
Motives of Local People to (Not) Become Entrepreneurs. Evidence from Agats-Asmat, Indonesia

Abstract: (ABS)

People consider the lack of education as the main constraint of the growth of entrepreneur's percentage in Agats-Asmat, Papua, Indonesia specifically among local people. However, it is an incorrect understanding. This article will prove that systematic approach is insufficient to increase the Human Development Index (HDI) in Agats-Asmat, Papua, Indonesia especially in terms of the number of local entrepreneurs.

This qualitative method article discovered that sociocultural, social capital, community context, unsustainable system are the major constraints to increase the entrepreneurial practice among local people in Agats-Asmat. This study argued previous literatures which stated education is the most substantial aspect in increasing HDI.

This article will also present the extended approaches in order to improve people's willingness to be entrepreneurs, followed by the proposal of supporting programs for future entrepreneurs in Agats-Asmat. Lastly, the emerging of women entrepreneurs will be delivered as one of powerful strategies to enhance entrepreneurial practices in Agats-Asmat.

Keywords: Entrepreneurs, Entrepreneurship, Agats-Asmat, women entrepreneurs, policy and program, government

Introduction

So far, studies conducted in Papua are mainly focused on geographical challenges, environment and health issues, secret sex activity, socio-cultural environment and separatism activity within the area (Butt, 2008) (Butt, 2007) (Trajano, 2010) (King, 2004) (Silitonga, et al., 2011), (Mirino, 2009), (Prasetya, 2013).

However, studies regarding entrepreneurship practice in Papua are still limited and yet, the topics are still less specific. Anggadwita et al (2017) conducted a study concerning women entrepreneurship in Indonesia which discussed a little about women entrepreneurship in Papua. nDoen et al. (2004) discussed migrant entrepreneurs in East Indonesia in which Papua was one of the samples and finally, a thesis written by Ludia (2013) regarding indigenous entrepreneurs in Papua. Thus, the focus of this article will be about entrepreneurs, entrepreneurial practice and entrepreneurship opportunity in a particular district of Papua, Indonesia: Agats-Asmat. (Anggadwita, et al., 2017)

Asmat-agats has a unique demographic area. It is located in a swamp area, on the seafront. This condition constraints any brick and cement based infrastructure, in fact, the infrastructures built in this district are wooden and concrete road. Despite of these challenges, Asmat-Agats is well-known as an exotic tourism destination due to its traditional, ancient, and sacred culture. addition to that, natural resources such as: sea products, wood, farming and plantation can be conveniently procured here.

As the capital of Asmat district, Agats is the central of economic activity and has the most complete public facilities out of all 19 (nineteen) districts in Asmat. It also has the most population among all districts (BPS, 2015) . People from more rural districts such as Atsy, Pantai Kasuari, Sawa erma, Suru-Suru, Safan, Fayit and others travel to Agats for various reasons, from visiting more crowded district, getting health checkup, attending cultural festival, selling their hand-made crafts to waiting for the big ship to dock in the only one harbor in Asmat. These privileges can be utilized as business opportunities and in the end, may be able to increase entrepreneurship activity within the district. As cited in Dana (2007) that unique characters of regions worldwide create the nature of entrepreneurial activity (Dana, 2007).

However, the research conducted discovered contrary condition. Data collected for this interview discovered the limited number of entrepreneurship activity especially committed by the local people. Thus, the objectives of this article are: (1) To reveal the reason behind the unpopularity of entrepreneurial practice among local people in Agats-Asmat, (2) To discover the challenges of the entrepreneurship development in Agats-Asmat, (2) To deliver suggestions and approaches on how to improve the entrepreneur's percentage among local people in Agats-Asmat. Based on those objectives, the research questions are then formed to achieve the aims of this article:

RQ1: Why do not local people of Agats-Asmat become entrepreneurs?

RQ2: How to increase entrepreneurial practice among local people in Agats-Asmat?

This article carries several novelty motives behind the lack number of local entrepreneurs in Agats-Asmat,(2) analyze the extended and suitable approaches that need to be performed in order to increase the number of local entrepreneurs in the area

Finally, it will contribute to the literature by reconciling the sociocultural aspect to the entrepreneurial practice improvement in the area. This article will also complete the previous studies by focusing specifically on entrepreneurial practice in Agats-Asmat, Papua, Indonesia which has not been performed by other researchers before.

This article will start by elaborating the literatures. The entrepreneur's intention will be discussed subsequently, followed by extended approaches and proposed supporting programs that can be adapted to create the entrepreneurial spirit among local people. The research methodology, discussion and findings will be presented later. Lastly, conclusion will be delivered as the closing part of this article.

2. Theoretical background

This part will elaborate the literatures related to the topic. Discussion starts from the characteristic of entrepreneurship, the relationship between local culture and entrepreneurship, the government's role in entrepreneurial practice and the

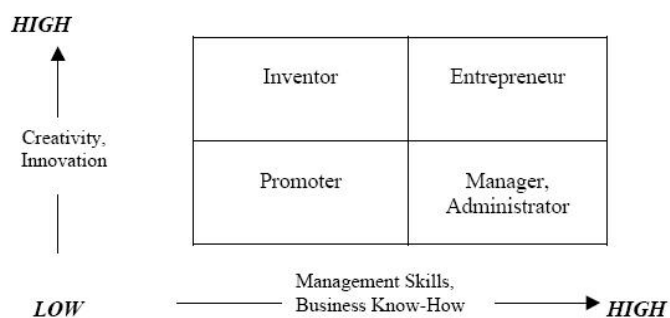
ideas, such as: (1) To explain the intention of entrepreneurs. Lastly, this part will be completed with the emerging potential of local women entrepreneurs as the novel approach.

2.1. Entrepreneurship characteristics

Entrepreneurship can be defined as pursuing new opportunities by creating new organization or the process in implicating all activities, functions, and actions in order to start an organization (Bygrave, 1989), (Bygrave & Hofer, 1992). A person who commit that practice is called entrepreneurs. In theoretical meaning, entrepreneur is someone who is an expert, possess a task-related motivation, has an expectation in individual gain, and lives in a supportive environment (Bull & Willard, 1993).

There is huge different between an entrepreneur and an administrator or a manager. Timmons (1989) stated that entrepreneur is more than an owner and a manager. The author then created a matrix to explain the entrepreneur characteristic as seen in figure below:

FIGURE 1: ENTREPRENEUR – MORE THAN AN OWNER/MANAGER



(Timmons, 1989:21)

Figure 1. Characteristic of Entrepreneurs (Timmons, 1989)

The figure above described that to be an entrepreneur, ones should have high creativity, innovation, management skills, and business know-how. In the entrepreneurship practice, we are also familiar with the term of solopreneur and family business. solopreneur is a stand-alone entrepreneur and family-business is a business run by a family.

2.2. Local culture and Entrepreneurship.

Yetim & Yetim (2006), Kitayama & Uskul (2011), Markus & Kitayama (2010) stated that culture is a significant factor in entrepreneurial practice due to its role in shaping the community and the way people perceive themselves. These studies are then added by Hopp and Stephen (2012) in their journal that stated cultural norms strongly influence entrepreneurs' success due to its ability to affect entrepreneurs' behavior, motivation and belief through the community-level cultural norms. The authors also argued that local culture shapes entrepreneurs into different characters, hence, it is common to find the variety of different characteristics of entrepreneurs even if they are originated from the same country. Thus, local culture has to be

taken into account when compiling assistance for entrepreneurs. Moreover, Cialdini (2005) mentioned that people are most likely act and behave based on the social norm in their environment. Therefore, it can be argued that local culture can be utilized as a perspective and an approach to discover the motives behind the lack of entrepreneurs in Agats-Asmat, Papua.

2.3. Governments and Entrepreneurship.

The entrepreneurial practice occupies a very substantial position in improving society and the national prosperity. Studies concerning interrelation between government and entrepreneurial practice have been conducted by (Lipset, 1986), Dana (1999), Smallbone and Welter (2001), Tambunan (2008), Raposo and Paco (2011), Doh and Kim (2014). In running their business, entrepreneurs tend to develop Micro, Small, and Medium Enterprises (MSMEs). Although these MSMEs are proven to provide employment, increase tax payment and National Growth Domestic Product (GDP) (Darwanto, 2012), MSMEs are also known as vulnerable businesses due to their heterogeneous nature. Hence, the

government's potential role to strengthen SME growth and sustainability is significantly important. Dhomon (2014) emphasised that because entrepreneurship is categorised as a heterogeneous activity, it requires policy and regulation to develop and strengthen its position in the market. The statement confirmed the previous research by Eshima (2003) which stated that MSMEs supported by the government grow faster compared to unsupported MSMEs (Dana, 1999).

2.4. Entrepreneurial motivation and intention

In this part, the research question is attempted to be answered by looking through the intention of the entrepreneurs before and during the operation of their business. Entrepreneur as the owner of the business needs an intention to develop their business. In fact, the owner's intention is considered as a substantial aspect of the business development. As stated by Maurizio et al. (2013), Fini et al. (2012), Anggadwita et al (2017) the owner's intention has its specific role in deciding the planned size of the company and which strategy needs to be executed to reach a specific target. However, the role of the owner's intention is not only in business development but from the pre-start of the business. Bird (1988) stated that the entrepreneurial intention represents the action to be implemented for two main purposes, which are: to set up a new firm and to propose new value for the firm. Similarly, this research confirmed the previous literatures that stated entrepreneurial motivation and intention are significant in terms of providing insight to decide whether individuals shall start their own

business or not (Anggadwita, et al., 2017).

2.5. The Emerging potential of Women Entrepreneurs

The emerging number of women entrepreneurs counters major constraints such as: social barriers, cultural factor, gender issue, power perspectives and so on (Chell & Baines, 1998), (Stevenson, 1990), (Ahl, 2006), (Storey & Greene, 2010). Despite having numerous constraints, the number of women entrepreneurs still grows significantly (OECD, 2000). In the developed and under-developed country, the number of women entrepreneurs are higher than men entrepreneurs even though the gender issue holds a crucial role within countries (Tambunan, 2008), (De Vita, et al., 2012). General Entrepreneurship Monitor (GEM) in 2016 reported that women entrepreneurs in developing countries are higher than those in developed country and the future projection shows the same trend (GERA, 2017).

3. Research method

This research faced a major challenge especially due to data obtained from the statistic center and government institution in Agats-Asmat were less specific and outdated. Due to of the absence of the numeric data in research location, qualitative method was conducted by observing the behavior, attitude, opinion and feeling of the samples in order to "create a plan, design, prepare for the data collection, analysis, and share findings" (Kothari, 2004) (Yin, 2009). On the other hand, qualitative method gives researcher opportunity to study directly from the subject which allow them to obtain in-depth holistic understanding and in the same time

may decrease measurement errors and reducing type III and type IV errors. Following to that, the authors also emphasized that qualitative approach is suitable in giving preferable understanding about the interaction between entrepreneurs and their environment (Dana & Dana, 2005).

To organize qualitative method, one of these sampling techniques can be chosen: probability sampling, purposive sampling, and no-rule sampling (Barreiro & Albandos, 2001). This research was conducted using purposive sampling due to its usage to identify and determine the information related to specific interest and considered as the most effective method to gather information, especially for the qualitative method (Patton, 2002) (Palinkas, et al., 2015).

3.1. Data collection

Asmat Statistic Center – Badan Pusat Statistik (BPS) does not have any complete record of entrepreneur's percentage in Agats-Asmat.. In addition to that, numerical data failed to illustrate the sociocultural, community context and social contour which mainly significant in order to understand the basic reason of particular behavior and attitude. Hence, in-depth interview conducted for this article in fact resulted in richer and more reliable data regarding the lack of entrepreneurial practice in Agats-Asmat as stated by Dana & Dana (2005) in their researchm. This research will focus on the role of local people of Agats-Asmat as the main support in enhancing local people's choices of self-development in every aspect of life, or best-known as Human Development Index (HDI) (Asmat, 2016).

The data collection started by contacting the sample used in this research. 62 business were successfully agreed to be interviewees. Total participant then be categorized based on the size, ownership, and type of the business. From this categorization, 21 non local-owned and 9 local-owned businesses were eligible to contribute in structured interview. Local people are those who originally born and reside in Agats-Asmat. Non-local are those who originated from different ethnic group but reside and work in Agats-Asmat.

Next, Structured interview resulted 32 variables to be examined and utilized in in-depth interview where based on the structured interview, only 18 businesses were eligible to participate in in-depth interview. Average time per interview was around 60 – 120 minutes for each sample.

1.	Quantitative vs qualitative business performance criteria	17.	Support gained from other source apart of local government
2.	Subjective vs objective business performance criteria	18.	Background education of the owner of the business
3.	Current vs future-oriented business performance criteria	19.	The owner dream job vs the owner current job
4.	Operating vs financial business performance criteria	20.	Owner motivation to be entrepreneur
5.	Potential growth of the business	21.	Internal motivation vs external motivation to be entrepreneur
6.	Major determinant of potential increasing business performance	22.	Constraints to be entrepreneurs
7.	Intention in doing the business	23.	External (culture) constraints to be entrepreneurs
8.	Kind of the business chosen	24.	Challenges faced in running their businesses
9.	Support needed from the local government	25.	Advantage and disadvantage to be an entrepreneur
10.	Support gained from the local government	26.	Local culture and their roles in shaping local behavior
11.	Growth strategy of the business	27.	Local wisdom and their roles in shaping local behavior
12.	Knowledge possessed about entrepreneurship activities	28.	Gender and entrepreneurship activities
13.	The way of household needs fulfilment	29.	Who dominate in the business (wife or husband)
14.	Potential opportunity of the business in the future	30.	Partner's role in running the business
15.	Potential threat of the business in the future	31.	The competitive advantage of the business
16.	Business process	32.	Involved party which impact the business

Table 1. variables in structured interview

Apart of that, data collected for this research were also gathered from other sources. In order to gain in-depth information about policy and local regulation, interview was conducted to knowledgeable individuals in Statistic Center - BPS Asmat and Trading, Cooperative, Industrial, and SME Institution- Diskoperindag Kab. Asmat.

In revealing the intention of future young generation related to their future planning and entrepreneurship intention, interview was arranged to 150 students of Junior High School of Embait and Senior high School of YPPGI in Agats-Asmat as well as 4 teachers at those schools.

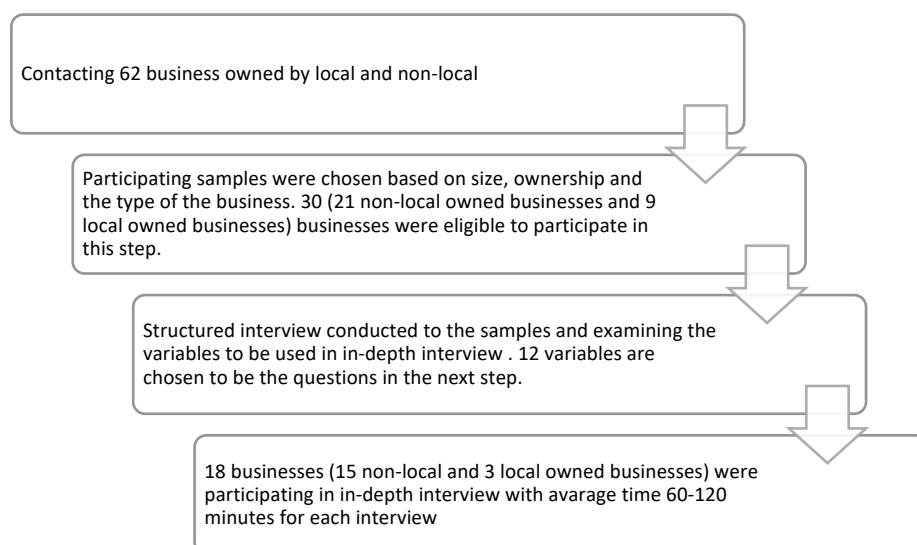


Figure 2. Methodology

3.2. Data Analysis

Population sampling is gained by listing all businesses performed by local and non-local. This research excluded civil servants and private employees. This step is focused in finding the suitable sample to be interviewed. Table below illustrates the basic data gathered by conducting data collection in the area:

No.	Kinds of Business	Activity of Business	Number of Business	Additional information	Subject of business
1.	General store	Selling consumer goods	495	The most widely business carried out by community. Micro business with less than 5 employees	Non-local
2.	Drug store	Selling medicine	4	Solo-preneur	Non-local
3.	Food vendor	Selling traditional food and snack by the street	n/a	Solo-preneur, uncertain and spread location	Non-local
4.	Crabbers	Catching and selling crabs to distributors	n/a	Solo-preneur, not a permanent job	Local
5.	Cell phone counter	Cell phone selling and repairing	5	A third of the total is solo-preneur	Non-local
6.	Home appliances store	Selling home appliances	n/a	Family business	Non-local
7.	Internet cafe	Providing internet service to customers in a comfortable space	1	Micro business with 1 employee	Non-local
8.	Fish monger	Catching and selling fish to the market	n/a	Family business	Local
9.	Bakery	Baking and selling cake	1	Solo-preneur	Non-local
10.	Pharmacy	Selling the medicine based on the doctor prescription	3	Micro business with less than 3 employees	Non-local
11.	House renting	Renting a house or a room to non-local people	21	Solo-preneur	Non-local
12.	Salon	Hair cutting and facial service	5	Micro business with less than 5 employees	Non-local
13.	Food stalls (mini restaurant)	Selling food and beverage in a quite large space	25	Micro business with less than 10 employees	Non-local

14.	Food cart	Selling food and snack by pushing the cart move around the are	n/a	Solo-preneur	Non-local
15.	Clothing store	Selling clothes and fashion item	6	Micro business with less than 3 employees	Non-local
16.	Pinang and Sirih (acera nut and betel) seller	Pinang and sirih are traditional nibble for local people. They consume it every day by mixing the pinang and sirih and munch it until it's tasteless	n/a	Solo-preneur.	Local
17.	Toy shop	Selling toys for toddler and children	n/a	Micro business with less than 3 employees	Non-local
18.	Mini petrol station	Selling petrol for private and government speed boat	7	Micro business with less than 5 employees	Non-local
19.	Broadband provider	Providing internet (satellite network) voucher	4	Solo-preneur	Non-local
20.	Coffee shop	Selling coffee drink in a comfortable space	2	Solo-preneur	Non-local
21.	Printing shop	Providing printing service	2	Micro business with less than 3 employees	Non-local
22.	Café	Selling cake, traditional dish	2	Micro business with less than 3 employees	Non-local
23.	Copying shop	Providing copying service	3	Solo-preneur	Non-local
24.	Hostelry	Providing accommodation for tourists and visitors	5	Micro business with less than 10 employees	Non-local
25.	Wood cutting / lumberjack	Cutting and selling wood	1	Micro business with less than 10 employees	Local
26.	Farming and Green grocer	Planting vegetable and sell it to local market	n/a	Family business	Local
27.	Wood crafting	Making statue, traditional bag (Noken) and sell it in cultural festival or based on	56	Solo-preneur, not a permanent job since the cultural festival is only once a year	Local

	order		event	
28. Gaharu lumberjack	Finding, cutting and selling gaharu wood	n/a	Solo-preneur	Local
29. Cane work	Making plaited mats and other ornament and sell it in cultural festival or based on order	2	Solo-preneur, not a permanent job since the cultural festival is only once a year event	Local
30. Clothing/Fabric	Making the traditional clothing/fabric in traditional motives and sell it in cultural festival or based on order	3	Solo-preneur, not a permanent job since the cultural festival is only once a year event	Local

Table2. Types of business in Agats-Asmat, Papua, Indonesia

3.3. The entrepreneurial activities in Agats-Asmat, Papua, Indonesia

Data above described that among 30 (thirty) kinds of businesses in Agats-Asmat, two third of them are performed by non-indigenous as indicated by Dana (1997) in his entrepreneurial decision model that non-indigenous entrepreneurs are driven by the necessity to breed entrepreneurs and reduction in perceived social status that push them to be ones. On the other hand, table above shows only a quarter among those 30 (thirty) businesses is carried out by local people. To be specific, the kind of business done by locals are natural resources-based business, such as: fishmonger, lumberjack, farming, crafting, greengrocer, cane work, acera nut and betel seller. The businesses are also done by themselves (self-employed/solopreneur) and done by family (family business). As one of local sample mentioned: *"Nature gives us everything, we just need to exploit it"*. On contrary to that, the non-local sample stated that: *"depending too much on nature makes them try less and become undeveloped. They are too comfortable in their comfort zone without trying to evolve"*. (Dana, 1997)

4. Discussion and findings

This part will lead to the answer for the research questions stated previously. Also, the link between the theory and the findings will be presented in order to assist the reader and the decision maker to the proper approaches in improving the entrepreneurship activity in the target location.

As stated earlier, this study distinguished people in Agats-Asmat into 2 (two) groups: locals and non-locals. The analysis of the interview

and observation of those groups revealed that the focus of local people is in natural resources-based business while non-local people perform other business apart from it. Moreover, the interrelationship between local culture and entrepreneurship as one of the keys to answer the research question will be discussed further, with the possibility of novelty approaches and future steps due to the increasing number of entrepreneurs in Agats-Asmat.

4.1. Towards the improvement of entrepreneurial practice in Agats-Asmat, Papua, Indonesia

Observation and interview performed for this study revealed that similar to most districts in Papua, Agats-Asmat needs deeper in-depth approaches in order to increase the local people's HDI. Thus, this article will elicit findings and present suggestions in order to solve the problem.

First, lack of education is not the cause of the limited entrepreneurs

Education is always considered as the key answer, not only to improve the number of entrepreneurs and businesses in an area, but generally, to improve individuals, cities or even countries' performance. Studies by Raposo and Paco (2011), Dickson et al (2008), Robinson and Sexton (1994) are all agree that education has positive impact to successful entrepreneurs. The literatures also discovered that education has direct relationship with the national growth of a country. Hence, improving human resource education is mainly significant. However, this article argues that lack of education is not the major problem in Agats-Asmat.

In-depth interview conducted with the local government representatives brought an interesting fact that local government provides a number of scholarships annually to all students who eligible to apply. Unlike common scholarships which require the participant to pass academic test, psychology test and participate in an interview, Agats-Asmat local government only requires two requirements: graduated from a local school and willing to come back to Agats-Asmat after graduated.

Nevertheless, the program has not shown a significant change. As stated by the interviewee from government institution: *“The local government is committed to provide a number of scholarship annually to local people. However, the only difference between those who obtained their degree and those who do not is their way of speaking”*.

This statement was in line with the argument elaborated by another interviewee from non-local people: *“Even if you have a high education, when you come back to Agats, you’ll find yourself blended back to the environment. In other words, I can say, you cannot change the environment here, it changes you. You’ll be the same person you were before”*.

Education is believed to be able to change people’s mindset (Bokas & Rock, 2015) (Sim, 2017). Interestingly, it did not happen in Agats-Asmat. The problems in Agats-Asmat are more complex than lack of education or the willingness to study to the higher degree. Thus, it leads to the next finding:

Second, lack of motivation and intention of being entrepreneurs

The other motive behind the limited number of entrepreneurs in the area is the absence of intention in running a business. This motive is interdependent with the lack of education and knowledge which create a simple and narrow mindset. Interview conducted to 150 students in Junior High School of Embait and Senior high School of YPPGI in Agats-Asmat discovered that none of the students plan to be an entrepreneur when they graduate. The most popular answer for *“job you will do as an adult are”*: Doctor, Army, Policeman, Teacher, and Nurse. As their teacher stated: *“students have a short and simple thought. They also have less knowledge. When you ask them what will they do when they become adult, you will receive the same answer as you asked a little child.”* This lack of intention causes them to stick to their modest life without knowing and trying to step out of it. **This discovery confirmed Dana (1996) that stated local people as traditional self-employed or traditional solopreneur who choose to be one due to uncertainty economy. Thus, being entrepreneur is not their dream job but they commit to that simply because they need to survive (Dana, 1996).**

In conclusion, the absence of motivation and intention to run the business as revealed in this research became the major problem of the lack number of local entrepreneurship. Whereas the theory has confirmed that intention and motivation are able to provide strategic insight in starting, planning and developing the business. Without them, ones will not be able to pursue the business and in the end, people will only stick to the modest job the know.

Hence, this article proposed an extending framework from the existing

literature in entrepreneurship characteristics:

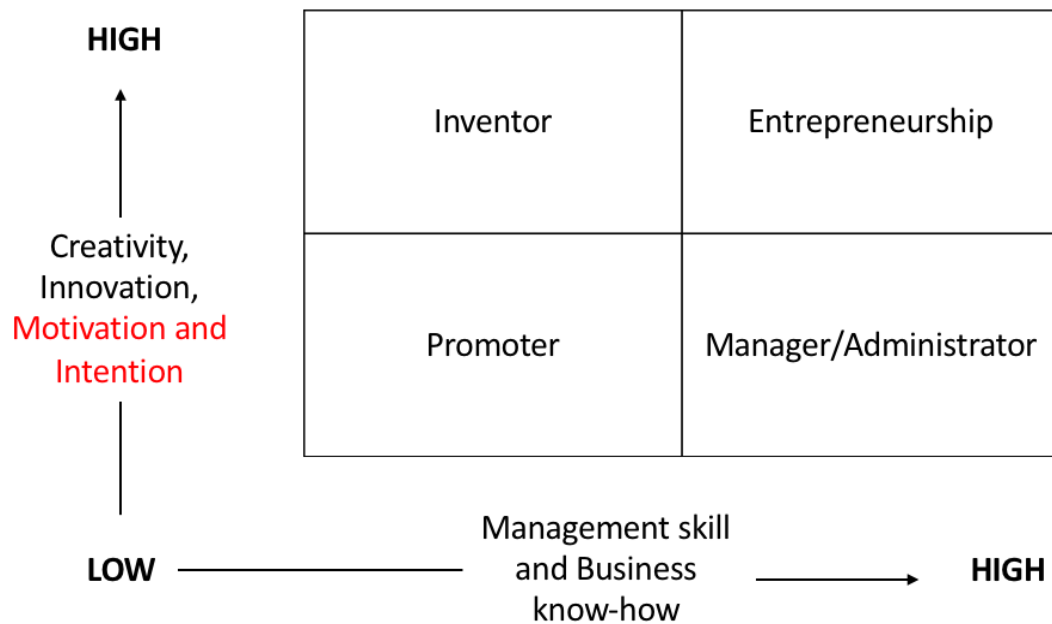


Figure 3. Proposed model for Entrepreneurship Characteristic

In addition to that, besides the lack of education, motivation and intention in starting a business, this article found that local culture, social capital and community context play more substantial role. Thus, the third finding is:

Third, local culture, social capital and community context: from constraints to problem solver

Aldrich (1986), (Dana, 1995), Shastri and Shinsa (2010), Thronton and Urbano (2011), Noguera et al (2013), Light and Dana (2013) discovered the importance of socio-cultural aspect to entrepreneurial activity. They stated that local culture and community complex affect entrepreneurs in creating behavior, raise doubt and fear of failure and perceive capabilities. Dana et al (2019) also confirmed

community as one of main entrepreneurial resource besides social, family and ethnic (Dana, et al., 2019)

Culture and behavior shape a never ending cycle. Behavior shapes culture and vice versa (Anthony, et al., 2006), (Li, et al., 2001) "Nature provided everything" has become a belief among local people and prevented them from doing something more productive than nature exploitation. This belief then creates a dependent-to-nature behavior and unconsciously shapes their culture. It leads them to live a simple life and create a lazy behavior. It is certain that there are boundaries in implementing social capital especially for native in rural area. The authors also discovered that social capital failed to grow positive consequences toward entrepreneurial

practice in rural area (Light & Dana, 2013)

Nevertheless, points above also carries major advantage for the people in Agats-Asmat if they commit to implement it. Not only to improve entrepreneurship rate, local culture, social capital and community context are believed to take a significant part in improving individuals and Agats-Asmat district as whole. This research also confirmed Dana et al (2019) that proposed community structures and mechanism are able to “recurrent reproduction of entrepreneurial values, resources, activities and structures”.

Local Asmat people inherit a sacred culture. However, the absence of the inheritance process from old generation to younger ones makes the local people nowadays lack of knowledge of that sacred culture, as mentioned by the interviewee: “We - Asmat people have a high and noble culture but young people nowadays nearly forget about it and they do not apply it to their daily life anymore”. The only thing they need to do is to re-learn their culture and apply it to their daily life as mentioned in Dana (2007) that culture may create perception specifically to local people either to be active or passive entrepreneurs

In fact, findings above indicate the motives behind the lack of entrepreneurs in Agats-Asmat, they are: less knowledge, no intention, and laziness. However, the success of raising entrepreneurial practice in Agats-Asmat is not only individual and social responsibility. In order to increase the entrepreneur’s rate and finally improving Agats-Asmat’s HDI, strategies and programs are needed by both local people and local

government to be implemented in the district. Thus, the fourth finding is:

Fourth, propose strategies and programs to future entrepreneurs in Agats-Asmat

As stated previously, Agats-Asmat needs more in-depth strategies and programs to reinforce the willingness of local people to be entrepreneurs. The following is the statement of one of the interviewees: “We want to try to start a business, in fact, some of us have tried but there are a lot of factors that made the business closed down so easily. I don’t know for sure what the reasons are but I believe one of them is because we have insufficient knowledge about strategy to grow the business”.

The table below demonstrates the strategies and programs implemented by both local and central government in order to assist the entrepreneurs. However, this article argues that those actions are not enough to be applied especially for Agats-Asmat. Therefore, this article also provides a detailed information regarding business strategy based on literatures to finally stating the proposed strategies and programs as a recommendation to the decision maker:

Strategies based on literatures	Strategies applied by Ministry of Cooperation and MSMEs (KEMENKOP)	Strategies implement by Agats-Asmat local government (based on data collection in Diskoperindag Agats)	Proposed strategies to be implemented in Agats-Asmat
Managerial aspect (Sukesti & Iriyanto, 2011)	Assistance, management training and competency	-	Modernization of organization and business management, network cross sector and cross borders. Business support helpline
Market access (Ragimun & Wijayanti, 2014)	Internet based sales, facilitate in international certification	-	E-commerce, E-marketing especially to crafting and cane work business, partnership, product diversification
Capital access (Tambunan, 2008), (OECD, 2000), (Xiang & Worthington, 2013)	KUR, PNPM, KKPE, PUAP, KUPS, KURBE, Start-Up capital, Adding more funding banks	KUR	Facilitate to non-government funding: venture capital, crowd funding. Providing capital assistance
Technology development access (Doh S & Kim, B, 2014), (OECD, 2000)	Technology development through workshop, supporting and assistance for start-up company	-	On-line marketing especially for handmade crafting and cane work
Human resource aspect (Hayton, 2005), Kaya (2007)	Improving HR through development and training	Workshop and training (shrimp paste making)	Increasing capacity building through sustainability training and assistance, counseling, coaching
Marketing skill (Ragimun & Wijayanti, 2014)	Enlarging marketing information access and marketing scope	-	Developing supporting system for MSMEs in determining competitive price, knowing the target market and
Product quality (Ragimun & Wijayanti, 2014)	SNI and Halal Certification, trade mark. Diversifying product and participating in export market	-	Comparing study by giving the entrepreneurs chance to taste, feel, possess and use the competitor's products
Law and regulation (Ragimun & Wijayanti, 2014), (OECD, 2000)	Improving policy and easiness of business, reducing the regulatory burden	-	Cutting the admin cost, one stop shop, erase the regulatory burden
Productivity (OECD, 2000)	One village on product, increasing participation in export market, diversifying product	-	Human Resource and business empowerment
Infrastructure (Ragimun & Wijayanti, 2014)	Transportation, electricity and telephone infrastructure	-	Sustainably improve infrastructure development
Innovation (Doh S & Kim, B , 2014)	Innovative cluster	-	Incremental innovation in service and product.

Business environment (Sari et al, 2015)	Supporting system, creating competitive advantage of a business, SMEs empowerment	-	Traditional market revitalization, partnership scheme, issuance of permit for micro business
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Table

3.

Proposed

strategy

As seen in the table above, strategies and programs implemented by local government in Agats-Asmat is in need of considerable improvement mostly due to the lack of actions in order to support the entrepreneurs. However, the head of Disperindag kab. Agats-Asmat claimed that *“the supports were not effective at all. Mostly because the beneficiaries misuse or even selling the tools we gave them”*.

From that statement, we can conclude that supporting programs needed in Agats-Asmat are not limited in giving away tools or capital to the people. Nevertheless, in order to increase the entrepreneurship practice in the area, sustainable, integrated and comprehensive actions need to be taken place as illustrated in table above.

However, extended approaches are needed to support the proposed strategies and programs offered by this article. Unlike the approaches implemented in other area in Indonesia that focus on systematic approaches, extended approaches are required in Agats-Asmat. Below is the proposed approaches to be applied in the area:

Approaches	
Systematic Approaches	Socio-cultural
Creating a system	Environment
Sustainable support	Norm
Integrated actions	Intention
Comprehensive action	Integrity

Table 4. Proposed approaches

Fifth, the emerging of women entrepreneurs

Women carries a role as important as men in living a life. The same case applies in Agats-Asmat. A research revealed that among 14,688 of the population, 6,961 or almost a half

are women (Asmat, 2017). This potency is considered as a positive strategy in improving entrepreneurial practice in the area. Kuratko (2005), Singh (1993) both agreed that the women entrepreneurship has to be seriously considered due to the advantages it carries to the family, community and country. This argument is in line with the statement from an interviewee: *“Women work hard or even become the backbone of the family here in Agats, you can easily find women work one day full when their husbands just stay at home being a lazy cow or even drunk all day and night”*.

Finally, the last finding and also the last recommendation given by this article is to arise and develop the potential of women entrepreneurs within the area to finally support the improvement of HDI of Agats-Asmat.

5. Conclusion

The previous part has answered the objectives and research questions delivered in the beginning of this article and finally stated the conclusion as follows: in order to increase the entrepreneurial practice in Agats-Asmat, it needs to be started with the problems face in the area to finally propose the strategies and program that suit the condition. As a complex district which faces various constraints, the approaches and the strategies implemented have to be complex as well. It needs a comprehensive and sustainable system in order to assist the process. Government as the back bone of this practice is suggested to assist the local people in sustainability aspect. The ongoing basis and complete support are mainly required. Lastly, the potential of women entrepreneurs in the Agats-Asmat has to be examined seriously.

6. Implication, limitation and future study

This research carries a significant role to entrepreneurship practice especially in rural area such as Agats-Asmat in order to discover how environment as in local culture actually affect the motives and intention of

being entrepreneurs. Following to that, this research also proposes applicable strategies and programs to be implemented in order to increase the number of entrepreneurs in the area. Finally, the research about entrepreneurship practice in Agats-Asmat has never been conducting by other researchers before both local and international researchers. Hence, this is the first research that able to assist readers to understand Agats-Asmat.

Nevertheless, author believes that the research method evolves over time and this modern world needs a better and more in-depth method in conducting a research. Thus, as cited from Dana & Dumez (2015), comprehensive approach may bring this research to newer level by “rethink the mobilized theoretical framework” and resulting a more in-depth understanding. Hence, for the future study, it is suggested to conduct a comprehensive approach to the research subject. (Dana & Dumez, 2015)

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