

# **Perceived Value, Cultural Dimension and Kinship System of a Society: An Analysis of the Formation of Entrepreneurial Culture of the Minangkabau Tribe in West Sumatra, Indonesia**

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## **ABSTRACT**

This paper aims to examine and to discuss how entrepreneurial culture of a society (the Minangkabau tribe in West Sumatra – Indonesia) is formed from perceived values, cultural dimension, kinship system and an informal cultural based entrepreneurial learning of a society. As the context of the research, the Minangkabau tribe as one of tribes in Indonesia, experiences very supportive social environment in which entrepreneurial culture is recognised as a part of the tribe's way of life. A slight difference can be seen in perceived values and cultural dimension of the Minangkabau people compared to Indonesian people in general, as well as the existence of an informal cultural based entrepreneurial learning within this tribe which are viewed contribute to this very supportive entrepreneurial culture. No wonder, the Minangkabau tribe is known as one of the most entrepreneurial tribes in Indonesia.

This paper considers and argues that perceived value, cultural dimension, kinship system and informal cultural based entrepreneurial learning of the Minangkabau tribe have brought the direct and/or indirect positive consequence to entrepreneurial culture of a society. This is based on the analysis that was undertaken by considering the elements and index of cultural dimension and perceived values of a society and further, relate them to entrepreneurship.

Results of the analysis in this paper have figured the possible model of how perceived value, cultural dimension, kinship system and informal cultural based entrepreneurial learning can perform an entrepreneurial culture of a society – in which it is considered as the significant contribution in the research related to the culture and economics, in particular the relationship between culture and entrepreneurship.

**Keywords: perceived value, cultural dimension, kinship system, entrepreneurial culture**