

# Mind-set Empowerment through Enforcement of Oriented Visions, Values, and Measurable Goals for Young Entrepreneurs

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## Abstract

The study refers to the findings related to the mind-set empowerment by orienting at the areas of visions, values of life, and measurable goals in the process of social action that involves individual and organization in developing the MSMEs. The study aimed to examine the relationship amid mindset, vision, supply chain and empowerment for young entrepreneurs with mediating effect of value of life. Specifically, it aimed to signify the MSME development based on the empowerment of visions, values of life, and measurable goals through the individual and organizational concept. The study deployed a qualitative approach to analyze the existing phenomenon. The data source included the ninth generation of *Sragen Business School* (SBS) students. The data consisted of the participants' visions, values of life, and measurable goals in performing their businesses based on their respective MSMEs. The findings implied that the participants had set up their visions, values of life, and measurable goals by referring to their parents, influential figures, the Regional Representatives Council Chair, as well as the Regent and Vice Regent, as an attempt to enforce their seriousness in performing their businesses. The participants perceived works as something to share with others, instead of for their own personal interests. The participants' visions majorly aimed to become successful entrepreneurs that could share benefits to others and improve social welfare. The participants' values of life majorly highlighted honesty, enthusiasm, and kindness. Meanwhile, the participants' top three measurable goals majorly targeted to share their earnings for their religious matters through charity (2018), have outlets with more a remarkable amount of turnovers (2020), and add the number of their business branches (2025).

**Keywords;** *Mind-set, Vision, Value of Life, Measurable Goal*

## 1. Introduction

The survival of an organization will rely on the formulation of its underlying ideology. A particular organization can appear as a religious, political, social, musical, or even business institution. In particular, the micro, small, and medium enterprise (MSME) organizations require an ideological mind-set to set their targets. The ideological mind-set includes visions, values, and goals. To believe, adhere, and create such a mind-set, the existence of relevant parties and institutions is demanded to provide the business actors mentoring and consultation media through empowerment[1].

The mind-set conception for the MSME actors in developing their visions, values, and goals is a fundamental matter in performing their company operational system. With regards to the existing concepts, theories, government's support, Higher Education institutions, large companies, entrepreneurship education institutions, incubation institutions, and MSME companions, the MSMEs should generally have comprehended the basic principles of entrepreneurship in terms of mind-set development. However, in fact, a number of MSMEs and entrepreneurial education institutions have yet understood the importance of mind-set development that actually can help the main reaching their visions, missions, values, and goals of their business[2]. Most of the MSMEs still put a major focus only on their operational activities and technical matters concerning the fields of

production, finance, and marketing. They have yet considered mind-set development as the fundamentals for their business performance.

Some quantitative measures in the businesses could help the new generations for the development of businesses with proper visions and supply chain, while the government and institutions in various countries also help such students and young generation's facilities to achieve the goals. In the achievement of any targets or certain measures through supply chain, there is an ultimate support on the backend which has some mind sets for the future perspectives[3]. The ideology always includes some assured perspectives to the business, in fact many principles set for the achievement of such targets could be better enumerated to reach the time standards, while the mind sets also widely develops certain feasibilities to the people having values of entrepreneur. All area are covered with wide supply chain where the financial aspects as also viewed with the relevance of studies to achieve the aimed goals. Businesses are always based on the performance in the competitive markets while the individual performance is also reviewed with capable circumstance of supply chain.

Lindawati also saw an indication that the poor MSMEs' performance was due to the fact that the companies did not provide a clear strategy in achieving their targets, as they only introduced conventional methods without providing the written foundation, as an attempt to promote the company's success principles[4].

The development of empowerment theory is focused on the relationship between the processes and related outcomes. Empowerment as a multi-dimensional construction is conceptualized, either as a higher construct (which is manifested by its dimensions), aggregate construct (which is formed by its dimensions), or a series of different constructs, such as individual, communal, or even organizational constructs[5].

An important component in empowerment is mind-set development that relates to the psychological and organizational mind-set for MSMEs. According to Carol S. Dweck (2010), there are two mind-set systems that a person possesses and believes in, including the fixed mind-set and growth mind-set. The fixed mind-set marks that the individual abilities and talents are innate, thus, to succeed in a particular field, one must be truly talented. In contrast, the growth mind-set reflects that to achieve success, the individual must firstly establish a strong confidence and work hard to reach the goals and achieve progress through supply chain. Therefore, the individuals with a growth mind-set tend to be enthusiastic with challenges. They consider challenges as the opportunities to foster and develop themselves; improve their individual, social, and organizational relationships; and increase their professionalism values with supply chain, as they will always learn and keep fighting. Anyone can learn to change their mind-set from the fixed type to the growth mind-set[6]. The vision is considered the main objective of any business, when the business is at some stage of profitability it empowers the young people to strive for the better objectives or set some probable objectives[7]. The supply chain value of life in number of studies have also been mentioned which elaborated the empowerment of young entrepreneurs that leads the organizations with setting of visions and goals, while certain studies have enumerated the mind sets that could blow the objectives that have been set and have not achieved due to incompetence. Self-oriented people always strive for better future, where the goals are aimed but the pressure is always required to achieve such goals with qualitative objectives[8].

The company can achieve its future by identifying bold goals and a clear description of its purposes[9]. The business players must be able to discover the concepts of visions and identify the core ideologies by connecting their vision statements with the fundamental dynamics to drive the company as a visionary and dynamic organization, in addition to stimulate its supply chain progress. The core values are the essential principles for the company, as the values provide the reasons to grow and develop[10].

This research picked up *Sragen Business School* (SBS) as the object. SBS is a non-formal entrepreneurial education institution that has a concern in producing young entrepreneurs. It emphasizes the strategy on how to empower the young entrepreneurs through the supply chain development of mind-set as well as the formulation of visions, values, and goals based on the types of MSMEs that they drive. In addition, to show the continuity of the business, they are also demanded to perform their commitments to be influential people.

SBS Manager Puji Hartanto (*Kak Puji Always in the Heart*) stated, "*Sragen Business School* (SBS) is a business school established by successful entrepreneurs from Sragen who actively participate in the Indonesian Young Entrepreneurs Association (HIPMI) and the Indonesian Youth National Committee (KNPI) organization, namely Budiyo Rahmadi and Dodok Sartono. During its development, SBS has received support from *Geprek*

*Group, Lazismu PDS Group and Talent Center, and Agung BH* in 2014. They are reliable business players that voluntarily set a vision to create young entrepreneurs.”

SBS is a non-formal tuition-free educational institution that has run nine classes which consist of 50 students in each class. It aims to produce young entrepreneurs who prioritize the moral values of religion in performing their businesses. It emphasizes how to do businesses by involving God, directing the businesses to worship, and strengthen in charity as part of the spiritual entrepreneurship [11].

Proposed hypotheses:

**H1:** There is positive association among Mindset and Empowerment of young Entrepreneurs.

**H2:** There is positive association among vision and Empowerment of young Entrepreneurs.

**H3:** There is positive association among supply chain management and Empowerment of young Entrepreneurs.

**H4:** Value of Life has positive mediation among the links of Mindset and Empowerment of young Entrepreneurs.

**H5:** Value of Life has positive mediation among the links of vision and Empowerment of young Entrepreneurs.

**H6:** Value of Life has positive mediation among the links of supply chain management and Empowerment of young Entrepreneurs.

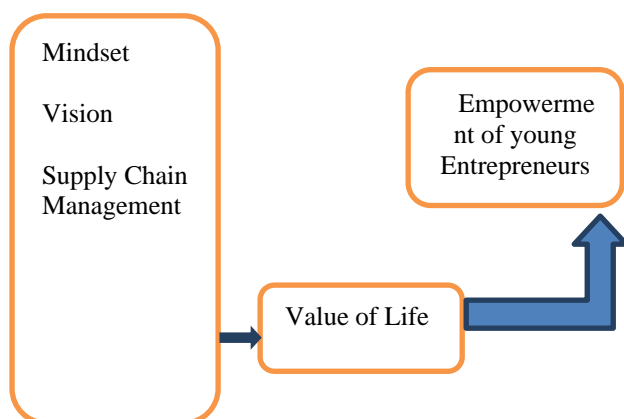
### 3. Research Methods

This study uses the questionnaires for data collection and PLS-SEM for analysis. The mind-set (MS) has 13 items, vision (VS) has 3 items, value of life (VL) has 5 items, supply chain management (SCM) has 10 items and empowerment for young entrepreneurs (EYE) has 4 items. These are shown in Figure 1. The data source consisted of the social situation at SBS, including the MSME managing actors and entrepreneurs. The focus of this study concerned the mind-set empowerment by emphasizing a number of themes, including the business actors' visions, values of life, and top three measurable goals.

The study adopted the interview, observation, listening, interpretation, and recording as the data collecting techniques (Santosa, 2017; Subroto, 1992; Sudaryanto, 2015). The interview involved a number of informants, including Puji Hartanto (SBS Manager), Budiyo Rahmadi (SBS founder, mentor, and endorser), and Muhammad Amil Anshori (*Geprek Group* Marketing Manager and *Al Falah Mosque* servant). Meanwhile, the listening and noting technique were used to collect the data from the opened-ended questionnaires given to 27 business actors that participated in the SBS learning classes.

A contextual analysis model was utilized by highlighting three themes, including the 27 business actors' visions, values of life, and top three measurable goals which the participants shared through the opened-ended questionnaires. The analysis inductively ranged from observation, classification, narration, interpretation, and implication through the simultaneous patterns, theories, supporting evidence, and context in order to produce a whole conclusion related to the participants' business mind-set, visions, values of life, and measurable goals as the MSME actors.

The data validation utilized the observer triangulation technique by comparing the results of the interview from Puji Hartanto (SBS Manager), Budiyo Rahmadi (SBS founder, mentor, and endorser), and Muhammad Amil Anshori (*Geprek Group* Marketing Manager and *Al Falah Mosque* servant), in addition the methodological triangulation technique by comparing the results of the interview from those three informants with the results of the opened-ended questionnaires delivered to the 27 MSME business actors that participated at the SBS empowerment class.



**Figure 1:** Theoretical Framework

#### 4. Findings

The findings show that valid convergent validity because loading and AVE are more than 0.50 while Alpha and CR are larger than 0.70. These are shown in Table 1.

**Table 1:** Convergent Validity

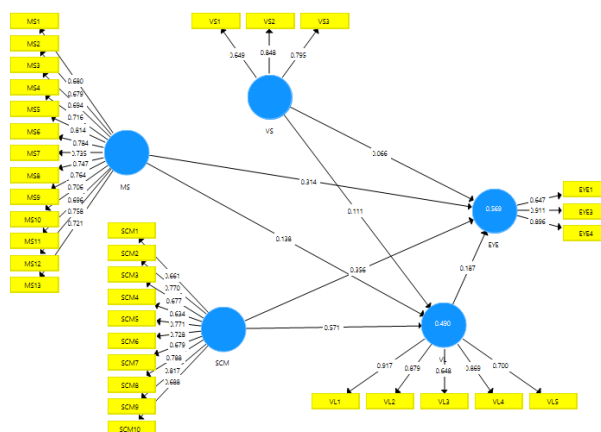
Items	Loadings	Alpha	CR	AVE
EYE1	0.647	0.753	0.864	0.684
EYE3	0.911			
EYE4	0.896			
MS1	0.680	0.928	0.937	0.535
MS10	0.706			
MS11	0.696			
MS12	0.758			
MS13	0.721			
MS2	0.679			
MS3	0.694			
MS4	0.716			
MS5	0.814			
MS6	0.784			
MS7	0.735			
MS8	0.747			
MS9	0.764			
SCM1	0.661	0.901	0.916	0.524
SCM10	0.688			
SCM2	0.770			
SCM3	0.677			
SCM4	0.634			
SCM5	0.771			
SCM6	0.728			
SCM7	0.679			
SCM8	0.788			

SCM9	0.817			
VL1	0.917	0.863	0.903	0.655
VL2	0.879			
VL3	0.648			
VL4	0.869			
VL5	0.700			
VS1	0.649	0.746	0.811	0.591
VS2	0.848			
VS3	0.795			

The findings show that valid discriminant validity because Heterotrait Monotrait ratios are not larger than 0.90. These are shown in Table 2.

**Table 2:** Heterotrait Monotrait Ratio

	EYE	MS	SCM	VL	VS
EYE					
MS	0.732				
SCM	0.803	0.636			
VL	0.749	0.529	0.733		
VS	0.359	0.225	0.356	0.388	



**Figure 2:** Measurement Model Assessment

The findings shown that positive links among the MS and EYE and supply chain and EYE, NS and EVE and accept H1, H2 and H3. In addition, VL has positive mediation among the links of MS and EYE, supply chain and EYE, VS and EYE and accept H4, H5 and H6. These are shown in Table 3.

**Table 3:** Path Analysis

	Beta	S.D.	t-values	p-values
MS -> EYE	0.314	0.049	6.402	0.000
MS -> VL	0.138	0.057	2.446	0.015
SCM -> EYE	0.356	0.054	6.552	0.000
SCM -> VL	0.571	0.050	11.390	0.000
VL -> EYE	0.187	0.061	3.052	0.002
VS -> EYE	0.066	0.033	2.016	0.044
VS -> VL	0.111	0.043	2.546	0.011

MS -> VL -> EYE	0.026	0.012	2.096	0.037
SCM -> VL - > EYE	0.107	0.039	2.704	0.007
VS -> VL -> EYE	0.021	0.011	1.849	0.045

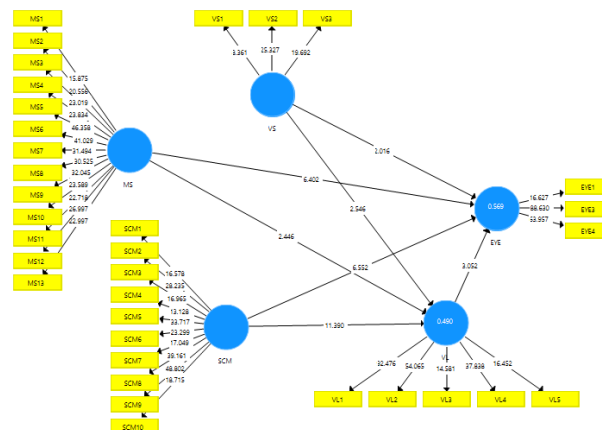


Figure 4: Structural Model Assessment

The study deployed a descriptive qualitative approach to provide an overview and explanation regarding the mind-set empowerment program, as an attempt to foster the business visions, values, and measurable goals for the MSMEs at *Sragen Business School* (SBS). The data consisted of the interview narration with Puji Hartanto (SBS Manager), Budi Rahmadi (SBS founder, mentor, and endorser), and Muhammad Amil Anshori (*Geprek Group* Marketing Manager and *Al Falah Mosque* servant); in addition to the opened-ended questionnaires which were delivered to 27 MSME business players as the participants from SBS.

*Mind-set* is a term that represents an individual perspective or a set of belief. An individual perception to a particular object or event significantly depends on the mind-set, thus will affect the attitude in determining a sort of point of view and behavior regarding particular phenomena. It is established through the parenting process at home, teaching process at school, and social interaction. Everything that has been seen, heard, touched, tasted, or experienced, will be recorded by the nervous system and stored in the brain as the experiences that will form an individual mind-set. *Sragen Business School* (SBS) is a non-formal school established by successful young entrepreneurs that possess a high concern in producing Muslim young entrepreneurs in Sragen, Karanganyar, Surakarta, and Klaten Regency. The SBS pioneers include *Geprek Group* founder and former Executive of the Indonesian Youth National Committee (KNPI) Dodok Sartono, representative of the Indonesian Young Entrepreneurs Association (HIPMI) Budi Yono Rahmadi, *Marketing Langit* author from *Geprek Group* Kusnadi Ikwana, and *Lazismu PDS Group and Talent Center* Budi Yono. Regarding the SBS, Puji Hartanto (*Kak Puji Always in the Heart*) explained that the business education center was built in 2014 by successful entrepreneurs from Sragen Regency that were actively involved in HIPMI and KNPI organization, including Budi Yono Rahmadi and Dodok Sartono. During its development, SBS has received support from *Geprek Group*, *Lazismu PDS Group and Talent Center*, and *Agung BH*. They are reliable business players that voluntarily set a vision to create young entrepreneurs. SBS is a tuition-free non-formal school that has educated nine generations of the students, with around 50 students for each generation. The school aims to produce young entrepreneurs that can promote religious moral values in running their businesses. The institution emphasizes the key principle to always prioritize God in every business activity as part of worship, create an opportunity to hold charities, and lead to the establishment of spiritual entrepreneurship.

SBS primarily touches mind-set empowerment and confidence enforcement as parts of its teaching methodology in dealing with young entrepreneurs. One of SBS mentors Muhammad Amil Anshori who also works as a marketing manager at the *Geprek Group* and serves as *Al Falah Mosque* servant emphasized that in order to develop the business, entrepreneurs must ignore all of their hesitation and totally involve themselves in the field that he has picked up. The entrepreneurs should: 1) utilize their mental power, 2) realize the existing differences in others' business perspective, and 3) manage their perception. The SBS students are obliged to

grow as the prospective entrepreneurs, and not allowed to appear as losers. They must avoid low self-image (which is commonly marked by the uncertainty of decision in terms of whether they could professionally become entrepreneurs or not), strive to appear as the winner for every business target that they set up, and give responsibility to every success and failure that they make. In order to appear as the winners, the entrepreneurs must: 1) foster good self-image (by performing self-affirmation such as “I can and I will”), 2) living with a good perception without worrying their roles and sincerely always carry out every mandate, and 3) develop a growth mind-set by setting up new targets in every stage.

“When entrepreneurs have a high self-confidence and develop a growth mind-set, they will find it easier to achieve their goals. So, prospective and successful entrepreneurs must believe in themselves. It is necessary to develop another potential, the greatest potential that everyone possesses, the ability to change the negative thoughts into a positive energy and change bad prejudices to a good perception. To develop such a mind-set, we need to provide references about successful business, comprehend it, and analyse why someone can become a successful business player. Besides, the mind is our biggest potential with its ability to think and process the information,” Anshori shared.

## 5. Discussion and Conclusion

At another chance, SBS founder, mentor, and endorser Budi Yono Rahmadi explained, “I began my first business in Jakarta from the lowest point, and it was a very hard time due to the challenges of traffic jam and crowd that forced me to discipline myself and foster a progressive mind-set. I believe that it was the process that would lead me to success. I am interested to develop a business since it helps me to grow my thinking ability. I think that so far, we find many people that fail or ignore the opportunities due to their way of thought that tends to neglect the process. We have to put on mind that every single process will bring a result, and we only need to give it a time to wait. I could grow my confidence after establishing the business [12]. By equipping myself with knowledge, I found that it worked out to encourage myself in producing ideas for my business expansion, and finally, I could have a car and other stuffs I required. Besides the confidence, the business also demands the upgrade of our thinking patterns”.

“Business goes up and down, and it does not always run smoothly. So, the challenge is how we will set our mind-set to deal with the problems. The business also requires information to expand our relations. This is the most crucial part for beginners, as they should seek relevant knowledge and networks. We have to develop our mind-set to decide what type of business we will perform. Then, we have to set up at least next three-year future targets, such as acquiring new stores, securing a hundred millions of profits, and others. Following the purposes, we have to change our thinking patterns and enforce our character,” he added [13].

“SBS promotes a special principle abbreviated as *JOTOS* (*Jujur, Optimis, Tekun, Otomatis, Sukses* – Honest, Optimistic, Persevering, Automatic, Successful). Honest reflects the foundation of mental attitude to run every business activity since all types of business will demand trust, and we are trustable if we are honest. Optimistic represents the enthusiasm to reach passion, desire, and success. Persevering is the most valuable asset for every business player, even if they do not have much material capital, as this character will train them to be good decision-makers and focus on what they do. Thus, when we put an intensive focus, we will be able to control our businesses. Meanwhile, automatic and success are the results of the previous three characters. Now it is the time to have a reflection on how we will foster such excellent characters within ourselves. Some people that experience bankruptcy in the first few months of their businesses might be caused by the insufficient preparation and less consideration of the future targets. Business requires an early analysis. Whether it will smoothly run or be stuck in place, depends on how mature our preparation is,” he affirmed.

The findings reflect that in producing young entrepreneurs, SBS firstly establishes their students’ mind-set and confidence, in addition to promote moral values of the Islamic religion in running their businesses. SBS emphasizes the strategies in performing business by involving God, directing business as part of worship, and strengthening charity as part of the spiritual entrepreneurship.

The ninth generation of SBS MSME actors majorly set up their visions to be able to appear as the beneficial people in the future. They wanted to manifest the vision for their community, world and afterlife, and parents by improving the communal welfare, providing employment opportunities, facilitating their families and low

economic people with a free *haji* or *umrah*, contributing to the advance of religious teachings, elevating their people's prosperity, developing orphanage centers, and developing *tahfidz* learning centers in rural areas.

Meanwhile, their visions that related to their personal life included becoming a trustworthy family patriarch, achieving success in the world and afterlife by the blessing from Allah, completing the Koran memorization by 2020, being steadfast in performing the commands from Allah, and leaving the world in peace (*khusnul-khatimah*) at the end. To conclude, the ninth generation of SBS MSME actors possessed a type of growth mind-set, as they signified willingness to learn and set a vision to become beneficial for their social environment, communities, religion, and parents.

Number of authors have used variety of variables to signify the study of empowerment of young entrepreneurs who strive for best available opportunities of supply chain in the area of business. The quality education has provided some significance in achieving the targets that could enable the best available aspects, while the authors also specified some reasonable supply chains. In higher and secondary education subject have been taught but have never been used for the practical purpose and training of such students which has put the lives of students on risks for jobs instead of businesses.

Dweck explained that in order to have a growth mind-set, an individual ought to receive the consequences of learning to motivate and guide their future thoughts and attitude. The people that possess such a growth mind-set will always strive to improve their working quality and learning. They are the learners that will never stop achieving their targets regardless the limit of time and space [14].

Such growth mind-set will help the students to learn; love what they learn; and effectively learn through the meaningful efforts, proper strategies, concentration, perseverance, confidence, and excitement. The persevering, confident, and highly exciting learners will gain the intelligence of mind-set. According to Macnamara & Rupani, the intelligence of mind-set refers to a personal belief, in which intelligence is a fundamental trait for business improvement. According to the Theory of Mind-set, maintaining a growth mind-set will offer significant benefits for an individual.

The intelligence of mind-set features a creative mind-set. Puente-Díaz explained that the creative mind-set has a positive influence on the achievement of goals, as the growth mind-set will directly affect performance and motivation (Puente-Díaz & Cavazos-Arroyo, 2017). A creative mind-set is defined as a set of belief about the constant nature of creativity and the growth of creativity. The growth mind-set and creative self-concept are very positive for problem-solving [15].

The intelligence of mind-set which contains a creative mind-set will affect the future achievement and problem-solving strategies. A growth mind-set (the belief that intelligence is a non-permanent thing that always develops) is a strong predictor of achievement and shows a positive relationship with the results of achievement in all socio-economic strata. (Claro, Paunesku, & Dweck, 2016)'s study on the achievement and success has shed an innovative idea regarding the power of mind-set. Dweck explained that success related not only with the abilities and talents but also the approach to achieve success, whether it is a fixed or growth mind-set. With the appropriate mind-set, people can motivate and improve their values.

Regarding the findings, the majority of the ninth generation of SBS MSME students upheld the values of honesty, trustworthiness, discipline, and fairness as their highest values of life. The other values that they believed were the obedience of worship, enthusiasm, kindness, helpfulness, persistence, gratitude, punctuality of worship, independency, intelligence, faith, worship, materialism, politics, generosity, blessing, hardworking, obedience, afterlife priority, responsibility, nobility of characters, and communication. Those values represent the values of Islamic teachings, as *Sragen Business School* targets to produce young Muslim entrepreneurs who are steadfast in upholding the values of the Koran and *Sunnah*.

The SBS' vision is in line with Asnawi's point of view that highlighted a newly negative trend in the economy, including fraud and monopoly that indeed reflect hedonism. Islam recommends its economic actors to always adhere to the Koran and *Sunnah* in performing their businesses. The study explained that the human economy should run based on the teachings of God, as the business has a number of ethical principles that demand its actors to hold their responsibility, honesty, persistence, and gratitude. The existing ethics and norms in the packaging of economic activities will undoubtedly give birth to a virtue that will lead to the ultimate happiness in the economy. At the end of the day, the concept will create testability and success of the future economy.

In line with Asnawi, Hidayatullohexplained the importance of business for human life. Therefore, Islam provides guidance through the Koran and *Sunnah*. The economic actors should put forward the values of business ethics at this current globalization era since the ignorance of the moral and ethical values often exists. Islam emphasizes that human business activities should not merely be targeted as a satisfying means for worldly desires, however rather for the search of a balanced life. Based on the Koran and *Sunnah*, business ethics represent the Islamic strategies to face future economic challenges. In conclusion, the business, as referred to the Koran, touches both material and immaterial activity. A business will have values, if it meets with both material and spiritual needs in a balanced composition; contains neither sleaze, damage, nor tyranny; and promotes the values of unity, balance, free will, accountability, truth, virtue, and honesty.

Saputra also agreed on such point of view, as he explained that the Islamic Management should refer to the universal and eternal values in line with the explanation of the Koran and *Sunnah*, as the main foundation for every Muslim's way of life. Ignoring the core values of the Koran and *Sunnah* will only destruct human life [16]. Therefore, the affirmation of the core values must rely on the *sharia* management that concerns various aspects of human life in all sectors. The *sharia* value system becomes a strategic principle for human life, either individually or socially, either in a small or large organization. The principles of trust and transparency as parts of honesty must also become the essential foundation to adhere. The *sharia*-based management provides a further vision regardless the limited period. It is believed that human will prove their responsibility not only to the other humans, but also the Almighty God [17].

In terms of measurable goals set up by the ninth generation of SBS MSME actors, they tended to signify their enthusiasm to increase the number of their shops, outlets, business branches; and even daily, weekly, monthly, and annual turnovers. The increase was measured as the short and long-term goals in 2018, 2020 and 2025 [18]. Further goals that they set up included the national business recognition, system development, increasing quantity of working partners and employees, capability in holding independent production, and target of becoming wholesalers. In particular, the goal that related to the religious purposes included the target of facilitating their families and employees with a *freehajj orumrah*.

They understood the importance to set up the measurable goals for their businesses through a systematically formulation, including the short, medium, and long-term goals. One of the concepts of goal settlement was developed by Saskatchewan Community called *SMART and BHAG* goal system. As explained by Saskatchewan, the *SMART* goal system is a framework to create effective goals, as an attempt to change the company's vision and lead it to the progress. *SMART* stands for 1) *Specific*, which refers to a well-defined goals in certain fields, 2) *Measurable*, which refers to a clearly trackable progress through several methods, 3) *Achievable*, which refers to the certainty that the business objectives will always be affordable within an individual range of control, 4) *Realistic*, which refers to the logical statement of the goals based on the capabilities of the available resources, and 5) *Time-based*, which refers to the clarity of the goals in terms of timeline period.

The function of the *SMART* goal system is to force the MSME actors in categorizing their big goals into smaller and more realistic parts based on their resource capabilities and strengths. Those big goals will be connected with the *BHAG* goal system, which includes *Big, Hairy, Audacious, and Goals*, as the ambitious, bold, great, and vision-based long-term goals.

In accordance with Kaleigh Moore, *SMART* goal system covers five ideas, including 1) the MSME actors that target to increase their selling values, 2) the comprehensiveness of website contents and creation of new websites, 3) the increasing number of new employees, 4) the launch of new products, and 5) the settlement of *SMART* as the foundation to set up the business goals.

## 5.1 Conclusion

*Sragen Business School* (SBS) is a non-formal school established by successful regional entrepreneurs who have a concern in producing young entrepreneurs. It is a tuition-free school that strives to help the country and society in reducing the number of unemployment by enforcing the young entrepreneurs to create jobs.

SBS is a young entrepreneurial empowerment institution that emphasizes the important values of mind-set, self-confidence, and Islamic moral teachings in running the businesses. It mainly teaches how to do business by involving God, directing business as part of worship, and improving charity to lead to the spiritual entrepreneurship.

While reviewing the empowerment of young entrepreneurs for the purpose of best achievements in the era of business a proper mind-set has to be discovered to attain the advantages of business with ultimate capabilities, where the supply chain is always compulsory as an effect. In the context of entrepreneurship some objectives have to be set for achieving goals where vision is always clear with the supply chain. Value of life is also dependent on the achievements of businesses, where the standards lurk there are probabilities of best efficiencies in achieving the targets more forcefully as compared to the easier ones[19].

The ninth generation of SBS MSME students majorly set their visions to be beneficial people for the world and afterlife, community, and parents. Meanwhile, the other visions that signified their personal life included the targets to become a trustworthy family patriarch, become successful human in the afterlife with the blessing from Allah, complete the memorization of the Koran by 2020, perform the religion based on the commands from Allah, and leave the world in peace (*khusnul-khatimah*) at the end. They averagely upheld several values of life, including honesty, trustworthiness, discipline, and fairness. In particular, their measurable goals included the increasing number of shops, outlets, business branches, periodic turnovers (daily, weekly, monthly, and annually), the attainment of national business recognition, the system development, the increasing number of working partners and employees, the capability in holding independent production, the capability of being whole salers, and the capability of facilitating their families and employees with a *free-hajj orumrah*. The goals were set past short and medium-term goals for the periods of 2018, 2020, and 2025[20].

The business mind-set developed by the ninth generation of SBS MSME students refers to the visions, values, and measurable goals based on the religious ideology that serves a number of aspects, including the spirit business performance, courage of business, business principles, a set of belief in business, business guidelines, and business benefits.

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