

Cultural Identification of Entrepreneurship Competency through Tampan Tailor Film based on Multimodality Perspective

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ABSTRACT

Tracing the life story of an entrepreneur, many ups and downs occur and are difficult to map in detail, but their track record can be clearly illustrated through the medium of film. This research aims to map out the key visuals through the scenes of Tampan Tailor, as one of the films that promoted entrepreneurship in Indonesia, through multimodality. Multimodality research will use the mixture of Cultural Performance Theory by Victor Turner and 13 Indicators of Entrepreneurship Competency by Spencer & Spencer in order to map the key elements of the film scenes. This research relies on a qualitative approach with Multimodality Discourse Analysis by O'Halloran. The visual data collected in the research shows that entrepreneurship capabilities comes from the hardships the character faced along the story, even though the character does not contribute directly to tailoring business for the first half of the film. This is strengthened by financial condition of the character and his daily life to develop his entrepreneurial skills. Commitment, Perseverance, High Performance Focus and Opportunity are the key factors to develop entrepreneur's competency as displayed in Tampan Tailor film. Throughout the visual scenes in the film, the audience can identify how the main character develops his soft and hard skills necessary to become a quality entrepreneur. It can be concluded from this research that there are numerous ways to express how entrepreneurial skills should be developed. These skills can develop not only in their field of expertise, but also outside their field which highlights the importance of working experience in order to become an entrepreneur.

Keywords: *Tampan tailor, entrepreneurship competency, cultural performance, film, multimodality.*

INTRODUCTION

It is undeniable that entrepreneurship has proven to be one of the deciding factors of a country's economy. Through hardship and perseverance, entrepreneurs are not only rewarded by a mass amount of revenue, they are also opening more job vacancies for others to improve economy funding. In addition, Lounsbury (2001) defines entrepreneurship as a source of capital acquisitions and the creation of wealth. Therefore, there is no shortage of attempts to promote entrepreneurship to the community and key

factors to be a successful one. Entrepreneurship also comes by selling personal skills to the consumers or audience. High performance will attract more audience which allows the individual to rake more revenue from a specific skill such as playing games or acting (Marta et al., 2021). In late 2010's and early 2020's, esports has proved to sell player's skill in order to earn more revenue. As the electronic sport gains popularity, so is the revenue gained by both organizers and the participants in the competition (Marta et al., 2021).

COVID-19 Pandemic proved to be a more encouraging aspect for citizens to engage in their own business. More entrepreneurs who emerged in the pandemic has assisted the economy from collapsing, which leads to a global economy crisis (Hashim, 2019; Ahmad et al., 2015). Various countries across the world started to convince their citizens to start their enterprise to mitigate the pandemic's damage towards the global economy. They have used numerous attempts to encourage entrepreneurship, starting from problem solving to their locale until maintaining their enterprise in the long term period (Azlan & Rahim, 2017).

Apart from encouraging citizens to become entrepreneurs, there are several other mitigation measures that holds the global economy's collapse. Nearly all of which is assisted with the current technology to prevent further physical contact, which potentially spreads the virus (Wang et al., 2021). Film distributors were also taking the same fashion by releasing digital version of watching film. Crowds in the cinema may also be a nesting place for the virus which enables it to spread within a short time with a wide variety of victims (Susilo et al., 2021).

Of all the attempts provided by numerous partitions, one of Indonesia's film, Tampan Tailor, promotes such things in their terms and discusses key competencies of being an entrepreneur subconsciously. Tampan Tailor follows the culture of Jakarta as one of Indonesia's metropolitan city and the biggest source of opportunity (Agung, 2019). The representation of metropolitan city of Jakarta is also being displayed as a deciding factor and motivator of being an entrepreneur from the film's character. Tampan Tailor film is also one of the methods to introduce entrepreneurial skills to the commoners who resides in Indonesia, Jakarta in particular. The film's settings derive the metropolitan city's economical struggle pointed towards the suburbans which potrayed an insight of an entrepreneur living in suburban areas of Jakarta (Arandas & Ling, 2020). This is supported in light of the COVID-19 pandemic, which caused a global economic collapse. Several global citizens have encouraged themselves to start their own businesses because of their collapsing revenue and need for financial support (Achmad et al., 2020).

Entrepreneurship is an identity through business. Through different perceptions of entrepreneurship, people see different values of it and how they approach this prospect (Fernando et al., 2020). It is also important to construct brands in entrepreneurship as they provide stronger identity through visual and auditory messages. Visual logo and taglines will strengthen customer's perception of a business and offers high reward if done precisely (Latukolan et al., 2021). This entrepreneurship identity will build customer's loyalty progressively and significantly affects the business. Loyalty through identity, trust and value of the business proves to be an unbreakable bond between entrepreneurs to consumers (Sari et al., 2021). In correlation to the COVID-19 pandemic, identity building is further enforced using digital technology. Current technology advancement provides practical support for creating an enterprise's identity for the audience (Briandana et al., 2020). As a

result, entrepreneurs are more distinctive in constructing identity to distinguish them from their competitors.

Entrepreneurial competence is important to prepare younger generations to develop their profound experience of entrepreneurship. As business shift to a more dynamic global market, entrepreneurs must improvise and adapt in order to overcome unpredictable challenges ahead of time (Tittel & Terzidis, 2020). Attitude is required as an entrepreneur character to possess a structural and logical decision making. The framework of entrepreneurs innovative thinking will give them the edge over the digital market following the surge of Industry 5.0 (Aslam et al., 2020).

In retrospect, film bridges the representations through fiction towards the reality within the community. Different ideologies will see metaphors of film in a unique way and provides novelty insight about films (Lumampauw et al., 2021). Therefore a thorough understanding of a culture is important to film creators. Culture understanding will allow film creators to build the message while maintaining the audience's perception of the visual (Marta, 2018). Film can be used as an identity creator of a specific country. Plurality in cultural style and structural development in films are the factors of this identity building (Sya et al., 2020). *Tampan Tailor* film is no exception to this since it provides more insight about Jakarta as a metropolitan city in Indonesia.

There are numerous media that provide film as a method to express people's feelings. This is done thanks to how wide open the availability of digital media and their practical use (Kusumawadani et al., 2020; Rosli et al., 2016). Film also serves as personal stimuli for audience in order to engage in a specific program. This is further supported by COVID-19 Pandemic where people in the world are restricted in mobility (Susilo et al., 2021). Despite the crumbling economy, film remains available for global audience. Media, film and documentary also represents how society has been struggling during the pandemic (Chinmi et al., 2020; Pristianita et al., 2020). Media communication will be proven to stand with time for a longer time period due to its influence to the public. It is capable of driving enthusiasm, expression and behavior to the audience and build a strong relationship between communicator and the communicants (Jaffery et al., 2020).

Media communications have also been shown to represent social changes. Bahrudin's (2021) research has displayed the shift of attitude towards audience related to the religion represented in "*Ketika Mas Gagah Pergi*" film. Religious context approach can increase the influence of the audience if it's pointed towards the right target which will improve their social and religious acts. Another case of dynamics in media communication is portrayed by photojournalism of Donald Trump which affects Indonesia's online news media (Makmun et al., 2020). The influence of Donald Trump results in building a new consumer's perception and their awareness towards the figure, either positively or negatively. Media communication's usage to cover religious conflict is used to involve the public towards the specific topic. There are numerous ways for journalists in order to witness the heated battle, one of such is constructing relationship towards news sources to connect themselves into the conflicting field (Dulwahab et al., 2021). After which they can conduct interviews with everyone involved in the conflict and publishing the accurate model of the media communication to the audience.

Based on the research background, the researchers decide to take *Tampan Tailor* as a research object into promoting key competencies of an entrepreneur. *Tampan Tailor* film will explore the cultural values of suburban living in Jakarta and uses them to build the

character's entrepreneurial skills (Mulyana & Yaputra, 2020). These competencies will be identified from multimodality perspective as a means to bridge the representation of entrepreneurs in the film towards the reality of entrepreneurs.

LITERATURE REVIEW OR RESEARCH BACKGROUND

As the title suggests, there are several researches that discusses competencies of being an entrepreneur. One such instance is from Riyanti & Suwartono's (2018) research about 258 entrepreneur candidates from Yogyakarta and Jakarta. The research found that there are three keys that decides a successful entrepreneur, being Business Management Capabilities, Strategic Thinking Skills and Abilities to See Opportunities. Another research from Sandroto et al. (2021) implicates citizens of metropolitan city is more willing to become an entrepreneur compared to countryside citizens.

In order to expand more state of the art researches. Irene conducts a research that involves female entrepreneurs in South Africa. It is discovered in the research that apartheid is also a factor of being an entrepreneur, as 128 women entrepreneurs in South Africa are being interviewed and surveyed through mixed method (Irene, 2017). Cross cultural phenomenon that happened to the community drives women in South Africa to strive through entrepreneurship and live independently as opposed to the past ideology where female is at a disadvantage compared to male. Liñán also discovered the similar thing when the research team analyze diverse entrepreneurs from Spain and Taiwan. Cultural values provide useful information on how entrepreneurship is seen by different perspectives (Liñán & Chen, 2009).

On the other side, Agarwal conducted a research in India that relates to entrepreneurship competency where women entrepreneurs are being observed to identify key competencies of an entrepreneur. It is found in the research that promotional programs and policy to encourage entrepreneur plays a major factor towards women entrepreneurs in India (Agarwal & Lenka, 2017). Additionally, ethnicity drives the opportunity of entrepreneurs to seek consumer targets in a specific group of their desire. While ethnicity business offers high loyalty and trust in customer groups, it is extremely limited and may not offer purchase strength desired by entrepreneurs (Freeman et al., 2020).

a. 13 Indicators of Entrepreneur Competency

Everyone can be an entrepreneur, but not everyone is a good entrepreneur. Therefore, numerous researches have managed to identify the indicators to divide the competencies of being an entrepreneurship (Arafah, 2015). There are 13 key factors to map the competency of entrepreneurs as stated by Spencer & Spencer, which will be elaborated in the following table (Riyanti et al., 2020; Sandroto et al., 2018):

Table 1: Indicators of Entrepreneur Competency

Code	Name	Definition
INI	Initiative	Entrepreneurs proactively contribute to business development
OPP	Seeing Opportunities	Entrepreneurs are capable of spotting, seeking and developing opportunities presented to them
PSV	Perseverance	Entrepreneurs are capable of working under pressure until the job is completed
INF	Searching Information	Entrepreneurs actively seeks information to improve the business
EFF	Efficiency	Entrepreneurs are capable of acting quickly with precision

FCS	High Performance Focus	Entrepreneurs possess adequate time management to finish their assignments
CMT	Commitment to the Job	Entrepreneurs are committed to their job despite facing tough challenges
SYS	Systematic Planning	Entrepreneurs plan their business with logic and structure
PS	Problem Solving	Entrepreneurs can solve problems in an innovative way
SC	Self Confidence	Entrepreneurs are not only confident, but also influence others near them
PRS	Persuasive Skill	Entrepreneurs are able to convince people to support them
STR	Strategy Influencing	Entrepreneurs are capable of approaching people who can support them
AST	Assertive	Entrepreneurs are capable of holding basic principles of business

These indicators will provide the element basis of multimodality research. Through multiple visuals in *Tampan Tailor* film, the research will map the key majority of what is required to be a competent entrepreneur (Schmiz, 2017).

b. Cultural Performance Theory (Victor Turner, 2008)

Cultural Performance Theory of Victor Turner explains how culture represents the reality of society. It is identified that culture empowers their people towards different events (John, 2014). Victor Turner supports this statement through cultural performance that is capable to innovate and change the cultural structure entirely (Battaglia, 2020). Kishore & Stiff (2020) identifies cultural performance theory in film as a means to observe reality through visual and media. There are three elements of Cultural Performance Theory which will be explained in the following table (Littlejohn & Foss, 2009):

Table 2: Cultural Performance Theory's Element

Code	Name	Definition
PLY	Play	Meaning is constructed through daily activities
POE	Poetic	Cultural activities play a part of building meaning
PWR	Power	Implication of the film object's status or strength

The three elements described above will be the second pillar of multimodality research model. Cultural values displayed by *Tampan Tailor* visual scenes will assist the research into identifying how culture represents the indicator of entrepreneur's competency (Battaglia, 2020).

METHODOLOGY

The study is a qualitative research with Multimodality Discourse Analysis as the research method. O'Halloran's Multimodality (2011) will be used as an instrument for this research. This instrument explains how visual is interpreted by different perspectives (Tang et al., 2020). Multimodality allows the researcher to identify how the scripts of *Tampan Tailor* Film creates a message of entrepreneurial competency towards the audience. The importance of perceiving language in different context will identify how the communicator of the film wishes to encourage the public to start their own enterprise (Harry et al., 2021). There are several factors that involve different perceptions on visuals. The purpose of visuals, past knowledge, individual expectations and behaviour simultaneously affects perspective and meaning towards different individuals (Koch et al., 2018). The research uses semiotic tradition with interpretive paradigm to emphasize visual interpretation from a film.

Tampan Tailor film is the main object of this study and the data is collected throughout the first quarter of September 2021. After the data collection, two elements from 13 Indicators of Entrepreneur Competency and Cultural Performance Theory will be mapped across the visual in order to convey the message through different scenes (Ali, 2019).

RESULTS AND DISCUSSION

Tampan Tailor film illustrates how entrepreneurship starts by gaining experience on key competence to become a successful entrepreneur. Even though the competence building does not come exclusively from the tailoring, the entrepreneur's display in the film works in a tailoring expertise in particular. The success factor does not only come from the expertise they're in, but also involves hardship from external and internal factors that the entrepreneurs face along the way (Rech & Migliorati, 2021; Umukoro & Okurame, 2017). Throughout the film, the main character faced different hardships that develop the competence indicators. This is implied through visual composition, character dialogs and music tone to construct a message.

The first key scene of the film begins at the very beginning where a man stands on top of the building, nearing the edge of the rooftop. Darker color schemes with gray composition allows for a dark approach in the movie story and the prologue narration allows audiences to identify the state of the character who is about to take a fall. Based on the description above, it is vaguely displayed that an entrepreneur should persevere through challenges as opposed to the scene where the character is on his breaking point (PSV). The state of the character implies the status of a visual object in order to construct the indicator of entrepreneur's competency (PWR). This is further strengthened by entrepreneur's culture which requires every entrepreneur to possess an inadequate character when running a business (Mustafa et al., 2019).

The next key scene of the movie lies within a dark scene with a more vibrant color of a tailoring machine at work, as well as the character tailoring a cloth in the following scenes. It is identified in this scene that an entrepreneur should commit to their job and prove that they are capable of maintaining pressures within the field (CMT). Daily activities of a tailor are presented in the scene to illustrate the character's commitment to tailoring (PLY). Tailoring activity displays how the movie's storyline will play out and it will reflect on the character's personality and skills related to it. The study then identified tailoring as a part of the main character's entrepreneur competency displayed in storytelling.

The third key scene displays two different scenes that correlate to each other where the main character, named Topan, is forced to close down his tailor shop due to debt. The first scene introduces a woman who owns the estate reclaiming the ownership of the building from the main character. This is supported by a sign behind the window that mentions "Dikontrakkan" which translates the building is available for rent. The following key scene displays the main character alongside the estate owner to discuss how the character continues to approach the tailoring business, which he has no further plans for. The character's financial status explains how difficult it is for entrepreneurs to maintain their business if not done correctly, whether it's external factors or internal factors (PWR), and illustrates the character's perseverance to the job even though he had just closed down the shop (PSV). This financial management occurs not only in business, but also applies in

real life (Samiaji et al., 2022). Each individual's decision will decide how they will sustain their daily life and the future ahead.

The following key scene is shot at a jacket shop where Topan is distributing the last of his tailor product to the seller and receives the final payment before he has to look for another job. This payment will be the last straw for Topan and his only son to survive the rough metropolitan city's suburbs. Another case of financial status of the character displays the state to survive in the city (PWR). This is further strengthened by the state of the culture of suburbs which every citizen fight on their own in order to sustain themselves. The indicators of entrepreneur competency lie within the character's commitment to distribute the product, even though he has stopped producing the jacket (CMT).

The fifth key scene shows Topan walking alongside the major side character in the film that supports his work. In this scene they are discussing about new job vacancies that doesn't have anything to do with tailoring. One such thing is becoming a train station ticket broker which the character ended up being arrested later in the story after attempting to sell a ticket from an undercover officer. The scene implicates the character being opportunist as an entrepreneur and willing to take risks in order to earn some revenue (OPP). The setting of the scene implicates daily life in the suburban, while the dialogs between characters indicate that there is more than just daily life. There is an attempt to mirror the two character's financial condition as the reality of suburban citizens in Jakarta (PWR). As a metropolitan city, The Capital City of Jakarta possesses different cultures related to the citizen's economy and it is represented through the characters in the film as a suburban citizen.

The sixth key scene displays Topan reading a letter from his son's school regarding the tuition. This is implied from the previous scene where one of the school's teacher sent the letter to him and advises to find another school. From the description, it is also noted that entrepreneurs should not only commit themselves to their work, but also able to manage their spending systematically (SYS). For this case, the character may not be involved in any entrepreneurship activity yet, but it signifies that financial management is important aspect to learn since the beginning of the career (Khaerunnisa & Cahyadi, 2019). Another element of financial strength plays a part to build a message of entrepreneurship competence towards the audience (PWR) to emphasize the urgency of spending management. This is related from to suburban culture of money management which they hardly ever thought of saving after receiving their paycheck. As a result, they lack future savings which would be troublesome in case of emergency.

The seventh key scene shows Topan embarking on his ticket broker job. There are three instances where he works as a station ticket broker. The first run went well throughout the day, the second attempt was slightly shaky due to him being noticed by one of the security guards, but managed to escape. It is only after the third attempt where Topan was busted when he was attempting to sell a ticket to an undercover security, after which he was taken custody to the police station. The three scenes display the determination of the character to his work and earning revenue (CMT), which will be important in the future. Cultural values of Jakarta, where there are numerous brokers during the year of 2010's, are being used to build the character's commitment to the job (POE) (Marta & Sierjames, 2018). Metaphorically speaking, broker has been a thing in Jakarta and is divided into different sections. There are brokers for driving license test,

brokers to bypass 3 passengers' rule in certain roads and brokers for taxes to bypass certain conditions for ease of citizen's work, albeit violates the law.

The eighth scene presents Topan working in a construction area, a different type of job compared to the broker. Despite the extreme work environment towards physical state and after being released from custody, the character remains determined to earn his paycheck in order to survive. The scene shows another development of commitment from the character to represent entrepreneurship competency (CMT), while daily activities from a construction worker is displayed to convey the message of entrepreneurship competence building (PLY) (Sohn, 2017). The correlation between daily activity and commitment is displayed by construction worker in order to survive in the metropolitan city's extreme work competition. Therefore, they have to maintain their composure so they don't get replaced by someone else.

The ninth scene shows Topan being introduced to a name card of a tailoring company by another side character, named Brita. Here, Brita noticed that Topan works at the construction site while he has a different passion. Therefore, she tried to offer him the job opportunity similar to his field of expertise. It is shown in the scene that the character's initiative to take a job fitting to his passion and the capability to go for it in the following scenes where he applied the tailor job in the company builds the character of entrepreneur's capabilities (INI). The character's strength in his tailoring abilities emphasizes the performance metaphor in the scene where the side character mentions his ability (PWR). It is also proven in the beginning of the film where the main character is displayed tailoring a cloth as an introduction. This implicates the character's tailoring specialty at the start of the story.

The tenth scene displays Topan after being accepted in the company he applied after being introduced to Brita's acquaintance. It is clear in the expression that he is optimistic about his work and is willing to contribute to the business. The film's scene allows the audience to see that the character is opportunistic about his job when he took up the offer from the side character and willing to develop this opportunity (OPP). It is also with his building financial status that he conveyed this entrepreneur capabilities development to the audience in one scene (PWR). The confidence of an entrepreneur has to be displayed within his skills, which is represented in the main character's tailoring confidence in the story. This gives audience a clear picture of a competent entrepreneur judging from his confidence alone, instead of just relying purely on skill.

The eleventh scene shows the main character tailoring a jacket in the company's tailoring factory. In this factory the character shows a positive attitude towards the job and it is important for an entrepreneur to maintain their attitude while they take the first steps into the business or work. The main characters develop a high amount of focus (FCS) and displays this entrepreneurship skill in the tailor's performance on a daily basis (PLY). This is also supported by the following scene where he maintains to focus on his jacket tailoring until it is finished.

The twelfth scene is shot at the same tailoring factory where Topan discusses the jacket tailoring technique with his colleagues. He instructs the colleagues how the exterior jacket tailoring is done and they learnt a lot from the main character's experience. The scene displays the development of the main character as influential to his colleague through self-confidence (SC) and the performance is built by the tailor's daily discussion about cloth

(PLY). The scene displays that the character is familiar with various types of clothing which is used to make jackets. He shares this knowledge to his colleagues in the process which poses his tailoring identity to the audience.

The thirteenth scene is shot where Topan managed to spare his time to tailor a side project out of batik clothing. This is done because he had enough experience to do the jacket tailoring to the point, he could make another project by himself. The side project clarifies the character's capability to develop opportunities to make more products than just the ones on the job description (OPP). The way it is developed is shown by the daily activity of a tailor (PLY). It is correlated that humans tend to multitask on several occasions in their life. Tailoring is no exception to this and it is displayed by the main character to create something else other than the tasks given by him.

The fourteenth scene shows Topan discussing tailoring techniques with one of the colleagues in the factory. He informs the colleague the importance of the smoothness of a sleeve to make a quality jacket. Thereby, the character shows once more a development in self-confidence to share his tailoring experience to influence others in the factory (SC). The way it is displayed is through the daily performance of a tailor (PLY). As explained in the twelfth scene, the main character displays an important entrepreneurial skill towards his colleagues. This is done by the character's confidence and knowledge sharing regarding tailoring.












The next scene displays a tailoring manager taking a look of the jacket's quality. It is shown that the manager is satisfied with the quality and proceeds to offer more jobs to him in the future. The main character's efficiency and efficacy in his work displays the importance of entrepreneur's character building (EFF). The character development is built through the daily activity of a tailor shortly after he left the scene to purchase the compound materials for the jacket (PLY). Later in the movie, the manager displays signs of jealousy towards the character's competency. This is also a normal thing during work where there are some people who felt belittled from other's achievements.

The sixteenth scene is shot at a different tailoring store where Topan and his partner decided to take another opportunity to change a jacket's size. Previously Topan was fired due to a sabotaged jacket and he took responsibility for it. However it did not extinguish his passion of tailoring as displayed in the scene even when he took a different job as a stuntman. The main character shows the audience that it is at utmost importance to seize every opportunity presented to them (OPP) and it is done through the the daily activity of the character (PLY). This message is correlated in real life where successful entrepreneurs have taken their chances to create something new to the business. This business novelty allows consumers to identify these companies and build their image as an entrepreneur.

The final scene shows the same tailoring machine in the second scene after being purchased by Brita. It is also discovered that this tailoring machine is historical to Topan as it is what made him got into tailoring in the first place. Historical values of the tailoring machine play a major part into developing Topan's passion about his work (POE) and his commitment to tailoring is beginning to sprout after returning to the roots (AST). From cultural perspective, we see passion is lit when we were young. This passion will burn brighter when they experience events that have a major impact in their lives. The character's passion of tailoring lies within the tailoring machine's heritage which is brought back by the major character in the movie.

After identifying the elements of Entrepreneur's Competency and Cultural Performance Theory, the research proceeds into a table to give a comprehensive visual research to the readers based on the description below:

Table 3: Tampan Tailor's Element Theory Description

Visual	Duration	CP/ EC*	Visual	Duration	CP/ EC*
	0:00:20-0:00:41	PWR/ PSV		0:48:11-0:51:22	PLY/ CMT
	0:01:33-0:01:35	PWR/ PSV		0:01:48-0:02:10	PWR/ PSV
	0:02:34-0:03:00	PWR/ CMT		0:09:53-0:10:25	PWR/ OPP
	0:13:09-0:13:29	PWR/ SYS		0:13:59-0:15:44	POE/ CMT
	0:46:33-0:47:01	PLY/ CMT		0:53:53-0:54:27	PWR/ INI
	0:54:44-0:56:00	PWR/ OPP		0:56:01-0:57:30	PLY/ FCS
	0:58:07-0:58:20	PLY/ FCS		0:58:25-0:58:29	PLY/ SC
	1:04:00-1:04:30	PLY/ FCS		1:03:47-1:03:59	PLY/ SC
	1:05:21-1:05:50	PLY/ EFF		1:01:22-1:01:50	PLY/ OPP



1:33:43-
 1:34:56 POE/ AST

*CP = Cultural Performance, EC = Entrepreneur Competence

To summarize the analysis of *Tampan Tailor*'s film based on multimodality, the author includes a graph which will explain how frequent the 11 Indicators of Entrepreneur Competency and Cultural Performance Theory is displayed in the scene:

Table 4: *Tampan Tailor*'s Element Theory Elaboration (Cultural Performance)

Element	Frequency
Play	9
Poetic	2
Power	8

The entire analysis of *Tampan Tailor* film illustrates a mixture of financial condition and daily activities of an entrepreneur to build their competency. Entrepreneurs develop a stronger character as they overcome hardships that came to their way. This development is made to be kept for the rest of the entrepreneur's career in order to maintain the quality, standard and consistency of their business (Arafeh, 2015). There are four major aspects in the film that displays entrepreneurial competency building, with Commitment being the most dominant indicator. This dominant factor is followed by Perseverance, Opportunity and High Performance Focus as the majority factor to construct entrepreneur's capability. Which bring us to the urgency of commitment in any type of work in order to deliver the highest quality of product outputs and service to the company (Harita et al., 2020; Kilonzo et al., 2018)

Table 5: *Tampan Tailor*'s Element Theory Elaboration (11 Indicators of Entrepreneur Competence)

Element	Frequency
Initiative	1
Seeing Opportunities	3
Perseverance	3
Searching Information	0
High Performance Focus	3
Commitment to the Job	4
Efficiency	1
Systematic Planning	0
Problem Solving	0
Self Confidence	2
Persuasive Skill	0
Strategy Influencing	0
Assertive	1

The creators of *Tampan Tailor* film emphasize Opportunity as the most important factor of the 13 Indicators of Entrepreneur's Competence. This is supported by the main character's representation as an entrepreneur to discover and seize every opportunity to earn revenue (Marta et al., 2020). The representation of Opportunity indicator is displayed correctly to entrepreneurs in real life when they make decisions. Through choices and risks,

entrepreneurs develop their skills and intuition. Through failure, entrepreneurs learn and rise back to strive in the future (LI, 2009).

Tampan Tailor's entrepreneurship building also correlates with reality checks, where entrepreneurs have experienced a similar situation. This representation allows the common audience to learn how entrepreneurs ended up being successful from trial and error (Maritz et al., 2022). *Tampan Tailor's* story correlates the Opportunity entrepreneur indicators as a way to create an emotional message toward the real-life audience, whether they are an entrepreneur or not.

There are also real-life cases in *Tampan Tailor's* story when the business is still not working as intended, and the entrepreneur has an emotional breakdown, questioning whether starting his enterprise is a normal thing to do. Realistically speaking, this also happens when the enterprise does not take off or goes out of business (Trabskaia & Mets, 2021). The downfall in entrepreneurship is a normal thing, and it is up to the entrepreneurs whether or when they can rise back to resume their experiment.

As a result, the researcher discovered several aspects of the film that follow reality checks to maintain their message of building audiences' entrepreneurial competency awareness. The film's story creates an encouragement to start an enterprise, while also allowing the public to acknowledge entrepreneurial struggles during the early phases of entrepreneurship. During the COVID-19 pandemic, even a slight encouragement would be helpful to keep the global economy from falling apart (Secundo et al., 2021).

CONCLUSION

It can be concluded from the research that *Tampan Tailor* film illustrates the audience how entrepreneur's capabilities should be developed through multimodality inspection. *Tampan Tailor* film illustrates this from a hybridity of character's financial condition and his activities on a daily basis, constantly pursuing job vacancies for a living. Of 13 indicators, there are four dominant indicators displayed in the film to express their importance, namely Commitment, Opportunity, High Performance Focus and Perseverance. It is also noted that entrepreneur skills are built not only by the character's field of expertise, but can also be developed through outside field that the character is not even an expert from. The commitment to improve working experience should be at utmost importance to those who wanted to start their own entrepreneurship career.

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