

## Exploration of Entrepreneurial Attitudes: A Comparison Between Indigenous and Chinese Ethnicity

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### ABSTRACT

*This research is a comparational study that aims to determine the differences in entrepreneurial attitudes between ethnic Chinese entrepreneurs and ethnic Indigenous entrepreneurs in Mamajang District and Wajo District, Makassar city. This research is quantitative research. The population in this study were ethnic Chinese entrepreneurs and ethnic Indigenous entrepreneurs in Mamajang and Wajo sub-districts, with a research sample of 60 entrepreneurs divided into two, namely 30 entrepreneurs from Chinese ethnicity and 30 entrepreneurs from Indigenous ethnicity. The sampling technique used was snowball sampling. The data analysis method in this study uses the t-test. The results of the difference test using the t-test technique obtained a value of  $t = 3.481$  with a significance value or  $p = 0.001$ . These results indicate that there are differences in entrepreneurial attitudes between ethnic Chinese and indigenous ethnicities in mamajang sub-district and wajo sub-district of Makassar city. The results showed that ethnic Chinese entrepreneurs have a higher entrepreneurial attitude than ethnic indigenous entrepreneurs. Testing on each aspect found a difference in the aspects of discipline and independence with ethnic Chinese having a higher score than ethnic natives while in the aspects of high commitment, honesty, creative and innovative and realistic found no difference.*

**Keywords:** entrepreneurial attitude, attitude comparison

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## 1. INTRODUCTION

The exploration of entrepreneurial attitudes has become an increasingly important research topic in the current global context. Entrepreneurial attitudes play a crucial role in driving economic growth (Isma et al., 2020; Siregar et al., 2023), creating jobs (Aryadi & Hoesin, 2022), and advancing innovation in various industry sectors (Erline, 2017). Indonesia is a country with a rich ethnic and cultural diversity (Brata, 2016; ntara, M., & Yogantari, 2018). Within the framework of this study, focus will be given to the comparison of entrepreneurial attitudes between two main ethnic groups, namely indigenous and Chinese ethnicities. This research will address the role of culture and other factors that influence entrepreneurial attitudes in these two groups.

Ethnic Chinese have long been recognized as an active entrepreneurial group in Indonesia (Trinugraha, 2013; Hutabarat, 2017). They have a long history of trading and entrepreneurship, which has a significant impact on the national economy. However, how their entrepreneurial attitudes compare with those of indigenous ethnicities is not fully understood. Apart from cultural factors, education, social environment and other factors also play a role in shaping one's entrepreneurial attitude. Therefore, this study will try to investigate these factors

in the context of these two ethnic groups. A comparison between indigenous ethnicities and Chinese ethnicities in terms of entrepreneurial attitudes may provide valuable insights for the development of economic policies, education, and support for entrepreneurs in Indonesia.

Currently, many countries in the world, including Indonesia, are seeking to stimulate entrepreneurial growth in response to global economic changes. Therefore, a better understanding of entrepreneurial attitudes across different ethnic groups can aid more effective policy planning. Previous studies in this area tend to focus on analyzing entrepreneurial attitudes at the national level, without considering differences between specific ethnicities. Culture has a strong influence in shaping entrepreneurial attitudes (Rahayu, 2013; Fitriani, 2014; Rokhlinasari, 2016; Isma et al., 2023).

Indigenous ethnic Indonesians, with their wide cultural diversity, have significant variations in entrepreneurial attitudes that warrant further research. Ethnic Chinese also have certain cultural characteristics that have influenced their entrepreneurial patterns. These include a focus on family business success and strong business networks. Social and economic environmental factors in different parts of Indonesia may also influence entrepreneurial attitudes. For example, urban and rural areas have different views on entrepreneurship.

This research will include an analysis of existing literature on entrepreneurial attitudes, both globally and in the Indonesian context. Successful entrepreneurship also has significant economic implications. By analyzing the comparison between indigenous and Chinese ethnicities, we can understand how cultural and social factors affect local and national economic growth. Education also plays an important role in shaping entrepreneurial attitudes.

In addition, it will consider the role of mass media and cultural narratives in shaping people's perceptions of entrepreneurship. The Indonesian government has launched various programs aimed at stimulating entrepreneurial growth. This research will help evaluate the effectiveness of these programs in supporting indigenous and Chinese ethnicities.

In the rapidly growing digital era, it will also consider the impact of technology and internet connectivity on entrepreneurship in both ethnic groups. This research has the potential to provide concrete policy recommendations to support entrepreneurship in Indonesia, including more targeted training and education programs. In an increasingly integrated global context, a better understanding of the differences in entrepreneurial attitudes between indigenous and Chinese ethnicities could help Indonesia compete better in the global market.

Indigenous and non-indigenous are not highlighted from a political perspective but from the science of entrepreneurship. The issue of *pri* and non-*pri* will also be highlighted from a socio-cultural perspective, namely studying all cultural characteristics (especially work culture), outlook on life, philosophy, social traditions and spiritual aspects of a particular ethnic group. Hasbullah (2013) succinctly describes the mental attitude of indigenous ethnicities that does not support entrepreneurship, namely taking short-term profits, feeling satisfied quickly, and anti-risk attitudes. According to him, this is because indigenous ethnicities place more importance on relationships with other people, thus fostering a mental attitude to be more dependent on connections rather than trust in one's own abilities.

This condition is different from the majority of indigenous people. Indigenous people emphasize their children to become civil servants rather than entrepreneurs (Nuraeni, 2022). This pattern of education of indigenous parents to their children means that when working, their children will prefer to work with others rather than build a business independently. In addition, they tend not to want their children to pursue entrepreneurship and try to divert their children's attention to become civil servants (Rusdiana, 2014). Based on this description, this study will compare the differences in entrepreneurial attitudes between ethnic Chinese and indigenous ethnicities.

## 2. METHOD

This type of research is comparational or comparative. Comparative research can find similarities and differences about objects, about people, about work procedures. It can also compare similarities in views and changes in events or ideas. This type of comparative research is intended as research on the views of people, groups or countries on cases, people who compare entrepreneurial attitudes between Chinese ethnic traders and indigenous ethnic traders in Makassar City.

The research variables in this study are entrepreneurial attitudes and ethnicity. Entrepreneurs who are intended here are people who have noble character, hard work in entrepreneurship, strive independently in building their business, can control emotions and calculate risks in entrepreneurship, find business opportunities.

The operational definitions in this study are entrepreneurial attitudes and ethnic Chinese traders and indigenous ethnic traders. This study uses a variable measuring instrument, namely the entrepreneurial attitude scale. Entrepreneurial attitudes are revealed using an entrepreneurial attitude scale that contains aspects of entrepreneurial attitudes. There are six aspects used to measure variables, namely discipline, high commitment, honesty, creative and innovative, independent and realistic.

The population in this study were all retail entrepreneurs in mamajang sub-district and wajo sub-district of Makassar city. While the research sample is 30 (thirty) traditional Chinese ethnic retail entrepreneurs and 30 traditional indigenous ethnic retail entrepreneurs in mamajang and wajo sub-districts of Makassar city with the criteria of having traded for more than one year and using a kiosk or shop as a place to sell goods and services. Data analysis of the research sample was carried out using the T-test by utilizing the SPSS 26 for Windows program.

Data collection techniques consisting of observation, questionnaires, interviews and documentation. Instrument testing technique The research instrument used is a closed questionnaire that has been equipped with alternative answers so that respondents only need to choose one of the answers that are available. The data analysis technique in this study is Hypothesis Test and Descriptive Analysis.

To test the hypothesis, the data analysis technique used is the t test (Independent sample t-test). The reason researchers use the T-test. The T-test test in principle compares the average of two groups that are not related to each other, with the aim of whether the two groups have the same average or not. Because this type of research is comparative research. To analyze the results of the study, researchers used numbers that were described by describing conclusions based on numbers processed by statistical methods. Statistical methods are used to calculate the amount of Hypothetical Mean (Theoretical Mean), and Standard Deviation ( $\sigma$ ) based on the number of question items, and the maximum score and minimum score on each answer.

## 3. RESULTS AND DISCUSSION

### 3.1 Results

#### a. Respondent Characteristics

Respondents in this study were 60 entrepreneurs from both Chinese and indigenous ethnicities. Respondents were grouped based on gender and length of entrepreneurship. male respondents were 34 people or 57% of respondents. One of the characteristics of respondents in this study is based on how long the entrepreneur has been trading.

##### 1. Gender

Gender certainly has an influence on the efforts made, gender will affect a person's abilities.

**Table 1.** Frequency Distribution Based on Gender

Gender	Frequency	Persentase (%)
Male	34	57
Perempuan	26	43
Total	60	100

Based on table 3.1, it can be seen that the male sex is 34 people (57%) and the female sex is 26 people (43%). The results showed that most of the respondents were male respondents, namely 34 people or 57% of respondents.

2. Duration of Entrepreneurship

One of the characteristics of respondents in this study is based on how long the entrepreneur has been trading.

**Table 2.** Frequency Distribution Based on Duration of Entrepreneurship

No	Duration of Entrepreneurship	Ethnic Chinese	Indigenous Ethnicity
1	1 – 5 Years	5	5
2	6 – 10 Years	15	12
3	> 10 Years	11	13
	Total	30	30

Based on table 2, it can be seen that entrepreneurs who are more respondents in the study are entrepreneurs who have been trading from 5 to 10 years for Chinese ethnicity and who have been trading for more than 10 years for indigenous ethnicity.

b. Hypothesis Test

The data analysis used in this study is the T-test test, which is to test the hypothesis and to determine the difference in the entrepreneurial attitudes of ethnic Chinese and the entrepreneurial attitudes of ethnic natives. The T-test test is carried out by comparing the tcount value with the ttable value. The number of respondents (n) in this study is 60 so that the df value is  $60 - 2 = 58$ , so that the value of the t table with a significant level of 5% is 2.001.

**Table 3.** T-Test Results

Average Score				
Ethnic Chinese	Indigenous Ethnicity	Average Difference	T-count	P
130.5667	126.0000	4.5667	3.481	0.001

Based on table 3, it can be seen that the average score of the attitude of ethnic Chinese entrepreneurs is 130.5667 and the average score of the attitude of indigenous ethnic entrepreneurs is 126.0000 with an average difference of 4.5667 and the tcount value is 3.481, it can be concluded that from the results of testing differences in entrepreneurial attitudes between ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs, there is a significant difference in entrepreneurial attitudes between ethnic Chinese and indigenous ethnic entrepreneurs.

From the data analysis through the T-test, the  $t_{count} > t_{table}$  value is  $3.481 > 2.001$  and  $\text{sig } t_{count} < 0.05$ , namely 0.001 so that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a significant difference in entrepreneurial attitudes between Chinese ethnic entrepreneurs and indigenous ethnic entrepreneurs in wajo and mamajang sub-districts. This means that the hypothesis H1 which states that there are differences in entrepreneurial attitudes between Chinese entrepreneurs and indigenous ethnic entrepreneurs in the sub-districts of wajo and mamajang in Makassar city is accepted.

From the data analysis through the T-test, the average score of the attitude of ethnic Chinese entrepreneurs is 130.5667 and the average score of the attitude of indigenous ethnic entrepreneurs is 126.0000 with an average difference of 4.5667 where the score of ethnic Chinese entrepreneurs is higher. This means that the H2 hypothesis which states that ethnic Chinese entrepreneurs have a higher entrepreneurial attitude than ethnic indigenous entrepreneurs in Makassar City is accepted.

c. Descriptive Analysis

1. Ethnic Chinese Entrepreneurial Attitude

Entrepreneurial attitude includes 6 aspects including discipline, high commitment, honesty, creative and innovative, independent and realistic. The distribution table of ethnic Chinese entrepreneurial attitude scores includes 6 aspects, namely discipline, high commitment, honesty, creative and innovative, independent and realistic. The following is a description of the descriptive description of the attitude of ethnic Chinese entrepreneurs.

**Table 4.** Aspects of Chinese Ethnic Discipline

Category	Value Interval	Frequency	Percentage (%)
High	$22 < X$	29	96.7
Medium	$14 < X < 22$	1	3.3
Low	$X < 14$	0	0
Total		30	30

Based on the results of calculations using statistical methods, it shows that most ethnic Chinese entrepreneurs have a high disciplinary attitude, namely 96.7%.

**Table 5.** Aspects of High Commitment of Ethnic Chinese

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	24	80
Medium	$12 < X < 18$	6	20
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most ethnic Chinese entrepreneurs have a High Commitment attitude, which is 80%.

**Table 6.** Honest Aspects of Chinese Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$15 < X$	30	100
Medium	$9 < X < 15$	0	20
Low	$X < 9$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that all ethnic Chinese entrepreneurs have a high honest attitude, which is 100%.

**Table 7.** Creative and Innovative Aspects of Ethnic Chinese

Category	Value Interval	Frequency	Percentage (%)
High	$15 < X$	25	83.3
Medium	$9 < X < 15$	5	16.7
Low	$X < 9$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most ethnic Chinese entrepreneurs have a high creative and innovative attitude, which is 83.3%. This means that ethnic Chinese entrepreneurs have high creativity and innovation in entrepreneurship by always looking for ways to increase turnover.

**Table 8.** Independent Aspects of Chinese Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	29	96.7
Medium	$12 < X < 18$	1	3.3
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most

ethnic Chinese entrepreneurs have a high independent attitude, namely 96.7%.

**Table 9.** Realistic Aspects of Ethnic Chinese

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	28	93.3
Medium	$12 < X < 18$	2	6.7
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most ethnic Chinese entrepreneurs have a high realistic attitude, namely 93.3%.

## 2. Indigenous Entrepreneurial Attitude

Entrepreneurial attitude includes 6 aspects including discipline, high commitment, honesty, creative and innovative, independent and realistic. The score distribution table of indigenous ethnic entrepreneurial attitudes includes 6 aspects, namely discipline, high commitment, honesty, creative and innovative, independent and realistic. The following is a one-by-one description of the descriptive picture of the entrepreneurial attitudes of indigenous ethnicities.

**Table 10.** Aspects of Chinese Indigenous Ethnicity Discipline

Category	Value Interval	Frequency	Percentage (%)
High	$22 < X$	22	73.3
Medium	$14 < X < 22$	8	26.7
Low	$X < 14$	0	0
Total		30	30

Based on the results of calculations using statistical methods, it shows that most of the indigenous ethnic entrepreneurs have a high disciplinary attitude, namely 73.3%.

**Table 11.** Aspects of High Commitment of Indigenous Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	25	83.3
Medium	$12 < X < 18$	5	16.7
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most of the indigenous ethnic entrepreneurs have a High Commitment attitude, which is 83.3%.

**Table 12.** Honest Aspects of Indigenous Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$15 < X$	30	100
Medium	$9 < X < 15$	0	20
Low	$X < 9$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that all indigenous ethnic entrepreneurs have a high honest attitude of 100%

**Table 13.** Creative and Innovative Aspects of Indigenous Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$15 < X$	22	73.3
Medium	$9 < X < 15$	8	26.7
Low	$X < 9$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most indigenous ethnic entrepreneurs have a high creative and innovative attitude, namely 73.3%.

**Table 14.** Independent Aspects of Indigenous Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	30	100
Medium	$12 < X < 18$	0	0
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that all indigenous ethnic entrepreneurs have a high independent attitude of 100%.

**Table 15.** Realistic Aspects of Indigenous Ethnicity

Category	Value Interval	Frequency	Percentage (%)
High	$18 < X$	27	90
Medium	$12 < X < 18$	3	10
Low	$X < 12$	0	0
Total		30	100

Based on the results of calculations using statistical methods, it shows that most indigenous ethnic entrepreneurs have a high realistic attitude, namely 90%.

### 3.2 Discussion

Based on the descriptive analysis of the calculation results through statistical methods, it can be seen the respective differences in the attitudes of ethnic Chinese entrepreneurs and the attitudes of indigenous ethnic entrepreneurs. The related aspects are discipline, high commitment, honesty, creative and innovative, independent, and realistic.

#### a. Discipline

Regarding the discipline aspect of the t-test results, it is known that there is a significant difference between the disciplinary attitude of ethnic Chinese entrepreneurs and the disciplinary attitude of indigenous ethnic entrepreneurs. From observations made by researchers, ethnic Chinese prefer to keep closing their shops on time according to schedule even though sometimes there are still customers who come, while indigenous ethnic entrepreneurs choose to continue serving customers even though it is past the scheduled closing time. The results of this study are in accordance with research from Rahayu & Mayasari (2021) on Entrepreneurial Fortunes for Ethnic Javanese Chinese, and Madurese in Semarang City, the results of the study are the same explaining that traders of Chinese ethnicity prefer to keep closing their shops on time according to schedule even though sometimes there are still customers who come, while Javanese and Madurese ethnic entrepreneurs including in this study conducted in Makassar City where most natives come from Makassar and Bugis ethnicities choose to continue serving customers even though it is past the scheduled closing time.

#### b. High Commitment

Regarding the high commitment aspect of the t-test results, it is known that there is no difference in the attitude of high commitment between the high commitment attitude of ethnic Chinese entrepreneurs and the high commitment attitude of indigenous ethnic entrepreneurs. From observations made by researchers, ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs both have high commitment, they believe that trading can meet their needs and developing their business is a must. The results of this study are in line with research conducted by Karima (2019) where there is a relationship or similarity between ethnic Chinese and indigenous people in this case Javanese Muslim ethnicity who have a high commitment to entrepreneurship in the form of determination and strong beliefs.

#### c. Honest

From the observations made by researchers, ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs both have high honesty, they are responsible for the products sold, not only to ensure that every product distributed to consumers is in a proper condition and does not violate the law, but also ready to accept complaints in the form of returning goods if the

goods received by consumers are damaged or not suitable for consumption. Dialim (2023) in a study on Trading Strategies between Ethnic Chinese Traders and Indigenous Traders in Palembang City, also revealed that the main strategy in entrepreneurship carried out by the two ethnicities is honesty.

d. Creative and Innovative

Regarding the creative and innovative aspects of the t-test results, it is known that there are no differences in creative and innovative attitudes between ethnic Chinese entrepreneurs and ethnic indigenous entrepreneurs. From observations made by researchers, ethnic Chinese entrepreneurs and ethnic indigenous entrepreneurs both have high creativity and innovation, they are always looking for ways to increase turnover and advance their business. Yunanda et al. (2018) in their research also found similarities between Chinese and indigenous ethnicities regarding the creative and innovative nature of Chinese and Javanese Ethnic Students at SMKS Panca Bhakti.

e. Independent

Regarding the independent aspect of the t-test results, it is known that there is a significant difference in independent attitudes between ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs. From observations made by researchers, indigenous ethnicities build more of their own businesses, while ethnic Chinese have businesses that are hereditary. In line with research conducted by Rahayu & Mayasa (2021) related to differences in entrepreneurial attitudes in the form of independence from students from ethnic Chinese and indigenous ethnicities.

f. Realistic

Regarding realistic attitudes, from the results of the t-test, it is known that there is no difference in realistic attitudes between ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs. From observations made by researchers, ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs are equally realistic. These results are in accordance with research from Ningrum (2015) that both Chinese and indigenous ethnicities, always follow fashion developments for business progress and feel dissatisfied with what is currently obtained so that they try to motivate themselves for business progress.

#### 4. CONCLUSIONS AND SUGGESTION

The attitudes of ethnic Chinese entrepreneurs and the attitudes of indigenous ethnic entrepreneurs have differences and similarities, as for the differences seen from the researcher's observations that ethnic Chinese entrepreneurs prefer to keep closing their shops on time according to schedule even though sometimes there are still customers who come, while indigenous ethnic entrepreneurs choose to continue serving customers even though it is past the scheduled closing time. The average Chinese entrepreneur has a business that has been passed down from generation to generation, while the average indigenous entrepreneur builds their own business from scratch. The similarity is that both ethnic Chinese entrepreneurs and indigenous ethnic entrepreneurs have high honesty, they are responsible for the products sold, not only in ensuring that every product distributed to consumers is in a proper condition and does not violate the law, but are also ready to accept complaints in the form of returning goods if the goods received by consumers are damaged or not suitable for consumption.

Of the 6 attitudes or aspects of entrepreneurship, ethnic Chinese entrepreneurs have significant differences in attitudes, namely disciplined and independent attitudes that are better than indigenous ethnic entrepreneurs. There are no significant differences in the attitudes of high commitment, honesty, creativity and innovation, and realism. Based on the results of the total calculation of all aspects through the t-test, Chinese ethnic entrepreneurs have a higher score than the scores of indigenous ethnic entrepreneurs, it can be concluded that Chinese ethnic entrepreneurs have a higher entrepreneurial attitude than indigenous ethnic entrepreneurs in Makassar city.

Based on the results of the research, discussion and conclusions obtained, the advice that can be given is that all entrepreneurs from various indigenous ethnicities must further improve their attitude of discipline and independence in entrepreneurship and teach entrepreneurship to their children for generations, this can be seen from the observation of researchers that ethnic Chinese entrepreneurs teach entrepreneurship to their children for generations and further researchers are expected to be able to examine the attitude of entrepreneurs from cities or districts other than Makassar City in South Sulawesi or Indonesia.

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