The Role of Talent for Entrepreneurs

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Abstract: Talent needs to be a concern for every Entrepreneur. Talented entrepreneurs have the potential to contribute to creating a welfare state. This study aims to identify the role of Talent for Entrepreneurs. This study uses a qualitative method using literature and descriptive studies. The results of this study have explained the definition of entrepreneurial Talent, the role of Talent for entrepreneurs, and Talent as a driver of entrepreneurial success. This study found three roles of Talent for Entrepreneurs: Talent influences interest in entrepreneurship, Talent can make someone competent and successful in running Entrepreneurs, and Talent represents the best people for work in an entity and who will significantly contribute to achieving its strategic goals. Government and educational institutions must identify human resources with the right Talents to become entrepreneurs.

Keywords: talent, entrepreneur, competence, Indonesia.

INTRODUCTION

Based on data BPS-Statistics Indonesia (2023), Indonesia's population in 2022 will reach 175 million people. In the latest development, Indonesian Entrepreneurs have only reached 3.47 per cent (Prayoga & Fadjar, 2021; Rahmawati, Yohana, and Pratama, 2022). It is already above the minimum number of entrepreneurs as a prerequisite for realizing a prosperous country above 2 per cent (Bahri, Ali, and Aslam, 2021, 2022; Margahana & Triyanto, 2019; Zulfikri, 2022). However, Indonesia is still lagging compared to Singapore and Malaysia (Prayoga & Fadjar, 2021). They identified the number of Singaporean Entrepreneurs at 8.76 per cent, Thailand at 4.26 per cent, and Malaysia at 4.74 per cent.

Sin (2016) explains that Singapore has succeeded in changing the paradigm of young people to become more open to becoming entrepreneurs (Sutanto & Nurrachman, 2018). Furthermore, Rahim & Mohtar (2015) explained that in higher education institutions in Malaysia, since 1988, entrepreneurship has become a compulsory subject (Sutanto & Nurrachman, 2018). Herkules (2014) identified that Singapore and Malaysia had implemented entrepreneurship materials with at least two semesters. Therefore, Singapore and Malaysia are more developed and prosperous than Indonesia (Nagel, 2016).

This minimum number refers to the opinion (McClelland, 1961) in his book The Achieving Society. Bahri et al. (2021) argue that the 2 per cent figure is a reference for a country to carry out development. Herkules (2014) argues that Entrepreneurs determine the progress of a nation. Furthermore, Herawati (2016) explains that the minimum number of entrepreneurs is utilized to drive the Indonesian economy. Frinces (2010) found that Entrepreneurs have a strong will to make the necessary strategic changes to make progress. In the end, Thompson (2004) argues that in a world full of changes and uncertainties, more entrepreneurial Talent is needed than before. Therefore, one's Talent to become an entrepreneur
must be the concern of all parties.

According to Morton (2004), Talent is related to individuals who can perform transformations in large categories for company functions (Singh, 2021). Furthermore, Ansar (2018) explains that Talent is related to the desired quality in all humans and organizations that need workers with the right "Talent". Entrepreneurial Talent is related to basic skills in running a business (Maulidian et al., 2019). Furthermore, Hubaib (2019) explains that entrepreneurial Talent is related to the description of the personal potential of each individual.

However, the description of the role of Talent for Entrepreneurs has yet to be optimally drawn. This condition is due to the limited comprehensive picture of the role of Talent for Entrepreneurs. Finally, describing the role of Talent for Entrepreneurs could be more optimal. Therefore, an overview of the role of Talent for Entrepreneurs is needed to increase the number of Entrepreneurs in Indonesia. The increase in the number of entrepreneurs is a form of contribution to the country's prosperity. Therefore, one effort that needs to be made is to describe the role of Talent for Entrepreneurs.

Various analyzes discuss Talent for Entrepreneurs. Rumijati (2010) discusses the influence of potential entrepreneurial Talent on student interest in entrepreneurship. Furthermore, the study results of Amin (2020) discuss how to map student Talents to build an Entrepreneurial mentality. Meanwhile, a comprehensive discussion regarding the role of Talent for Entrepreneurs is still limited. In line with this information, research on the role of Talent for entrepreneurs needs to be carried out because it can provide comprehensive information about the importance of Talent for entrepreneurs. In addition, the findings obtained can be used as a basis for research in developing the role of Talent for Entrepreneurs. The results can also be utilized by the Government and related stakeholders who wish to optimize the role of Talent for Entrepreneurs. Therefore, this study provides an overview of the role of Talent for Entrepreneurs.

METODE

This study uses qualitative methods with two approaches: literature and descriptive studies. Creswell & Creswell (2018) explained that qualitative methods have a different approach from quantitative research methods. Qualitative research also requires cross-disciplinary investigations (Pollio, Graves, and Arfken, 2017). Qualitative research can be carried out by examining documents related to the issues or problems studied (Rusdiana, 2019). This study used a literature study approach to obtain data from reference journals. Furthermore, descriptive is used to provide an explanation related to the research theme. This study obtained data using the Google search engine and the Publish or Perish application. The keywords used in the literature search were "entrepreneurial Talent" and "Talent entrepreneur". The data that was obtained was analyzed using a descriptive approach. The analysis consists of the definition of entrepreneurial Talent, the role of Talent for entrepreneurs, and unique Talents driving entrepreneurial success.

RESULT AND DISCUSSION

Definition of Entrepreneurial Talent

In this study, identification of the definition of entrepreneurial Talent has been carried out. Experts have provided various descriptions of the definition of Talent. This definition is essential to explain the meaning of Talent. This study has identified four studies that explain the definition of Talent. In detail, this can be seen in Table 1.
Table 1. Definition of Talent for Entrepreneurs

<table>
<thead>
<tr>
<th>Author</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ansar (2018)</td>
<td>Talent is a desirable quality in all human beings, and organizations need workers with the right &quot;Talent&quot;.</td>
</tr>
<tr>
<td>Baum (2008); D’Annunzio-Green (2008); Deery and Jago (2015); Muskat et al. (2019); Watson (2008)</td>
<td>Talent is the backbone of the hospitality industry</td>
</tr>
<tr>
<td>Maulidian et al. (2019)</td>
<td>Talent is the basic ability to run a business</td>
</tr>
<tr>
<td>Hubaib (2019)</td>
<td>Entrepreneurial Talent is a manifestation of the potential personal value of each individual.</td>
</tr>
</tbody>
</table>

Source: various sources

Based on Table 1, Ansar (2018) defines Talent as a desirable quality for all humans and organizations in need. This definition is supported by recent research (Siripipatthanakul et al., 2022). Siripipatthanakul et al. (2022) explain that Talent is a term used to describe people with extraordinary abilities or gifted qualities that enable them to achieve extraordinary achievements. In a recent study, Muskat et al. (2019) explained that Talent is the hospitality industry's backbone. It supports previous research conducted by Baum (2008); D’Annunzio-Green (2008); Deery & Jago (2015); Muskat et al. (2019); Watson (2008). In addition, the hotel industry includes business fields related to services (Yulianto, 2015). The hotel industry is also the backbone of the development of the tourism industry (Kurniawati & Hennigusnia, 2019).

Maulidian et al. (2019) argue that Talent is essential to business. Saada (2016) explains that an entrepreneur with Talent will happen by himself and then be successful. Therefore, entrepreneurship is also related to abilities with elements of Talent (Saada, 2016). In the end, Hubaib (2019) argues that entrepreneurial Talent embodies the potential personal value of each individual. Suwena (2016) identifies the potential of entrepreneurs based on six aspects: personality, self-discipline, creativity, drive/desire, courage to face risks, and self-confidence. If this potential can be optimized, it will open the way to achieving success (Saada, 2016). It is in line with the results of research (Suranto, Setiawan, and Sujalwo, 2018) which found that Talent-based entrepreneurial models could foster a new entrepreneurial spirit.

**The Role of Talent for Entrepreneurs**

The existence of Entrepreneurs is essential to create a welfare state. Mannan (1997) explains that the welfare state is related to the welfare of humanity, including the economic dimension (Fuadi 2015). It is based on the opinion of McClelland (1961) in his book entitled The Achieving Society, which states that the minimum per cent of Entrepreneurs needed to create a prosperous country is 2 per cent. Moreover, Talent is a determining factor for entrepreneurial success (Lestari, 2019). Therefore, the role of Talent is essential for Entrepreneurs. In detail, the role of Talent for Entrepreneurs can be seen in Table 2.

Table 2. The Role of Talent for Entrepreneurs

<table>
<thead>
<tr>
<th>Author</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rumijati (2010)</td>
<td>Entrepreneurial Talent influences interest in entrepreneurship</td>
</tr>
<tr>
<td>Amin (2020)</td>
<td>Talent can make someone competent and successful in running an entrepreneur</td>
</tr>
<tr>
<td>Singh (2021)</td>
<td>Talent represents the best people for the job within an entity and who will contribute most to achieving its strategic objectives</td>
</tr>
</tbody>
</table>

Source: various sources
Based on Table 2, this research has identified three Talent roles for Entrepreneurs. The first role, entrepreneurial Talent, influences interest in entrepreneurship (Rumijati, 2010). Second, entrepreneurial interest is a psychological symptom to focus attention and do something about the entrepreneur with a feeling of pleasure because it benefits him (Amin, 2020; Septianti & Frastuti, 2019). Third, efforts to increase interest in entrepreneurship are a way to reduce the number of unemployed (Kurniawan, Khafid, and Pujiatii, 2016).

Talent can also make someone competent and successful in business (Amin, 2020). Competence includes knowledge, skills, and attitudes (Udin Nawawi, 2022). Entrepreneurship education can increase this competency (Yunengsih, Rostini, and Tejawiani, 2022). Bahri, Ali, et al. (2022) found that competency is one of the six factors determining the success of asnāf entrepreneurs. Competence is also one of the four dimensions of success for Muslim women entrepreneurs (Bahri, Wibowo, and Suyadi, 2022).

Talents represent the best people for an entity's job and who will contribute the greatest to achieving its strategic objectives (Singh, 2021). Singh (2021) identified five factors that determine successful Talent management: attracting Talent, deploying Talent, recruiting Talent, retaining Talent, and planning for success. Talent management for entrepreneurs is seen as important so that personnel are valued and managed properly (Efendi, 2021). Ultimately, with Talent abilities, Entrepreneurs have a great chance to succeed (Sari & Suhaili, 2020).

**Talent as a Driver of Success of Entrepreneurs**

This research has also identified ten Talents as drivers of entrepreneurial success. In every Entrepreneur, there is a mix of ten Talents that are used to start and develop a business. In detail, the ten Talents that drive Entrepreneurial success can be seen in Table 3.

**Table 3. Ten Talents as Success Drivers of Entrepreneurs**

<table>
<thead>
<tr>
<th>No</th>
<th>Talent</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business Focus</td>
<td>You make decisions based on observed or anticipated effects on profits</td>
</tr>
<tr>
<td>2</td>
<td>belief</td>
<td>You accurately know yourself and understand others</td>
</tr>
<tr>
<td>3</td>
<td>Creative Thinker</td>
<td>You show creativity in taking an existing idea or product and turning it into something better</td>
</tr>
<tr>
<td>4</td>
<td>Delegator</td>
<td>You recognize that you can't do everything and are willing to contemplate a change in style and control.</td>
</tr>
<tr>
<td>5</td>
<td>Determination</td>
<td>You persevere through difficult obstacles, even those that seem insurmountable</td>
</tr>
<tr>
<td>6</td>
<td>Independent</td>
<td>You are prepared to do whatever it takes to build a successful business</td>
</tr>
<tr>
<td>7</td>
<td>Knowledge Seeker</td>
<td>You are constantly looking for relevant information to grow your business</td>
</tr>
<tr>
<td>8</td>
<td>Promoter</td>
<td>You are the best spokesperson for this business</td>
</tr>
<tr>
<td>9</td>
<td>Relationship Builder</td>
<td>You have a high social awareness and the ability to build relationships that are beneficial for the survival and growth of the company</td>
</tr>
<tr>
<td>10</td>
<td>Risk Taker</td>
<td>You instinctively know how to manage high-stakes situations</td>
</tr>
</tbody>
</table>

Source: Badal (2014)

Based on Table 3, Badal (2014) has identified ten specific Talents that can drive business success: business focus, confidence, creative thinking, delegator, determination, independence, knowledge seeker, promoter, relationship building, and risk-taking. Badal (2014) explains that business focus is making decisions based on observed or anticipated effects on profits. It is in line with the opinion of Nurhikmah (2020) regarding the importance...
of Entrepreneurs focusing on profit-oriented.

Furthermore, the unique Talent that drives Entrepreneurial success is belief. Badal (2014) explains that belief is related to accuracy in knowing oneself and understanding others. Suwena (2016) found that one of the factors for entrepreneurial failure is a need to recognize one's potential. Suranto et al. (2018) argue that the detection of self-potential assistance is needed for entrepreneurs. Therefore, if an entrepreneur's potential is honed and nurtured correctly, it will drive his success.

A unique Talent driving Entrepreneurial success is being a creative thinker. Badal (2014) explains that creative thinking is related to creativity in taking existing ideas or products and then turning them into something better. Likewise, Wiyono (2020) identified that creative entrepreneurs could provide five benefits: increasing work efficiency, increasing initiative, improving appearance, improving product quality, and increasing profits.

The unique Talent that drives the success of the next Entrepreneur is the Delegator. Badal (2014) explains that delegation is related to the awareness that entrepreneurs cannot do everything and are willing to contemplate changes in style and control. Delegators support team members (Omari, Erramdani, and Filali, 2017). The role of delegation can foster trust and transfer value and knowledge in realizing entrepreneurial success (Sandika, Hongdiyanto, and Saputra, 2018).

The special Talent that drives the success of the next Entrepreneur is Determination. Badal (2014) explains that determination is related to resilience in the face of difficult obstacles, even those that seem insurmountable. (Bahri, Wibowo, et al. 2022) identified that business survival indicates entrepreneurial success.

The unique Talent that drives the success of the next Entrepreneur is Mandiri. Badal (2014) explains that Mandiri is related to readiness to do whatever needs to be done to build a successful business. Renaningtyas (2017) argues that independence is needed to achieve business success. Independent people will show explorative behaviour, be able to make decisions, be confident, and be creative (Renaningtyas, 2017). In Article 1, paragraph 8 of the Ministerial Regulation of KUKM No: 02/Per/Meter.KUKM/I/2008) stated that business independence created for business actors is behaviour and business conditions that have an entrepreneurial spirit to continue to meet needs by relying on their skills and strengths (Zulfikri, 2022).

The following unique Talent driving the success of the Entrepreneur is the Knowledge Seeker. Badal (2014) explains that knowledge seekers are related to entrepreneurs constantly looking for relevant information to develop their businesses. Assegaff, Hussin, and Dahlan (2011) explain that a knowledge seeker accesses company/community knowledge and reuses it. In fact, according to Leonardi & Meyer (2015) in his explanation, knowledge seekers can gather information about knowledge and its sources through observations and actions using technology.

The unique Talent that drives the success of the next Entrepreneur is the Promoter. Badal (2014) explained that the Promoter relates to the best spokesperson for this business. A promoter is confident in taking advantage of opportunities (Stevenson, 1983). In the end, Song & Wu (2021) explained that the Promoter is concerned with Talented speakers who do not have the character to continue to work hard and persevere through difficult times to implement their ideas finally.

The unique Talent that drives the success of the next Entrepreneur is the Risk Taker. Badal (2014) explains that Risk Takers are instinctive in managing high-risk situations. Gunawan & Puspitowati (2019) emphasizes the importance of Entrepreneurs' risk-taking to overcome various obstacles in running a business.
CONCLUSION

This research has identified the role of Talent for Entrepreneurs. This study uses a qualitative method using literature and descriptive studies. The results of this study have described the definition of entrepreneurial Talent, the role of Talent for entrepreneurs, and Talent as a driver of entrepreneurial success. The results of this study found that there are three roles of Talent for Entrepreneurs: Talent influences interest in entrepreneurship, Talent can make someone competent and successful in running Entrepreneurs, and Talent represents the best people for work in an entity and who will make the greatest contribution to achieving its strategic goals. As an implication of this research, government and educational institutions must identify human resources with the appropriate Talents to become entrepreneurs.

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