

## Entrepreneurial Mindset as Personal Characteristic Capital to Compete in the Era of Society 5.0

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### Abstract

With increasingly heavy economic pressures and increasingly narrow job opportunities without adequate competence in seeing opportunities and opportunities, of course, there will be an increasing distance between the empowered and the powerless in the existing global competition. This research includes literature review research from books, previous journals, handbooks, documents, etc. on the topic under study. Meanwhile, the analysis method uses critical appraisal of a collection of theories, expert opinions, and the results of previous research by comparing the similarities, differences, and uniqueness of each. The research variable is an entrepreneurial mentality with specific human resources that compete based on each individual's characteristics. One of the potentials within humans is an entrepreneurial mindset which, if explored, processed, honed, and developed, will have extraordinary potential in supporting a person's success in work or activities in the field of focus. So, an entrepreneurial mindset is also an important asset for living in the current era of society 5.0 so that you are tough, great, competitive, and successful in becoming a winner in your field.

**Keywords:** *Entrepreneurial Mindset, Personal Characteristic Capital, Era Society 5.0.*

### INTRODUCTION

Human resources are the key to an organization, so they can be the driving force of the organization. Likewise, the existence of great and strong human resources that an organization or country has (Titien Agustina, 2017b) is a source for development and change. Because through the personal characteristic capital (Titien Agustina, 2021) that he possesses in the form of an entrepreneurial mentality (Titien Agustina, 2017a), it makes a person a different person and shows his own qualities compared to others. Entrepreneurship is not only needed for doing business, because almost all areas of life require an entrepreneurial spirit or mentality (T Agustina, Butarbutar, Sherly, & Karsudjono, 2021), both for work success and organizational success. If human resources have a high entrepreneurial spirit, it will be different for employees or someone who does not have an entrepreneurial spirit (Zemlyak, Naumenkov, & Khromenkova, 2022).

Entrepreneurship has become popular since it was taught at Harvard Business School in 1947 (Jung & Lee, 2020) as one of the

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personal capital that exists in a human being. The potential for this personal capital can be explored, triggered, and developed so that they can become strong and competitive individuals (Titien Agustina, Jatmika, Sampurnawati, & Djuarni, 2023). There are 2 (two) components related to skills in supporting the success of an entrepreneur, which are determined by his mindset, namely personal skills and social skills. This research more specifically discusses skills or personal capital, the potential of which already exists within every human being (Titien Agustina, 2019a). The potential to become a winner or succeed as a great human being is ingrained from the beginning of a person's birth. This provision has been given by God, only to make it appear requires efforts to explore, hone, and develop further entrepreneurship.

Success is everyone's dream. Both in work, education, family, life, and in everything you want or plan. Success is an achievement where what is desired, planned implemented can be achieved well, even exceeding initial expectations. At least according to expectations. Because achieving success is everyone's dream, no matter what their dream is. In order to achieve what you have always dreamed of as a reality, you need capital, effort, and serious struggle, so that the desired success is achieved. Not everyone can achieve success smoothly without a spirit of struggle or a spirit of sacrifice (Indriyani, Cindy Darmawan, & Gougui, 2020). More and more people have to work hard, make efforts, and struggle, and even in this struggle, sacrifices are required which are sometimes not small.

Learn from a genuine entrepreneur, where an entrepreneur starts from his abilities (creative, rich in ideas) and then adds "intelligence" in modifying and sharp intuition in seeing opportunities and opportunities. Next, it brings up the ability to innovate (intellectual). This requires the courage to make decisions to be able to compete (emotionally guided or rational), then complemented by the ability to accept risks (spiritually) regarding everything, then making a person have a complete or great personality. There is good intellectual intelligence, trained emotional intelligence, and strong spiritual intelligence. This is one of the entrepreneurial capital that must be built within a person so that it becomes a mentality that shapes the personal character concerned (Titien Agustina, 2017a).

An entrepreneur is a person who has a complete mindset or mindset with a chosen way of acting because he can "activate" the components within himself (Afriyanto, Susandini, & Widyastuti, 2013). Where intellectual, emotional, and spiritual elements develop together and become capital, to be able to be competitive, dare to take risks with good calculations, be creative and innovative, have high fighting power, and are also independent (Titien Agustina, 2017b). If what happens is beyond expectations, don't let the person concerned dissolve in prolonged sadness. But he immediately moved on. Immediately get back up and try new ways and dare to change, dare to accept the reality no matter how bitter or sweet (Zemlyak et al., 2022). And dare to take the

first step and accept the process of results in any form. If you don't succeed, you can interpret or manage your failure well to get back up and be enthusiastic about achieving the desired success with a new strategy.

The entrepreneurial mindset is the frame of mind of someone who is entrepreneurial-oriented, prefers to live with uncertainty rather than avoid it, sees things more simply than other people who see them complexly, is willing to learn something, and dares to be a risk-taker (McGrath & McMillan, 2000). An entrepreneurial mindset can also be interpreted as a personal skill that a person has from within himself (Krueger & Sussan, 2017) which is demonstrated through thinking (self-confidence), independent attitudes and behavior, being open to change or new things, being creative, innovative, and attitudes like a genuine entrepreneur (Neneh, 2012).

Therefore, an entrepreneurial mindset is an important factor (Lahindah & Manurung, 2017) which is the capital needed by anyone engaged in any field of work. Everyone can run and follow the capital within them through this entrepreneurial mindset. Because no one is the same, but everyone has the opportunity to choose and control (lead) their choices with all the risks that they "dare" to accept and face optimally like an entrepreneur. Because entrepreneurship has become a part of him or animates him, it becomes an alarm that can be called and helps the person concerned to behave like a true entrepreneur.

Ciputra said that not everyone who has their own business can be said to be an entrepreneur. An entrepreneur is an entrepreneur, while an entrepreneur cannot necessarily be said to be an entrepreneur. This means that someone who has their own business can be said to be an entrepreneur (Margahana & Triyanto, 2019).

One of the elements of a person's success in any field is determined by the ability to decide appropriately and correctly. Every human being will be faced with making decisions at any time. The final decision lies in a person's ability to choose and make decisions. That is why it is often said that what differentiates humans from other creatures is that humans are given the ability to think like capital and to make the best choices. The choice to change. The choice to decide. The choice to accept or not accept, etc.

Entrepreneurial mindset capital is the best capital that humans have, given by God Almighty. This is the most important component for producing human resources who are strong, and competitive, but still polite and moral (self-aware). In the Islamic view, self-awareness is spiritual intelligence which is the highest state. Because it can combine and harmonize the emotional and intellectual with the spiritual as the peak point. So they will develop high personal skills but also be able to absorb them to the lowest roots. This is the personal capital that someone needs to become extraordinary, but their behavior and attitude remain simple and social.

Building an entrepreneurial mindset will prepare future generations of young people to welcome future jobs that are increasingly

competitive and require mental strength, competitiveness, tenacity and resilience against various obstacles and obstacles that stand in their way. To be strong and emerge as a winner, personal capital is needed (Sampurnawati Sampurnawati & Agustina, 2020); (S. Sampurnawati & Agustina, 2021), especially in terms of this entrepreneurial mindset in every person. Especially the millennial generation who are faced with increasingly fierce competition.

## **LITERATURE REVIEW**

Entrepreneurship is a field of study that continues to develop and become more established so that it can be recognized as a scientific field. The beginning of the growth of entrepreneurship was when inventors and technocrats in ancient times started by changing the mindset of thinking from existing habits in society. Among them are early figures who started developing personal capital within themselves as a potential as well as skills in using thought patterns into attitudes and behavior patterns (Neneh, 2012), such as an entrepreneur, or entrepreneurial mindset which supports a person's success in a competitive era. This. Among them, some became victims because of their "courage" in expressing a different opinion (risk-taking). Choosing a different attitude based on logical and basic strength in synergy with controlled emotional sharpness. The decision to disagree with someone else's opinion or understanding shows that he is a person who does not follow suit. But I prefer to be a different person, then dare to create a difference. But quite a few are also trying to use a different attitude to pioneer something new.

Dare to be different in thought patterns and attitudes has been demonstrated by previous pioneers of science. Among them is the Greek philosopher, Aristotle, who stated that the shape of the earth was round (around 330 BC), followed by Pythagoras (around 500 years BC). Next included Copernicus (1473-1543) then Galeleo Galilei (1564-1642). Because the entrepreneurial mindset that exists within the person concerned, then gives birth to the ability to create, be different in opinion, and behave. This became the starting point for the development of science which contributed to life.

Other great inventors and thinkers succeeded in contributing to change in life, among them Johann Gutenberg (1398-1468), known as the inventor of the movable printing machine, which later became a major invention that revolutionized technology at that time and then became the forerunner of the era of printing, books, and also mass production in science and others. Sir Richard Arkwright (1732-1792) was the inventor of the first spinning machine, which marked a change in humans in making clothes (textiles). Then James Watt (1736-1819), inventor of the steam engine, etc.

Inventors and world changers who came from the Eastern or Islamic world, including Al-Khwarizmi, also known as Al Jabbar because he discovered the number zero and mathematics (780-850), Al Kindi (801-873), Ibnu Sina (980-1037), Ibnu Rush (1126 – 1198), and

many other figures who were inventors in other fields. All of them, whether they come from the West or the East, are entrepreneurs who have succeeded in honing their entrepreneurial mindset to produce results that are useful for changing the world today. The entrepreneurial mindset underlies the birth of new works because there is an entrepreneurial spirit that grows and develops within them.

That was also the beginning of the growth and development of entrepreneurship in this world. So there are many rapid and drastic changes and growth of civilization in the personal and social lives of people in this world. Until the 21st century, humans can connect easily, quickly, and even cheaply. Because it is supported by discoveries in various fields of communication and information technology, and the discovery of the internet as a connecting medium. Humans' ability to create and innovate has given birth to various applications and an increase in the marketplace through digitalization, which is so great today, that it can change the economic map and also the circulation of money in society, as well as human tastes in consumption and lifestyle.

All of this cannot be separated from the personal characteristic capital (Hakim, Agustina, Rukmana, Hendra, & Ramadhani, 2023) that exists within humans who have an entrepreneurial mindset so that they can bring about rapid changes in life and world civilization. In an entrepreneurial mindset, there is initiative, creativity, innovation, different courage (the beginning of discovery or the birth of pioneering), the strength of belief in one's ability to change, the ability to survive various upheavals and discomfort, the ability to accept failure or something that does not meet expectations, courage to be different from other people, optimism, likes challenges, likes to look for and create new things (achievement), develops competitiveness objectively, dares to accept reality, can manage problems until finding solutions, can survive difficulties, etc. (Titien Agustina, 2017b).

These are all traits or characteristics of an entrepreneur that are deeply embedded in a person and become personal capital. So that when the person concerned is faced with various things or events, people with personal characteristics that are owned as capital in themselves, will become capital that directs their thoughts, attitudes, and behavior to become a person (human) who is different from the majority of people around them. So, this personal capital becomes a marker that differentiates the work or achievements that can be printed in their field.

## **METHOD**

This research uses a qualitative approach and descriptive methods. Qualitative research is research that uses a natural setting, to interpret phenomena that occur, and is carried out involving various existing methods. In terms of this research, the authors still question the natural setting with the intention that the results can be used to interpret the phenomena that occur and are carried out involving various research method (Moleong, 2018). The research design uses a



literature review, which is a research method for identifying, evaluating, and interpreting all relevant research results related to certain research questions, topics, or phenomena of concern (Kitchenham, 2004).

This research design with a literature review or literature research is research that examines or critically reviews the knowledge, ideas, or findings contained in a body of academic-oriented literature, as well as formulating its theoretical and methodological contributions to a particular topic (Cooper & Pamela, 2014). The nature of this research is descriptive analysis, namely the regular analysis of the data that has been obtained, then understanding and explanation is provided so that it can be understood well by the reader.

The source of the review research comes from a collection of library data consisting of journal articles, textbooks, handbooks, archives, and regulations as a way to solve problems by tracing sources of writing that have been written before. In this research, researchers used literature review data collection with a thematic structure. Thematic Structure groups and discusses sources according to the theme or topic. By grouping themes or research topics, you can show the types of topics that are important and strengthen sharpness in research.

This literature review research analysis uses the critical appraisal method, namely the process of analyzing theories and journals that have been collected and used as a basis for finding differences, similarities, and shortcomings in the object being studied. Then the selected journals are also examined further so that the measurement results are by the topic researched.

## **RESULT AND DISCUSSION**

The data and facts mentioned above are very significant capital in producing a pioneer in a field (Lahindah & Manurung, 2017). It can also give birth to an inventor in various lives. It can even be a hero if it is spectacular. All of this shows clearly that the person concerned is not ordinary. Within him, there is a strong personal capital characteristic (Titien Agustina, 2021) (entrepreneurial mindset) which continues to be developed and trained so that it becomes more honed, and sharper and produces extraordinary achievements in his field.

This entrepreneurial mindset becomes a person's capital that grows and integrates within himself as a soul. This entrepreneurial mindset actually already exists within humans, but its potential must continue to be explored, developed, and honed continuously so that it becomes shining and sharp. Like a diamond immersed in mud or between rocks, when a miner sees a glimmer of light, he takes it, cleans it, sharpens it, sharpens it, and continues to sharpen it, so that over time it emits more and more light and potential luster (achievement) that continues to change and shows progress (output) that is increasingly valuable and different. That is a human being with the personal capital of an entrepreneurial mindset within him (Agustina, Titien; Nurhikmah, Nurhikmah; Rudiansyah, 2022).

Therefore, everyone can be like a “diamond”. Every person is a "diamond". However, if you have not yet seen your achievements or contribution to other people, it is because of the potential of the "diamond", which should be sparkling and have an expensive and extraordinary value, even priceless, because it has not been sharpened. For this reason, every person needs and can recognize who he is, and cultivate personal capital within himself and his environment in a more refined and sparkling manner, which in the end will be able to produce "diamonds" that are priceless.

When humans are born, they already have initial capital, which at birth is the first "achievement" they have achieved, so they can become a champion, namely their victory over thousands of other sperm, so they can fertilize the egg in their mother's womb. So that his birth in this world is a victory, as well as the initial potential that the person concerned already has a winning spirit. After being born into this world, this personal capital becomes potential that must be explored and honed again through various new knowledge, new skills, and interactions with the environment, through various learning processes (Titien Agustina, 2019b), so that it increasingly shows the light (achievement or output) that is getting better day by day.

Therefore, the "victory" that one has when someone is born into this world needs to be followed up so that it becomes stronger personal capital. If there is a deviation from the essence of one's creation as a human, it occurs mostly because one likes to blame other people or the environment. That's not how it should be. Because the person concerned also has full responsibility for the decision made. When in the process of deciding on something, the final decision that emerges should not come from someone else, but be made and decided by the person concerned. Other people around only provide input, help trigger (generate potential), encourage, explore, inspire or inspire its emergence, etc. It's like the learning process, it is an alarm that calls out a person's entrepreneurial mindset potential. The rest of the finalization of a decision lies within the person. Not from anyone else. This is the "power" that God gives to humans, which shows that, from birth, humans have the potential to become winners and have a leadership spirit within themselves. So, in Islamic teachings, humans are declared by Allah to be "caliphs" or leaders/managers on earth. (Q.S. Fathir ayat 39, Q.S. al-An'am ayat 165, Q.S. Al Baqarah ayat 30).

Thus, leadership potential is also part of the entrepreneurial mindset given by God as a personal characteristic capital for every human being born on this earth. Therefore, entrepreneurship and leadership cannot be separated (Noor & Agustina, 2019). Because someone who carries out entrepreneurial activities, their leadership potential will also be honed when their entrepreneurial mindset is affected. So, for every person, there is already within him the potential for success because he has been tested when he was chosen as the embryo of a fetus (human) until he was born into this world. It should be matured again by sharpening, cultivating, exploring, developing,

encouraging, and motivating so that it shines and becomes brighter like a diamond. It needs to be tested again with sacrifice and bloody struggle.

The role of parents (family) as the initial introduction of humans to the environment, forming personal characteristics (Agustina, Titien; Rezi, Rezi; Nurdin, Muhammad; Sampurnawati, Sampurnawati; Suryani, Sri; Jatmika, 2021), continued from formal education at school, as well as from other institutions as informal and environmental education through communities, peer groups, social environments, contributing to the growth and development of the personal capital concerned, is the potential that helps bridge and provoke the emergence of a person's entrepreneurial mindset. This means that when someone has explored (honed) the entrepreneurial mindset within themselves, it means that the person concerned has set off the "alarm" for achievement and potential for success so that the winning talent that is already within them emerges. It just remains to be seen that through good and correct education, the experiences a person is given or receives, as well as the power of an entrepreneurial mindset, will help accelerate stagnate or even regress. Because if there are no further efforts to explore within a person, then the existing winning potential will blur and may become smaller, or disappear altogether.

This is where it is necessary for each person to be given education (Titien Agustina, 2017b); (Titien Agustina, 2019b) followed by providing additional experience and skills in accordance with the needs and developments of the times. Also, the entrepreneurial mindset that exists within each person needs to be explored, activated, developed and maximized in various ways so that the winning potential is truly maximized and produces high quality "diamonds". It can be done on a flat road, but it can also be uphill and full of challenges, and it can even be bloody. That is the art and dynamics of life in great success.

Therefore, everyone must be able to activate the entrepreneurial components of a successful mindset within themselves. To be able to act to change opportunities into reality carried out with the values: Creative, Innovative, Risk taking (Lumpkin, G. T. dan Dess, 1996); (Covin & Slevin, 1989); (Titien Agustina, Nurhikmah, & Rudiansyah, 2022). Apart from that, there is also independence (Doye & Bwisa, 2015 in (Sadalia, Irawati, Syahfitri, & Erisma, 2022). Need for Achievemen (McClelland, 1985); (Suryani, Sri; Agustina, Titien; Hariyono, TA; Jahri, 2021), Internal locus of control (Robbin, 2001); (Titien Agustina, 2017b); (Titien Agustina, Rudiansyah, & Rio Mursyid Wijaya, 2020); (Titien Agustina et al., 2023), Self-efficacy (Luthans, F., 2002); (Kerr, S. P., 2017); (Agustina, Titien; Nurhikmah, Nurhikmah; Rudiansyah, 2022), Adversity quotient (Surekha, 2001); (Srimulyani, 2013); (Titien Agustina, Darwis Nasution, & Sampurnawati, 2018); (Titien Agustina, Gerhana, & Sulaiman, 2020), and Spiritual quotient. So that he can hone into a person who is tough, strong, resilient, hard-working, highly disciplined, enthusiastic, optimistic, a true fighter, brave, creative, rich in initiative and innovative, open-minded, reliable, and independent.



Thus, entrepreneurial mindset is the study of innovativeness and enthusiasm in pursuing opportunities and facilitating action to take advantage of these opportunities (Kirkley, 2016); (Sadalia et al., 2022). This also indicates the courage to find valuable ideas. At the individual level, the entrepreneurial mindset is a life philosophy, while at the organizational level, the entrepreneurial mindset is part of the company culture and climate which is generally not clearly stated. One of the indicators used to measure entrepreneurial mindset is entrepreneurial self-efficacy, which measures a person's belief in their ability to succeed (Mcgee, Peterson, Mueller, & Sequeira, 2009). In entrepreneurial locus of control, it is measuring a person's self-confidence in their ability to interpret the arrival of each source of problems (Titien Agustina et al., 2022); (Titien Agustina et al., 2023). In the entrepreneurial adversity question, measure a person's intelligence to be able to survive all the problems or challenges that come their way (Titien Agustina, Gerhana, et al., 2020) and (Hakim et al., 2023).

An entrepreneurial mindset will give birth to entrepreneurial behavior (Davidsson, 1989); (Gartner, 1993); (Lumpkin, G. T. dan Dess, 1996); (Krueger & Sussan, 2017); (Wiklund, 1999); (Mathisen & Arnulf, 2012). This is considered a manifestation of entrepreneurial behavior (McGrath & McMillan, 2000) suggesting that if a person knows that he or she has fully implemented an entrepreneurial mindset, when that person begins to act and think like the habits of an entrepreneur, the results will be different (Lumpkin, G. T. dan Dess, 1996) . This will be stimulated and in turn there will be continuous growth within him (Wiklund, 1999).

## **CONCLUSION**

An entrepreneurial mindset consists of personal and social skills. In practice, knowledge, awareness, understanding, and development of personal characteristic capital that exists within every human being (human resources) need to explore personal capital from the sharpness of an entrepreneurial mindset. This is a framework that needs to be considered to build and support the creation of strong and great human resources in this competitive era.

One way or path to achieve a strong and great winning personality is to hone the entrepreneurial mindset that already exists within every human resource. Because many people are not aware of this potential. In fact, it can be explored through components such as creativity, innovation, risk-taking, need for achievement, internal locus of control, self-efficacy, adversity quotient, emotional quotient, and spiritual quotient. So that personal characteristic capital will emerge and be honed within oneself. This capital has been there since the mother's womb, but it has to be explored, developed, honed, honed, and honed through practice and ups and downs in finding the relevant entrepreneurial mindset so that it becomes brighter and more sparkling like a diamond.

Since ancient times, inventors in various scientific fields, as well as products and contributors to human civilization up to the era of society 5.0, have proven and shown that this personal capital has proven successful in delivering a person as a different person. Great and tough individuals who dare to take responsibility for the differences they believe are right. So that his name was recorded in world history. That is the fruit of personal capital that continues to be honed and trained from an entrepreneurial mindset that has been given by God so that they are pioneers of the entrepreneurial movement with an entrepreneurial mindset that is explored as capital for strength from within themselves to do their best for the progress and civilization of human life in various parts of the world. Especially in entering the era of society 5.0 where competition is increasingly sharp and demands the ability to change and adapt to each person from every change and increasingly complex problems of the times.

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