

ANALYSIS OF BUSINESS SUCCESS FOR KENDANG CRAFTS IN THE CITY OF BLITAR

Immanuel Ustradi Osijo

Students Universitas Negeri Malang, Indonesia
E-mail author: Immanuel.ustradi.2204139@students.um.ac.id

Sudarmiatin

Lecture Universitas Negeri Malang, Indonesia

Agus Hermawan

Lecture Universitas Negeri Malang, Indonesia

ABSTRAK

The existence of MSMEs is the backbone of the community's economy which is important in growing the economy of a region. In this regard, education and training are continuously held in all fields to create reliable, skilled, and competent entrepreneurs. The purpose of this study was to determine efforts to increase business success by cultivating entrepreneurial character, entrepreneurial attitude, and entrepreneurial education for kendang craftsmen in Blitar City. This research is a qualitative single case study. The research method uses full observation or observation, in-depth interviews, and documentation. The results showed that the entrepreneurial characteristics of Kendang Craftsmen were having entrepreneurial characteristics of trust, thirst for achievement, independence, optimism, profit or result-oriented, painstaking hard work, tenacity, persistence, disciplined, diligence, and ability to take risks. The entrepreneurial attitude developed by Kendang Craftsmen shows an honest attitude in acting, high discipline, self-confidence, responsibility, innovation, sociable, kind, friendly, smart, selective, and does not discriminate against people. The Entrepreneurship Education conducted by Kendang Craftsmen is different. Education can be obtained from three types of education, namely formal, non-formal and informal education.

Keywords: *MSME Business Succession, Entrepreneurial Character, Entrepreneurial Attitudes, Entrepreneurship Education*

INTRODUCTION

Bumi Bungkarno is the name for Blitar Regency. A small town located in East Java with beautiful geographical conditions so it is interesting to visit because in this small town there is the tomb of the first President of the Republic of Indonesia, namely Ir. Soekarno, Proclaimer of Independence of the Republic of Indonesia. Bung Karno's Grave Tour is located in Bendogerit Village, Sananwetan District, about 3 km from the city center. This research was conducted at Bung Karno's Tomb Tour. The reason for choosing Bung Karno's Tomb Tour as a research location is because Bung Karno's Tomb Tour has several advantages as follows. First, it is a leading tourist spot for the city of Blitar. Second, the potential for the growth of Micro, Small, and Medium Enterprises in tourist areas. Third, can explore the potential of the tourist area. Bung Karno Tomb Tourism has great potential to develop business, because of its strategic location to attract domestic and foreign tourists to visit. This can be used to issue creative ideas that can be applied in making products so that they can be sold on these tours.

Developments in the City of Blitar in the field of trade are experiencing very rapid development, one of which is in the industrial sector. There have been many industries in Blitar City on a large, medium, and small scale. However, if you pay attention to the industry in Blitar City, the majority tend to be small-scale industries. The City of Blitar through the Industry and Trade Service and the Cooperative and SMEs Office accommodates all MSMEs engaged in various fields, one of which is MSMEs in the field of Handicrafts (Sari & Shofarini, 2022).

Micro, Small, and Medium Enterprises are a business sector that has been able to prove the continuity of their business so that it can survive the economic crisis can save the country's economy (Halim, 2020). The existence of MSMEs is the backbone of the community's economy which is important in growing the economy of a region. Under guidance, MSME entrepreneurs are given information about the right business following existing opportunities and capabilities (Febriyanatoro & Arisandi, 2018). In addition, MSME entrepreneurs are also assisted in finding the right location for their business, making a business plan, and assisted in making a business

feasibility study. In this regard, education and training are continuously held in all fields to create reliable, skilled, and competent entrepreneurs (Mandasari et al., 2019).

An area that is well known for its handicrafts from the local community is Sentul Village. Sentul is one of the areas where people work as craftsmen as well as a center for wood-turning crafts. As a commodity engaged in the craft business, Sentul's works have been widely marketed in Blitar City and outside cities such as Surabaya, Malang, Jakarta, and Bali and even exported to several countries. Sentul handicraft products include Kendang, Masks, Chess Boards, Wall Hangings, Ashtrays, Cage Crowns, Bags, and Souvenirs.

One of the best and superior handicraft products is the Kendang Sentul craft, called Kendang Sentul because it is originally made by the Sentul people. Kendang Sentul is a craft product made from Mahogany wood which is turned into Kendang, the Sentul Kendang craft is also a Sentul village icon. Sentul is also known as a tourist village. Kendang Craftsmen continue to innovate to survive in the business market. Under the guidance of the Blitar City Office of Cooperatives and SMEs, craftsmen are required to attend non-formal education such as education and training. In education and training, craftsmen acquire skills ranging from product innovation, quality improvement, and marketing, not forgetting also related to funding (Husein et al., 2022). Training is one of the efforts to improve the quality of human resources according to job requirements (Istanti et al., 2020). Improve human resources in each work unit it will relate to the nature of education and training. Fauziah et al. (2020) that the values of a person's competence are fostered through education, development, and training programs that are oriented toward actual work demands by emphasizing the development of skills, knowledge, and abilities which will significantly be able to standardize the systems and work processes applied.

Based on initial observations, the Sentul area is indeed famous for its kendang crafts. It is evident that along Sawunggaling Street, Sentul Village, almost every house is a craftsman. Although along the way many craftsmen joined the local village unit. Preliminary observations made brief interviews with a craftsman, that they worked in one of the village units with capital and materials from there but the work was done in their respective homes. After the work is finished, the handicrafts are brought to the local village unit. In the Sentul area, there are several

Village Units, one of which is UD. Karya Mandiri with the owner Mr. Parno (Flying), at Mr. Parno's place you can find many kinds of kendangs such as tambourines, basses, and wooden lathe craft kendangs. Initially, Mr. Parno started the craft business starting with the business of sending wood to Jepara, because in Jepara there were bottlenecks, both in terms of capital and low sales levels, and at home, there was a lot of wood, so Mr. Parno took the initiative to open a new business, processing the existing wood into goods that had added value, namely by making handicrafts in the form of kendangs, even though Mr. Parno is not the first person to work as a craftsman in the Sentul area.

Marketing was first carried out at Bung Karno's Tomb Tour in the City of Blitar and its surroundings, then there were foreign tourists interested in the kendangs he made so the Kendang was well known overseas. Through coaching carried out by the Industry and Trade Service and the Blitar City Cooperative and SMEs Office regarding the competence or skills of craftsmen, having creative thinking and someone's strong will to achieve goals is an attitude that an entrepreneur needs to have so that business develops both domestically and abroad. Mr. Parno is one of the craftsmen in the growing Sentul area. Several other craftsmen have different stories in running their businesses.

This research examines further efforts to increase business success by cultivating entrepreneurial character, entrepreneurial attitude, and entrepreneurial education for kendang craftsmen in Blitar City. Many factors influence the success or failure of a business. That way, education, and training have an important role to improve human resources according to job needs or market demand (Syifa et al., 2021). With education and training, it is hoped that it will bring changes in attitude, behavior, and skills in developing the kendang business in Blitar City.

LITERATURE REVIEW

Entrepreneurship and Factors Supporting Its Success

Entrepreneurial knowledge is everything that is known about activities or creativity, innovation, structured in creating or developing a product accompanied by the courage to take risks (Noviantoro & Rahmawati, 2018). The ability to overcome his own business, think to develop his business, mental ability, and knowledge, the ability to communicate in relationships

with others. Entrepreneurial knowledge is a knowledge structure that people use to make judgments or decisions that involve evaluating opportunities, creating businesses, and growing (Indriyani & Subowo, 2019).

Nasution et al. (2021) explained that to become a successful entrepreneur, willingness and ability (skills) alone are not enough, they must be equipped with knowledge. Some of the basic knowledge that must be possessed include 1). Knowledge of the business to be initiated, 2). Knowledge of the existing business environment, 3). Knowledge of roles and responsibilities, and 4). Knowledge of business management and organization. The level of willingness, ability, and knowledge is known as entrepreneurial competence.

Hassan et al. (2019) also explained that the things that support entrepreneurial success are also the characteristics they have. The characteristics of an entrepreneur are 1) always looking for a change, 2) trying to follow and adapt to change, and 3) taking advantage of it as an opportunity. Indarto & Santoso (2020) explained that the characteristics of an entrepreneur are: 1). The desire to pursue achievement, 2). Happy to challenge, 3). Recognize both technical and managerial work, 4). Have a good leadership attitude and behavior, 5). Have full power in managing the business, and 6). Innovative Mukoffi (2021) argues that a successful entrepreneur has certain attitudes. One of the attitudes that an entrepreneur usually has is the ability to look ahead.

Entrepreneurial attitudes are not formed just like that but are influenced by various factors. Factors that influence entrepreneurial attitudes are internal factors, external factors, and contextual factors (Zulaidah & Widodo, 2020). Internal factors include demographic factors such as age, gender, and parental work background. External factors include the surrounding environment such as the physical environment, and socio-economic environment, and contextual factors including entrepreneurship education, social support, and business environment support.

Akbar et al. (2021) stated that the main objective of the entrepreneurship program is to build skills, knowledge, and character building that are important for entrepreneurial activity. Entrepreneurship education will shape entrepreneurship by increasing knowledge about

business and forming psychological attributes such as self-confidence, self-esteem, and self-efficacy.

Based on some of the opinions of these experts, it can be concluded that a successful entrepreneur is a person who is creative, and innovative and has good entrepreneurial knowledge in creating added value from existing business opportunities. Creativity and innovation can be formed if individuals have a strong entrepreneurial character supported by a competitive entrepreneurial attitude.

RESEARCH METHOD

This study uses a qualitative approach. This study uses a qualitative approach with a single case study design. The design of this single case study is following the research objective, namely to obtain results from three key informants regarding the Succession of the Kendang Craftsmen's Business at the Bung Karno Tomb Tourism Site. In this study, the techniques used in data collection were full observation or observation, in-depth interviews, and documentation. Data analysis in this study used data reduction, data presentation, and verification. Validation in this qualitative research was carried out through extended observations, triangulation, colleagues' discussion, and expert opinion.

RESULT AND DISSCUSION

The history of the establishment of UD. Karya Mandiri with the owner Mr. Suparno or usually called Mr. Parno (fly) who is addressed at Jalan Sawunggaling No. 7 Sentul Village, Kepanjen Kidul District, Blitar City. This business started with the business of logs sent to Jepara in the 2000s. It had grown rapidly, but at the end of 2006 there was a change in the market, the market was quiet so sales declined. The neighborhood where Mr. Parno lives is known for its wood-turning crafts since Mr. Parno was a child. Sales decreased and there was a bottleneck so the existing wood from Jepara was utilized by opening a kendang business. Mr. Parno is not the first kendang craftsman, but the craft business is a hereditary business from his

ancestors. In 2007 Mr. Parno started his kendang and flight business. Flying is a traditional musical instrument, such as the tambourine, hadrah instrument, and percussion.

UD. Surya Aji was founded in 2002, this business is an independent business with the owner Mrs. Suryani. UD address. Surya Aji is on Jalan. Sawunggaling No, 4 Gang 3, Kelurahan, Kepanjen Kidul District, Blitar Regency. Before the kendang business, Mrs. Suryani was engaged in wood turning, making lemper and mortar, and sold it at the Bungkarno Cemetery. Mrs. Suryani is in a handicraft-producing environment. This business has been passed down from her ancestors so that Mrs. Suryani does not need to start it from scratch, only to continue her hereditary business.

UD. Cahaya Timur is addressed at Jalan Sawunggaling No. 58 Kepanjen Kidul Sub-District, Blitar City, with owner Mr. Ahwani. The beginning of development of this kendang business started with a request from Bali to make kendangs to be sold there. Previously, Mr. Ahwani's handicraft business consisted of ashtrays, statues, flower vases, prayer beads, yo-yo toys, and kendangs. However, in 1990 the kendangs had not yet shown their existence. After experiencing rapid development, kendangs began to be known everywhere. So that Mr. Ahwani is sure to only pursue the kendang business. Mr. Ahwani previously worked as a public transportation driver. Mr. Ahwani used to migrate selling yo-yos to Malaysia until he finally settled in Indonesia for this kendang business. Seeing that the kendang business in Blitar has great opportunities, Mr. Ahwani decided to return to Indonesia by establishing a kendang business.

The sustainability of the Kendang Craftsmen's Business can be seen from the entrepreneurial character, entrepreneurial attitude, and entrepreneurial education. The findings in this study are that the Kendang Craftsman has a trusted Entrepreneurial Character, in this case, the craftsmen believe that the Kendang business is promising. Thirsty for achievement, artisans try to expand their marketing scope and business can be famous, develop and survive both domestically and abroad. Achievements that have been achieved are being a guest on local television in East Java, being a resource person at private universities in Blitar and their place of business being used as a place for visits from vocational high schools as well as state and private universities.

Independence, the kendang craftsman business is an independent business run by the owner and assisted by employees and family. Optimism is the character of kendang craftsmen because they are optimistic that the business they are running can have an impact so that the business can increase and run continuously. Oriented to profit or results, the main goal of a craftsman's business is to get profit or results, profits or results are not only in the form of material but non-material, have a wide market reach, have many customers are also the advantages obtained by entrepreneurs. Hard work, painstakingness, tenacious, are important characteristics and are owned by a craftsman because the main capital of an entrepreneur in running a business. Discipline and diligence will form customer loyalty, entrepreneurs always prioritize business effectiveness and efficiency. None other than kendang craftsmen who apply high discipline to business, time discipline, and financial discipline. Being able to take risks, every business is always accompanied by risks as well as the risk of becoming a craftsman, one of which is that raw goods rise but kendang prices remain constant and price competition.

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Findings Entrepreneurial attitude in this study craftsmen has an honest attitude in acting, always prioritizing trust and honesty in running a business. For craftsmen, honesty can form trust, this trust is a very important capital for an entrepreneur because the turnover of his

business is by collaborating with outsiders, both overseas and outside the region. High discipline is the attitude of kendang craftsmen, serving all orders promptly and with the right finances. Kendang craftsmen have high self-confidence because kendang business is an ongoing and growing business. The responsibilities of high kendang craftsmen can be seen from the risks taken and responsibilities towards employees, suppliers of raw materials, and customers. Kendang craftsmen have an attitude that is innovative, sociable, kind, friendly, and selective. For kendang craftsmen, the environment greatly influences the formation of entrepreneurial attitudes.

The findings of entrepreneurship education carried out by kendang craftsmen, by completing formal high school or vocational education. Participated in non-formal education organized by the Blitar City Industry and Trade Service, BPJS, and JAMSOSTEK. By training in the techniques of making kendang. Participated in the Inacraft exhibition in Jakarta and the National Arts Day Exhibition held in Surabaya and Malang. Informal education is obtained by kendang craftsmen during life. Informal education can come from the family, the outside environment, or the life experience of kendang craftsmen. Craftsmen use manual bookkeeping in their business operations. Entrepreneurship education is passed on by craftsmen to their sons and daughters by opening kendang businesses managed by their sons and daughters with direction and guidance from craftsmen. It is hoped that their sons and daughters will be able to continue their father's business. Namely the kendang business, for the craftsmen's son-in-law to open a shop for daily staples, this can channel the entrepreneurial talents possessed by his father and mother.

CONCLUSION AND SUGGESTION

This study discusses three problems, namely the success of kendang craftsmen at the Bung Karno Tomb Tourism Site, Blitar City in terms of Entrepreneurial Character, Entrepreneurial Attitudes, and Entrepreneurship Education followed by kendang craftsmen at the Bung Karno Tomb Tourism Site, Blitar City. Running a business requires entrepreneurial character, entrepreneurial attitude, and entrepreneurial education to survive and develop a business. Characteristics of Kendang Craftsmen Entrepreneurs, namely having entrepreneurial characteristics of trust, thirst for achievement, independence, optimism, profit or result-oriented,

painstaking hard work, tenacity, persistence, discipline, diligence, and ability to take risks. The entrepreneurial attitude developed by Kendang Craftsmen shows an honest attitude in acting, high discipline, self-confidence, responsibility, innovation, sociable, kind, friendly, smart, selective, and does not discriminate against people. The Entrepreneurship Education conducted by Kendang Craftsmen is different. Education can be obtained from three types of education, namely formal, non-formal and informal education.

Based on the results of the research, it is hoped that craftsmen will be more diligent in participating in education and training organized by any institution. Especially in education and training related to simple bookkeeping and business management (risk and cost management). Enthusiastically participating in Blitar City Government programs such as the *maya juwita* program (a powerful community towards a tourism city). Suggestions and recommendations for small craftsmen by establishing good cooperation between large and small craftsmen by helping to market kendang products produced by small craftsmen to improve the family economy. In addition, it is suggested that future researchers can dig up data broadly and in-depth on this theme.

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