

Never Give Up!

(Successful business of people with disabilities)

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Abstract—The aim of the research is to explore the successful business of people with disabilities, conceptualizing success as the economic independence of people with disabilities, using a single case research design, by interviewing people with disabilities how they go through the business success process. The results show that it is not easy for people with disabilities to establish businesses up to the limits they deem successful, that the measure of success for people with disabilities is not necessarily related to the economy, however, the business carried out is sufficiently self-sufficient and also beneficial to others and the community of persons with disabilities. That business success for people with disabilities is driven by a strong desire to be economically independent, not dependent on others, confident, keep trying and not feel that deficiencies become obstacles. The successful businesses with disabilities to be supported by stakeholders to be more successful and sustainable, especially the support of product differentiation, marketing as one of the solutions to business barriers.

Keywords—*success; business; disabilities; independence*

I. INTRODUCTION

The successful process of business of persons with disabilities in Indonesia has been widely revealed in various media and various forums, seminars and others, how are their stories of success in building a business example: Irma Suryani, a Semarang businessman and Habibie Afsyah with her internet marketing, Angkie Yudistira, Agus Prianto, a poor businessman, illustrates that they can escape from the shadow of disabilities being a force for success.

Persons with disabilities are defined as where functional limitation and / or impairment is a causative factor, and an existing difficulty in performing one or more activities which, in accordance with the Person age, sex, and normative social roles, are generally accepted as essential, basic components of daily living, such as self-care, social and economic activity. Depending on part on the duration of the functional limitation, disabilities may be short term, long-term or permanent. In this context only the long term and permanent disabilities will be dealt [1].

The success process if done by people with disabilities certainly requires extra motivation compared to normal people,

as well as access to work, economic access and other access may also need motivation, fighting power. Based on data from University of Indonesia research on people with disabilities, of 12.15 percent of people with disabilities in Indonesia, only 51.12 percent participated in the Indonesian labor market. That number is lower than non-disabled people who are at 70.40 percent. Even people with disabilities in the heavy category are only 20.27 percent who participate in the Indonesian labor market. People with disabilities who work in the informal sector are more (65.55 percent) than the formal sector (34.45 percent). Even informal workers for severely disabled people are even greater (75.8 percent). Whereas non-disabled people 49.27 percent work in the informal sector [2].

The process of success and failure in running a business or business is seen as two things that go hand in hand, complementing each other and not negating each other. Both success and failure always give color to the process of planning, starting even when the business is running. However, it is not uncommon to find out how success and failure processes are rarely revealed because what is often seen is that success is more likely to be compared to failure, it is rarely explained how someone escapes and keeps moving when facing failure in difficult times

Success or success is interpreted as success, luck and result, while failure is anonymous from success, which means that it does not work, does not succeed, or does not achieve its purpose [3]. Wongso experiencing failure does not mean having to give up, let alone despair [4]. Because, actually with failure that means having to introspect themselves and endeavor harder than yesterday. Through failure it can evaluate every step that has been done. That way, we will know what things need to be fixed and know where the mistakes have been made not to repeat them. That will underpin the future steps for the better. Failure should begin to be viewed from a different angle. Failure does not mean not success, but not success. As the saying goes, we often hear: failure is a small part of the process, and success or failure is delayed success. In this view Andre Wongso calls Never give Up!

Researches related to resilience, disabilities, never give ups that are associated with business and entrepreneurship have been carried out by business experts, but the research is still

widely done in knowing disabilities motivation in entrepreneurship [5-8], the writings of experts are also more to empowerment findings [9-12]. Experts have also conducted resilience-themed research which shows that humans in the process of success always experience difficult times but nevertheless humans always have the strengths in every human being who can help himself through the storm of life, one of which is called resilience (resilience) [13]. However, qualitative research and never give up for successful people with disabilities have not been done so much that in this study researchers use two terms in terms of how people with disabilities can succeed through these difficult times and successful processes with terms of resilience and never give up.

In connection with the obstacles to a successful process faced by persons with disabilities, this resilience is urgently needed. Resilience is a person's ability to judge, overcome, and improve themselves or change themselves from adversity or misery in life. Every person will certainly experience difficulties and a problem and no one lives in the world without a problem or difficulty [14].

On the one hand, it is seen that business people with disabilities have the ability to face and rise again after a failure but some do not have the ability to face and rise again after failing. Businessmen with disabilities are expected to have a strong mental endurance to overcome all life problems such as the problem of environmental stresses including discrimination that causes misery in positive ways.

Phenomenon and research results presented show that the importance of resilience to business people with disabilities in order to rise from their situation and not make limitations that exist in themselves as obstacles to developing potential. Then the aim of the research is to conceptualize disabilities limitations to be a force to achieve economic independence

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Definitively the definition of abnormalities in limb function (physical disabilities) is the inability of members of the body to carry out its functions due to the reduced ability of members of the body to carry out normal functions due to injury, disease, or imperfect growth [15].

Reivich and Shatte [16], resilience is the ability to overcome and adapt to severe events or problems that occur in life, able to survive in a state of stress, and even deal with misery or trauma experienced in his life. Resilience is an individual's efforts to be able to rise up and face the risk of stress from the pressures experienced [17]. Windel, Bennet and Noyes stated that resilience is a resistance to risk in every period of individual development and how individuals bounce

back and deal with various life challenges experienced from childhood to older age, such as illness and health [18].

Grotberg stated there are several sources of resilience formation, namely: I have (I have), I am (I am), I can (I can) [14].

In the business model developed by Linnenluecke takes several opinions regarding the definition of resilience in business models [19]. For example:

- Sutcliffe and Vogus that resilience is the maintenance of positive adjustment under challenging conditions [20].
- Hamel and Valikangas stated that: The ability of an organization to dynamically reinvest its business models and strategies as circumstances change. This includes continuously anticipating and adjusting to changes that threaten the core of the organization, and to change before the need for change becomes desperately obvious [21].
- Gittel et al. with reference to Sutcliffe and Vogus, Weick et al. and Wildavsky, resilience is defined as "(a) the maintenance of positive adjustment under challenging conditions [...], (b) the ability to bounce back from untoward events [...], and (c) the capacity to maintain Desirable functions and outcomes in the midst of strain [...]" "Resilience is also defined as "a dynamic capacity of organizational adaptability that grows and develops over time" [20,22].

II. METHOD

The research subject was the subject intended to be investigated by the researcher. people with disabilities, who are the object of research are disabilities entrepreneurs who are successful and who do not do business. Sampling technique using snowball sampling.

Sampling subject 1 has an electronic repair service business, subject 2 has a painting business, while subject 3 has a workshop business modification of two-wheeled motor vehicles.

Data was obtained directly from entrepreneurs with disabilities who were successful with interviews and direct observation of the information needed to support this research. The interview is the process of obtaining information through question and answer directly face to face between the interviewer and the disabilities entrepreneur.

In this analysis phase, all the results of the collection process and collected are then compiled in the form of detailed reports. Furthermore, the report is summarized and selected key and important things to obtain the theme or pattern. In this study the data will be analyzed by means of data reduction (data reduction), data presentation (data display) and conclusions (conclusion drawing verification) conducted simultaneously [23].

To test the quality of research design in this study relevant tests are used: Credibility, Transferability, Dependability and Confirmability.

III. RESULTS AND DISCUSSION

Research findings show the process of understanding and through the business process of persons with disabilities, that choosing this business as an option for success and according to expertise, subject 1 states that the expertise possessed from the training of electronic repair services followed earlier. Subject 2 states that the business is done based on their talents. While subject 3 states that the business owned is based on business opportunities in the disabilities community that cannot drive two-wheeled motorized vehicles.

The main factor that drives the three subjects in running a business is economic independence within the limits. Greater motivation is given by the closest family / subject's parents. But the biggest motivation process is arising from within the subject that shapes the nature, attitude and character of not giving up easily in an effort to achieve economic independence, this finding is in line with Grotberg, which states that resilience is derived from I have, has several qualities which contribute to the formation of resilience, namely: a relationship that is based on mutual trust and encouragement to self (autonomy), I am (I am), some personal qualities that influence I am this is love, empathy, and concern for others, proud of himself, responsible for his own behavior and accepting the consequences and confident, optimistic, and hopeful, while for factors I can (I can) less dominant in the formation never give up [14].

During running a business there is a difficult period in its implementation, as the example in subject 1 experienced a quiet customer at the time of technological change so that subject 1 must improve the ability related to the latest technology. Subjects 2 and 3 experienced a difficult period also related to declining sales, this was related to a marketing strategy that was not optimal.

In assessing the size of the success of the business that has been carried out, subject 1 states that he is able to buy 1 shop and 1 house, and send children to college, besides that subject 1 feels successful because it has been useful for others. Subject 2 stated that the measure of his success was being able to support himself, express his artistic soul, and teach painting in college. Subject 3 states that the measure of his success has completed his Bachelor's education, is economically independent which is shown by having 1 house, and employs 2 employees

Another finding is that people with disabilities manage limitations to be a force to achieve business success, through a long process of motivating themselves to succeed in a business or business that is run. In subjects 1 and 3, it was successful to hire employees who became a proud thing for subjects 1 and 3 that in addition to being economically independent, they can also help / benefit others. According to Baron and Byrne states prosocial behavior is an act of helping that benefits others without having to provide a direct benefit to the person who carried out the action, and may even involve a risk for the person who helps [24]. Being in the same physical limitation creates feelings of empathy for each other so that both subjects try to help.

The strength of the most prominent character that is profitable in running a business from subject 1 is a strong will

and is not easy to give up, this is implied from the story of subject 1 who had visited Istiqlal Mosque in Jakarta riding a hand-held bicycle from Surabaya to Jakarta within 7 days. While the prominent characteristics and characters of the second subject are not ashamed of limitations, strong and strong-willed in the process of continuing Bachelor studies. The 3rd subject has a high degree of creativity and is able to build networking so that the Indonesian Disabled Motorbike (MDI) organization is formed and initiates a Driving Permit for Persons with Disabilities. However, of the three subjects, a very beneficial force in running a business for people with disabilities is their ability to capture business opportunities in a situation that is full of limitations. This statement is in line with the Resilience Characteristics or never give up according to Wolin & Wolin including: 1) independence, namely the ability to take emotional or physical distance from the source of problems in one's life; 2) Relationships, is a relationship that someone resilient can develop honest relationships, mutual support and quality for life or have a healthy role model; 3) Initiative, this initiative involves a strong desire to be responsible for one's own life or problems faced; and 4) Creativity is the ability to think of various choices, consequences, and alternatives in facing life's challenges [25].

The role of people with disabilities in supporting economic independence for persons with disabilities according to these three subjects is sharing access to information on business opportunities, training for skills that support business and sharing business order. While the role of other parties in encouraging the efforts of people with disabilities from both the government and the private sector is in the form of support for increasing business capacity. Examples from the Social Service and the Manpower and Transmigration Agency of the Provincial Government provide technical training in improving the technical abilities of persons with disabilities as a provision for running a business / business

IV. CONCLUSION

Based on the results of research and discussion that have been explained previously, it can be concluded that businesses run by persons with disabilities are motivated by the main factor is the desire to be economically independent in the limitations they have. The closest person becomes an important motivator in supporting business success, attitude and character is not easily give up an important driver of business success achieving economic independence, do not rely on others, self-confident, keep trying and do not feel that the lack of a barrier is also important to become a habit in the business.

Obstacles in business for persons with disabilities as explained by subject 1 of the obstacles experienced are technological changes that are so fast that in order for businesses to continue to run, it is imperative for subject 1 to always improve technical knowledge and skills in accordance with developments. Obstacles experienced by Subject 2 are capital constraints and lack of knowledge related to product marketing strategies. Whereas the obstacles experienced by subject 3 are related to the lack of availability of training activities and the development of disabilities businesses that are in accordance with needs, most of them are carried out only

as a formality and persons with disabilities are only considered as objects.

The need for existence, networking and enthusiasm to continue to grow are important for business sustainability. The successful businesses of people with disabilities to be supported by stakeholders to be more successful and sustainable, especially the support of product differentiation, marketing as a solution to business barriers.

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