



Exploration of Entrepreneurship Character in Minangkabau Livestock Toke as a Source for Social Studies Learning for Junior High School

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Abstract. The Minangkabau cattle market has traditions and values of local wisdom as the identity of the Minang community, including livestock traders called toke livestock. Every activity carried out has entrepreneurial values that need to be explored and integrated in social studies learning in junior high school. The aims of this research are 1). Identifying the character values of Minangkabau cattle entrepreneurship toke, 2). Integrating entrepreneurial character values in social studies learning as a learning resource. This study uses the Spradley ethnography method. The results showed: 1). The value of the entrepreneurial character of livestock toke in the Minangkabau cattle market is formed from the local wisdom of livestock traders that is preserved from generation to generation. The form of the character is a). Hard Work, cattle toke has a high spirit of hard work, especially in learning the ins and outs of trading cattle including expertise in marosok traditional transactions b). Honestly, one form of marosok tradition in the sale and purchase of livestock is a reflection of honesty. c). Cleverly, in the Minang proverb, *cadiak jan throws away friends, you don't have to waste a long time*, craftsmen who don't remove wood, it means that livestock geeks have ingenuity in running a business to get profit from the business d). Responsible, a livestock toke holding the principle is to be responsible for everything related to his profession, e). Persistence, one of the success factors for livestock geeks in Minangkabau is high persistence f). Solidarity, cattle tokens have high solidarity so that cattle buying and selling transactions with the Marosok tradition still exist in the Minangkabau cattle market. 2). The entrepreneurial character of livestock toke is integrated in social studies learning for class VII SMP on the material of the role of entrepreneurship in building the economy.

Keywords: Entrepreneurship Character · Toke · Minangkabau · Social Studies Learning

1 Introduction

Indonesia has a very diverse and abundant culture that is expressed in various forms, both in the form of artifacts (*tangible*) and traditions (*intangible*) [1]. This cultural diversity grows and develops in the nation's ethnicity which is the local identity and local wisdom

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of the Indonesian people [2; 3; 4]. Local wisdom is also a feature of the identity of a community or group that lasts for a long time [5]. In addition, local wisdom in each region has certain characteristics and cultural values. According to [6], local wisdom is a positive human behavior in dealing with nature and the surrounding environment which can be sourced from religious values, culture, and customs. One ethnic and culture that is still strong in embracing these social and cultural values is the Minangkabau tribe in the province of West Sumatra.

One form of Minangkabau local wisdom is reflected in the entrepreneurial character of Minang traders which is passed down from generation to generation. These characters are in the form of self-confidence, hard work, thoroughness, economic thinking, independence, perseverance, ingenuity, courage, flexibility, consistency, prioritizing subscriptions, and contributing to a large family [7; 8]. The use of the *Basandi Syarak* traditional philosophy, *Syarak Basandi Kitabullah*, in trading culture is one of the keys to the success of Minang traders. Minang people as business actors who are domiciled in the nagari or hometown or wherever they are, always have the principle of prioritizing mutual benefits based on deliberation and consensus. In developing and prospering the economy, Minang people not only prioritize personal and group profits and wealth, but also for the common good [7].

The trading system that still uses local wisdom values is the cattle trading system in the Minangkabau cattle market. This market still maintains the sale and purchase of livestock using the *Marosok tradition*. The word *marosok* in Indonesian means holding or touching. *marosok* is a buying and selling transaction between the seller and the buyer by holding and fingering each other which is used to indicate the nominal price of the livestock. This tradition has existed since ancient times which was continued from generation to generation and became the hallmark of the livestock market in West Sumatra.

Cultural values in the *marosok* are symbols of local identity, community traditions, and also as a medium of socialization and communication in the nagari community in Minangkabau [9; 10; 11; 12; 13]. The existence of traditional markets in Minangkabau society has social value, its own characteristics for the behavior of most people. In addition, the market is one of the conditions for the establishment of a nagari in Minangkabau [14]. For this reason, livestock traders or what is called *toke* livestock have *entrepreneurial* in running their business.

The characteristics *entrepreneurship* have an important role in shaping one's mental attitude, the power of innovation, creativity, courage, perseverance, spirit of hard work, fighting power that synergizes with knowledge, skills and vigilance determine business success [15; 16]. As a form of preserving and transforming the values of the *Marosok* in strengthening the *entrepreneurial* of the younger generation, it is integrated into social studies learning. According to Supriatna, [17; 18] that to accommodate *entrepreneurship* need to be included in the learning curriculum and make learning resources interesting for students because of values such as hard work, work ethic, communication skills, creative, risk-taking, relevant to the needs of the 21st century world of work.

Research results Siska, et al., [19] found that. 84% of Minangkabau cattle geckos were in the range of 40-65 years old work ethic culture *Toke* to the younger generation, especially to Junior High School (SMP) students who learn material about Indonesian

entrepreneurship. Based on the background of the problem above, the objectives of this study are as follows: 1). Knowing the form of the character values *entrepreneurship* toke, 2). Integrating the value of the *entrepreneurial* of livestock toke as a source of social studies learning in junior high school.

2 Methods

This study used a qualitative approach with an ethnographic research design. Ethnographic research methods are qualitative research procedures that describe, analyze, and interpret elements of a cultural group such as behavioral patterns, beliefs and language that develop over time [20]. The steps of ethnographic research are data collection, data analysis, and data interpretation which are carried out simultaneously and can be repeated. The ethnographic research cycle includes six steps: 1) ethnographic project selection, questioning, 3) data collection, 4) data recording, 5). Data analysis, and 6) report writing. The research location is in the Palangki cattle market, Sijunjung Regency. The research instrument was toke livestock, the manager of the Palangki cattle market UPTD, the Association of West Sumatran Livestock Traders. Data collection methods include a) observation of livestock buying and selling activities, toke with each other, and services at the Palangki cattle market, b) in-depth interviews, conducted on research instruments, c) documentation, in the form of documents, written data and research documentation. Data analysis techniques are data reduction, data presentation and conclusion drawing.

2.1 Local Wisdom Minangkabau Livestock Market the Minangkabau

Livestock market, especially the Palangki cattle market, Sijunjung Regency is a type A regional market, the largest in the central Sumatra region [19]. This market still maintains the traditions and local wisdom that has existed since ancient times. The following are the forms of local wisdom that exist in the livestock market:

3 Results and Discussion

3.1 Local Wisdom Minangkabau Livestock Market the Minangkabau

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1) *Bapatuik Tagak*

Bapatuik tagak is a stage of cattle buying and selling transactions by estimating livestock, the estimation by taking into account the physical appearance of livestock. At this stage *toke* will assess the *cattle* it sells, determine the good and bad conditions of the *cattle* because their physical form affects the price of livestock. It is a measure *body* shape, the state of the fur on the body of the cattle, the way of walking, the hooves, and

the horns of the cattle. Judging from the animal's body shape, a long body shape will have a high price, because a long body is estimated to have a lot of meat. The condition of the fur of the livestock body also determines the price, if the fur is smooth, not tangled and has the same direction, the philosophy is that the fur must be in the same direction to determine whether the animal grows fast. Furthermore, the way the livestock walks, to determine whether the livestock is healthy or not, can be seen from the way they walk. If the hind paws exactly cover the front paws then the animal is healthy. The last thing to consider is livestock that has a high selling value if it has a standing hoof shape and good horns.

2) *Tradition Marosok*

The values of local wisdom in the Minangkabau cattle market, one of which is reflected in the marosok tradition. According to Kotijah, [21] This marosok tradition is a culture that has historically been carried out because in ancient times there was no means of transportation that sellers and buyers could use to bring their livestock to the market. They have to walk several days to be able to sell and buy livestock to the market. On a long journey and it takes quite a long time, so many bad possibilities can befall them, one of which is robbery. Thus, according to the Minangkabau community, the marosok system is used to avoid knowing the money that has been obtained by the seller from the buyer, so that they feel safe.

Tradition Marosok is a characteristic of eastern culture. Culture of courtesy, mutual respect and efforts to maintain good relations with others. In the context of the Marosok tradition, people position themselves as a group of people who don't talk much, they rely on preventive communication, through symbols that have been passed down from their ancestors. These values are interpreted and implemented in people's lives. This is in line with what was conveyed by Hall in Andersen, [22] that the Marosok tradition is a high context culture, because non-verbal communication is more dominant than verbal communication. This high context culture seeks to maintain good relations with others, this is in contrast to the western cultural style which emphasizes individual lifestyles [23].

Stage marosok is that both parties agree that the transaction used is with Marosok. The media used is a sarong, then as it develops a lot of using hats, towels, handkerchiefs and others can cover both the hands of the seller and the buyer. The symbol used is a finger symbol, to determine the price of livestock, the seller holds the buyer's finger with a certain code, then if offered by the buyer also holds the seller's finger with a code as well. In determining the price of livestock there is also a term that appears among traders, namely Sainggik, Cik Tali.

The way of buying and selling by holding, grasping and moving the hand from left to right is used by the seller and the buyer to convey a meaning in the transaction. Moving your hand to the left or right in marosok means asking for an increase or decrease in price. If the hand is moved to the left it means asking for a price reduction in the transaction and if the hand is moved to the right it means asking for an increase in the price in the transaction. Sometimes there are also those who shake their hands up and down, this is the same as shaking their hands to the right or left.

3.2 Character Value Form Entrepreneurship Cattle Minangkabau Cattle Toke Minangkabau

Minangkabau livestock toke has character values as an entrepreneur needed in this 21st century era. The way of thinking of the Minangkabau people is metaphorical which comes from *alam takambang jadi guru*. This means that the Minang community cannot be separated from nature and its elements, because in essence humans and nature are interrelated. This philosophy is reflected in the Minang people's *wak* in the activity of buying and selling livestock. In accordance with the Indonesian Ministry of National Education's Balitbang Curriculum Center Team, [24] released character education values and entrepreneurship values:

Character entrepreneurial in the table 1 is found in the toke Minangkabau cattle. The following are the values of the entrepreneurial character toke of cattle.

3) *Hard Work*

Based on the results of the study, it was found that *toke* has a high work ethic and hard work. This can be seen in his perseverance in running a business as a livestock token, building a business network, and being careful in *marosok*. Includes learning about the ins and outs of trading in cattle and the expertise *Marosok* in traditional. Hard work has an important role for the Minang community. As the Minang proverb says "*taimpik nak*

Table 1. Value entrepreneurship and Value of Character Education

Values of Character Education	Values Entrepreneurship
Honesty	Honest
Responsible	Responsibilities
Discipline	Discipline
Hard work	Hard work
Confident	Dare to take risks
Independent	Independent
Curious to know	Curiosity
Entrepreneurial spirit	Strong motivation for success
Thinking logically, critically, creatively, innovatively	Creative
Aware of rights and obligations	Innovative
Obey social rules	Leadership
Appreciate the work and achievements of others	Commitment
Democratic	Action oriented
Tolerant	Cooperation
Friendly	Never give up
Respect diversity	Realistic
	Communicative

diateh, takuruang nak dilua” means that it is important to try and work hard in achieving goals.

4) *Honest*

Honesty is an important component in trading for the Minang community. The form of honesty in the marosok reflected in the *marosok process*. Where *marosok* behind the saruang only known by the buyer and seller. The agreement on livestock prices goes through the *marosok process*. So that honesty is an important part in preserving the *marosok tradition*.

5) *Smart*

The character of the next livestock *toke* entrepreneurship is clever. Minang traders are famous for their ingenuity, as in the Minang proverb, *minang cadiak jan mambuang kawan, gapuak nan usah mambuang lama, tukang nan indak mambuang kayu*, meaning that *toke* have ingenuity in running a business to get profits from this business.

6) *Responsible*

Based on the results of the interview with DN, it is known that the characteristic of the *toke* is fully responsible for the business it owns. A *gecko* is not only responsible for his livestock, but for the livestock keepers who work with the *gecko*. A *toke* holds principles according to the philosophy of.

7) *Persistence/Never Give Up*

One of the success factors *toke* in Minangkabau is strong persistence and never give up, because trading livestock is different from others. This business must have special skills, especially being able to assess livestock and plowing skills. If this skill is not possessed by *toke*, it will be difficult for his business to develop and advance. For that it takes persistence and an unyielding spirit to survive in this endeavor. This condition makes the cattle *toke* tough and strong.

8) *Solidarity*

Solidarity or high tolerance, otherwise known as *raso jo pareso*, is a form of ethics in maintaining good relations with fellow *toke* in the livestock market. This concept is in line with the Minangkabau saying “*Nan elok di awak, katuju dek urang, lama dek awak lamak dek urang, sakik dek awak sakik dek urang*” This means that what is good according to us is liked by others, happy according to us is also happy for others, feels good. Hurt by us is also sick by others (25). Tradition *marosok* describes the culture of the Minangkabau people who have a high spirit of solidarity and tolerance.

Based on the results of interviews with researchers with EY and SR, it was concluded that the Marosok tradition means a high value of solidarity with fellow cattle *toke*. The supply and price of livestock is only known by sellers and buyers of livestock, thereby reducing price competition with fellow traders. In addition, maintaining good relations between the *toke* and the intermediary *toke*, as well as the relationship with the *galeh anak*. Cattle tokens have high solidarity so that cattle buying and selling transactions with the Marosok still exist in the Minangkabau cattle market. Tradition *marosok* is a

trade ethic that is used as a guardian of good relations between toke or livestock traders in Minangkabau.

3.3 Integration of Entrepreneurship Cattle Toke

The character toke entrepreneurship is integrated in social studies learning for seventh grade junior high school students on the role of entrepreneurship in building the economy. Thus students have an entrepreneurial based on the values of Minangkabau local wisdom. Entrepreneurship is one of the skills needed in the 21st century. This era also causes traditional and cultural values to fade and weaken. The values of local wisdom as national identity are feared to be lost, so it is necessary to implement the values of local wisdom based on the character of entrepreneurship in social studies learning.

The implementation of character education according to the Ministry of Education and Culture (2016) is described through a process of civilizing and empowerment. There are two approaches used, namely the intervention approach and the habituation approach, each of which is integrated through extracurricular activities, learning and school management. The character education movement can be implemented based on the curriculum structure that already exists and is firmly owned by the school, namely class-based character education, school culture, and society/community [26].

4 Conclusion

Based on the results of the study it can be concluded: 1). value of the entrepreneurial character of livestock toke in the Minangkabau cattle market is formed from the local wisdom of livestock traders that is preserved from generation to generation. The shape of the character is a). Hard Work, toke has a high spirit of hard work, especially in learning the ins and outs of trading in cattle including expertise in marosok b). Honestly, one form of marosok in the sale and purchase of livestock is a reflection of honesty. c). Cleverly, in the Minang proverb, *cadiak jan throws away friends, you don't have to waste a long time*, craftsmen who don't remove wood, it means that geeks have ingenuity in running a business to get profits from the business d). Being responsible, a toke holds the principle that he is responsible for everything related to his profession, e). Persistence, one of the success factors for livestock geckos in Minangkabau is high persistence f). Solidarity, cattle tokens have high solidarity so that cattle buying and selling transactions with the marosok still exist in the Minangkabau cattle market. 2). character toke is integrated in social studies learning for class VII SMP on the material of the role of entrepreneurship in building the economy. Thus students have an entrepreneurial based on the values of Minangkabau local wisdom.

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