

Theoretical Study of The Life Story Narrative Personality Dynamics Based on Archetype in Indonesian Context Entrepreneurs

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ABSTRACT

Understanding personality development of entrepreneurs is important in current entrepreneurial research. Previous studies have mentioned some perspectives towards a scientific understanding of entrepreneurship, through identification and in-depth examination of personality characteristics. These studies show that individual's function as a totality of personal characteristics (which involve biological, psychological, and cultural levels related to personal narratives) is needed. Some experts point out that success can be explained in the dynamics of the daily journey of the business persons than in trying to explain them into personality categories.

The growth of entrepreneurial personality can be understood in accordance with the identity of the community and local culture. The wholeness of a person being an entrepreneur is a process of forming and revealing the development of an entrepreneurial personality. Personality growth will be revealed along the journey of life, following the same pattern in a narrative life story that is influenced by socio-cultural aspects. These patterns can be expressed in archetype. Entrepreneurs also share a set of cultural and social values, some of which are based on the values held by the community. However, research on entrepreneurial personality as a whole in the context of Indonesian culture, is still needed

This study aims to look at entrepreneurship as the dynamic's perspective of the personality narrative life stories and archetype of the cultural context in Indonesia. In addition, this study seeks non-economic factors, such as entrepreneurial personality and culture, affect the dynamics of the performance of a startup business.

Through the study of archetype theory and narrative life story, it can be proposed a measuring tool that can explain the concept of entrepreneurial archetype personality in the Indonesian context. This archetype personality measurement tool uses a life story perspective that sees the dynamics of entrepreneurial journey as an archetype hero journey

Keywords: Personality, Life Story, Entrepreneurship, Archetype, Hero Journey, Cultural Context, Indonesian Cultural Context, Personality Psychology.

Background

Unemployment is a big problem in Indonesia. One of the reasons for this is because of the mindset of Indonesians who prefer to work in companies or work with others employment. Meanwhile, the number of people in Indonesia who generate employment opportunities will be tighter. Government and private institutions are suspected of being unable to meet employment opportunities because the level of competition in applying for jobs is getting higher. (Fauzi, Massie, & Pangemanan, 2015). One alternative solution to the problem proposed is the Indonesian community to become active entrepreneurs.

Growing an entrepreneurial spirit is believed to be an alternative way to reduce the unemployment rate, meanwhile the community is expected to become entrepreneurs who are able to build their own startups (Ahda & Nugroho, 2015). Moreover, the existence of

entrepreneurs will certainly significantly encourage the development of the Indonesian Nation, because the potential of entrepreneurs or founders of MSMEs (Micro, Small and Medium Entrepreneur) is quite strong to help economic growth (Darmawan, 2016). As for the ideal conditions for developing countries, at least the country must have a number of entrepreneurs at least 2% of the total population (Hidayah, 2015). Unfortunately, according to the Global Entrepreneurship Monitor, Indonesia is still ranked 90 out of 137 countries (GEM, 2018) in an effort to print the younger generation to become entrepreneur (entrepreneurs). The rating shows that the efforts of the Indonesian state are quite behind in terms of printing young people into entrepreneurship.

On the other hand, opportunities to involve themselves in trade actually increase rapidly due to the growth of technology in various aspects of life. Internet penetration and its effects not only make it easy for people in communicating and interacting. Internet effects also contribute to the growth of new industries in the digital field. One example is the high use of the internet for trade and the emergence of new businesses, which are largely categorized as "startup businesses". From this it can be interpreted that the Internet has an additional role, namely to produce new businesses with their respective markets (Aliami, Hakimah, & Fauji, 2018)

Some people interpret the start-up is a business that has just begun by utilizing technology, especially internet technology. Ries in (Aliami et al., 2018) explained, a pioneering business was a business that had just been established and was still at the stage of development and research to find market potential and use information technology media. Pilot Business is a human institution that is designed to create products or services amid uncertainty (Mardi & Ferdiana, 2017)

According to Blank (in Mardi Arya, 2017), a startup is an organization that is designed to find new business models to get huge profits. The determinants of business success for start-ups are human resources (HR) and good entrepreneurial character / attitude, proper timing, ideas, and sufficient funding. This shows that the good quality of human resources and the right momentum greatly affect the success of the business which is still in the start up stage. (Mardi Arya, 2017)

The startup business world which is full of competition requires an entrepreneurial orientation to realize high competitiveness. By involving entrepreneurial orientation, start-up companies will develop effectively thereby increasing competitiveness. (Sari & Sitepu, 2016) Entrepreneurship is a creative and innovative ability that is used as a basis and resources to find opportunities for success. This will support entrepreneurs in producing quality products that are able to compete in the market. To be able to realize the quality entrepreneurship orientation, it is necessary to develop human resources. This statement is in line with what was stated by Erna Retna Rahadjeng and Bambang Widagdo (in Sitepu, 2016) in their research, that the management and development of human resources have a positive and significant effect on product quality

Understanding Entrepreneurship

An entrepreneur is someone who sets up his own company, then manages it, develops, and makes it an institution. (Christina, 2014) Hamdani in Christina (2014) explained that everyone has the right to become an entrepreneur as long as they have the will and the opportunity to learn and try. Furthermore, an entrepreneur is a person who starts a business by looking at opportunities that were not previously thought of. These entrepreneurs form a business with a new approach that benefits many parties. Original approaches and unthinkable business goals make these new entrepreneurs often referred to as "unreasonable" humans (Barki, Comini, Cunliffe, Hart, & Rai, 2015)

In a study conducted by Nurmalia et al (2018) explained, based on the Global Entrepreneur Monitor, there are two groups of entrepreneurial activities. The first group is entrepreneurial activities based on opportunity, usually carried out by independent individuals who are able to

see business opportunities, innovate and increase added value. The second group is a group of entrepreneurial activities based on needs, usually carried out by individuals who are forced to find ways to earn income without being able to create opportunities and innovation and not provide added value. The research also shows that value-added entrepreneurial activities increase economic growth in Indonesia by transforming knowledge of opportunities into entrepreneurial activities that absorb jobs and contribute taxes. (Nurmalia, Hartono, & Muzayanah, 2018)

In line with the above research, it appears that the main behavior in self-employment that adds value is the ability to identify and exploit opportunities with the aim of increasing income and prosperity. An entrepreneur is generally aware that the opportunity must continue to be grasped, regardless of the condition of limited resources or those under their control at this time. Both of these are a personal journey that must be done by entrepreneurs. (Innerhofer, 2018). However, Muis research (2017) mentions the reason for entrepreneurship is the starting point that distinguishes entrepreneurs in entering the entrepreneurial world, it could be due to conditions of urgency or no other choice (necessity), it could also be because of their personal interest to take advantage of opportunities.

Entrepreneurship is an effort to combine initiative, innovation, and risk taking with the desire to bring real value to the world. To do this, it requires perseverance of an entrepreneur who challenges all possibilities (perceived or real). When persistence produces breakthrough, the effect can ripen far beyond the reach of any individual business. Entrepreneurs start with the idea to change the form of existing businesses, to make business as a force to change the world for a better place. They have the courage to learn what is not yet known, how to do it and the dedication to build the ability to do it

In looking at entrepreneurs and their actions, it must be understood in advance that the chances of success of their entrepreneurs are the same and therefore it is necessary to explore further, what actually makes a person an entrepreneur (Muis, 2017). In line with that, Blanchflower and Oswald in Caliendo, Fossen, & Kritikos (2014) define specific and fundamental research questions in this field of research, namely: "What makes a person called an entrepreneur?" They conclude, there is a key perspective that needs to be addressed to gain a scientific understanding of entrepreneurship, namely identification and in-depth examination of personality characteristics.

Entrepreneurial Personality Approach

In the course of discussions about entrepreneurial personality, some researchers and experts involved elements of personality. Beugelsdijk & Noorderhaven, (2005) found that individuals who seek their own livelihood differ in personality from individuals who receive wages. Obschonka & Stuetzer, (2017) conducted a study of 10,000 respondents aged 18-59 years in Europe found that personality dynamics make a person an entrepreneur. Obschonka, Hakkarainen, Lonka, & Salmela-Aro (2017) also show that personality models can show entrepreneurial intentions and sensitivity in seeing business opportunities. Wang, Chang, Yao, & Liang (2016) who conducted research using 377 student samples in Taiwan also stated that personality influences interest in becoming entrepreneurs. Personalities that are attached to entrepreneurs have also been successfully mapped, namely openness to experience, extraversion and emotional stability. (Caliendo et al., 2014) This building theory of personality seems to have been established and it was stated by Rammstedt, Danner, & Lechner (2017) that surveys related to individual personality aspects in Germany, almost all use personality dimensions from the trait approach. Meanwhile, Brandstätter's meta-analytic research in Zelekha, (2018) states that there is a tendency for positivistic perspectives in the field of entrepreneurship to emphasize: the trait approach uses a psychometric approach and focuses on the dimensions of nature, activities, and unity of personality.

The positivistic perspective is rooted in western culture which believes that success is mainly due to personal qualities such as talent, intelligence, skills, intelligence, effort, desire, hard work or risk taking. This perspective is less willing to admit that the level of luck or variables that cannot be measured (especially external ones) can also play a role in achieving significant success in addition to the variables that can be measured (Pluchino, Biondo, & Rapisarda, 2018). On the other hand, research conducted by Li, Guo, Liu, & de Groot, (2009) by conducting in-depth interviews with leaders of large companies, shows that success can be explained more in the dynamics of a personal life journey as a daily business life rather than trying to explain into a construct theoretical research.

Several studies in Indonesia alone show that entrepreneurship is a continuous dynamic process. For example, Entrepreneurs must continue to devote their time and energy to providing products or services which then make money and personal satisfaction and freedom (Utami & Mulyaningsih, 2016) Entrepreneurship is the process of creating something new and making a profit (Wartomo, 2017) An entrepreneur must continue to strive properly in order and continue, to be able to help himself out of the difficulties of trying and making himself advanced, prosperous and successful materially and inner satisfaction (Utami & Mulyaningsih, 2016)

Giles (2018) stated, the digital revolution of the 21st century has changed the rules of competition on a massive scale and demanded flexibility and adaptability. In the post-digital revolution era, efforts to predict, control and eliminate variables are no longer relevant. The effort to reduce the variable will only intersect with the law of diminishing marginal returns: the cost of reducing the variable will be greater than the benefits derived from it. It can be said that controlling and minimizing variables is an imaginary thing, because entrepreneurs cannot really understand what needs to be measured in a complex situation with interrelated variables and very fast changing as it is today. Simply put, we cannot control things we cannot measure. When we just know what we need to measure, then that conditions have changed again. High complexity in the scope of business in the post-digital revolution era causes the mechanistic efficiency model to be ineffective. The premise that states what we can predict, can be controlled, and the need to reduce uncertain variables, contradicts the principle of uncertainty and complexity in today's business world (Giles, 2018)

This uncertainty, can be mitigated by entrepreneurs by understanding themselves deeply. This self-understanding is expected to help see the uncertainty and complexity of the business world. This self-understanding is believed to be able to guide entrepreneurs through values and perceptions of the tasks of life as a whole (Nandram & Bindlish, 2017)

As the business climate changes, other approaches can be used to explain the phenomena about how to explain entrepreneurial personalities. The wholeness of a person being an entrepreneur is part of the process of forming themselves and revealing the development of one's personality. McAdams (2001) argues, a person's personality will be revealed throughout life's journey in the same path. He noted that the narrative design in a life story is influenced by socio-cultural artifacts, such as literature and film, as well as cognitive schemes that operate outside our consciousness. Social norms themselves come from a cultural context of a nation. There are diverse cultural backgrounds that affect various aspects of the individual's social environment, so entrepreneurs also share a set of cultural and social values, some of which are entirely based on national values (Muzychenko, 2008).

In the context of developing entrepreneurial potential in Java, for example: Development can be carried out in accordance with the cultural identity and culture of Kulonprogo, so as to be able to compete globally (Wartomo, 2017). The identity and culture is to achieve the Tri Rahayu code of conduct in the course of entrepreneurial tasks, humans must understand, appreciate, and carry out their duties as human beings as stated in the Tri Satya Brata: (1) rahayuning bawono kapurbo waksitaning manungso (world welfare depends on humans who have the sharpness to feel); (2) dharmaning manungso mahanani rahayuning nagara (main task in maintaining state safety); (3) rahayuning manungso dumadi karana kemangnusane (human safety is determined

by its behavior). Thus, researchers believe that efforts to understand aspects of personality and its influence on the formation of entrepreneurship must be directed at understanding one's life's as a whole.

Entrepreneurial Personality As a life story narrative.

Life-story models initially emphasize the hypotheses of the narrative identity structure. McAdams (1985) proposes that life stories can be divided into at least four different components. First, the story consists of key scenes or events from the past, which McAdams calls nuclear episodes. Examples such as the highest point, lowest point, and turning point in life. Some of these events may confirm the similarity in a person and the continuity of time, while others describe important moments in a person's change. Second, this story is filled with self-image (personal imago), which is generally the personification and ideal picture of a person. This image becomes the main character that pushes the storyline forward. McAdams took a self-image from the archetypal character in mythology, namely as a warrior and caregiver. For him, a person can have a different self-image in his life journey, each of which illustrates an important motivational theme in their lives. Third, the story of life lies in an ideological setting that presents one's background beliefs and fundamental values about the story itself. The ideological setting describes what is considered good, moral, and worth fighting for in the life of the writer of the story. Finally, life stories can contain manuscripts of generativity; which McAdams sees as a plan or program for how the protagonist side of the story can leave a positive self-inheritance for future generations. The manuscript of generativity provides a potentially satisfying end to one's life story, along with one's efforts to expand their influence on their own protagonist side; which someone aspires for the future (McAdams, 2019).

Understanding a story, the concept of archetype as a hero's journey has been reviewed by experts. For example, by Campbell (2004) who uses story telling analysis from myths in the world stating that in an archetype journey, a person will transcend three stages, such as the stages of journey departure, initiation and return / return. In response to each of these stages, 8 (eight) archetype types are formed. Pearson and Marr (2003) by looking at the interaction of the trip found 12 types of archetypes and built the concept of measuring devices known as the Pearson Marr Archetype Inventory (PMAI) (McPeck, 2008)

In the context of this paper, the discussion on Entrepreneurship, Sanford (2014) states that the wholeness of a person who is an entrepreneur who leads his business can be reflected in the archetype. Sanford thinks that archetype is a paradigm pattern that allows a person to access the resources within himself, something that is universal or something that goes beyond the way of thinking, acting and behaving. With this assumption archetype is an aspiration that reinforces beliefs related to how the world works or should function. Archetype activates the overall self-function in interaction with the world so that it can foster the concept of self today. The growth of this self-concept enables the process of learning and discovery unexpectedly. Sanford also stated, understanding the archetype and how an entrepreneur who uses it, can help explain the relationship between individuals and entrepreneurial functions. (Sanford, 2014)

Carl G. Jung (as a figure who invented the concept of archetype in the beginning) ensured that these unexplained mental forms were timeless and appeared in all human minds since ancient times and were transmitted through myths and fairy tales into human instinctive behavior (Jung, 2014). Jung noted that this unconsciously developed highly psychic elements can only be concluded indirectly through behavior, images, art forms, myths, and religious practices. He developed his analytical practice around these ideas and how they helped humans play stories in their daily lives (Vogler, 2008). In modernity, a person "has" a life story in the same sense as he has characteristics, goals, plans, values, and so on. All of these things can be adjusted into "I" as a result of the process of forming themselves (McAdams, 1996)

A narrative discussion was also conducted by Pilotta (2016) who stated that an entrepreneur is a hero in the community. Entrepreneurs do the stages of the journey because he has dared to

decide to take a different path from most people. In his journey, the entrepreneur must build something unique or special so as to create the desired new needs. In an effort to build these characteristics, an entrepreneur must continue to develop themselves and survive the conditions that pressured him to develop his company.

Narrative lifestyle personality is an attempt to explain the dynamics of individuals and their environment that underlies individual differences with other individuals. (McAdams, 2001) In this study, entrepreneurial personality, seen as life story narrative using the theme of the archetype hero journey

Entrepreneurial Competence

Quoting from a book by Griffiths (2015), which states that from large conglomerates who are members of the Fortune 500 to the smallest business, the concept of competency models provides a better way to define jobs, recruit the right people, evaluate them, and provide a clear path for develop their talents - while ensuring that there is a strategic match with the goals and values of the organization. Competent people are an important factor in a successful and long-lasting organization. Without them, organizations are just empty buildings and idle machines. Meaningful and valued people are those who have ideas, are able to produce, market, and sell organizational goods and services. In other words, only people can regulate and energize companies that have value. Over time, the definition of what is appropriate for defining talent has evolved; the accepted language standard is competence.

Competency is defined as a group of behaviors that represent an attribute needed to do work. Thus, individual competencies describe a certain set of behaviors or performance indicators related to one's role in the organization. Each competency reflects a unique combination of knowledge, skills, abilities, and other factors that are driven and influenced by various traits and motivations. Competence is finally manifested in skilled behavior. (Griffiths & Washington, 2015) The effects of competency and personality development can contribute to the results of a business activity, both in the form of economic results, namely income and employment status. However, the strength of these contributions varies with what results in one's efforts (Rammstedt et al., 2017).

Competency as an intrinsic attribute of an individual can be used to predict behavior and performance in the workplace, in the context of this paper, namely entrepreneurship. Competence can also be seen as the capacity to fulfill what is needed by work in an organization so that the organization can achieve the expected results (Gangani, McLean, & Braden, 2004). The competency is also seen as the basis for individual characteristics related to effective performance or superior competence that is different from the level of other average competencies. (Riyanti & Suwartono, 2017). Therefore, the creation and success of entrepreneurial ventures can be said to depend on the development of entrepreneurial competencies possessed by those who have a dream of starting or having started their own business, rather than financial incentives and an appropriate business environment.

Competency has been defined as the ability of individuals to direct their personality characteristics, knowledge, skills and behavior to successfully perform certain tasks in certain professional settings (Bagheri, 2018). Understanding entrepreneurial competencies can be understood by focusing on behaviors that reflect competencies that support entrepreneurs. An interest in entrepreneurial competence comes from the relationship between competence and the birth, survival and business growth. Entrepreneurial competence is seen as important for business growth and success, also an understanding of the nature and role of these competencies can have important consequences for entrepreneurs (Sánchez, 2011). Other research shows, skills and broader factors of adaptation of a person's characteristics and identity strongly predict entrepreneurial competence. Entrepreneurial competence will ultimately predict entrepreneurial performance consisting of dimensions of economic performance, individual performance and community contribution (Schneider, 2017).

Meanwhile, entrepreneurial competencies are related to business performance and therefore, entrepreneurs must pay special attention to improving their competencies to improve performance (Barazandeh, Parvizian, Alizadeh, & Khosravi, 2015). Ramstedt (2017) states that competence is greatly influenced by personality. With this description, an understanding of the relationship between the variable characteristics and competencies to business performance needs further attention

Entrepreneurial personality, culture and business success

The condition of small and medium businesses, especially in the startup phase has an unstable tendency in terms of business processes, but is relatively more reactive with minimal and proactive planning; continuously trying to find a new opportunity to provide products that match customer demand in an effort to achieve maximum performance. Small and medium business activities in the business start-up phase have a tendency to try to adjust the resources (resources) owned by the external environment, or can be said to actualize operational adaptation (Abraham & Tupamahu, 2017). Entrepreneurs are expected to be able to find the right business model so that their company can survive with uncertainty. According to Prasadjaningsih (2018) in Indonesian, the word entrepreneurial business itself consists of two words namely *wira* (valiant, mighty) and *usaha* (effort). Entrepreneurship means it can be said as a person who is valiant in carrying out his business activities.

Determining the success of small and medium businesses can be seen holistically. Research by Kotey and Meredith (1997), Lee and Tsang (2001), Cunningham (2003) in Riyanti (2006), Sangen (2005), Nga and Shamuganathan (2010), and Risna, et al. (2011) in Tupamahu (2017) shows that non-economic factors, such as entrepreneurial and ethnic personality, affect the performance of a small and medium-sized business. The results of the study justify the relationship between non-technical aspects and business performance. (Abraham & Tupamahu, 2017)

Cultural values are important when discussing the content of the entrepreneurial 'script' (Seawright, Mitchell, & Smith, 2008). Research shows the influence of culture manifests in (1) variations in the cognitive archetype of entrepreneurship in each country (2) differences in the nature and relative importance of business creation (Mitchell, Smith, Morse, & Peredo, 2002). This finding is in line with the view that sensitivity to finds opportunities based on the way entrepreneurs understand and interpret their environment and integrated in the environment of their activities at the individual level (Muzychenko, 2008).

There is strong empirical evidence that some competencies and behaviors are influenced by cultural values. Cultural values describe to some extent what relates to appropriate and effective behavior. Therefore, some competencies developed in the home culture environment may not guarantee effective performance if entrepreneurs want to identify opportunities in general in another business world (Muzychenko, 2008). This finding is based on the value of Indonesian employees working for an IBM computer company, the value of which may be different from the Indonesian community in general; one of them is remembering that Indonesia has diverse cultural and ethnic backgrounds (Hofstede, Geert, 2010).

The implications of the research emerge, do the entrepreneurs also have the same business values as the Indonesian people in general? Whether culture might also have an impact on the value of their business, as defined by Hofstede in Mangundjaya, (2013). Not to mention, other research also shows that socio-cultural factors (social, economic, historical, ideological) can shape and influence human behavior. This is an interesting, important and difficult field to study because there is no homogeneous society or culture. Culture is dynamic, inconsistent, and diverse. Therefore, they are difficult to categorize and compare. In addition, the process by which culture influences individual or group behavior is far from clear (Furnham, 2012)

There are two indicators that explain the success of business performance, namely financial performance (sales growth, profitability, earnings per share) and operational performance (market share, new products, product quality, marketing effectiveness and added value). In a study conducted on company performance, perceived performance is defined as an indicator including growth, company profitability and market share where growth and profitability of the company are an important part of company performance and they are measured to evaluate company competitiveness. (Barazandeh et al., 2015) Other studies explore business performance indicators such as sales growth, customer growth, profit growth and working capital growth (Meutia & Ismail, 2012) Performance is generally divided into financial and non-financial performance where financial performance is financial efficiency and measures of profit and non-financial performance including customer satisfaction, sales growth, and employee and market share growth. Meanwhile, small and medium enterprises will tend to identify their growth through turnover and employment growth (Sidik, 2012)

Conclusion

Research conducted by Pambudy & Winandi (2018) shows that individual characteristics have a significant influence on entrepreneurial competence. Entrepreneurial competence has an influence on business success. (Pamela, Pambudy, & Winandi, 2018) Seeing the importance of individual characteristics in the variables that determine entrepreneurial success, researchers see the lacking of studies that explain personality as part of entrepreneurial characteristics are examined in depth and holistic

As has been explained that a person's personality will be revealed along the journey of life in the same path. we noted that the narrative design in a life story is influenced by socio-cultural artifacts, such as literature and film, as well as cognitive schemes that operate outside our consciousness. Social norms themselves come from a cultural context of a nation. There are diverse cultural backgrounds that affect various aspects of the individual's social environment, so entrepreneurs also share a set of cultural and social values, some of which are entirely based on national values (Muzychenko, 2008) Building stories and making narratives function as metaphors for doing conceptualization or re-conceptualization of entrepreneurial activities. The process of identifying opportunities and providing up to the mobilization of existing resources in socio-cultural construction is built in a narrative that makes a business that is not yet materialized ready to be realized. The resulting construction of meaning is developed as an effort for realization, that is to translate narrative patterns into business success performance. (Innerhofer, 2018)

Researchers assume that the entrepreneurial metaphor that leads the business can be reflected in the archetype narrative. Sanford (2014) considers that archetype is a paradigm pattern that allows a person to access the resources within himself, something that is universal or something that goes beyond the way of thinking, behaving and behaving. Researchers see the importance of seeing that it is important to build a model that explains how the personality dynamics of the narrative life story as a hero journey archetype can affect competence and business success,

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