

Encouraging Entrepreneurial Orientation In The Traditional Craftsman Community In Tigawasa Village, Buleleng, Bali

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Abstract.

The traditional craftsman community as a creative business is inherent in people's lives and is part of the microeconomic structure, becoming the daily economic activities of the community, especially bamboo woven craftsmen in the people of Tigawasa Village, Buleleng, Bali. The business activities of the traditional craftsman community are fundamental to encouraging the growth of the community's creative economy because these businesses are easy to set up, and do not require large resources. So often the business of this traditional craftsman community becomes a driving force for the creative economy with unique characteristics which is a sustainable competitive advantage for future. However, on the other hand, micro-enterprises of traditional craftsman community face various obstacles, including limited business capital, low entrepreneurial orientation of human resources, and inadequate mastery of technology and knowledge. This community service aims to encourage an entrepreneurial orientation in the traditional craftsman community in Tigawasa Village, Buleleng, Bali. The method of community service is a participatory action research approach that is oriented towards empowering and developing entrepreneurship and placing traditional craftsman communities as the main actors in developing the people's economy. These community service found three results, First, there is a change in the understanding and understanding of the traditional craftsmen community in Tigawasa Village regarding the importance of the entrepreneurial orientation role that craftsmen must have if they wish to be able to continue their business on an ongoing basis in the future. Second, the traditional craftsman community understands the practices and decision-making activities that lead to new entry, principally through risk-taking, innovation, proactive behaviors, and autonomy. Third, the traditional artisan community agrees that if they want to produce superior performance, they must have a strong entrepreneurial orientation. Because companies that have an entrepreneurial orientation show an increase in the number of products and services as well as growth in market share in order to survive and compete successfully.

Keywords: Encouraging, entrepreneurial orientation, competency, commitment, craft community, competitive and advantage.

I. INTRODUCTION

Tigawasa is one of the villages as a handicraft center in Banjar District, Buleleng Regency, Bali Province. Tigawasa Village is geographically a highland village from the coast \pm 5 km. In Tigawasa Village, in general, the majority of the population works in the arts and crafts of woven bamboo. The types and types of products produced by craftsmen in Tigawasa Village are varied, in the form of sok, steamer, sokasi/keben, wanci/dulang, saab, bowl, and so on. Now with great eloquence, the craftsmen call what they do; box sets, bath racks, box handles, coffee tray sets, oval lamp sets, table squares, bamboo bowls, lamp holders, CD cabinets, food accessories, and so on. Viewed from the point of view of the type of business, the woven bamboo craft business developed in Tigawasa Village is a household business. The woven bamboo handicraft products in Tigawasa Village have characteristics that are not owned by-products from other regions, namely the pattern, design, and quality of Balinese decorative patterns, with Buleleng characteristics which are the personality of Tigawasa Village's craft art. This uniqueness causes woven bamboo handicraft products in Tigawasa Village to have their own market segment. The woven bamboo craft business in Tigawasa Village also always gets orders, even though the market segment and the number of orders have changed after the scarcity of raw materials impacted the selling price increase. The woven bamboo craft business in Tigawasa Village also has an important position. If it is developed better, the business can absorb more labor and improve the welfare of the community, especially in Tigawasa Village in many ways, this business can become an adhesive and can stabilize the problem of inequality in economic and social.



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The potential for the woven bamboo craft business mentioned above is an opportunity to develop into a micro-enterprise. In this regard, efforts are needed to foster a conducive climate for the development of woven bamboo crafts in Tigawasa Village on an economic scale and accelerate local regional development. However, there is an assessment that the woven bamboo craft is not able to improve welfare, indicating that the traditional craftsmen community, in this case, business owners, lack of entrepreneurial orientation in developing their business. Entrepreneurial orientation refers to [1] is a pattern of thinking, saying, and behaving from entrepreneurs to win the competition by creating a competitive advantage, so as to improve the performance of business organizations [2; 3]. Businesses that pay attention to entrepreneurial orientation tend to have higher success rates [4; 5] because entrepreneurial orientation is an important contributor to the process of building superior and unique business resources [6]. The lack of entrepreneurial orientation indicates competence and commitment existing human resources have not been able to manage a business in accordance with developments in business management [7]. All of these have an impact on business efficiency and productivity as well as the scale of production of woven bamboo crafts in Tigawasa Village thus becoming an obstacle to competitiveness and limiting the ability to create and take advantage of business opportunities in the future.

II. METHODS

This community service is conducted in the traditional craftsman community, specially woven bamboo craftsmen in Tigawasa Village, Buleleng Regency, Bali Province. The traditional artisan community consists of 4 groups of sokasi craftsmen: Sandat, Tunjung, Kecapa Bamboo Craft, Cempaka. Besides that, there are 4 groups of Gedek craftsmen, namely: Mawar, Cendana, Anggrek, Taru. Each group of craftsmen consists of 5 to 10 people. This community service program is provided solutions to the problems faced by the traditional craftsman community in Tigawasa Village, Buleleng Regency, Bali. The participatory rural appraisal model is used in community service by giving the traditional artisan community an active role in identifying, overcoming, and determining processes and criteria for entrepreneurial orientation problems. This community service also uses a participatory action research model oriented towards community empowerment so that it can solve problems and place traditional craftsmen communities as the main role holders in increasing the ability to adapt to changes in entrepreneurial orientation. With these two methods, it is hoped that the traditional artisan community in Tigawasa Village, Buleleng,

Bali will have the ability to increase entrepreneurial competence which is closely related to entrepreneurial skills, creating opportunities, and business development. This community service method is divided into three stages. namely: First, the traditional craftsman community is given a pre-test to measure the extent to which the traditional craftsman community knows and understands the contribution of entrepreneurial orientation to business sustainability. Entrepreneurial orientation is measured using 12 items adapted from [8] used a 5-point category scale (1 = really don't know and really don't understand to 5 = really knows and really understands). Second, an empowerment program for traditional craftsmen community partners is carried out related to entrepreneurial orientation based on the results of the pre-test conducted in the previous stage. The executor is participatory and involved in empowering the traditional craftsman community as a form of university and community partnership. Third, a post-test was carried out on the empowerment program that had been carried out in the previous stages, to get changes in the results of implementing community service in the entrepreneurial orientation empowerment program.

III. RESULT AND DISCUSSION

The understanding of the traditional craftsmen community in Tigawasa Village on the contribution of entrepreneurial orientation to business continuity is carried out in community service. This can be determined by giving a pre-test to measure the extent to which the traditional craftsmen community knows about entrepreneurial orientation and its contribution to business sustainability. Entrepreneurial orientation is the key to entrepreneurial success which reflects the company's involvement in creating future competitive advantage [9]. Entrepreneurial orientation is related to three things, namely increasing value, risk, and innovation carried out of course by entrepreneurs [10]. Entrepreneurial orientation can identify market opportunities and explore them through the resources they have. So, it is not uncommon for entrepreneurial orientation to increase business growth [5; 6].

Measurement of entrepreneurial orientation adapted from [8] is closely related to individual activities in seeking business opportunities by increasing the value of risks that will occur through various innovations, consisting of 4 dimensions, namely: risk-taking, innovation, pro-activeness, and autonomy. Risk-taking is the quality of the entrepreneur's commitment to managing resources significantly with the possible risks faced. Innovation is an important characteristic of entrepreneurship that indicates a company's tendency to support new ideas and creative processes that can produce superior performance. Pro-activeness is an entrepreneur's perspective in seeking business opportunities by anticipating future competition. Autonomy is an entrepreneur's authority that encourages follow-up on convictions in future business creative activities.

Table 1. Descriptive Statistics

Indikator	Pre-test			Post-test		
	Min	Max	Mean	Min	Max	Mean
Eo1	1.000	2.000	1.458	3.000	5.000	4.083
Eo2	1.000	2.000	1.375	3.000	5.000	3.917
Eo3	1.000	2.000	1.375	3.000	5.000	4.250
Risk Taking	1.000	2.000	1.403	3.333	4.667	4.083
Eo4	1.000	2.000	1.667	3.000	5.000	4.042
Eo5	1.000	2.000	1.667	3.000	5.000	4.042
Eo6	1.000	2.000	1.708	3.000	5.000	3.958
Innovation	1.000	2.000	1.681	3.333	4.667	4.014
Eo7	1.000	2.000	1.542	3.000	5.000	4.417
Eo8	1.000	2.000	1.542	3.000	5.000	4.000
Eo9	1.000	2.000	1.208	3.000	5.000	4.125
Pro Activeness	1.000	2.000	1.431	3.000	4.667	4.181
Eo10	1.000	2.000	1.292	3.000	5.000	4.042
Eo11	1.000	2.000	1.542	3.000	5.000	4.292
Eo12	1.000	2.000	1.708	3.000	5.000	4.042
Autonomy	1.333	2.000	1.514	3.000	5.000	4.125

The first stage of community service is carried out by giving a pre-test to business owners and members of the bamboo craftsmen group who belong to the traditional craftsmen community in Tigawasa Village to measure the extent to which the traditional craftsmen community knows and understands the contribution of entrepreneurial orientation to business sustainability. The results of the pre-test using descriptive statistical analysis found that the average risk-taking dimension was at a value of 1,403 indicating that the traditional craftsman community in Tigawasa Village really don't know and really don't understand entrepreneurial orientation and its important role in efforts to create business sustainability. bamboo crafts. The innovation dimension has a value of 1,681 meaning that the craftsmen really don't know and really don't understand, which indicates that the traditional craftsmen community in Tigawasa Village tends not to come up with new creative ideas to produce new products. The value of the pro-activeness dimension is 1,431 indicating that the community of traditional craftsmen in Tigawasa Village really don't taking initiatives and participating in pursuing new opportunities related to future developments in market demand. Meanwhile, the autonomy dimension was found to be 1,514 which reflects the community of traditional craftsmen in Tigawasa Village who really don't have the autonomy to make strong decisions and determine and direct their business. In the second stage of community service, an extension program was carried out by empowering traditional craftsman community partners related to entrepreneurial orientation based on the results of the pre-test conducted in the first stage beforehand.

The results of the pre-test show that as a whole the dimensions of the entrepreneurial orientation of the traditional craftsmen community indicate they really don't know and really don't understand risk-taking, innovation, pro-activeness, and autonomy in the process of managing a bamboo craft business in Tigawasa Village. Based on these findings, this community service conducts outreach to the traditional craftsmen community so that they understand and understand the importance of paying attention to the development of entrepreneurial orientation so that they have competence and commitment in managing their business in facing future competition. The counselling materials provided to the traditional craftsman community in Tigawasa Village are Business risk-taking dimensions, which consist of Business management commitment to have a strong tendency for high-risk jobs with chances of very high returns, prefer to take calculated risks with new ideas and willingness to invest a lot of time in something that might yield a high return. The business innovation dimension consists of creativity in the approach of producing new products for business success, actively introducing improvements in new products for business success, and preferring to try my own unique way rather than doing it as everyone else does. The counselling on the pro-activeness dimension concerns excellent in identifying opportunities, tend to plan ahead on projects, and prefers to step up and get things going on the job rather than sit and wait for someone else to do it.

Meanwhile, the autonomy dimension consists of freedom being important for individuals to develop new ideas for success, reduced administrative bureaucracy and procedure is important to support success, and flexibility in the working schedule contributes towards greater success. After counseling was carried out to the traditional craftsman community in the previous second stage, the method of implementing community service was then carried out in the third stage, namely conducting a post-test on the extension program to empower the potential of the traditional craftsman community in Tigawasa Village, with the aim of knowing the results of implementing counseling on community service to these communities to encourage entrepreneurial orientation. Post-test results show that the risk-taking dimension scores 4,083, close to 4, which means that the traditional craftsman community expresses knowing and understanding in general and has a strong tendency for high-risk jobs with chances of very high return (4,083), the traditional craftsman community prefers to take a calculated risk with new ideas (3.917), and they are willing to invest a lot of time on something that might yield a high return (4.250). The traditional craftsmen community in Tigawasa Village stated their know and understanding of the dimension of innovation (4,014), they agreed that creative in the approach of producing new products for business success (4,042), actively introducing improvements in new products for business success (4,042), and prefer to try my own unique way rather than doing it like everyone else does (3.958).

For the pro-activeness dimension (4.181), the community of traditional artisans stated that they know and understand that they should be excellent in identifying opportunities (4.417), tend to plan ahead on projects (4.000), and prefer to step up and get things going on the job rather than sit and wait for someone else to do it (4.125). Meanwhile, on the autonomy dimension, the post-test results show a value of 4.125, which means that the community of traditional craftsmen know and understand that for success, freedom is important for individuals to develop new ideas (4.042), they know that with reduced administrative bureaucracy and procedures it is important to support successful (4.292), and they agree that flexibility in working schedule contributes towards greater success (4.042).

IV. CONCLUSION

The results of the implementation of this community service show the achievement of targets in the form First, there is a change in the understanding and understanding of the traditional craftsmen community in Tigawasa Village regarding the importance of the entrepreneurial orientation role that craftsmen must have if they wish to be able to continue their business on an ongoing basis in the future. Second, the traditional craftsman community understands the practices and decision-making activities that lead to new entry, principally through risk-taking, innovation, proactive behaviors, and autonomy. Third, the traditional artisan community agrees that if they want to produce superior performance, they must have a strong entrepreneurial orientation. Because companies that have an entrepreneurial orientation show an increase in the number of products and services as well as growth in market share in order to survive and compete successfully. The importance of entrepreneurial orientation to business performance has been widely recognized to ensure business success in line with the complexity of competition.

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