

RELATIONSHIP BETWEEN MOTIVATION WITH EDUCATION, TRAINING AND SKILL IN THE BUSINESS OF *SWALLOW CULTIVATION* AROUND THE SOUTH SULAWESI LAKE “TEMPE”

Amiruddin¹, Nor Azrin²

¹Management Study Program, Faculty of Economics, Azzahra University, Jakarta

²Faculty of Management and Economic University Pendidikan Sultan Idris, Malaysia

Correspondence : amiruddinazzahra@gmail.com : nor.azrin@fpe.upsi.edu.my

ABSTRACT

The research entitled The Relationship Between Motivation and Education, Training and Skills in Swallow Cultivation Business Around Lake Tempe, South Sulawesi, aims to examine the relationship between business motivation and education, training and skills in swallow cultivation business. This research has been carried out for a year from February 2020 to January 2021 starting from the preliminary survey to data collection and analysis. This research was carried out in 3 (three) districts on the coast of Lake Tempe, namely Soppeng, Wajo and Sidrap Regencies, South Sulawesi Province. Data collection was carried out using purposive sampling (purposive sampling). taken as many as 327 respondents of swallow entrepreneurs from various levels of technology and varying length of business. Data collection was done by distributing questionnaires and interviews. Before the questionnaire was distributed, the instrument was tested, namely reliability and validity tests. The results showed that education, training and skills had a significant effect on the motivation to try swallow cultivation around Lake Tempe. Education, training and skills each had a partial effect on business motivation. Skill variables had a greater influence on business motivation. when compared to education and training.

Keywords : *relationship, motivation, training, skill, swallow, Tempe Lake*

INTRODUCTION

The trade in swallow nests has been around since the 7th century AD during the Tang Dynasty [1] which was widely used as food. The high interest in wallet bird nests is caused because it contains compounds that are efficacious for various purposes such as culinary delights, medicinal properties and other uses. Swallow's nest contains sialic acid compounds [2] . Immune enhancing [3] and stem cell therapy [4] .

The demand for swiftlet nests is increasing while the production of natural populations is decreasing so that cultivation becomes a solution [5] . The high economic value of swiftlet nests in the world market is one of the triggers for the rapid development of the swiftlet rearing business in Indonesia today . Limited production from nature and unmet world market demands have caused people to strive hard to cultivate (keep) swallows in a special building. Swallow cultivation is a business that has bright prospects and can provide considerable profits.

Swallow maintenance business It does have several advantages, including being an export commodity with high market prices and demand. However, there are some weaknesses, such as the relatively large investment capital requirement and the high risk of failure. In fact, it is not uncommon for new business buildings to take years to produce or produce. This weakness is one of the problems that slows the growth of new businesses in swallow cultivation. Therefore, it is necessary to increase business motivation for prospective new entrepreneurs so that their interest and motivation to do business can be increased. Motivation to try is one of the important factors that influence the success of the wallet cultivation business.

Business motivation is needed to encourage the development of new entrepreneurs. Apart from income factors, other factors that also influence motivation need to be known such as education, training and skills. A person's skills can affect his motivation to run a business.

Skills can be acquired in several ways, one of which is training. Education directly or indirectly affects motivation because the increase in a person's skills through training is influenced by the level of education. People with higher education certainly have a better chance of understanding the training material when compared to those with lower education. A person's education can determine their motivation in choosing the type of business that is considered appropriate to their status and level of education.

Studies that examine the relationship between business motivation and education, training and skills, especially in swiftlet cultivation, are still very limited. the growth of new entrepreneurs who can increase swallow production. Basically, natural resources in areas that are used as foraging areas such as rice fields, plantations and lakes have not been utilized optimally due to low business motivation. such as on the coast of Lake Tempe, South Sulawesi. Especially in the coastal area of Lake Tempe there has never been a study that examines the relationship between the motivation of swallowing business with education, training and skills.

The support of the natural environment around Lake Tempe is very supportive because there are expanses of forage in the form of rice fields, ponds, gardens and lakes that have characteristics that are very suitable for the swallow's feeding ground. With this study, it can be used as a reference in making policies to encourage the growth of swallow cultivation businesses, especially new entrepreneurs so that swallow nest production can be increased. Increased swallow nest production can encourage the growth of new economic sectors such as culinary and tourism businesses around the location. Finally, the impact of developing this swiftlet cultivation business can improve the regional economy in the districts around the coast of Lake Tempe.

THEORETICAL FRAMEWORK

A. Motivation

Motivation comes from the word motive which can be interpreted as the driving force that exists within a person to carry out certain activities in order to achieve a goal. Even the motive can be interpreted as an internal condition (readiness). Changes in energy in a person which is characterized by the emergence of feeling and preceded by a stimulus to achieve a goal. In learning activities,

motivation can be said as the overall driving force in students that creates, ensures continuity and provides direction for learning activities, so that the expected goals can be achieved. In learning activities, motivation is needed, because someone who does not have motivation in learning, will not be able to carry out learning activities [6] .

B. Definition of Training

Training is a short-term educational process that uses a systematic and organized procedure in which non-managerial employees learn technical knowledge and skills for limited purposes [7]

C. Swallow

Swallow is an insect-eating bird that is aerial and likes to glide. This bird is dark in color, fast flying with medium / small body size, and has narrow and pointed sickle-shaped wings, very small legs as well as the beak and this type of bird never perches. on trees. Swallows have a habit of living in caves or houses that are quite humid, dimly lit until dark and use the ceiling to attach the nest as a place to rest and breed [8]

D. Tempe Lake

Lake Tempe with an area of about 13,000 ha is a potential water location in South Sulawesi. Apart from being one of the largest producers of freshwater fish, the lake is also used as a place to live on water with a floating house system, as a place for growing floating vegetation, a place to live for various types of rare birds and as the second largest tourist destination in South Sulawesi besides Toraja. The potential of the lake with various types of fish that live in it and the function of the lake that can be used to support the survival of humans and several other ecosystems, makes Tempe Lake the main destination for the surrounding community in making a living [9] .

METHOD

Research Time and Location

This research has been carried out for a year from February 2020 to January 2021, starting from a preliminary survey to data collection and analysis. This research was conducted in 3 (three) regencies on the coast of Lake Tempe, namely Soppeng, Wajo and Sidrap Regencies, South Sulawesi Province.

DISCUSSION

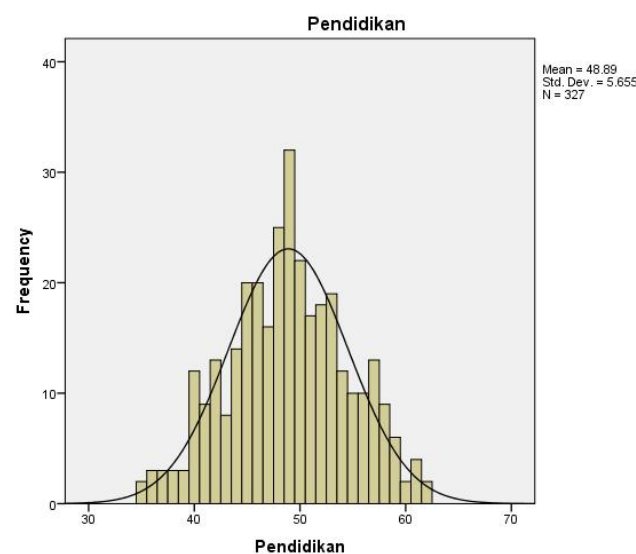
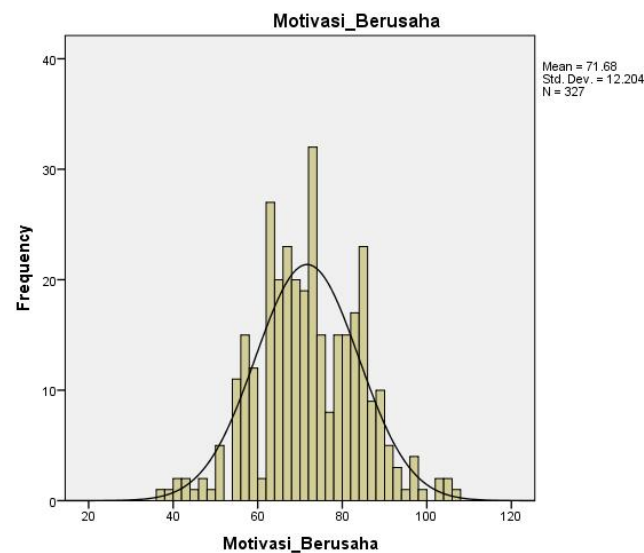
The results of the reliability and validity test of the instrument using a sample of 35 people (N=35) showed that the value of Crombach's Alpha of the 4 variables studied was > 0.75 , which means that all the question items in the questionnaire of the 4 variables used were reliable to measure the variables. The probability value of Sig. (2-tailed) Pearson Product Moment Correlation Coefficient between each question item with a total score of the four variables <0.05 then all questions in each variable are considered **valid** . The minimum, maximum, mean and standard deviation values

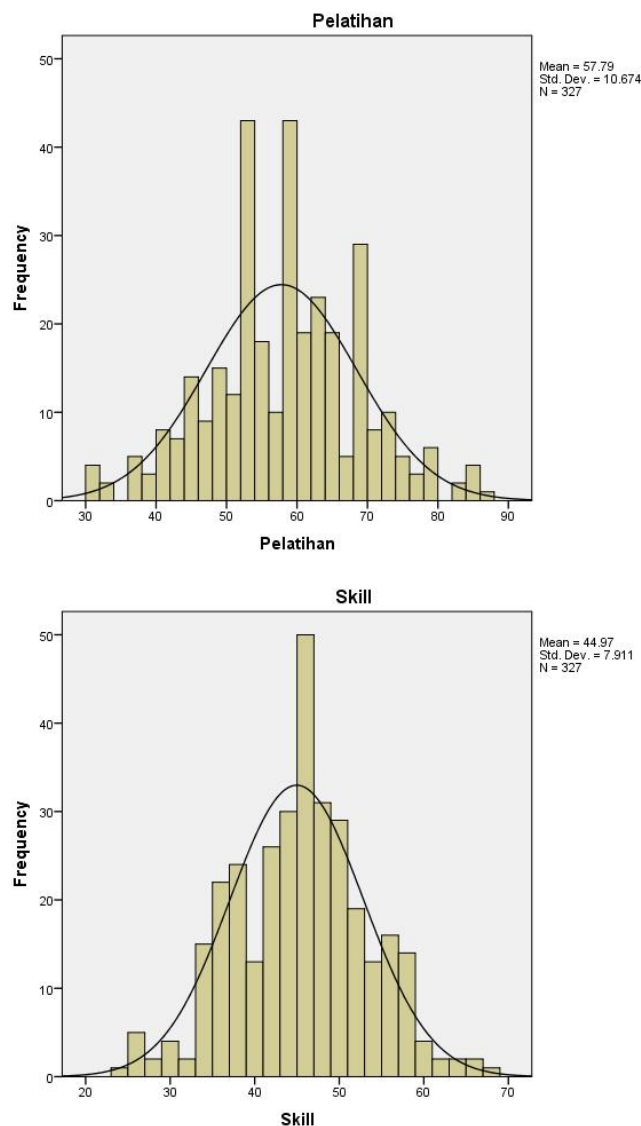
of the four variables studied are shown in the tables presented. The frequency distribution of each variable is shown in the following figures. If the average total score is divided by the number of question items, it is found that the average score for the four variables studied is at a moderate level or a value of 3 on a Likert scale.

Table 2. Minimum, maximum, average and standard deviation of the variables of Business Motivation (Y), Education (X1), Training (X2) and Skill (X3)

Table 2. Value of Minimum, maximum, average and standard deviation of the variables of Business Motivation (Y), Education (X1), Training (X2) and Skills (X3)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Pendidikan	327	35	62	48.89	5.655
Pelatihan	327	31	86	57.79	10.674
Skill	327	24	67	44.97	7.911
Motivasi_Berusaha	327	37	107	71.68	12.204
Valid N (listwise)	327				





Picture . The frequency distribution of the total score of the variables of Business Motivation, Education, Training and Skills.

The results of multiple linear regression analysis between learning motivation (Y) with Education (X1), Training (X2) and Skill (X3) are shown in the following table

Correlations		Motivasi	Pendidikan	Pelatihan	Skill
Pearson Correlation	Motivasi	1.000	.854	.858	.940
	Pendidikan	.854	1.000	.772	.752
	Pelatihan	.858	.772	1.000	.821
	Skill	.940	.752	.821	1.000
Sig. (1-tailed)	Motivasi	.	.000	.000	.000
	Pendidikan	.000	.	.000	.000
	Pelatihan	.000	.000	.	.000
	Skill	.000	.000	.000	.
N	Motivasi	327	327	327	327
	Pendidikan	327	327	327	327
	Pelatihan	327	327	327	327
	Skill	327	327	327	327

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.969 ^a	.938	.938	3.049	.938	1632.864	3	323	.000

a. Predictors: (Constant), Skill, Pendidikan, Pelatihan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45548.306	3	15182.769	1632.864	.000 ^b
	Residual	3003.333	323	9.298		
	Total	48551.639	326			

a. Dependent Variable: Motivasi

b. Predictors: (Constant), Skill, Pendidikan, Pelatihan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-10.388	1.508		-6.890	.000					
	Pendidikan	.635	.050	.294	12.786	.000	.854	.580	.177	.361	2.769
	Pelatihan	.142	.030	.124	4.668	.000	.858	.251	.065	.271	3.691
	Skill	.952	.040	.617	24.066	.000	.940	.801	.333	.291	3.432

a. Dependent Variable: Motivasi

Based on the results of multiple linear regression analysis between Business Motivation (Y) and Education (X1), Training (X2) and Skill (X3) shows that Business Motivation has a significant positive linear correlation with Education, training and skills (p value < 0.01) as shown in Fig. ANOVA table. These results show that Education, Training and Skills simultaneously affect the Motivation to Try Swallow Cultivation on the coast of Lake Tempe. The relationship between Business Motivation (Y) and Education (X1), Training (X2) and Skill (X3) follows linear equation $Y = -10.388 + 0.635X_1 + 0.142X_2 + 0.952X_3$ ($R^2 = 0.938$). According to the results of this analysis, H_0 1 which states that education, training and skills simultaneously do not affect the motivation to try swallow cultivation is rejected or H_1 1 which states that education, training and skills simultaneously affect the motivation to try swallow cultivation is accepted.

The regression equation can be interpreted from the sign and value of the regression coefficient of the three variables X. The positive sign of the coefficients of all X variables indicates that the variable (Business Motivation) is positively correlated with the variables of education, training and skills. This means that the motivation to try will increase with the increase in education, training and motivation. The value of the coefficient of determination ($R^2 = 0.938$) means that 93.80 percent of the diversity of the Entrepreneurial Motivation variables can be explained by the diversity of the Education (X1), Training (X2) and Skill (X3) variables simultaneously. The remaining 6.2% is influenced by other variables apart from the three X variables analyzed.

The X1 efficiency value of 0.635 means that each increase of one unit of the total score of X1 (Education) will cause an increase of 0.635 units of the total value of the Y score (Business Motivation) with the assumption that the variables of Training (X2) and Skill (X3) are constant. This amount is equivalent to an increase of 6.35 units of the total value of the Y score (Business Motivation) for every 10 increase in the total value of the Education variable score (X1). If the value of 6.35 is divided by 23 the number of question items for the Business Motivation variable (Y) then it is obtained 0.28. This means that by increasing the average score of education by 1 scale unit, it will cause an increase in the average score of the Business Motivation variable

by 0.028 unit score scale with the assumption constant training and skill variables. When the variables of Education, Training and Skills simultaneously increase each by one unit of total score, the total score of the Entrepreneurial Motivation variable will increase by $0.635 + 0.142 + 0.952 = 1.729$ units.

The standardized regression coefficient values for the Education, Training and Skill variables respectively 0.294, 0.124 and 0.617 indicate that the effect of the Skill variable on the motivational variable is greater than the influence of the education and training variable. The influence of the Skill variable is almost 5 times greater than the influence of the Training variable and more than 2 times the influence of the Education variable. Increasing Business Motivation by increasing Education, Training and Skills is very reasonable because by increasing one's skills, it will be encouraged to use these skills to provide benefits. Moreover, in the swiftlet cultivation business, which requires some skills in the use and assembly of several sound system and aeration tools, this is a very decisive factor in the success of the wallet maintenance business. When a person feels he has sufficient skills, it will cause his confidence to increase and encourage him to apply in trying so that he will be more daring to take decisions to start a business.

The same positive effect on the variable of Business Motivation is shown by the variable of Education and Training. Although the role is not as large as the influence of the Skill variable, the effect is also significant. This means that the Education and Training variables together with the Skill variable affect changes in the Motivation to Try Swallow Cultivation. This influence can be direct or indirect. Theoretically, it can be explained that the increase in Skill can be obtained through training, apart from talent and experience. Meanwhile, to be able to understand the training material well, the educational level background is very influential. The influence of education and training through increasing skills is a form of indirect influence. The direct influence of education on the variable of Business Motivation can occur because a person's level of education can affect insight and subsequently affect his motivation to try so that his economic standard of living is in line with the level of education he has. While the training variable can have a direct influence on Business Motivation because of a strong urge after seeing or knowing other people who have successfully run their swallow business during the training.

CONCLUSION

1. Education, training and skills have a significant effect on the motivation for trying to cultivate swallows around Lake Tempe.
2. Education, training and skills each have a partial effect on business motivation.
3. The skill variable has a greater influence on the motivation to try when compared to education and training.

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