

## Dynamics of Entrepreneurial Actors: A Study of Economic Conditions and Psychological Capital

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### ABSTRACT

This study aims to determine the dynamics of entrepreneurial actors through the reasons why people choose entrepreneurship and the economic conditions of the community in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency, South Sulawesi from the perspective of psychological capital. This research uses a qualitative method taking the research location in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency, South Sulawesi. Determination of subjects and informants in this study is by using snow ball technique. The data collection techniques used were observation, interview and documentation. The data analysis technique used was qualitative data analysis. The results showed that the economic conditions of entrepreneurial actors in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital so that economic conditions in the family have the potential to increase. However, there is one informant who has a psychological capital problem, namely low self-efficacy so that economic conditions in the family have the potential to decline. The factors that are the reason for choosing entrepreneurship in addition to encouragement from parents are also one of the factors of low education levels and entrepreneurs are the backbone of the family who want to prosper the family.

**Keywords:** *entrepreneurial actors, economic conditions, psychological capital*

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## 1. INTRODUCTION

Entrepreneurship is one of the important pillars in efforts to create a country's economic progress. The presence of active entrepreneurs can help increase employment levels, which in turn can reduce unemployment rates (Dvouletý & Lukeš, 2016; Halizah & Darmawan, 2023). This can help people to not only rely on jobs provided by the state, such as becoming state servants or civil servants (Rahmatullah et al., 2022; Isma et al., 2023). Thus, self-employment can be a solution to overcome the limited number of jobs provided by the public sector.

Entrepreneurship also contributes positively to a country's economic growth (Aparicio et al., 2016; Urbano & Aparicio, 2016; Acs et al., 2018). With businesses established by entrepreneurs, people can create added value and contribute income to the country. Business forms such as sole proprietorship, firm partnership, and limited partnership provide people with a variety of options for entrepreneurship according to their abilities and interests. Thus, the country can optimize its economic potential through various forms of business that develop in the community.

The importance of entrepreneurship can also be seen from the aspect of job diversification. According to Malecki (2018), by having many entrepreneurs, society can develop a variety of diverse economic sectors, so that it does not only depend on one sector. Diversification can increase a country's economic resilience and reduce the risk of losses due to the downturn of one particular sector (Röhn et al., 2015). Therefore, encouraging people to engage in entrepreneurship can be a strategic step in building a strong and sustainable economic foundation for a country.

Industrial centers have a significant role in supporting entrepreneurial empowerment efforts and the economic development of a country. According to Herliana (2015) the presence of industrial centers can create a conducive environment for various types of businesses, facilitating the growth and dissemination of technical skills and business knowledge among entrepreneurs. Industry centers often provide the necessary infrastructure, training and access to resources to help entrepreneurs grow their businesses (Bliemel et al., 2019). This provides extra impetus for people to get involved in different industry sectors and creates new opportunities for those who want to start their own businesses.

Industrial centers also have the potential to create synergies between different business actors, including large corporations and small and medium enterprises (AlBar & Hoque, 2019). Such collaboration can be mutually beneficial, with large firms providing financial support and access to markets for entrepreneurs at the local level, while entrepreneurs bring innovation and flexibility that can improve the overall competitiveness and productivity of the industrial sector.

In addition, industrial centers can act as centers of innovation, helping to drive the discovery of new technologies and more efficient production methods (Murphy & Gouldson, 2020). This not only gives entrepreneurs access to the latest technologies, but also helps to create a dynamic and future-oriented business climate. Thus, the integration between the presence of industrial centers, entrepreneurial empowerment, and economic growth can be a solid foundation in achieving the goal of sustainable economic development.

The community in the Aren Sugar Industry Center in Bonto Manurung Village, Tompobulu Sub-district, Maros District is a clear example of the link between industrial centers and entrepreneurial practices in meeting daily needs. In this case, family legacy and business continuity from generation to generation have been the main motivations for the local community to engage in entrepreneurial activities. The presence of industrial centers, particularly in palm sugar production, has created traditions and skills that are passed down through generations, enabling communities to sustain their livelihoods through entrepreneurial activities.

The importance of business continuity from generation to generation in the Aren Sugar Industry Center can also be linked to the potential for economic development in the region. Entrepreneurial traditions passed down through generations encourage business sustainability, create jobs, and strengthen community ties (Zahra & Wright, 2016). According to Gatto (2020), industrial centers are not only a source of income for individuals, but also the foundation of a sustainable local economy. With family involvement in entrepreneurship, communities can utilize the expertise and knowledge that has been accumulated over generations to continue growing their businesses.

In addition, the sustainability of entrepreneurial businesses in the Aren Sugar Industry Center shows that economic development can be done by utilizing local potential and existing traditions. Entrepreneurial empowerment in this context not only creates jobs, but also stimulates economic growth at the local level. This underscores the importance of maintaining and developing industrial centers and local heritage as an integral part of a sustainable economic development strategy.

People who are entrepreneurs certainly have different economic conditions. To see the differences in economic conditions in entrepreneurial actors in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency, namely with the perspective of psychological capital commonly known as Psychological Capital (PsyCap) introduced by Luthans in 2017. This concept is actually a development of positive organizational behavior that emphasizes the application of strengths or advantages (positive things) in human resources. According to Gupta et al., (2019) Psychological capital has 4 dimensions, namely first self-efficacy, second hope, third optimism, and fourth resiliency.

Looking at the economic conditions of entrepreneurs in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu Sub-district, Maros Regency from a Psychological Capital (PsyCap) perspective provides a deeper understanding of the psychological factors that influence their economic well-being. First, the

self-efficacy dimension highlights the extent to which individuals feel capable of managing their businesses. People who have a high level of self-confidence tend to be more motivated to face challenges and optimize business opportunities.

The hope dimension shows the level of optimism and motivation of entrepreneurs in the Aren Sugar Industry Center. High hope can be a driving force to achieve goals and overcome obstacles that may be faced. Optimism embedded in PsyCap can also strengthen people's mental resilience in the face of business pressures and uncertainties (Kim et al., 2017). The optimism dimension provides an overview of how entrepreneurs see the future of their business. An optimistic attitude can be key in overcoming obstacles and motivating efforts to continue to grow. In the context of the Sentra Aren Sugar Industry, this optimism can play an important role in maintaining the sustainability of the palm sugar business amidst market and policy changes.

The resiliency dimension reflects the ability to recover from failure and overcome challenges. Strong psychological resilience can help people cope with economic changes and events that may affect their businesses. Therefore, understanding Psychological Capital in the context of industrial centers provides a comprehensive perspective on how psychological factors play a role in the success and resilience of entrepreneurs at the local level.

Initial observations conducted by the researcher showed problems in psychological capital, especially in the self-efficacy dimension, faced by the entrepreneurial community in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu Sub-district, Maros Regency. The level of self-confidence that is still relatively minimal can be identified from the marketing patterns of business owners who tend to be static and less innovative. The inability to face competition by creating new innovations in marketing can hinder the growth potential of their businesses. Therefore, business sustainability and the economic welfare of the local community need to be considered by deeply understanding the impact of psychological capital on the level of self-confidence of entrepreneurial actors.

By understanding the challenges of psychological capital faced by entrepreneurs, researchers are interested in digging deeper through research on the economic conditions of entrepreneurs and psychological models in the Aren Sugar Industry Center. This research is expected to provide a more comprehensive insight into the psychological factors that influence entrepreneurial performance in the face of market dynamics. In-depth analysis of self-efficacy and innovation in marketing can help formulate a psychological model that can strengthen the psychological capital of entrepreneurs and make a positive contribution to local economic growth.

This research is relevant in the context of developing coaching and training strategies for entrepreneurs in the Aren Sugar Industry Center. By designing a psychological model that takes into account self-confidence and innovation, it can provide effective guidance to increase the psychological capital of the entrepreneurial community. In addition, the results of this study are expected to be the basis for the development of coaching and support programs for entrepreneurial actors, so that they can be better prepared to face competition and create innovations in marketing palm sugar products.

## **2. RESEARCH METHODS**

### **2.1 Research Approach**

The research approach used in this study is a qualitative approach with descriptive qualitative methods. This method was chosen with the consideration of gaining a deep and contextual understanding of the dynamics of entrepreneurial actors, especially related to economic conditions and psychological capital in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency. A descriptive qualitative approach allows researchers to focus on detailed explanations of observed phenomena, in this case, entrepreneurial behavior and the factors that influence their success.

A qualitative approach allows researchers to explore the complexity of social reality and the dynamics of economic life at the local level. By engaging in direct interaction with entrepreneurial actors, researchers can document their experiences in depth, which includes aspects such as motivation, challenges, and strategies implemented. The descriptive method in the qualitative approach provides the opportunity to describe in detail the circumstances of entrepreneurial actors, including a description of their economic conditions and psychological capital.

In the context of the research "Dynamics of Entrepreneurs: A Study of Economic Conditions and Psychological Capital," the descriptive qualitative approach is expected to provide a comprehensive and contextual understanding of how entrepreneurs in the Palm Sugar Industrial Center face and respond to economic conditions and how their psychological capital plays a role in their business success. This approach allows research to involve the active participation of entrepreneurs, explore in-depth information, and present findings descriptively, so that it can make a significant contribution to policy development and entrepreneurial development at the local level.

## **2.2 Research Location**

This research was carried out at the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency. The reasons for selecting the research location at the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency can be related to the research objectives which include the dynamics of entrepreneurial actors, economic conditions and psychological capital. First, the Palm Sugar Industrial Center in the village is a center of significant economic activity, especially in palm sugar production. The existence of this industrial center creates a unique environment, where entrepreneurial actors are predominantly involved in specific economic activities. Thus, the selection of this location allows researchers to gain in-depth insight into the dynamics of the local economy, especially related to the production and marketing of palm sugar.

Second, the selection of Bonto Manurung Village as a research location can also be related to the research focus on the economic conditions and psychological capital of entrepreneurs. The industrial center in the village provides an ideal context for understanding how local economic conditions impact entrepreneurial behavior. In addition, involving entrepreneurs in the palm sugar industry allows research to explore in depth psychological capital, especially self-confidence, hope, optimism and resilience in facing business challenges.

Third, the Palm Sugar Industrial Center in Bonto Manurung Village can be a representative model for understanding the reality of entrepreneurship in this particular industrial sector. This can make a significant contribution to research on the dynamics of entrepreneurial actors, because these industrial centers reflect typical contexts and can provide relevant findings for the development of entrepreneurial development strategies and local economic policies.

Overall, the choice of research location in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency, is closely related to the research objective which is to thoroughly investigate the economic conditions and psychological capital of entrepreneurs. It is hoped that this location can provide in-depth and relevant information to understand entrepreneurial dynamics, which can then become the basis for developing more effective policies and coaching strategies.

## **2.3 Focus and Description of Research Focus**

The focus of this research is to find out what the economic conditions of entrepreneurs are with a Psychological Capital perspective, focusing on:

- 1) Economic conditions among entrepreneurs with a Psychological Capital Perspective in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency.
- 2) Psychological capital that exists in entrepreneurs at the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency.

The descriptive focus in this research is:

- 1) To determine the economic conditions of entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency.
- 2) To find out the Psychological Capital that exists in entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency

## **2.4 Research Subjects and Informants**

In this research, the research subjects were all people who were entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency. The criteria for informants for entrepreneurs at the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency are as follows:

- 1) Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency.
- 2) The age of entrepreneurs is 21-50 years
- 3) Types of entrepreneurship, namely building tools, car equipment, mixtures and stationery.
- 4) Already have employees

- 5) The business location is your own
- 6) Has been in business for 20-25 years

## 2.5 Research Data Sources

### 1) Primary Data

In this research, primary data was obtained directly from the field, either through the researcher's observations or from answers to questions prepared by the researcher and asked to the informants.

### 2) Secondary Data

Secondary data is data obtained from various other sources that are considered to support research, such as books, articles, tabloids, the internet, etc.

## 2.6 Data Collection Techniques

### 1) Direct Observation Method

The direct observation method involves direct observation by the researcher of the activity or phenomenon being observed without any direct intervention. The use of direct observation methods can involve observing the behavior of entrepreneurs while carrying out their business activities. These observations may include aspects such as interactions with customers, marketing strategies used, or reactions to economic changes. This method helps gain a deep understanding of the day-to-day dynamics of the entrepreneurial world, which can provide valuable insights regarding the relationship between economic conditions and psychological capital.

### 2) In-depth Interview Method

In-depth interviews are a data collection technique that involves direct conversations between researchers and respondents, focusing on in-depth topics. In this research, in-depth interviews can be conducted with entrepreneurs to explore their understanding of how economic conditions influence their business decisions and strategies. Additionally, aspects of psychological capital, such as motivation, self-confidence, and mental resilience, can be explored further through in-depth interviews. This method allows researchers to obtain a richer and contextual view regarding the experiences and perceptions of entrepreneurial actors regarding the economic dynamics they face.

### 3) Documentation Method

The documentation method involves collecting data from documents or records that are relevant to the research topic. In research on the dynamics of entrepreneurial actors, this method can include collecting data from financial reports, business records, or business strategy documents published by entrepreneurial actors. Documentation may also include analysis of economic policies that may affect business conditions. The use of documentation methods allows researchers to obtain historical and contextual data that can complement information obtained from direct observation and in-depth interviews, thereby helping to construct a comprehensive picture of the economic dynamics and psychological capital of entrepreneurial actors.

## 2.7 Data Analysis Stage

### 1) Data Collection

The first stage is data collection, where the researcher collects relevant information according to the research objectives. The selected data collection methods, such as interviews, observations, or documentation studies, are applied to collect the required primary or secondary data.

### 2) Data Display

After the data is collected, the next stage is data display. At this stage, the researcher arranges the data in a form that can be interpreted, such as tables, graphs, or diagrams. Data displays help present information visually, making it easier for research to see patterns, relationships or trends that may exist in the dataset.

### 3) Data Reduction

The data reduction process involves simplifying and shrinking the information obtained from data displays. Researchers select, categorize, or group data to identify key patterns or significant findings. Statistical analysis or qualitative reduction techniques may be applied, depending on the nature of the data collected.

### 4) Conclusion/Verification

The final stage of data analysis is reaching conclusions or verification. Researchers prepare a summary of the analysis results and answer research questions. Conclusions can also be used to make generalizations or further implications related to the findings. In addition, at this stage, researchers also



verify whether the results of the analysis are in accordance with the research objectives and whether the findings have significant practical or theoretical implications.

### 3. RESULTS AND DISCUSSION

#### 3.1 Economic Conditions of Entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency

Table 1. Informant Description

No.	Respondent's Initials	Age and Last Education	Income and Expenses/month	Savings n/month	Health condition	House Condition
1.	YY	Age 37 years old and has a high school education	Income IDR 5,100,000/month and expenses IDR 3,000,000/month	Savings n Rp. 2.10 0,000,-/month	Classified as still healthy	The house is made of stone, has tile floors, the terraced house is quite spacious.
2.	HT	Age 43 years and last education is junior high school	Income IDR 9,000,000/month and expenses IDR 4,500,000/month	Savings n Rp. 4,500,000,-/month	Classified as still healthy	The house is made of stone, has tile floors, the terraced house is quite spacious.
3.	IK	Age 23 years and last education high school	Income IDR 7,500,000/month and expenses Rp. 3,000,000,-/month	Savings Rp. 4,500,000,-/month	Classified as still healthy	The house is made of stone, has tile floors, the terraced house is quite spacious.
4.	HS	Age 47 years and last education is junior high school	Income IDR 8,000,000/month and expenses Rp. 3,000,000,-/month	Savings Rp. 5,000,000,-/month	Has stomach ulcers	The house is made of stone, has tile floors, the terraced house is quite spacious.
5.	AH	47 years old, last junior high school education	Income IDR 7,500,000/month and expenses Rp. 3,000,000,-/month	Savings Rp. 4,500,000,-/month	Has rheumatic disease	The house is made of stone, has tile floors, the terraced house is quite spacious.

#### 3.2 Psychological Capital among Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency

##### a. Hope

Hope for entrepreneurs is:

- 1) Informant IK's hope is to improve the family economy.
- 2) Informant HS's hope is to improve the family's economy.
- 3) Informant YY's hope is to improve the family economy.
- 4) The hope that HT Informant has is to improve the family economy.
- 5) Informant AH's hope is to improve the family economy.

##### b. Optimism

Optimism for entrepreneurs, namely:

- 1) IK informants are optimistic (optimism) that the business they run will increase even though they have problems.
- 2) Informant HS is optimistic (optimism) that the business he is running will increase because he feels he is working hard

- 3) Informant YY is optimistic that the business he is running will increase by seeing the increasing number of customers
- 4) Informant AH is optimistic (optimism) that the business he is running will increase even though he has problems in entrepreneurship.
- 5) Informant YY has optimism that the business he is running will increase even though he has problems in entrepreneurship

**c. Resiliency**

Resilience in entrepreneurs is:

- 1) Informant AH's resilience is able to overcome employee loyalty problems.
- 2) HT Informant's resilience, namely being able to overcome patient customer attitudes in transactions.
- 3) HS Informant's resilience is able to deal with consumers who have a lot of loans.
- 4) Informant YY's resilience is able to overcome problems with consumers who are careless in buying goods.
- 5) Informant IK's resilience is being able to deal with goods that arrive late at the store.

**d. Self-Efficacy**

Self-efficacy in entrepreneurs is:

- 1) Informant YY has self-confidence (self-efficacy) because he feels he has done entrepreneurship well, so he increases the types of goods he sells
- 2) Informant AH lacks self-confidence because he sells as is.
- 3) Informant HS has self-confidence, namely that the number of customers is increasing, so he adds business branches that are ready to accept the existing risks.
- 4) HT informants have self-confidence, that is, they feel confident that marketing goods for sale in the market can increase their income level.
- 5) IK informants have self-confidence (self-efficacy), namely setting a price that is not too different from the capital price, so customers will increase.

**3.3 Discussion**

**a. Economic Conditions of Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency**

**1) Income**

Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency on average have savings from the proceeds of their trade, namely IDR. 4,500,000/month, and the highest savings is IDR 5,000,000/month while the lowest savings is IDR 2,100,000/month. With various backgrounds and different ethnicities, some came from Soppeng Regency, Belawa District, Wajo Regency, and Maniangepajo District. Entrepreneurs are able to condition socio-economic life as seen from the income they get.

**2) Health**

The entrepreneurs in this study had various health conditions. Like the health conditions experienced by Informant AH's informants, Informant AH's informants sometimes complain of rheumatic pain. Hj. Andi Hawa buys rheumatic medicine at the nearest pharmacy or sometimes also at the Community Health Center. It's different with the informant Mrs. Hj. Hasnah, sometimes complains of stomach ulcers. Mrs. Hj. Hasnah only seeks treatment by buying it at the pharmacy or at the health center. Other informants only complained of being tired when trading. There is no need to go to the hospital for treatment, just buy medicine at the nearest shop or pharmacy.

**3) Education**

The education of most entrepreneurs is high school graduates, namely 3 people and 2 junior high school graduates. Entrepreneurs who trade at the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency have diverse knowledge and are able to survive in various conditions. The informant who graduated from high school is a mixed entrepreneur, namely Informant YY and Informant AH and the one who is an entrepreneur in car equipment is Informant IK. Meanwhile, those who graduated from junior high school were entrepreneurship in building equipment, namely Informant HS and mixed entrepreneurship, namely Informant HT.

#### 4) House Condition

Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency have different housing conditions. There are those who live with their families, there are those who still live at their parents' house and there are also those who already have their own house. The physical condition of the houses of entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency is generally made of stone, tiles and has quite large floors.

#### b. Psychological Capital in Entrepreneurs

##### 1) Hope

Entrepreneurs in the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency have agency/willpower (strength/desire) and have pathways/waypower (planning to achieve goals). The agency/willpower possessed by entrepreneurial actors is that they are the backbone of the family who have the responsibility to earn a living for the family so that entrepreneurial actors have a desire, in this case agency, namely that they want to fulfill daily needs and improve the family's economy and want to provide the best education for their children. his children (Annovazzi, 2017). Entrepreneurs not only want to make their families prosperous, they also have encouragement from their parents who hope that the business they inherit will be better than before. Meanwhile, the pathway that exists for entrepreneurs is to work as an entrepreneur for the reason that the desire for family prosperity and the mandate from parents can be achieved according to expectations. From the explanation above, it can be proven that entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital, namely hope.

##### 2) Optimism

Entrepreneurs at the Palm Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency, apart from thinking that these obstacles are risks in working, entrepreneurs also still think that the business they are running will be successful. Entrepreneurs at the Palm Sugar Industry Center of Bonto Manurung Village, when faced with problems, before solving the problems, entrepreneurs at the Palm Sugar Industry Center of Bonto Manurung Village analyzed the existing problems and then resolved the problems, and entrepreneurs at the Palm Sugar Industry Center of Bonto Manurung Village created problems. as a lesson so that it doesn't happen again in his business. From the explanation above, it can be proven that entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital, namely optimism.

##### 3) Resiliency

From the various problems that exist, entrepreneurs at the Palm Sugar Industrial Center in Bonto Manurung Village are able to overcome and bounce back from negative events and entrepreneurs are able to learn from various challenges. Putra (2018) defines resilience as the ability to bounce back or bounce back from difficulties, conflicts, failures, even positive events, progress and increased responsibility. From the explanation above, it can be proven that entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital, namely resilience.

##### 4) Self-Efficacy

Entrepreneurs at the Palm Sugar Industry Center in Bonto Manurung Village are ready for all the risks that exist and add a greater burden of responsibility because of the targets they want to achieve, namely improving the family economy, providing the best education for their children and making parents happy so they are motivated to stay enthusiastic. in work. From the explanation above, it can be proven that entrepreneurs in the Palm Sugar Industrial Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital, namely self-efficacy.

In contrast to Informant AH, he has a psychological capital problem, namely self-efficacy, which can still be said to be minimal because Informant AH is not ready to take on greater responsibility, he only markets merchandise as he is without looking for new strategies. Informant AH



did not choose to look for a new strategy on the grounds that his fortune was already in God's hands. This can be said that Informant AH still lacks confidence in making new decisions, in this case looking for new strategies in entrepreneurship to improve his family's economy.

In the research of Retnowati et al. (2023), shows that psychological capital plays an important role in shaping employee performance. The statistical test results show a correlation coefficient (R) value of 0.258 and a determination coefficient (R Square) value of 6.6%. These results show that there is a positive correlation where the higher the psychological capital, the higher the work-life balance, conversely, if the psychological capital is lower, the work-life balance will also be lower.

This is the same as research from Khaeriah (2019) who conducted research entitled the influence of psychological capital on work engagement and performance. The research results show that simultaneously (together) the variables hope, optimism, resilience and self-efficacy have a significant influence on nurse performance from the results of the regression test ( $P.0.00 < 0.5$ ) and the contribution of the influence of the four variables is 0.488 (48.8).

Likewise, the results of research conducted by Liwanto & Kurniawan (2015) entitled the relationship between psycap and employee performance at PT. X Bandung that the overall psychological capital (PsyCap) of employees is positively and significantly related with a significant value of  $0.000 < 0.05$  with individual employee performance. The result of the relationship/correlation between PsyCap and strong performance is 0.652. A person's PsyCap is the main capital for building positive behavior at work.

From the research above, it can be proven that if someone has high psychological capital, their life at work will be higher because psychological capital has a very positive influence on a person. The higher an individual's working life, the more likely the family's economic condition will improve, and conversely, a lower working life will make the family's economic condition potentially decline.

#### **4. CONCLUSIONS AND SUGGESTION**

Based on the results of research and information in the previous chapter, it can be concluded that, the entrepreneurs in the Center for the Aren Sugar Industry, Bonto Manurung Village, Maniangpajo Subdistrict, Wajo Regency chose entrepreneurship in addition to the encouragement of the parents is also one of the factors of the level of education that renda and the entrepreneurs are the backbone of the family who want to prosper the family. Then, entrepreneurial actors in the Aren Sugar Industry Center, Bonto Manurung Village, Tompobulu District, Maros Regency have high psychological capital so that economic conditions in the family have the potential to increase. However, there is one informant who has a psychological capital problem, namely low self-efficacy, so that economic conditions in the family have the potential to decline.

Based on the results of the research that has been conducted in the Aren Sugar Industry Center of Bonto Manurung Village, Maniangpajo District, Wajo Regency, several conclusions can be drawn which form the basis for providing suggestions for further research development. This research shows that entrepreneurs in the village choose to become entrepreneurs not only because of encouragement from their parents, but also because of their low level of education. In addition, the entrepreneurs in this kelurahan are identified as the backbone of the family who are determined to make their family prosperous. However, an interesting finding was that the psychological capital of the entrepreneurs in the kelurahan was generally high, which could potentially improve economic conditions in the family. However, one informant exhibited psychological capital issues mainly related to low self-efficacy, which could negatively affect the economic condition of the family.

Based on these findings, future research could focus on a more in-depth analysis of the factors that influence entrepreneurial decisions, including the impact of education level and parental encouragement. In addition, research could focus on specialized studies to understand more deeply the roles and challenges faced by entrepreneurs who are the backbone of the family. It is also important to conduct further research on the factors that influence psychological capital, particularly in terms of self-efficacy, and design psychological interventions aimed at increasing it. Finally, the research can be extended to look at the concrete impact of high psychological capital on improving the overall economic condition of the family. Thus, future research can

provide a more in-depth and solutive view of the dynamics of entrepreneurial actors in the context of economic conditions and psychological capital in the Aren Sugar Industry Center of Bonto Manurung Village.

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