

## **CHAPTER 4**

### **DATA ANALYSIS**

This chapter discusses the culture that focuses on the mindset and mentality of business people who make mats, bags, tablecloths, coasters, wallets from plastic waste in Semarang. The writer analyzed data based on related theories, the informants' answers in the interviews, and the result of observations. All data from these three sources are used to answer the questions of the questions that have been given. Out of sources, the data for this research is obtained from three informants' who have made bags, tablecloths, coasters, wallets from plastic waste. The questions for the interviewees were in Indonesian since the informants are non-English speakers.

The participants in this study were three housewives who made bags from plastic waste. The first participant is Mrs. Martina (P.1), the second entrepreneur is Mrs. Kusmujianah (P.2), the third participant is Mrs. Wahyu (P.3). Participants were three entrepreneurs who made useful items from plastic waste. They play an active role in managing waste in the surrounding environment and have made plastic waste into products and sold.

#### **4.1 The Mindset and Mentality of Creative Entrepreneurs of Valuable Object Made of Plastic Waste**

#### 4.1.1 Confidence

Based on interviews with P.1, the writer found that although information sources were first received from television, she had the *confidence* to take the first step by finding other sources of information from the internet. Also, the bag that she produces also adds to her income.

Transcript 1 P.1

*“Sebenarnya saya pernah lihat di berita. ... Saya langsung meminta tolong anak saya buat mencarikan langkah- langkahnya di internet. 2 bulan mbak saya belajar sendiri biar tas yang saya buat itu lipatan nyarapi.” (Ibu Martina).*

[I saw it on the news. ... I immediately asked my daughter to help me find her steps on the internet. 2 months I studied by myself so that the bag I made folded neatly] (Mrs. Martina, an interview done on May 29<sup>th</sup>, 2019).

P.1 had the *confidence* to act immediately and asked her daughter to help her find ways to make bags from the internet. Self-confidence is needed in doing business so that the entrepreneur can make a change. That attitude is what an entrepreneur needs (Fitri, 2015)

Based on the interview with P.2, the writer found that P.2 was not afraid of change. In the neighborhood of P.2, no one made a product like that, but P.2 still confidently made the product and introduced it.

#### Transcript 2 P.2

*“Saya langsung belajar cara membuatnya, di Lingkungan sini juga belum ada yang membuat produk seperti saya.... Karena itu sampai sekarang saya masih sering membuat ini (produk tas dan dompet) selain dapat menggantikan sampah bisa juga uang” (Ibu Kusmujianah)*

[I immediately learned how to make it, in this environment no one made a product like me.... Therefore, I still often make this (bag and wallet products) besides being able to reduce waste, I can get money too] (Mrs. Kusmujianah, an interview done on June 11<sup>st</sup>, 2019).

P.2 says that there is no one in the neighborhood made the product as she is made. P.2 still tries to make bags that are stretched by plastic waste. This proves that one of the mentality possessed by an entrepreneur is that she is ***not afraid of changes*** that P.2 has had (Fitri, 2017).

P.2 feels ***confident*** with her product because the products she made can make money. This proves that P.2 is an entrepreneur because P.2 confidently makes the product and introduces it (Fitri, 2017).

Based on interviews with P.3, the writer found that she found many sources that support the creation of something creative. She made bags accidentally when searching the internet for her children's assignment. Because of the good response from the surrounding environment, she continued and began selling it. P.3 also asks the neighbor to give garbage to the informant. She believes that what she does has a positive impact on her environment so that the surrounding environment becomes healthier because of the reduction of plastic waste. P.3 has a *positive mindset* because of the good response from the surrounding environment, this proves that P.3 is an entrepreneur (Fitri, 2015).

Transcript 3 P.3

*‘Saya cari di internet ternyata ada yang membuat tas dari plastic bekas kopi dan pelembut. Saya cari di youtube cara mudah pelan- pelan. Coba cukup bagus buat saya buat banyak, saya coba jual ternyata diterima dengan baik’ (Ibu Wahyu).*

[I saw on the internet, some people make bags from waste plastic used coffee and softener. I searched YouTube for how to slow it down. The results were pretty good so I made a lot, I tried to sell it turned out to be well received] (Mrs. Wahyu, an interview done on June 13<sup>rd</sup>, 2019)

P.3 uses the word “*ternyata*” [it appears] to show it is accidental finding a way to reduce plastic waste by turning it into a bag that has selling value. P.3 *confidently* practiced what she got from the internet. This proves that P.3 is an entrepreneur because P.2 confidently makes the product and introduces it (Fitri, 2017).

#### 4.1.2 Resilience

Based on interviews with P.1, P.1 has failed in developing the product, she *accepted the failure as experience*. Also, the bag that she produces also adds to her income.

Transcript 1 P.1

*“Sebenarnya saya pernah lihat di berita. ... Saya langsung meminta tolong anak saya buat mencarikan langkah- langkahnya di internet. 2 bulan mbak saya belajar sendiri biar tas yang saya buat itu lipatan nyarapi.” (Ibu Martina).*

[I saw it on the news. ... I immediately asked my daughter to help me find her steps on the internet. 2 months I studied by myself so that the bag I made folded neatly] (Mrs. Martina, an interview done on May 29<sup>th</sup>, 2019).

P.1 explained that for 2 months she continued to struggle with the bag she was about to make. During that time P.1 experienced many failures until finally, it was able to make a bag which she said already has selling value. *Accepting failure* is one of the mental attitudes shown to be a successful entrepreneur. Successful entrepreneurs know failure is not the end because no one has ever experienced true success without ever experiencing failure. Failure can pave the way for success (Fitri, 2015). This proves that as an entrepreneur P.1 has the mentality of an entrepreneur by accepting the failure she experienced.

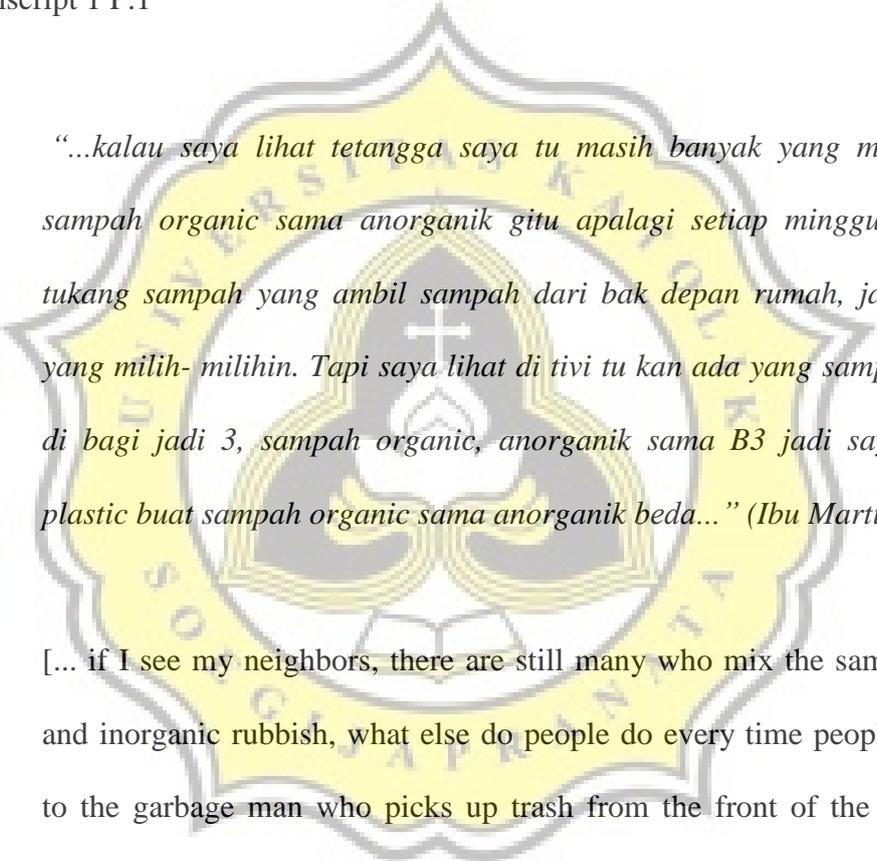
But even though she experienced many failures, she did not despair. P.1 does not focus on the failures she experiences and *acts to improve the situation*. Mentally strong entrepreneurs will try to rise from mistakes, they will rise without forgetting those mistakes (Fitri, 2015). This proves that as P1 as an entrepreneur has the mentality of an entrepreneur by accepting failure, having strong determination and still trying even though the source of the guide is only the internet.

#### **4.2 The Mindset of Creative Entrepreneurs of Valuable Object Made of Plastic Waste**

Mindset is the way people respond to everything that results from a collection of thoughts and beliefs. A mindset is formed from the environment and not ourselves form it.

Based on the interview with P.1, the writer found that *fast decision making* is one of the traits possessed by an entrepreneur. The way P.1 deals with waste that is still mixed and dares to act to group organic and inorganic waste proves she has an entrepreneur's mindset.

#### Transcript 1 P.1



*“...kalau saya lihat tetangga saya tu masih banyak yang mencampur sampah organic sama anorganik gitu apalagi setiap minggu kan ada tukang sampah yang ambil sampah dari bak depan rumah, jadi jarang yang milih- milihin. Tapi saya lihat di tivi tu kan ada yang sampah sudah di bagi jadi 3, sampah organic, anorganik sama B3 jadi saya bedain plastic buat sampah organic sama anorganik beda...” (Ibu Martina).*

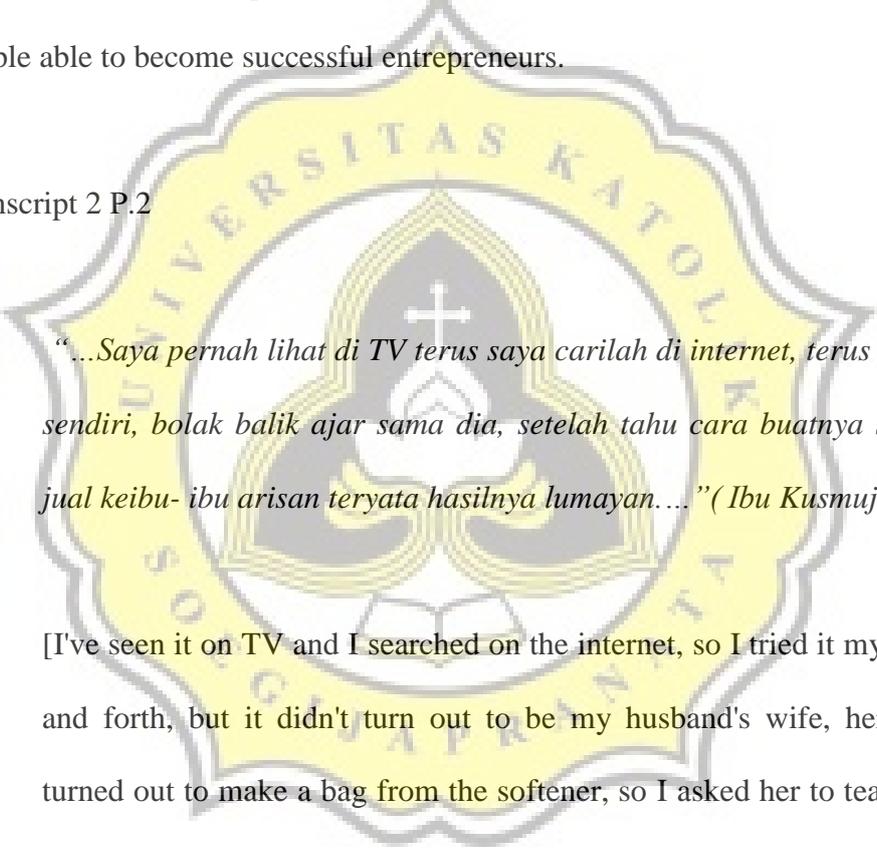
[... if I see my neighbors, there are still many who mix the same organic and inorganic rubbish, what else do people do every time people migrate to the garbage man who picks up trash from the front of the house, so seldom do people choose. But I see that some have been divided into 3, organic, inorganic waste and B3, so I use plastic for different inorganic-organic waste ...] (Mrs. Martina, an interview done on May 29<sup>th</sup>, 2019).

Even though neighbor P.1 still mixes organic and inorganic waste because there are garbage collectors who always take out garbage, P.1 *quickly makes*

**decisions.** She separates organic from inorganic waste after she saw on television several times. This proves that P.1 has an entrepreneur's mindset because a successful entrepreneur must get a look at the problem, digest all available data and quickly make decisions (Dunlop, 2019).

Based on the interview with P.2, the writer found that **being strong-willed** to be able to solve the problems in front of her was one of the factors that made people able to become successful entrepreneurs.

Transcript 2 P.2



*"...Saya pernah lihat di TV terus saya carilah di internet, terus saya coba sendiri, bolak balik ajar sama dia, setelah tahu cara buatnya saya coba jual keibu-ibu arisan ternyata hasilnya lumayan...." (Ibu Kusmujianah).*

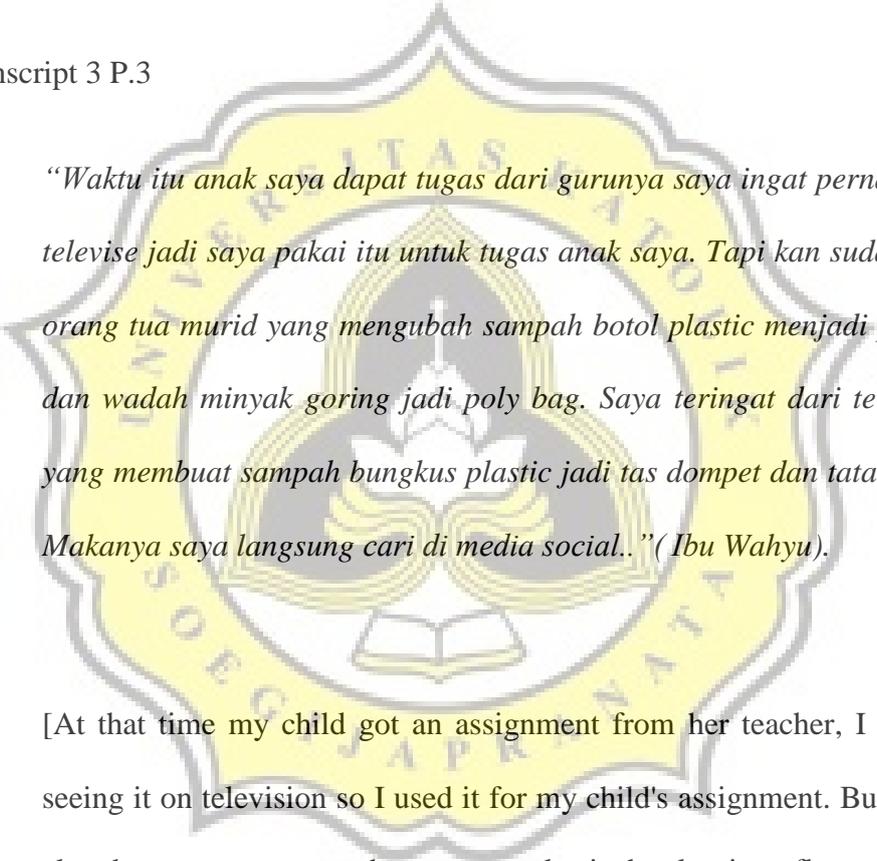
[I've seen it on TV and I searched on the internet, so I tried it myself, back and forth, but it didn't turn out to be my husband's wife, her husband turned out to make a bag from the softener, so I asked her to teach, after I learned how to make it, I tried selling it to the neighbor, the results were pretty good ..] (Mrs. Kusmujianah, an interview done on June 11<sup>st</sup>, 2019).

P.2 **faces challenges** in making bags that will be made. She tried again and again but still couldn't. She did not run away from the problem but still faced it and sought a solution to the problem. This proves that P.2 has an entrepreneur

mindset because she has a strong will and intention to solve problems that are insight (Tobing, 2019).

Based on the interview with P.3, the writer found that an entrepreneur must be *brave to take action* by looking at all the possibilities that will occur, predict them and decide how to act against the problem.

#### Transcript 3 P.3



*“Waktu itu anak saya dapat tugas dari gurunya saya ingat pernah lihat di televise jadi saya pakai itu untuk tugas anak saya. Tapi kan sudah banyak orang tua murid yang mengubah sampah botol plastic menjadi pot bunga dan wadah minyak goreng jadi poly bag. Saya teringat dari televise ada yang membuat sampah bungkus plastic jadi tas dompet dan tatakan gelas. Makanya saya langsung cari di media social..” (Ibu Wahyu).*

[At that time my child got an assignment from her teacher, I remember seeing it on television so I used it for my child's assignment. But there are already many parents who convert plastic bottles into flower pots and cooking oil containers into poly bags. I am reminded from television that there are plastic bags that make plastic bags into purses and coasters. So I immediately search on social media ... ] (Mrs. Wahyu, an interview done on June 13<sup>rd</sup>, 2019).

P.3 does something to think about the possibilities that occur with other students' parents. She imagined if the parents of the other students focused on bottle trash and cooking oil containers as they usually do in their environment. This proves that as a creative entrepreneur, P.3 is good at *taking existing actions* and *deciding quickly* what she will do (Dunlop, 2019). P3 believes in going for the opportunity and figuring out the details later by looking for it from various sources.

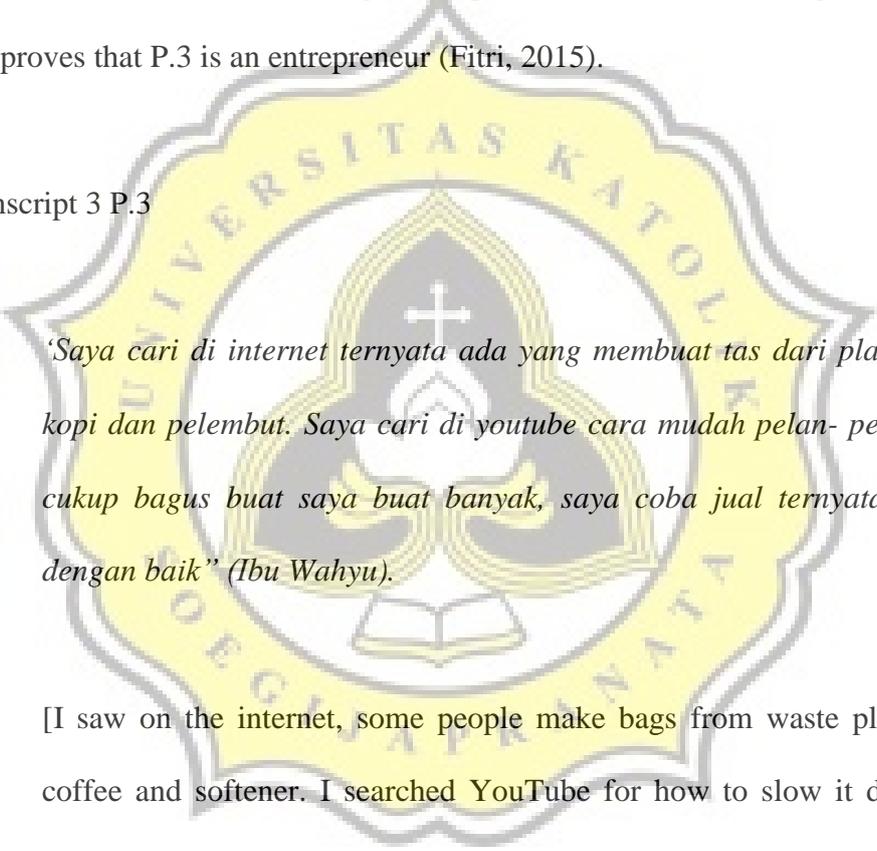
All of the above proves that P.1, P.2, P.3 are a creative entrepreneur and they have a mindset as an entrepreneur. The fast decision making quickly makes the decision, being strong-willed, faces challenges. Mindset is the root of culture. A new mindset can give birth to a new culture because the mindset of an entrepreneur can create a new culture for the environment around them if done continuously.

#### **4.3 The Mentality of Creative Entrepreneurs of Valuable object Made of Plastic Waste**

In the face of difficult times, someone's mentality is often tested. An entrepreneur must have a strong mentality in facing challenges. The mentality is a person's attitude in doing something serious with high optimism and trust in achieving the goals she has planned carefully. Processing waste as well as possible in a good way will have a positive impact on everyday life. The three subjects have the initiative and seriousness to convert waste into goods that have selling value.

Based on interviews with P.3, the writer found that people can find many sources that support the creation of something creative. She made bags accidentally when searching the internet for their children's duties. Because of the good response from the surrounding environment, she continued and began selling it. P.3 also asks the neighbor to give garbage to the informant. P.3 has a *positive mindset* because of the good response from the surrounding environment, this proves that P.3 is an entrepreneur (Fitri, 2015).

Transcript 3 P.3



*‘Saya cari di internet ternyata ada yang membuat tas dari plastic bekas kopi dan pelembut. Saya cari di youtube cara mudah pelan- pelan. Coba cukup bagus buat saya buat banyak, saya coba jual ternyata diterima dengan baik’ (Ibu Wahyu).*

[I saw on the internet, some people make bags from waste plastic used coffee and softener. I searched YouTube for how to slow it down. The results were pretty good so I made a lot, I tried to sell it turned out to be well received] (Mrs. Wahyu, an interview done on June 13<sup>rd</sup>, 2019)

P.3 uses the word *ternyata [it appears]* to show it is accidental finding a way to reduce plastic waste by turning it into a bag that has selling value. P.3 brave to *take action* to immediately find out how to make the product and was

sure she could make bags similar to those on the internet. This proves that a creative entrepreneur must have confidence in what she does and brave to brave to *take action* (Fitri, 2017). An entrepreneur must have self-control in the face of anxiety and doubt. If a creative entrepreneur doubts the product she creates will not work.

P.3 uses existing resources namely the internet to help her create new products in managing plastic waste. Because of the good response from the surrounding environment, she continued and began selling it. P.3 also asks the neighbor to give garbage to the informant. She believes that what she does has a positive impact on her environment so that the surrounding environment becomes healthier because of the reduction of plastic waste. P.3 has a *positive mindset* because of the good response from the surrounding environment, this proves that P.3 is an entrepreneur (Fitri, 2015). She has *courage to take risks* by finding out what products can be created from plastic waste. Without courage, the product will not be created.

This proves that P.3 has the mentality needed by an entrepreneur, namely the courage to take risks (Tobing, 2019). The strong intention is also shown by P.3. She learned how to make autodidact bags from coffee used plastic through social media. She is diligent in trying to make her product even though it must be slow and requires time to perfect the product. That is what proves P.3 has a mental entrepreneur, namely strong intention (Tobing, 2019).

All of the above proves that P.3 is a creative entrepreneur and they have a mentality as an entrepreneur. This is evidenced by acts to improve the situation,

confidence, accepted failure as experience, not afraid of change, positive mindset, brave to take action, the courage to take a risk, and strong intention. This is a mentality that must be possessed by an entrepreneur so that the products they market can last a long time and have many enthusiasts.

