



THE ROLE OF ENGLISH AS A POTENTIAL SUPPLY FOR ENTREPRE- NEURS TO BE COMPETITIVE IN THE GLOBALIZATION ERA

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Abstract

This paper aims to analyze the role of English as a potential supply for entrepreneurs to be competitive in the globalization era. English has become a means of international communication and been used as a second language. Today, entrepreneurship is regarded as one of the best economic development strategies to develop a country's economic growth and sustain the country's competitiveness in facing the global challenges. So, entrepreneurship is a cornerstone of economic development throughout the world. In the globalization era, entrepreneurs also play an important role in contributing to the development of the economy of a nation. The most industrially developed countries like USA, Germany, and Japan are the evidence that the economy is an effect in which entrepreneurship is the cause. To accelerate the economic development, we have to use entrepreneurship as a tool.

Keywords: English, entrepreneurs, competitive, the globalization era.

Introduction

English is an international and foreign language in Indonesia. People must make communication with international language to gain knowledge which is considered being crucial to the main of absorption and development of science, technology, and art, and agreements among other countries (Yuliana, 2013: 88). According to Crystal (2003: 3) that English is the global language. A language achieves a genuinely global status when it develops a special role that is recognized in every country.

As a global language, English plays an important role in contributing to the field of science and technology, economics, politics, social and culture. English is used to convey information among countries, the language used by international businessmen, the language used by officials in international forums, the language used in the field of maritime and aviation, the language of culture, movies, music, etc. English is used as a media of communication in the newspapers and news. Eighty percent of computer data is processed and stored in English. In many countries, television broadcasts by using English, including through the channel Metro TV Indonesia. English is also used in the world of international business, diplomacy, science and used in a paper of international conferences. This is the challenge for us in the higher educational

The Role of English As A Potential Supply for Entrepreneurs to be Competitive in The Globalization Era

institutions and at the same time an opportunity to develop international cooperation programs. This challenge and opportunity require preparation and perseverance in order to realize society and culture international-minded academics (Astika, 2015: 90).

Entrepreneurship has become an everyday buzzword. Policy makers, economists, academicians and even university students are talking about it. According to Akanbi (2013: 67), entrepreneurship is as the mindset and process to create and develop economic activity by blending risk-taking, creativity and innovation in management within a new or an existing organization. Thus, this paper discusses the role of mastery of English as a potential supply for entrepreneurs to be competitive in the globalization era.

Entrepreneurship in the Globalization Era

The term of entrepreneurship was first introduced by Richard Cantillon (Winardi, 2015: 1). The word “entrepreneur” is derived from French, and it means “between taker” or “go between” (Sagiri and Appolloni, 2009: 64). There is no fixed definition for entrepreneurs since people from different field of study perceived and defined it differently. An economist defines an entrepreneur as the one who creates the combination of resources to make them valuable. Meanwhile, a psychologist defines that entrepreneur is typically driven by certain forces such as needs to attain something, experiment and accomplish targeted goal. According to businessmen, an entrepreneur may be a threat, an aggressive competitor but may also be an ally, a source of supply, a customer, or someone who creates wealth for others as well as finds better ways to utilize resources, reduce waste, and provide jobs to others (Lee Wei Ni, et.al, 2012: 16).

There are many definitions described to the term “entrepreneurship”, depending on the individual’s field of study. Schumpeter (as cited in Sagiri and Appolloni, 2009: 64) had given new brand to the entrepreneur as “an innovator who develops innovative technologies”. Gartner (as cited in Sagiri and Appolloni, 2009: 64) defined entrepreneurship is as “the creation of new venture”. According to Akanbi (2013: 67) entrepreneurship is the process of creating something new with value by devoting the necessary time and effort which involve finance, physics, and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence.

This following definition gives importance to four aspects of being an entrepreneur. *First*, entrepreneurship emerges with the creation of something new with value to the entrepreneur and to the society. *Second*, entrepreneurship requires the individual’s commitment towards the necessary time and effort. *Third*, the assumption is all about risk taking propensity and some risks might be psychological, financial or social nature. *Fourth*, the entrepreneur needs to undergo all kinds and in return, they receive the rewards for their efforts (Sagiri and Appolloni, 2009: 65).

According to Lee Wei Ni, et.al (2012: 17), some people believe that entrepreneurs are born, not made. However, this myth is busted since many studies done in the past have reached a consensus where entrepreneurs can be made and are not genetically inherited. So, everyone has the potential to become entrepreneur especially for one who has undergone educational process in universities.

Handaru, et.al (2013: 629) explained that entrepreneurship saves Indonesia’s economy during the hardship of global crisis. Some entrepreneurs struggle with unpleasant bureaucracy in Indonesia, but somehow they can make it through. With all good things about them, unfortunately only few people are willing to start up a new business. This problem could be related to the fact that being an entrepreneur is not easy. Lee Wei Ni, et.al (2012: 17) also argued that being a successful entrepreneur is not easy. Long term, systematic planning and business expertise is needed such as developing business model, putting together a new venture team,

raising money, establishing partnerships, managing finances, leading and motivating employees. In addition, individual should be very careful in determining himself as it helps them to make the right decision in choosing the right path for getting involved to be self-employed.

The globalization era is the era which so competitive. Globalization and rapid technological evolution have considerable impact on education in the 21st century. In today's knowledge-based economics, human resources have become the key of competitive advantage of many countries. According to Handaru, et.al (2013: 629) that being a successful, entrepreneurs should be capable to deal with uncertainty and change it to become opportunities. Zimmerer (as cited in Handaru, et.al, 2013: 629) also argued that creativity is an important feature for every entrepreneur which is not easy to apply.

English as a Potential Supply for Entrepreneurs in Facing the Global Challenges

Entrepreneurship has become an important issue in recent years due to its contribution to national economy's development. Today, entrepreneurship is regarded as one of the best economic development strategies to develop country's economic growth and sustain the country's competitiveness in facing the global challenges. So, entrepreneurship is cornerstones of economic development throughout the world (Vadavadagi and Joshi, 2013: 79).

Similar with previous statements, English is absolutely needed to be competitive in the globalization era. English is not only as a global language, but also a potential supply for entrepreneurs in facing the global challenges. According to Fitriana (2016: 5), there are seven potential for entrepreneurship, including business writing messages (correspondence, e-mail), business correspondence and reports, promotion and sales, customer service, communication at the workplace, international communication and enriching references.

In the globalization era, entrepreneurs also play an important role in contributing to the development of the economy of a nation. The most industrially developed countries like USA, Germany, and Japan are the evidence that the economy is an effect in which entrepreneurship is the cause. To accelerate the economic development, we have to use the entrepreneurship as a tool (Vadavadagi and Joshi, 2013: 79).

Conclusion

Last but not least, entrepreneur without mastery of english is outdated. English will increase the opportunities and develop the business. English is as a potential supply for entrepreneurs in facing the global challenges. There are seven potential for entrepreneurship, including business writing messages (correspondence, e-mail), business correspondence and reports, promotion and sales, customer service, communication at the workplace, international communication and enriching references. Being a successful, entrepreneurs should be capable to deal with uncertainty and change it to become opportunities. So, creativity and innovation are needed in this regard.

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The Role of English As A Potential Supply for Entrepreneurs to be Competitive in The Globalization Era

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