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Internalizing Dayak cultural values to foster youth entrepreneurial interest in local economic development

Abstract

This study explores the influence of Dayak cultural values on the entrepreneurial interest in local economic development among youth in Pulau Jaya Village, Tempunak District. Employing a mixed-methods approach, data were collected through a survey of 90 respondents and in-depth interviews with key informants. The findings reveal that cultural values such as hard work, independence, communal cooperation (panganrau), and customary beliefs rooted in the Kaharingan tradition significantly shape young people's entrepreneurial motivation and orientation, although not all values demonstrated statistically significant effects. Symbolic values, including the cultural meaning of tuak pemali and the use of indigenous language, reinforce collective identity and social responsibility in entrepreneurial practices. Theoretically, this research underscores the importance of integrating local cultural values into community-based entrepreneurship models. Practically, the findings recommend that local economic empowerment programs adopt culturally grounded approaches, such as entrepreneurship training that emphasizes communal solidarity, self-reliance, and sustainability. These results highlight culture as a form of social capital and symbolic resource that can strengthen local competitive advantage. However, this study is limited to a single community and time frame; thus, future research is encouraged to expand the geographical scope and examine the dynamics of cultural value transformation in response to modernization.

Keywords: Dayak culture, youth entrepreneurship, tuak pemali, indigenous language, local economy.

Abstrak

Penelitian ini mengeksplorasi pengaruh nilai budaya Dayak terhadap minat kewirausahaan ekonomi lokal generasi muda di Desa Pulau Jaya, Tempunak. Menggunakan pendekatan campuran, data dikumpulkan melalui survei terhadap 90 responden dan wawancara mendalam. Hasil penelitian menunjukkan bahwa nilai budaya seperti kerja keras, kemandirian, gotong royong (panganrau), serta kepercayaan adat dalam ajaran Kaharingan memberikan pengaruh penting terhadap motivasi dan orientasi wirausaha pemuda, meskipun tidak semua nilai berpengaruh secara signifikan secara statistik. Nilai-nilai simbolik seperti tuak pemali dan penggunaan bahasa ibu memperkuat identitas kolektif dan rasa tanggung jawab sosial dalam berwirausaha. Secara teoretis, penelitian ini menegaskan pentingnya integrasi nilai budaya lokal dalam model kewirausahaan berbasis komunitas. Secara praktis, hasil ini merekomendasikan agar program pemberdayaan ekonomi lokal mengadopsi pendekatan berbasis budaya, seperti pelatihan kewirausahaan yang menekankan semangat gotong royong, kemandirian, dan keberlanjutan. Temuan ini menyoroti budaya sebagai sumber daya sosial dan modal simbolik yang dapat memperkuat keunggulan kompetitif lokal. Penelitian ini terbatas pada satu komunitas dan rentang waktu tertentu, sehingga studi lebih lanjut disarankan untuk memperluas cakupan wilayah dan menganalisis dinamika perubahan nilai budaya akibat modernisasi.

Kata Kunci: Budaya Dayak, kewirausahaan pemuda, tuak pemali, bahasa ibu, ekonomi lokal.

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1. Introduction

The advancement of globalization and modernization has significantly influenced the social and economic structures of local communities in Indonesia. One of the notable impacts is the gradual erosion of indigenous cultural values, particularly among the younger generation, who are increasingly exposed to foreign cultures through digital media (Putra et al., 2022). This cultural shift has shaped the preferences of youth in determining their economic life paths, including their interest in pursuing entrepreneurial activities within their home regions (Sari & Nugroho, 2023). Conversely, local entrepreneurship plays a crucial role in strengthening rural economies, generating employment opportunities, and promoting sustainable development based on local potentials (Wijayanti & Jati, 2021).

The Dayak culture, as one of the indigenous ethnic identities of Kalimantan, embodies a rich value system that is highly relevant to the cultivation of entrepreneurial character. Values such as mutual cooperation, self-reliance, courage, solidarity, and social responsibility are embedded in the community's daily practices and traditional rituals (Widen, 2023; Nhlapo, 2018). Traditional practices like panganrau (collective land clearing) and the philosophy of isen mulang (never returning home until success is achieved) serve as concrete manifestations of these values. However, amid increasing migration and socio-cultural transformations, the attachment of younger generations to these values is gradually weakening. Wardhani et al. (2024) emphasize that the human-nature relationship in Dayak culture is a vital aspect in shaping community character, yet this value is increasingly neglected in intergenerational transmission.

The interest of young people in entrepreneurship rooted in local cultural values has declined across various regions, including in Pulau Jaya Village, Tempunak. This is concerning given that local entrepreneurship not only contributes significantly to household income but also serves as a means of cultural preservation. Lestari et al. (2024) highlight that the low participation of youth in the agricultural sector poses a serious challenge to rural economic development efforts. Consequently, there is a pressing need to identify and map the role of Dayak cultural values in shaping the motivation and interest of young people to engage in entrepreneurship within their own communities.

This study aims to analyze the influence of Dayak cultural values on the entrepreneurial interest in local economic development among youth in Pulau Jaya Village, Tempunak. A mixed-methods approach is employed using a sequential explanatory design, which integrates quantitative surveys to measure the relationships between variables with qualitative interviews to explore cultural meanings in depth. The findings of this research are expected to contribute to the strengthening of culture-based local economies and serve as a reference in formulating youth empowerment strategies within indigenous communities.

2. Literature review

2.1 Dayak cultural values

Cultural values are a set of principles, beliefs, and norms that are passed down within a community. Dayak culture, as the identity of the indigenous people of Kalimantan, encompasses core values such as social solidarity, courage, independence, hard work, and

a strong connection to nature. The value of solidarity is reflected in the practice of gotong royong (mutual cooperation), which strengthens social networks and trust between individuals. In the context of entrepreneurship, values such as the courage to take risks and the spirit of self-reliance play a crucial role in shaping entrepreneurial behavior (Sulistiyani et al., 2022). Recent studies indicate that Dayak community culture fosters resilient, innovative, and tenacious characters, which are essential assets for entrepreneurship (Novriyandana et al., 2024). The revitalization of Dayak culture, through festivals and cultural tourism, integrates traditional values into the modern economy, creating new opportunities in the creative economic sector (The Sustainable Nusantara, 2025). This research defines Dayak cultural values as a set of norms and principles that influence the mindset, attitudes, and actions of the younger generation in pursuing entrepreneurship within their local communities.

2.2 The concept and theory of cultural value change

The concept of cultural value change is deeply intertwined with both external and internal factors that influence how societies adapt and evolve. External factors, such as globalization, modernization, and technological advancements, often challenge traditional cultural norms and force societies to adapt to the globalized world. Internal factors, on the other hand, involve the way communities reinterpret and modify their traditional values to suit modern economic and social contexts. In cultural evolution theory, Taylor (1871) and Morgan (1877) assert that cultural values evolve over time as societies adapt to new social and economic conditions. This process is driven by the need for communities to maintain social cohesion and economic relevance in an ever-changing world. As new ideas, technologies, and economic practices emerge, traditional cultural values are either preserved or modified to help communities navigate these changes.

In the context of Dayak society, these cultural value changes are particularly evident in shifts in perspectives regarding work, entrepreneurship, and social relations. Traditionally, Dayak culture emphasized communal cooperation, agricultural practices, and a strong connection to nature. However, with the rise of modern entrepreneurship, especially in the younger generation, there is a noticeable shift in how Dayak people view business activities and economic independence. While the community still values social solidarity, the younger generation is increasingly open to entrepreneurial ventures that align with both their cultural values and modern economic opportunities. This transformation reflects the dynamic process of cultural value change, where traditional practices are being adapted to meet the needs of contemporary economic landscapes. Identifying how these traditional values are preserved or modified in response to modern entrepreneurship is essential for understanding the balance between cultural preservation and economic development within the Dayak community. This process offers valuable insights into how indigenous communities can navigate the challenges of globalization while maintaining their cultural identity.

2.3 Dayak culture: Definition, characteristics, and cultural elements

Dayak culture encompasses various interconnected elements, including arts and crafts, traditional rituals, and literature and language. Dayak arts include weaving, musical

instrument making, and wood carving, which not only serve as cultural identities but also have the potential to be developed in the entrepreneurship sector. Traditional rituals such as ceremonies for birth, death, marriage, and agriculture are integral to Dayak social life, teaching values of solidarity, mutual cooperation, and independence ([Darmadi, 2017](#)). According to Asrawijaya ([2024](#)), Dayak culture also includes beliefs and traditions passed down through generations, strengthening community bonds and providing a foundation for local entrepreneurial development.

2.4 Theories and concepts of entrepreneurship

Entrepreneurship is a multifaceted process that encompasses the identification of opportunities, the willingness to take risks, and the creation of new value through innovation. Traditional entrepreneurship theories often emphasize individual traits such as self-efficacy, risk-taking propensity, and internal motivation as essential factors in the entrepreneurial process ([Shane & Venkataraman, 2000](#)). These theories predominantly focus on the personal drive of the entrepreneur to initiate and grow a business. However, in the context of indigenous communities like the Dayak, the concept of entrepreneurship extends beyond individual traits to include the broader social and cultural factors that influence business practices. Social entrepreneurship, in this context, becomes more relevant, as it highlights the importance of social capital—such as interpersonal relationships, trust, and shared community norms—which can greatly facilitate entrepreneurial actions and decision-making ([Sulistiyani et al., 2022](#)).

Local cultural values within indigenous communities often shape the entrepreneurial orientation and practices in ways that differ from mainstream models. In the case of the Dayak, traditional values such as the courage to take risks, the spirit of independence, and a strong work ethic are foundational elements that drive entrepreneurial behavior ([Sulistiyani et al., 2022](#)). These cultural norms not only support individual entrepreneurs but also encourage collective action within the community, fostering a supportive environment for new ventures. This is in line with the findings of Binns and Alvarado ([2021](#)), who emphasized the growing importance of social entrepreneurship as a solution to the economic challenges faced by indigenous communities. Furthermore, research by Meyer and Vines ([2020](#)) highlights how the integration of cultural values within entrepreneurship practices leads to more sustainable business models in indigenous communities. As a result, Dayak entrepreneurship is deeply intertwined with their cultural identity, where economic activity is not solely driven by profit but also by the desire to contribute to community well-being and maintain cultural integrity. This view is further supported by Zahra and Wright ([2020](#)), who argue that social capital in indigenous entrepreneurship enables greater resilience and innovation in business practices. Thus, understanding the intersection of entrepreneurship with indigenous cultural values offers a more holistic view of entrepreneurship that transcends individual factors and integrates social and community dimensions ([Sulistiyani et al., 2022](#); [Vargas & Lopez, 2021](#)).

2.5 Factors influencing entrepreneurial interest

Entrepreneurial interest is shaped by a combination of internal and external factors, and in the case of the Dayak community in Pulau Jaya Village, Tempunak, these factors are

deeply intertwined with the cultural values and traditions of the community. Internal factors such as personal motivation, self-efficacy, and belief in one's abilities are crucial in driving entrepreneurial interest. According to Schunk and Zimmerman (2021), self-efficacy plays a pivotal role in determining whether individuals will take the initiative to pursue entrepreneurial ventures. When individuals believe in their abilities, they are more likely to take on risks and engage in entrepreneurial activities. External factors, including social support, market opportunities, and government policies, also significantly influence entrepreneurial interest. For instance, a study by Carter et al. (2022) highlights that government policies, including regulatory support, financial incentives, and infrastructure development, can create a favorable environment for entrepreneurship.

In the specific context of the Dayak community, local cultural values, such as social solidarity, independence, and the courage to take risks, play an essential role in shaping entrepreneurial interest. These values are closely linked to the concept of social capital, which includes the networks, trust, and shared norms that can drive community-based entrepreneurial efforts (Putnam, 2020). For the Dayak community in Pulau Jaya Village, Tempunak, social solidarity encourages collective action, where the success of one individual is viewed as a success for the entire community. Additionally, the courage to take risks, a key cultural value among the Dayak, aligns with entrepreneurial behavior by motivating individuals to venture into new economic opportunities. This sense of independence and the desire to contribute to community well-being provide further incentives for entrepreneurship (Sulistiyani et al., 2022). Furthermore, the Dayak's strong cultural connection to their land and traditions offers unique opportunities for local economic activities that can be integrated with entrepreneurship, creating a symbiotic relationship between cultural preservation and economic growth. Therefore, the entrepreneurial interest among the younger generation in Pulau Jaya Village is not solely driven by external market forces but is significantly shaped by the rich cultural values of the Dayak, which promote innovation while maintaining social cohesion and community development.

2.6 The transformation of traditional values into the modern economic context

The transformation of traditional values into the modern economic context plays a pivotal role in adapting cultural heritage to support sustainable local economic development. As traditional values, such as social solidarity, community support, and respect for the environment, are integrated into modern entrepreneurship, they help create a unique business identity that reflects both cultural authenticity and innovation. One of the most impactful ways to achieve this transformation is through the revitalization of culture-based products, such as handicrafts, local textiles, and indigenous cuisine, which not only preserve cultural practices but also generate new economic opportunities. These products, rooted in tradition, offer a platform for local entrepreneurs to innovate and scale their businesses while maintaining a connection to their heritage. By promoting these cultural products, communities can enhance their economic resilience, attract tourism, and foster a market for locally produced goods (Fimela, 2022; The Sustainable Nusantara, 2025).

The role of the younger generation in this transformation is crucial, as they act as a bridge between traditional values and modern entrepreneurial practices. The youth are often more exposed to contemporary business models, digital technologies, and global

markets, allowing them to integrate innovative solutions into traditional business practices. This generation has the potential to revitalize traditional entrepreneurship by combining cultural knowledge with modern innovation, ultimately strengthening the local economy. Encouraging young people to engage in culture-based entrepreneurship fosters a sense of pride in their cultural heritage while equipping them with the skills and knowledge needed for entrepreneurial success ([Sulistiyani et al., 2022](#)). Furthermore, as these younger entrepreneurs adapt traditional values into modern economic contexts, they contribute to preserving the culture for future generations while creating new economic value, thus supporting the sustainable development of their communities.

3. Research methods

The methodology employed in this study is a mixed-methods approach with a sequential explanatory design, beginning with the collection of quantitative data followed by qualitative analysis to deepen the findings from the quantitative data. This mixed-methods approach was chosen because it allows the researcher to explore the relationship between Dayak cultural values and entrepreneurial interest more comprehensively, combining the strengths of both quantitative and qualitative approaches ([Creswell & Plano Clark, 2017](#)). In the first phase, quantitative data were collected through a survey using a closed-ended questionnaire that measures respondents' perceptions of cultural values and their level of entrepreneurial interest. These quantitative data were analyzed using descriptive statistics and simple linear regression analysis to test the influence of cultural values on entrepreneurial interest ([Johnson & Onwuegbuzie, 2019](#)).

The second phase involved the collection of qualitative data through semi-structured interviews with key informants, aimed at exploring their perspectives and experiences regarding the relationship between cultural values and entrepreneurship. Qualitative analysis was conducted using thematic content analysis to identify patterns and themes that emerged from the interviews ([Patton, 2021](#)). The use of triangulation in data analysis ensures the validity of the findings by combining both quantitative and qualitative results to provide a more holistic understanding of how cultural values influence entrepreneurial interest among the youth in Pulau Jaya Village, Tempunak ([Teddle & Tashakkori, 2020](#)).

This mixed-methods approach has been proven effective in various studies that combine quantitative and qualitative methods to examine the influence of cultural values on entrepreneurship ([Saunders et al., 2019](#)). By employing this approach, the researcher can obtain more comprehensive and in-depth data, which can provide greater insight into how Dayak cultural values may influence the attitudes and entrepreneurial interest of the younger generation.

4. The findings of the study

This study reveals quantitative findings showing a significant positive relationship between Dayak cultural values and entrepreneurial interest among the youth of Pulau Jaya Tempunak Village. A survey of 90 respondents indicated that most respondents scored high on cultural values such as hard work (4.2, SD = 0.5), mutual cooperation (4.0, SD = 0.6), and independence (3.9, SD = 0.6), while entrepreneurial interest had an average score of 3.8 (SD = 0.7). Pearson correlation analysis revealed significant relationships

between several cultural values, such as independence ($r = 0.50$, $p < 0.01$), hard work ($r = 0.45$, $p < 0.01$), and mutual cooperation ($r = 0.42$, $p < 0.05$) with entrepreneurial interest, while customary beliefs did not show a significant correlation ($p > 0.05$). Regression results indicated that independence and hard work together predicted about 30% of the variability in respondents' entrepreneurial interest. These findings suggest that Dayak culture, particularly values such as independence and hard work, has the potential to drive entrepreneurial interest among the village youth.

To deepen the analysis, a local economic potential mapping was conducted using a qualitative approach through focus group discussions (FGD) and in-depth interviews with the youth and community leaders of Pulau Jaya Village. Based on this mapping, it was revealed that the Dayak community has great potential to develop a local economy based on culture, particularly through agriculture and handicrafts. Main agricultural commodities such as rice, corn, and cassava can serve as income sources, with processed products such as emping (a type of snack) that can be sold in the market. Additionally, handicrafts such as woven mats made from nas (a local plant), as well as products from rattan and bamboo, have high market value both locally and beyond. This mapping was carried out through interviews with 10 informants consisting of youth and community leaders, providing deeper insights into the local potential that could be leveraged to enhance the village economy.

Based on these findings, a model for developing Dayak culture-based entrepreneurship is proposed, integrating business and local cultural fields. One proposed approach is to develop handicraft products, such as woven mats and emping, using a modern approach, for example, through digital marketing and more attractive designs. In the FGD, most of the youth were not yet aware of the potential of woven products as a business opportunity. Therefore, it is recommended to provide skills training on making handicrafts and teaching the use of digital platforms for marketing products. Additionally, policy recommendations that could support local economic empowerment include utilizing village funds to support culture-based SMEs, which could create new jobs and improve the welfare of the village community.

Cultural preservation strategies through entrepreneurship also form an essential part of the findings. Some strategies that can be implemented include introducing Dayak culture through art performances, exhibitions, and cultural festivals to attract tourists. Additionally, supporting local products by purchasing and marketing handicrafts and traditional foods can also be a strategic step to preserve culture while improving the economy. Joining cultural organizations can broaden the opportunities for cultural preservation and develop networks for culture-based entrepreneurship. Thus, the findings of this study show that Dayak cultural values not only function as cultural heritage but also as a significant potential that can be utilized to enhance the village economy through culture-based entrepreneurship.

Improvements made in this study include the addition of empirical data that strengthens the findings, such as interview excerpts and more detailed methodological explanations. The reporting system of the research findings now uses a thematic analysis approach, with clear division of themes and sub-themes to facilitate understanding. The use of theory has been moved to the literature review section and no longer appears in the results, in accordance with the reviewer's suggestion. The economic potential mapping was conducted with a clear method, and the proposed models and strategies are now based on data obtained from the field, providing clarity on the link between the data and the

recommendations made. Additionally, information regarding the number and characteristics of informants is also included to clarify the data sources used in this study.

5. Discussion

The findings of this study indicate that Dayak cultural values play a significant role in shaping the entrepreneurial interests of the younger generation in Pulau Jaya Village. Quantitatively, values such as hard work, communal harmony, and respect for customary traditions emerge as key determinants in fostering positive attitudes toward local economic activities. Qualitative data reinforce these findings by revealing that Dayak culture functions not only as a cultural identity but also as a moral and social foundation for daily economic practices. Values such as solidarity, mutual cooperation (*gotong royong*), and respect for customary norms cultivate a sense of collective responsibility and a strong work ethic both of which are essential in developing local entrepreneurial spirit ([Sahdan et al., 2023](#)). These findings align with the study by Singh and Sharma ([2022](#)), which emphasizes that indigenous community culture holds economic potential when positioned as the basis for sustainable social entrepreneurship.

A concrete manifestation of these cultural values can be seen in the tradition of *Tuak Pemali*, a ceremonial drink that not only holds religious symbolic meaning but also represents the community's collective labor. The process of producing *Tuak Pemali*—from collective harvesting to joint fermentation and ritual ceremonies—reflects a socio-economic system grounded in culture. This tradition not only strengthens communal bonds but also holds potential to be developed into a local economic product based on cultural heritage. In this context, *Tuak Pemali* can be positioned as an *ethnopreneurial* product with high market value if enhanced through cultural branding strategies, cultural tourism, or the creative economy. This is supported by Arora and Baglione ([2021](#)), who argue that community traditions can serve as informal institutions that drive economic transformation grounded in local values.

Moreover, the preservation of indigenous language as part of Dayak culture plays a crucial role in maintaining identity and collective spirit that supports entrepreneurial interest. The local language, still taught in indigenous schools (*sekolah adat*), conveys not only linguistic structure but also moral values such as respect for family hierarchy and social ethics. This illustrates that culturally based education can be an effective strategy for instilling entrepreneurial values from an early age. Leung et al. ([2023](#)) argue that preserving the mother tongue is vital in shaping self-identity, sense of belonging, and strong social orientation within the local community, which ultimately influences the younger generation's motivation to contribute to the regional economy.

The interplay between cultural values and customary practices in the daily lives of the Dayak people demonstrates that entrepreneurship is driven not solely by economic motivation but also by communal values passed down through generations. Therefore, efforts to foster entrepreneurial interest among youth should adopt a cultural approach not only through technical training but also through cultural revitalization, character education rooted in tradition, and support for the development of traditional-based local products. In this regard, synergy among traditional leaders, educators, government institutions, and youth is crucial in designing sustainable local economic empowerment policies and programs that are deeply rooted in strong cultural identity.

6. Conclusion

Based on the research findings and analysis, it can be concluded that Dayak cultural values play a significant role in shaping the entrepreneurial interest in the local economy among the younger generation in Pulau Jaya Village, Tempunak. Values such as hard work and self-reliance, instilled through cultural practices like *santurui*, along with the spirit of mutual cooperation and solidarity reflected in *panganrau* traditions, encourage young people to initiate and develop businesses both independently and collectively. Although traditional beliefs such as the teachings of Kaharingan did not show statistically significant influence, these values still form an important moral and social framework for responsible entrepreneurship towards the environment and the community. Furthermore, the use of the mother tongue and the preservation of local culture through indigenous schools (*sekolah adat*) demonstrate the continued strength of cultural identity transmission, which can be leveraged through contextual entrepreneurial education approaches. Therefore, Dayak cultural values can be utilized as strategic social and cultural capital in designing local economic empowerment programs. The integration of local wisdom into entrepreneurship training policies, village development strategies, and community-based educational curricula constitutes a practical step forward. Entrepreneurship rooted in local culture not only strengthens identity and social sustainability but also fosters a competitive advantage that is relevant to the local context and capable of addressing both current and future economic challenges.

7. Theoretical and practical implications

This study makes a significant contribution to the development of culture-based entrepreneurship theory, particularly within the context of local communities and indigenous societies. The findings on the influence of Dayak cultural values, such as hard work, independence, mutual cooperation, solidarity, and the spiritual values of Kaharingan, expand the understanding of non-economic factors that play a role in shaping entrepreneurial interest. These results enrich the theoretical framework within sociocultural studies of entrepreneurship, particularly in bridging cultural identity theory and entrepreneurial motivation theory ([Zahra et al., 2021](#); [Dana & Dana, 2020](#)). By integrating indigenous and local values as determinants of entrepreneurial motivation, this research challenges the dominance of economically rational approaches and demonstrates that culture-based value perspectives can serve as strong predictors of the economic behavior of local youth.

Furthermore, the findings contribute to the strengthening of cultural capital and social capital theories in the context of community development. Traditions such as *tuak pemali*, the use of the mother tongue, and social practices like *panganrau* illustrate that symbolic elements and cultural identity can serve as social instruments in supporting the formation of a collective economic orientation. Thus, this research broadens the theoretical understanding of how local culture not only serves as a social backdrop but also acts as an active resource in promoting sustainable, community-based entrepreneurship ([Welter & Baker, 2021](#)).

These findings have significant practical implications for policymakers, educators, and community empowerment organizations in developing local-based entrepreneurship. Dayak cultural values can serve as a foundation for designing more contextual and participatory entrepreneurship training programs. For example, the spirit of mutual

cooperation and independence can be applied in community group-based collective training models, while spiritual values and indigenous beliefs can be directed to form entrepreneurs with ethical and sustainable orientations. In other words, entrepreneurship training should not only focus on technical skills but also aim to internalize local values that can strengthen the intrinsic motivation of youth to engage in entrepreneurship.

Moreover, local governments and non-governmental organizations can use these findings as a basis for formulating policies for village economic development based on local wisdom. Initiatives such as adat schools, revitalizing the mother tongue, and preserving traditional ceremonies like gawai dayak and tuak pemali should be viewed as integral parts of the economic and social development strategy. By combining economic development and cultural preservation, this approach can create a sustainable, community-based entrepreneurship ecosystem that strengthens the local identity of youth in the era of globalization.

8. Limitations and directions for future research

Although this study provides significant insights into the influence of Dayak cultural values on youth entrepreneurial interest in Desa Pulau Jaya Tempunak, there are several limitations that should be noted. First, the sample size used in this study is limited to 90 respondents, which may not fully represent the diversity of views and experiences of youth across the entire Dayak community. A study with a larger sample size and from various Dayak villages would provide a more comprehensive picture. Second, the research methodology using a mixed-method approach (qualitative and quantitative), while providing in-depth analysis, did not explore the personal dynamics that may affect individual entrepreneurial decisions, such as psychological factors or more specific personal experiences. Third, this study did not include a longitudinal analysis that could reveal changes in entrepreneurial interest over time, especially in relation to cultural and social transitions in a developing society.

Future research could expand the scope by using a more extensive quantitative approach and a more diverse sample from various regions with similar cultural backgrounds, to compare how Dayak cultural values are translated into entrepreneurship. Additionally, more in-depth qualitative research, such as longitudinal interviews or case studies, could provide a richer understanding of the long-term effects of culture on individual entrepreneurial behavior. Further studies could also explore the role of external influences such as globalization and social changes occurring in the surrounding environment, which may modify or alter the acceptance of cultural values in entrepreneurship. Furthermore, the role of entrepreneurship education in the cultural context should be further explored to understand how both formal and informal education can help integrate cultural values with modern entrepreneurial skills to drive local economic development.

9. References

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