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DIFFERENTIATING NECESSITY AND OPPORTUNITY BASED ENTREPRENEURSHIP USING THE TIME PERSPECTIVE APPROACH

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Abstract

Nowadays, Youth generation tend to choose to become a self-employed than a worker. The demand to study entrepreneurship is increasing. Indonesian Government also support the entrepreneurship development by giving funding aids or business mentoring, thus they can run and grow their business. There are two types of entrepreneurship named necessity and opportunity entrepreneurship. This research aims to find the differentiation between two types of entrepreneurship using time perspective approach. This research uses explanatory research in both qualitative and quantitative research, focused on semi-structured interview and survey. The interview aims to find the differentiation between necessity and opportunity entrepreneurship while the survey use Time Zimbardo Inventory survey to find out the Time Perspective. The result between the interview and survey can then be analyzed to find the significant differences between necessity and opportunity entrepreneurship. The result is that between necessity and opportunity, entrepreneurship is significantly different on the Past Positive time perspective. Necessity entrepreneurship has highest score than opportunity entrepreneurship, thus, this research supports that necessity and opportunity entrepreneurship can be differentiated based on time perspective.

Keywords: Necessity Entrepreneurship, Opportunity Entrepreneurship, Zimbardo Time Perspective.
