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Research Article

Entrepreneur's Commitment to Achieve Success

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ABSTRACT

Entrepreneurs are noble jobs because they provide many benefits to others, help the government reduce unemployment and alleviate poverty, which in turn can improve people's welfare. However, not everyone wants and is able to become an entrepreneur, because to become a true entrepreneur, it is not only seeking profit for oneself, but also thinking about the good and benefits for many parties which is carried out wholeheartedly, by dedicating the best in every endeavor it undertakes.

This study analyzes secondary data, from articles, books, scientific journals and primary data through direct interviews with Mr. Alex Wijaya, as an entrepreneur at PT. Cpta Medya Filter, from this informants who are in accordance with their expertise in a field, so that those concerned can be used as resource persons to be used as objects of research, regarding the commitment of entrepreneurs in starting and operating their businesses to achieve success. The research findings show that the strong commitment of employers plays an important role in supporting the achievement of goals. a business that was founded 20 years ago, its credibility is getting better day by day, as evidenced by its effective business management, so that operations run smoothly and the business economy is getting better. even affected by the pandemic for about 2 years, demand has decreased and operations have stalled, but all can be overcome, able to survive and even have more assets for the welfare of the company and all employees.

Keywords: *Entrepreneur, Commitment, Success*

Introduction

The Indonesian coordinating minister for the economy hopes that all parties share a sense of responsibility in improving the national economy through the maximum possible

efforts, asking all entrepreneurs in the Apindo / Indonesian Entrepreneurs Association, and Kadin / Indonesian Chamber of Commerce and Industry unions to be willing to expand their entrepreneurial movement throughout

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Indonesia, emphasized that all parties, both national private businesses, State-Owned Enterprises, or foreign private companies, play a very important role in the national economy, as well as the government as a larger regulator, must fulfill its role as best as possible as a driving force for development through the State Budget. (Humas 2014). This is where strong synergy is needed from each party so that they can carry out their functions properly for optimal results for the sake of the national economy as a whole.

Rapid technological advances and the global economy that continues to develop today, make the presence of entrepreneurs increasingly important to advance the country's economy, because it relates to 1). A country's economic growth, has an impact on business development, increases people's purchasing power and prosperity. 2). The government can increase its ability to serve the public with the maximum level of satisfaction, in this condition the role of entrepreneurship is very large in contributing to the economic growth of a region. (Khamimah 2021).

Reporting from Kompas.com, the President of Indonesia, Joko Widodo, said that developed countries have a number of entrepreneurs above 14%, meanwhile, the number of our entrepreneurs is only 3.1%, where low interest in becoming an entrepreneur can cause a country difficulties to advance the national economy. Our neighboring countries, such as Malaysia, Singapore and Thailand already have a number of entrepreneurs above 4%, preferably, this should motivate us in trying to accelerate entrepreneurial growth, so that our country can compete on an international scale. (Muhammad 2019). In reality, many parties expect the presence of entrepreneurs, because they make a major contribution to the nation's economy, especially the Indonesian state which has abundant workforce resources. The researcher hopes that the results of this research can inspire and motivate, especially for prospective entrepreneurs, so that they don't hesitate to start, muster all abilities, uphold commitment as a strength in the process, achieve the best goals, believe me, that success will definitely come after the bitter struggle has been passed.

In general, Indonesian people really like the safe zone by being content with just being workers, so that only a few are interested in becoming entrepreneurs. can achieve success and there are those who fail because they stop in the middle of the struggle process. In fact, success is largely determined from oneself through the strength of the existing commitment and the persistence of the effort that is made, if in the process, everything is done wholeheartedly with high dedication, then there will be a great chance of getting the peak of success.

Commitment is the foundation as a tool that drives us to achieve our goals, the stronger the commitment, the greater the success. However, the reality is that not all individuals are strongly committed to carrying out all their activities, as well as entrepreneurs (both new entrepreneurs or old entrepreneurs) in operating their businesses, not all of them have a strong commitment. In fact, with the strength of existing commitments, we are better prepared and able to face any tough threats. In this study, a global picture of the development and progress of the company is presented, starting from scratch, then operating optimally through a long process, then lead to sweet success. This is in line with the behavior of the Malay people as stated in the 10 most popular proverb in Indonesia, namely: rafting upstream, swimming on the shore, getting sick first, having fun later, which means if you want to succeed in anything, you have to make an effort. courage and persistence to face challenges, because without struggle, pleasure or success is difficult to get.

Methods

This research is a qualitative research, where the findings are not obtained through statistical procedures or other calculation format processes, the approach emphasizes a meaning, logical and rational explanation, and can define a condition from a certain point of view, which is generally the thing being studied is about happening daily (Abdullah dan Saebani 2014). Likewise, this research relates to everyday phenomena, such as entrepreneurs, companies, success and the economy are our daily phenomena in carrying out economic activities both in a narrow and broad scope.

The purpose of the research is to find out that the commitment that everyone has that is applied in every activity, will have a major influence on the success achieved, so it is hoped that this research is able to describe stable analysis results on certain events and inspire and motivate anyone to have a strong commitment to achieve success according to their respective versions and targets.

I conducted qualitative research, meaning that I became one of the research tools that must be able to focus in this research, selecting informants as data sources, collecting data, selecting quality data, then analyzing it to answer existing social phenomena, so that the results of the research can provide discussion conclusions. an existing fact.

Data were analyzed from articles, reports, general information, and direct observation of the object of research, in August 2022, visiting the company location and directly interviewing one entrepreneur at a particular company. The object of research here is entrepreneurs with their commitment when starting a business, then developing and maintaining it to the best of their ability, so that through the process of struggle, deliver it to the expected goals and success.

The initial problem to be analyzed in this study is how the general public understands the meaning of entrepreneurs and success, because each has a different meaning from a different perspective, so the meaning of success for entrepreneurs cannot be equated.

Then in order to be able to analyze and explain the results of research findings appropriately, the researcher collects data from sources, by adapting the main problem into the main questions that are asked of the informants to be explored deeper so that a situation related to the phenomenon can be described why not all entrepreneurs are persistent and reach the pinnacle of success. The researcher collected data through interviews with sources, by making four main key questions, there are : first, what about the history, growth and economic development of the company from its inception to the present. secondly, the increase in the number of production factors that are already owned. thirdly, who is the target market seg-

mentation, and by preparing the company's position as well as a company with a steel mentality. and fourth, how the growth and welfare development has been achieved by the company in the course of 20 years. so that the results of the data that the author collects and displays, have received permission to be published, but all are only of a general nature (and related to sensitive matters, not examined/questioned). The sources of informants that the authors take here is one entrepreneur who owns two middle-class companies who are experienced and have also been workers before actually becoming an entrepreneur for the last 20 years, researcher think, have been able to provide a clear and detailed describe of how the strategy and the struggle of entrepreneurs in achieving success.

Review of Literature

On 1 July 2020 the World Bank categorized Indonesia as a country with an upper middle income. Indonesia's gross national income per capita has increased from its previous position of US\$3,840 to US\$4,050, meaning that Indonesia has the opportunity to become a developed country, and this should motivate the Indonesian state to make maximum efforts to become a country with a better economy, in various ways, one of which is through improving the quality of human resources. human resources through higher education, because according to Joko Widodo in CNBC, states that we must continue to try to meet our needs in producing superior, productive, innovative and competitive human resources, where higher education must continue to strive to develop science and technology in printing generations productive youth who are always fighting for humanity and the progress of Indonesia, by developing new ways, new norms, building new standards of goodness and appropriateness, despite the various differences in the limited facilities that exist throughout higher education in Indonesia. (Asmara 2020).

In reality, achieving the best ideals that many parties dream of is a difficult matter, because if this is to come true, then all parties must work together, understand and complement each other, so that together we strive to

make the best possible use of the opportunities that exist. Moreover, this opportunity is wide open before us, it would be a shame if we could not use it as well as possible.

Infrastructure is still a special concern of the Indonesian government, and is still under-way to date, in preparation for an Advanced Indonesia ¹² 2045. Even though efforts are needed to improve the quality of human resources in the fields of education and health, Indonesia remains optimistic that it will be able to become an advanced Indonesia in 2045. According to Nugroho, there are three foundations that must be owned to become a developed country, namely by investing in the health sector, the education sector, and building massive infrastructure including investing in research in the STEM sector (Science, Technology, Engineering, Mathematics). (Lemhannas 2021).

If, Indonesia is only optimistic without efforts from all parties, it will be difficult to reach the position of being a developed country in 2045, therefore, from now on all related parties should begin to take a role to carry out their best in supporting the efforts that have been made by the government, and it should also be remembered that from the 3 foundations mentioned above, one profession that may be overlooked, their presence is very much awaited by many people, namely the active role of entrepreneurs in carrying out all their business, because through their various works, many positive impacts are created.

We can say, for example, with the many entrepreneurs and companies in Indonesia, then, more and more workers are absorbed, so that the economy for themselves and their families (of these workers) is conducive, controlled and well fulfilled, so that they have sufficient income. to send their children to higher education, they j also have adequate health insurance facilities, they are all healthy because all their food, clothing and shelter needs are met state income has increased due to large contributions from entrepreneurs and companies, so that investments in many fields can be easily carried out by the government, because of that, researchers are of the opinion that all Indonesian people, according to their respective conditions, should play a role in improving the

state of our economy together for the advancement of the prosperity and welfare of our nation, as well as the government, should be able to make all policies that are very helpful to provide conveniences for all the nation's children, by paying special attention, especially to those who work as novice entrepreneurs who have limited capital, so that they passion to work and can be highly productive with the best quality.

The Minister of Trade (Mendagri), Muhammad Lutfi said that SMEs contributed 61.97% to GDP, had absorbed more than 97% percent of the workforce, even though from non-oil and gas exports in the third quarter of 2021, only 15.65%, he was sure that Indonesia has the opportunity to become one of the countries with a developed economy in the world, with the strength of these small and medium enterprises (SMEs), supported by many human resources who are fully responsible and like to work together, all of which can push Indonesia to become a strong and forward. (Zaking dan Pradewo 2022). Because of this, the large number of entrepreneurs and the large number of existing companies have played a big role in supporting the realization of a better Indonesian economy.

Departing from Indonesia's optimism to try to reach Indonesia's advanced position in 2045, which is the 100th year of Indonesia's independence, it is a hope that will be the most beautiful and special gift, if it can really be made a reality. And the initial effort that can be done is to give full attention to prospective new entrepreneurs, so that more and more are interested in becoming Indonesian entrepreneurs. Discussing the huge contribution made by entrepreneurs and companies to the nation's economy, what we have to realize is that success achieved by entrepreneurs through a process that is not easy, and everything must be based on the strength of commitment that every entrepreneur has, because commitment is the guide, the foundation and a reference for them in analyzing, deciding and implementing a productivity activity, which all of that, strong commitment play a role in supporting the success you want to achieve.

Brenda Lavigne in Cy Charney, says that Commitment is a meaning of achieving something together, where commitment can lead to

failure or success that will be enjoyed together, but if it fails, in fact, no one is a winner. (Charney Cy dan Sindoro 1998). It can be interpreted that commitment can lead to success or failure for us, where the stronger and better a commitment, the greater the chance of achieving success.

Kreiner and Kinicki, 2010, stated that commitment is a strong agreement to carry out an activity, whether it is for oneself or for other people in certain groups and organizations. Meanwhile, according to Schermerhorn, Hunt, Osborn and Uhl-Bien, 2011 stated commitment is strong or weak evidence of a person's loyalty to an organization (Wibowo 2012). There are various definitions of commitment from many experts, however, basically they are all the same, that commitment is one of the different traits or principles of each individual, which is usually reflected in the attitudes and behavior of each individual. (Wibowo 2012). That is, commitment can shape one's character in activities, in accordance with the principles including matters of loyalty. For example, if someone is committed to being a true entrepreneur for the rest of his life, then he must be faithful in carrying out his roles and duties by dedicating all of his expertise for the good of all parties related to his company.

There was also a statement at the UMY Annual work meeting, on Sunday, July 24, 2011, from the former Chancellor of UIN Sunan Kali Jaga Yogyakarta, which said that commitment is the most important capital a true leader must possess as a quality of self, and to increase the professionalism of human resources, then it is necessary to have a combination of one's HR with his or her commitment, because individual commitment is influenced by his view of something on his role and position, for example an individual's commitment to his organization. Also, commitment can be considered as one of the core of religion, because with commitment, we seem more valuable in improving the quality of professionalism. (Admin 2011). That is, the stronger commitment about something, the more focused he is on carrying out his roles and duties in a professional manner.

The commitment of a leader is the strong will and determination possessed by a leader in carrying out his work, with all his best efforts

to be able to achieve the specified goals. (Supriadi, Haliah, dan Kartini 2018). That is, if a leader is strongly committed to achieving success, he will strive for the best for his company/organization, because of that, there are companies that developing and progressing in expanding their business because they have leaders who are strongly committed, while, there are other companies, which are less successful in achieving goals, because the leader has a weak commitment, so that operations are not smooth and make they cannot survive.

Commitment in the business world is when we are willing to dedicate ourselves, time and opportunities for all activities in our business. where the dedication never changes, in joy and sorrow, in times of profit or when facing tests and disasters, remaining faithful to carry out the business we have chosen. (AlGhazani 2022). From this, we can prove that with commitment, we can achieve whatever we want, as has been exemplified by our prophet, Rasulullah Muhammad SAW, who has always been committed to the principles of a clean and honest economy, so that every word, attitude and deed in doing business uphold the practice of honesty, maintain trust and prioritize customer satisfaction, so that the business it runs is successful in achieving targets, even exceeding expectations. So, the Messenger of Allah should be used as an example for entrepreneurs in carrying out their business, so that they are successful and blessed.

Entrepreneurs are one of the very noble jobs, can please many people because of the various benefits provided such as creating jobs, reducing unemployment, reducing poverty and playing a role in the economic development of a country for the efforts made. (Soegoto 2014b). So, when we have decided to carry out the role of being an entrepreneur, we should have a strong commitment and maximum persistence in the process by mobilizing all available expertise, to achieve business success.

From some of the quotations above, the researcher relates the reality of practice that occurs in the field, showing that entrepreneur commitment is very important in achieving success and what is special is the entrepreneur's commitment to success not only for the entrepreneur and his company, but joint

success for all parties involved in his company, among other things, includes: 1. all workers in the company, because the more successful the business, the higher the welfare that the company can provide for its employees 2. suppliers who support the smooth operation of the business, because the more successful the company, the more it buys materials standard to its suppliers, so that the collaboration increases and becomes smoother 3. loyal customers who have supported the continuity of the company, the more successful the company, the more adequate facilities and infrastructure will be prepared for customers, so they feel more comfortable partnering with us and proud to have see our products/services in meeting their needs and wants, 4. For the state, they will receive more contributions, because the more successful the company, the greater its ability to pay taxes and its increased export activities, will provide even greater income, for the economy nation, which of course can contribute to improving people's welfare through productive activities to reduce unemployment and poverty.

To become an entrepreneur, one is required to be able to think holistically, understand the right business system, be keen to see available business potential, be able to adapt to the business environment, both domestic and global, be able to face business dynamics with various challenges, be reliable in managing all resources. owned, flexible in operating the business, having the best business strategy as an effort to achieve success and preparing oneself optimally to be able to win business competition for the existence of its business.(Soegoto 2014b). can be interpreted, that all of these abilities must be put into practice, so that it can be known, whether the entrepreneur is professional in his activities or not, because running the wheels of the economy within the company's container is a difficult thing, especially to maintain it as a growing and advanced business in the long term, it is very strong synergy is needed from all parties involved in it.

Entrepreneurs, in fact, are eagerly awaited by many people and the entire wider community, even by the nation and the state, because their efforts support economic development,

create new jobs, improve people's welfare, reduce unemployment, educate the nation, increase national competitiveness, make the nation proud in the international arena and various other noble actions.(Soegoto 2014b). This quote sentence is very inspiring and motivating, hopefully it can encourage students and all potential successors to the nation to be interested in playing a role in becoming high-quality Indonesian entrepreneurs.

Success is everyone's dream, which of course with different benchmarks, some have the principle that success is if you have abundant material, have lots of gold, have very high education, have lots of insight and experience, have lots of children/big families, or are successful. assessed because the career path can reach the top, regardless of the various versions of the meaning of success.

According to me, as the researchers, basically, the definition of success for entrepreneurs is when they are able to start their business from scratch, fight persistently so they can maintain the continuity of their business for a long time, continuously strives to develop and bring business progress towards a definite goal and direction, by carrying out every best activity, strategy, policy and management, which is fully aimed at providing good benefits and increasing welfare for the company, employees and their extended family, including helping improve the nation's economy and country.

Conclusion

Commitment is indeed easy to say or just intend, but in practice, especially for a long time, it is something difficult to do. There are those, at the beginning of the struggle, have a strong commitment, but over time, this commitment weakens. However, for everyone who wants to be successful, especially for entrepreneurs, commitment is the main thing that must be firmly held and applied wholeheartedly, so that it can deliver to the goals you want to achieve.

In the first step, every company must experience a hard and bitter struggle, which allows them to give up on circumstances, however, with a strong commitment, every entrepreneur will surely get the success he expects. As has been done by PT. Cipta Medya Filter, Tangerang, who started their business in the 1999-

2000s, who had to fall, crawl, get up, fall down, then get up again and within 22 years, finally, the company continues to grow and progress.

The strong commitment of an entrepreneur is reflected in his persistence in achieving his vision and mission, including through hard work to always maintain the best quality of the output he produces, providing excellent service, fostering good and harmonious relationships with suppliers who supply the company's needs in producing the output it produces, maintaining honesty and sincerity in our work, starting from the use of the best inputs, the production process according to appropriate standards up to the delivery of the best results into the hands of consumers, all are endeavored as well as possible.

Commitment is a simple thing that is very much needed in achieving success, but it is not easy to do. Some of the commitments to achieve success include 1. Commitment to discipline 2. Commitment to learn 3. Commitment to implementing a plan, so that you have a mature plan and are ready to start it. (Indonesia 2011). From this quote, we can interpret that every individual or entrepreneur has the right to have their own commitments and apply them in each of their activities, where these commitments influence their decisions in establishing policies, vision, missions and strategies to be used as an effort to achieve the success they expect.

As with entrepreneurs who have a strong commitment to success, commitment to employees is also needed, so that they work more optimally, take full responsibility, by devoting their attention, thoughts, energy and time optimally, so that it is hoped that each employee will be able to perform at his best, according to instructions and company expectations. (Handayani 2013). That is, the commitment of employers and companies focuses more on how to maintain the company in the long term, while the commitment of employees is more towards how they can perform well, so that the high productivity they do can support the company's success. This is same with the following opinion, that the commitment of a leader is the strong will and determination possessed by a leader in carrying out his work, with all his best efforts to be able to achieve the specified goals. (Supriadi, Haliah, dan Kartini

2018). If the two parties fully synergize together, then the company's success in developing, advancing and maintaining the continuity of the company can truly be realized optimally.

Success is a long step that must be taken, even though there is a possibility of losing or winning, but most importantly, one must be persistent in facing competition and tests that come and go, because with a strong commitment, there is a sense of full responsibility in trying to do everything the best and there is a sense of moral responsibility that encourages him to be able to fight as hard as he can for the achievement of goals. This is in line with the article written by Dewi and Burhan which states that commitment is a firm determination to carry out activities with full responsibility to achieve the expected goals. Entrepreneurs can achieve targeted goals based on their high commitment, because this encourages entrepreneurs to carry out their obligations and responsibilities in running a business, so that they can continue to progress and develop. (Purwaningsih dan Burhanudin 2021).

In general, with the principle of their commitment, entrepreneurs try to do the best managerially possible to achieve goals according to the vision, mission and strategy set, even though the commitment of each entrepreneur is different, what is certain is that whatever commitment you have will have an impact on the development, progress and continuity of a business. If a person is firmly committed to becoming a true entrepreneur, he will definitely run his business with all his body and soul, to do and produce the best to improve the welfare of himself, his company and all of its employees.

In running a business, according to the observations of researchers, entrepreneurs generally go through 3 stages, namely, the first or initial stage which is commonly called the start-up stage, where, at this stage, the steps feel very heavy in activities/operations, the second stage or the development stage, namely the process of growing and developing, where all personnel must focus, earnestly go through the process, even though it still feels heavy it still has to be faced, so that the business grows and develops as expected, then the third stage or the maturity stage, where at this stage maturity is

needed in making decisions and the best policies for the best results, because it is at this maturity stage that entrepreneurs can expand the development of their business progress, so that they are able to maintain their position in maintaining the business so that it continues to exist, along with increasing support from aspects of more experience, relationships, insights and improving the quality of capabilities and expertise in their fields, so that at this stage, Companies must be able to be more creative and innovative in running and maintaining their business in order to continue to win fair business competition, still have loyal customers and continue to run a business with high productivity so that it continues to exist until the peak of the targeted success.

This is in line with Natalia, 2021, which states that there are 3 important stages that must be passed by entrepreneurs, namely the first stage is start-up where entrepreneurs must prepare financially, employees and clearly directed goals, in order to stabilize critical conditions at the start of the business. , by continuing to evaluate the results, the second stage is the growth and formation stage, where the company begins to condition consistent income through increasing cash flow and income that it has managed to get from the output it produces and the right strategy used and solid relationships, then the third stage is the maturity stage which is the ultimate goal of entrepreneurs realized by the business expansion of their company.(Natalia 2021).

Table 1. Illustration of the General Description of Company Development of PT. Cipta Medya Filter During the period from 1999 to 2022

| Description | Start-up phase | Growth & development phase | Maturity phase |
|---|--|---|---|
| 1. Condition of the company: Aspects of assets, available workforce, and finance/financing as well as company operations. | It is still very limited, capital is limited, the number of workers is only around 10-20 people, supplies for operational costs are still minimal. | The situation has started to improve, assets have increased, the number of workers is around > 50 people, finances have begun to stabilize and continue to grow, facilities and infrastructure have increased, total productivity has also increased. | The workforce is more than 100 people, and the Company is expanding its business, by increasing the variety of products and services offered, as well as adding business units by building a company named PT. Cipta Medya Engineering, where is the location of PT. CMF and CME, domiciled in the Tangerang area, Indonesia, then began to explore other businesses in other sectors, namely building resorts independently in the Bangka Belitung Islands, Indonesia. |
| 2. Number of Sales Produced products and services | Still in limited quantity | The amount has increased much more | The number of sales and demand continues to increase, from various customers spread across the archipelago, Indonesia. |
| 3. The market share that was successfully achieved by company. | Just, was around the island of Java | Java Island and Sumatra | Throughout Indonesia |

| Description | Start-up phase | Growth & development phase | Maturity phase |
|---|---|--|--|
| 4. Welfare/prosperity obtained by the company and all of its personnel. | Standardization is based on stipulations and agreements between employers and workers regarding the rights and obligations that bind both of them, due to the limited capabilities possessed at the start of the company's existence. | Fulfillment of rights and obligations including work welfare and safety has improved, because it is adjusted to the standards and policies set by the government, so as to get health insurance, social security for workers who are more appropriate. | Providing welfare, work safety, social security and payment of salaries in accordance with government standards and always trying to be able to provide additional incentives or bonuses that are proportional to the success achieved by the company. |

Source: Processed data from interviews with Mr. Alex Lo the owner, director and also the entrepreneur of PT. Cipta Medya Filter and PT. Cipta Medya Engineering, Tangerang, Indonesia.

Every company goes through its own life cycle journey, starting from the beginning of its establishment until the end of its struggle, which is strung together in the process of the journey that must be passed. Every entrepreneur has their own strategy for running their company, and their commitment plays a major role in the process of achieving goals to achieve success.

According to Mr. Alex Wijaya, on August 28 2022 in an interview conducted, as a true entrepreneur who has a strong commitment to running his business, there are actually several things that must be done in the process of achieving success, namely by committing to do these 3 things as well as possible, including : 1. Carry out good human resource management, starting with recruiting the right people according to qualifications, must be able to work well and have high loyalty in fighting, so that they can actively synergize to achieve the best goals. 2. Maintain maximum harmony of relationships with customers and suppliers, through honesty and openness, so that if problems are found, the best solutions can be found, and through closely intertwined relationships will support the smooth implementation of all activities carried out. 3. Don't get bored to keep learning, be creative and innovative, by continuously improving and improving the quality of the goods/services it produces, easily adapting to the development of the times so that it is strong in facing various obstacles that come its way.

On the first point, it is same with the principle of HR management, namely only recruiting people who meet the qualifications to be able to join the company, namely the right man on the right job, that as long as the task is entrusted to the right people and according to their abilities, the results of work optimally provided. Meanwhile, according to Cushway, 1994 in Priyono, it is said that HRM is 'Part of the process that helps the organization achieve its objectives'. Which means Human Resource Management as 'part of the process that helps the organization achieve its goals.(Priyono 2010).

From that quote, we can interpret that through human resource management everything can be predicted and tried to be in the best possible condition, because HR is a company asset that plays an important role and can lead a company to success or failure, that's why in implementing HRM this cannot be done simply, Of course, because it has a big influence on the smooth running and success of a company.

The second point is maintaining harmonious relationships with all, one of which can be proven by a harmonious relationship between employers and employees, this will have a positive impact on business continuity for the long term, with a beautiful relationship, making all employees live and feel at work, thereby encouraging them joy in carrying out the task to the fullest. In fact, the workplace can be likened to our second home, because we spend a lot of time at work and/in our work environment, so

it is really necessary to have a harmonious relationship that is established, so that work performance can be good, work productivity is high and output results can be optimal. in terms of quality and quantity, and this condition can be created with good and warm relations from all lines both vertically, horizontally and diagonally, and this will really help the company to continue to exist operationally for a long time.

Mia, 2019, supports harmonious relationships, where, according to her, work relationships are very important in building a career and achieving satisfaction in carrying out every task in the job, that by continuing to make maximum efforts, you will be able to develop positive working relationships, through attitudes good things, such as listening to coworkers, communicating openly, respecting yourself and coworkers.(Dinisari 2019). This means that harmonious relationships must be sought & created, because harmony cannot grow by itself, but there must be harmony in a healthy relationship.

In reality, there are many ways that can be done by companies in fostering good relations with employees and colleagues, one of which is the moment of fostering good relations inside and outside the office, for example by inviting all company personnel to take a vacation together, information disclosure and communication 2 effective direction in all divisions can foster intense good relations within the company, because the more comfortable it is in carrying out its duties, the higher productivity will be created, the more output produced and of high quality, including the marketing sector and all business operations will run smoothly and all strive with joy to achieve success together.

The third point is to keep learning, being creative and innovative, with an attitude of never stopping learning to improve self-quality and getting used to being creative and innovative, so that companies are able to expand their business with a wider market share, are able to produce output with various variants and large quantities. more, including in it, all personnel as a whole continue to try to serve customers optimally, among others, through the availability of more adequate facilities, infrastructure

and facilities that can add to the comfort of all parties involved.

Entrepreneurs who are highly committed, will always be creative, innovative and adaptive in every situation that makes them tough and able to carry their company through a tireless process to continue to strive optimally to achieve the expected success. In line with Helmiatin's opinion which states, an entrepreneurial success is influenced by three things, namely 1. Hard work and perseverance, because with seriousness, hard work and perseverance, will support a person to achieve his goals, 2. Mental all out attitude. Forming a person to be persistent and not easily give up under circumstances, especially in the early years of business standing. 3. Innovative and creative. by creating interesting new ideas in developing their business, so that they are easily adaptive to keep up with market developments by creating products/services that suit the needs and demand of the market.(Helmiatin dan Mulyana n.d.).

Entrepreneur is someone with a creative and innovative spirit and ability, he is able to create something new and different (ability to create the new and different), able to start a business (start up), able to make something new (creative), able to seek opportunities (opportunity) dare to bear the risk (risk bearing) and able to develop ideas and manage the resources they have.(Soegoto 2014a). That is, if a person has these characteristics that are said by Mr. Eddy in his book entitled Entrepreneurship: being an accomplished businessman, then that person has an entrepreneurial spirit that should be confident to carry out his role to be a true entrepreneur who is ready to face anything to achieve future success, because an entrepreneur is someone who has his own business, opens jobs for other people and employs them by providing payment in the form of a salary or wages according to the agreement / agreement of both parties. Whether it's a small, medium or large business, if someone becomes the owner/leader of a business, then he can be called an entrepreneur.

Itturioz, et al 2014, said that Commitment is a business that arises from an entrepreneur and according to Ciasullo & Troisi, 2013, re-

garding Commitment, is the abundance of experience that has been passed / felt and the high level of education taken, will affect the formation of a commitment within oneself someone. (Rahayu 2018).

From the two opinions above, it can be interpreted that the strength or weakness of a commitment is influenced by many factors, but the most important thing is that commitment can be a strong foundation for persistently striving to achieve the expected goals. and this, in line with the book written by Prof. Wibowo, that someone will pay full attention and seriousness to his work performance (if there is no pressure when accepting an agreement), (Wibowo 2017). meaning, shows that someone who has a strong commitment will do all his duties and obligations with joy without feeling forced and with passion to do and give the best results in every activity it does.

In operating his business, every entrepreneur/company must have stumbled upon problems, failed as well, such as failing to achieve set targets, failing to produce output according to orders so that it was rejected and returned by customers or not accepted by the market, and so on. However, all of this does not mean that entrepreneurs stop learning to improve and improve their quality, trying to be active, more creative and innovative looking for various solutions so that their business continues to run conductively, can develop and be more advanced, and certainly, to achieve the dream of success. then every entrepreneur must have a strong commitment in operating his business, by staying focused on the choice of business he wants to run, consistently managing his business operations to the best standard, always maintaining trust, good name, promises that have been made, maintaining customer loyalty, continuing to be disciplined in carry out all of its activities, and continue to be determined to develop and advance the company to become even bigger all the time.

Commitment is a strong foundation for someone to achieve success, as well as for entrepreneurs, if the commitment is as strong as steel, it will encourage burning enthusiasm and effort in carrying out every business, and success is very likely to be realized optimally, from there it can be seen that there is a close

relationship between the commitment owned by entrepreneurs with the success achieved, because with the commitment they have, they are very enthusiastic about doing activities with the right and neatly arranged directions and strategies, well-coordinated and effective management, and all operations run smoothly and all of that leads entrepreneurs and companies to achieve success.

Practical Implications

The results of this study can help other researchers, investors, academics, practitioners, government, and entrepreneurs in various sectors to be more motivated to work because there are so many opportunities and business opportunities available, but often, many entrepreneurs are not sensitive and observant in taking advantage of opportunities. existing well.

It is hoped, with this research will be able to open insights for all of us, that the Indonesian state can definitely progress, if there are more and more entrepreneurs and all parties work together well, moreover, we have abundant natural wealth, but we cannot fully utilize it optimally, even though, we should be able to do better in managing existing wealth wisely, because there are many ways to be creative and innovative to achieve success.

This study explains the struggles of entrepreneurs in general or in outline, in implementing their commitment to achieve the expected goals/success, in several ways that are usually often applied in various business sectors, so that, it can give an illustration, that with a strong commitment and seriousness of effort in every activity done, can support entrepreneurs to be more productive in operating their businesses, so that entrepreneurs and their companies can make a greater contribution to the improvement of our nation's economy.

Confession

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