreneurship can partially developed. Many researchers and social scientst feel that the entrepreneurial competencies can be developed in individuals with the help of good thoughts properly designed and delivered in training programs. Many modifications are quite large and the change in the education system has not been able to adequately deal with the problems faced by graduates. Education given to them has to develop some skills and often results in attitudes and expectations. The education system tends to reinforce and motivate the wage jobs instead of promoting the potential for profitable self-employment in government enterprises. Most of the educated youth from rural areas continue to migrate to the cities to look for work, which is because slow economic growth and population increase is not enough to meet the needs of all aspirants. Day by day the number of educated unemployment has increased.

Entrepreneurship education is done by *transferring of knowledge* between local governments Ende with businesses in *home industry*. Two agencies are the Department of Industry, Trade, and the Department of Cooperatives, Micro, Small and Medium Enterprises as TPL IKM and facilitators of SMEs have the function

and role in directing and developing the business for entrepreneurs in order to maintain the *home industry* and is able to compete both locally and nationally. Therefore, the role of local governments are required to provide motivation and internalization of entrepreneurship at *home industry* entrepreneurs to be able to create, maintain and develop superior product innovation.

Forms of entrepreneurship education provided by two related agencies of socialization / counseling, training and mentoring are only giving rules and facilitate grants and machinery operating equipment to develop and maintain the business. It has not performed optimally yet in instilling a spirit of entrepreneurship, providing motivation and internalization of entrepreneurship to entrepreneurs according SKPD Office of Industry and Trade, and the Department of Cooperatives, Micro, Small and Medium Enterprises, but not yet optimal in entrepreneurship knowledge which provides motivation and internalization of entrepreneurship-based entrepreneurship education in entrepreneurial learning in Ende. Instead, local governments also undertake entrepreneurial learning to the business to understand the value of science and entrepreneurial material done by TPL SMEs and SME facilitators of these two government agencies in development activities. In the process of learning the science of entrepreneurship, two related agencies can also be served as a mentor to assist entrepreneurs during the socialization / education, training, and mentoring.

The details of the data of the home industry entrepreneurs of the Department of Cooperatives, Micro, Small and Medium Ende.

**Table 1.1:** Entrepreneurship Industrial Appliances (*Home Industry*) in the district of Ende.

| NO | Home Industry          | Featured product  | Entrepreneur (Owner)  | Address                             |
|----|------------------------|---|---|-------------------------------------|
| 1  | Madani                 | various Kripik <ul style="list-style-type: none"> <li>● Banana chips</li> <li>● Potato chips</li> <li>● kripik Talas</li> </ul>             | Ibrahim Hasan   | Jln. Kokos Kingdom (Mautapaga)      |
| 2  | light                  | Various Flour Instant <ul style="list-style-type: none"> <li>● Flour temulawak</li> <li>● flour Ginger</li> <li>● Turmeric flour</li> </ul> | Hironimus Pala  | Jln. Gatot Subroto (Mautapaga)      |
| 3  | light Barokah          | cornflakes  | Fauzan A. Karlansah   | Jln. Adi Sucipto (IPPI)             |
| 4  | Ikat weaving Maunggora | Ikat with various motifs gloves   | Chairman of the Society: Mrs. Nursiah Umar with members of 25 people. | Jln.Negara Ende-Nagekeo (Maunggora) |

**Source:** Processed Field Data in 2011-2014 .

The problem in this research is to analyze the role of local government required by the local government which is not in accordance with the demand of SMEs / SME, for example in the procurement of machinery equipment. To foster and assist entrepreneurs with the local government the application through various activities / tour of duty, according rides entrepreneurship knowledge and the internalization of entrepreneurial education have been obtained in the education and training of personnel to implement the entrepreneurs. In this case, the government demanded that the two agencies Ende particularly are relevant, namely the Department of Industry and Trade and the Department of Cooperatives, Micro, Small and Medium Enterprises in order to create a creative and innovative ideas in an entrepreneurial government (*government of entrepreneurs*) as a teacher / mentor.

## II. Method

The research is a qualitative research using descriptive case studies. According to Creswell (2009) through a case study, which investigated the case can be explained in detail and comprehensive explanations concerning not only their characteristics, but also how and why the characteristics of the case can be formed. Moleong (2005) states in qualitative research, the researcher has a very important role for researchers as a key instrument in data collection. Hence the presence of qualitative researchers is a must. In terms of social research site or location the location of research is characterized by the elements of the actors, places and activities that can be observed (Nasution, 2003). Locations within this pelitian consists of the Department of Industry and Trade Ende which is located at Jl. Pattimura and the Department of Cooperatives, Micro, Small and Medium Ende located at Jl. Jend. Ahmad Yani. Further research locations are on four *home industry*, namely SME entrepreneurs Madani at Jl. Kokos Kingdom (Mautapaga), SMEs Pelita Jl. Gatot Subroto (Mautapaga), SME Light Barokah at Jl. Adi Sucipto (IPPI), and the community of ikat Maunggora at Jl. Ende state-Nagekeo (Maunggora).

Researchers conducted observations in the form of an interview with the Head of Small and Medium Industries Section of the Department of Industry and Trade and Head of Development of Small and Medium Entrepreneurs Jakarta Cooperative Micro Small and Medium Ende. Informants are supporting *home industry*

businessman Madani, Pelita, Cahaya blessed, and chairman of the association ikat Maunggora. Data documentation was obtained from the two local government agencies as well as data from four businessmen in *home industry*. Researchers reduce the data on the role of local government Department of Industry and Trade and the Department of Cooperatives, Micro, Small. Deepdiscussions were undertaken with the section chief, chief baidang, staff and facilitators and entrepreneurs *home industry*. Presentation of data is done after the data reduction on the key informants (*key informant*). Triangulation with in-depth interviews (*in-dept interview*). Researchers used participatory observation, interview, and documentation.

### III. Finding

Activities undertaken by the Government in the form of coaching is done in accordance with the functions and roles so that SMEs / SMBs get attention in the form of socialization / counseling, training and mentoring. IKM Madani produces flavored cassava chips and cassava kripiki which are quite distinct from the other. IKM Madani is also an independent SMEs which never get a grant for funds or machine equipment from the Department of Industry and Trade. The activities are undertaken by the local government in fostering the business activities of entrepreneurs *home industry* in the district of Ende. The activities are always carried out to bear their business spirit.

**Table 2.1** Table of activities undertaken by local governments to businessmen (*home industry*) in the district of Ende.

| No. | Name IKM/UKM                  | Product name  | Σ Employees | Business fields | Business Excellence   | Coaching efforts by local governments to SMEs / SME |
|-----|-------------------------------|---------------|-------------|-----------------|---|---|
| 1   | IKM Madani                    | Cassava chips | 30 people   | Food            | IKM independent afford to hire 30 employees                               | Socialization, training and mentoring               |
| 2   | SMEs Pelita                   | Instant flour | 2 persons   | beverages       | The first SME producing instant flour                                     | Socialization                                       |
| 3   | Light SME Barokah             | cornflakes    | -           | Food            | Shape and taste of the chips that are different from the other corn chips | Sosailisasi, training and mentoring                 |
| 4   | Ikat Weaving Circle Maunggora | Ikat weaving  | 20 members  | Weave           | In addition sarong and sash and a prayer rug.                             | Socialization, training and mentoring               |

**Source:** Processed Field Data in 2015.

Procurement of equipment machinery is made by SMEs Madani. IKM Madani has cooperative members who are active in one of the cooperatives in Ende. They always get the target of the cooperative and the Department of Cooperatives and SMEs, so SMEs Madani is growing. Good coaching activities result positive output for the survival rate of growth of small industries. Socialization activities / counseling, training and mentoring are able to bring good impact on the sales of products banana chips of Madani.

In producing "potato chips (cassava)" Madani has five (5) employees but currently already beomes 30 employees. "Cassava Chips" is made in home production and distributed in the gallery "civil cassava chips" with an attractive product packaging and has No-PIRT and legally consumed by the Indonesian Moeslim Assosiation. Regional product marketing "Cassava Chips" at first was only in the city of Ende, but has now spread to outside of the city e.g. Maumere Ende, Sabu, and Kupang. IKM Madani itself is located in the village Mautapaga Central District of Ende Ende. Products "cassava chips" Madani also have various prices and unique flavor. This is evidence of coaching done by the Government through socialization / counseling, training and mentoring.

Meanwhile, PelitaSMEs produces instant flour consisting of instant powder of ginger, ginger instant flour, instant flour and turmeric which is the first in Ende. Pelita SMEs attended socialization activities with Regent *musrembangcam*Ende, but no training and guidance from the Department of Trade *Perindustriandan*for SMEs at the auspices of the Foundation TanahNua. But SMEs Pelita been promoted by the Department of Cooperatives and SMEs in Indonesia in Batam Coffee event in 2013. No funding and machinery equipment are from both the agency. But these SMEs have registered with the Department of Trade and Industry and the Department of Cooperatives and SMEs as medium sized businesses.

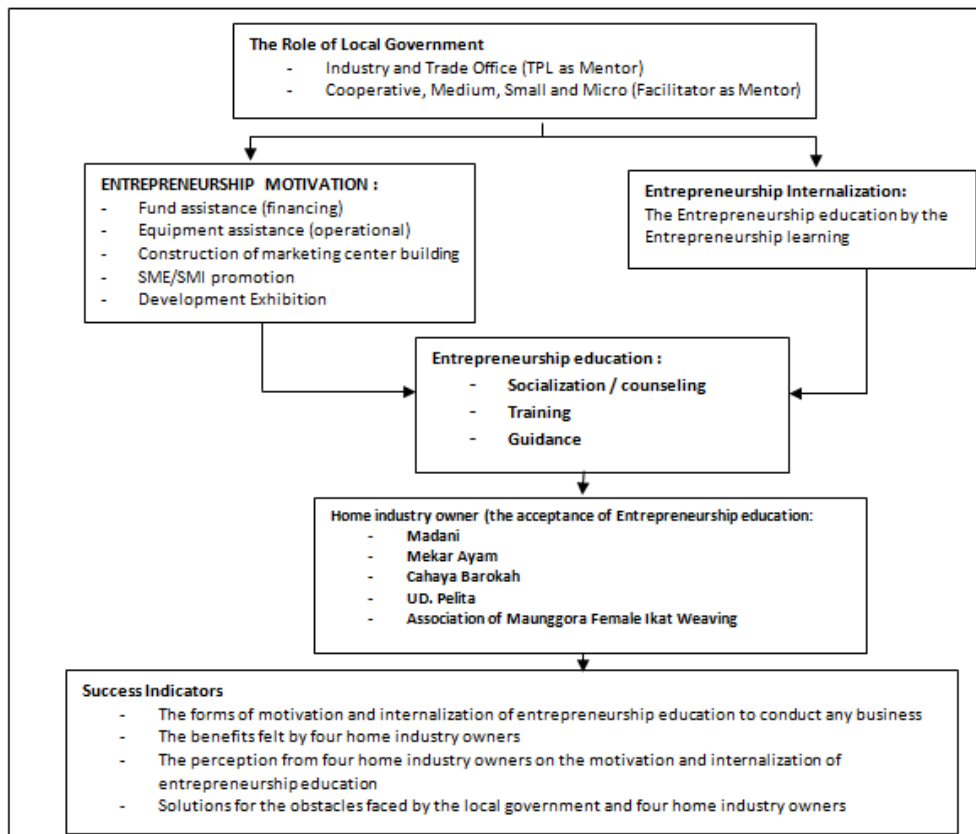
Pelita SME formation is spearheaded by the Foundation Tananua. Pelita SMEs was formed in 2003 in the district of Ende. Management of Pelita SMEsis the father of Pius A. Jodho as supervisor at the Foundation Tananua economic development and has two female employees. The flagship product of the Pelita SMEsnamely instant powder of ginger, ginger instant flour, instant flour and turmeric. In addition to the superior products, Pelita SMEs also produce cocoa powder (*light chocolate*), coffee powder, banana chips and pasta, brown (brown original). Machinery equipment owned by SMEs Pelita sufficient so that the production of very high quality product. The products featured have had No-PIRT and halal label of BPOM and MUI. Points of marketing are still in town Ende namely SMEs Pelita Grocery Stores, Start Mart and Shop Alam Jaya.

Cahaya Barokah SMEs are family businesses which does not have employees. Cornflakes production activities are carried out by the businessman with the family. Cahaya Barokah SMEs have had legal stewardship of products ranging from household ownership businessman numbers till to the legal label production and cornflakes package. Cahaya Barokah SMEs often follows socialization / counseling, training and mentoring of the Department of Industry and Trade and the Department of Cooperatives, Micro, Small and Medium Enterprises. In addition, the product has also been promoted cornflakes in Palembang by the Department of Cooperatives and SMEs in the traditional food exhibition activities archipelago in September 2015 along with the products of MadaniSMEs.

Cornflakes business was began in 2007 to the present. Initially the production cornflakes is traditionally made because they have limited machinery equipment and human resources so that the quality of the product has not taken into account. Once enrolled in the Department of Industry and Trade Ende, this business is finally mediated to immediately take care of the legality of the product with care of the manufacturing numbers P-IRT and kosher certificate through B-POM MUI Ende and Kupang. Production and sales of cornflakes is grown up to businessmen also have constraints. Obstacles perceived is still a lack of machinery equipment and raw materials. Therefore, entrepreneurs submitted a proposal for the development of cornflake production. Businessmen are participating in the socialization / counseling, training and mentoring, so that the marketing of the production of cornflakes are sold not only in the store but also at the outlets, supermarkets hero, Start Mart, convenience stores, and at airports Aroeboesman Ende as typical souvenirs Ende.

According to a decree of Village Maunggora number 01 Year 2015 concerning the appointment of the group weaving village Maunggora Nangapenda District of Ende, Maunggora association was formed into a group by the name of the group of "kema same". Group Decree No. 05 in 2014 with the type of business located in Maunggora, Nggorea Village, District Nangapenda, Ende. Members of the group "Kema Same" is also a women's cooperative members Maunggora. The president does Khodijah mother so that the community of "same kema" received financial assistance from the cooperative. So if there is procurement of machinery equipment or grants (funds and machinery equipment) from the Department of Cooperatives and SMEs Ende, the group "kema same" is directly taking on local cooperatives. Products produced by the same kema a sheet, gloves, scarf and original prayer rugs woven material. Points of marketing is still in the town of Ende is in Fani Art Shop and Art Shop Sehati.

The framework conceptual of the government's role in improving the owner entrepreneurship motivation and internalization can be seen below:



Source: Processed Field Data, November 2015.

#### **IV. Discussion**

The indicators of entrepreneurial education applied by the local government is by the entrepreneurial learning, namely the socialization/counseling, training and mentoring.

##### **1) The Role of Local Government in Improving the Entrepreneurship Motivation and internalization for The Home Industry Owners.**

The role of local governments realized in the SME development is the policy formulation as mandated by Law No. 3 of 2014 concerning the industrial, institutional capacity building, and facility provision. The facility provision is in the form of certificates, Bimtek assistance, raw materials and auxiliary materials, product development, life environment pollution prevention aid to create green industry, market information assistance, promotion, and marketing, and the access to financing, including seeking the provision of start-up capital for new entrepreneurs.

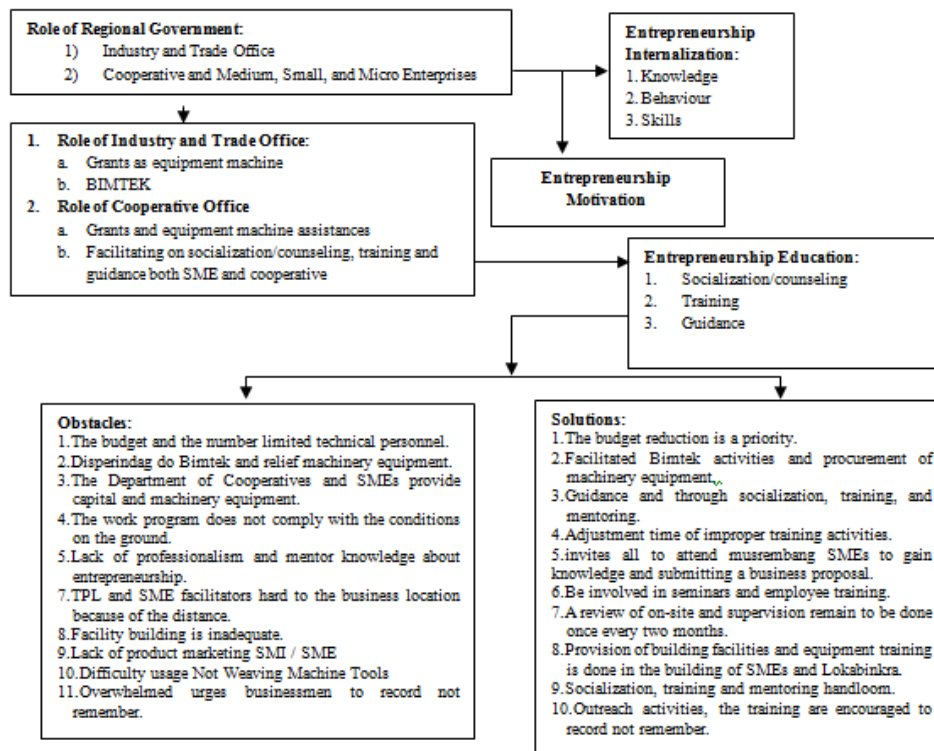
The Industry and Trade office in the guidance activity is carried out based on the work function. There are many activities to do but some of which are based on the work program duties. The Industry and Trade Office just conducts the Technical Guidance and grant aid in the form of machinery equipment and not in the form of funds. Thus, this is one of the obstacles faced by the agency. The effort to solve these obstacles is by doing Bimtek. The Cooperatives and SME Office Ende Regency provides the assistances, both capital equipment and machinery. Therefore, the Cooperatives and SME Office keep providing the guidance and assistance in socialization / counseling and training activity. The socialization can be viewed as a form of education for adults. Slamet (2000) emphasized that the core of socialization activity is to empower the communities. Therefore, the Cooperatives and SME Office conducts more socialization activities than the Industry and Trade Office.

Poerwadaminta (1984) gave a meaning to 'training' as a lesson to get or obtain such a skill. Flippo (1961) asserted that the training is primarily a knowledge and skill so that employees can perform a particular job. Based on the above description, the training can be defined as an educational activity performed on certain purpose, organized and systematic outside the school system in order to provide and improve specific knowledge and skills to any particular labor categories in a relatively short time with a method to promote the theory practice, so that they acquire knowledge, attitudes and skills in understanding and carrying out a particular job in an efficient and effective manner. The training activities for all SMEs are conducted in location of craft community development (Lokabinkra) supervised by the Industry and Trade office with the Wife of the Ende Regent. If it is considered that there is less chances to participate in training, then te work group is directed to be trained in Lokabinkra.

##### **2) Entrepreneurship Education Model**

The socialization / counseling, training and guidance are the simultaneous activities performed by the two agencies. The local government thus facilitates the craft community location (Lokabinkra) from the Industry and Trade Office and marketing center of KUMKM featured products from the Cooperatives and SME Office in Ende Regency. The Trade and Industry Office does not give any grants in the form of funds because it is facilitated by the Cooperatives and SME Office. Both agencies give the equipment machine assistance to any SMEs / SME applying for funding and equipment machine. The training activities conducted by each department are based on the material presented in the official duty activities and the department demand and SMEs / SME. The guidance activity is carried out by each mentor. The FEA (TPL) is a mentor from the Industry and SME Office and co-facilitators are from the Cooperatives and Micro, Small and Medium Enterprises Office. The FEA SMB consists of 3 (three) people. The co-facilitators by the Cooperatives and SME Office consist of 3 (three) people. The activities taken by the local government are in the form of guidance done based on the functions and roles so that SMEs / SMBs can obtain the guidance in the form of socialization / counseling, training and guidance. While, the entrepreneurship education model is as the following :

The Figure: Model of Entrepreneurship Education by Local government for *home industry Owners*



Source: Processed Field Data, 2016.

### 3). Local government recommendation on Obstacles in Entrepreneurship Education Guidance for Home Industry Owners.

The obstacles in the guidance implementation are the lack of mentors from the Industry and Trade Office and the Cooperatives and SME office, there are only 3 (three) people from each office. While there are 21 business units as the medium and small industry in Ende, both in the city and outside the city. Therefore, the assistance for the medium and small industry SMEs is conducted gradually. When the small and medium industries and SMEs having the guidance then are considered to grow and be able to be independent, then they will get no longer guidance, so the guidance will be given to new Small and medium industries and SMEs, which later will serve as an independent industry / business. The local government is not only the agency facing obstacles, SMEs / SMBs also have some obstacles. For example, the Madani SME has the limited marketing area for its 'cassava chips' product only within the city and outside the Ende city, such as Maumere, Kupang, Rote and Sabu. Madani IKM has a great desire to be able to market its cassava chips' product' to other parts of Java island, but there are many obstacles. One inhibiting factor is the distance to travel and the uncertain transport services. Not only Madani owner, other owners have the same willingness for their product marketing expansion both in the city and outside Ende city.

The marketing on weaving also has some obstacles namely in the unreachable distance. This gives an inability for the weavers in Maunggora village to sell their woven products in the city. The woven products are certainly unsold at that time. They should depend on the head of association community to sell the products in the weaving galleries in the city. By doing the weaving activity, the women there can make a living. The weaving products are also used to meet everyday life demand. So, there was an initiative by Mrs. Nursiah Umar to help the weavers in the marketing. Then she submitted an assistance proposal to the government based on the rules derived from *musrebangdes* in Maunggora.

The Industry and Trade office Ende regency also faces an obstacle in case of using Not Weaving Machine Tools (handloom), it leads to more difficult work implementation than when using manual weaving tool (*Gedogan*). The woven produced are also not having the typical feature of original product areas as using the original weave. There is difference on the raw material utilization by using ATBM and by manual tools. In addition, the dyeing process still cannot be done as what it has been taught, so it can not result in original color woven products (the color is not bright).

The most fundamental obstacle faced by the local government is that it feels the difficulty to motivate the owners in actively participating in the training, they are expected to record the training materials and not merely rely on the memory. The trainees only have the hangout with the training material. Sometimes they do not read all the materials, so that the participants can not find their own problems based on the training materials by the discussion on solving the problem. There are many available materials but the participants do not want to

record, moreover in the socialization / counseling and training on the financial management. This is certainly unfortunate. Therefore, the local government must be serious in improving the entrepreneurship internalization and provide motivation through the entrepreneurial education. Some obstacles described above makes the researchers feel that the main government role is the character establishment, in this case is the entrepreneurship internalization as the main criteria for motivating the entrepreneurs. It is necessary for the entrepreneurship internalization because it involves characters by each individual ranging from knowledge about entrepreneurship, the attitude namely as the motivation formed internally and externally, the increased skills as one element of human resources, so that each program by the local governments can be acceptable.

The solution is a way of problem solving without pressure. The local government of Ende regency in this case is the Trade and Industry Office feels that there is no funding (grant). So that it can give many supports to the operational process by the small and medium industries. The recommendation for the Cooperatives and Industry Office is to conduct technical guidance and supervision by the small and medium industry FEA in all business locations. The limitation on building facilities for the training activity is also an obstacle for this Office, but this problem can be solved by using the hotel halls and buildings by the Madani owner. For the craft activities, both weaving and other cultural crafts, these can directly be performed in the target location of the craft community (Lokabinkra) pioneered by Mrs. Regent of Ende. Other obstacles are the lack of knowledge by the mentor on the entrepreneurship globally, low professionalism of FEA and SME facilitator due to their business in other activities this leads to the date of implementation activity is not based on the training date set up previously. Therefore, in musrebang, all entrepreneurs are invited to get socialization / counseling.

There is often a delay for the supervision / guidance for small and medium industries outside the city because of the distance and unfavorable weather. So that the predetermined time is shifted and the training activity can not be conducted. Therefore, the Trade and Industry office is still trying to directly review on the location and small and medium industry activities. They still conduct the training even once in a month or in two months, there are three meetings. The facility provision is inadequate for the training activity so that the regional governments need to find a proper location / building for the training. Usually, the hall of Cooperatives and SME Office is used for seminars and training activities. But for the entrepreneurship training with direct simulation from the practitioners cannot be done in the building hall. The equipment and practitioners are difficult to find if there is no agreement. One of the buildings and practitioners used is the Madani SME building and Madani owner.

The regional governments also face the difficulty in motivating the training participants (SMEs) to keep records some important materials obtained from the socialization / counseling, training and guidance. The association of Maunggora ikat weaving also has problems in procuring funds and the product marketing so that the local government is to socialize the procedure to get the grant (funds and machinery equipment), namely by establishing a working group so that it can be developed and monitored in order to achieve the community welfare. It is also conducted the training by the regional government, ATBM training activity by Mrs. Regent in Dekranasda activity as the training for the ATBM utilization starting from the preparation process to the production process in target location and craft area (Lokabinkra) Ende regency.

## **V. Conclusion**

The findings were based on research and discussion as proposed in the previous chapter, the author drew some conclusions as follows implementation of entrepreneurship education in the activities through socialization/counseling, training and mentoring at the Office industry with and wishful trade and Office of cooperation of SME in the regency of Ende. It is already discussed that their position is very helpful to increase motivation of entrepreneur and the internalization of self-employed entrepreneurs, but the findings resulted the need of empowerment and trading outlet in the central marketing of superior products SMEs, promotion, exhibition and certifications have been fully achieved in optimal results, another challenge of small home industry is the less finance, lack of apparatus supervisor for small and medium industries/SMEs in particularly extension field an escort so that there is no balance between the number which needs to be used and the total figures of supervisor needed. The lack of a location of fund of supervisors for small and medium industries / SMEs, their attitude and behavior for small and medium industries/SMEs seems a bit spoiled so whatever the desired results should get help from the Government, all activities or training should provide a sufficient mater improve the knowledge of participants so it can change small and medium industrithe behaviours and attitude of the participants of small industries/SMEs, lack of Planning for the operation needs guidance to bring it more mature, fostering entrepreneurship education must be conducted by the relevant local government Department of Industry and Trade through mentoring activities in the technical guidance, socialization / education and training as well as grants machinery equipment. While Fostering entrepreneurship education conducted by the Department of Cooperatives, Micro, Small and Medium Enterprises through awareness/outreach, training, and assistance to SMEs must be awarded by giving grants both funds and machinery equipment.



## VI. Sugestions

The suggestions given by this research are it is necessary for the selection of mentor apparatus based on the basic competencies of education, particularly the addition of SME FEA and facilitators as the development spearheads conducted directly in the field; it is also necessary to conduct the in-depth evaluation on the entrepreneurship education program; it is also necessary to improve the entrepreneurship education and training for the development officials as the SME supervisors and actors according to their needs, so that the development can achieve better results, and improve access to promotion and marketing on the SME products, namely by establishing cooperation partners with supermarket owners, hotels and sales through website media.

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