

The Influence of Environment and Managerial Capacity on Funding Decisions for Small Bamboo Bag Craft Businesses in Gowa Regency

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Abstract

This research aims to determine the influence of the environment and managerial capacity on funding decisions for small bamboo craft businesses. This research was conducted in October 2023, the data used was primary and secondary data. Primary data was obtained through interview surveys using questionnaires and documentation. The data analysis used in this research is qualitative descriptive analysis and the data obtained is presented in tabular form. The results show that the process of empowering bamboo craftsmen in Lassalassa Village occurs through the implementation of empowerment which includes the awareness and behavior formation stage, the knowledge transformation stage, and the intellectual ability improvement stage. Implementation of empowerment is carried out through entrepreneurship training which includes two objectives, namely providing counseling to improve product quality and providing training in product development and marketing strategy skills. As well as assistance provided by the Department.

Keywords: Skills, development, bamboo crafts, entrepreneurship

INTRODUCTION

The emergence of the creative economy is something new in the context of the Indonesian economy. Although in terms of the process and workmanship of a creative product, it has long been part of small craft businesses in general. Creative economy such as; Bamboo crafts, pottery, weaving, batik crafts, and various other types of crafts are part of the creative economy and have long been part of the daily lives of craftsmen.

The creative economy, which includes creative businesses, is considered capable of making a significant contribution to economic growth in various countries in the world. For Indonesia

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IJEVSS, Volume 02 Issue 03, 2023



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itself, the creative business sector has the potential to grow considering the availability of creative human resources and rich cultural heritage (Ministry of Trade, 2016).

The business capital ownership of craft entrepreneurs (especially small craft businesses) is very limited, making it a major obstacle to the development of their businesses. In conditions like this, their business does not progress and seems to be "running in place", therefore to continue running their business activities they rely on limited sales results or sometimes on selling items that are considered valuable in their homes. On the other hand, there are many sources of funding outside the business world, both formal and informal. For official sources that are organized (usually facilitated by the government) with various programs and projects aimed at helping small and medium businesses. The government often has policies that are preferential to micro, small and medium enterprises so that access to credit is increasingly appreciated by micro, small and medium enterprises by disbursing state capital to two financial institutions: ASKRINDO and JAMKRINDO to secure loans from the financial sector. institution.

This program is often referred to by the abbreviation KUR (People's Business Credit). Specific environments have a direct and immediate impact on managers' decisions and actions and are relevant to the achievement of organizational goals. The main elements that make up this particular environment are consumers/customers, suppliers, competitors, and pressure groups. Meanwhile, the general environment includes economic, political/legal, socio-cultural, demographic, technological and globalization conditions that may influence the organization. To be able to manage this environment, the managerial capacity of craft entrepreneurs is needed. The managerial capacity of small craft businesses is now part of the management function that must be intensified, so strong managerial abilities or capacities are needed, especially in handling the crisis faced by the company.

Managerial capacity refers to the ability of an individual or group to manage, organize, control and make effective decisions in managing an organization or business. Managerial capacity involves skills, knowledge and abilities in planning, directing, coordinating and controlling organizational resources and activities to achieve predetermined goals. In the context of small businesses, managerial capacity can include the ability to organize production, manage stock, manage finances, manage work teams, communicate with customers and suppliers, and deal with changes in the market or business environment. Good managerial capacity is very important for the survival and success of small craft businesses, because it can influence the efficiency, productivity, innovation and competitive ability of small craft businesses in a competitive market.



RESEARCH METHODS

The method used in this research is qualitative method. Qualitative research is research that produces and processes descriptive data such as interview transcriptions, field notes, images, video recordings, and so on (Poerwandari, 1998).

In qualitative research, data collection is carried out in natural settings, primary data sources, and data collection techniques are mostly participant observation, in-depth interviews and documentation (Sugiono, 2008). The data analysis used in this research is qualitative descriptive analysis and the data obtained is presented in tabular form. In this qualitative research, data is obtained from various sources using various data collection techniques and carried out continuously to obtain data results. After obtaining data and information, it will be managed systematically according to existing problem targets and analyze the data.

RESULTS AND DISCUSSION

General Description of Research Locations

Gowa Regency is a district that is famous for its agricultural products and tourist destinations. This research was carried out in Lassa-lassa Village, sub-district. Bontolempangan, Gowa Regency, South Sulawesi. This place is not difficult to find because it is still on maps.

Length of Business

This bamboo bag craft business has been around for approximately the last 5 years. The length of time of the bamboo craftsmen can be seen in Table 1.

Table 1 Length of Bamboo Dog Business

Lama Usaha (Tahun)	Jumlah Responden	Persentase (%)
5	4	57,15
3	2	28,57
1	1	14,28
Total	7	100

Source: Processed secondary data, 2023

Table 1 shows that after 5 years of business there were 4 respondents with a percentage of 57.15%, then after 3 years the number of respondents was 2 people with a percentage of



28.57%, and after 1 year there was 1 respondent with a percentage of 14.28%. It can be seen that the maximum length of business is 5 years with the number of respondents being 4 people with a percentage result of 57.14%.

Raw material

Raw materials are a very important aspect in order to produce a product that can be used. The raw material used by this business is based on the results of interviews with related parties, namely tambelang bamboo which has the properties of being strong, straight, light and easy to split. The availability and acquisition of raw materials used by craftsmen in producing bamboo crafts can be seen in Table 2.

Table 2. Supply and Acquisition of Raw Materials

Acquisition of Raw Materials	Jumlah Responden	Percentage (%)
Bamboo Seller	3	42,86
Own Garden and Bamboo Seller	4	57,14
Total	7	100

Source: Processed secondary data, 2023

Table 2 shows that the availability of raw materials in the production process is always present or available, there are 3 respondents who obtain their raw materials from bamboo sellers with a percentage of 42.86% and those who obtain their raw materials from their own bamboo plantations and bamboo sellers there are 4 respondents with a percentage of 57.14 %, while there are none from your own garden.

Labor

The workforce in the bamboo craft business in Kinilow still comes from within the family, namely father, mother, children and siblings. The number of bamboo craftspeople employed can be seen in Table 3.



Table 3. Number of workers

Labor	Number of Respondents	Percentage
1 - 3	5	71,43
4 – 6	2	28,57
Total	7	100

Source: Processed secondary data, 2023

Table 3 shows that the number of workers is from 1 to 3 people, namely 5 respondents with the highest percentage gain, namely 71.43%, and the number of workers is 4 to 6 respondents with the lowest percentage gain of 28.57%.

Capital

The use of capital in this business is relatively small because it is still on a household scale, where the raw material costs are very cheap and the labor is not paid because it still uses family members. There are those who still use their own capital or personally, there are also those who have kept financial records and have established relationships with financial institutions in borrowing capital such as in cooperatives. Sources of capital used by bamboo craftsmen can be seen in Table 4.

Table 4. Use of Capital

Capital Sources	Number of Respondents	Percentage (%)
Cooperative	6	85,72
Owner's equity	1	14,28
Total	7	100

Source: Processed secondary data, 2023

Table 4 shows that as many as 85.72% with 6 respondents used borrowed capital from cooperatives, and only 1 respondent still used their own capital with a percentage of 14.28%. The production process of this business still uses simple tools such as knives, machetes, saws and scissors. There are also those who use technological tools such as scaping machines and grinders.



Production

The weaving process is still done manually by hand. Craftsmen have a simple way of preserving the products they produce, namely by smoking them over a fire so that the products have a long shelf life. Nyiru products can last for 1 year or even more than a year of use.

Table 5. Production Equipment

Production Equipment Used	Number of Respondents	Percentage (%)
Traditional Tools	6	85,72
Traditional and Modern Tools	1	14,28
Total	7	100

Source: Processed secondary data, 2023

Table 5 shows that 6 respondents used traditional production tools with a percentage of 85.72%, and 1 respondent used traditional and modern tools with a percentage of 14.28%.

Raw Material Prices and Marketing Prices

The raw materials are obtained from your own garden and/or from bamboo sellers. The type of bamboo used is Tambelang bamboo with good quality because it is a type of bamboo that can be processed to make bamboo crafts, because the fiber is more flexible, has less water content, and has a better texture smooth, and longer in size. This raw material is purchased from farmer traders or bamboo sellers and from their own gardens with the price of raw material for a tip of bamboo consisting of 8 segments, ranging from IDR 6,000 to IDR 10,000. The types of production are mainly bags, apart from that there are also tolu (farmer's hats), tissue holders, fruit baskets, serving covers, glasses, trays and so on. The prices offered are also relatively cheap and varied, depending on the type and size. For decorations starting from IDR 25,000 to IDR 50,000. If you want another motif, you can order directly. For the most purchased product, namely bags, the price ranges from IDR 90,000 to IDR 150,000 per unit.

Empowerment of Bamboo Craftsmen Empowerment

Bamboo craftsmen in Gowa district were studied based on the implementation of



empowerment, which was carried out in stages, namely the awareness and behavior formation stage, the transformation stage and the intellectual improvement stage. Entrepreneurship training is also divided into two targets, namely providing counseling to improve production quality and providing skills development training product marketing strategy and assistance. The implementation of community empowerment goes through three stages, namely the awareness and behavior formation stage, the awareness stage is carried out through counseling activities and dialogical communication activities. The awareness and behavior formation stage is a preparatory stage in the empowerment process. At this stage, the empowering party or empowerment actors try to create pro-conditions, so that they can facilitate an effective empowerment process. The awareness stage will further open the craftsmen's desires and awareness about their current conditions, and thus will be able to stimulate their awareness about the need to improve conditions to create a better future. Transformation Stage, if the awareness stage has been carried out, this knowledge transformation stage becomes a very important part in developing the potential that exists within us.

The method used to transform knowledge is through the lecture method. The delivery of the material is given using the lecture method to make it easier for students to capture or digest the material provided and then apply the material that has been understood by the students through practice. Stage of Intellectual Improvement. This stage is to form skills skills so that initiative and innovative abilities are formed to lead to independence. Entrepreneurship training is also divided into two targets, namely providing counseling to improve product quality and providing development skills training. Training provides outreach to improve the quality of production regarding entrepreneurship so that craftsmen can create innovations in their products so that they are interested in taking part in the training. Then provide development skills training in the form of design development and bookkeeping training so that craftsmen can develop patterns and shapes in making bamboo crafts, so that bamboo craft models vary and craftsmen are able to make simple bookkeeping, so that craftsmen can know their profits and expenses. The product marketing strategy is carried out only at the production site by waiting for consumers to stop by or stop at the bamboo craft place. Apart from that, marketing is also carried out through online media such as WhatsApp or Facebook. This business has also often participated in MSME festivals held directly by the government, this craft also has many award certificates and has also participated in many competitions.



CONCLUSION

Based on the results of research on the Empowerment of Bamboo Craftsmen in Kinilow Village, it can be concluded that the process of empowering bamboo craftsmen in Kinilow Village occurs through the implementation of empowerment which includes the awareness and behavior formation stage, the knowledge ability transformation stage, and the intellectual ability improvement stage. Implementation of empowerment is carried out through entrepreneurship training which includes two targets, namely providing counseling to improve product quality and providing training in development skills and product marketing strategies. As well as assistance provided by the Department.

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