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DIEK AFDELING MALANG PLANTATION COMMUNITY ENTREPRENEURSHIP

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ABSTRACT

Plantation as part of the commercial-capitalistic agricultural system supported by modern infrastructure, has a relationship with the development of entrepreneurship. The entrepreneurship of the plantation community in the former Malang branch started when this area became the mainstay of trade commodity production, along with the expansion of the infrastructure network, and the strengthening of Malang staagemente as a plantation center in the hinterland of East Java. Entrepreneurial behavior continued into the post-colonial period following regulatory changes since the nationalization of colonial (foreign) plantations. The mutualist symbiotic relationship in the plantation industry affects the values, attitudes, behavior and entrepreneurial independence of the plantation community.

Keywords: entrepreneurship; plantation; afdeling Malang

A. INTRODUCTION

Much research has been done on the history of plantations in Indonesia, but there are still rare studies from an entrepreneurial perspective for historiographical purposes. The development of plantations since the colonial period cannot be separated from the entrepreneurial spirit of the plantation community that existed in the initiators, regulators down to the management level, plantation workers. Without this spirit, plantations as capital-intensive commercial entities, using modern technology and hired workers to produce commercial crops

(Kartodirdjo & Suryo, 1991), find it difficult to survive and achieve their goals in the face of competitive market dynamics from time to time.

Entrepreneurial perspective studies are relevant for today's Indonesia in facing a demographic bonus, impacting on limited job opportunities, inversely proportional to the increasing number of job seekers. Entrepreneurial discourse has an important position in a country's development policy. The goal of entrepreneurship development is to produce entrepreneurs who can create jobs, encourage productivity and innovation (Drucker & McClelland, in Sutanto & Nurrohman, 2018), which in turn are expected to contribute to economic growth and increased welfare.

The problem is, this role has not been realized in Indonesia, due to low interest in entrepreneurship. Data shows that currently only 3% of Indonesia's population is as an entrepreneur. Data from The Global Entrepreneurship Development Index (GEDI), shows that Indonesia's entrepreneurship position in 2018 is still ranked 94th out of 137 countries. (8.76%) (Kompas.com. 2021, accessed September 21, 2021). Overcoming the above problems, the government through the Ministry of Cooperatives launched the National Movement to Socialize and Cultivate Entrepreneurship in 1995, the National Entrepreneurship Movement (GKN) since 2010 (<https://www.setneg.go.id>, accessed January 15, 2020).

The entrepreneurship movement in tertiary institutions has been initiated since 1997 marked by various entrepreneurship programs for students, which are organized through intra-curricular and extra-curricular activities. Entrepreneurship intracurricular activities are adopted in the curriculum, held in the form of Entrepreneurship Lectures, Entrepreneurship Internships, Business Work Courses, New Entrepreneurial Incubators, Business Consultations and Work Placements, Student Creativity Programs, and others. Meanwhile, entrepreneurial extracurricular activities are infused into various student organization activities from the study program to university level.

In the 2018 UM Curriculum (now the 2020 Merdeka Learning Campus Merdeka Curriculum) entrepreneurial content is integrated into capability development through life-based learning, with transdisciplinary management (PPT Curdef UM, 2018). In the FIS Historical Education Curriculum, entrepreneurship content is formulated in the profile of graduates, namely: "... and entrepreneurship based on character education from local wisdom". The Socio-Economic History course is a thematic course that explicitly includes entrepreneurship in CPMK (...imitating entrepreneurial values), and sub-CPMK... examines entrepreneurial values (Formal Document of Historical Education Curriculum, 2018).

Based on the explanation above, it shows that curricularly there is already an open space for students in tertiary institutions to develop themselves into entrepreneurs. However, student entrepreneurial interest tends to be low, due to the lack of entrepreneurial knowledge from lectures (Rusdiana, 2018). Why is that? Based on the identification results of the curriculum documents, a possible causal factor is the absence of entrepreneurial content in the literature/learning resources used (Formal Curriculum History Education Document, 2018).

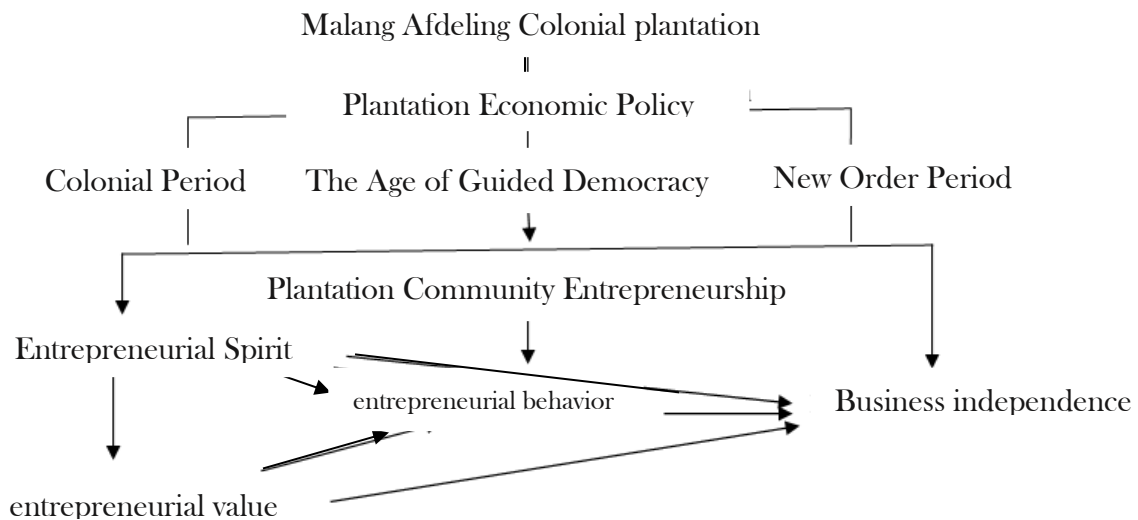
Starting from the problems above, an exploration of the entrepreneurial potential of the plantation community was carried out in the Ex-Colonial Plantation of Afdelling Malang. Afdeling Malang produces plantation commodities, in the form of coffee and sugar cane (Ismain, 2009: 19), which has encouraged the migration of Dutch and Europeans to Malang's stadsgemeente (Ismain, 2010: 38). The focus of research around the UM environment (Afdeling Malang), according to the demands of the profile of history education graduates who are entrepreneurship based on local wisdom. In addition, local and marginal narratives of village community entrepreneurship are presented in Indonesia-centric historiography. So far,

the historical narrative of Neerlandocentric plantations has emphasized Western nations (Warto, 2020:1)

B. RESEARCH METHODS

The research procedure follows the stages in the heuristic historical method, criticism, interpretation, and historiography. In line with that Kuntowijoyo (2001:91-108) suggests the stages of selecting topics, gathering sources, verification, interpretation, and writing. The first procedure is a heuristic (data collection) the researcher collects plantation and entrepreneurship data to the research object using the data collection technique described above. contextually. Next to the critique procedure (verification) the researcher will test the accuracy of the source of the data collected through internal criticism (testing the authenticity) regarding physical sources, and external criticism. (testing credibility) with respect to the content of the source.

In the procedure for the interpretation stage, the researcher conducts analysis of historical data contained in trusted sources, taking into account aspects of space, time and entrepreneurial events. Furthermore, the synthesis will be carried out with attention. The final procedure is the historiography (writing) of the entrepreneurial profile, the researcher uses the Kuntowijoyo rural economic history approach, to compile village community entrepreneurship narratives based on regional units, units of time (stages of economic development). In each of these entrepreneurial narratives, sorted based on the classification of entrepreneurial spirit, entrepreneurial values, entrepreneurial behavior, and entrepreneurial independence, the following relationship is presented diagrammatically.



Source: developed from Sukirman (2017)

The research object was the former colonial plantation Afdelling Malang, which was selected based on 3 leading plantation commodities namely coffee, tea, and sugar cane/sugar, namely: Dampit/Batu coffee plantation, Bululawang sugarcane plantation, and Wonosari tea plantation. Sources of primary and secondary data on the historical aspects of each plantation in

heuristics to archival institutions and libraries.

The research subjects were the plantation communities in the research object, who met one or more of the criteria: directly or indirectly entrepreneurs in plantations, knew the development of plantations historically, had a genealogical relationship with previous entrepreneurs. Entrepreneurial primary data includes soul, values, behavior and business independence, collected through heuristics with oral history methods.

1. Research Locations and Data Collection Techniques

The research was carried out in the district of Malang for meheuristics of textual and non-textual historical sources. The source of textual history is done through archival and literature studies. Non-textual historical sources in the form of oral history using oral history interview techniques to entrepreneurial actors

C. RESULTS AND DISCUSSION

Afdeling Malang

Indonesia's geo-ecology is very suitable for cultivating plantation commodities. Geertz (1976) uses an anthropological approach to categorize the typology of Indonesian ecological patterns, namely the Indonesian ecology in (Java) and the ecology of Indonesia outside (Outer Java). Java's ecology is suitable for paddy farming, while Outside Java is suitable for fields. The two ecological patterns are not dichotomous, but influence the differences between Java and Outside Java in terms of: the dominant cultivated commodity, social structure, demographic development, tradition and culture.

The Javanese ecological pattern was seen as more profitable and prospective, so that since the VOC the Dutch government had concentrated its political economy on Java. In that context, Geertz uses the term "stacking", because the colonial policy of maintaining the indigenous socio-economic structure as a means of obtaining a surplus of trade commodities. As a result, in the wake of the colonial economy, the Western sector and the Domestic sector developed. Boeke (1983) calls it economic dualism. This dualism is segregative, because the Western sector is characterized by a capitalist economy, while the Domestic sector is characterized by a pre-capitalist economy.

Plantation commodities are products of the plantation system (onderneming) which prioritize capital intensive, commercial, cash crop, and export oriented. The plantation concept includes the components of land, labour, capital, technology, scale, organization and objectives (O'Malley in Booth, A. et.al. 1988).

The Malang Afdeling covers the southern part of the Pasuruan residency in East Java. Its geographic boundaries to the south are the Indian Ocean, along the coast 29 minutes and 30 seconds or 40-50 paals, from east to west. To the east it is bordered by the southern part of Probolinggo district, the Besuki residency. This boundary extends from the coast to the north, passing Mount Semeru which is 11,666 feet high; then passes Garu and Gubar mountains, elevations 7976 and 7080 feet. To the northeast of the border are the Tengger mountains and the districts of Pasuruan and Probolinggo. These limits are at Grobokglaga 4,000 (at Mende 1,400), at Lawang 1665 and at the peak of Indrokilo (mount Arjuno) elevation of 10,350 feet.

To the north it is bordered by the districts of Pasuruan and Mojokerto, past the peaks of Arjuno-Anjasmoro and Indrowati, to the southwest and south. At Welirang this boundary is 9721, at Tunggulrono it is 5345 feet above the sea. To the northwest is the border with the Mojokerto afdeling, the Surabaya residency. This limit is high, in Ngantang to 2000 feet. To

the west it is bordered by the districts of Kediri, Ngrowo and Srengat-Blitar. From Welirang this boundary bends to the west, and heads south to Mount Kelud, elevation 4657, and returns east until Kawi, elevation 8820 feet. From the top of this mountain the boundary descends to the south, cutting the Brantas river and Mount Gendeng and Legged, and on the coast of the mountain 1500 feet above the sea. The outermost points of these boundaries are: in the south of Sempu Island, located 8 degrees 29' 15" southwest; in the north of Welirang at 7 degrees 43' 45" southwest; east of Kuntol mountain at 112 degrees 54' 47" west of Kelud mountain at 122 degrees 12' 47".

Within these natural boundaries various rulers alternate with each other: such as Singosari, Doho, Jenggolo, Mojopahit, Supit Urang, Selongo, Malang and Ngantang, some of whom have their capital here. Now the area is a district under a tumenggung, and is also a government afdeling of the Pasuruan residency, and is governed by a resident assistant.

Afdeling Malang is divided into seven districts, under the administration of wedono. Districts are further divided into bekel or mantri areas, and divided into villages under senior officials. This is native government. European governments are led by resident assistants, assisted by several officials. This afdeling is divided into onderafdeling, under the controller whose duty is to collect land and crop taxes.

Several plantation commodity crops which are the mainstay of the Pasuruan residency from the Malang afdeling are coffee, sugar cane (sugar), tea and tobacco. Other plants, such as kapok, fruit, flowers and vegetables, come from the residents' gardens. Some of these commodities will be described below based on colonial archival sources. The breadth and depth of exposure to each commodity is highly dependent on the description and data contained in the archives

Coffee Plantation

a. Plantation History

Coffee is one of the oldest and well-known plantation crops in Java in particular and in Indonesia in general. In its development, coffee plantations became the prima donna of the Colonial government. According to Hudiyanto (2015) in Indonesian history, there were no activities that greatly confiscated land and people in this country other than plantations, including coffee plantations in them.

In the early 19th century, coffee was seen as a luxury item, a symbol of bourgeois honor. Over time, coffee has become more affordable for the lower class in urban areas, even in rural areas at relatively low prices. This causes the role that was previously mandatory to change into coffee. Coffee is always present at every European banquet, from breakfast, lunch to dinner. This was not wasted by the Netherlands. It is this demand from the European market that makes coffee one of the commodities cultivated in the plantation sector.

Coffee plants imported from South India turned out to grow well in the hilly interior of the colonial headquarters. VOC traders encouraged the cultivation of this plant. The high demand for coffee made the VOC expand its power far into the interior, one of which was Malang (Topik, 2004:23-24).

The development of the coffee commodity in Pasuruan began around 1860 AD. The Malang area had not been considered because it was still in a wilderness condition. In 1832, the Dutch Colonial government began clearing land in the Afdeling Malang area for planting the first coffee plantation land.

The development of the coffee plantation area in Malang occurred in 1826. There were two influencing factors, namely the first was the idea of Governor General Du Bus de Gisignies (1826-1829). He attempted to increase production by transferring uninhabited lands to European planters. The hope is that Java's policy will provide a sizeable amount of export crop production which previously failed to do. The second factor was Malang's success in sending coffee plantation products, thus attracting the attention of the colonial government. In 1826, along with the formation of the Dutch Colonial State, the Malang area began to become a target for exploitation (Hudiyanto, 2015)

Coffee in Afdeling Malang has become increasingly widespread since the enactment of the Agrarian Law (*Agrarische Wet*) in 1870, thus expanding coffee cultivation in private plantations in the southern and eastern sub-areas of Afdeling Malang. According to Hudiyanto (2015) the expansion of the Malang area, from the beginning it was only a Malang regent into two: (1) Malang Regent, and (2) Malang Gemeente on 1 April 1914 was a "blessing" from coffee plantations and trade.

Hudiyanto (2015) explained that data regarding coffee in Malangraya was obtained from the travel notes of a high-ranking Dutch official named Izaak Sevenhoven. On a trip to East Java in 1812, he had time to visit the West Malang sub-region, which at that time was already a coffee plantation area. It's a shame it wasn't reported when the coffee plantations in this sub-region began to be cultivated. However, at least in the early 1800s pioneering had begun. Coffee plantations have been found since in Noyo (now 'Dinoyo'), then in Alu (now 'Ngelo'), and Kaling (now 'Sengkaling').

Coffee plantations in the Malang afdeling area are dominated by Robusta coffee types and there are also several others such as Arabica/Javanese and Liberian. Lots of dry land, vacant land which later turned into coffee plantations. Coffee plantations are spread across the Pakis, Ngantang, Sisir (Batu) and Penanggungan districts. The policies pursued by the colonial government caused Malang to grow into a center for coffee plantations. This was proven because Afdeling Malang became the largest coffee producer in East Java Province in 1887-1889 totaling 143,173 pikul (Afgani and Husain, 2018).

In 1874 there was a major change in coffee production in Afdeling Malang. This is due to land clearing by converting forest land into plantation land. Coffee cultivation activities on an industrial scale began in 1874. Van der Elst's plantation in Soembool Village in Karanglo District was the first plantation to be registered. The Soembool Plantation leases land to the Dutch East Indies government which is located on the southern slope of Arjuno, at an altitude of 800 meters above sea level to 1500 meters above sea level. The existence of this policy made the development of coffee plantations more rapid which made Afdeling Malang a plantation industrial area.

At the end of 1880 in Malang there were 21 coffee plantations. Then it developed into 50 plantations in 1900. Until 1916 there were 98 registered coffee plantations. The reason for the development of coffee plantations is that there are two, first, new entrepreneurs who establish new plantations. Second, entrepreneurs who have invested before, add (expand) plantation areas such as the Maatshappij Limburg te Surabaia company owned by J. A. H Everard. He expanded his plantation area in the Gondang Legi District in the villages of Berek I, Berek II, Sumberrejo Lor, and Sumberrejo Kidul (Hudiyanto, 2015).

Rapid changes occurred during the reign of Raden Adipati Aria Notodiningrat III (1884-1894). Although the trend of coffee prices has begun to decline on the world market,

coffee cultivation is still ongoing. The coffee plantation areas are concentrated in the cities of Malang, Penanggungan, and Ngantang which are capable of depositing 3,831 pikul of coffee. Coffee is exported abroad from the port of Surabaya using rail transportation. In 1879 the tram transportation was developed and made it easier to distribute coffee (Hudiyanto, 2015).

b. Coffee Plantation Entrepreneurship

1) Entrepreneurial Spirit

The plantation business continues the family legacy. For the first time, when opening a plantation business, he felt that he had to be responsible and confident in developing a legacy from his family. Therefore, it is committed to maintaining the heritage in the form of the plantation. Even though there are many challenges faced in opening a plantation business, such as weather factors and diseases or pests that often attack the apple trees themselves, the owner remains disciplined in running his plantation business.

2) Entrepreneurial Value

The owner's ambition in opening a plantation business is for the welfare of the people in the hope that the plantations they own can be more advanced and developed. The innovation to be carried out is to improve quality in terms of taste and type. The owner hopes for financial assistance from the government to support his innovation, such as providing fertilizer assistance and others. So far, the government has not paid much attention to plantation conditions. Even though there had been assistance given from the government, the assistance was still not distributed evenly.

3) Entrepreneurial Behavior

The strategy used in running the plantation business is to attract a lot of visitors, so you can take advantage of gardens that are ready for harvest, in addition to completing other infrastructure. In addition, another strategy used is to cooperate with similar smallholders by developing marketing and building mutual trust and honesty.

4) Business Independence

The owner in running the plantation business initially always instilled the principle of not giving up easily and was sure that the sustenance that was obtained had been arranged by Allah SWT. Therefore, he always tries to be patient in carrying out his business. The owner also dares to compete with plantations in other places. In the competition, he competes in a healthy manner by always maintaining the quality of coffee and trying his best in service and providing facilities.

Sugarcane Plantation

a. Plantation History

Sugarcane plantations existed on the island of Java even before the Europeans, especially the Dutch, arrived, and were thought to have been brought by Indians or Arabs. At that time the processing of sugarcane was still simple. Since the time of the Dutch East Indies there were two types of tea plants in Indonesia, namely *Thea Sinensis* and *Thea Assamica*. The introduction of the tea plant on the island of Java was recorded in 1824 (Kartika & Pamungkas, 2014). After the implementation of the Cultivation system, sugar played an important role in the economic growth of the Dutch East Indies. (Saffanah, 2018: 173) states that sugar is a driving factor for capitalism in Java.

The sugarcane plantation system is realized in the form of a large-scale and complex

agricultural enterprise, which is capital intensive (capital incentive), the use of large land areas, large labor organization, detailed division of labor, use of wage labour, a neat structure of work relations and the use of modern technology, specialization, administrative and bureaucratic systems, as well as the planting of commercial crops (commercial corps) intended for export commodities on world markets (Perdana, et al., 2019).

In 1826 the sugarcane industry, which initially developed in Pasuruan, then developed southwards around Lawang. The development of sugar cane then spread to the interior of Malang. Sugarcane plantations began to dominate the South, Southwest, and Southeast Malang areas. The development of the sugarcane industry is also carried out by individuals who are called people's sugarcane (Hudiyanto, 2015).

The sugar industry became an industry that first appeared in Malang Afdeling which was marked by the establishment of the Kebon Agung sugar factory in 1905 and also the Kreet sugar factory in 1906 (Saffanah, 2018). Utilization of sugar cane was not only produced into sugar, but during the reign of the Dutch East Indies processed sugar cane in the form of water was then processed and fermented with the addition of rice and sweet liquid from tree sap which was then made into arak and exported to various cold regions in Europe.

The Malang area, especially South Malang, which has sufficient availability of sugarcane plants, makes the area ideal for developing a sugar industry. The soaring demand for sugarcane raw materials has made the people who live around the area change direction by participating in planting sugarcane.

Geertz (2016: 91) states that the high yield of sugarcane in Java cannot be separated because the community no longer has a choice. Due to the unequal distribution of rice fields and population, communities were forced to cultivate rice fields more actively and use all resources more carefully to cope with their increasing numbers. This is also inseparable from the absence of other industrial sectors that are able to accommodate them if they change jobs which are also not necessarily as successful as in the sugar industry. In addition, the sugar industry not only generates enormous income, but also provides abundant employment opportunities for both factory workers and sugar cane farmers.

Sugarcane is one of the plants that has become the basis for industrialization in the Malang region, which actually originated from the forced cultivation system in the past. In the early 1900s the Dutch East Indies government encouraged the growth of the sugar industry. Two sugar factories in Malang that appeared at that time were the Kebon Agung Sugar Factory and the Kreet Sugar Factory. These two factories also helped make Malang grow rapidly. According to Geertz in Saffanah (2018), states that in 1930 the sugar company employed more than 800,000 on certain days.

The development of transportation in Java, including Malang, cannot be separated from this industry. One of the means used in transporting raw materials and products is to use the railroad. Sugar factories in Java are synonymous with lorry lanes. Railroad lines as time goes by began to increase as well as tram lines. This tram line or lorry is used by the Kebon Agung Sugar Factory and the Kreet Sugar Factory to send cane from other areas to their factories, besides that this tram line is also used as mass transportation for the community. The rapid development of sugar in Malang apart from providing benefits in terms of the economy also has a negative impact, namely encouraging massive migration (Saffanah, 2018).

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Malang has received not only positive things from the development and advancement of the sugar industry or sugarcane plantations, but also social problems due to economic development. According to Hudiyanto (2015) the developments that occurred in the Malang region gave rise to large-scale migration. Changes in life activities from agrarian activities that do not require a lot of expertise to service activities that require expertise have resulted in a number of people who cannot compete being eliminated (Margana and Nursam, 2010).

Prior to 1966 the condition of the Indonesian sector was generally unfavorable. The uncertain political economy situation also affected the growth of the industrial sector. The early period of the new order had 3 characteristics. The first is that the government faces a dilemma when faced with 3 groups of companies, namely large and medium, small companies, and home industry companies. The second feature is dependence on the agricultural sector and a narrow industrial base. The third feature is the difference in the industrial sector between plantations on the island of Java and those outside Java (Leirissa, et al, 1996). In this regard, President Soeharto on 15 June 1968 formed a team consisting of 8 experts to be included in the Five Year Development Plan (Repelita).

The national TRI program began to be implemented after Presidential Instruction (Inpres) number 9 of 1975 concerning the Indonesian People's Sugar Cane Program (TRI). Issued on April 12, 1975. The purpose of this presidential decree was to determine farmers as the owners of their own land. Land management is carried out by the farmers themselves. At the end of 1979, a total of 90,000 hectares which is the entire TRI target was planned to be completed in TRI right. This effort is supported by the expansion of sugarcane areas in paddy fields and dry land in Java and outside Java. The sugar cane area has increased with this new system.

Farmers' income from planting sugar cane in the TRI Program in paddy fields when compared to rice and secondary crops farming still experiences a lower increase. Farmers then get income that is not as expected because of low levels of productivity and yield. According to Mubyarto in Ramadhan (2021), farmers prefer to rent their land to large farmers who have collaborated with sugar factories. As for dry land farmers, they benefit from the TRI program which can be seen by increasing their income (Ramadhan 2021).

b. Sugarcane Plantation Entrepreneurship

1) Entrepreneurial Spirit

The land used to plant the residents' sugar cane is idle land owned by the company. Previously, this land was a community plantation area planted with various crops and vegetables. As time went on, with the rampant development activities proclaimed by the government, many business entities bought residents' land to make long-term investments. The

community voluntarily sold their plantation land, because the nominal price offered was relatively large that year. In addition, there is a reduction in human resources willing to continue plantation management because the younger generation prefers to work as government employees rather than as farmers.

Land that has been purchased is not directly developed and used at the same time. The location of the land which is quite far from road facilities has forced entrepreneurs to leave the land they have purchased, while waiting for the construction of more adequate facilities and infrastructure on the location of the land they have purchased. This is used by the local community and immigrants who do not have a job. Farmers who want to work but do not own land usually make an agreement with the entrepreneur as the land owner regarding the results of land management, with a profit sharing system with a certain percentage with the land owner.

Farmers are joined in farmer groups to reduce expenses in caring for sugarcane plants. The condition of the land around the sugarcane plantations is now starting to be touched by development, several housing clusters have been built around the plantation area. There is a possibility that in the next few years there will be greater development around the plantation area. Land conversion will occur in the near future, sugarcane plantations will turn into housing or industrial factories. However, there is another possibility that the existing plantations were maintained for a long time. Considering that the government issued a policy to preserve and develop the agrarian sector in Indonesia. Providing fertilizer assistance is one of the government's real forms of helping farmers to preserve plantations and agriculture in Indonesia.

2) Entrepreneurial Value

Sugar cane is a strategic sugar-producing commodity which is still often needed to meet daily basic needs. Increasing the yield and productivity of sugar cane in Malang City can be done through improving the cultivation system, one of which is based on the presentation of the informant, namely by using location-specific superior varieties. Technology is site-specific, so that the technology is technically easy to implement, economically profitable, socially acceptable to users, supports local government policies, and is environmentally friendly. The application of several components of location-specific technological innovations is carried out through Sugarcane Integrated Crop Management (ITP) activities. PTT Sugarcane is an innovative and dynamic approach in an effort to increase sugarcane yield and production, as well as increase farmers' income through assembling participatory technology components with farmers. The main principles in implementing PTT itself are (1) participative, (2) site specific, (3) integrated, (4) synergy and harmony and (5) dynamic. Activities to accelerate the adoption of sugarcane cultivation technology are carried out through field laboratories on farmer's land. Identification of cultivation technology problems carried out by farmers becomes input for repairing and assembling the applied technology components. Several components of sugarcane cultivation technology added in this activity include the use of budchip seeds, the introduction of double wedge planting systems, the addition of organic fertilizers, optimal plant maintenance and the suitability of the klentek time.

The results of the field laboratory activities show that the use of budchip seeds provides the highest sugarcane production and farmers' income. The farmers' positive response to the implementation of the field laboratory inspired that in the following planting season the farmers agreed to apply and adopt sugarcane cultivation technology in accordance with that carried out in field laboratory activities. From the results of implementing the technology package, it shows

that the response of all farmers in the farmer group to the use of budchip seeds is very positive, farmers have decided to accept seeds for the next planting season.

Apart from being processed into sugar, sugarcane can also be processed into soft drinks such as sugarcane juice or sugarcane ice. Sugar cane ice is often used as a drink to quench thirst with a naturally sweet and refreshing taste. This drink made from sugarcane juice has been widely known since ancient times and can be found along roadsides in the Malang area.

Ice sugar cane drink is currently one of the entrepreneurial opportunities that promises big profits. Until now, many ice cane entrepreneurs have started selling from using carts to being sold in cafes and large malls. The target market of this sugarcane ice entrepreneur is also very broad, ranging from small children to adults. According to interview data, the sugar cane used to make sugarcane ice is quality green sugarcane grown independently by the ice cane seller. Basically, the sugar cane used is the same as cane for processed sugar in general. In sugarcane ice entrepreneurship, the initial capital used in opening this entrepreneur is around \pm 15 million rupiah, which is used for leasing sugarcane plantation land, fulfilling production equipment, and operational costs for transportation equipment. This sugar cane ice is sold using open cars with sales of cane ice reaching 300-500 packs per day, with a price range of 1,000.00 - 2,000.00 rupiah. So that the monthly turnover can reach millions of rupiah with a fairly large net profit.

Entrepreneurial activities carried out by the community must actually have entrepreneurial value in an effort to develop their products. According to Dewi (2017), the main values of entrepreneurship include independence, creativity, courage to take risks, leadership, action orientation and hard work. So based on analytical data obtained from interviews with ice cane sellers, they already have the core entrepreneurial values because in entrepreneurship, ice cane sellers already have business independence by growing, processing, and selling their products independently. Then, the cane ice seller is able to seize existing business opportunities and process them into a creative cane ice product. Sugarcane ice sellers must also be willing to take risks, because sugarcane ice has high selling power in hot climates, whereas during the rainy season the sugarcane ice seller may suffer losses. Then, the cane ice seller must also have a leadership spirit over himself and others when doing entrepreneurship. In addition, ice cane sellers must also be oriented to concrete actions that are beneficial and have a high spirit of hard work in carrying out their business. Interview data shows that sugar cane ice sellers have been selling in this field for more than a dozen years, so that entrepreneurs in this field are able to compete and maintain their business amidst the rise of modern drinks that occupy many local entrepreneurial markets.

Competition with the latest products has forced sugar cane ice entrepreneur sellers to have innovations in selling their products. Apart from paying attention to the quality of the product's raw materials, sellers can also create processed sugarcane ice products by following consumer tastes more. This is done so that consumers don't get bored with the usual sugar cane ice, by creating new flavors that are more delicious, for example by adding pieces of young coconut meat, ginger juice, or lemon juice, and others. In addition, ice sellers can also improve product quality through the packaging they use so they don't use plastic bags monotonously. Sellers can use cup glasses to take home and glass cups for those who drink directly. The use of glass cups can reduce production costs for purchasing containers and is more environmentally friendly because it reduces the use of plastic. If sugarcane ice is generally just plain sugarcane juice, the existence of these various innovations can also increase the attractiveness and selling power of sugarcane ice products.

3) Entrepreneurial Behavior

By opening sugarcane land independently, sellers can maintain the quality of sugar cane which can then be processed into several types. The process of processing sugarcane into sugarcane ice is not complicated because only using simple tools can produce sugarcane ice that is cheap and can quench thirst in the heat of the day in the current dry season. The ingredients that need to be prepared to process sugarcane into sugarcane ice include 1 kilogram of the best quality sugarcane, ice cubes, and enough water. While the equipment that needs to be prepared is a sugar cane milling/pressing machine, a knife to clean the sugarcane skin and break up the ice cubes, running water to clean the sugarcane droppings, a container for the finished milled cane and a container to collect the sugarcane juice, clean glass or plastic and a straw. . The manufacturing process includes preparing sugarcane that has been cut approximately one meter long, peeling the skin of the cane with a sharp knife and then cleaning it with clean running water, then the sugar cane is ground using a milling machine or sugarcane pressing machine to get sugarcane juice, don't forget prepare a container to accommodate the dried sugarcane juice and bagasse, mix the sugarcane juice with enough water, don't add too much water to maintain the quality of the sugarcane juice. glass by adding ice cubes to taste. After each use of the machine, clean it periodically to avoid bacteria or germs accumulating which can reduce the quality of the taste of sugarcane ice. Thus the sugar cane milling process into sugarcane ice has been completed and is ready to be enjoyed.

4) Entrepreneurial Independence

Sugarcane plantations have various factors in facing obstacles in planting and competition between regions. These various factors must be known by the community so that they have more experience in running their business. These various factors can be overcome by strategies for planting sugarcane plantations, carrying out various kinds of good care in order to produce quality sugar cane as well. The harvest lasts for approximately one year starting from seed selection, post-harvest handling, cutting management, transportation, processing, and so on. For this reason, collaboration is carried out between farmers and non-farmers such as counseling about sugarcane plantations. Regarding the production of sugarcane drink, it is done by increasing the production of sugarcane drink by optimizing performance, production efficiency so that it can compete with other cane ice sellers, and modifying the sugarcane processing process.

In order for the cane ice business to run smoothly, choosing a strategic location is important. In a strategic location, of course it will be very easy to get consumers. Therefore, try to run a business by finding the right location, such as on the outskirts of the highway, near schools, near campuses, close to residential areas, in shopping centers and so on. Please find a comfortable and clean place to support the convenience of making sugarcane ice for consumers.

Tea Plantation

a. Plantation History

The Wonosari tea plantation has an area of 1,144,32 ha which is located in Oyomarto Village, Singosari District, Malang Regency, geographically located on the slopes of Mount Arjuna and has a hilly topography. Most of Malang's spatial areas are mountainous districts with productive land. The western and northwestern parts are the mountains of Mount Arjuna (3,339 meters) and Mount Kawi (2,651 meters). The growth and activities of the Wonosari tea plantations have continued to increase since they opened as a tourist attraction.

Wonosari Tea Plantation was pioneered by NV. Cultuur Maatschappy is a foreign industry from the Netherlands. The opening of this tea plantation was carried out from 1875 to 1919. From 1910 to 1942 this plantation was planted with tea and quinine. Since the Japanese government came to power, some plantation plants have been replaced with food plants. For example, oats, nuts, and sweet potatoes.

In 1945 the Wonosari Tea Plantation was taken over by the State Government under the name of the State Plantation Center (PPN). Then in 1950 the quinine plant was replaced with a tea plant. In 1957 the Wonosari Tea Plantation entered the East Java Unitary State Plantation Center (PPN) and in 1963 this plantation entered the State Plantation Center (PPN) Various Plants. After that, in 1968 the Wonosari tea plantation entered PNP XXIII and in 1972 this plantation entered PT. Plantation XXIII (Persero), until 1995 entered PTP. East Java Group (Imama & Parwata, 2014).

According to Imama (2014) starting in 1996 the Wonosari Tea Plantation was managed by PTP Nusantara XII, PTP Nusantara XII was sourced from PP No. 17 of 1996, which was stated in notary deed of Harun Kamil, SH No. 45 coinciding on March 11, 1996 and ratified by the Minister of Justice of the Republic of Indonesia with Decree no C. 2- 8340 HT.1 coinciding on August 8, 1996.

At that time the development of plantations experienced various kinds of progress, including starting from the growth in plantation development in the form of renovations or revisions of machines, growth in the capacity of equipment in the process of making tea also showed the existence of a position of workers and industrial owners in increasing production activities. good and controlled marketing, as well as accumulation and depreciation of the number of workers on plantations.

As long as it is managed by PTP Nusantara XII, the growth of the Wonosari Tea Plantation is more productive. Plantations with the main production of black tea or dark tea are experiencing growth in production which tends to change every year. Sometimes, production increases and sometimes decreases, causing dynamics (Imama & Parwata, 2014).

Since 1945 this tea plantation was taken over by the state under the name PPN (State Plantation Center). and in 1950 the cultivation of quinine was replaced with tea plants. Then it continued in 1957 the Wonosari tea plantation was included in the East Java unitary VAT. Then in 1963 the Wonosari tea plantation was also included in VAT for Various Plants. Furthermore, in 1968 the Wonosari tea plantation entered into PNP XXIII and in 1972 at PT. XXIII Plantation (Persero). Furthermore, in 1995 he joined PTP Group East Java.

As time went on, the Wonosari tea plantation was managed by PTP Nusantara XII in 1996. PTP Nusantara XII was established based on PP number 17 of 1996 and attached in the form of a notary deed of Harun Kamil, SH number 45 dated March 11, 1996 and also ratified by the Ministry of Justice RI with SK number C.2-8340 HT.01.01 on August 6, 1996 (Imama & Parwata, 2014).

In 1996 the Wonosari tea plantation which had been managed by PTP Nusantara underwent construction in terms of renovation and repair of machines and there was progress in the development of equipment capacity for the production process. In this case it can be seen that there is a role from the side of workers and company owners in increasing production and marketing activities and there is an increase and decrease in the number of workers in the plantations. The production of the Wonosari tea plantation which is very famous is black tea or black tea with a lot of production 80%, this production is exported to foreign countries such as

the Netherlands, Japan because in this country there are many enthusiasts in black tea products (Imama & Parwata, 2014).

b. Wonosari Tea Plantation Entrepreneurship

1) Entrepreneurial Spirit

In entrepreneurship there must be a business spirit as explained in the oral history interviews, the entrepreneurial spirit is related to an optimistic attitude and a strong mental attitude. Optimism is needed so that entrepreneurs are able to move and not just stay in place. While the mental attitude, namely in entrepreneurship, must be ready to face challenges, risks and also be swift in finding solutions when problems occur. This is facing the challenges experienced by PTPN Wonosari tea gardens, namely marketing problems, so that the tea gardens can be known by the public, namely by carrying out promotions abroad. However, 90% of Wonosari's tea is shipped overseas. While for domestic only 10%. This is because Wonosari tea is a Dutch heritage. The next challenge is in the form of pests, because when exposed to pests, the tea must be removed so that the fungus does not spread. The way to minimize risk when there are signs of bankruptcy is to reduce employee working hours. workers who usually work 6 days are reduced to 3 days only, and do not give layoffs but reduce working hours so that income for employees is still guaranteed and also as an effort to reduce unemployment.

In entrepreneurship, innovation is something that is very necessary so that products and works are not monotonous and make something different from previous products. The purpose of innovation in entrepreneurship is that entrepreneurs can produce better products and have competitiveness with other competitors. This is because customers will certainly choose a better product. Therefore, if you are unable to compete, the business will be quiet as a result, which can lead to bankruptcy or bankruptcy. This was also expressed by Mr. Sutopo in his interview that innovation has been carried out by PTPN, namely by beautifying the place by making gardens and terraces which are indeed the main attraction. This is also one of the efforts to attract visitors to enjoy the Wonosari tea PTPN area more.

2) Entrepreneurial Value

Wonosari Tea Plantation produces one of the best teas in Indonesia. In carrying out his business in the field of tea plantations, based on interviews obtained various information. One of them is about the entrepreneurial value that is applied in tea plantations by developing them into tourist destinations that are busy being visited by visitors both from Malang and from outside Malang. Our motto is "don't wait for the ball but pick up the ball". Judging from the sentence, it is obtained an ambition not to wait for opportunities but dare to make opportunities.

From a historical point of view, the Wonosari Tea Garden is a tea garden inherited from the Netherlands which is still operating today. Several buildings and plants are still maintained and preserved today. In carrying out this series of production activities, of course, there are challenges that must be faced, such as tea plants that are affected by root fungus so that they have to be gouged out and then the plants are taken and given sulfur. In addition, the challenge faced was that during the Covid-19 pandemic, which had occurred more or less in the past 2 years, consumers from abroad asked for a price reduction considering that 90% of the tea produced was exported abroad and then the other 10% was marketed domestically, but it also does not cause bankruptcy. A pandemic that has an impact on various levels of society will certainly affect economic activities that are not running properly. will not increase the

unemployment rate.

3) Entrepreneurial Behavior

Based on various innovations carried out in order to increase visitor arrivals, they are always presented, such as renewal in park management which is one of the innovations that are trying to be presented. At least there is a new atmosphere to attract tourist visits, this renewal is considered necessary because otherwise tea plantation tourism will be abandoned. In addition, the management of the tea plantations did not just sit idly by waiting for the arrival of tourists, but also started to pick up the ball by carrying out various promotions to various cities. Of course, the motive for the tea processing industry to be appointed as a tourism industry is able to present new economic potential to be put to good use in realizing prosperity. This potential is the hope of the community around the plantation to improve their standard of living, especially in the midst of difficult economic conditions. In addition, managers also face various challenges, such as caring for tea plants and also the water sources that irrigate the plantations. It is this challenge that must be answered by the manager with various solutions or innovations in maintaining the condition of the plantations, the condition of an increasingly advanced world also demands that the management of these tea plantations presents new technology. Adjustments according to the challenges of today without losing the impression of history are the hallmarks of Wonosari tea plantations in attracting visitors.

The difficult conditions that were once faced by the Wonosari tea plantations did not make the industry cut workers, they preferred solutions to reduce working days. The optimism of tea garden managers for the long term industry is the key to the existence and survival of tea plantations, the need for tea supplies which continue to come from international and local markets is an opportunity to be fulfilled. In addition, the benefits of tea which are very good for health are the promotion of products from Wonosari tea plantations, so that there are opportunities for production and entrepreneurial potential to become opportunities in bringing prosperity. Besides that, external challenges are often a concern for an entrepreneur, but the existence of these challenges in the form of criticism is actually able to build experiences that lead to an entrepreneurial spirit. As stated by Mr. Sutomo who was criticized by visitors regarding the quality of the tea he produces, so that this will become evaluation material in the future to improve his business and then be able to explain the advantages of his business products to consumers. These steps are an experience that is embodied in entrepreneurial behavior, with internal or external analysis and challenges becoming the motivation of an entrepreneur to present new and quality innovative products. So that the most important capital of an entrepreneur is being able to take advantage of opportunities and present innovations for the advancement of his business.

4) Business Independence

Workers are needed to manage and take care of the Wonosari Tea Plantation area. Each employee will have a change of position in the management, whether in the park, inn or garden. Employees will continue to innovate and not easily give up on work and produce new innovations, even though there is a change in position at work. An example of not giving up easily is shown, such as if tea is attacked by a root fungus, it must be removed immediately until it runs out, then the meat is burned and the soil will be given sulfur so that it can be planted with tea again.

The principle of employee ownership in this plantation will not result in termination of employment, for example what happened during the current pandemic. The factory will issue a

policy to reduce employee working hours or days, as usual, 6 days are now only 3 days. This is done to increase income, reduce unemployment and help the economy. The Wonosari Tea Plantation continues to grow every year. 90% of the results from this plantation will be sent abroad, and the other 10% will be sold and enjoyed in Indonesia. Most of the buyers or middlemen will come directly to the Wonosari Tea Plantation to buy the tea directly and then it will be redistributed. They can directly choose the quality at a certain price of the tea. In Malang, the Wonosari Tea Garden is the number one tea garden

D. CONCLUSION

The entrepreneurial profile of plantation communities related to the entrepreneurial spirit of managing the plantation industry is regulated based on government regulations and direct control, so that the historiographical framework for plantation entrepreneurship was constructed based on the economic policies of the colonial government, Guided Democracy and the New Order. Plantations grew rapidly during the Cultivation period and thrived during the Liberal era, placing Malang Afdeling as one of the mainstay areas for coffee, sugarcane and tea plantations in East Java. However, during the Guided Democracy and New Order eras, plantations in the Ex-Afdeling Malang experienced a setback along with the decline in the growth of the plantation industry nationally, due to political factors, human resources and management.

The entrepreneurial profile of the plantation community on each type of plantation is different in terms of the entrepreneurial aspects studied, namely soul, values, behavior and independence. The entrepreneurial spirit of the tea plantation community is confident and optimistic regarding the business being carried out. The entrepreneurial value is implied in the motto "don't wait for the ball but pick up the ball" which encourages proactive innovation in order to improve the quality and attractiveness of the plantation for visitors. Entrepreneurial behavior is emphasized on creativity by always updating work positions both in parks, inns, or gardens. Business independence by encouraging continuous innovation and not easily giving up to produce new innovations.

The entrepreneurial spirit of the sugarcane plantation community takes the initiative and likes challenges in trying even though they have to work on the sugarcane land with a rental system and profit sharing with the land owner. Entrepreneurial value is manifested in creativity and innovation in increasing product selling prices through improving cultivation systems, using superior varieties that are economically profitable. Entrepreneurial behavior is more oriented to efforts to find new businesses such as creativity to diversify sugarcane plantation products into sugarcane ice, which in fact increases the profits of the sugarcane plantation community. Business independence from planting sugar cane to making and selling sugarcane ice is a form of courage to make decisions, dare to compete, not give up easily and be able to compete with various other businesses.

The entrepreneurial spirit of the coffee plantation community is a form of business responsibility in the plantation sector to continue the family legacy. For the first time, in opening a plantation business, I felt I had to be confident in developing a legacy from my family. Therefore, it is committed to maintaining the heritage in the form of the plantation. Entrepreneurial value in the form of determination or ambition to advance or develop a trading business, by innovating. Entrepreneurial behavior by attracting many visitors, for this reason the garden is ready to harvest, in addition to equipping it with other infrastructure. The independence of the plantation business is based on the principle of not giving up easily and

believing that the sustenance you get has been arranged by Allah SWT. The owner also dares to compete with other similar plantations

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