

Analysis Of Financed Customers Investment For Millennial Entrepreneurs In The Field Of MSMES

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Abstract

The formulation of the problem from this study, how is the interest/interest of University of Patompo students in investing in investor customers in the Indonesian capital market? Therefore, this study will find out the investment of investor customers in millennial entrepreneurs in the MSME sector, especially University of Patompo students who are studying in the fields of economics. This study is a type of descriptive research. The data collection technique in this study uses an open interview technique. Before and after asking the respondents, the researcher had obtained the respondent's consent regarding the confidentiality of the answers given. The results of this study indicate that University of Patompo students are still lacking in investing.

Keywords: Investment, Millennial, Entrepreneur.

INTRODUCTION

The Corona virus outbreak, which initially spread in Wuhan, China in November 2019, then spread to Indonesia towards the start of Walk 2020. The Corona virus has had various



impacts on all lines of life in Indonesia, its effects have lasted until now. Its influence has also been felt on the economy in Indonesia, especially for Small and Medium Enterprises (MSMEs), despite the fact that large organizations have been affected and many have lost workers and, surprisingly, have closed their organizations due to declining business turnover. Based on a study conducted by Mandiri Investasi in May 2020 with a sample of 319 respondents, MSMEs in several places in Indonesia said their business turnover had fallen by more than 50%. So about 70% of respondents are disconnected and then 66% are on the web (Yoga, 2020).

To rebuild the MSME business, of course, requires inflow of assets so they can move again and increase their turnover. Applying for financing to banks is very troublesome because banks will also mention the adequacy of their business, with decreased business turnover, banks will find it difficult to recognize loans provided by MSMEs (Rasidi, 2021)

Indonesia has a sizable opportunity to build a number of financial backers. Regional support in participating in effective money management means that the regions participate in fostering the Indonesian economy. Because speculation plays an important role in the monetary improvement of a country. With individual financial backers and business substance, they can channel abundant assets to donate, and business people can obtain additional assets to develop their business network from financial backers and open vacancies for the surrounding area (Sartika, 2018).

Rapid economic growth and correspondence innovations provide countless conveniences in the business world. The Capital Market is a natural place of business for all kinds of experts in Indonesia and abroad, including recent university graduates. Speculation is one of the instruments of progress needed by a nation to work on government assistance from individuals, including Indonesia. One type of speculation that often arises is interest in the capital market.

The capital market provides different choices for financial backers to place both short and long term resources, which basically will make financial backers interested in managing their asset money. Stocks are perhaps the most well-known and popular monetary goods exchanged in the capital market. Before knowing that there was speculation, many people saved cash as investment funds, but with the times and mechanical advances, individuals today really like to save their money by buying stocks, securities or precious metals which they think will provide promising returns for what they want. they have. in store. front. Several things are kept in mind to influence individual income in placing resources into capital markets, in particular,

449



understanding individuals may interpret how to place resources into capital markets, cash flow to contribute is not large with negligible funds to contribute. and inspiration to show their reality (Aminatun Nisa, 2017: 22).

Basically, businesses are very helpful to maintain retirement independence from the rat race and protect the value of resources from the impact of expansion that develops from one year to another. According to Pajar (2017), people in developing countries have strict financial directions or are included in the financial planning community (business) so that their awareness of financial administration is so good that they can save 30% of their salary. speculation. Whereas Indonesia, which is a developing country, most of its relatives have a temporary monetary direction, especially in the saving class. This is confirmed by information obtained from IDNTimes.com. The results of Inside ID's research in February 2018 revealed that of the allotment of assets for reserve funds and speculation, 79% of respondents were intended for safe deposit funds, while the other 21% were new to effective financial planning. Most of them worry about their present existence without often thinking about future existences.

Even though Indonesia is remembered as a class of savior society, information that was collected from the Indonesia Stock Exchange as of December 2017 recorded that 555 Indonesian organizations had effectively opened up to the world. However, the number of organizations alone will not fully affect the growth in the mindset of the financial backers, the awareness of true speculation must also increase. In Indonesia, throughout 2018 the number of young funders aged 21-30 years controlled 39.72% of the total funders.

It cannot be denied that the factors that influence a person's interest in investing are knowledge of the investment itself (Bakhri, 2018). Many people do not understand about investing in investor customers in millennial entrepreneurs, especially in MSMEs, the millennial generation, which is known as University of Patempo students, is no exception in socializing in society. Therefore, little by little the capital market will continue to change to increase. Therefore, students have an important role in improving the Indonesian economy, especially students who study in the fields of economics and business, so that they are equipped with investment knowledge in their studies. Little by little the capital market will continue to change to increase.

During the corona virus pandemic, MSMEs were certainly constrained by finances, so to rebuild the MSME organization, of course, they needed an injection of capital so they could move backwards and increase their turnover. Applying for financing to a bank is very troublesome

450



because the bank will also mention the adequacy of its business, with decreased business turnover, the bank will find it difficult to recognize the credit provided by MSMEs. Therefore, MSMEs currently need asset income from speculative financial support clients.

From the explanation that has been explained above, what is the formulation of the problem in this study, what is the interest/interest of University of Patempo students in investing in investor customers in the Indonesian capital market? Therefore this study will find out the investment of investor customers in millennial entrepreneurs in the MSME field, especially University of Patempo students who are studying economics. The results of this study can be used as future learning about understanding investment in the capital market and can be used as a reference for further researchers regarding student interest in investing in the capital market.

RESEARCH METHODS

This study is a type of descriptive research, Prabowo (2013) argues that descriptive research is data processing by analyzing matters related to the research object by presenting data in more depth to the research object. The population in this study is millennials, especially students studying at University of Patempo students who are studying economics. The sample of this research is University of Patempo students. Respondents in this study were determined using technical purposive sampling (Sugiyono, 2015: 117).

The criteria for determining the sample include:

1. Students at University of Patempo
2. Active Student status

Data collection techniques in this study used open interview techniques. Before and after asking the respondent, the researcher obtained the respondent's consent regarding the confidentiality of the answers given. The open questions given to respondents can be seen in table 1 below.

Table 1. Research Informants

Name	Gender	Age	Origin	Last Education
Rahmawati	P	20	Gowa	SMA
Marselina Kandida	P	20	NTT	SMA
Elbina Eca Anum	P	20	NTT	SMA

451



Hasbullah	L	20	Makassar	SMA
Jumriani	P	20	Makassar	SMA

Investigation of information in this study using subjective information examination with coding methods. In coding the system there are 2 phases that are passed including introductory coding and centered coding. In connection with this review, coding is the process of examining and testing existing raw data by labeling it in the form of words, phrases or sentences. The stages of coding the information in this research are attached.

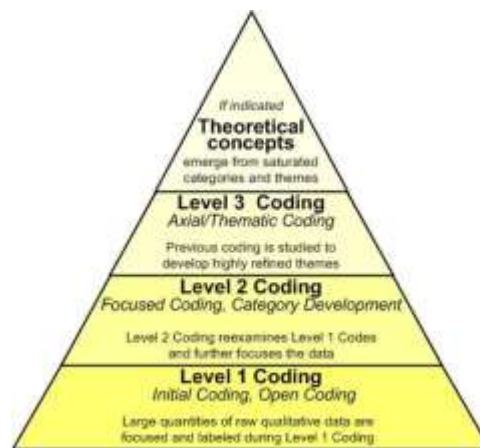


Figure 1. Data Coding Stages

The open questions given to respondents can be seen in table 2 below.

Table 2. Researcher Questions

No	QUESTION
1.	Have you ever been offered to invest in millennial entrepreneurs in the MSME field during the co-19 pandemic?
2.	If you were offered to invest, what form of investment would you choose?
3.	When you made an investment, did you ever experience any cases of fraud? If so, what did you do?

4.	What obstacles did you experience when investing?
5.	What benefits did you get during the investment?

RESULTS AND DISCUSSION

Based on the research results found the following:

Table 3. Results of Interviews With Respondents

No	Question	Answer
1.	Have you ever been offered to invest in millennial entrepreneurs in the field of MSMEs during the Covid-19 pandemic? (Coding A1)	"Yes I have". (Coding A1.1)
2.	If you were offered to invest, what form of investment would you choose? (Coding A2)	"Investment in the form of Capital". (Coding A2.1) "Land/land investment to serve as a place of business". (Coding A2.2)
3.	When you made an investment, did you ever experience any cases of fraud? If so, what did you do? (Coding A3)	"So far never." (Coding A3.1)
4.	What obstacles did you experience when investing? (Coding A4)	"One of them is regulatory and policy issues." (Coding A4.1)
5.	What benefits did you get during the investment? (Coding A5)	"I get a big profit from the results that I put in as capital in the investment." (Coding A5.1)

Data source: 2023 data processing results

The importance of investing in millennial entrepreneurs in the MSME sector

Investment is a sacrifice made at this time with the full intention of getting more prominent profits from now on (Haming and Basalamah, 2010). Ariany (2011) found that financial proponents contemplate many elements before effective money management, one of

453

which is personal monetary needs where there is a calculation of assets valued for speculation.

Based on the results of the respondents' answers, it was found that investor customers had been offered to invest in millennial entrepreneurs in the MSME sector during the Covid-19 pandemic. Of course, with this opportunity, it will indirectly support business continuity for millennial entrepreneurs who are just starting their businesses so that they can be sustainable on an ongoing basis.

They are also competing to create applications or websites to invest. The existence of digital-based investments can make it easier for investors. Whatever the transaction can be done using the digital platform. Now, digital investment has begun to mushroom. You are required to be more selective in choosing investments that suit your needs. Especially now that these millennial investment applications make it easier for you to make payments. That's because they have worked with several electronic money or e-wallet parties. Not to mention if they are holding a massive discount. That is what makes millennial investors even more interested in investing.

In the ongoing situation, synergistic assistance from several meetings is needed to fully rebuild the Indonesian economy after the pandemic. Financial foundations play an important role for MSME players, apart from meeting their business capital needs, banks can also offer non-material assistance, for example holding educational preparatory trainings to build miniature business areas in Indonesia, especially halal ones. industry that has promising potential and open doors (Eny Latifah, 2021).

Along with advances in data and web innovation, capital market exchanges are now increasingly preferred by millennial financial backers with web-based exchange offices provided by protection institutions or specialists. This web-based money exchange office makes it easier for financial backers to make transactions anywhere and anytime using gadgets that can access the web, making it easier for financial backers to make immediate decisions (Yusuf, 2019).

The form of investment for the sustainability of MSMEs during the Covid-19 Pandemic

When an individual wants to contribute, the individual prioritizes good financial education so that his financial choices have a reasonable direction (Ni Made Dwiyan, 2017). One of the variables expected to make a business is capital or assets. Asset springs can arise from credit or individual assets. For individual funders with their own capital means saving part of their salary. This is not difficult to do considering there is a lot of compulsion to act extravagantly.

454



This is what must be understood that someone prioritizes satisfactory financial information so that the fees obtained are not only used for usage but also for speculation which is useful in the future.

This type of self-employment is definitely a very flexible area of strength even for financial emergencies. Therefore we want to foster it, for this situation the public authorities are the ones who pay the most attention and play a major role in increasing small and medium enterprises in Indonesia. One of them is the need for public authorities to build a conducive business environment such as cost assistance, ease of licensing and others. Next, organizational reform and preparation, training for business visionaries needs to be carried out. Public authorities are basically committed to helping overcome three examples of issues that often hit SMEs, namely special market access, capital, and innovation, which are often the topics of discussion. In general, there are several things that must be considered in the growth of small and medium specialized units, including: working conditions, new organizational advancement, receiving data, receiving funding, market access, improving the quality of goods and human resources, business accessibility. repair administration. , group progress, business organization, and competition (Alfrian, 2020).

High vulnerability amid the outbreak of the Corona virus will probably encourage financial backers to delay or try and drop some of their money growth strategy in 2020. Financial backers who intend to invest resources in Islamic organizations are not a special case. For example, last year a lot was known about money growth strategies for the advancement of modern halal areas in various districts. With the Coronavirus episode, it seems that arrangements will be suspended, basically for the next few months. Fourth, the spread of betting Islamic monetary institutions. This widespread gambling will take place in Islamic banks, as well as in other Islamic monetary organizations, such as Islamic individual support banks, Islamic financial organizations, and Islamic microfinance institutions. It combines functional staking, supporting staking, market hazard and liquidity risk. In addition, the Islamic monetary organization will also face a bottleneck in the pace of resource development, essentially during the main remaining time of the Coronavirus episode (Sumarni, 2020).

Given the ramifications of the completed checks, respondents decided to invest resources in the type of capital designed to address future problems. Likewise, interest as capital can also expand the resources we have.

The progress of the Islamic capital market in Indonesia is growing rapidly, especially after

455



the public authorities issued various guidelines in the monetary and banking sectors, including the Islamic capital market. Islamic capital market players have understood that exchange protection can provide a well deserved return visit for financial backers and at the same time make a huge commitment to the economy in Indonesia. The Indonesian economy from 2000 to 2016 continued to experience positive developments, even though in 2008 its development experienced a slowdown. The development of the Indonesian economy cannot be separated from speculative commitments (Gross Homegrown Fixed Capital Arrangements/Gross PMTD) that have developed recently. Meanwhile, utilization spending, which is the biggest supporter of Gross Domestic Product, is decreasing in its commitment (Fauzan, 2018).

The level of trust in investment in millennial entrepreneurs

Business training is a description of information or information that has been provided, both to students through tertiary institutions and from outside associations in connection with an interest in the capital market (Hermanto, 2017). Venture information is an understanding that is a top priority about various parts of speculation, starting from important information about evaluating speculation, the level of danger and the speed of profit from speculation (Pajar and Pustikaningsih, 2017). Danger avoidance is a disposition that reflects how much individuals try not to face challenges in their daily lives (Aydemir and Aren, 2017).

With an increase in financial support, monetary behavior plays an important role in determining an individual's choice to contribute. Do a financial plan to understand how to behave financial supporters in determining the choice of speculation. A level-headed financial backer will lead the check in dynamic business cycles. Examinations are carried out, among others, by focusing on the monetary situation, the organization's fiscal reports, and assessing the organization's business implementation. Ridiculous financial support often depends on mental factors such as feelings and state of mind (Sri Widiyati, 2020).

Business standards are basically distributing assets or money to be kept from short, medium to long term. It depends on what gamble item you choose. Nonetheless, what is clear is that each item of effort has qualities that denote its purpose, nature, and benefits and drawbacks. That is the reason before money management, first review the speculation items. In developing confidence in financial planning, you can take advantage of the SRI standard, namely Save, Exploration, Contribute. The rule is that before you start effective financial planning, set aside some cash as capital. Only after that do they actually carry out inspections on business

456



products that have important benefits and are safe. Then, at that point, assuming you can handle the gambling profile. Keep in mind, the main thing in financial planning is never to be tempted by high profits but to ignore the betting factor.

From the results of the exploration that has been carried out above, respondents have never experienced extortion errors for completed businesses because they are equipped with schools that have been obtained by respondents in the past. In accordance (Kusmawati, 2011), satisfactory information about venture instruments and how to survey organizational implementation is expected to avoid losses.

Barriers to investing in millennial entrepreneurs during the Covid-19 pandemic

Business regulations are rules or ethics that must be met by business people in running their business. Regulations are made through a certain process where a community group or institution agrees to follow or be bound by certain regulations that have been made to achieve a common goal (Widuri, 2012).

According to the Big Indonesian Dictionary, policy is a series of concepts and principles that serve as guidelines and basic plans for carrying out a job, leadership, and ways of acting. The term can be applied to governments, private sector organizations and groups, as well as individuals. Policies are different from rules and laws. If the law can enforce or prohibit a behavior (eg a law that requires the payment of income tax), then the policy is only a guide for the actions that are most likely to get the desired result (Bakry, 2010).

This pandemic period requires LKP managers to rack their brains to maintain their business. Strong leadership management is needed to be able to survive in this time of crisis. The manager must be able to map the assets they own and at the same time empower all of these assets (Ngatini, 2021)

The corona virus pandemic has significantly affected various fields, including the financial sector. Financial action was hampered by government arrangements that limited individual preparation and merchandise. As the arrangements made by countries diminish, world interest and merchandise prices in the global business sector have diminished. This situation makes the economy calm because of the decreased purchasing power of individuals in utilization activities. 2 years of a pandemic which was a welfare emergency and a monetary emergency. Many miniature businesses fail, unemployment and high levels of need. So the financial backers decided to sell their share. The state of emergency on the planet, considering Indonesia, worries

457



financial backers. Anxiety of financial supporters makes the cost of shares in trading around the world fall (Handayani, 2020).

According to the Venture Management Agency (BKPM), there are five obstacles such as five things that are often seen by financial backers in investing resources into Indonesia which has reduced interest in foreign speculation in Indonesia. The five deterrents are: (1) confusing guidelines; (2) troublesome land security; (3) inconsistent public foundation; (4) costs and other non-financial incentives that do not support the business; and (5) a shortage of talented workers (Meilani, 2019).

Based on the results of the research that has been carried out above, respondents have obstacles in investing, namely regulations and policies, because of Covid 19 the government must have issued a lot of policies and that's why someone who wants to invest experiences a lot of obstacles.

Advantages of investing in SMEs during the Covid-19 pandemic

Individual investors and business actors can place some of their assets in the capital market, so that profits from this business can be used as additional capital, as well as to increase their business network in the capital market.

As per (Kusmawati, 2011), satisfactory information about venture instruments and how to survey organizational performance is expected to avoid misfortunes and get the most extreme benefits when entering resources into the capital market.

Nonetheless, the records of the Dow Jones Modern Normal, one of the most established financial exchange files in America, indicate that despite the fact that nine emergencies have occurred, over the long term, the cost of securities exchanges will continue to exhibit a vertical pattern that, in any event, reaches highest peak in history in mid-2020. Consistently, if the world experiences emergencies frequently, having the option to return quickly later, that means that the choice to continue to put resources into these dire situations can be a tremendous opportunity.

Based on the results of the research that has been carried out above, the respondents stated that they get a large profit from the results that the respondents put in as capital in the investment, and the results of these profits can be saved and can also be included in investment cash.



CONCLUSION

The Corona virus pandemic which initially broke out in Wuhan, China in November 2019, then spread to Indonesia towards the start of Walk 2020. The Corona virus has had various impacts on all lines of life in Indonesia, its effects have continued to this day. The impact was also felt on the economy in Indonesia, especially for Small and Medium Enterprises (MSMEs), despite the fact that large organizations were affected and many lost representation and, surprisingly, closed their organizations due to decreased business turnover.

Rapid economic progress and correspondence innovations provide countless conveniences in the business world. The Capital Market is a reasonable place of business for all experts in Indonesia and abroad, including those aged twenty to thirty years. Speculation is one of the instruments of progress needed by a nation to work on government assistance from individuals, including Indonesia. One type of business that is often used is speculation in SMEs.

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