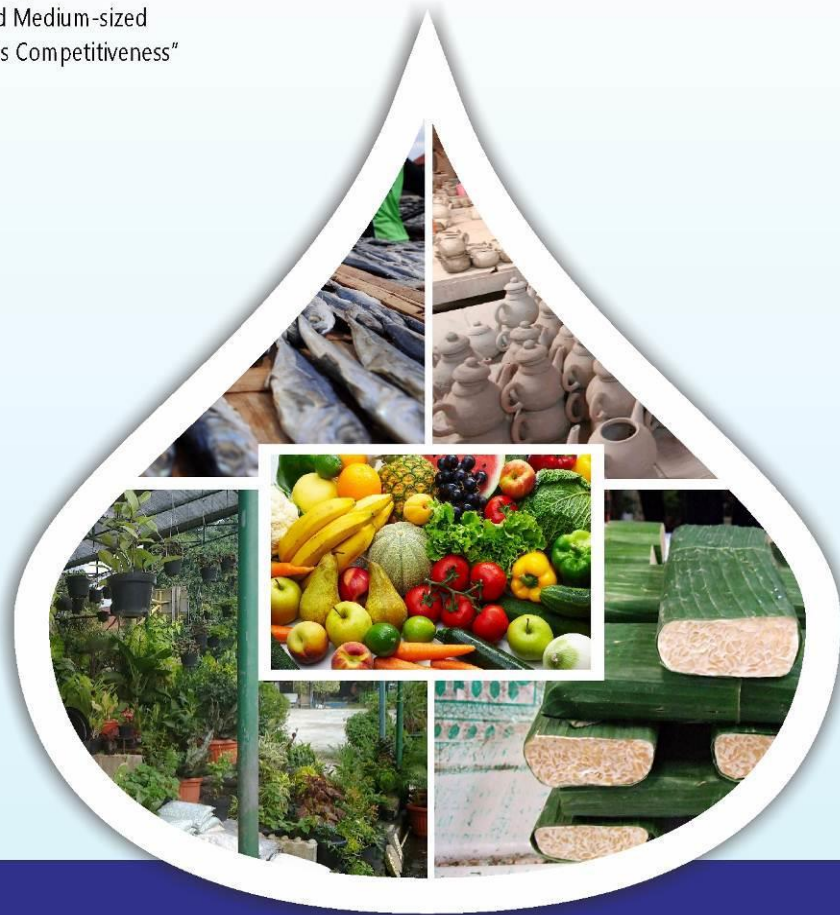




2016

"Small and Medium-sized
Enterprises Competitiveness"

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Agribusiness Development for Human Welfare



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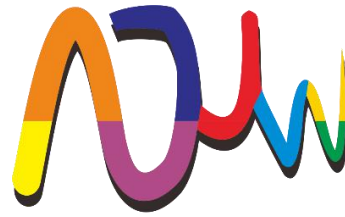
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AGRIBUSINESS
DEVELOPMENT FOR
HUMAN WELFARE

*“Small and Medium-sized
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EDITOR FOREWORD

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

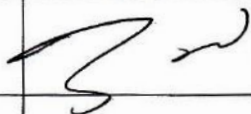
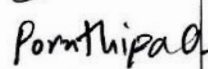

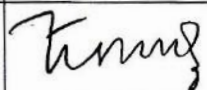
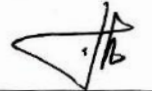
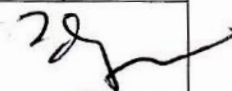
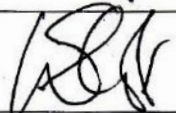
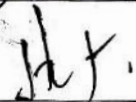
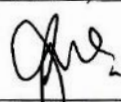

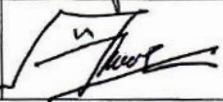
May 30, 2016

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PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.
Dear Honorable Governor of Yogyakarta Special Province
Dear respectable Prof. Dr. Zainal Abidin Mohamed
Dear respectable Asist. Prof. Pornthipa Ongkunaruk
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

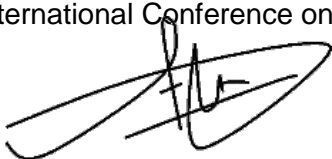
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.

WORDS OF WELCOME

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



Gubernur

Daerah Istimewa Yogyakarta

Sambutan
KONFERENSI INTERNASIONAL
“AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE”
Yogyakarta, 14 Mei 2016

Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “Agribusiness Development For Human Welfare”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “Agribusiness Development For Human Welfare” ini.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah

telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

Hadirin dan Saudara-saudara sekalian,

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016
GUBERNUR
DAERAH ISTIMEWA YOGYAKARTA



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EFFECTIVENESS OF TRAINING MODEL ON CRAFTSMEN CALLIGRAPHY GOAT LEATHER IN AN ATTEMPT TO STRENGTHEN THE COMPETITIVENESS IN SUKOHARJO, INDONESIA

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ABSTRACT

The purpose of this study was to determine the effectiveness of training model on craftsmen calligraphy goat leather in an attempt to strengthen the competitiveness in Sukoharjo District, Central Java, Indonesia. The research was conducted in Sukoharjo District, Central Java, Indonesia in July-August 2015. Methods of data collection techniques done with the literature study, observation, interviews and focus group discussions. The study design using the Pre-Experimental Design with one group pretest-posttest design to test the effectiveness of the training model. The results based on analysis using Wilcoxon test by comparing the results of the pre-test and post-test on aspects of knowledge showed a significant effect, with a value before the training gained an average value of 19.04 and after training 21.54. The standard deviation of before the training gained a value of 4.44 and after training 3.88. The minimum value before training 9 and a maximum value of 25. The minimum value after training 14 and a maximum value of 29. Price of Z count = 4.46 is greater than Z table = 1.96 with a standard error of 0.025 (p). This means there is a change or an increase in the ability of the participants after the training is given, so that it can be concluded that training on calligraphy goat leather effectively empower craftsmen.

Keywords: effectiveness, model, training, craftsmen calligraphy goat leather

INTRODUCTION

Cultural characteristics of each region that involves the creative industry sector become a special attraction to support the development of small and medium micro enterprises, especially for the area itself. One of the regional specialties in Sukoharjo District to become a characteristic and attraction is the craft of calligraphy goat leather. Supported by people who have expertise in calligraphy writing skills as well as high demand, both from domestic market and overseas markets shows that the craft of calligraphy has bright prospects for development.

According to Ridwan (2005), small industries need to implement strategies to live (cash flow) and growing (liquidity)

which is supported by a good competence (creative and innovative) and the ability to multi resources pooling has, in addition to the marketing right, fast and reliably to take the lead position and business performance.

Small and medium micro enterprises have a major role, but the characteristics of small and medium micro enterprises in general, more a weakness that include 1) the system of bookkeeping are relatively simple, 2) operating margin tends to thin as the competition is very high, 3) limited capital, 4) managerial experience is very limited, 5) economies of scale are small, 6) the ability of marketing and negotiation, and limited marketing diversification, 7) the ability to obtain funding from the capital markets is low.

Weakness in the small and medium micro enterprises both from the aspect of human resources, as well as other production resources, the Ministry of Cooperatives and Small and medium micro enterprises to provide guidance to small and medium micro enterprises aimed at improving the performance of small and medium micro enterprises (Rosyadi, 2005). Less than optimal development effort is being made at this time is likely due to the inability of the builder (the government) to identify precisely of what is required of small craft industries to be able to grow and be successful. Small industry has a huge potential to accelerate the distribution of economic growth and improving the welfare of the community, but there are still many problems faced. Craftsmen still weak in cooperation with other individuals, especially related to the field of business, such as suppliers of goods, financiers, customers or business partners (Megginson et al., 2000). Based on the above it is necessary to do research on the effectiveness of training calligraphy craft goat skin that has followed craftsmen in Sukoharjo District.

METHOD

This research was conducted in Sukoharjo District, Central Java, Indonesia in July-August 2015. The choice of location and sample using purposive sampling method, which is a way of determining the location of the research based on several considerations in accordance with the purpose of research (Sugiyono, 2006). Sukoharjo District is an area that has potential for the development of calligraphy goat leather. This study design using Pre-Experimental Design with one group pretest and posttest design. The use of this design aims to test the effectiveness of training model on craftsmen calligraphy goat leather in an attempt to strengthen the competitiveness in Sukoharjo District, Central Java, Indonesia. This design is done by comparing the results of pretest and posttest of the respondents as a trainee. Enterprising data analysis using

the concept of small businesses and non-parametric statistical analysis, namely by Wilcoxon Match Pairs Test (Siegel, 1997 and Sugiyono, 2001).

Training needs analysis with a qualitative descriptive technique to the data of objective conditions craftsmen calligraphy goat leather efforts aimed to identify whether training is needed to improve business performance and how the shape of a model training.

RESULT AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents who follow training about calligraphy goat leather include education level, experience craftsmen calligraphy goat leather and family size. The education level of the average craftsmen is Senior High School. Calligraphy goat leather experience an average of 16 years. The average number of family craftsmen is 5 people.

Wilcoxon Test

According to Sugiyono (2001) that analysis of testing the effectiveness or analysis Wilcoxon test is done to look at: (1) the results of calculations or test the knowledge of each craftsmen both before and after the training, (2) average and the total value of the aspects of the knowledge testing, and (3) different from before and after as well as the level of the value of each craftsmen. Assessment of knowledge is done by using multiple choice. Every item is actually given a score of 1 and one with a score of 0, and really all given a score of 30 (100%). Test given in writing using a multiple-choice, with the option to correct the score 1 and one 0.

In the aspect of knowledge, after the pretest and posttest of all craftsmen are training a significant increase (Table 2). Increased knowledge is evident from item 30 written questions given to craftsmen before and after training gained an average value of 19.4 and 21.54. The standard deviation after training before training and after training 4,44 and 4.16.

The minimum value before training is 9 and a maximum value is 25. The minimum value after training is 14 and a maximum value is 29 (Table 1).

Table 1. Results of the pre-test and post-test

Respondents	Pretest	Post test	Difference		Signs Ladder	
			Pre and Post	Ladder	+	-
1	21	26	5	22.5	22.5	0
2	17	19	2	14	14	0
3	19	19	0	2.5	2.5	0
4	23	24	1	7.5	7.5	0
5	18	19	1	7.5	7.5	0
6	18	22	4	20	20	0
7	19	23	4	20	20	0
8	23	23	0	2.5	2.5	0
9	17	21	4	20	20	0
10	19	19	0	2.5	2.5	0
11	17	20	3	18	18	0
12	23	25	2	14	14	0
13	21	22	1	7.5	7.5	0
14	24	26	2	14	14	0
15	25	27	2	14	14	0
16	23	29	6	24.5	24.5	0
17	24	26	2	14	14	0
18	24	25	1	7.5	7.5	0
19	23	23	0	2.5	2.5	0
20	11	16	5	22.5	22.5	0
21	12	14	2	14	14	0
22	9	15	6	24.5	24.5	0
23	18	20	2	14	14	0
24	12	20	8	26	26	0
25	20	21	1	7.5	7.5	0
26	15	16	1	7.5	7.5	0
Total	495	560			202	0
Average	19.04	21.54			T = 202	

Source: Primary data processed, 2015

Knowledge Table 1 above shows that the results of posttest (560) is greater than pretest (495). This means that the training activities affect the improvement of knowledge of craftsmen. Efforts to prove that the results of training can improve knowledge of craftsmen, the Wilcoxon test using the formula Z. Z Test with test participants used as research subjects in excess of 25 people. Testing by the formula Z as follows:

$$Z = \frac{T - \mu_T}{\sigma_T} \quad (1)$$

T = number of levels / ranks were small is 0

$$\mu_T = \frac{n(n+1)}{4} \quad (2)$$

$$\sigma_T = \sqrt{\frac{n(n+1)(2n+1)}{24}} \quad (3)$$

$$\begin{aligned} Z &= \frac{0 - \frac{26(26+1)}{4}}{\sqrt{\frac{26(26+1)(2 \times 26+1)}{24}}} \\ &= \frac{0 - 175,5}{\sqrt{\frac{37206}{24}}} = \frac{-175,5}{39,37} = -4,46 \end{aligned}$$

If the error level of 0.025 (p) the price of the Z table = 1.96. Price -4.46 Z count was greater than 1.96 (the price - is not taken into account because of the absolute price), so H_0 rejected. So, training about calligraphy goat leather significant effect of increased knowledge of craftsmen training. Wilcoxon test

results before and after training in descriptive statistics presented in Table 2.

Table 2. Descriptive statistics Wilcoxon test results for the knowledge

	N	Mean	Std Deviation	Min	Max
Before	26	19.04	4.44	9	25
After	26	21.54	3.88	14	29

Source: Primary data processed, 2015

Based on Table 3 shows the results mean after training (21.54), is also greater than the mean before training (19.04). Thus the difference of knowledge in question is that there is a positive change from the knowledge of craftsmen who attend training.

Effectiveness Training Model

Descriptive analysis is done by comparing data from each of the first and second evaluation followed by seeing the difference that using non-parametric statistical tests (Wilcoxon test) with the formula Z testing because the number of craftsmen who followed the training of more than 25 people. The test is an indication of how far the effectiveness of the training model who developed the ability of craftsmen in calligraphy goat leather. Results of the implementation of training models calligraphy goat leather is able to empower craftsmen in developing skills. Analysis of effectiveness testing is done by looking at the results of the calculation aspect of the knowledge of craftsmen training. The results show there is an increase or significant differences in the knowledge that follow training.

CONCLUSION

The results based on analysis using Wilcoxon test by comparing the results of the pre-test and post-test on aspects of knowledge showed a significant effect. This means there is a change or an increase in the ability of the participants after the training is given, so that it can be effectively empower craftsmen.

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DISCUSSION FROM PARALLEL SESSION

PAPER TITLE	Effectiveness of Training Model on Craftsmen Calligraphy Got Leather in An Attempt to Strengthen The Competitiveness in Sukoharjo District, Central Java, Indonesia
AUTHOR	Shanti Emawati, Endang Siti Rahayu, Sutrisno Hadi Purnomo, Ayu Intan Sari, Endang Tri Rahayu, Winny Swastike
DISCUSSION	
QUESTION	<ul style="list-style-type: none"> - Why only short time in the research? - Can you explain how the training will eventually increase level of competitiveness among craftsmen?
ANSWER	<ul style="list-style-type: none"> - The training is one week enough. (actually) one month intensively. So the training is taking one month, because it's very intensive with a lot of questionnaire. And the training courses are management, marketing, website, technical. Entrepreneur, etc.
SUGGESTION	<ul style="list-style-type: none"> - Please explain more detail in the methodology especially in the reason why the program is very short! - The conclusion should be more comprehensively build upon analysis result (what ability of craftsmen is increase?)



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