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How to cite this article: Dacing, F.A., Istiqomah, T., Gati, V., Setyaningsih, N., (2024). Analysis Of Motivation, Market Introduction, Innovation, And Entrepreneurial Commitment Towards The Performance Of Tomang Khas Fakfak Craft Micro Business Group. *Research Trend in Management and Technology*, 1(1) 1-15

Accepted: 2024-01-10

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Analysis Of Motivation, Market Introduction, Innovation, And Entrepreneurial Commitment Towards the Performance Of Tomang Khas Fakfak Craft Micro Business Group

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Abstract

The research aims to determine the entrepreneurial mental readiness of tomang craftsmen in Gewerpe village towards increasingly open creative economic market competition; in order to foster and accelerate the economic development of Fakfak regency. Descriptive research uses a semi-qualitative approach through the application of weighting techniques and presenting the analysis results in a compilation between the spider diagram method and the gap analysis method. The 73 respondents were tomang craftsmen and community leaders in Gewerpe village, Fakfak district. The research results show that innovation to create tomang products is good, but the products produced have not been able to enter the competitive global creative economy market. Weak business motivation, recognition of the craft market, and commitment to doing business that is acceptable in the global market; is something that still needs to be improved.

Keyword: *tomang, crafts, creative economy, innovation, market introduction, Fakfak.*

1. Introduction

Fakfak Regency has coastal and forest areas with pandan plant vegetation (*Pandanus tectorius* Park.) which is quite dense and dense, and has economic potential as a basic material for crafts. Sustainably developing the performance of the tomang craft micro-enterprise group in Gewerpe village has great strategic value from many angles. The existence of this micro business group has been proven not only to process the leaves of the pandan plant into handicraft products of high economic value, but also to open up new jobs, attract foreign exchange, stimulate the regional economy, encourage community creativity, and preserve tomang as a cultural identity for the people of Fakfak Regency.

Entrepreneurial motivation is a fundamental part that is important for prospective entrepreneurs to have, before planning, building and realizing their business form. This applies to community businesses that have been initiated, realized and developed by the tomang micro-business group of Gewerpe village in Fakfak Regency.

Motivation, job satisfaction, and reward systems in organizational theory refer to two things, namely motivation itself and the reward system contained in four main theories: 1) Maslow's hierarchy of needs motivation theory, 2) motivation and hygiene theory or Herzberg's two-factor theory, 3) Mc Gregor's X Y theory, and 4) Mc Clelland's achievement motivation theory. Maslow stated that people are motivated because of unmet needs based on the order of their importance from the lowest to the highest (Andjarwati, 2015), (Andjarwati, Budiarti, & Setiono, 2022) and (Zebua, 2021). Furthermore (Sari & Dwiarti, 2018) stated that motivation based on Maslow's hierarchy of needs which includes physiological, security, social, esteem and self-actualization needs simultaneously has a significant influence on work performance.

Market recognition is a form of business culture, where all elements of business actors must have a commitment to continue to create the best values for customers. The best values include everything that customers want as the core goal of a product's marketing activities (Narver, Slater, & Tietje, 2014). Furthermore (Taleghani, Gilaninia, & Talab, 2013) emphasized that market orientation is the final stage of business group development which must pay attention to the development (recognize) of other related businesses. A market orientation strategy must be created for customer orientation, competitor orientation, and inter functional coordination. Therefore, businesses that are developed on a market basis must apply the broadest definition of customers, even including hidden customer needs.

According to (Sahabuddin, 2017), it is emphasized that entrepreneurial commitment must be based on the intention to carry out entrepreneurship seriously. Entrepreneurial commitment is generally demonstrated by efforts to increase entrepreneurial competence and self-confidence; so that running businesses can truly be maintained and even developed. In line with this, (Wibowo & Christiani, 2020) argue that entrepreneurial commitment must be in line with the commitment of the business organization itself, which can have a strong influence on increasing the ability to innovate in business and improve performance.

Research (Qiu, Lou, Zhang, & Wang, 2020) states that high levels of commitment in running a business can improve company performance to be more focused on its goals. This can directly encourage the growth of innovation and business competitiveness.

In connection with the tomang craft micro-enterprise group in Gewerpe Village; which are initiated, established and run by community groups on their own initiative which grow and

develop and are maintained from generation to generation as well as cultural heritage; So entrepreneurial commitment needs to be based on behavioral commitment and organizational commitment which must be able to be developed within the heart of each business actor. This is to encourage the growth of entrepreneurial innovation which can increase competition and business performance.

The research aims to determine the entrepreneurial mental readiness of tomang craftsmen in Gewerpe village towards increasingly open creative economic market competition; in order to foster and accelerate the economic development of Fakfak regency.

2. Material and Method

Descriptive research using a semi-qualitative approach. Data was obtained from the conversion of respondent information into weight values using a score on a scale of 1 - 10. The research was carried out during August to November 2023 in Gewerpe village, Fakfak district, Fakfak district. This village is a center for typical Papuan tomang crafts in Fakfak district which has received various awards from the Government of the Republic of Indonesia in Jakarta for its work.

The survey research method uses a direct meeting approach between the researcher and a team of surveyors with tomang craftsmen, the tomang user community, tomang craft development elements, local government elements, and observers of tomang craft products. Data was obtained from information resulting from closed direct interviews; where the researcher directly asks the respondent, but the respondent himself does not know the contents of the questionnaire being asked. In this way, it is hoped that respondents will provide honest and spontaneous answers.

2.1 Design Study

Informants and research respondents were selected deliberately (purposive sampling) after going through a series of methodological considerations to determine the list of names and details of research respondents (Istiqomah & Soedrijanto, 2018); (Sagala & Pellokila, 2019); (Aryani, Werastuti, & Adiputra, 2020); and (Hanum & Suryawati, 2021). Each selected informant is well known by the researcher or surveyor team members, that the informant as a data source has good credibility, competence and integrity. This is a basic requirement for selecting informants so that as early as possible the data to be obtained is honest.

Simple weighting refers to a modification of Principal Component Analysis (PCA) (Anwar, 2018); combined with the web application-based Analytical Hierarchy Process technique (Wismar, Ginardi, & Sarwosri, 2017) to determine the weight of each respondent based on their competency, capability and integrity; in this case, it is related to the performance of the tomang micro-enterprise group in Gewerpe Village.

Weighting is commonly used to select certain competencies from other parties, which suit the needs as expected (Verdian, 2016); (Soedrijanto, Mas, Mauladi, & Prihartini, 2019); (Kristini et al., 2019); and (Wulandari, Setyaningsih, Wardhana, & Jumaryadi, 2021).

Triangulation and role sharing are things that must be done by researchers and surveyors, after receiving information and assigning weight values to produce research data. Through triangulation techniques, the information obtained during the interview is then given an

assessment weight according to predetermined criteria; worthy of being valid data (Bonso & Suranto, 2018); (Zakaria, Widiyatmoko, Iskandar Ladamay, & Petu, 2020); (Hasanah, Heryanto, Hapsari, & Noor, 2021); and (Alfansyur & Mariyani, 2020).

Pick test to ensure the validity and reliability of the data, so that information (in the form of answers or statements or narratives) which is then converted with weighting so that it is suitable to become research data that can be calculated using statistical tools is fulfilled.

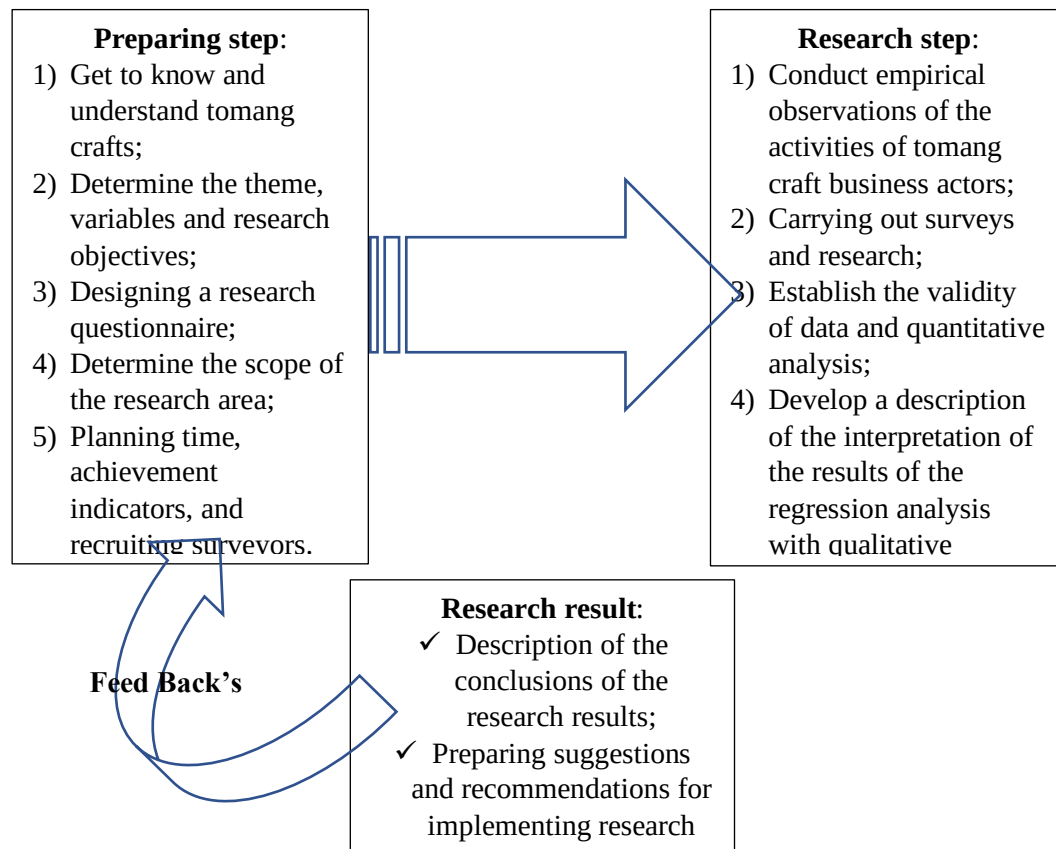


Figure 1. Research design

2.2 Data Analysis

Data analysis resulting from the weighting technique is displayed simply using a combination of gap analysis in a spider web diagram. Refer to research by (Tokita, Matsushita, & Asakura, 2020), dan (Ismail, Iba, Rumagesan, & Istiqomah, 2023) that uses spider web diagram analysis; then it can be clearly seen the pre-position of each qualitative variable studied towards the substance which is the research objective. The difference in numbers indicated by the score numbers as well as positive notations and negative notations, each has a meaning that can be described as the subject of research.

3. Result

Tomang is basically a woven craft made from pandan leaves (*Pandanus* sp.) which have been dried and cut into fine fibers according to the desired size. The shape of the webbing is made according to the taste of the maker based on consumer demand. Generally tomang is made into a small bag and/or wallet with a long hanger. Papuan people use tomangs as multi-

purpose bags (according to their shape) to store money, cellphones and various other valuable objects.

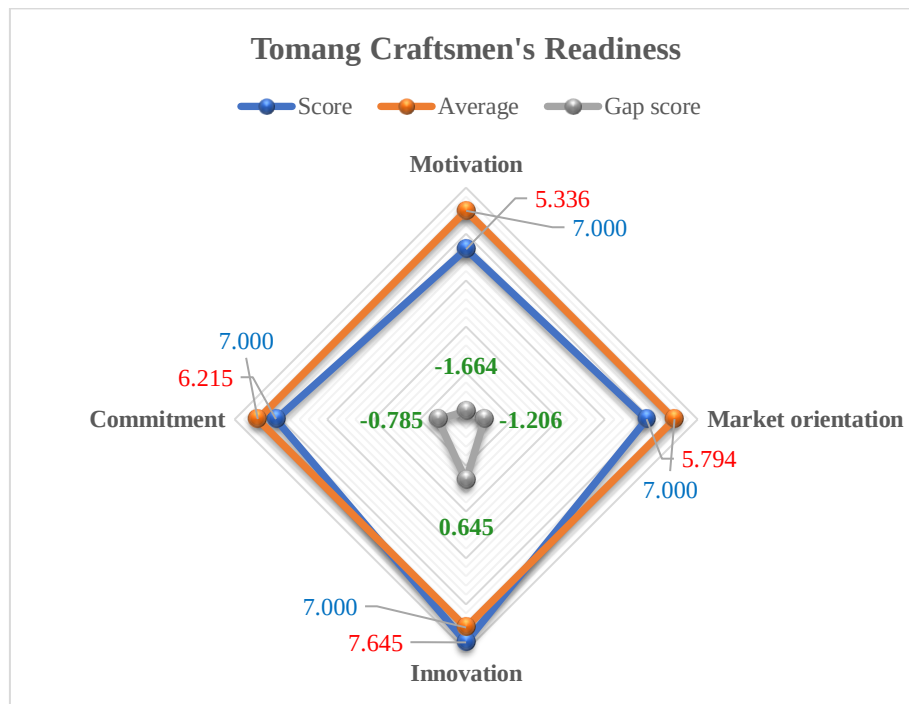


Figure 1. Tomang Craftmen's Readiness

This tomang is a characteristic (marker/identity) and also reflects the self-dignity of the people who use it as Papuans. By using a tomang (bag); then the person who uses it has shown their identity and pride as part of Papuan society. Ethnic diversity among Papuan people living in Fakfak district; and other city districts on the island of Papua, some of whom are not native Papuans (OAP) but were born and have lived permanently since their ancestors lived in the land of Papua; Socially, it has been proven that it can be combined with the daily habit of using tomang as a form of self-identity.

Figure 1 shows that the business motivation of craftsmen is still very low, with a score of (-) 1.664, followed by market introduction with a score of (-) 1.206 and entrepreneurial commitment with a score of (-) 0.785. This shows that there are still many factors that need to be improved in the performance of tomang crafts. In fact, the innovation gap score of 0.645 already shows a positive gap. The meaning that can be taken is that the basic capital for innovation is already owned by the craftsmen; and this is proven by the several times craftsmen from Gewerpe village received craft awards at national level. However, all of these awards apparently have not been followed up into professional business scale efforts. So the existing tomang has not been able to become a superior product in the global market because the business motivation, market recognition and entrepreneurial commitment of the craftsmen are still very low.

Tomang should have multiple functions as a human aid; At this time it can only be made with simple accessories. The development of models, types of use and variations in tomang crafts is still very monotonous and really needs to be developed. The development of models and functions needs to be carried out by involving collaboration with various entrepreneurs and

craftsmen of bags, suitcases, blankets, car seat covers, bolster pillow covers, and various other craftsmen; so that the next tomang craft will have a very broad multi-function. The technique for processing natural pandan leaves is basically very simple; Therefore, efforts to develop models and functions will greatly help increase productivity.

4. Discussion

The business motivation of craftsmen is still limited to the desire to be able to utilize their skills to produce tomang that can be sold and simply meet family needs. This also causes craftsmen to now feel satisfied with the results of their work, as long as they can earn money for their daily needs. There is no real desire to develop and develop skills in making tomang that are better, better quality, and worthy of competing in the global market as souvenirs or as household items. According to (Setiono, Kusumaningsih, Pudoli, Rusdah, & Anggraini, 2023) emphasizing the importance of encouraging the motivation of tomang craft business actors to develop themselves by strengthening the use of digital tools in running their business, so that running craft businesses have a very wide marketing network. Furthermore, research (Bakhtiar, S, Niswaty, Rivai, & Reskiyanti, 2022) emphasizes that strong business motivation can be seen from a person's seriousness as a strong business actor in entering open and widest business competition. This can be seen from the dynamics of the business strategy which is very flexible and able to face various competitive elasticities in the market.

Most of the craft products from Gewerpe village are still marketed locally. Only occasionally are tomangs made specifically as souvenirs of good quality; but the selling price is too expensive. The craftsman's strong sense of self and being appreciated by others makes tomang an exclusive product with high selling value; even though when the product enters the market it will be faced with similar products and other substitute products whose prices are much cheaper, the quality is better, and the products are already widely distributed. The research results (Rodhiah, Wijaya, & Nuraisyah, 2022) remind us of the importance of the government facilitating assistance to micro and small business actors in the context of market introduction of their products. Through market introduction, business actors will understand how to create quality products that are able to compete with other similar products already on the market; and able to win the hearts of consumers. Meanwhile (Agusrinal & Diniaty, 2014) emphasizes that market recognition determines the most appropriate marketing strategy as well as the need to meet product quality standards, production quantity, and when the product will enter the market and how long the product will compete and dominate the market.

The marketing defeat of Tomang from Gewerpe village in the global market is also caused by the weak business motivation of the craftsmen. Developing business motivation for the Papuan people must begin with rationalizing their self-esteem. This is very important so that business actors are aware of their position and the position of their business in the global business competition; because people in the market buy products with high aesthetic value that are of high quality; not to buy the pride of the craftsman or his ethnicity. According to (Purwaningsih & Burhanudin, 2021) an entrepreneur can have high commitment and how that commitment can be applied in running a business. Commitment in entrepreneurship is not just about selling an idea or product, it is also related to making good use of time, keeping promises and being committed to the quality of the products we sell, as well as commitment to everything

in running a business. Furthermore, research (Ambarwati & Fitriasisari, 2021) confirms that high entrepreneurial commitment has a strong influence on a person's entrepreneurial performance as a competitive business actor, always excels in business competition, and continues to improve his business.

Market competition and the dynamics of consumer tastes, which move dynamically along with the very fast development of external issues, require innovations that are also very fast and non-stop. This is a natural, fundamental connection; It is imperative for business actors, especially in the creative economy sector, to adapt to this phenomenon. The focus of innovation for Tomang craft business actors is that it is time to shift from mere prestige to win the competition to open market competition for creative economy products.

Research (Safri & Syarfan, 2023) reminds us of the importance of the need for craft products to continuously innovate so that consumers do not abandon them, and to be ready to face the emergence of various craft products that are always new and renewable on the market. Continuous innovation is a major necessity in running a craft business. In line with this, research results (Palilati, Sudana, & Isnawati, 2022) report that there are many innovative techniques for woven products that can be used to improve product quality and competitiveness. Ecoprint and mordanting techniques are one of the many processing techniques for woven bamboo materials that can be used to develop products according to the dynamics of consumer demand.

5. Conclusion, Implication, and Recommendation

Based on the research results, it can be concluded that: there is still a need to strengthen innovation in developing tomang crafts as a creative economy that can accelerate the pace of economic development in Fakfak district. Aspects of professional business motivation, broad market recognition, and strengthening commitment to seriously become a business actor with all the risks are things that still need to be improved and developed.

The results of the research have implications for opening the awareness of the business community in Papua, especially the tomang craftsmen in Gewerpe village, regarding the importance of focusing on market penetration, creating quality products, and developing continuous creative innovation; by starting to abandon excessive feelings of self-pride as an ethnic Papuan so that they can be accepted by the widest and open market.

It is recommended to the Fakfak Regency Government to facilitate the formation of groups to take part in technical education and training to develop tomang products; as well as forming other groups specifically to promote and market products entering the global market.

6. Acknowledge

Thanks and appreciation are expressed to Mrs. Eka Fahryanti Biarpruga, Mrs. Itang, Mrs. Nina Patiran, Mrs. Naima Patiran and all the tomang craftsmen of Gewerpe village; for the availability of providing research information openly, honestly, and uncovering various empirical facts with all magnanimity.

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