

Implementation of Independence Business Based on Moral Ethics In The Tourism Destination Enterprises

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Abstract

This research is developed from the results of research that has been done on the previous tourism industry business which is the low ability to manage the business that will have serious impact on business continuity, based on it need to be applied suitable method for business independence on tourism destination entrepreneurship, that is moral based business religion to get a solution to the constraints faced.

This study aims: As a strategy to strengthen the business around the tour because with the business based "moral ethics" psychologically will make them become strong in carrying out its business, supported by the principle that business based "moral ethics" not only gain profit but also blessing, In the first phase of this research has resulted in the book independence of business for entrepreneurship based moral ethics tourism destinations, with stages: Expert test, Revision, Test of a narrow scale, wide-scale test, revision. In the second phase will be implemented with the stages: Making the next book, dissemination, training and assistance in a sustainable and evaluated

After the training as an implementation of entrepreneurial book based on moral ethics obtained information that: the majority of informants have high school education and business as much as 87.5% become the main job. While all income is used for daily needs means is still far from the concept of saving to develop business. All informants have never received business training based on "ethical morals" so that this training open their new insight that is effort by giving blessing, accompanied by intention, honesty, not lie, the effort to use the heart and empathy, even with this training generate new ideas, and they are sure if the concept is done really will advance their efforts. There is almost no internal constraint in implementing this "ethical-based" business, only 12.5% have internal constraints on capital. Their external obstacle is competition, but this will be resolved by the persistence and determination to apply business based on "moral ethics".

Keywords: business independence - tourist destination - moral ethics

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I. INTRODUCTION

BACKGROUND

The tourism sector has a strategic position, therefore the Regional Government needs to give serious attention to the management of this sector. If the management of this sector is good, it will bring high foreign exchange especially in the region. It is important to note things that have a significant effect on consumer decisions to travel, among others; Browse, Process, physical, product, price, place and Promotion. This needs attention so that consumers will return to the place, even recommend to others, indirectly promoting word of mouth (samboro, Joko, 2012).

The result of research that no relationship between their educations with entrepreneurial behavior indicates that they have not the education entrepreneurship education, it requires training on entrepreneurship, in particular selling techniques. (samboro, Joko, 2016).

The results of research on entrepreneurial behavior that education has no effect on entrepreneurial behavior because the education of the respondent meticulous is a formal and non formal education that is not an education related to economic activities that they do, this gives their indications require education related to economic activity in order to increase their efforts. (Utami, Nunung N: 2008).

The above indicates that the tourism environment business needs training and assistance in order for the business to be advanced, as for the advancement of the anticipated business in the era of global crisis and under any circumstances, is a business that has integrity and dedication not only achieve profit but achieve blessing, based on real business with moral ethics.

A businessman based on "ethical morals" will not engage in unlawful means, forbidden by religion in reaching the wishes of businessmen who carry out all their activities in accordance with the provisions of

religion, business based "ethical morals" will bring blessing and make exist. This needs to be embedded and delivered in depth to entrepreneurs around tourist destinations. The result of research is the book of entrepreneurship based on moral ethics in principle is very good to be used as a breakthrough in entrepreneurship so that its business become advanced and blessing. (samboro, Joko, 2017).

RESEARCH OF PROBLEM:

In accordance with the background of the problems described above, then the formulation of the problem is described as follows;

1. How to develop ethics based moral ethics business book for entrepreneur around tourist destinations.
2. How to implement a independence business book based on "moral ethics" for entrepreneurs around tourist destinations that will be used for efforts to strengthen their efforts to become successful entrepreneurs and independent.

RESEARCH

PURPOSES

In general, the purpose of this research is to develop and implement ethics based moral ethics business book for entrepreneur around tourist destinations. Specifically, the objectives of this study are:

1. Develop a book of business independence based on "moral ethics" for entrepreneurs around tourist destinations.
2. Implementing business independence book based on "moral ethics" for entrepreneurship around tourist destinations, by conducting training and accompaniment with related offices (Dinas Koperasi UKM) to business around tourist destinations by prioritizing religious morals in order to grow and strong business so that life become prosperous, then become entrepreneur who are independent.

RESEARCH URGENCY:

Specific benefits for the research of this national strategy are:

1. As one of the strategies to strengthen the efforts of people around the tourism based on "moral ethics" because with this ethical-based "ethical" business psychologically will make them strong in conducting their business, supported by the principle that business is not only for profit but also blessing.
2. The results of this research are used as a basis for problem solving in the strengthening of business around the tourist area nationally with local wisdom so that their businesses become strong and have high competitiveness.

II. LITERATURE REVIEW

Independence.

According to Gibson, Ivancevich and Doonely (2013), there are several important factors that cause individual differences. The Basic Model of Behavior is presented as a starting point for understanding individual behavior. Important things to pick from the model are: (1) the behavior process is similar for everyone; (2) actual behavior may differ due to physiological, environmental and psychological variable, and due to factors such as frustration, conflict and anxiety; and (3) many variables that influence behavior are formed before people enter the work organization.

Kant (2006), states that the independence of the person associated with freedom and responsibility. That independence has moral values that must be adhered to. A person who feels himself independent, he will be responsible for his decision and will accept all the consequences.

An independent person is aware that his actions should be able to describe his rights and obligations to others in the social. The characteristics of independent individuals include: having self confidence, moral trust, clear vision and focus, and responsible for its actions.

Covey (2009) describes the maturity of individuals in a continuous maturity that starts from: dependence toward independence to dependency. Dependent individuals need others to get what they want, independent individuals can get what they want through their own and interdependent endeavors to combine their own efforts and the efforts of others to achieve the greatest success together.

In the field of business, the independence of a person can be attributed to capital aspect. Capital often makes a person dependent with other parties so that some of his activities become subordinated and controlled (arranged) by the giver of capital. Based on the above and associated with the context of small industry, the sense of independence of members include elements of ability that belongs to him join the ability of other individuals who form a partnership in order to realize the progress of its business

Tourism industry classified in the category of business services (and also supporting) is in need of entrepreneurial behavior in managing the business. Moreover, this business is a business that provides services to consumers of tourists whose needs are very rapidly changing.

Some important things to implement are the factors that significantly affect customer loyalty or customer satisfaction that is: Tangible, responsiveness, assurance, empathy and reliable. These five factors are the key for business continuity that could not be released. (samboro, Joko, 2008, 2011).

Independence and business success based on Ethical Moral

The key to success is actually based on "ethical morality" is actually taught by any religion based on their respective books, but this doctrine is sometimes carried out only in terms of speech and speech without being followed by the heart to practice it, to become a successful entrepreneur must have strong faith, and faith is used the foundation for success.

In business based on ethical morality it must be believed that profit is not only in the world but also in afterlife, and the flow has a dream firmly and is believed, herein lies the difference of business that puts forward ethics, because the intention to get long term profit.

Religious businessmen will not easily give up, optimistic because the business is not always lethargic, because in trouble there is ease. Business will not get out of profit and loss, but business should be ready to risk, because in religion it is known that nobody knows what will happen tomorrow, businessman must accept this provision. Besides, a moral businessman must conduct his business in the right way, namely: lawful, honest, just and patient. It should be believed that not only profit as a goal but a reward that is orientation. Honest in business means not to deceive consumers, reduce dosages, business ill-conceived goods, businessmen who have good morale will try and afterwards take to God as destiny. There is a business ethic that must be met, fulfilling the benefits that can be given to consumers and not just think of the benefits of its products have a value consumer satisfaction. Business value worship will be oriented to the best output (quality). Businesspeople have the sincerity and stability of intention and hard work so please help and race in goodness. Clever manage money and save sparkle, keep learning and reading.

A moral businessman is always thankful to God for profit or loss, thankful not only to be spoken but also to deeds. Do not forget to give a portion of fortune in the state of profit and loss. The law gives this also closely related to the enactment of the law of nature namely Law of Reciprocation and Law of compensation, in this circumstance every action we do is good or bad will get its replacement. Forbearance in the test of business, all the sequences that have been passed, the last step are surrendered to God and pray for the communication of gratitude and asking for help to God.

III. RESEARCH METHOD

RESEARCH DESIGN

This research is a research about business independence on the tourism destination businessman, the result of this research is expected to be obtained the training material of business independence on the business of tourism destinations based on "ethical ethics" and implemented, so that the business becomes developed and become self-employed entrepreneurs and dare to take risks in advancing their business.

Procedure of material development for business independence training based on "moral ethics" on tourism destination entrepreneur conducted in this research are as follows

1. The first stage that has been done is:

- a. Identify reflections of prior research related to business independence of tourism-based tourism entrepreneurs on the basis of "ethical morals", marking the parts that are considered important and relevant to compile a book on business independence.
- b. Prepare a book of business independence on the tourism business based on "ethical ethics" and conducted expert validation.
- c. Expert Test which includes: expert test, revision
- d. A narrow-scale test: a narrow-scale test by selecting each of the 5 entrepreneurs in the four East Java destinations of coastal tourism and mountain tourism.
- e. Large scale test: large scale test with each of 30 entrepreneurs in four destinations of East Java region continued to repair and validation of experts. The test results are used to make revisions and improvements to produce adaptive training books in accordance with the real conditions
- f). Designing and printing books

2. The second stages are:

- a. Develop the next book in the same way as the first book development.
- b. the implementation of the development of business independence on the tourism-based business entrepreneur "moral ethics" namely: dissemination of books on entrepreneurship around the place of tourism with local wisdom.
- c. Implementation of training and business assistance by prioritizing ethical morale with related offices (Dinas Koperasi dan UKM). Training and Assistance is conducted on entrepreneurship around tourist destinations in order to achieve strong business and sustainability
- d. Evaluation of success: evaluation of the success of the assessment conducted to entrepreneurs around tourism,

TIME AND PLACE OF RESEARCH

For the purpose of this study a sample was taken using purposive cluster random sampling technique, each location was taken 30 entrepreneurs, so total sample of 120 entrepreneurs, held training as an implementation of entrepreneurship book based on moral ethics.

This research was conducted in East Java location in 4 tourist places, namely:

1. Beach Sendang Biru and Balekambang Beach: representing coastal tourism
2. Selecta and Songgoriti: representing mountain tours.

After the in-depth interviews were held on the informants, each location was taken 2 informants, so there were eight informants were interviewed in depth about entrepreneurship training based on ethical morals.

IV. RESULTS AND DISCUSSION

Benefits of business independence training Based on Ethical Moral

This study uses a grid of interview guidelines:

No	Focus	Indicators	Element
1	Socioeconomic conditions and description of informants	Education	1. Educational background 2, work background 3 Income 4. The use of revenue
2	Benefits of entrepreneurship training based on ethical morals	Change of knowledge	1. Get the new knowledge 2. The type of knowledge gained 3. Get a new idea in business 4.improve the quality of the business 5. wanted changes in the business
		Development in business	1. improve business 2. expand business
2	Constraints in running a business based on "moral ethics"	Inhibiting factors	1. Internal factors 2.External factors

Result of Interview on the benefits of business independence training based on ethical morals.

The results of interviews with business informants about the benefits of business independence training based on "ethical morals" on socio-economic conditions are as follows

From the information, most of them are junior high school graduates: 25% senior high school: 62,5%, and graduate degree: 12,5%. so informants dominated high school graduates as much as 62.5% and at least 12.5% of undergraduate graduates.

The main job:

Informant effort is needed goods around the location of tourism, food and beverages as much as 50%, souvenirs and toys as much as 50%., Majority of informants have no side job ie 87.5% and only 12.5% have side jobs. This means that business around the majority of tourism is used as the main job.

All informants said that his income was uncertain, amounting to 37.5% in detail, earning around Rp 100,000, and 37.5% earning over Rp 200,000 and 25% were reluctant to mention the amount. All informants answered the use of income for everyday needs, 25% also mentioned for the cost of education of his child

The results of interviews with entrepreneurs on the benefits of business independence training based on "ethical morals" regarding gaining new knowledge are as follows:

1. *iya tentu saya mendapat pengetahuan baru.*
2. *ya dapat lah pak*
3. *Pengetahuan yang selama ini belum pernah saya pahami, meski ada yang telah saya lakukan, dan untuk meluruskan apa yang belum saya lakukan*
4. *Iya pak , dapat pastinya*
5. *iya dapat pak*
6. *iya dapat pengetahuan baru*
7. *ya pasti ada Pak*
8. *Ada, tapi masih perlu baca lagi*

All informants said that this training gets new knowledge.

The type of new knowledge that is obtained is:

1. Pengetahuan tentang cara berwirausaha dengan menerapkan kata hati yang murni yakni dengan cara jujur, dapat dipercaya, menggunakan komunikasi yang baik
2. Tentang usaha dengan menggunakan cara yang baik, dimulai niat agar barokah, mengutamakan jujur dan sebagainya.
3. Pengetahuan tentang usaha yang mendulukan niat agar berkah pendapatannya, seta bagaimana cara menjalankan usaha dengan tidak semata mendap hasil yang banyak tapi hasil yang barokah.
4. Bagaimana usaha dengan menggunakan cara yang baik, misalnya: bijaksana, jujur, bisa dipercaya, saling menghormati sesama penjual, menggunakan komunikasi yang baik dengan konsumen.
5. Tentang cara berjualan dengan sistem yang baik, jujur, tidak bohong, niat yang baik, komunikasi dengan baik.
6. Pengetahuan tentang usaha yang mendulukan niat, mendulukan berkah dari pada banyak tapi tidak berkah, jujur tidak bohong.
7. Tentang usaha dengan menggunakan perasaan etis dan mengutamakan keberkahan dengan jujur, tidak bohong, kerja keras, cerdas
8. Tentang usaha dengan mendulukan barokah, tidak hanya banyaknya pendapatan, juga usaha dengan menggunakan tepo sliro, jujur.

All informants feel that this training is gained by opening insights about efforts that prioritize blessings, accompanied by intention, honesty, not lie, effort using the heart and empathy.

The results of the interview on the description of which can change the view in conducting business:

1. Iya pak ada niat kuat untuk usaha dengan menggunakan cara yang halal agar berkah, dan yakin bahwa rejeki yang diperoleh dengan cara yang sportif dan keyakinan terhadap Tuhan YME, sehingga ayem dihati, namun juga harus ada unsur ihtiyar, tidak boleh hanya pasrah saja.
2. Dengan pelatihan ini pak, saya jadi seperti dibukakan wawasan berusaha tidak dengan tujuan pada pendapatan melulu, tapi usaha dijalankan dengan cara yang baik.
3. Secara rasional memang betul Pak, dengan usaha yang menerapkan moral etika misal: kejujuran, dapat dipercaya akan tidak ada ruginya, misal tidak perlu menutupi kelemahan produk kita, jika konsumen mau membelinya, kita jadi tenang, rasanya lega karena konsumen mau menerima dengan rela dan senang hati produk kita apa adanya.
4. Iya, ada pgnin punya usaha yang besar, mekudian bisa membuka cabang, mimpi boleh kan Pak?.
5. berubah Pak, dulunya saya hanya ingin mendapat keuntungan sebanyak banyaknya, sekarang yang penting barokah, buat apa banyak tapi keluar juga banyak misal untuk berobat, hilang dan sebagainya, seperti di keranjang, brobos ke bawah rejekinya.
6. Iya merubah jadi lebih tahu untuk bisnis yang sportif dan agamis
7. Iya Pak, melakukan usaha dengan mengutamakan "rasa" dan "hati" dengan menggunakan cara yang tidak menghalalkan segala cara.
8. Iya Pak, ada keinginan untuk lebih mandiri, karena saya usaha ini masih banyak yang hanya menjualkan

All informants said that with this training change the view in the effort and want his business to be successful

The results of interviews on new ideas are:

1. ada, yaitu ingin menerapkan usaha dengan prinsip etika moral
2. Ada, yaitu ingin berencana mengembangkan dengan sedikit beramal yang Insya Allah tidak akan merugikan justru tambah banyak, setiap hari jumat saya ingin menggratiskan untuk para anak jalanan dan pengemis.
3. Ada yaitu usaha dengan cara sportif dan etis
4. Iya tadi Pak, pingin punya usaha cabang
5. Belum sih Pak, jujur
6. Ada ide gagasan tapi belum yakin
7. Ada Pak, dengan berupaya sedekah sebisanya, dan niat maka yakin akan maju
8. Iya ada, ingin mandiri pak.

87.5% of the informants said they had new ideas with this training, and only 12.5% had no new ideas.

The result of interview about quality in business:

1. Dengan mengikuti pelatihan seperti ini Insya Allah usaha saya akan berkualitas dan mantab, yang peting mendapatkan hasil bukan karena banyaknya namun berkahnya.
2. Lebih mantab dalam usaha, ini saya bilang berkualitas pak
3. Tentu berkualitas pak, karena saya sadar bahwa tidak kuantitas tujuannya namun kualitas, sedikit tapi berkah itu kan berkualitas namanya
4. Insya Allah baik dan berkualitas Pak
5. Dari sisi kuantitas sih belum terasa, tapi dari sisi kualitas terasa yaitu meski tidak banyak tapi ayem karena berkah.

6. Kualitas lebih baik tentunya
7. Dengan jujur, berarti usaha saya berkualitas pak, karena tidak menyembunyikan yang tidak berkualitas
8. Ya pasti pak, karena dengan tidak bohong dan komunikasi yang baik, bilang apa adanya, maka jualan saya bisa dikatakan kue berkualitas. Dan saya tidak ingin jualan jika barangnya tidak bagus.

All informants said that with this training their efforts become qualified, using their own language
Desire changes in business are

1. Tentunya usaha yang lebih maju
 2. Ingin usaha saya lebih besar lagi
 3. Insya Allah berubah maju, karena kita bersungguh karena berusaha dijalanNYA, aamiin
 4. Iya ingin berubah pak, ingin tidak seperti ini terus, ingin maju gitu Pak
 5. Jelas ingin Pak, yaitu berubah menjadi lebih baik dan jentel gitu.
 6. Ingin menjadikan usaha ini lebih besar, ini cita cita lho pak
 7. Ingin berubah menjadi tambah besar, dan buka cabang di tempat wisata lain
 8. ingin buat usaha sendiri
- All informants said that with this training have a desire to raise their business, with different language they use.

How to Improve the business:

1. Saya kok optimis ya pak, jika saya menjalankan usaha dengan cara begini, maka usaha saya akan meningkat
2. Ingin meningkatkan usaha dengan belajar dan belajar terus, kalau ada pelatihan lagi saya akan ikut serta, agar usaha saya lebih maju dan meningkat
3. Terus belajar dan berusaha meningkatkan kepuasan konsumen, terus mengikuti pelatihan, ini sebagai upaya meningkatkan usaha saya.
4. Terus berusaha dan belajar serta disiplin agar usaha berkembang.
5. Cara usaha dengan tidak grusa grusu tapi dengan niat dan jaga bahasa terhadap konsumen, biar dia balik beli lagi, paling tidak cerita ke temannya untuk beli di tempat saya.
6. Belajar lebih giat kepada teman yang telah sukses, tanpa lupa cara agamis dalam usaha.
7. Bekerja keras dan terus mencari pengetahuan tentang kemajuan usaha
8. Belajar dan cari cara agar usaha saya menjadi besar.

All informants said that the training will improve their efforts, by continuing to learn and work hard, with the language they use differently from one another.

Business development:

1. Saya yakin bisa, karena seperti adaka kekuatan baru dalam melaksanakan usaha
2. Bisa pak, asal ada kemauan, apalagi dengan pelatihan yang baru ini mendorong dan menyemangati saya, seperti ada pencerahan gitu pak.
3. Iya jelas pak, karena seperti ada tenaga dan semangat baru untuk bersungguh sungguh dan keyakinan untuk bekerja keras.
4. Insya Allah usaha bisa mengembangkan usaha saya dengan pelatihan ini, dan saya yakin bisa, karena sudah dijanjikan sama yang diatas kalau kita yakin dan berusaha pasti bisa.
5. Ingin sekali mengembangkan usaha saya dengan menggunakan cara yang agamis.
6. Insya Allah mampu usaha berkembang, kalau kita ikuti dengan benar benar pelatihan ini, karena dari sisi pelanggan akan puas, akhirnya jadi reame jualannya
7. Insya Allah akan berkembang jika sudah diniati dan berusaha melakukan usaha dengan baik
8. Cita cita saya ya.. pingin usaha saya berkembang Pak, untung ada pencerahan cara di pelatihan ini, jadi mantab rasanya

The informant's statement can be seen that: if the training is actually run it will develop their business.

Constraints In Running Business Based "Moral Ethics".

Interviews to informants about obstacles in carrying out business with ethical moral basis are:

The internal constraints are:

1. Harus bertekat untuk memerangi keinginan untuk menghalalkan segala cara agar dapat keuntungan yang banyak
2. saya kira tidak ada hambatan dari dalam diri saya, hanya harus punya tekad gitu saja pak.
3. Saya kira tidak ada, kalau saya ada kemauan
4. Tidak ada, hanya urusan tugas keluarga saja yang harus diatur supaya sama jalannya. Oh ya pak mungkin modal yang saya butuhkan.
5. Masih berusaha yang baik
6. Tidak ada kendala, asal kita yakin

7. Kurangnya modal

8. Tidak ada, harus disiplin saja, dan mengingat yang benar gitu Pak.

87.5% of informants said there were no internal constraints in running a business based on "ethical morals", only 12.5% had constraints on capital.

External constraints:

1. Melawan arusnya usaha dari pihak pesaing berarti harus memperbaiki pemasarannya.

2. yaitu pak... kadang teman pesaing bisa mempegaruhi untuk berbuat curang, tapi akan teratasi jika prinsip yang kita pegang kuat. Dan harus ingat: rejeki sudah ada yang ngatur, hanya harus ihtiyar.

3. kadang pengaruh teman pesaing akan menulari karena pengaruh jelek cepat nular kalau kita nggak bertekad, gitu pak.

4. Tidak ada saya kira jika kita jalan dengan sportif

5. Memasarkan produk dengan baik, mengingat banyak pesaingnya

6. Butuh sabar dan tetap baik dengan pesaing

7. Saya rasa tidak ada

8. Selama ini karena tergantung dari pemasok jadi masih ada sedikit kendala, tapi saya akan berusaha mandiri.

The informant's statement can be seen that: 12.5% have no obstacles in carrying out an "ethical moral" business, and 87.5% say competitors should be well preserved because it motivates the implementation of the business by applying morale.

V. DISCUSSION

The majority of informants have a high school education and 87.5% of the business becomes the main job. While all income is used for daily needs means still far from the concept of saving to expand its business.

All informants have never received business training based on "ethical morals" so that this training will open their new insight that is effort by giving blessing, accompanied by intention, honesty, not lie, effort of using heart and empathy, even with this training generate new idea, if this concept is done really will advance their efforts.

There is almost no internal constraint in applying business based on "ethical morals", and only 12.5% have internal constraints on capital. Their external obstacle is competition, but this will be resolved by the persistence and determination to apply business based on "moral ethics".

VI. CONCLUSION AND RECOMMENDATIONS

CONCLUSION

1. Business training on the basis of "ethical morale" was first implemented in the tourism business.
2. Business-based "ethical ethics" training opens up their new insights of effort by prioritizing blessings, with intent, honesty, not lying, the effort to use the heart and empathy, even with this training generating new ideas.
3. The informant wants his or her business to be developed, it takes determination to do business by using ethical morals, so that their efforts are a blessing.
4. There are no internal constraints in carrying out business based on "ethical morals", external constraints are facing competition.

SUGGESTION

1. Continuous mentoring is required in the application of business based on "ethical morals".
2. Training needs to face competition with sportsmanship, for example: product marketing training, training on capital and so on.

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