

# Problems and Prospects of Entrepreneurship on Learning Management in Batik Industry

Asri Laksmi Riani, Hunik Sri Runing Sawitri

**Abstract**— *The purpose of this study is to determine: 1. Benefits of workplace training programs, 2. Issues that affect participation in training, 3. A motivator in doing business, 4. The factors that affect business activities development, 5. The importance of learning methods to develop qualified entrepreneurship. This research was conducted on the batik entrepreneurs in Surakarta, Karanganyar, and Sragen. The sampling method is non-probability sampling, with convenience sampling technique on 65 respondents. The results of this study indicate that there are tendencies that: 1. Majority of respondents will apply to learning outcomes about entrepreneurial skills in the workplace. 2. Majority of respondents want to participate actively in the training. 3. Majority of respondents feel that they get more enlightenment in the training. 4. Factors that affect business activities development, the majority of respondents feel that they see the availability of labor, raw materials, and capital. 5. In terms of teaching methods to develop qualified entrepreneurship, most respondents respectively stated that they prioritize some methods such as: case studies, role plays, business games, counseling, and lectures / discussions.*

**Index Terms**— *business motivator, learning methods, participation, training program.*

## I. BACKGROUND

At this time, Indonesia is heading toward MEA (Asian Economic Community), where all the countries in Asia by 2015 will interact directly in almost all fields, education, health, economy, environment, and so on. This will cause the increase in competition in the Asian region. MEA forces human resources in all fields must prepare their self to compete with the competitors, either locally, in Asian region, and internationally. In the business field, the competition is not less heated, either for the large businesses, medium businesses, and small businesses. Especially on the small / micro enterprises level which still need a transformation in various fields, such as: mental attitude in running business / entrepreneurship, business management, as well as in business development. The batik industry, which has become a reflection of Indonesian culture, is in dire need of reform in these various fields. The batik industry in Surakarta and its surrounding area, such as Sragen and Karanganyar has demonstrated its existence but the growth rate has not shown a significant progress.

Various kinds of training have been followed by batik industry, such as entrepreneurship, managerial, and business development. However, these trainings has not fulfilling the need of batik industry, neither for the workers or for the

entrepreneurs. It can be seen from the success of their business / improvement in performance after participating in the training.

The Entrepreneurship Education Program (EEP) intended to influence the future individual entrepreneurship behavior and improve the business success. The program aims to increase the interest of entrepreneurs to entrepreneurial careers and to raise awareness among public officials about the importance of entrepreneurship as a contributor to economic development [1]. EEP as one of teaching program or educational process of entrepreneurial attitudes and skills which involves the development of a particular quality of a person [1], provides individual with ability to recognize commercial opportunities and insights, self-esteem, knowledge and skill to act [2]. EEP makes the individuals who involved in it to be more innovative and indirectly, through the relationship between innovation and success, entrepreneurship education, specifically, contribute to obtain better business results [3]. Companies must use strategies that can provide a competitive advantage in terms of differences in product and process, so that the companies always be innovative [4].

There is a friction paradigm between start-ups to change the attitude of entrepreneurship education perspective. From various target group, there is still difference in viewpoint between the instructor and the stakeholders who want to provide entrepreneurship education with pedagogical approach and its indicators of success [2]. Innovation on product and process considered as an essential requirement for the survival and success of an organization, attention and understand *entrepreneurial orientation* and changes to businessman and organizations [5]. Reference [6] explained that entrepreneurial orientation embodied in the product and process innovation. Reference [7] explained that entrepreneurial orientation as process, practice, and decision-making activities that lead to a renewal. Entrepreneurial orientation has five dimensions that is innovation, risk taking, proactive, aggressive, competitive, and autonomy, which underlies almost all entrepreneurial process.

## II. STUDY OBJECTIVES

The objectives of this study are:

1. To understand factors that motivates somebody to become an entrepreneur.
2. To understand factors that affects the participation in training.
3. To understand the importance on the job training

**Manuscript Received on December 2014.**

**Dr. Asri Laksmi Riani**, MS Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia.

**Dr. Hunik Sri Runing Sawitri**, Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia.

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To understand the important factors that affect the development of business activities.

### III. RESEARCH METHOD

This study was conducted in the batik industry in Surakarta, Sragen, Karanganyar, and Lasem. The respondents of this research are entrepreneurs and artisans at batik industry in those areas. This study used non probability sampling technique by taking a sample of respondents who were willing to answer the questions from questionnaire. This study used validity testing and reliability testing by percentage descriptive analysis to test the research instrument. Respondents are divided into three categories with different levels of training that includes:

- (1) Business start-up: the respondents who have a business idea but have not been operationalized.
- (2) Entrepreneurial base: the respondents who have micro businesses but have not implemented entrepreneurial attitude and were not having management skills yet.

Advanced entrepreneurship: the respondents who have establishing a business and want to develop their business. There are 128 people who are willing to become the respondents of this study and being tested for validity and reliability. The sample consist of people in 24 entrepreneurial base program, 52 people in business start-up program, and 51 respondents of advanced entrepreneurship program. Analysis technique used descriptive quantitative analysis.

### IV. THE ANALYSIS OF RESULTS AND DISCUSSION

#### Respondents' Responses Description

From table 1 can be seen that the motivating factors in doing business (entrepreneurship) which have biggest contribution respectively are: on the first place; a. take a benefit from a better chance in the market, b. take a benefit from knowledge and technical skill / professional, c. to be more independent, d. applying entrepreneurship / become an entrepreneur with the money owned. On the second place are: a. implementing their own business idea, b. Targetting at improved career. On the third place: a. the desire to earn more money. While on the fourth place: a. gain social prestige, b. has a relationship with previous business. On the fifth place: a. the influence and encouragement from family members, friends, and relatives, and b. the existence of government's policies and programs. On the sixth place: a. obtains a better insight, and b. getting a job challenge. On the seventh place: worried with the unemployment, and the last one is: are not satisfied with previous work.

**Table 1. Factors that motivate in doing business (entrepreneurship)**

No.	Statement	Percent (%)
1.	Taking benefits from a better chance in the market	95.3
2.	Taking benefits from knowledge and technical skill / professional	95.3
3.	Being more independent	95.3
4.	Applying entrepreneurship / becoming an entrepreneur with the money owned	95.3
5.	Implementing their own business idea	93.8
6.	Targetting at improved career	93.8
7.	Earning more money	92.2
8.	Gaining social prestige	90.6
9.	Building relationship with other business	90.6
10.	The influence and encouragement from family members, friends, and relatives	89.1
11.	The existence of government's policies and programs	89.1
12.	Obtain a better insight	87.5
13.	Getting a job challenge	87.5
14.	Being worried with the unemployment	86
15.	Satisfied with previous work	81.2

Source: Processed Data, 2014

From table 2 can be seen that the important elements / issues which affecting participation in training respectively: on the first place is have a greater participation if get a chance, on the second place are: a. Want to acquire partners from various sources during training and b. Want to get information about how to manage and or become entrepreneurs. On the third place: a. Attracted to entrepreneurial behavior, b. Realize that entrepreneurship is a serious career option, and c. Feel that cooperation with several partners is important. On the fourth place: Entrepreneurship can be a career choice. While on the fifth place: a. Want to participate in training activities, b. Want something new in entrepreneurial training, and the last: Has an important role in promoting entrepreneurial behavior, along with participate in training although doesn't want it. 49% of respondents disagree with the statement participate in training although doesn't want it, 40.6% agree with the statement, and 20.3% neutral.

**Table 2. Important elements affecting participation in training**

No.	Statement	Percent (%)
1.	Have a greater participation whenever given a chance	93.8
2.	Want to acquire partners from various sources during training	93.7
3.	Want to get information about how to manage and or become entrepreneurs	93.7
4.	Attracted to entrepreneurial behavior	90.6
5.	Realize that entrepreneurship is a serious career option	90.6
6.	Feel that cooperation with several partners is important	90.6
7.	Entrepreneurship can be a career choice	89.1
8.	Want to participate in training activities	87.5
9.	Want something new in entrepreneurial training	87.5
10.	Has an important role in promoting entrepreneurial behavior	85.9
11.	Take the part in the training although they do not want to. 49% disagree with the statement above, 40.6% agree with the statement, and 20.3% neutral.	

Source: Processed Data, 2014

From table 3 it can be seen that the important elements of the training program benefits in the workplace respectively are: on the first place: a. The perceptions of entrepreneurship to be a positive and entrepreneurial attitude has become a career choice. b. Learn new things about entrepreneurship attitude, c. Be able to apply the entrepreneurial learning in the workplace, d. Job training programs to provide benefits, e. Has not implement the entrepreneurial skill that have been learned, but intended to implement it soon, f. Training program increase cooperation between trainer and company, g. Training programs provide benefits in terms of increased collaboration in the workplace, h. Disagree that the result of the training doesn't help concretely in the workplace, which means respondents feel that the result of the training help concretely in the workplace, i. Do not agree to apply the learning outcomes of entrepreneurial skills in the workplace, and j. 31.2% of respondents stated that they find no difficulties in implementing the result on the job training, 50% respondents find difficulties in implementing the result on the job training, and 18.8% respondents stated neutral.

**Table 3. The benefits of on-the-job-training program**

No.	Statement	Percent (%)
1.	Perceptions about entrepreneurship improves.	92.1
2.	Learn new things about entrepreneurship attitude	90.7
3.	Apply entrepreneurial learning in the workplace	90.6
4.	On the job training program provide a lot of benefits	89
5.	Has not implement the entrepreneurial skill that have been learned, but intended to implement it soon	76.6
6.	Training program increase cooperation between trainer and company	75.5
7.	Training program creates benefits in building co-operation in the workplace	70.3
8.	Disagree that the result of the training does not help concretely in the workplace, which means that respondents feel that the result of the training in the workplace	67.2
9.	Disagree to implement the learning process of entrepreneurial skills in the workplace.	64.1
10.	31.2% of respondents stated that they find no difficulties in implementing the result on the job training, 50% respondents find difficulties in implementing the result on the job training, and 18.8% respondents stated neutral.	

Source: Processed Data, 2014

Next, from table 4 it can be seen that elements / important factors which affect the development of business activity respectively are: a. the availability of capital, workforce, and raw material, b. partnership, c. support from government policy, d. community, e. social status, f. traditionality, g. an increase in business, h. logic of practical value, and belief / religion, i. any bad experience of self, j. educational background, k. fear of failure, and l. 28.1% of respondents deem the existence of corruption is less influential in the development of business, 48.5% stated that it is influential, and 23.4% neutral, and m. 26.6% of respondents deem that the existence of bad experiences of others has less influence on the development of business activities, 56.2% stated that it has influence, and 17.2% neutral.

**Table 4**  
**Important factors which affect the development of business activity**

No.	Statement	Percent (%)
1.	The availability of capital	95.3
2.	The availability of workforce	95.3
3.	The availability of raw materials	95.3
4.	Partnership	90.6
5.	Support from government policy	82.9
6.	Community	82.8
7.	Social status	78.2
8.	Traditionality	75
9.	The improvement of business	71.8
10.	Logic of practical value	70.3
11.	Belief / religion	70.3
12.	Bad direct experience	61
13.	Educational background	60.9
14.	Fear of failure	54.7
15.	28.1% of respondents deem the existence of corruption is less influential in the development of business, 48.5% stated that it is influential, and 23.4 neutral.	
16.	26.6% of respondents deem that the existence of bad experiences o others has less influence on the development of business activities, 56.2% stated that it has influence, and 17.2% neutral.	

Source: Processed Data, 2014

**V. CONCLUSION**

From the findings above it can be concluded that:

1. The most important factors that motivate to become an entrepreneur are: take a benefit from a better chance in the market, take a benefit from knowledge and technical skills, independency, and application of entrepreneurship with the money owned.
2. The important elements that affect participation in training are: have a greater participation if get a chance, want to acquire partners from various sources during training, and want to get information about how to manage and or become entrepreneurs.
3. The important benefits of program on the job training are: the perceptions of entrepreneurship become positive and entrepreneurship has become a career option, learn about new things related to entrepreneurship attitude, and can apply the entrepreneurial learning materials in the workplace.

The important factors that influence the development of business activities are: the availability of capital, raw materials, labors, and partnership.

**LIMITATIONS**

Several limitations of this study are:

1. The answers from the respondents can be biased because they realized that they were the respondents of a study. Thus, they answered normatively, not according to the real situation.
2. The respondents are limited to they who are willing to answer the questionnaire. So there is a probability that potential respondents are not captured in this study.

The answers from respondents about entrepreneurship training not only because of the training, but can be from other factors that affect it, such as: local government policy, economics conditions, and culture of the local community.

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**AUTHORS PROFILE**



**Dr. Asri Laksmi Riani**, MS is researcher and lecturer in the Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia. Currently Dr. Asri Laksmi teach in the course of Human Resource Management, Organizational Culture, and Compensation Management. Dr. Asri Laksmi has research interest in human resource management.



**Dr. Hunik Sri Runing Sawitri**, M.S is a researcher and lecturer in the Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia. Dr. Hunik Sri Runing has research interest in Organizational Behavior, Human Resource Management.