Entrepreneurial Interests of Posyandu Cadres in Karang Berombak Village West Medan Sub-District Medan City

R F Dalimunthe* and Heldy
Business Faculty, and Public Health Faculty, Universitas Sumatera Utara

*rithadalimunthe@gmail.com

Abstract. This research is to gain an entrepreneurial mind-set and entrepreneurial interests among Posyandu cadres in Karang Berombak Sub-District of Medan Barat Medan in running entrepreneurship. The formulation of the problem is whether the entrepreneurship mind-set of cadres affects the interest in entrepreneurship or not. Methodology: This research is analytic with a questionnaire. There are 34 health cadres of total samples from 18 Posyandu (Maternal & Child Health Centre) which are situated in the Karang Berombak Village by taking sampling technique with purposive random sampling who selected from 18 Posyandu with the provisions’ve had entrepreneurial experience and has been already 3 years as cadres. Analytic form was used simple linear regression test to see the effects of the influence the mindset of the interest in entrepreneurship. Findings: The results showed that the entrepreneurial mindset affects the interest of entrepreneurship of Posyandu cadres in Karang Berombak village where entrepreneurial mindset consists of the desire to do business, understand finance and financial management, business ideas, a willingness to improve the business, willing to invest in training and to be able to see opportunities. That affects the interests of the entrepreneurial cadres is one of the potential entrepreneurs to boost the economy. Posyandu cadres are also expected to move in increasing family income and build a social entrepreneur from Posyandu.

1. Introduction
Entrepreneurship is an appropriate alternative to overcome unemployment. Entrepreneurship means to create new jobs and participate to alleviate the unemployed [1]. In the world of entrepreneurship, before starting being an entrepreneur, someone, firstly must know and understand the principles of entrepreneurship. The entrepreneurial principles are very important foundations for a person to attempt so that the business can run smoothly. Therefore, to attract someone to become entrepreneurs as health cadres should firstly be changed the mindset of the cadres [2].

Posyandu cadres are potential women entrepreneurs that are generally expected to have the ability to strive as well as to be a cadre of health and education in Posyandu. Posyandu is an organization of community empowerment through deliberation villages managed by the manager of Posyandu [3].

Posyandu is coordinated by the Ministry of the Home Affair which is based on community empowerment [4]. Posyandu activities can be synchronized with efforts to revitalize the Posyandu both the health, social and economic empowerment of the cadres and housewives to own a business either individual or together as a social entrepreneurial activity that is in Posyandu activities. Posyandu is hoped to become the backbone of public participation activities to optimize human resources, to increase business productivity, and increase the revenue of Posyandu cadres who later can become supporters of Posyandu activities because they have individual or joint venture businesses.
Based on the Minister's Regulation No. 19 Year of 2011 on Guidelines for Integrating Basic Social Services in Integrated Service Post (Posyandu) on Article 5 states that one of the basic services that are integrated with the Posyandu in addition to basic health and social services is the increase in family income [5].

Medan is the capital of North Sumatra, the city is one of the metropolitan cities in Indonesia, in association with Posyandu is currently the development of Posyandu in Medan city is still stagnant. Based on the data bank of Ministry of Health RI, the number of Posyandu in Medan until 2013 has reached 1406 Posyandu.

Posyandu has not only great potential in improving the quality of people's health but also a major role in improving the economy of its cadres and families in the vicinity [6]. This is due to sociological conditions of Posyandu in each village is still good, the support of stakeholders is also quite good so that social bond in the community that has been built by Posyandu will support an increase in various programs including social entrepreneurial activities. It can be seen that almost every program that involves the community in the village always involves health cadres to boost the success of the program.

Therefore, an effort is required in the form of scientific studies to improve Medan city as a sustainable city by a functioning Posyandu optimally in the community. Specifically, that the development of Medan city can be sustained by increasing the level of the family economy based on community empowerment through health cadres. Aims of the research to look at the effect of education, skills, mindset, and behavior of entrepreneurs against the interest in entrepreneurship. The purpose of this study was to describe the influence of mindset to entrepreneurial interests cadres of Posyandu in the village of Karang Berombak Medan Barat.

2. Entrepreneurship
Entrepreneurship is an appropriate alternative to overcome unemployment. Entrepreneurship means to create new jobs and participate to alleviate the unemployed. In the world of entrepreneurship, before starting being an entrepreneur, someone, firstly must know and understand the principles of entrepreneurship. The entrepreneurial principles are very important foundations for a person to attempt so that the business can run smoothly. Therefore, to attract someone to become entrepreneurs as health cadres should firstly be changed the mindset of the cadres.

Posyandu cadres are potential women entrepreneurs that are generally expected to have the ability to strive as well as to be a cadre of health and education in Posyandu. Posyandu is an organization of community empowerment through deliberation villages managed by the manager of Posyandu [6].

Posyandu is coordinated by the Ministry of the Home Affair which is based on community empowerment [7]. Posyandu activities can be synchronized with efforts to revitalize the Posyandu both the health, social and economic empowerment of the cadres and housewives to own a business either individual or together as a social entrepreneurial activity that is in Posyandu activities. Posyandu is hoped to become the backbone of public participation activities to optimize human resources, to increase business productivity, and increase the revenue of Posyandu cadres who later can become supporters of Posyandu activities because they have individual or joint venture businesses.

Based on the Minister's Regulation No. 19 Year of 2011 on Guidelines for Integrating Basic Social Services in Integrated Service Post (Posyandu) on Article 5 states that one of the basic services that are integrated with the Posyandu in addition to basic health and social services is the increase in family income [8].

Medan is the capital of North Sumatra, the city is one of the metropolitan cities in Indonesia, in association with Posyandu is currently the development of Posyandu in Medan city is still stagnant. Based on the data bank of Ministry of Health RI, the number of Posyandu in Medan until 2013 has reached 1406 Posyandu.

Posyandu has not only great potential in improving the quality of people's health but also a major role in improving the economy of its cadres and families in the vicinity. This is due to sociological conditions of Posyandu in each village is still good, the support of stakeholders is also quite good so
that social bond in the community that has been built by Posyandu will support an increase in various programs including social entrepreneurial activities. It can be seen that almost every program that involves the community in the village always involves health cadres to boost the success of the program.

Therefore, an effort is required in the form of scientific studies to improve Medan city as a sustainable city by functioning Posyandu optimally in the community. Specifically, that the development of Medan city can be sustained by increasing the level of the family economy based on community empowerment through health cadres. Aims of the research to look at the effect of education, skills, mindset, and behavior of entrepreneurs against the interest in entrepreneurship. The purpose of this study was to describe the influence of mindset to entrepreneurial interests cadres of Posyandu in the village of Karang Berombak Medan Barat.

3. Research Methodology
This research is using a quantitative approach. This approach is used to view the entrepreneurial interests of the business group of Posyandu from beginning to the end of the study. The object of research that will be examined in 18 Posyandu in Medan city, which is taken from one village namely Karang Berombak Village.

There are 34 samples of total respondents selected by purposive random sampling who selected from 18 Posyandu with the provisions've had entrepreneurial experience and has been already 3 years as cadres. The research instrument used questionnaire that was asked directly to the respondent.

Data analysis was used descriptive data analysis to analyze the overview of variables descriptive. Analytic form was used simple linear regression test to see the effects of the influence the mindset of the interest in entrepreneurship.

4. Result And Discussion
Based on the results of research, it is known the characteristics of respondents in the following table.

| Table 1. Overview of Respondents |
|---------------------------------------------------|
| Gender                | Frequency | %    |
|-----------------------|-----------|------|
| Male                  | 2         | 5.9  |
| Female                | 32        | 94.1 |
| **Total**             | **34**    | **100** |

| Marriage Status       | Frequency | %    |
|-----------------------|-----------|------|
| Marriage              | 31        | 91.2 |
| Single                | 3         | 8.8  |
| **Total**             | **34**    | **100.0** |

| Formal education      | Frequency | %    |
|-----------------------|-----------|------|
| Elementary            | 8         | 23.5 |
| Junior High School    | 5         | 14.7 |
| Senior High School    | 19        | 55.9 |
| Diploma               | 1         | 2.9  |
| Bachelor              | 1         | 2.9  |
| **Total**             | **34**    | **100** |

Based on Table 1 above, it can be seen that the majority of female respondents is 32 people or 94.1 percent and men 2 people or 5.9 percent. Based on the table above, it can be seen that the majority of married respondents are 31 people or 91.2 per cent and unmarried 3 people or 8.8 percent.
Based on the table above, it can be seen that the majority of respondents is high school graduates of 19 people or 55.9 percent, SD of 6 people or 17.6 percent, SMP of 5 people or 14.7, D1 of 1 person or 2.9 percent, S1 of 1 or 2.9 percent and 2 or 5.9 per cent does not finish school.

5. Mindset Overview and Entrepreneurial Interest
Table 2 shows the study of entrepreneurial mindset. The majority of respondents has a Good entrepreneurial mindset of 22 people or 64.7 percent, Fair of 10 people or 29.4 percent and Bad of 2 people or 5.9 percent.

| Mindset | Frequency | %    |
|---------|-----------|------|
| Bad     | 2         | 5.9  |
| Fair    | 10        | 29.4 |
| Good    | 22        | 64.7 |
| Total   | 34        | 100  |

Table 3 shows the study of respondent entrepreneurial interest. Based on the table below, it can be seen that the majority of respondents has an interest in entrepreneurship of 30 people or 88.2 per cent and 4 people or 11.8 per cent are not interested in entrepreneurship.

| Interests | Frequency | %    |
|-----------|-----------|------|
| Interest  | 30        | 88.2 |
| Not Interest | 4   | 11.8 |
| Total     | 34        | 100  |

Data Analysis
Statistical analysis uses simple linear regression test (see table 4). A test is used to predict internal factors that affect the respondent's interest in entrepreneurship, while the statistical analysis results can be seen in the table below.

| Model | Unstandardized Coefficients | Standardized Coefficients | t     | Sig.  |
|-------|-----------------------------|---------------------------|-------|-------|
|       | B                           | Std. Error                | Beta  |       |
| 1     | (Constant)                  | 0.216                     | 0.286 | 0.756 | 0.455 |
|       | Totmind                     | 0.082                     | 0.014 | 0.721 | 5.886 | 0.000 |

The results showed that the mindset variables affected significantly on the entrepreneurship interest. Based on these results, it is then the equation of linear regression can be arranged. The equation of regression profitability value and capital structure is given below:

\[ Y = a + b X \]

Information:
Y = dependent variable (tied)
X = independent variable
a = Constant
b = regression coefficient

From the above calculation, based on the formula \( Y = a + b X \) then gained the simple linear regression equation \( Y = 0.216 + 0.82 X \).

6. Effect of Analysis Mindset Towards Entrepreneurship Interest
The results of the study showed that mindset affected the entrepreneurship interest of Posyandu which is situated in the Karang Berombak Village. One indicator in determining the mindset is the ability to see the business opportunities that exists around the communities to strengthen the opinion of Romli (2013) that mindset is an innovative and energetic way of thinking to exploit the opportunities and act to realize these opportunities.

Posyandu Cadre can see the opportunities that exist around the community by producing what is required by society today so that the cadres feel confident to strive for it to have clarity in the aspect of market needs. Strengthening factor becomes one of the high triggers of Posyandu cadres on high interest in entrepreneurship.

Strong mindset will be the main capital in developing the soul of entrepreneurship. This is in line with Sari (2013) that starting a business takes two important factors, the first is skill and the second is the mindset of an entrepreneur.

The mindset is one of the internal factors that greatly strengthens interest in entrepreneurship. A strong mindset is a foundation to mature in preparing entrepreneurship. Because the pattern of the strong mindset of cadres has a strong construct in facing the entrepreneurial dynamics.

The mindset can be changed because the mindset is the result of a learning process (learning), then the mindset can be changed (unlearning) and reformed (relearning). There are easy and difficult mindsets to change. Some are fast while others require a long time. Nothing can be changed by its own consciousness, nothing has changed after a particular event. Deep search to respondents showed that mindset formed at this time was heavily influenced by the training followed by respondents on several occasions, the training form and change the mindset from bad to good.

Other indicators in creating the entrepreneurial mindset that could be used are to have a business idea, all respondents that were interested in entrepreneurship state to have ideas to start their businesses. The condition begins with the ability possessed by the respondent in determining the types of products to meet the needs of society. Respondents think that they have clear ideas in starting a business so that the ideas can be the basic of the respondents in determining the interest in entrepreneurship.

Another indicator is the willingness to increase its business in the future. All respondents who are interested in entrepreneurship increased business with its current capabilities, including its invested capital. Respondents were also willing to partner with the various parties associated with capital to strengthen its business development.

Another important indicator is the willingness of respondents to invest in attending training aimed at improving personal and business capacity. Respondents had the courage to incur when training to improve the quality of its business in the future.

7. Recommendation
The results of the study show that mindset affects the interest in entrepreneurship of Posyandu cadres in Karang Berombak Village. Entrepreneurial mindset consists of the understanding of financial principles and financial management, business ideas, a willingness to improve the business, willing to invest in training and to be able to see the opportunities.

Medan city government should hold training, assistance in health cadres and create a new strategy to strengthen Posyandu in increasing the economic prosperity while strengthening the patterns of thought in order to survive and efficient in developing entrepreneurship in the future.

References
[1] Audretsch D B and Thurik A R 2001 Capitalism and democracy in the 21st century: from the managed to the entrepreneurial economy In Capitalism and democracy in the 21st century pp Physica-Verlag HD 23-40
[2] Rao D R 2004 Culture and entrepreneurship in Fiji’s small tourism business sector Doctoral dissertation, VICTORIA UNIVERSITY MELBOURNE
[3] Suryahadi A Y, Febriany V, and Yumna A 2014 Expanding social security in Indonesia: the
processes and challenges No. 2014-14

[4] Abikusno N 2005 The elderly in Indonesia: Current policy and programmes. 15(2) 18-22

[5] Solikhah U, Kusnanto H, Haryanti F, and Prabandari Y S 2015 Integrated management of childhood illness training needs on cadre for improve family and community capacity in simple handling of respiratory infection, diarrhoea, and less nutrition in children. *International Journal of Research in Medical Sciences* 3(12) S79-S84

[6] Newland L 2001 The deployment of the prosperous family: Family planning in west Java. *NWSA Journal* 13(3) 22-48

[7] Abikusno N 2005 The elderly in Indonesia: Current policy and programmes 15(2) 18-22

[8] Martins N and Trevena L J 2014 Implementing what works: a case study of integrated primary health care revitalisation in Timor-Leste *Asia Pacific family medicine* 13(1) 5