BE A SMART LEADER IN ENTREPRENEURSHIP

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ABTRACT

Thinking about this 21st century leadership departs from the view that a public leader must recognize appropriately about himself, the condition and the aspirations of society or people whom are led by him. Besides, a leader should understand the development of strategic environmental problems faced in various areas of life especially in the field of investments, as well as the paradigm and the organization and management system in which he plays. The responsibility of a leader is to provide answers in smart, effective, and productive to all various issues and challenge together with his people. So, every leader needs to have certain qualifications and competencies in order to be successful in established entrepreneurial business.

Keywords: leader, leadership, entrepreneurial

INTRODUCTION

The question of leadership is always an interesting impression. Literatures about leadership always give an explanation how to be a good leader, the attitude and style that are appropriate to the situation, and the terms of being a good leader. An organization will succeed or even failed largely determined by the leadership. A noble expression that says that a leader is responsible for the failure of execution of a job. This shows even an expression which set the position of a leader in an organization at the most important position. Likewise leaders anywhere will always have responsibility.

Deepen the issue of leadership there are actually two opinions that mutual attraction, namely whether the leaders were born or leader that is shaped and forged. First sight, revolves around the notion that a will only become an effective leader because he was born with talents of leadership. While the second glance, revolves around the opinion that says a person's leadership effectiveness can be shaped and forged. So among the experts appeared as dichotomous views on the origin of the leadership. The most scientific paradigms can be accountable is contained between the two extreme views.

Leadership is seen is very important for two reasons: first, the fact that the replacement of leaders often change the performance of a unit, the agency or organization; Second, the results of research which shows that one of the internal factors affecting organizational success is leadership, including the process of leadership at every level of the Organization, competence and action leader in question (Yukl, 2001). Reality and/or ideas, as well as the results of such research cannot be ignored. All parties are aware of the existence of, so it appears the phrase: "change the leadership, change" policy, even to the point of things – the technical stuff such as replace space Office, change seats, or change the color of the walls, etc. As such, it is the

leadership of a complex phenomenon so that it is always interesting to be examined more in from time to time. How to be a smart leader in entrepreneurship?

LITERATURE REVIEW
In various literature, leadership can be examined from three viewpoints, namely: (1) the nature of the approach, or innate characteristics, or traits approach; (2) style or approach to action in the lead, or style approach; and (3) the contingency approach or contingency approach. In further development, the focus of the study more on the way – how to become an effective leader, including by developing an awareness of the spiritual capacity to become leader of the professional and moral.

Results of research experts in psychology show that people intellectually smart often is not the most successful people in business, leading as well as in their personal lives. But there is another element that is emotional intelligence or Emotional Intelligence (EI). An Executive or professional that is technically superior and have emotional intelligence (EI) high is the one who is able to resolve the conflict, the gaps that need to be bridged or filled, see the hidden relationship that promises opportunity and drove a dark, mysterious interactions which, according to the most biased considerations resulted in more ready, more nimble and quicker than anyone else (Robert k. Cooper, 1998). For it was then a leader other than intellectually smart (IQ) is also emotionally intelligent (EI).

Leadership includes processes affect organizational objectives in determining behaviour, motivating followers to achieve that goal, to correct the Group and influenced the culture. Leadership has a close relation with motivation. It can be seen from the success of a leader in moving people in achieving the objectives that have been set are very subject to the authority, and also that the leadership in creating motivation inside each person's subordinates, colleagues and superiors leadership itself.

In the life of society shows if there are groups of people who cooperate, then in need of a leader, he acted in control of its members both individually and in groups so that it is able to accomplish the goals that work together. The leader in need to engage in the practice of leadership. Leadership is an applied science, a branch of the science of administration, whereas administrative science is a branch of social science, then the leadership also included a group of applied social sciences. As a branch of social science, leadership is influenced by principles – principles, definitions, and theories. If in its application in practice lead, will hopefully provide a useful contribution to the success of leading groups or individuals.

It is remembered that the term entrepreneurship philosophically means ability in creative thinking and innovative basis behaves or Activator in the face of life's challenges. There are at least 3 additional sense of entrepreneurship, i.e.:

1. Response to business opportunities revealed in a set of actions as well as to fruition in the form of a business organization work, productive, and innovative.
2. Spirit, attitude, behavior, and the ability of someone to handle the business and or activities that lead to the effort of finding, creating, and implementing way of working, technologies, and new products.
3. Ability to manage business activities, ranging from the process of planning, executing, and bear the risk incurred to earn larger profits.

Many text books that have defined the characteristics of various aspects of entrepreneurship, gender, etc, the resulting product, age, as well as the psychological profile, such as those written by Griffin & Ebert (2005) and Boone (2007), which can be summarized as follows; 1). Have a passion for always business and social responsibility, 2). A commitment to duty, 3). Choose a moderate risk, 4). Sphinx capabilities for success, 5). A quick look at the opportunities, 6).

Orientation toward the future, 7). Always look back on the achievements of the past, 8). Have skills in organization, 9). Tolerance of ambition, 10). High flexibility.

Pinohot as quoted by Hisrich et. Al. (2009) compared the difference between traditionally entrepreneurial managers, both from the entrepreneurial individuals and corporations. Science leadership essentially learn about notions of leadership, toeri and interpreting principles – principles of leadership in order to examine the attitude of the leader behavior in acting lead. Leadership looked at the behavior of leaders when implementing the practice of leadership. So leadership related to the leader, the followers.

Component in leadership is the leader, the follower, the behavior or attitude of the leaders in the lead. The attitude or behaviour of the leaders will be the stimuli elicited responses from followers in the form of feedback and exists in the form of obedience of the followers or reaction against. So it can be a benchmark satisfaction of the followers or the level of the amount of conflict followers.

Real leadership is not determined by the rank or position of the person. Leadership is something that emerges from within and is the fruit of one's decision to want to be a leader, either for himself, for his family, for the environment, as well as for the social environment and even for his country. It is said with just straight by a General of the United States Army air forces Fogleman Ronal, General, U.s. Air Force: "you have to be wearing stars I don't think on your shoulders or a title to be a leader. Anybody who wants to raise his hand can be a leader any time. "

Leadership is a decision and more a result of the process of changing the character or internal transformation in a person. Leadership is not a position or title, but the birth of a long process of change in a person. When someone finds the vision and mission of his life, when there is peace inside (inner peace) and form a sturdy character building, when every utterance and actions started giving influence to the environment, and when its existence is pushing changes in the Organization, that's when a person born into a true leader. So the leader is not just a title or position that is given from the outside but rather something that grows and develops from within one's self. Leadership born of internal processes (leadership from the inside out).

How a leader in influencing the effectiveness of the group or organization are:

1. The interpretation of the external events by members.
2. The choice of objectives and strategies to be achieved.
3. Motivation of members to achieve the purpose.
4. Mutual trust and work together between members.
5. Organization of work activities.
6. The development of confidence and skills of members.
7. Learning and sharing of new knowledge between members.
8. The creation of a list of support and cooperation from people outside.

     Some of the views of other experts on leadership, among others, as follows:

   1. Leadership is interpersonal influence that is run in a particular situation, as well as directed through the communication process, towards the achievement of one or more particular purpose (Tannenbaum, et al., 1961:24).
   2. Leadership is a relationship that exists within a person or leader, influencing others to cooperate consciously in relationship to achieve the desired task leader (Terry, G. R, 1972:458).
   3. Leadership is bentuykan early and keeping the structure in expectation and interaction (Stogdill, 1974:411).
   4. Leadership is the art of influencing others to do the maximum performance in order to complete a task, achieve a goal or complete a project (Cohen, W. A, 1997:14).

5. Leadership as process affect a group of people so willing to work with – to achieve the goal of his group (Koontz and O'donnel, 1986).
6. Leadership is a process of persuading others to take steps towards a shared goal (Locke et al., 1991).
7. Those who consistently contribute are effective against social order, and expected and are perceived to do it (Kosking, 1988).
8. Leadership is an activity affects people-people that they want to work together to achieve the desired goals (Ordway Tead).
9. Leadership is a form of domination based on personal whim was able to encourage or invite another person to do something, based on acceptance speeches are or acceptance by the Group and has the right expertise for special situations (Prof. Kimball Young).

From these various definitions, can be drawn in a sense that leadership is a person's ability to influence, move, and direct the behaviour of another person or group to achieve the goals of the group in certain situations.

Important factors contained in the sense of leadership is
1. Utilization of influence.
2. Human relationships.
3. The communication process.
4. The achievement of the goals.

Based on the above understanding of items on leadership according to Nawawi (1995:16) is
1. The presence of someone who serves the lead, called the leader.
2. The existence of other allegedly led.
3. The existence of activities moving others, conducted by influencing and directing the feelings, thoughts, and the vagaries of the Act.
4. The existence of the objective to be achieved, both formulated in sitematis nor is voluntary.
5. the On going process within the group or organization, both large and small, with many or few people led.

The Myth Of The Leader
The myth of the leader is the view – the view or belief – belief that society attached to the image of a leader. This myth either consciously or unconscious influences the development of leaders in the organization. There are three myths that developed in the community, namely:
1. The myth of the Birthright, the leader holds that it was born not generated (educated). This myth is dangerous for the development of the regeneration of the leader because that is considered worthy to be a leader is a person who was born as a leader, so that instead of being born as a leader does not have the opportunity to be a leader
2. The For All – Seasons, holds that once that person becomes the leader forever she will be a successful leader. In fact the success of a leader in a particular situation and condition is not necessarily the same as the situation and other conditions
3. The Intensity, holds that a leader should be able to be assertive, hard and ferociously because it was basically a new worker would work if pushed the hard way. In fact the violence affecting work productivity increased only at the beginning – initially, the next productivity cannot be guaranteed. The violence creates pressure and lower the productivity of work.

Organizational Culture

According to Piti Sithi – Amnuai that: the formation of organizational culture occurs when members of a learning organization face problems, both problems that concern the external changes as well as the internal problem that concerns the unity and integrity of the organization. The formation of the culture in the Organization initiated by the founder (co-founder) of the institution through the stages as follows:

1. Somebody had the idea to establish the organization.
2. He is digging and direct sources of good people, cost and technology.
3. They put the basic form of organization and the Organization of work.

According to Vijay translation: by looking at the basic assumptions that are applied in an organization that divides the "Sharing the Assumption". Sharing means sharing the same value or equal value held by as many as possible of the citizens organization. Assuming a value that applies these same considered factors that shape the organizational culture which can be divided into:

a. Share thing, such as uniform as the clothes of the organization.
b. Share saying, for example, the expressions wingless, slogan
c. Share doing, for example, meetings, social events, service work as a form of regular activities that became the hallmark of an organization.
d. Share feeling, condolences, congratulations.

According to the opinion of Dr. Bennet Silalahi (2004:8) that the culture of the Organization should be directed on creation of value (values) that are at the core of the factors contained in the culture of the Organization should include, among other factors: Beliefs, values, norms, styles, creeds and Beliefs against the ability of workers

To realize the existence of organizational culture must be preceded by the integration or the unity of views that the managerial approach (Bennett) could be implemented, among others, include:

1. Creating a common language and concepts that emerge.
2. Determine the limits between groups.
3. Distribution of authority and status.
4. Developing jurisprudence, *tharekat and ma'rifat* in favor of community norms.
5. Determining rewards and reward.
6. Explain the difference of religion and ideologies.

Refers to the characteristic traits – intelligent emotionally as Goleman's opinion cited (1997), the characteristic feature of the smart leader – emotionally, among others:

1. Able to realise itself
    Included in it are able to identify themselves and their effects, assess yourself carefully including the strengths and weaknesses of himself and believes in himself in the sense of having self esteem and self capability.
2. Able to control oneself
    A leader must be able to manage his emotions effectively, have the honesty and integrity, responsible, capable of adaptation well and open to things – things that are new.
3. Motivate yourself effectively
    Have a need for high achievers (Needs Achievement), wants to be the best, commitment on target groups and organizations, initiative and always took the opportunity as well as the always optimistic.
4. Have a sensitivity to other people

A leader must be able to:

a. Understand the other person's good behavior, feelings, views and potential possessed by his men and is able to empower the most.
b. Service-oriented in terms of being able to anticipate, recognize and strive to meet the needs of others.
c. Developing others i.e., aware of the needs of others and working on that.
d. Able to cope with the diversity of the
e. Political Awareness i.e. able to read situations/keadaanemosi group.
f. Have the social skills

A leader needs to have the relationship skills with others. Emotional intelligence is able to provide clear communication and persuasion, convincing, able to inspire other people, groups and catalysts of change, able to manage conflict, collaborate and synergize.

Some experts wrote that the benefits of emotional intelligence, among others:

1. Assist in solving IQ – the problem is significant, important decisions and allow these activities quickly.
2. EQ directed constructively will improve the performance of intellectual property.
3. Help better yourself.
4. Maintain a balance between personal needs and the needs of others.
5. Help a leader in carrying out his role.
6. Can communicate openly and honestly.
7. Establish a highly effective team work and synergistic.
8. Enhancing creativity and innovation.

RESEARCH METHODS

This research was the qualitative theory of nature with the development of theories of leadership in entrepreneurial organizations. The main problem that occurs is the study of entrepreneurial leaders produce an awful lot of nature – nature belonging to the leaders who are not consistent between one leader with another leader. The theory of the nature of the leader is widely applied in the recruitment and selection of the leadership in order to fill the position of certain managerial or leadership in accordance with the criteria of competence.

RESULTS AND DISCUSSIONS

Individual intelligence is not only seen from the intellectual intelligence alone but also from his emotional intelligence and spiritual intelligence. After the intellectual intelligence emotional intelligence and then found the third intelligence that is believed to be the spiritual intelligence intelligence is able to enable the intellectual and emotional intelligence intelligence effectively and spiritual intelligence is the highest intelligence. With other intelligence such as; The urge to Excel, a desire to Excel, responsibility, initiative and striving, Staunchly against the odds, the responsibility of achieving results, task-oriented, technical skills, administrative Skills, Maintain coordination and team work, intellectual Skills, task Motivation, conceptual Skills.

One of the many leadership theories apply to transactional leadership theory (Transactional Leadership Theory). This theory is based on the assumption that leadership is a social contract between the leader and the followers. The leader and the follower is an independent party – party with the goals, needs and interests of each.

The relationship between leader and followers in transactional leadership theory is a contractual transaction, i.e. Exchange something that needed a leader with something in need of followers. Transactional leadership is based on the thought of providing motivation to subordinates through instruments such as money or reward system.

Characteristics of charismatic leaders according to Bass (1985) are:

1. Confidence
2. determination of the self
3. The capabilities required for transformational
4. the internal conflict resolution
5. The leader can be successful without having a charismatic nature. Successful leaders because it uses source – source of leadership such as compensation, career, participatory decision making and power konelsi with other leaders so capable of negotiating with his followers in order to obtain compliance.
6. Able to transform pengikutknya to create change in achieving the vision of her leadership when the charismatic leader it failed.

On the other hand, Bass (1985) revealed that one can lead without success or have a low charisma. Have charisma not is a guarantee someone will succeed in the lead. Robert j. House (1977) distinguishing personality traits and behaviors of charismatic leader and leader of the non – charismatic. The charismatic leader is a person who is confident, dominant height, the urge to influence others is high, the feeling of moral values, and believe the truth will be his confidence.

Limitations of charismatic leadership and the problem are:
1. unrealistic Expectations.
2. Dependency towards strong leaders.
3. The Reluctant to disagree with the leader
4. Followers expect leaders of successful and spell binding, if not able to create a crisis of credibility of leadership.
5. If that does not work, do the followers can feel betrayed by its leaders.
6. a strong charismatic Leader led to lower level managers easily lose the ability of lead. The leader of the charismatics can be deadly for all management levels below it.
7. Leaders demanded all-rounder. If you need a different competencies that are not owned by the charismatic leader requires time, energy, expertise and special attention to the issue.

One of the leadership roles that should be run by a leader in entrepreneurship is the role of stimulating work. This role can be executed by way of giving praise and support. Praise can be given in the form of awards and incentives. The award is a form of immaterial praise money, while the incentive is a compliment in the form of money or objects that may be quantification. The granting of incentives should be based on rules already agreed upon and transparent. The incentives will be effective in increasing morale if administered properly, that is to say in accordance with the needs of employees who are given incentives, and delivered by the highest leadership in the Organization, as well as given in a 'special event '.

The role of stimulating work in the form of providing support, can be done through the words, either directly or indirectly, in the sentence--the sentence that is suggestive. Support can also be given in the form of an increase or addition means of employment, adding that the staff qualified, work environment improvement, and such.

As decision makers every manager can act be entrepreneur, every manager should always try to improve and develop his work unit. Every manager should strive to create new, good ideas and concerns the system of relationships and forms (innovation) his work unit, as well as the development of the organization itself. A leader needs to have this spiritual intelligence and are able to synergize the intelligence quotient, emotional and spiritual intelligence in your empowers organizations that his flock.

CONCLUSIONS

The leader must be able to appreciate each role that has been played with by all parties participate in creating success. Thanks to the success of any leader is the obligation, within every success as a shared success. Even need to have success also is expected to be a golden opportunity to educate and teach one value – a new value to a lot of parties.

In addition to the assumption of the Translation, the share factor values and integration of Bennet, there are also several other organizational culture-forming factor from the results of research David Drennan ten years have found 12 factors forming the culture of organization that is: 1. The influence of the leadership of the dominant Foundation/party, 2. The Organization's history and tradition for quite a while, 3. Technology, production and services. 4. Industry and its competitions/intercollegiate competition, 5. Customers/academic stakehoulder, 6. The expectations of the company/organization 7. Information systems and control, 8. Regulatory and corporate environment, 9. Policies and procedures, 10. Measurement and reward system, 11. Organization and resources, 12. Purpose, values and motto.

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