

ENTREPRENEURSHIP IN CAR-FREE DAY

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Abstract: This study aims to explore entrepreneurship in car-free day. Data were collected through interviews to 13 car-free day visitors as informants. The theme analysis (Creswell, 2009) was used to analyze the data. This research succeeded in exploring entrepreneurship in car-free day in the context of exploiting opportunity by selling merchandise required by the visitors. The visitors felt the social interaction during the car-free day. However, social interaction did not have an impact on entrepreneurship.

Keywords: car-free day, entrepreneurship

Car-free day is an interesting topic related to the promotion of physical activities by creating the environment (Parra, *et al.*, 2007). Car-free day is basically a product of government's policy (Parra, *et al.*, 2007). For example, Bogota as a city of Columbia is known as one of the leading cities in Latin America in creating the environment [e.g. car-free day] (Parra, *et al.*, 2007). On the other side, there is the city of Lumajang, East Java, Indonesia. It has held a car-free day from 2011 every Sunday at 5:00 am to 9:00 am at Lumajang's town square. Leisurely strolls, cycling, gymnastics, and community gatherings such as bikers, animal lovers, and groups of elder are among activities during the car-free day.

This study aims to explore entrepreneurship in car-free day. "Entrepreneurship is the process whereby an individual or a group of individuals uses organized efforts and means to pursue opportunities to create values and make them grow by fulfilling the needs of the people through innovation and uniqueness, regardless of resources are currently controlled" (Robbin

& Coulter as cited in Christian, 2013, p 38). Specifically, the objectives of the study are: (1) to identify merchandise, means of selling, and the benefits (impacts) felt by car-free day traders, and (2) to explore visitors' responses towards car-free day.

METHOD

The design of this research was descriptive qualitative. The research location took place in Lumajang town square where car-free day activities took place. Interviews were conducted towards 13 car-free day visitors as informants as shown in Table 1. The theme analysis (Creswell, 2009) was applied to analyze the data.

RESULTS AND DISCUSSION

Merchandise

Referring to the nature of entrepreneurship proposed by Robbin and Coulter (as cited in Christian, 2013) car-free day traders try to take advantages of the opportunity by selling merchandise required by the visitors in general. Merchandise includes: (1) food (*e.g.*, pastry, rice, burger, sausage, pentol, and porridge), (2) drinks (eg, sinom, soy milk, tea, chocolate milk,

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Table 1 Research Informants

No.	Name	List Number of Informants	Roles in car-free day
1	Amir	1	Burger Rice Traders
2	Sobik	2	Cilok Sellers
3	Mamat	3	Dandang Tea Beverage Sellers
4	Abdul	4	Traders Cireng
5	Sina	5	Pasta Sellers
6	Dio	6	Soy Beverage Sellers
7	Sulis	7	Visitors
8	Rohim	8	Community of Python Snake Lovers (Visitor)
9	Lusi	9	Visitors
10	Sofyan	10	Visitors
11	Agung	11	Visitors
12	Yudha	12	Community of Owl Lovers (Visitor)
13	Reza	13	Roller Skates Community of Lumajang (Visitor)

and juice), (3) (eg, fruit salad, bananas, and fresh fruit), (4) children’s toys (eg, balloons, odong-odong, and children’s toys), (5) pets (eg, hamsters, rabbits, and cats), (6) various clothing for children, girls, and mothers), (7) various hijab for children and adults, (8) plastic food and beverage supplies, and (9) Lumajang’s typical batik.

Facilities for Selling

The means used by traders to sell only rely on the arrangement of goods and banners as one of their promotions to visitors, as the following informants statement.

“I have sold merchandise in car-free day for one year. The food I sell is burger rice. I use Emperor brand motor with which I can make burgers. I find banners very helpful to promote my merchandise. With the banner, visitors can read the menu I am selling. It makes people easy to order the burgers “. (Informant # 1)

“I was just selling bicycles and bobbing in front of my bike. To attract people, I honked the sound “titot”. (Informant # 2)

“I just use chart and have it painted with the tea product image. With a rectangle wrapped all

around the chart, visitors will know what I am selling “. (Informant # 3)

Perceived Benefits

Tamvada (2010) and Djatmika (2014) mention entrepreneurship plays an important role for society because it provides benefits (impact) for the improvement of welfare. Traders can benefit from a car-free day at least through the sale of their merchandise. Some informants have mentioned their ideas as follows.

I am very happy with the car-free day, because the sales I have received are more than I got in any other days. What I got during the car free day is like what I sell in three days. “(Informant # 4)

“I am glad there is a car-free day, although I am only an ordinary seller. But the benefits I received are more than enough. Initially I was afraid that O could not sell anything. But, it turned out that the visitors bought my salad rice “. (Informant # 5)

“We are glad to have a car-free day, our merchandise is sold out. With the profits, I can spend my money buying snacks and pulses. I started my business without fear. If we could not make good sales, then we would drink all them up. But it turns out that many people are buying our products. So we are very enthusiastic to sell “. (Informant # 6)

Social interaction

Visitors feel car-free day is able to generate social interactions among the visitors. The following informants have mentioned

“I feel happy with the car-free day, because during this car-free day my family and I can gather together. Also in this car-free day, we can see culinary are very complete. There are snacks, rice, and drinks. By the time I got home from car-free day, my family and I were not confused anymore to have breakfast. “(Informant # 7)

“It’s a pleasure to have a car-free day, I can show off my animals to my fellow community and visitors. Like my python, my snake is kind of albino, and the longest and bigger. My community wants to invite people and especially children to be able to directly see and hold it without fear. “(Informant # 8)

“I am really happy there is a car-free day. In addition we can do some physical exercises. We can also go to gymnastics for free, we can get information about narcotics, health and much more. And most of all, we can make new friends. “(Informant # 9)

“Honestly I am happy with this car-free day. Because I can get together with my family. I myself can only get together with my family every Saturday and Sunday. So with the car-free day, there is the sense of kinship. Snack and drinks are a lot here. “(Informant # 10)

“I come to car-free day with my candidate every week, enjoying fresh morning atmosphere. I take leisurely stroll around the Lumajang square while viewing the community activities around the square. “(Informant # 11)

“I am happy with the car-free day, I can show you my owl, and we can exchange information about owl care. I enjoy seeing how little kids enthusiastically see them. “(Informant # 12)

“I am happy there is a car-free day, my son whose hobby is to skate can do it here with his skate club. So I’m not worried anymore. Moreover, the gathering of this club takes place during the car-free day only. (Informant # 13)

Unfortunately, the social interactions in car-free day does not have impacts on entrepreneurship. Giannetti and Simonov (2009) say social interaction will have an impact on entrepreneurship when it comes to entrepreneurial activities.

CONCLUSION

This research successfully explores entrepreneurship in car-free day in the context of exploiting opportunities by selling merchandise required by the visitors. Visitors feel the social interactions are present during the car-free day. However, social interaction does not have impacts on entrepreneurship. Social interaction needs to be studied further through next research.

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