

## **Entrepreneurial Character Formation within Families and Its Implications for Community Empowerment**

Nur Amang Rustang\*, Ni Luh Sinta Yani, Puji Novita Sari  
Economic Education Department, Universitas Negeri Makassar, Indonesia

\*Corresponding Author

Jl. A. P. Pettarani, Tidung, Kec. Rappocini, Kota Makassar, Sulawesi Selatan 90222, Indonesia

e-mail: [amangnur28@gmail.com](mailto:amangnur28@gmail.com)

**Received:** June 20, 2025; **Revised:** Agustus 17, 2025; **Accepted:** September 15, 2025

**Abstract:** This study examines the formation of entrepreneurial character within families and its broader impact on community development. Using a qualitative research approach, data were collected through observations, in-depth interviews, questionnaires, and documentation involving 43 respondents from a family-based community setting. Data were analyzed through systematic qualitative procedures to capture patterns of entrepreneurial character formation and its perceived outcomes. The findings reveal that families play a central role in cultivating core entrepreneurial values, including perseverance, discipline, high motivation, honesty, commitment, cooperation, leadership, responsibility, and risk-taking behavior. These values are deeply embedded in daily family practices and contribute to the sustainability of economic activities within the community. However, several entrepreneurial traits remain underdeveloped, particularly creativity, innovation, independence, communication skills, and curiosity, which may limit further entrepreneurial growth. In terms of impact, the formation of entrepreneurial character within families contributes positively to improved household welfare, job creation, skill enhancement, and the establishment of a more harmonious and resilient community. This study highlights the strategic importance of family-based entrepreneurial education as a foundation for long-term community empowerment and inclusive economic development.

**Keywords:** entrepreneurial character, family, character formation

**How to Cite:** Rustang, N. A., Yani, N. L. S., & Sari, P. N. (2026). Entrepreneurial Character Formation within Families and Its Implications for Community Empowerment. *Journal of Economic Education and Entrepreneurship Studies*, 6(3), 388-402. <https://doi.org/10.62794/je3s.v6i3.11266>  
Copyright 2025 © The Author(s)

The work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International \(CC BY-SA 4.0\)](https://creativecommons.org/licenses/by-sa/4.0/)



### **INTRODUCTION**

Indonesia is one of the countries with high potential for financial development in the economic sector, supported by a relatively high population density and abundant natural resources (Rumbogo et al., 2021). However, to date, Indonesia continues to face economic challenges due to the limited availability of employment opportunities, resulting in an increase in the unemployment rate.

Unemployment refers to individuals of productive age who are not currently employed, are actively seeking employment, or are in the process of establishing a business; in essence, they have not yet been absorbed by the labor market, are still in the process of building a business, or are seeking job opportunities (Sotnyk et al., 2021). Economic problems are closely related to unemployment, as rising poverty levels are driven by the large number of unemployed individuals. Therefore, solutions are needed to address the problem of unemployment so that community

welfare can improve compared to previous conditions. Any form of action and active participation is highly required to help resolve the issue of unemployment (Brouwers, 2020). One of the solutions is education. One effective way to prepare human resources to be ready for development is through education. Education plays a crucial role in reducing poverty and equipping individuals in society with the skills and capacities they need to achieve their full potential (Hermino & Arifin, 2020).

The following are data on unemployment and the occupational profiles of the community in Corawali Village.

**Table 1.** Unemployment Data

No.	Description	Number
1	Labor force (population aged 18–56 years)	908 people
2	Population aged 18–56 years who are still in school and not working	19 people
3	Population aged 18–56 years who are homemakers	217 people
4	Population aged 18–56 years who are fully employed	397 people
5	Population aged 18–56 years who are irregularly employed	19 people
6	Population aged 18–56 years with disabilities and not working	45 people
7	Population aged 18–56 years with disabilities and working	11 people

*Source: Data of Corawali Village*

Based on the data above, it can be seen that the largest number of unemployed individuals consists of those working as homemakers, totaling 217 people. Therefore, addressing the issue of unemployment requires the promotion of entrepreneurship. Entrepreneurs are individuals who develop ideas through creative and innovative efforts to improve their standard of living by utilizing available opportunities. Based on this perspective, it can be concluded that by becoming entrepreneurs, individuals are expected to no longer depend solely on existing employment opportunities, but instead become more independent in identifying and creating opportunities, thereby generating employment not only for themselves but also for others.

Based on the data above, it is evident that 217 unemployed individuals are homemakers. In this context, enhancing the role and status of homemakers is necessary so that they can strengthen the household economy by seeking alternative sources of income, such as initiating their own businesses or engaging in income-generating activities for others. In relation to efforts to strengthen the family economy, homemakers need to adopt new perspectives and develop entrepreneurial character so that entrepreneurship can effectively support household economic resilience (Ge et al., 2022). Homemakers play a crucial role within the family. Every married woman who chooses to stay at home and not engage in paid employment assumes the status of a homemaker. A homemaker is a woman who oversees and manages the completion of various domestic responsibilities, whereas a wife is generally responsible for carrying out domestic tasks.

It is believed that homemakers are governed by natural norms that protect their existence as well as their rights and responsibilities. The responsibilities of homemakers include fulfilling family needs, such as cooking, cleaning, and raising and educating children. Because they are often perceived as not making a direct financial contribution to the family, the role of homemakers is frequently overlooked. In reality, mothers often experience the financial challenges of the household more directly than fathers, due to the immediate impact of their roles on the family's daily expenditures (Linan et al., 2022).

Therefore, it is necessary to cultivate entrepreneurial character as one of the efforts to create national prosperity. With entrepreneurial characteristics, individuals are expected to become accustomed to identifying and utilizing opportunities, thereby creating employment rather than merely seeking jobs. Character education requires a long-term process because it not only involves the transfer of values but also the development of positive habits that help individuals become unique persons who shape their identity. Character education is a gradual process, as learners are not only required to understand values cognitively, but also to internalize them emotionally and ultimately develop the willingness to practice positive habits as a manifestation of character education (Dewi & Alam, 2020).

Fostering an entrepreneurial spirit is not an effort to shape individuals to immediately become entrepreneurs. Rather, it is a gradual process in which essential characteristics are internalized, either directly or indirectly, over time. The formation of entrepreneurial character within the family is an endeavor that aligns with daily growth and is instilled through habitual practices. In this context, developing entrepreneurial character in the family involves cultivating habits that foster entrepreneurial traits such as initiative, independence, and creativity. Therefore, individuals need to accustom themselves to these practices in order to become future generations of the nation with entrepreneurial character. The family serves as the primary source of influence that can shape lifestyle behaviors (Rhodes et al., 2020). The family plays a crucial role in shaping children's movement behaviors, highlighting the importance of involving the entire family system as a source of influence and as a promoter of movement-related behaviors among children and adolescents (Khaidir & Suud, 2020).

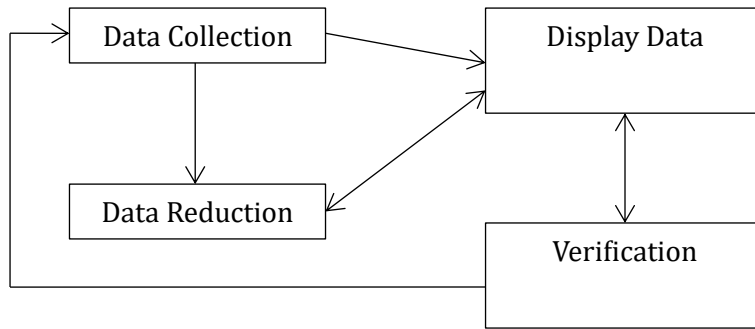
Community involvement in Corawali Village in economic activities within Panca Lautang District and surrounding areas is largely driven by the fact that most residents work as farmers. However, many women who hold the status of wives are engaged solely in domestic roles as homemakers. In reality, they have the potential to generate additional income through entrepreneurial activities. To reduce the unemployment rate, it is necessary to encourage self-motivation and the development of entrepreneurial character. The intensity of an individual's motivation determines the strength of that motivation, and strong motivation significantly influences behavior. Abraham Maslow's hierarchy of needs hypothesis is a widely accepted motivational theory. According to Maslow, individual motivation can be predicted and explained through the hierarchy of human needs.

According to Abraham Maslow, human needs can be classified into five categories: physiological needs, safety needs, social needs, esteem needs, and self-actualization. Higher-level needs emerge when lower-level needs are satisfied. However, this does not imply that each lower level must be fully satisfied. It is possible for higher-level needs to develop even when some lower-level needs have only been partially fulfilled (McCleskey & Ruddell, 2020). However, current factual conditions remain far from these expectations, as the formation of entrepreneurial character has not yet been implemented optimally and still requires the involvement of people in the surrounding environment. Based on these considerations, the author is interested in conducting a study entitled **"The Formation of Entrepreneurial Character within Families in the Community of Corawali Village, Panca Lautang District, Sidenreng Rappang Regency."**

## **METHOD**

This study was conducted using a descriptive qualitative methodology. The descriptive qualitative approach involves analyzing current issues and relevant practices. The researcher also employed a case study design, which requires an in-depth examination of a phenomenon by utilizing multiple data sources in real-world settings. Data were collected through several techniques, including observation, interviews, questionnaires, and documentation. The study involved 7 informants and 44 respondents. The research participants consisted of wives who work as entrepreneurs, wives who are employed as salaried workers, and wives who are full-time homemakers. Additional informants were drawn from government officials who were considered to have knowledge of issues related to the topic examined in this study. The research was conducted in Corawali Village, Panca Lautang District, Sidenreng Rappang Regency, from May to June 2022.

There are three stages used in interpreting qualitative research data: data reduction, data presentation, and conclusion drawing. The qualitative data analysis process occurs in real time alongside the data collection procedures, indicating that it takes place both concurrently and retrospectively. From the beginning to the end of this research activity, the following steps were undertaken to analyze the data:



**Figure 1.** Qualitative Data Analysis Techniques

## RESULTS AND DISCUSSION

### Research Results

The formation of entrepreneurial character among homemakers generates various characteristics that can contribute to improving the economic welfare of the community in Corawali Village, Panca Lautang District, Sidenreng Rappang Regency. In this study, several homemakers were interviewed to obtain accurate data. This was conducted to understand the outcomes of entrepreneurial character formation within families, particularly among homemakers, as well as to identify its impacts.

#### 1. The Formation of Entrepreneurial Character within Families in the Community of Corawali Village, Panca Lautang District, Sidenreng Rappang Regency

The researcher distributed questionnaires to 44 homemakers. The results of the questionnaires were used to support percentage-based findings derived from interviews with homemakers regarding the formation of entrepreneurial character within the family. The following presents the data analysis for each indicator:

##### Perseverance

Based on the questionnaire results, many homemakers demonstrate perseverance, reflected in their earnest attitudes and resilience accompanied by a strong desire to achieve goals and aspirations through various alternatives. This can be seen in the multiple domestic responsibilities carried out by homemakers while simultaneously working to generate income for their families in order to achieve desired goals and aspirations.

This finding is consistent with the statement of one homemaker, SURIANTI, S.Pd., a civil servant currently teaching at SDN 1 Bilokka in Corawali Village. The data indicate that homemakers tend to be more perseverant due to the many needs they must fulfill. This aligns with Abraham Maslow's hierarchy of needs theory, particularly the most basic level—physiological needs—where individuals persistently strive to meet their family's basic necessities.

##### Creativity

The questionnaire results indicate that, on average, homemakers exhibit relatively low levels of creativity in generating income for their families. This is reflected in the high percentage of respondents who selected "undecided" and "disagree."

This finding aligns with the statement of one homemaker informant, Nur Hikmah, who indicated that homemakers tend to lack creativity due to limited training or empowerment programs, particularly in entrepreneurship or skill development. In addition, low educational

backgrounds and limited familiarity with modern technology contribute to their lack of confidence and innovation.

### **Discipline**

The questionnaire results show that, on average, homemakers demonstrate discipline, reflected in their obedience to agreed-upon values, rules, and regulations. This is evident in their punctuality and adherence to schedules, which helps prevent disruptions to other tasks and facilitates smooth work execution.

This finding is supported by the statement of Rusmiati, S.Pd., a civil servant teaching at TK Dharma Wanita in Corawali Village. According to the informant, homemakers tend to be disciplined because they want to set a good example for their children and instill discipline as a daily habit to maintain a sense of security. This aligns with Maslow's hierarchy of needs at the safety level.

### **Innovation**

The questionnaire results indicate that, on average, homemakers lack innovative character in generating income and contributing to the family environment, as reflected by the high percentage of "disagree" responses.

This finding corresponds with the statement of Darwana, S.Pd., who explained that homemakers tend to be less innovative because they have not attempted new innovations or explored new ideas, focusing instead on household responsibilities, particularly childcare. This condition is influenced by strong feelings of love and affection for the family, consistent with Maslow's third-level needs—social needs such as love, affection, and belonging.

### **Independence**

The questionnaire results show that, on average, homemakers demonstrate low levels of independence in generating income, as indicated by the high percentage of "disagree" responses.

This finding aligns with the statement of Nur Hikmah, who noted that homemakers tend to depend on their husbands' income, which reduces work motivation and perseverance. Consequently, entrepreneurial independence has not yet been formed, even though independence ideally reflects the ability to rely on one's own efforts rather than on others.

### **Motivation**

The questionnaire results indicate that, on average, homemakers possess strong motivational character in generating income for their families, as shown by the high percentage of "agree" responses. Motivation is reflected in the internal drives and values that influence individuals to pursue specific goals aligned with personal expectations.

This finding is supported by the statement of Vita Damayanti, S.T., an entrepreneur managing a photocopy and stationery business in Corawali Village. According to the informant, strong motivation arises from personal determination and family support, both moral and material, which serve as driving forces in achieving goals.

### **Honesty**

The questionnaire results show that, on average, homemakers demonstrate honesty in daily family life, as reflected in the high percentage of "agree" responses.

This is consistent with the statement of Surianti, S.Pd., who emphasized that honesty is essential, especially in early childhood education, as it fosters a sense of security and trust within the family.

### **Commitment**

The questionnaire results indicate that homemakers generally possess a strong sense of commitment in generating income for their families, as reflected by the high percentage of “strongly agree” responses.

This finding aligns with the statement of Rusmiati, S.Pd., who explained that homemakers value commitment because of the importance of their work for themselves and their families, motivating them to remain dedicated and persistent to achieve positive outcomes.

### **Cooperation**

The questionnaire results show that homemakers demonstrate a willingness to work collaboratively with others to achieve shared goals, without placing responsibility on a single individual and without discriminating based on background.

This finding is supported by Surianti, S.Pd., who stated that cooperation makes work easier and lighter, involving not only family members but also neighbors and the surrounding community.

### **Communication**

The questionnaire results indicate that, on average, homemakers have relatively low communicative character, as reflected by the high percentage of “undecided” responses.

This aligns with the statement of Darwana, S.Pd., who explained that homemakers often lack confidence in communication due to limited participation in community activities and insufficient language skills.

### **Leadership**

The questionnaire results show that some homemakers demonstrate leadership qualities, including adaptability, cooperation, coordination, influence, fairness, and the ability to guide others.

This finding is supported by Vita Damayanti, S.T., who manages a business with two employees. According to the informant, leadership skills are developed through managing household responsibilities, which require organization, coordination, and fairness.

### **Curiosity**

The questionnaire results indicate that homemakers generally show low levels of curiosity, as reflected by high percentages of “undecided” and “disagree” responses.

This finding aligns with the statement of Nur Hikmah, who noted that homemakers tend to be indifferent to new ideas and prefer observing others before attempting something new themselves.

### **Responsibility**

The questionnaire results show that homemakers demonstrate responsibility in fulfilling their duties consciously and consistently. Responsibility is reflected in their accountability, commitment, honesty, and reliability.

This finding is supported by Rusmiati, S.Pd., who explained that responsibility has become an ingrained habit since childhood, fostering trust and dependability.

### **Willingness to Take Risks**

The questionnaire results indicate that some homemakers possess the courage to take risks, enjoy challenges, and confidently face potential consequences.

This aligns with the statement of Hj. Asma, an entrepreneur managing a food stall, who emphasized that confidence and careful consideration of risks enable homemakers to make firm decisions.

## **2. The Impact of Entrepreneurial Character Formation within Families in the Community of Corawali Village, Sidenreng Rappang Regency**

Impact refers to the effects or consequences arising from changes in community environments due to human activities or behaviors. Every decision produces impacts, both positive and negative. The formation of entrepreneurial character within families has generated several positive impacts on the community of Corawali Village, including:

### **Improving Welfare**

Interviews revealed that entrepreneurial character formation fosters future generations of entrepreneurs who can enhance family and community welfare through creativity and innovation in creating business opportunities.

### **Creating Employment Opportunities**

Entrepreneurial character formation enables individuals to create employment opportunities, thereby reducing unemployment rates in Corawali Village.

### **Enhancing Skills**

Embedding entrepreneurial character within families improves skills and expertise, supporting higher levels of success, expanding job opportunities, and reducing unemployment.

### **Creating a Harmonious Society**

Entrepreneurial character formation contributes to social harmony. The growth of character-driven entrepreneurs, particularly those who value honesty, fosters trust, reduces conflict, and promotes peace within the community.

## **Discussion**

Based on the results of the data analysis, the following section presents a discussion that focuses on the analytical findings, which help to deepen the understanding of the issues examined in this study.

### **1. The Formation of Entrepreneurial Character within Families in the Community of Corawali Village, Panca Lautang District, Sidenreng Rappang Regency**

The findings indicate that entrepreneurial character is already present among homemakers within families in Corawali Village, encompassing traits such as perseverance, discipline, high motivation, honesty, commitment, cooperation, and leadership. However, several characteristics remain underdeveloped, including creativity, innovativeness, independence, communication skills, and curiosity, which may hinder the further development of entrepreneurial character.

#### **Perseverance**

Based on the analysis, homemakers demonstrate a strong sense of perseverance, as reflected in indicators such as seriousness, determination, and resilience in the face of difficulties. This perseverant attitude is evident in their efforts to manage household finances effectively, and in some cases, to engage in entrepreneurial activities to support the family economy.

Individuals who are perseverant do not easily give up and tend to view failure as a valuable learning opportunity for growth. Failure is approached objectively, without excessive emotional response. A person may be regarded as an entrepreneur when they possess clear goals or aspirations to achieve success in a deliberate, planned, systematic, and consistent manner (Zeng & Ouyang, 2020).

#### **Creativity**

Based on the analysis, it was found that homemakers tend to demonstrate a low level of creativity, as reflected in indicators such as fluency of thinking and originality in thinking skills. This condition is largely due to the limited availability of training platforms for creative development within the community. In addition, some homemakers have relatively low educational backgrounds, which reduces their self-confidence in developing their potential, as they perceive themselves as lacking knowledge and experience. As a result, they have limited motivation to explore and enhance their existing capabilities. Therefore, it is essential to foster

critical, creative, innovative, and entrepreneurial attitudes across all levels of education, particularly in higher education. Both the family environment and the education system must be adequately equipped to nurture innovators and entrepreneurs (Tanoira, 2017).

Creativity is widely recognized as a crucial element of entrepreneurship, as individuals must be creative in order to identify and exploit opportunities. Therefore, there is little doubt that an individual's creative disposition has a strong relationship with their entrepreneurial attitudes and intentions (Anjum et al., 2021).

### **Discipline**

Based on the analysis, it was found that homemakers demonstrate a disciplined character, as reflected in indicators such as obedience and punctuality. Discipline is a crucial factor in achieving success, particularly in entrepreneurship. Practicing disciplined behavior within the family environment can serve as a positive example for children. In addition, adherence to rules helps prevent potential problems, such as compliance with established regulations, and also has a positive impact on children's education by encouraging respect and obedience toward parents.

An attitude refers to the expression of thoughts or evaluations that may be favorable or unfavorable toward a person, an object, or a situation (Agarwal et al., 2020). In entrepreneurship education, it is essential to cultivate disciplined attitudes that adhere to prevailing norms and values, as this contributes to the formation of entrepreneurial behavior. Through discipline in complying with established norms, entrepreneurs are expected to develop other key attitudes, such as responsibility, willingness to take risks, effective time management, and the ability to meet targets for business growth. This is because every norm is accompanied by sanctions for its violation, whether moral or material; therefore, entrepreneurs must be accountable for their actions and courageous in bearing the risks arising from every decision they make (Putro et al., 2022).

### **Innovativeness**

Based on the analysis, it was found that homemakers tend to exhibit low levels of innovativeness, as reflected in indicators such as attempting and creating new innovations. This condition arises because many of them are primarily focused on childcare responsibilities, leaving limited time to engage in innovative activities. In addition, a lack of willingness to try new things serves as a major inhibiting factor to innovation. Limited opportunities within the surrounding environment further reduce their motivation to pursue new initiatives.

Anyone who aspires to become an entrepreneur must possess strong moral character, resilience, and inventiveness in developing and pursuing business opportunities. Implementing changes in business models requires both adequate knowledge and a shift in mindset (Bouncken et al., 2021). There remains a gap in our knowledge regarding innovation related to the digitalization of business models. The key factors contributing to an entrepreneur's success include: (1) a strong desire to continuously learn new things; (2) high resilience in facing difficulties or failure; (3) the courage to innovate and differentiate oneself from others; (4) not being easily satisfied with existing achievements; and (5) the ability to adapt to both internal and external environments (Leonidou et al., 2020).

### **Independence**

Based on the analysis, it was found that homemakers tend to exhibit a low level of independence, as reflected in indicators such as generating their own income and not relying on others. This lack of independence is evident because some informants who engage in business activities are still unable to meet their own needs independently, particularly those who are full-time homemakers. To fulfill basic household needs, they continue to depend on their husbands' income.

Families with inadequate income, assets, or high levels of debt may experience economic hardship, which can trigger stress as they struggle to meet their current and ongoing financial obligations (Friedline et al., 2021). A self-reliant family, or a family that is able to function without external assistance, represents an optimal family structure. One form of independence that families need to achieve is the husband's responsibility to fulfill the household's economic needs. One of the most fundamental aspects of this responsibility is ensuring that the family's financial

needs are adequately met. This is because a sound household economy is an indicator of happiness and well-being, whereas weak economic conditions tend to increase the likelihood of conflict between spouses.

### **Motivation**

Based on the analysis, it was found that homemakers demonstrate motivational character, as reflected in indicators such as driving force and willingness. Informants tend to maintain motivation to take action when circumstances become difficult; for example, the desire to help meet family needs motivates them to initiate business activities. However, this motivation often fluctuates due to a lack of self-confidence in starting new endeavors.

Autonomous self-motivation strategies are considered predictors of success (Gordeeva & Sychev, 2021). Motivation is a construct that explains the forces underlying goal-directed behavior in facing difficult and challenging situations, characterized by initiation, direction, intensity, persistence, and the quality of behavior. To be motivated means to be moved to act. Motives, on the other hand, are hypothetical constructs used to explain why individuals engage in particular behaviors (Odanga, 2018).

Motivation is the drive to strive persistently toward achieving various goals, including independence, freedom, and personal aspirations. To respond positively to opportunities that offer potential benefits and to become independent from others, an individual must possess motivation (Hassan et al., 2021). An increase in entrepreneurial motivation will lead to a higher level of entrepreneurial interest.

### **Honesty**

Based on the analysis, it was found that homemakers demonstrate honesty as a character trait, as reflected in indicators such as the courage to admit mistakes and the willingness to convey information according to actual conditions. This is because they live by principles of honesty and are able to serve as role models for their children by exemplifying honest behavior. Sincere conduct enhances an individual's sense of comfort and self-confidence. This is consistent with the statement that honesty fosters trust and integrity in both personal and social interactions (Sari, 2023) Integrity is a highly valued personal trait. Honesty is a fundamental lesson taught by parents to their children from an early age. Teachers are equally important in the field of education, as they consistently emphasize honesty to their students. These expectations illustrate the essential role of honesty in shaping individual character. However, the phenomenon of dishonesty remains a serious and increasingly widespread problem. Evidence shows that fraud has become prevalent in everyday life, and dishonest behavior occurs across various sectors, including the economy, education, the judicial system, politics, social life, and mass media. Honesty can be defined as consistency between an individual's statements and actions, between words and actual events, and between one's behavior and applicable laws or norms. Such consistency represents truthfulness in both speech and conduct, as well as adherence to rules. In contrast, dishonesty, or lying, refers to concealing the truth or failing to say and do what is right (M, Suud & Abd.Madjid, 2020).

### **Commitment**

Based on the results of the analysis, it was found that housewives demonstrate a strong commitment, as indicated by their perseverance and dedication in generating income. Although the community tends to show limited creativity and innovation, once they decide to engage in an activity, they exhibit a high level of commitment. When they are committed, they do not give up easily. Therefore, government support is needed to encourage them to engage in more productive activities. Commitment can be defined as an individual's ability and willingness to consistently dedicate effort, time, and responsibility to achieve predetermined goals (Sumarsi & Rizal, 2020). Commitment refers to an individual's capacity and willingness to act in ways that advance their needs and goals and to align their behavior with those priorities. Possessing a committed attitude enables individuals to remain consistent and resilient, preventing them from giving up easily in the face of challenges.

### **Cooperation**

Based on the analysis results, housewives demonstrate cooperative characteristics as reflected in indicators of collaboration and engagement with the surrounding community. Informants who are engaged in business activities collaborate with suppliers of merchandise, teachers cooperate with colleagues and the community in educating students, and wives work together with their husbands to meet household needs and to raise their children. These findings indicate that cooperation is well practiced by community members in their daily lives.

Collaboration is a form of collective engagement in which all partners participate voluntarily. It represents the absence of free-riding behavior, which refers to the pursuit of personal goals at the expense of collective objectives (Castañer & Oliveira, 2020).

### **Communicativeness**

Based on the analysis results, housewives exhibit communicative characteristics as assessed through indicators such as effective communication and the ability to provide clear explanations. However, some informants were found to be less communicative due to limited interaction with the surrounding community. They are also less involved in village activities, resulting in infrequent communication. In addition, informants reported difficulties in expressing their opinions clearly due to limited mastery of language structure.

Communicative individuals are better able to socialize with members of the wider community. Participation in group activities can help develop communicative skills and foster a willingness to cooperate and provide mutual support in solving problems (Sarwoko & Nurfarida, 2021). To promote interpersonal interaction, deliberate efforts are required to create an environment that is both engaging and comfortable for individuals.

### **Leadership**

Based on the results of data analysis, it was found that housewives possess leadership characteristics as indicated by their ability to coordinate and act fairly. These leadership traits are reflected in their role in managing household affairs, particularly in caring for and educating children in a fair manner without discrimination. Those who run small businesses also demonstrate leadership qualities through their ability to manage and coordinate employees in their business activities.

Leadership is defined as the ability to influence and persuade a group of people to pursue a common goal. It functions as a method or instrument through which individuals willingly agree to take action. Leadership goes beyond serving as a role model and motivating others; it also involves initiating change and inspiring others to achieve shared objectives (Pauceanu et al., 2021).

### **Curiosity**

Based on the analysis results, it was found that housewives exhibit a low level of curiosity, as indicated by their limited interest in new things and minimal effort to explore or learn about them. Informants showed little enthusiasm for unfamiliar matters, especially those perceived as having little impact on their daily lives.

Entrepreneurial curiosity is essential for fostering innovation, which in turn is critical for business growth. Cultivating curiosity allows individuals to identify new opportunities, adapt to change, and develop creative solutions to challenges (Peljko & Auer Antoncic, 2022). Curiosity is a character trait that plays a crucial role in exploring and realizing the potential one possesses. Therefore, it is important to cultivate and develop the trait of curiosity.

### **Responsibility**

Based on the analysis results, it was found that housewives possess a sense of responsibility, as indicated by their ability to carry out obligations and be accountable for their actions. This trait is reflected in the informants' consistent habits of fulfilling their duties, particularly in managing household affairs. Responsibility tends to be stronger among housewives who handle multiple household tasks, demonstrating their commitment to family well-being.

Independence and responsibility serve as key strategies in shaping entrepreneurial character (Silvestri & Veltri, 2020). The purpose of character education is to help prepare the next generation of citizens to face the challenges and difficulties of the nation. To assist children in

understanding, experiencing, and integrating these values into their personalities, character-based education involves teaching fundamental values through a series of educational activities and guidance. The aim of character-based education is to instill in future generations noble behavior, outstanding character, resilience, and high levels of discipline.

### **Courage to Take Risks**

Based on the analysis, it was found that the community exhibits the character of being willing to take risks, as assessed by indicators such as viewing risks as challenges and carefully considering potential risks when making decisions. This risk-taking courage is illustrated by the decisions of housewives to start businesses, where the chances of success or facing failure are relatively high.

In essence, running a business involves the courage to attempt to meet the demands of others, which is then grounded in skills and the utilization of all available resources to create something beneficial for both individuals and the group (Zbierowski & Gojny-Zbierowska, 2022). The willingness to take risks goes hand in hand with the desire to be responsible. Entrepreneurs are prepared to bear the risks associated with every action they take. An entrepreneur carefully considers their options before acting in order to assess the potential risks involved in each decision.

## **2. The Impact of Entrepreneurial Character Development in Families on the Community in Corawali Village, Sidenreng Rappang Regency**

Character refers to the patterns of thinking and behavior that are manifested in daily life. It is the distinctive way in which each individual thinks, speaks, and acts, which they must carry out in collaboration with their family, community, and nation. Individuals with strong character are able to make sound judgments and are willing to accept the consequences of their decisions (Khaidir & Suud, 2020). The defining feature of a good person is their character. Character values personal virtues more than worldly wealth; therefore, if material possessions are lost, nothing of true significance is gone. Since both physical and mental health are essential for character development, a loss of health represents a genuine loss, as character is the essence of life.

Based on the analysis, the impacts of entrepreneurial character development within families in Corawali Village, Sidenreng Rappang Regency, include enhancing community welfare, creating employment opportunities, improving skills, and fostering a peaceful society.

### **Enhancing Welfare**

The economic strength of the community is one of the fundamental pillars of national economic power. One key aspect of this strength lies in the trading activities conducted by the nation's entrepreneurs as the primary actors. Entrepreneurship, as a means of livelihood, plays a crucial role in producing successful entrepreneurs who are expected to accelerate the economic growth of the community. Achieving this requires a planned and systematic effort to nurture and develop these entrepreneurs (Hendra et al., 2021).

Entrepreneurship has been recognized as a key driver for economic development in many countries (Neumann, 2021). Entrepreneurship plays a crucial role in enhancing community welfare. The development of entrepreneurial character enables individuals to adopt a critical and independent approach to learning, which helps them face global challenges and improve business practices. Individuals engaged in entrepreneurial activities can generate positive impacts on their surroundings, such as creating job opportunities, increasing community income, and promoting innovation. This indicates that entrepreneurial character contributes positively to societal welfare. The more individuals possess entrepreneurial traits, the greater the opportunities for improving overall welfare.

Joseph Schumpeter (1934) in (Langroodi, 2021) One economist who developed the theory of economic growth emphasizes that entrepreneurs play a crucial role in economic development by driving innovation, creating job opportunities, and enhancing welfare. The business environment created by entrepreneurs stimulates the growth of profitable industries. A country's economic growth will increase proportionally with the number of entrepreneurs it has.

### **Creation of Job Opportunities**

When the number of entrepreneurs in a community increases, the cycle of economic activities also expands, which in turn reduces the unemployment rate in the country. These factors influence the mindset of prospective entrepreneurs to establish new businesses (Yousaf et al., 2020).

To develop entrepreneurs, it is first essential to foster an individual's mindset in cultivating an entrepreneurial attitude or giving wings to their dreams, enabling them to move in the right direction, carry out the right actions, and realize their entrepreneurial ideas into tangible platforms (Agarwal et al., 2020). Entrepreneurship must be developed as a comprehensive program due to its significant contribution to national economic growth through job creation, innovation, creativity, and social development (Anjum et al., 2021).

Through job creation, GDP growth, poverty reduction, and the long-term well-being of society as a whole, entrepreneurship makes a significant contribution to sustainable economic development. At the same time, the growth of entrepreneurship is strongly influenced by economic expansion. New employment opportunities are generated by entrepreneurship, both at the individual and group levels, serving as a catalyst for innovation. The increase in entrepreneurship and employment remains closely correlated, with the expansion of entrepreneurial activities in specific sectors creating new job opportunities. Entrepreneurs possess the power to drive innovation and competitiveness within a market, which can enhance production outcomes and support the expansion of employment (Adenutsi, 2023).

### **Entrepreneur Skill**

Entrepreneurship not only contributes to the economic and social growth of a country but also stimulates the development of knowledge, technology, competitiveness, and innovation (Cardella et al., 2020). Business has unique characteristics that influence its management, including educational level, business experience, family background, perseverance, patience, diligence, independence, risk-taking ability, opportunity recognition, creativity, and a strong desire to succeed, which together foster resilience and endurance in facing various business challenges.

Education plays a crucial role in cultivating the skills and mindset necessary for young individuals to develop as competitive and inventive members of society, particularly within a dynamic and rapidly evolving global economy. Entrepreneurial spirit refers to an individual's capacity to identify and exploit opportunities, take calculated risks, and transform ideas into significant innovations that benefit society (Ahmad et al., 2023).

The ability to be creative and inventive serves as a foundation, a set of strategies, and tools to identify potential opportunities for success in the world of entrepreneurship. At its core, entrepreneurship is the capacity to generate possibilities through inventive activities and creative thinking (Alberico et al., 2022). Thanks to rapid technological advancements, there are now numerous opportunities for entrepreneurs. There is a perception that the evolution of mass media in the digital era is closely related to the public's information-seeking behavior. Since mobile phones gained internet access, the use of digital media for communication has grown rapidly, even before the term "smartphone" was coined. Today, we can access virtually anything online more easily due to technological progress. Society can freely utilize these advancements for various purposes, particularly those that promote entrepreneurship and enhance the standard of living.

### **Creating a Peaceful Society**

The presence of entrepreneurs contributes to increasing the welfare of society because a higher number of entrepreneurs is accompanied by the expansion of job opportunities. The wider availability of employment stimulates community income, reduces unemployment, and alleviates poverty. Therefore, the existence of entrepreneurs is crucial as a break in the cycle of poverty.

Development economic theory states that rapid economic expansion, supported by the growth of the industrial sector, will drive an increase in labor demand, thereby creating more employment opportunities. The income level of the community can be boosted by the availability of new job opportunities, which enhances purchasing power. Furthermore, having employment

reduces unemployment and increases community income, all of which have the potential to improve welfare and lower unemployment and poverty rates (Ciftci et al., 2017).

## CONCLUSIONS

Based on the results of the analysis, the conclusions of this study are as follows Entrepreneurial character traits are already possessed by every family in Corawali Village, Sidenreng Rappang Regency. These traits include perseverance, discipline, high motivation, honesty, commitment, cooperation, leadership, responsibility, and risk-taking. However, some traits are still underdeveloped, namely creativity, innovativeness, independence, communication skills, and curiosity, which hinder the further development of entrepreneurial character. The impact of developing entrepreneurial character within families in Corawali Village, Sidenreng Rappang Regency includes increasing welfare, creating employment opportunities, enhancing skills, and fostering a peaceful society.

## REFERENCES

- Adenutsi, D. E. (2023). Entrepreneurship, Job Creation, Income Empowerment and Poverty Reduction in Low-Income Economies. *Theoretical Economics Letters*, 13(06), 1579–1598. <https://doi.org/10.4236/tel.2023.136089>
- Agarwal, S., Ramadani, V., Gerguri-Rashiti, S., Agrawal, V., & Dixit, J. K. (2020). Inclusivity Of Entrepreneurship Education On Entrepreneurial Attitude Among Young Community : Evidence From India. *Journal of Enterprising Communities: People and Places in the Global Economy*, 14(2), 299–319. <https://doi.org/10.1108/JEC-03-2020-0024>
- Ahmad, M. I. S., Idrus, M. I., & Rijal, S. (2023). The Role of Education in Fostering Entrepreneurial Spirit in the Young Generation. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 93–100. <https://doi.org/10.61100/adman.v1i2.28>
- Alberico, T. R., Ricardo, J. R., & Cruz, S. (2022). Sustainable Entrepreneurship: A Current Review Of Literature. *International Journal of Business Research*, 14(5556), 1–25. <https://doi.org/10.3390/su14095556>
- Anjum, T., Farrukh, M., Heidler, P., & Tautiva, J. A. D. (2021). Entrepreneurial Intention: Creativity, Entrepreneurship, And University Support. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–13. <https://doi.org/10.3390/joitmc7010011>
- Bouncken, R. B., Kraus, S., & Roig-Tierno, N. (2021). Knowledge And Innovation Based Business Models For Future Growth: Digitalized Business Models And Portfolio Considerations. *Review of Managerial Science*, 15(1), 1–14. <https://doi.org/10.1007/s11846-019-00366-z>
- Brouwers, E. P. M. (2020). Social Stigma Is An Underestimated Contributing Factor To Unemployment In People With Mental Illness Or Mental Health Issues: Position Paper And Future Directions. *BMC Psychology*, 8(1), 1–7. <https://doi.org/10.1186/s40359-020-00399-0>
- Cardella, G. M., Sanchez, B. R. H., & Garcia, J. C. S. (2020). Entrepreneurship and Family Role : A Systematic Review of a Growing Research. *Systematic Review of a Growing Research. Front. Psychol.*, 10(2939), 1–17. <https://doi.org/10.3389/fpsyg.2019.02939>
- Castañer, X., & Oliveira, N. (2020). Collaboration, Coordination, and Cooperation Among Organizations: Establishing the Distinctive Meanings of These Terms Through a Systematic Literature Review. *Journal of Management*, 46(6), 965–1001. <https://doi.org/10.1177/0149206320901565>
- Ciftci, D. D., Ispir, M. S., & Yetkiner, H. (2017). Financial Development And Economic Growth: Some Theory And More Evidence. *Journal of Policy Modeling*, 39(2), 290–306. <https://doi.org/10.1016/j.jpolmod.2016.08.001>
- Dewi, E. R., & Alam, A. A. (2020). Transformation Model For Character Education Of Students. *Cypriot Journal of Educational Science*, 15(5), 1228–1237. <https://doi.org/10.18844/cjes.v15i5.5155>

- Friedline, T., Chen, Z., & Morrow, S. P. (2021). Families' Financial Stress & Well-Being: The Importance of the Economy and Economic Environments. *Journal of Family and Economic Issues*, 42(s1), 34–51. <https://doi.org/10.1007/s10834-020-09694-9>
- Ge, T., Abbas, J., Ullah, R., Abbas, A., Sadiq, I., & Zhang, R. (2022). Women's Entrepreneurial Contribution to Family Income: Innovative Technologies Promote Females' Entrepreneurship Amid COVID-19 Crisis. *Frontiers in Psychology*, 13(March), 1–10. <https://doi.org/10.3389/fpsyg.2022.828040>
- Gordeeva, T. O., & Sychev, O. A. (2021). Self-Motivation Strategies: The Quality of Internal Dialogue Is Important for Well-Being and Academic Success. *Psychological Science and Education*, 26(5), 6–16. <https://doi.org/10.17759/pse.2021260501>
- Hassan, A., Anwar, I., Saleem, I., Islam, K. M. B., & Hussain, S. A. (2021). Individual Entrepreneurial Orientation, Entrepreneurship Education And Entrepreneurial Intention: The Mediating Role Of Entrepreneurial Motivations. *Industry and Higher Education*, 35(4), 403–418. <https://doi.org/10.1177/09504222211007051>
- Hendra, Y., Rudianto, & Khairani, L. (2021). Minang Tribe Merchant Family Communication in Shaping Children ' s Entrepreneurial Behavior. *Budapest International Research and Critics Institute-Journal*, 4(4), 10425–10436. <https://doi.org/10.33258/birci.v4i4.308210425>
- Hermiono, A., & Arifin, I. (2020). Contextual Character Education for Students in the Senior High School. *European Journal of Educational Research*, 9(3), 1009–1023. <https://doi.org/10.12973/eu-jer.9.3.1009>
- Khaidir, E., & Suud, F. M. (2020). Islamic Education In Developing Students' Characters At As-Shofa Islamic High School, Pekanbaru Riau. *IJIEP: International Journal of Islamic Educational Psychology*, 1(1), 50–63. <https://doi.org/10.18196/ijiep.1105>
- Langroodi, F. E. (2021). Schumpeter's Theory of Economic Development: A Study of the Creative Destruction and Entrepreneurship Effects on the Economic Growth. *Journal of Insurance and Financial Management*, 4(3), 65–81. <https://doi.org/10.2139/ssrn.3153744>
- Leonidou, E., Christofi, M., Vrontis, D., & Thrassou, A. (2020). An integrative framework of stakeholder engagement for innovation management and entrepreneurship development. *Journal of Business Research*, 119, 245–258. <https://doi.org/10.1016/j.jbusres.2018.11.054>
- Linan, F., Jaen, I., & Martin, D. (2022). Does Entrepreneurship Fit Her? Women Entrepreneurs, Gender-Role Orientation, And Entrepreneurial Culture. *Small Business Economics*, 58(2), 1051–1071. <https://doi.org/10.1007/s11187-020-00433-w>
- M, Suud, F., & Abd.Madjid. (2020). Honesty: A Multidimensional Study as Motivation for National Character Building. *Hayula: Indonesian Journal of Multidisciplinary Islamic Studies*, 4(1), 99–116. <https://doi.org/10.21009/004.01.06>
- Mccleskey, J. A., & Ruddell, L. (2020). Taking a Step Back-Maslow's Theory of Motivation : A Christian Critical Perspective. *Journal Of Biblical Integration in Business*, 23(1), 6–16. <https://doi.org/10.69492/jbib.v23i1.548>
- Neumann, T. (2021). The Impact Of Entrepreneurship On Economic, Social And Environmental Welfare And Its Determinants: A Systematic Review. In *Management Review Quarterly* (Vol. 71, Issue 3). Springer International Publishing. <https://doi.org/10.1007/s11301-020-00193-7>
- Odanga, S. (2018). Strategies for Increasing Students' Self-motivation. *Asian Research Journal of Arts & Social Sciences*, 6(4), 1–16. <https://doi.org/10.9734/arjass/2018/41354>
- Pauceanu, A. M., Rabie, N., Moustafa, A., & Jiroveanu, D. C. (2021). Entrepreneurial Leadership And Sustainable Development-A Systematic Literature Review. *Sustainability (Switzerland)*, 13(21), 1–18. <https://doi.org/10.3390/su132111695>
- Peljko, Z., & Auer Antoncic, J. (2022). Entrepreneurial Curiosity, Innovativeness of the Entrepreneur, and Company Growth. *Behavioral Sciences*, 12(11), 1–21. <https://doi.org/10.3390/bs12110424>
- Putro, H. P. N., Rusmaniah, R., Mutiani, M., Jumriani, J., & Subiyakto, B. (2022). The Relevance Of Social Capital In Efforts To Develop Entrepreneurship Education. *Journal of Education and Learning (EduLearn)*, 16(3), 412–417. <https://doi.org/10.11591/edulearn.v16i3.20384>

- Rhodes, R. E., Guerrero, M. D., Vanderloo, L. M., Barbeau, K., Birken, C. S., Chaput, J., Faulkner, G., Janssen, I., Madigan, S., Mâsse, L. C., Mchugh, T., Perdew, M., Stone, K., Shelley, J., Spinks, N., Tamminen, K. A., Tomasone, J. R., Ward, H., Welsh, F., & Tremblay, M. S. (2020). Development Of A Consensus Statement On The Role Of The Family In The Physical Activity, Sedentary, And Sleep Behaviours Of Children And Youth. *International Journal of Behavioral Nutrition and Physical Activity*, 17(74), 1–31. <https://doi.org/10.1186/s12966-020-00973-0>
- Rumbogo, T., McCann, P., Hermes, N., & Venhorst, V. (2021). Financial Inclusion and Inclusive Development in Indonesia. *Challenges of Governance*, 161–181. [https://doi.org/10.1007/978-3-030-59054-3\\_8](https://doi.org/10.1007/978-3-030-59054-3_8)
- Sari, A. F. (2023). The Role of Parents in Building Spiritual, Moral, and Intellectual Mentality in Children. *Journal of Childhood Development*, 3(1), 84–91. <https://doi.org/10.25217/jcd.v3i1.3631>
- Sarwoko, E., & Nurfarida, I. N. (2021). Entrepreneurial Marketing: Between Entrepreneurial Personality Traits And Business Performance Entrepreneurial Marketing. *Entrepreneurial Business and Economics Review*, 9(2), 105–118. <https://doi.org/10.15678/EBER.2021.090207>
- Silvestri, A., & Veltri, S. (2020). Exploring The Relationships Between Corporate Social Responsibility, Leadership, And Sustainable Entrepreneurship Theories: A Conceptual Framework. *Corporate Social Responsibility and Environmental Management*, 27(2), 585–594. <https://doi.org/10.1002/csr.1822>
- Sotnyk, I. M., Nahorny, M., Maslii, M. Y., Nikulina, M. P., & Yehorov, Y. V. (2021). Problems of Unemployment in Ukraine Under the COVID-19 Pandemic. *Mechanism of an Economic Regulation*, 2021(3), 88–96. <https://doi.org/10.21272/mer.2021.93.08>
- Sumarsi, & Rizal, A. (2020). The Effect Of Competence And Quality Of Work Life On Organizational Citizenship Behavior (OCB) With Organizational Commitment Mediation. *International Journal of Social and Management Studies (Ijosmas)*, 02(06), 69–88.
- Tanoira, F. G. B. (2017). Motivation For Increasing Creativity, Innovation And Entrepreneurship. An Experience From The Classroom To Business Firms. *Journal of Innovation Management*, 5(3), 55–74. [https://doi.org/10.24840/2183-0606\\_005.003\\_0005](https://doi.org/10.24840/2183-0606_005.003_0005)
- Yousaf, U., Ali, S. A., Ahmed, M., Usman, B., & Sameer, I. (2020). From Entrepreneurial Education To Entrepreneurial Intention: A Sequential Mediation Of Self-Efficacy And Entrepreneurial Attitude. *International Journal of Innovation Science*, 13(3), 364–380. <https://doi.org/10.1108/IJIS-09-2020-0133>
- Zbierowski, P., & Gojny-Zbierowska, M. (2022). Talented Enough To Be A Business Leader? An Alternative Approach To Entrepreneurs' Traits. *Entrepreneurial Business and Economics Review*, 10(1), 175–187. <https://doi.org/10.15678/EBER.2022.100112>
- Zeng, X., & Ouyang, Y. (2020). Entrepreneurship: Tenacity, Future Self-Continuity, and Inter-Temporal Risky Choice. *Frontiers in Psychology*, 11(August), 1–12. <https://doi.org/10.3389/fpsyg.2020.01647>