

The Success Tips Of An Entrepreneur (A Study On Soetrisno Bachir's Entrepreneurship In Gadamer's Hermeneutics Perspective)

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ABSTRACT: This study aims to investigate the proses and awareness direction of identity (self concept) in evaluating success phenomenon in entrepreneurship. This study will reveal the subjective reality from the perspective of someone involving in the external or internal environment of entrepreneurship. Besides investigating the process of becoming an entrepreneur, this study wants to find out the subject's understanding of the social orientation consisting of career choices and the motive of being an entrepreneur, as well as how to manage himself with other people and among fellow entrepreneurs. This study uses qualitative approach with Gadamer's hermeneutics perspective. According to Gadamer's perspective, the correct understanding is the understanding which is directed to ontological level, not metodological, meaning that the truth can be achieved not by the method, but by dialectics by asking many questions. Thus, language becomes an important media in the creation of a dialog. As an interpretation method, hermeneutics makes language become a central theme. In schools of philosophy, Gadamer's hermeneutics considers that meaning is searched, constructed, and re-constructed by the interpreter in accordance with the context made by the interpreter, so that the meaning of a text is never fixed, always changes depending on how, when, and who is the reader. The finding of the study shows that a succesful entrepreneur is the one who is active and creative in carrying out new tactics and strategies, as well as being able to overcome and deal with the dynamics of social and economical turmoil, able to communicate his way of thinking in business, willing to continuously learn about communication, new ideas, new facts, and new concepts in business. The process of being successful entrepreneur depends on the internal family factor and external environment, early childhood education, the surrounding way of entrepreneurial thinking, life choice, the frequency of communicating with senior entrepreneurs, and the carefulness in business.

KEYWORDS: Success Tips, Entrepreneur, Hermeneutics, Gadamer

I. INTRODUCTION

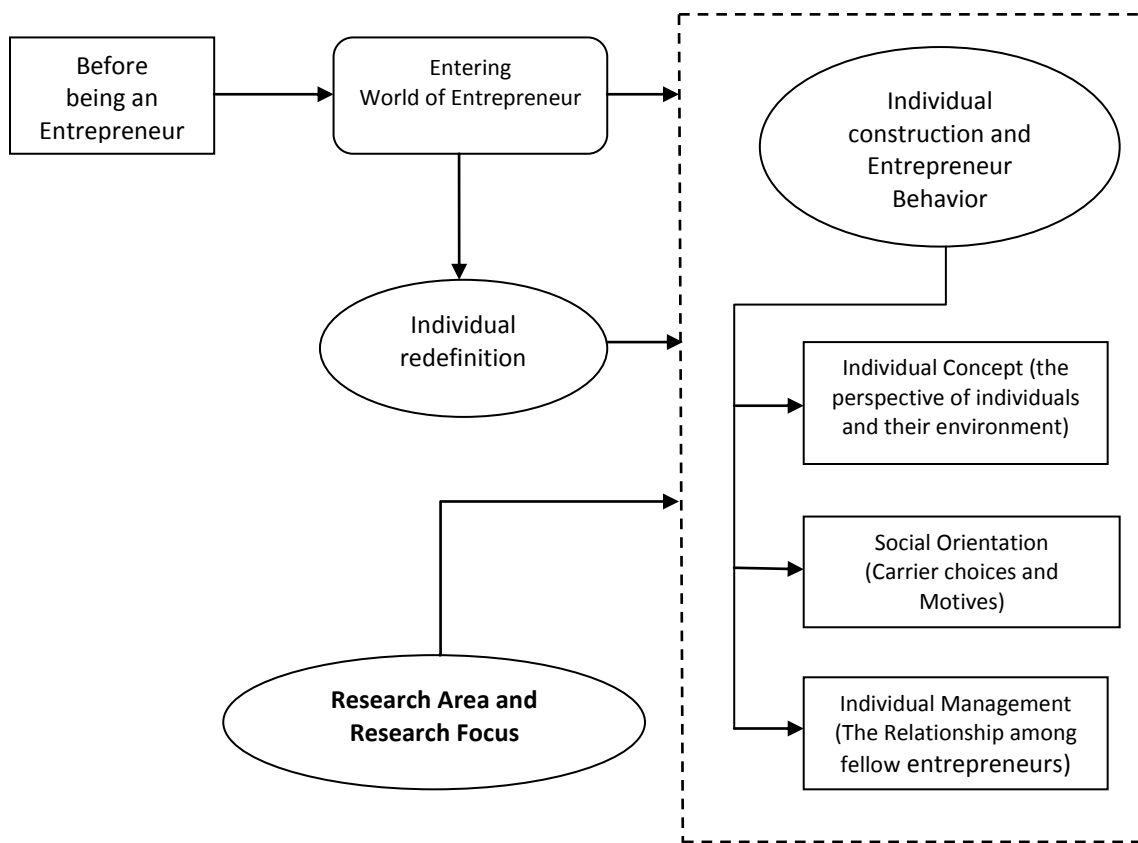
Continous economic crisis extremely affects both one's needs fulfilment and the continuation of a company. The improvement in economy is continuously performed in searching the solution for possible crisi to prevent the economy from getting worse. In this case, the involvement of entrepreneurs is badly needed. One of the efforts to fasten and stimulate the economic growth in a country is to create entrepreneurs as many as possible. As an illustration, the number of bussinessmen in Indonesia in 2012 was just 1,56 % of all the citizens. That number had increased from the previous year in 0,18 % and then increased by 0,24 %. Ideally, the number of business in a country is at least 2% of all citizens ([5]). There are some reasons why the researcher chooses Soetrisno Bachir as the research subject. *Firstly*, Soetrisno Bachir, as someone whose personality is extraordinary, excessively has given precious contribution, by both his consideration and struggle for the society, nation, and country. *Secondly*, Soetrisno Bachir is a person who can be an inspiration to build entrepreneurial character for young generation nowadays. *Thirdly*, he has obtained some achievements in entrepreneurship. *Fourthly*, Soetrisno Bachir is known as someone who is well behaved, humble, philanthropic, and generous. These personalities can be used as an example to build entrepreneurial characters in young generation nowadays. Those four reasons show the personalities, way of thinking, and struggle which have to be followed. Therefore, the researcher chooses Soetrisno Bachir as the research subject. Moreover, compared with other entrepreneurs, the subject is a person who interacts has discussion with other people fequently. The writer realizes that the reasearch subject, Soetrisno Bachir, is just an ordinary person who has weaknesses and lacks because perfection is just owned by prophet Muhammad SAW. The researcher tries as much as possible to avoid individual judgement, because individual idolatry will lead to astray. From the discussion with the research subject, there must be a tendency to know and understand more about his success in leading the company and in entrepreneurship.

The efforts of finding a better future in entrepreneurship is not as easy as flapping hand palm, but it needs hardwork ([12]). The journey of achieving the future in entrepreneurship needs a process which is full of risk. The first step which grows from the bottom will lead to success. Those have been experienced by the successful entrepreneurs who have found their way of success ([36],[37]). They build, maintain, and develop the business that they found. Entrepreneurship is the process of creating something new and producing something different from the one produced before. The purpose is achieving individual welfare and additional value for the society. Entrepreneur is someone who creates welfare and additional value through creating a new idea, combining resources, and realizing the idea into reality. In another side, entrepreneurship refers to the personality, character, and characteristics of someone who has strong willingness to create innovative idea in real entrepreneurial world and is able to develop it toughly. Therefore, a person carrying out the idea and combining resources into reality is known as an entrepreneur ([25]). Development economics focuses on the study of the various dynamics of the economic mechanisms, social and institutional transformation to improve living standards of the public sector in a country. The scope is the allocation of resources as efficient as possible and to increase aggregate output growth in a sustainable manner ([25]). The factors triggering entrepreneurship is determined by the achievement motive, optimism, attitude and values and the success status. Entrepreneurial behavior is influenced by internal and external factors ([36],[37]). The internal factors are property rights, ability/competence, and incentive, while the external factors are environmental, because affective abilities include attitudes, values, aspirations, feelings, and emotions that are all highly dependent on environmental conditions that exist, then the dimension of affective and cognitive ability is a part of the entrepreneurship capability approach. Thus, entrepreneurial ability is a function of entrepreneurial behavior in combining creativity, innovation, hard work, and courage to face the risk of acquiring opportunities.

The model of the entrepreneurial process begins with innovation. Innovation is influenced by various internal and external factors, such as education, sociology, organization, culture, and environment ([36],[37]). Those factors form locus of control, creativity, innovation, implementation, and growth so as to make a person develop into a great entrepreneur. Internally, innovation is influenced by the factors derived from the individual, namely tolerance, values, locus of control, education, and experience, while the environmental factors are role models, activities, and opportunities. Therefore, innovation evolves into entrepreneurship through a process that is influenced by environment, organization, and family. Therefore, entrepreneurship develops beginning with innovation. Innovation is triggered by personal factors, environment and sociology ([25]). The individual factors that trigger entrepreneurship are the achievement locus of control, tolerance, risk taking, personal values, education, experience, age, commitment, and dissatisfaction. The trigger factors derived from the environment are opportunities, role models, activities, competitors, incubator, resources, and government policy, while the trigger factors derived from the social environment are family, parents, and group network. The environment factors affecting entrepreneurial growth are competitors, customers, suppliers, and financial institutions. The individual factors are commitment, vision, leadership, and managerial ability, while the factors derived from the organization are group, structure, culture, and strategy. People who succeed in entrepreneurship are those who can combine value, the main properties (pattern of attitudes), and the behavior of the knowledge, experience, and practical skills ([25]).

1.1. Research Focus

The self-image of an entrepreneur as a person in general, individually and as a person who plays social functions. As creatures, entrepreneurs relate and interact with their social environment. In their relation with the environment, entrepreneurs do it consciously and voluntarily and in accordance with their motives and desire. Actions like this, in Weber's perspective, are called social action. To further clarify the area of research (research focus) to be conducted, the following are the schematic picture of the area of the study area which are the research focus:



1.2. Research Problems

Based on the above reality, it seems necessary to develop a trigger in building character in each human being. Related to that intention, as an entrepreneur study, this research tries to understand Soetrismo Bachir discourse through linguistic approach (verbal approach) using Gadamerian hermeneutics perspective. This is conducted because linguistic approach is still rarely used in understanding the dynamics of entrepreneur. Being an entrepreneur takes more time and effort. Considering the process, the results obtained is more prioritized. The process is a journey full of prudence to achieve the planned objectives. Running a successful business considers not only financial, but also emotional risks. In order to understand better the field of entrepreneurship, it is important to learn about the nature and development of entrepreneurship, the entrepreneurial process, and the role of entrepreneurship in economic development of a country

II. CONCEPTUAL FRAMEWORK OF THE RESEARCH

Concisely, the concept framework of the research is based on the individual conscious experience as an entrepreneur. The study of the knowledge is derived from consciousness, or the way people understand objects and events over their conscious experience. Kuswarno ([27]) states that the phenomenon is something that goes into our consciousness in the form of perception, fantasy, desires, or thoughts. As a human being in general, entrepreneur is social beings who has individual character and social functions ([7]). As social beings, businessmen relate and interact with the environment related to their social environment. In interacting with their environment, businessmen did it willingly and voluntarily and in accordance with the motives and desires. In Gadamerian hermeneutics perspective ([18],[19],[20],[21],[22]), the language is a very important medium for dialogue, looking at the meaning sought, constructed, and reconstructed by the interpreter according to the interpreter's context interpreter made so that the meaning of the text is never fixed. Language is defined as a system of sound symbols that are meaningful and articulated, having the characteristic of conventional arbitrator and used as a tool to communicate by a group of men to create feelings and thoughts ([32]). As a representation, language also plays a role in forming certain types of subjects.

2.1. Research Plan

This study is hermeneutic phenomenon belonging to qualitative research. Different from positivistic tradition that tends to explain human behavior, the tradition of hermeneutic phenomenology tends to promote human existence as something that should be interpreted. Because this study aims to understand the subject, therefore the approach is Gadamerian hermeneutic perspective.

The researchers of Gadamerian hermeneutic perspective, as stated by Valdes ([39]), will only dialogue with a text. Valdes ([39]) stated clearly, "with written texts, the discourse must speak by itself". According to Valdes, when the text is already present, then the producer of the text has been separated from the text itself and the interpretation of the text left entirely up to the reader. According to Fasya ([17]), the competence or authority vested in the parties or institutions to determine the meaning of the final or most legitimate of all posts / text. Therefore, text analysis is described by Barthes as open space because no one has the right to disturb. The reader learns to grow mature in reading the text to be a new author and is a proofreader and unifying the heterogeneous text functions. The concept built by Barthes is the position on the sidelines (*in-betweenness*) between reader and text. In text analysis, Barthes firmly reminded that the text is not string words that are ready to release the single meaning, the message of the creator itself, but come from there multidimensional space spread in the text. The text is nothing but a number of unlimited quotations drawn from the cultural centers. That important point of Barthes's idea for the reviewer of Gadamerian hermeneutics is that the text will be discussed much deeper in meaning than the creator himself. Authority is in the hands of an article reader ([17]).

2.2. Research Paradigm

The linguistic perspective of hermeneutics for Gadamer ([18],[19],[20],[21],[22]) is that the language is the main keywords after dialogue. Language in Gadamer's perspective is the individual and the social structure that includes traditions, cultural norms, and values as the tradition of phenomenology, which generally explains the meaning of life experience a number of people about a concept or phenomenon ([8]). This study will describe about the research subject's experience in achieving success in entrepreneurship (Soetrisno Bachir), using the internal and external environmental factors. Thoughts generate habits, habit is formed by the repetition of human behavior, then tied by feelings. Then they formed a special file associated with the habit. Each time the behavior is repeated then the strong sense recordings stored unconsciously. Every habits is programmed by human beings so that it becomes strong and could not be changed. Hence, habit is a thought created by a person in his mind, then connected with feelings and repeated to believe in it as a reason part of the behavior ([13],[14]). A qualitative approach is expected to obtain a complete picture of interactive phenomena both intrapersonal and interpersonal success of the entrepreneur. This approach is believed to be able to direct the search of a new paradigm in management science ([1]), the perspective of the subjects studied (Soetrisno Bachir) is combined with the researcher's perspective, because according to Muhadjir ([31]), "qualitative approach is able to express multiple realities better, reveal more reasonable relationship between researcher and informant, because qualitative methods is more sensitive and adaptive to the role of various mutual influence".

III. RESEARCH METHODS

This study used a qualitative approach, the primary data in qualitative research were derived from the words, deeds, and actions or behavior of the day-to-day subjects studied and the data that can be taken in the form of a language derived from discussions among the subject of the study ([15],[16]). Furthermore, this study takes the Soetrisno Bachir's statement (expression) and conscious action as the main data source. Beside taking the statements and actions as the main data source of research, some people who may take the data sources outside the research subject. The choice of data sources are based on research needs. The data of this study were obtained by using the method of documentary. Documents collected are the spoken and written texts of the subject and the informant. The data were in the form of recorded interviews, article in newspapers, photographs, books written by the research subject, the research subject's speeches, a search in the research subject's peers, a search in the research subject's neighborhood community. Connected to this research, the technique of participant observation was conducted by the researchers to get involved with the research subjects, such as watching and following the research subject in any activity undertaken in the designated study sites ([15],[16]).

3.1. Data Analysis

Data analysis is the process of arranging the order of the data and organizing them into a pattern, category, and unit base sequence. In qualitative research, data analysis is conducted throughout the research. This is conducted by describing the research data, examining the existing themes, as well as giving emphasize on specific themes ([8]). The data analysis techniques used in this study refers to the three stages of data analysis offered by Miles and Huberman ([30]): data reduction, presentation (*display*) of data, and drawing conclusions and verification. After the process of data collection, the data analysis was performed. The initial step in data analysis was to perform data reduction. Data or information are be grouped according to topics of research problems. In the context of this research, the data related to Soetrisno Bachir were grouped into two categories of data, they are the data about Soetrisno Bachir's perspective on himself, his family, and his environment (which is related to his self-concept), social orientation (motives and career), and impression management.

According to Fatchan ([15],[16]), data reduction is followed by the presentation (*display*) of data. After the data are reduced, they are systematically arranged and grouped into certain types and patterns and were arranged in the form of charts or narrations that form a series of meaningful information in accordance to research problems. The next step was making conclusions and verification. After passing the first and second stages, the next step to be taken was to draw conclusion. The conclusion was taken based on the reduction and data presentation. After getting the conclusion, the next step was verification. Verification was done by looking for a more in-depth new data to support a conclusion that had been drawn.

3.2. The techniques of Validating Data

Every scientific research aims to generate objective knowledge, meaning that the truth produced is limited by the agreement and standards of science, and studied by empirical reality ([23]). The two important criteria for the objectivity of a qualitative study according to Kirk and Miller are reliability which involves the study measures, and validity related to the contents of the study. In qualitative research, the researcher is the main instrument. Reliability and validity of the data is determined by the relationship between researcher and research objectives ([10]). A research is not only required to master the tools of concepts and theories relevant to the symptoms examined, but also it is also necessary to know the diversity of the prospective respondent and informant according to each position in the social structure and the interaction of existing structures in real life. The relevancy here is the personal significance to the environment as real as possible. The efforts to find the certainty and authenticity are important in qualitative study. The data validity also needs to be maintained with the incorporation of various sources of information and data collection methods ([23]).

IV. DATA EXPOSURE AND CONCLUSION WITHDRAWAL

4.1. Subject of Research Informant

This study involves a research subject Soetrisno Bachir and four (4) informants, the first informant is the research subject’s older sibling, the second informant is the younger brother, the third informant is a public figure who understands about the process of the research subject in becoming an entrepreneur, while the fourth informants is the business associate and friend who plays with him from kampong to now be his business partner. The whole informant who had contacted were willing to become informants and willing to answer questions posed by the researcher. The description of the research informants are as follows:

Demographic Data of the Study Informant

Informant Name & Sex (M/F)	Nickname	Status In the Study	Code	Age	Ethnic	Last Education	Occupation
Soetrisno Bachir (M)	Trisno	Research Subject (Key Informan)	Pengu1	55	Java	Bachelor Degree	Entrepreneur
Siswadi (M)	Sis	Business Partner	Pengu2	54	Java	Bachelor Degree	Entrepreneur
Aisyah (F)	Aisyah	People	Pend	76	Java	Elementary School	Labor
Adi Cahyantono Bachir (M)	Yanto	Brother (older sibling)	Kel1	58	Java	Bachelor Degree	Entrepreneur
Eni Apria Diningsih (F)	Eni	Sister (younger sibling)	Kel2	47	Java	Bachelor Degree	Entrepreneur

4.2 Conclusion Drawing

Conclusion essentially describes the study findings based on the purpose and focus of the study classified by type of informants. The findings and conclusions of study findings are presented in the table as follow:

Table 4.2.1
Conclusion of the Study Findings
The analysis of Soetrisno Bachir's view, an entrepreneur, about him and his surroundings

Study Findings Theme	Study Findings: Businessman Stakeholder	Study Findings: People Stakeholder (Society)	Study Findings: Siblings Stakeholder	The Conclusion of Study Findings
Family education, and the environment	Education, family, and environment, experience in doing business, decision making, meeting and consultation the earlier successful entrepreneur, realizing the existence of a process becoming entrepreneur and actualizing a great dream to come true Entrepreneurs' family, parents education, and the surroundings	Introduction to be entrepreneur since childhood and internal education of the family	Business introduction since childhood and parents education also the environment influence Family education and the environment	Self understanding and the environment means that: (1) Who we are according to ourself and who we are according to the other people (2) Family environment and society forming characters of entrepreneur (3) The formation of entrepreneur mindset starts at an early age.

Table 4.2.2
Conclusion Drawing of the Study Findings
The analysis of social orientation including career choices and motives after become entrepreneur

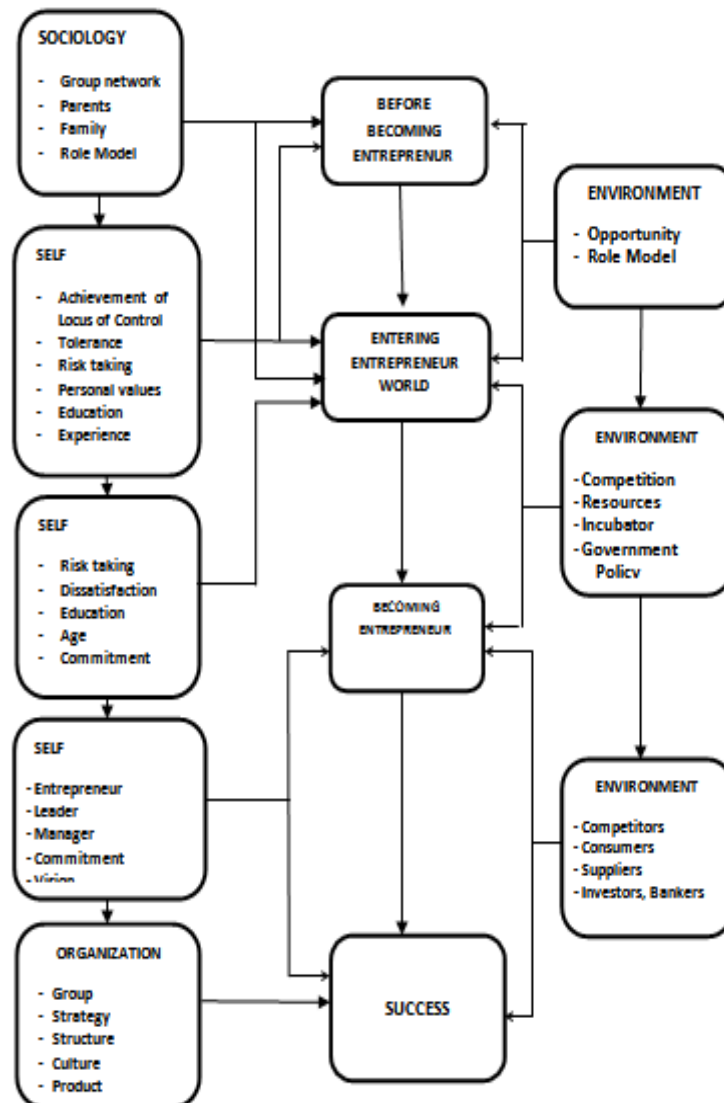
Study Findings Theme	Study Findings: Businessman Stakeholder	Study Findings: People Stakeholder (Society)	Study Findings: Siblings Stakeholder	The Conclusion of Study Findings
Businessman family	Businessman family and a goal to be an entrepreneur Profession as an entrepreneur seems more contributing to the economics and social impact	Parents education and relationship between mankind as a creature of Allah is duly performed as silaturahmi and communication	The influence of family education and the surroundings influence the forming process of someone's character Family education and the surroundings	Career choices and motives influenced by businessman family, parents education, environment influences and goals

Table 4.2.3
Conclusion Drawing of the Study Findings
The analysis of self-management either with the others or the fellow entrepreneurs

Study Findings Theme	Study Findings: Businessman Stakeholder	Study Findings: People Stakeholder (Society)	Study Findings: Siblings Stakeholder	The Conclusion of Study Findings
Building communication with the business partner	Internal family education make the entrepreneur honest Business communication has ethics so intertwined a harmonious relationship	Building relationship with the society as well as business partner should always be done	Honesty and trust are principles in doing business The precautionary principle is a principle in decision-making	Self-management means that it is not affected on the business opportunities that are not healthy, the precautionary principle as a basic to build relationships with business partner and society

From the results of conclusion drawing above, the study findings could be drawn as follow:
Hereditary Progressive Model of

Being An Entrepreneur



Drawing explanation: Hereditary Progressive Model of Being An Entrepreneur

The existence of entrepreneurial behavior is triggered by internal and external factors. Internal factors include possession of rights and skills, while external factor includes environment. The affective abilities include attitude, value, aspiration, feeling, and emotion which depend on the existing environment condition, so the dimension of affective and cognitive abilities are parts of the entrepreneur abilities approach. Thus, entrepreneurship abilities are functions of the entrepreneurial behavior in combining creativity, innovation, hard work, and the courage to face the risk to get an opportunity. Entrepreneurial process starts with the innovation which is affected by internal and external factors, namely education, sociology, organization, culture, and environment. Those factors form locus of control, creativity, implementation of the personal factor, sociology, and organization, to make someone develop to be a successful entrepreneur. The cause factors that come from the environment, namely opportunities, role model, activities, competitors, incubator, resources, and government policies, while the cause factors that come from the social environment includes family, parents, and group network. Thus, the pioneering up to the growth stage of an entrepreneur is highly dependent on the personal ability, organization, and environment. The environmental factors influencing the growth of an entrepreneur, namely competitors, consumers, suppliers, and financial institution that will support the financing. The factors that come from personal condition are commitment, vision, leadership, and managerial capabilities, while factors that come from the organization are group, structure, culture, and strategy. A person successful in entrepreneurship is a person that could combine the value, main character, and behavior with the support of knowledge, and experience.

V. DISCUSSION

5.1. The Self Concept of Soetrisno Bachir

The analysis results of the self-portrait of Soetrisno Bachir which became the research subject before and during being an entrepreneur are presented below. This image was obtained from the in-depth interview results with the research subject. Prior to this procedure, the self-picture of the research subject from the physical, psychological, and social aspects would be analyzed. Matters related to the physical elements including physical and personal appearance, while the psychological elements including things related with the personal behavior ([38]), e.g. responsibility, hope, receptivity, confidence, and honesty. The social elements are closely related with the position or self perception which is related with the social behavior, e.g. friendship, family relation, education level, organization, and so on. The most important thing in interpreting someone's personality was through the self concept owned by the individual. The self concept is the most important role in the personality integration, in motivating behavior and reaching the mental health. Self concept could determine how an individual behave in every situation. The understanding about self concept could ease the individual behavior understanding ([38]).

The self concept defined in the context of this study was all the subjective views from each of the research subject, both concerning himself and their environment, which involves the view of his children and family, his view about others, his view about his profession, and his view about the meaning of life he lives.

The self concept is the most fundamental feeling owned by people about themselves which also became a self-benchmark and self-footing to act and to make decisions. Including the decision of the people to be an entrepreneur. De Vito ([11]) stated:

“Self disclosure as a form of communication, where the information about themselves which is usually preserved or hidden is communicated to the others. Self disclosure is a communication behavior where the speakers deliberately making themselves known by the others, self disclosure happens when people voluntarily tell about them to the others where the others think it is better to get the information directly from the source than any other source.”

Humans are social creatures, therefore human life is always marked by the association of the network of human relationships. Meanwhile the nature of the association is shown by the degree of intimacy, frequency of meetings, types of relationship, the quality of interaction between them, especially the factors influencing the extent of involvement and mutual influences ([33],[34]). In the dimension of interaction and association-relationship humans make interpersonal communication. The ability of each individual in doing communication differs. Personality as a psychological element in human beings is a group of attitudes which is believed to be the trait of a person (character) and the picture of the self quality. The role of humans' personality which influences their interpersonal communication is highly determined by the quality of their self concept. Hurlock ([26]) stated that self concept was a core or center of gravity which influences the direction of the energy of humans. Thus, self concept is not only a descriptive image, but it also includes the assessment of people toward themselves. So, the self concept includes what people think and feels about themselves. In the self concept, there are two components, i.e. cognitive element or self image and affective element or self esteem, both highly influence the patterns of interpersonal communication ([38]).

5.2. Self Image of Entrepreneur Subject Soetrisno Bachir

The findings in the field after doing in-depth interview with the research subject, shows that the results are classified into several categories based on the tendency of the attitude, view, perception, and orientation of the research subject. The opinions, attitudes, views, motives, and conscious expressions expressed at the in-depth interview above are the basis in giving categorization on the self concept owned. Complicated problems experienced by humans, often and most of all, actually came from themselves. They unconsciously create the chain of the problems rooted from the self concept problem. With the ability to think and assess, humans like to think about something strange about themselves or something or the others and even believe their own perception which may not be objective.

The family role described a set of interpersonal attitude, trait, activity which correspond to the personal condition in certain position and situation. The personal role in family is based on the hope and the behavior pattern of the family, group, and society. According to Cassidy ([35]), there are several functions implemented by the family education. First, which could be seen from how the family educate and send the children to school for preparing the maturity and the future of the children. Socialization function is seen from how the family prepare their children to be a good society member. Protection function is seen from how the family protect their children so that the family members feel protected and safe.

Feeling function is seen from how family is intuitively sensitive about the feeling and the atmosphere of the children and the other family member in communicating and interacting between the family members, so that the mutual understanding raises the harmony in the family. Religion function is seen from how the family introduce and encourage the children and the other family members through the head of the family to embed the beliefs that control the life now and the the other life after death. The economic function is seen from how the head of the family earn a living and manage the income to fulfill the family needs. The recreative function is seen from how fun atmosphere is in the family. The biological function is seen from how the family produce offspring as the next generation. Giving love, attention, and safe feeling in the family also develop the maturity of the family member's personality. Prophet Muhammad is a figure who is regarded from every side deserves to be idolized ([2],[3],[4]).

5.3 Social Orientation and Motivation to be An Entrepreneur

Social orientation including motives and career choices of the entrepreneur also the reason related to the subject doing an action as a choice to be an entrepreneur. In social relationship, humans never be separated from the motive or incentive attached / accompanying the human action. In their intersubjective consciousness, humans perform the reciprocity of motives through a process of imagining themselves in other people's position and seeing everything through other people's perspectives. This motives are divided into two kinds, namely because motives and in-order motives. The former refers to the humans' past experience and preconstituted knowledge and oriented to the past. The latter refers to, a goal which is described as intentions, plans, expectations, interests and so on, which is desired by the actor and therefore oriented to the future ([28],[29]).

Started from a family with merchant background, Soetrisno Bachir pent his childhood which is filled with the education and learning that they see within the family and the community that was born in a village of self-employed population. Due to hard work at a relatively young age when he was still at school Soetrisno Bachir had been productive. Helping his parents marketing the product of the batik industry, Soetrisno Bachir had a possibility to understand business terminologies and has an entrepreneurial spirit that helped him focus on his vision and gave him the energy to continue to find new ideas. Soetrisno Bachir was able to highlight ideas with appropriate emotion and appropriate strategy, and identify the resources needed to take advantage of an opportunity. An entrepreneur has an uncertain income and a high risk in every transaction. A process of wealth that is generated bears the risk in capital, time, and career commitment. Being a successful entrepreneur needs more than just hard work and luck, but also requires the ability to think in an environment with a high degree of uncertainty, be flexible and learn from other people's mistakes. Being an entrepreneur and building a business need much time and maximal effort. The success achieved in entrepreneurship, go through a very long journey and difficult process.

5.4 Building and Developing Social Relationship

This section will explain the study findings, the analysis of the self-portrait of the research subject in interacting with the environment or business partners. Every individual wherever he lives, has to interact with society. It is the humans that is naturally created to be both an individual and social creature ([6]). Every person differs in doing social adjustment because of the individual differences in some aspects, as well as in terms of social adjustment, an understanding of the meanings of social adjustment is needed. Human association is one of the forms of communication in society. According to Schram, among the associating humans, there are people who share information and those who share ideas and attitudes. Similarly, in human relationships there is always a process of adjustment of the mind, the creation of symbols containing a shared understanding. In a complete dictionary of psychology, Chaplin ([9]) gives an understanding of social adjustment as a combination of harmony or relation with social environment, gives the patterns of behavior required or change existing habits, to suit social community. Hurlock ([26]) gave an understanding of social adjustment as a personal success to adjust to other people's life in generally and to the group in particular. Further, Hurlock added that the terms adjustment referred to how far the person's personality had significance both properly and efficiently in a society. According to Vebrianto ([40]), modern society which is too complex as a product of the advances in technology, mechanization, industrialization, and urbanization leads to many problems that would bring negative impacts. Those social problems were due to the misuse of the concept of an ideal society. The ideal society is the best society aspired, so the concept of a social problem depended on the concept of a perfect society or the enhanced community. The concept of an ideal society was influenced by the state of society at the time of their life, therefore a social problem could be determined by culture.

5.5 The Impression Management of an Entrepreneur

Basically, humans' interaction use symbols, and how humans use symbols represents what they mean to communicate with each other. It is a symbolic interaction and that is precisely inspiring dramaturgic perspectives, where Erving Goffman as one of the exponents of symbolic interactionism, was highly influenced by dramaturgic ideas. According to symbolic interaction, humans learn to play the role and assumed identities that are relevant to these roles, engaging in activities with each other to show who and what they are ([24]). Erving Goffman assumes that when people interact, they want to present their self-portrait to be accepted by others --- efforts called impression management, the techniques used by actors to foster certain impressions in certain situations and to achieve certain goals. Most attributes of human activity is used for self-presentation, including the clothes worn, the furnished house they lived and, the way to walk and talk, the work performed the way to spend free time, and everything which was open about themselves that can be used to tell others who they are.

5.6. Implications of the Study

5.6.1. Theoretical Implications

The findings of this study support the basic thesis proposed by Gadamer, that explanation given by the Gadamerian hermeneutics is quite clear, that there is no single understanding of what is stated as an entrepreneur. However, a fundamental study of Gadamerian perspective asserts that the problem is not as simple as the proposition. The use of language as a tool is aimed to the interpreter community who has opposing interests, because it will be processed by the interpreter so people appear to be cheated through language. Gadamer alludes to this issue indirectly as a part of his response to the criticism raised by Habermas. Following the model of Boulding, collective actions are formed after they succeeded in developing a shared meaning and perspective. Shared meaning and perspective theoretically also allow the growth of the awareness on their objective interests. If the process occurs in a conducive of technical and social conditions, the development of the awareness on the objective interests will not only form a hidden groups but can also form an open conflict. If an open conflict occurs then an unfair competition, so that the fraud arises in business, such as the absence of trust among fellow business associates.

5.6.2. Practical Implications

The acknowledgement of Gadamer's basic thesis, that Gadamer had contributed an idea that language can be used as the acquisition device for the success of an entrepreneur, provided that there is no opposing of the interest between the author and its interpreter. In the process of becoming a successful entrepreneur, the internal education of the family, as well as the external environment seems to be very influential.

VI. CONCLUSIONS

Based on the description, presentation of the study findings and discussion, and by referring back to the formulation of research question, as well as the purpose of the study, several conclusions are presented as follow:

- [1] The sources of character building of an entrepreneur contained in the internal education of the family since childhood. The self concept of an entrepreneur is a social product formed by the internalization process and organization and psychological experiences. The psychological experience results from an individual's exploration of the environment and a reflection of himself received from others.
- [2] The influences of external environment are very supportive and influencing the paradigm of an entrepreneur.
- [3] The Career selection to be an entrepreneur is based on rational considerations and options as well as goal effectiveness to be as creative as possible.

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