Solo Creative City Network: Development of Household Waste Creative Industry as Market Engine of Tourism Industry

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Abstract: Joyosuran village in Pasar Kliwon sub district, Surakarta city, is populous village. In such condition, household rubbish will be disturbance, either in health or eyeshot aspect. Based on this condition, good rubbish management is necessary, so that it can be useful for society. Development of rubbish management program can use 3R (Reuse, Reduce, Recycle). There are many potential things that can be developed, related to rubbish management, into saleable creative-innovative products. Society base rubbish management concept will increase value added when society have mindset of green entrepreneurship, which is environment-oriented entrepreneurship spirit. This program, hopefully, will make society love their environment by taking responsibility as well as empowering potential development. Research methods are observation, discussion, and questionnaire filling to observes and looks for solutions with society related to products of rubbish processing. Approach method that will be used is participative approach. Discussion of best concept about product determination and design have been done. It will be useful to supports daily life needs as well as interesting product for customer, so that it can increases income added to society.

Keywords: rubbish, green entrepreneurship, management, organization.


Introduction

Sustainable tourism development is important issue in tourism industry and has been involving academicians, governance, community, and private company (quad-helix). Academicians/universities have important role to do research and development of tourism supporting elements as policy direction for other three stakeholders. Tourism and creative economic have important role as supporting of Indonesia development and, important basic capital to face competition by standing on ability to creates creativity combined with values of art, technology, knowledge and culture, so that can gives real contributions on economic of country.

Inorganic rubbishes have more complicated handling than organic one, because inorganic rubbishes cannot be naturally decomposed. There are some inorganic rubbishes that come from household activities, such as plastic package of household products, bottles, straws, cans, etc. Program of 3R, which are Reuse (product reusing), Reduce (rubbish reducing), Recycle (recycling rubbish into new useful product); can be used to minimizes it.

Nowadays, community of society have been realized to taking cares and conserves the environment. Indonesian government have announced program of “Gerakan Indonesia Peduli Sampah menuju Masyarakat Berbudaya Reduce, Reuse, dan Recycle (3R) untuk Kesejahteraan Masyarakat (Indonesia Movement of Rubbish Taking Care Towards to Reduce, Reuse, Recycle (3R) Community for Prosperity)”. Further, this program will be followed up with declaration of Clean Indonesia 2020. One of implementations of 3R program is processing of inorganic rubbishes, that come from household activities, into useful and economic valuable product. In fact, it is hard to processes inorganic rubbishes into valuable product, because it is not easy and needs big efforts, facilities, and costs. Community's role is needed for participation in effective and efficient rubbish management.

In Surakarta, there are some small entrepreneurs that have potential implementation of 3R program, which is processing of inorganic rubbishes into economic valuable products, such as money boxes, photo frames, pencil boxes, bags, and wallets. These groups include in business networking called Jaringan Perempuan Usaha Kecil Ngudi Lestari (Woman Small Business Network of Ngudi Lestari) (Jarpuk Ngudi Lestari) Surakarta City and KPUK Sejahtera. Jarpuk Ngudi Lestari and PUK Joyosuran consist of women small entrepreneurs in Surakarta. Jarpuk Ngudi Lestari and PUK Joyosuran are potential group of processing rubbishes into economic valuable product because members of Jarpuk Ngudi Lestari and KPUK Sejahtera consist of women that have motivation in business development. In addition, women have majority of basic skill of inorganic rubbishes processing, such as ornament making and sewing.

There are a lot of inorganic rubbishes in Pasar Kliwon sub district because there are 91,772 people that live in Pasar Kliwon sub district. Joyosuran village is part of Pasar Kliwon sub district. This place is entry gate of south east economics. Inorganic rubbishes processing by women small entrepreneurs will increases family economics ability and decreases poverty. College or university institution have role of increasing of capacity building by implementing sustainable science and technology that needed by industry and society, so that it can strengthens society’s competitive advantages and prosperity.

Based on observation and discussion with Jarpuk Ngudi Lestari and PUK Joyosuran, there are problems related to rubbish management. First problem is limited knowledge of rubbish management. Entrepreneurship partners have no deep knowledge of rubbishes processing based on greenentrepreneurship with 3R scheme and limited ability to processes inorganic rubbish into saleable product.

Second problem is limited capital. In order to process inorganic rubbishes into saleable product, entrepreneurs need capital; such as equipments or machines that related to rubbish processing. Third problem is limited managerial ability in business management. Entrepreneurs' ability in management is limited, especially in marketing that limited on offline marketing and activity of finance recording with not standard recording.

Nowadays, economic activities grow fast. It can be seen by many sector of industries growth, included of tourism industry. Tourism industry is industry that generates big income to the country, after mining and gas industry. Tourism and economic creative industry have become strategic issue that has been developed by many countries around the world. Competition of tourism has been tighter, so it pushes stakeholders to develop tourism industry with market oriented. Market orientation is business cultures which take organization into high quality sustainable value added creation (Slater & Narver, 1994). According to Varadarajan &
Jayachandran (1999), market orientation is set of real activities that make possibility to maintain market demand and supply variant as well as give right responses on many changes. Marketing concept takes forward efforts, which done by company, to persuade customers in buying services and products that have been provided, even though there are competitor’s products, and customers will choose products and services that can satisfy their needs and wants. Narver & Slater (1990) stated that market orientation consists of three components, which are orientation of customers, competitors, and coordination of functions.

Many research have been done to examine if market orientation generates excellent performance (Kara et al., 2005). Some results of previous research proved that there is strong relationship between market orientation and performance (Speed & Smith, 1993; Ghosh et al., 1994; Greenley, 1995), while others do not support positive relationship between market orientation and performance (Jaworski & Kohli, 1993; Han et al., 1998). In general, previous researches stated that there is causality relationship between market orientation and performance (Deshpandé et al., 1993; Jaworski & Kohli, 1993; Pitt et al., 1996; Selnes et al., 1996; Bhuian, 1998; Matsuno & Mentzer, 2000; Harris & Ogbonna, 2001), but there is contrast result of research that examines relationship between market orientation and organization performance by using market share, sales growth, customer satisfaction and customer loyalty as indicator of marketing performance.

Company that have high level of market orientation will have high market performance. It is because company which have high level of market orientation will have competitive advantages in product quality, service quality, product innovation and costs (Sittimalakorn & Hart, 2004). Chang & Chen (1998) stated that company which have implemented market orientation will gives better service, so it can satisfies customers and get higher business profit.

Baker & Sinkula (2005) does references study on results of empirical research that examines effect of market orientation on new product performance, profitability and market share. The study stated that 16 of 17 (94%) empirical researches prove that there is positive effect of market orientation on new product performance, while 18 of 27 (33%) empirical researches prove that there is positive effect of market orientation on profitability, and only 4 of 12 (33%) empirical researches proves that there is positive effect of market orientation on market performance. Narver & Slater (1990) stated that even though previous researches of relationship between market orientation and performance give different results, it is still interesting to be examined for strategic needs. Based on above explanation, it shows that researches of market relationship between market orientation and performance give different results.

Rubbish is waste in some place and mixed up into each other with bad smell, pollution, and reusing prevention by some objects. Rubbish is a picture of waste from many activities, such as cardboard boxes, glasses, metals, plastics, papers, residue of food, rubbish of garden like leafs that can be reused/reprocessed. Rubbish can be categorized as urbane rubbishes, industrial rubbishes, and special rubbishes (Ojeda-Benitez et al., 2003).

Household rubbishes can be categorized as organic rubbishes, inorganic rubbishes, and papers-cardboard boxes. Organic rubbishes consist of recycling rubbishes and rubbishes that cannot be recycled. The use of rubbishes can be categorized as recycling rubbishes, recycling rubbishes that have its market, and rubbisses with potential of recycling. Recycling rubber is rubber that can be reprocessed or bought in order to be processed in another area. Residue of clothes and plastics are included in inorganic rubbishes (Ojeda-Benitez et al., 2003).

Research of household rubbish in Indonesia is done (Aprilia et al., 2013). Their research focuses on inorganic and toxic household rubbishes. Result of the research shows that kitchen rubbishes have the highest number, followed by plastics rubbishes as the second highest, and papers in the third place. Textiles and woods includes in big 10 of household rubbishes. The research shows that household rubbishes processing, such plastics and textiles, is needed very much because the number of these rubbishes is quite big.
Methods

Analysis of craftsman uses observation, discussion, and questionnaire. Research instrument in questionnaire method uses questionnaire, consists of some numbers of question, that have to be answered by respondents. There are 84 questions in the questionnaire. Result of analysis is used to determine the solution of the problems that have been found.

In order to help women entrepreneurs solve the problems, this research uses some methods, which are training of technology of rubbish management, green entrepreneurship mental development, product development, financial and marketing management for entrepreneurship partners, business planning, business management, and providing of success story with related business practitioners. These methods will be done in multi years with accompaniment.

Scheme of this study is 1) event planning, 2) evaluating, and 3) event performing, as followed:

![Diagram](image)

Figure 1 Scheme of Study

Results and Discussion

Development of Creative Economic as Supporting of Tourism Industry

Nowadays, sustainable tourism development is important issue in tourism industry. Deep discussion of this subject have involves academicians, government, community, and private company. Tourism and creative economic have important role as supporting of Indonesia development. It is seen by its contribution on Gross Domestic Product (GDP) and jobs availability, either direct or indirect ways.

Tour is one of activities that needed by many people. Regulation of law number 10 of 2009 stated that tour is travelling activity done by one or more people by visiting certain place for recreation, self-development, or learns about unique attractiveness of the travelling object that visited temporarily. Tour as process, activity and result of relationship and interaction between involved tourists, tourism-suppliers, local government, local society, and environment.

Tour destination is different geographical area or zone in one or more administrative region that consists of elements of tour attractiveness, facilities, accessibility, society and tourists which relates and completing between each other as tourism activities. Tour attractiveness that does not developed yet is potential resource, and cannot be determined as tour attractiveness until it is
followed up by development efforts. Tour object and attractiveness are basic elements of doing tourism activities. A certain place without tour attractiveness will make difficulty in tourism development.

Based on regulation of Indonesian Republic law number 10 of 2009, tour attractiveness explained as everything that have uniqueness, easiness, and diversity value of nature property, culture, and people creation in visited tour object. Attractiveness of culture social tour can be used and developed as tour object and attractiveness; such as museum, historical legacy, traditional ceremony, culinary, art performance, and handicraft.

Indonesia has so many availability of nature resources and diverse cultures and supported by significant domestic and international market, Indonesia faces challenges of how to uses those as assets that can give maximal advantages for country and society. Sustainable development has been determined as law framework, but its implementation is not consistent yet. Tourism development related to government objective, which is empowers society to achieve life prosperity. Human resource in tourism and hospitality is strategic issue that will determines quality of national development and increasing of Indonesian global competitive advantages.

In last few years, creative economic has been a new terms in many countries as alternative of economic development focused on increasing of better life prosperity and quality aspect. Creative economic, as basic capital in facing economic competition, have been made to have strong base by standing on ability of creativity creation combined with values of art, technology, knowledge, and culture. In many countries, creative economic concept has got more attention because it can give real contribution to economic of a country.

In Indonesia, creative economic development gives positive contribution on economic development. Creative economic gives advantages for Indonesia society culture and economic life, such as value added of product, job creation, contribution for national GDP, social positive effect, increasing of culture understanding for society, and increasing of innovation. Effect of creative economic proved by increasing significant contribution of creative economic base on art and culture in last three years, which is IDR 240.78 billion in 2010 and increases to IDR 263.88 billion in 2011, and IDR 285.88 billion in 2012. In addition, economic creative base on design and science knowledge and technology have been increased as well, which is IDR 231.998 billion in 2010, IDR 261.03 billion in 2011, and IDR 288.007 billion in 2012.

Society participation in tourism planning is suggested as a step on implementation of sustainable tourism; includes in steps of society participation, power redistribution, collaboration, and social capital creation (Okazaki, 2008), about various knowledge and transformation of learning process (Connell, 1997), involving process of all stakeholder-local government staff, local society, architects, developers, businessmen, and planners (Haywood, 1988).

Research development and dedication of Solo Creative City Network is aligns with government efforts to find potential cities for creation of creative cities. Indonesia can make wider potential development of creative economic because Indonesia have nature property, art, and culture as core materials of creative industry. Local wisdom based culture have to be developed from potential area, which is area that have specific potential resources Representation of potential city and other area that have potential culture and tourism can be realized as creative city concept. Example of creative city is Chengdu city in Tiongkok that have been admitted by UNESCO with its reputation as historical city based on cooking skills and place of various traditional culinary. Unique culinary culture manifests culture and local wisdom by showing the preservation and cultivation of culinary creativity. Strong point of cooking of Chengdu city is various flavours based on five elements; which is sweet, sour, bitter, spicy, and salty. Nature property, culture legacy and creativity push Chengdu city as harmonic creative city and leading in creative industry.
Results of Questionnaire Spreading for Analysis of Needs

Person Identity

a) Respondent Status
   100% respondent as wives, 0% respondent as children, and 0% respondent as family heads.

b) Gender
   All 100% respondent are females.

c) Academic Level
   Majority respondents are high school graduate level (67%). University/college/academy graduate level is 8% respondent.

d) Number of Family Load
   33% of respondent have less than 2 persons of family load, 58% of respondent have 3–5 persons of family load, 8% of respondent have more than 5 persons of family load.

e) Contribution on Training
   Respondent already have training session is 67%, and have not training session yet is 33%.
   This result shows that they need to be trained for productivity increasing.

Business Characteristics

a) Kind and Form of Business
   Kind of business done by respondent is side job that processes household waste in form of home industry with less than five labors.

b) Business Scale
   Business scale of all respondents is small business, in average.

c) Status of the Small Business in the Job
   Small business that has been run is as core job of 33% respondent, and as side job of 67% respondent.

d) Business Age
   Business age of respondent is less than two years for 67% respondent, 2-5 years for 0% respondent, and more than five years for 33% respondent.

e) Establishment of Business
   Business that has been run is as own-established business for 92% respondent, as legacy business for 0% respondent, and as other establishment for 8% respondent.

Training Need Analysis

Training Need Analysis is aimed to adjust contents of training with needs of training participant, which are small entrepreneurs of household waste craftsman. Implementing of training need analysis will be done by enterprising of small business concept approach. Enterprising of small business is concept that leads small business managed based on company or small company approach by implementing management functions in small business management. Those management functions are planning, organizing, implementing, and controlling.

Small business basically consists of activities related to production/technology, marketing, capital/funding management, and business management. Based on description of craftsman business in research area, barrier of craftsman business is limited accesses of technology, marketing, capital/funding, and managerial skill.

Based on the limitation, aspect of training need analysis will be related to production, marketing, finance, business management. Research of Harvard University shows that key success
of entrepreneurs 85% is determined by mental/spirit of entrepreneurship and only 15% is determined by hard skills. Based on the research, aspect of entrepreneurship spirit will be considerate in training need analysis.

Examination of five variables; which are spirit of entrepreneurship, management, production, marketing, and finance; that related to training need analysis will be based on analysis result of primary data that have been collected.

Entrepreneurship

Based on ten questions of entrepreneurship aspect, level of entrepreneurship spirit by respondent is as followed:

a) Self Confidence
   100% of respondent stated that they have confidence in their selves in doing job as craftsman.

b) Self Motivation
   100% of respondent have self motivation to fulfil their objective.

c) Interest of Challenges
   92% of respondent likes challenges in their job, while only 8% of respondent that does not like challenges in their job.

d) Leadership
   33% of respondent have habit to take leader role in group, while 67% have no habit to take leader role in group.

e) Knowledge Exploring
   75% of respondent take the chance of knowledge exploring by reading and taking course, while 25% of respondent have no interest in knowledge exploring.

f) Communication
   All respondent stated that they can communicate well to other people.

g) Good Listener
   All respondent stated that they are good listener.

h) Achievement
   All of 100% respondent can develops achievement.

i) Self Image
   All of 100% respondent stated that they have positive self image, while 0% stated that they have no positive self image.

j) Decision Making
   83% of respondent stated that they can make decision easily and full of confidence, while 17% of respondent stated that they cannot.

Level of entrepreneurship spirit can be known by giving score for each question with score 1 of “Yes” answer and score 0 of “No” answer. Score of entrepreneurship aspect is illustrated in Table 1 as followed.

Table 1 shows that total score of entrepreneurship aspect is 106 with average score 10.6; means that in order to achieves ideal level, level of entrepreneurship spirit held by small entrepreneurs is 88%. In order to achieves ideal level, there is still more effort; while 100% of respondent have agreed to participates.
Table 1 Score of Entrepreneurship Aspect

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Yes (1)</th>
<th>No (0)</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Self Confidence</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>Self Motivation</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>3.</td>
<td>Interest of Challenges</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Leadership</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>5.</td>
<td>Knowledge Exploring</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>Communication</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>7.</td>
<td>Good Listener</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>8.</td>
<td>Have Achievement</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>9.</td>
<td>Positive Self Image</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>10.</td>
<td>Decision Maker</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total Score</td>
<td>106</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average Score</td>
<td>10.6</td>
<td></td>
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</tbody>
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Management and Organization

In general, profile of craftsman business is individual (100%) and small (100%) business that operated in handicraft industry (100%); as home industry because, on average, the entrepreneurship have less than five labors (17%).

Establishment of business is owned-establishment (100%) with some businesses are established for less than 2 years. Even though most of businesses are side job (67%), the aim of the business is profit (83%).

Condition of business management is explored by 8 questions that consist of aspects of business license, planning, and organizing. Level of entrepreneurship management shown by score 0 for “Not Available” answer, and score 1,2,3 for “Available” answer in “poor”, “adequate”, or “well” condition.

a) Business License
   17% of respondent does not have business license (SIUP, TDP, NPWP, deed of incorporation) and 83% of respondent have SIUP.

b) Task and Authority Distribution
   100% of respondent does not distribute task and delegate authority, while 0% of respondent does in “poor”, “adequate”, or “well” condition.

c) Work Description
   100% of respondent does not have clear task description, while 0% of respondent have in “poor”, “adequate”, or “well” condition.

d) Salary and Workers Rules
   100% of respondent does not have salary and workers rules, while others (0% of respondent) have it.

e) Business Plan
   42% of respondent does not make business planning, and 58% of respondent make it with “poor” and “adequate” level of business plan.

f) Activities Direction
   17% of respondent does not make direction in doing activities, while 83% of respondent make activities direction in “poor”, “adequate”, and “well” condition.

g) Coordination and Communication
   100% of respondent does not coordinate and communicate doing activities, while 0% respondent does.
h) Activities Monitoring
67% of respondent does not monitor on activities, 33% monitors on activities in “adequate” and “well” condition. 33% of respondent stated agreement for participating in business management training.

Marketing

General description of marketing of household waste that have been done by craftsman is product distribution by agent/collector (0%) with national marketing area (0%). By credit (0%) and cash (100%) sales, there is increasing trend of business performance in three years as an effect of sales (0%) and demand (0%) increasing. Based on respondent opinion, performance increasing caused by none (little) competition factors (58%).

Condition of business marketing of respondent is identified by 11 questions that consist of marketing planning, marketing strategy, and selling skills. Level of business management is known by score 0 for “Not Available” answer; score 1,2,3 “Available” answer in “poor”, “adequate”, and “well” condition.

a) Sales Target Planning
8% of respondent does not plan sales target, and 92% of respondent have plan but still in poor condition.

b) Sales Recording
17% of respondent make sales recording.

c) Determination of Sales Price
58% of respondent does not calculate sales price yet.

d) Product Positioning
58% of respondent does not position the product in market with price variable.

e) Marketing Planning
100% of respondent have made marketing plan even though still in simple form, while 0% does not make it yet.

f) Distribution Channel
33% of respondent chooses simple distribution channel, which is collectors that visit respondent’s house, while 67% of respondent sells directly to the market.

g) Promotion
83% of respondent does the simple promotion, which is “getok tular (mouth to mouth)”, while 17% of respondent does not have promotion activities.

h) Demand Forecasting
75% of respondent makes demand forecasting by feeling/intuition; while others do not make demand forecasting yet.

i) Competition
25% of respondent does not give attention to situation of competition visually without research, while others give attention.

j) Market Target
All respondent simply determines market target to their product.

k) Selling Skill
All respondent have adequate selling skill. Marketing is considered as barrier for small business development, especially in development level. Participation in marketing training is important thing and agreed by 75% of respondent.
Production

Production system of small household waste business is implemented by order and process adjustment (10% is weekly production system). Most of craftsman (100%) can easily provides high quality materials. Real condition of small business that seen by production management aspect can be identified from answers of 7 questions for respondent. Level of production management is known by gives score 0 for “Not Available” answer; and score 1,2,3 for “Available” answer in “poor”, “adequate”, and “well” condition.

a) Production Planning
75% of respondent have made production planning in “adequate” category.

b) Production Quality Planning
In simple way, 75% of respondent have been able to plans production quality.

c) Equipment Supply Planning
92% of respondent does not plan supply of production equipment.

d) The Use of Equipment Monitoring
100% of respondent does not monitor the use of equipment.

e) Production Administration
100% of respondent does not perform production administration activities.

f) Production Quality Monitoring
All respondent (83%) does not monitor quality in production process yet.

g) Safety and Health of Working
92% of respondent does not perform activities related to effort in safety and health of production process.

The reason why respondent interests in household waste training is as followed: (1) Production can be done by their own equipment (100%); (2) Interesting design (100%); (3) Demand prospect is good (100%) with profit prospect is promising (100%); (4) Competition between craftsman (83%). 83% of respondent would like to participates in production training.

Finance

General description of small business financial aspect is fund resources mostly came from owner saving (25%) and previous profit (50%); insufficient operational fund (8%); owners have bank account (25%); financial management managed by owner (75%); difficulties in banking loan accessing (17%), working capital as receivables (100%) with collectible condition (100%) while inventory as current assets have adequate level (50%). Last three years profit; as business performance; have stable trend (100%). Level of financial management of small business came from 8 questions for respondent. Score 0 for “Not Available” answer; and 1,2,3 for “Available” answer in “poor”, “adequate”, and “well” condition.

a) Proof of Transaction Keeping
100% of all respondent does not keep proof of transaction.

b) Transaction Recording
8% of respondent records the transactions.

c) Cash Flow Recording
8% of respondent records the cash flow.

d) Cash Flow Planning
0% of respondent plans the cash flow.
e) Profit Planning
83% of respondent does not have profit planning; while 17% of respondent have profit planning.

f) Cash Flow Controlling
83% of respondent does not monitor misleading of planned budget cash.

g) Profit Controlling
8% of respondent controls profit.

h) Separation of Individual and Business Assets
92% of respondent does not separate individual assets from business assets.

Based on respondent answers, 8% of respondent agree to participates financial management training.

Limited Field Test

Limited field test is run on special UKM (Small and Medium Business) to make new design of household waste. Number of participant is 12 UKM. Module of training consists of: 1) Module of household waste production, 2) Module of accounting, 3) Module of entrepreneurship, 4) Module of on line marketing management, 5) Module export-import procedure and document, 6) Module of cooperation taxation.

Conclusions


Result of training needs analysis; that identifies suitable training model for increasing business performance by small business enterprising concept approach; is as followed: a) There is need of entrepreneurship training by craftsman because average of enterprising is below the standard, with 80% average of enterprising means that ± 80% entrepreneurs do not have good entrepreneurship spirit and business management principles yet. b) Specifications of needs shorted by its aspects and problems are as followed: 1) 100 % of small business needs entrepreneurship spirit and personality development training; which are skills of leadership, self motivation on learning and goal achievement oriented. 2) 75% of small business needs marketing management training that gives knowledge of marketing plan and selling skill. 3) 8 % of small business needs business finance management training, especially profit planning and controlling, good practice of individual and business assets separation, and practical bookkeeping for small business. 4) 83 % of small business needs household waste production management training, especially in production administration, production quality control, and understanding of safety and health working. 5) 33 % of small business needs management training to increases organizing skill, knowledge of business license, and ability of business plan making. c) Based on observation
result of respondent related to culture and social aspect, best training model that can be used is
model that suitable for participant needs, perceptively, participative training and use facilitator
approach. d) Based on education background of participant, materials of training that have been
fulfilled the needs of participant have to be adjusted with learning capacity of participant.

There are five modules developed in this research: a) Module of residue of clothes waste
production, b) Module of accounting, c) Module entrepreneurship, d) Module of online marketing
management, e) Module of cooperation taxation. Materials of training/modules, as product of
this research, have been printed as book titled Bisnis Usaha Kecil Menengah [Small Medium
Business]: Accounting, entrepreneurship, and marketing management.

As follow up of research products, which are training model and modules, future steps that
need to be taken are as followed: a) Validates the training model and modules by judges (from
experts) and limited filed test (from some candidate of users). Training model test will examines if
designed training format makes learning process, knowledge and skill transfer happened in
craftsmen works. Module fitted test will examine if training module suitable for needs and learning
capacity of participant and makes participant to be proactive. b) Evaluates and make revision of
training model and modules that have been tested by experts and candidate of users. c)
Implements evaluated and revised training model and modules into entrepreneurship training
and, hopefully, there will be affective aspect increasing that leads to development of
entrepreneurship spirit, psychomotor aspect increasing that leads to skill of household waste, and
cognition increasing that leads to business management knowledge increasing. d) Do evaluating
research to measures how far is green entrepreneurship training generates product with high
economic value and leads to craftsmen performance increasing. e) Gives training feedback and
outcome to stakeholder as first step of training model dissemination into bigger scale. f)
Diversification of household waste products is important for local and national market with
affordable price.

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