

## ENHANCING COMPETITIVENESS SMEs WOMEN CREATIVE INDUSTRY IN SURABAYA

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### ABSTRACT

*This study was conducted to support the increased competitiveness of women entrepreneurs in the creative industries, especially handicrafts that have been shown to contribute the economy. The importance of understanding the obstacles to be able to solve the problem right on target creative product marketing related business women in the online business that currently emerging with the rapid world of communication via the Internet.*

*This study used the descriptive qualitative method. Data was catch using observation, interviews and focus group discussion (FGD). The sample is a handicraft business woman in Surabaya held its products through online marketing.*

*The issues raised are how good housewife and a student as women entrepreneurs can improve marketing and finance in their online business. Practical knowledge of what is needed to be able to increase the turnover of the online business.*

*The result is an increase in the skills they need to be able to increase its sales. Currently needed include science photography simple using a smartphone to be able to maximize the product to be marketed on their online shop. Simple financial records required to be able to know the financial position that has been generated. Proper packaging so that the goods can't be broken up and sold is given the crafts that have a value will form, with the proper packaging will make the value of the craft is not reduced due to the damage caused by shipping. So by knowing these skills need improvement, then the employer crafts in Surabaya held its products through online marketing can improve their competitiveness.*

**Keywords:** women entrepreneurs, improvement of skills, creative industries, online business

### INTRODUCTION

Telecommunications rapid development makes the Internet is not new. Marketing world began to evolve with the advancement of this technology. In 2015, the total value of trade transactions through the Internet (e-commerce) reached 20 billion US dollars, much improved compared to 2013, which still reached 8 billion US dollars. The Government through the Ministry of Communication has launched a number of programs targeted to be achieved in 2020, namely 1,000 techno, 1,000,000 farmers and Fishermen Go Digital, 8,000,000 SMEs Go Digital and Integrated Broadband village in District 187 are categorized outermost, isolated and

underdeveloped. ([Www.bisnis.tempo.co](http://www.bisnis.tempo.co)). These changes lead to competition leading companies in different areas of design and product development, production, distribution, communication, and marketing (Singh, Garg, and Deshmukh, 2008)

SMEs play a major role in the Indonesian economy with the ability of the employment rate is about 97% of the national workforce and contributes to gross domestic product (GDP) of about 57%. Therefore, SMEs have an important and strategic role in national economic development. In addition, SMEs also play a role in the distribution of development outcomes. With the evidence of SMEs are not influenced by the economic crisis in the period 1997 - 1998, only SMEs are capable of standing strong (LPPI & Indonesia, 2015).

Employment population ratio in Indonesia is somewhat higher than the average rate of global, this is partly due to the high percentage of the working age population and the limited choice of income outside the world of work. There is a big difference in the ratio of employment population of men with women, where men are estimated at 89.5 percent in February 2015. while young women estimated 32.6 percent in the same period. In Indonesia, the participation rate of women in the labor force is very low this is because the number of women who did not participate in the workforce due to family responsibilities, where there are many women who claim that they are fully engaged in household activities (ILO, 2015).

Based on a recent study conducted by the Asia Foundation, showed that about 23 percent are women entrepreneurs. The total, grew 8 percent each year. Some female entrepreneurs are in the micro and small scale. Data from the Ministry of Cooperatives and SMEs in 2015 was recorded, from about 52 million SMEs in Indonesia, 60 percent of businesses run by women. ([Http://www.republika.co.id](http://www.republika.co.id))

The economic value of a product or service is no longer determined by the raw materials or production system, but rather the use of creativity and creation of innovation through the development of increasingly advanced technology. This is called a new economic era that prioritizes the information and creativity that is popular with the title of Creative Industries or the Creative Economy is driven by the industrial sector concerned in the field. The creative industry itself is a development concept based capital of creativity that can potentially increase the economic growth and social welfare. The concept of the creative industry itself is creativity-based activities that affect the economy and welfare of the community, the small-scale industries such as handicrafts in the city of Surabaya is one of them.

During this growth creative industry in Indonesia has a particularly prominent economic contribution in the field of fashion and crafts. So naturally when the government gave serious attention to the development of creative industries. As presented MEMPERIN during the exhibition "Fashion Products and Accessories" at Plaza Exhibition Industry, the Ministry of Industry, Jakarta, Wednesday (12/8) that the added value of the creative economy sector is estimated to reach Rp. 11 \ 1.1 trillion. The highest contributor of added value, among other sub-sectors of fashion, food, and crafts ([www.kemenperin.go.id](http://www.kemenperin.go.id)).

In 2015 digital industry online store is already crowded, but with the power of the Internet network faster and devices that support the application, then the phenomenon of online stores is believed to be further strengthened and increased in 2016. This is because the Internet technology fourth generation (4G LTE) has been unveiled by the government. ([www.dimbleweb.com](http://www.dimbleweb.com))

Rapid telecommunications development makes the Internet is not new. Marketing world began venturing developed with the advancement of this technology. Digital marketing research institution E-marketer estimates that in 2018 the number of active users of smartphones in Indonesia for more than 100 million people. With that amount, Indonesia will become the country with the fourth largest smartphone active users in the world after China, India, and America. ([www.kominfo.go.id](http://www.kominfo.go.id)) The world of marketing is growing with the advancement of this technology. Such changes leading companies to compete simultaneously in different dimensions

such as product design and development, production, distribution, communication, and marketing (Singh, Garg, and Deshmukh, 2008)

The main activity is trading in Surabaya. Geographically the city of Surabaya has been created as a trading city since Majapahit Period until today. As a business town lasted all the activities and facilities that support. Today, the trading activity in Surabaya not only serve the needs of a local and national but also international trade. This study triesto be identified in order to increase the competitiveness of SMEs female creative industries in the city of Surabaya.

## **LITERATURE REVIEW.**

### **A. Micro, Small and Medium Enterprises (SMEs)**

SMEs picture can be seen from the aspect of business and entrepreneurial nature of the SME entrepreneurs. In accordance with Law No. 20 the year 2008 on Micro, Small and Medium Enterprises (SMEs):

1. Micro, is a productive economic activity belonging to individuals and/or entities that meet the criteria of individual businesses, Micro as stipulated in this Law.
2. Small Business is a productive economic activity that stands alone, carried out by an individual or entity that is not a subsidiary or not branches of companies owned, controlled, or be a part either directly or indirectly from medium or large businesses that meet the criteria of business small referred to in this Act.
3. Enterprises Medium is an economic enterprise productive stand-alone carried by an individual or business entity that is not a company or branches of companies owned, controlled or be a part, directly and indirectly with a small business or large enterprise with total net assets or result in sale annual as stipulated in this Law.

The term comes from the word entrepreneur entrepreneurship. Entrepreneurship is a tool from the tool life view someone who wants their freedom in the economy to create something new by using existing resources. To achieve this, of course, a necessary skill in exploiting the opportunities through a variety of business opportunities, the ability of proper risk management decision to achieve opportunity, and through communication skills and management expertise in mobilizing human, financial and material resources to produce a good project. (Ranto, 2007)

Definition of women entrepreneurs according to Meng & Liang (1996) is defined as a business owner who has the initiative, accept all the risk and finance, responsible administration, social and effective lead management.

The condition of women entrepreneurs in Indonesia to experience rapid growth. The fact that women were open for business 2.4 times more than men, but the impact is not at all small. The companies owned by women employ over 15.5 million employees, or 35 percent more than all employees of Fortune 500 worldwide. Despite their businesses tend to be slower than the company man, his power is higher than the overall business. Although 72 percent of women-owned businesses concentrated in the areas of retail, services, women entrepreneurs thrive in an industry previously dominated by men such as manufacturing, construction, transportation, and agriculture. This condition can also be seen from the number of new women's cooperatives and its diverse businesses small and medium enterprises are formed and success. (SMECDA 2006)

### **C. Creative Industry**

According to the Ministry of Trade (2009, H.5), Creative Industries is an industry that comes from the use of creativity, skill and talent of individuals to create prosperity and jobs to generate and empower the creativity and inventiveness of the individual. Simatupang (2008, h.69) also explains that the creative industries are industries that rely on the talents, skills and creativity which is a basic element of every individual. The main elements of the creative industries are the creativity, skill, and talent potential to increase prosperity through offering intellectual creations. Meanwhile, among the experts in these fields, seems to be no fundamental discrepancy between the Creative Economy Creative Industries. Judging from the aspect of

practical need is not a serious problem. In general, it can be said that both of them implies creativity-based activities that affect the economy or welfare of the community.

The scope of activities of the creative economy can cover many aspects. Department of Commerce (2008, H.4) identified at least 14 sectors included in the creative economy, namely:

- 1) Advertising
- 2) Architecture
- 3) Art Goods Market
- 4) Handicraft
- 5) Design
- 6) Fashion
- 7) Film, video, and photography
- 8) Interactive games
- 9) Music
- 10) Performing arts
- 11) Publishing and printing
- 12) Computer services and software
- 13) Radio and Television
- 14) Research and Development

Can be seen the extent of coverage of the creative economy, most of the economic sectors that do not require large-scale production quantities. Unlike the manufacturing industry oriented product quantity, creative industries more reliant on the quality of human resources. More precisely the creative industry emerged from a group of small and medium industries.

#### **D. Competitiveness**

According to the Indonesian big dictionary (KBBI), the strategy is defined as the science and art of using all the resources of the nation to implement a certain wisdom in war and peace. While some other sense of competitiveness, namely:

1. According to *the Council on Competitiveness* in Washington, DC, in 2006, the nation's competitiveness is the capacity to face the challenges of the international market competition and maintain or increase its real income.

2. According to the *European Commission* in 1999, the competitiveness is defined as the ability to produce goods and services that meet international testing, and at the same time also be able to maintain a high level of income and sustainable, or the ability to generate local income and employment levels are high remain open to external competition.

Anton *et al.* (2015) found that the competitiveness of SMEs originated at the level of innovation, entrepreneurship, human capital, financial resources, market potential and business strategy. SMEs also need government assistance to develop marketing networks and access to financial institutions. In the case in Indonesia Tambunan (2009) found that their competitiveness can be improved through human resources, working capital, as well as management expertise and technology.

In the perspective of development, SMEs can be classified into four (4) groups: [3]:

1. *Livelihood* Activities is an SME that is used as a job opportunity to earn a living, which is more commonly known as the informal sector. Examples are hawkers
2. *Micro Enterprise* an SME that has the properties of craftsmen but do not yet have an entrepreneurial nature
3. *Small Dynamic Enterprise* an SME that already have an entrepreneurial spirit and able to accept work sub-contracted and export

4. *Fast Moving Enterprise*, is SMEs already have an entrepreneurial spirit and the will to transform into Big Business (UB) one law is the reference product and development for SMEs in Indonesia is law No. 20 the year 2008 on Micro, Small and Medium Enterprises.

## **RESEARCH METHODS**

This study used the descriptive qualitative method. Data taken with the observation, in-depth interviews and focus group discussion (FGD). Samples are the women entrepreneur in the field of creative industries are mainly craft in Surabaya. SMEs have been using social media and websites to market the products of creative industries.

Surabaya as the second largest city in Indonesia has a population of the diverse community from migrants seeking jobs in Surabaya so that students and students. Current trends work is work that can be done at home, especially for mothers,

The focus of this research is the disclosure process and interpretation of meaning. In this study, held assumption that women and entrepreneurs not only be termed as a relationship but also on the pattern of action or interaction with the surrounding conditions entrepreneurial development effort

Based on these assumptions, this study focused on a qualitative approach. The qualitative term refers to the process and meaning that are not tested or measured strictly in terms of quantity, intensity or frequency, the emphasis given to the nature of the social construction of reality and look at how social experience is shaped and given meaning (Denzin and Lincoln, 1994).

According to Denzin and Lincoln (1994), Creswell (1994) and Maxwell (1996), for research that focuses on the disclosure process and interpretation of the meaning of the qualitative approach is more relevant. A qualitative approach here means how qualitative research methods and techniques.

## **RESULTS AND DISCUSSION**

As the second largest city in Indonesia, Surabaya is a business hub where it means a lot of trading activity carried out in the city. This activity has an impact one of them is garbage. As we know that for this kind of garbage bins are difficult to recycle. Large companies supporting the provision of waste management related skills. Surabaya is mainly urban vase is one in which the place is finally emerging entrepreneurs recycling craftsmen. Creative industries thrive on the creativity of the use of the waste that can't be destroyed by itself. Plastic waste one of them, residents of the vase makes the work of these materials to produce products that have more value.

Housewife recycling business owners, for example, to produce other products from plastic materials as well as waste paper. Mrs. Kayubi is one of the creative industry employers where his work in the form of bags and purses from used plastic packaging material. Mrs. Retno is one of the woman entrepreneur in craft bag made of cement bags. Mrs. Tris processing scrap materials from plastic cups, plastic bottles, bottle caps, cap gallon and others. Mrs. Tris many craft into a flower, clothing and another carnival.

Here creativity showed by woman entrepreneur Surabaya where the results of their work on the materials used in the form of plastic waste and waste paper into products that can be sold into the market through the online store either a blog or Website. The student of one of the universities in Surabaya also no less creative by making their own products such as pillows

different shapes and scrapbooks, where they also do marketing of their products through an online store.

The Context of marketing *online* offers convenience and new media in marketing communications media. Segal product is basically the things that can be marketed and able to satisfy customers when worn or used (Morissan, 2010: 75). In promoting the product in online business then upload photos of the products are things that must be done by an online business entrepreneur. So the photos have displayed that is used to communicate what products are sold to buyers.

Recycled handicrafts produced Mrs. Kayubi shown in his blog *daurulangyobi.blogspot.co.id*. While Mrs. Tris using *trisflower.com* to display their products. This she expressed in the following interview excerpt:

"... My Product in photo using my child's mobile then uploaded to the web by my husband .." (Mrs.Tris, July 26th, 2016)

In contrast to housewife, Dea an Ervira choose using social media such as Facebook and Instagram. This he expressed in the following interview excerpt:

"... photograph the order of my friends on the phone then uploaded on Instagram @moody\_handicraft account, so friends can see my scrapbook example... "(Ervira, August 5th, 2016).

From the interview above it can be seen that the small business crafts display only modest picture. They used a camera phone to take a picture and upload it on their online store. Judging from the photos in their online store seemed to see less professional. They only show sober. One picture speaks more than a thousand words, this motto is widely known among lovers of photography. A good image to attract the attention and tells the events in the pictures though without using words.

These handicraft entrepreneurs realize that the display of photos in online represents their products in order to avoid questions that are too much for such products. As disclosed in the following interview excerpt:

"... The picture is indeed because if the photo in the studio so expensive, but sometimes they ask a lot more because the picture is less clear ...." (Mrs. Retno, July 23, 2016).

DeaNatania @bantal.id business owners displaying their products through Facebook and Instagram. Nonetheless, Dea still wants to improve the image quality of the products as described in the following interview excerpt:

".... Photography is currently the most important to attract customers to our products, I want to learn to maximize photos from my smartphone for more professional product displays... "(Dea, August 6th, 2016)

If the note of the interview above, we see that the photos displayed on social media, blog or web are part of the activities to advertise their products. *Advertising* (ad) over the Internet is advertising delivered via the Internet (Rangkuti 2009: h.229). So that *advertising* or ads that are implemented in *the internet marketing* as a function is still the same but used in a different container. So in advertising its products to consider things that can attract buyers.

Packaging is a complex subject that has become an important part of any promotional product, although devoted to consumer products, and this can't be separated from sales. Should be able to distinguish between the packaging and the packaging, although both are often synonymous. Packaging includes the whole concept including packaging directly, outside, wrapping and others, and part of that whole role in the marketing and display. A good package will not sell

any product if the packaging concept is not appropriate, and also will not sell a bad product. A poor packaging could give a bad image of the product which is very good, however well thought up the concept of packaging (Danger, 1992: 3).

Packaging linking promotional support provided by the manufacture shelf space laid out by the retailer, and the needs and desires of last buyer (Danger, 1992: 4).

Online marketing is also walking regardless of the delivery of goods, as we know that the online buyer can from outside the region or even from abroad. This makes the shipping of goods is one thing to note by online entrepreneurs. When in the store businessman adequately prepare conventional plastic or paper bags to carry their products. It will be very different when the product needs to be packaged for delivery, it is also given that it is associated with other parties, namely freight forwarder.

Courier services not only bring our products just so that entrepreneurs need to think about how the product packaging to avoid damage when up purposes. Moreover, handicraft products are especially vulnerable so need a lot of rethinking packaging. It is as expressed in the following interview excerpt:

"... I once got an order from Jakarta for a recycled plastic wallet for Rp 50.000,00. Customers usually ask to be sent using heavy but this can damage the product, I explain better using the volume (cardboard) so that the product is not damaged but the postage becomes more expensive it turns them down and not so buy.... "(Mrs. Kayubi, July 21st, 2016).

As experienced by Ms. Kayubi, postage because packaging can make customers discouraged buying. Mrs. Retno Made bags from Sack Cement vulnerable when packaged plastic and isolated to avoid package packing volume, this gives rise to high postage due if heavy wear it is possible to damage the product, whereas if the packaging using cardboard than the postage used are volume becomes more expensive. This is expressed in the following interview excerpt:

"... .. I once got an order of one bag and the customer asked to be packed with a box because it is expected to be weighed not volume considering the box is not too big, but it turns out to reach the expedition place is subject to volume. After reconfirming the customer objection and not so buy. "(Mrs. Retno, July 23rd, 2016).

Asked about the package delivery, Dea explained in the following interview excerpt:

".....If the pillow heavily hits, the pillow I packing use isolation let me compress and not get the volume, if the person he bought the two packing is not separated so hit 2 kg, if the taxable volume is expensive. Customers do not want to usually get 2 kg..... "(Dea, August 6th, 2016).

Ervira from the beginning has been to prepare packing boxes for his scrapbook products, it is linked also to store the product itself. So for packing sent then ervira wrap it with brown paper explained in the following interview excerpt:

".....My scrapbook box plastic safety continue I love the box so let the buyer is not confused to save it because scrapbook like a photo album, well if you want in the package I add brown paper to the outside ... .. "(Ervira, August 5th, 2016)

Judging from interviews on appearance that packaging for packets need attention. Dea around the packaging with sealing up small form because their products are less susceptible cushion the damage then this can be done. Unlike the recycled products Mrs. Kayubi dan Mrs. Retno which there are some that can be made of plastic packaging, but there should be packing

boxes. And it is difficult for employers. Ervira better prepared in packaging by providing a box in addition to keeping the product also to facilitate the delivery packaging.

As is understood that the existence of accounting is very useful for SMEs, as it is a tool that can help business decision-making. In addition, it is also useful accounting information in order to construct a variety of projections, such as projections of cash needs in the future, control costs, measure and improve productivity and provide support to the production process.

An attempt can't be separated from the activities of sales and out of money. In addition to the products delivered, online sales also use banking services in terms of payment for the sale of products. Mothers craft entrepreneurs have not been doing financial records related to revenue from sales and expenses during the production process until the product is sold. Dea itself as an engineering student was completely unaware that he had no basic bookkeeping as expressed:

"... .If I still need to manage financial finance is the same as learning bookkeeping is good, the same entry flows out because there is no basic there...." (Dea , August 6th, 2016).

The ability associated with the financial statements are often considered trivial by SMEs, without realizing that by having a financial report many benefits they get. By having their financial statements to determine its profits. Financial Statements can also be used as evidence to apply for a loan if employers need additional capital.

When asked about the employer's concerned many companies or parties who make frequent service training in order to improve their business competitiveness This he expressed in the following interview excerpt:

"... Usually many people who do training on online marketing in general only.... " (Mrs. Kayubi, July 21, 2016).

While Mrs. Tris as collecting flowers from recycled paper reveals:

"... . If in Jambangan this yesterday we made the training of recycled goods making, but if the marketing of our own, the friends gathered to me and my husband who takes care of his web... .." ( Mrs. Tris, July 26, 2016)

Asked about online marketing training related to the complaints by employers on display products and packaging to delivery. This is expressed in the following interview excerpt:

"... Not there we never asked, any training we just follow...." (Mrs. Retno, July 23, 2016)

What about the training on financial statements that are often a part of the training. This he expressed in the following interview excerpt:

"... It's a lot of theory I do not have time to do it... .." (Mrs. Tris, July 21, 2016)

Training in accounting will determine how well the ability of a manager to the technical mastery of accounting. The more a manager of accounting training, the better the ability of the managers to use accounting information, (Hadiyahfitriyah, 2006).

Results of interviews with female entrepreneurs fields of creative industry, it appears that the resulting product is a form of its intention. Recycling entrepreneur can create a wide range of products from scrap materials that may not think by others. In addition to reducing the amount of waste that is not biodegradable, the craft can replace the function of the product. Bags of cement paper, for example has the power to bring the goods without fear of tearing. Plastic packaging can look beautiful with woven into a variety of versatile wallet. Plastic bottles can be transformed into ornaments to beautify the room. Beautiful pillows that can be more personal

items for the owner. Creativity stick to make a scrapbook is the result of the wills of skilled hands that display the photos to appear more beautiful and meaningful. While the characters into the pillow cushions, more personalized, unique because not all have it.

With their online marketing opens wide opportunities for entrepreneurs who have products to market extensively. The photos represent products sold need to be considered for one picture speaks more than a thousand words. While the use of delivery services have consequences for how employers can package products to be intact arrived at the destination. Lastly, employers need to evaluate its performance by looking at the existing financial statements. Because of the financial statements can be viewed ahead of a business.

## **CONCLUSION**

Good online marketing using blogs, web and social media brings a great opportunity for entrepreneurs to market their products. Surabaya as a trade city a consequence the number of companies operating in Surabaya. This provides an opportunity for the citizens of Surabaya to obtain various kinds of training that run from the companies or agencies.

Activity increased competence to enhance the economic competitiveness of Surabaya citizens, especially women is necessary because 60 percent of businesses run by women. But there must be responsive education and training in accordance with the need to support improving the quality of entrepreneurship. Therefore both companies and agencies who want to do the training needed to figure out what kind of training requirements needed by entrepreneurs.

This study is confined to the training needs of SMEs excavation creative industries woman in Surabaya and do the marketing through online. SME creative industry has to prove its existence and needed support related training photographer, packaging and simple finance to improve their competitiveness.

Future studies could explain how the contribution-based training needs in order to develop SMEs in rail. This study is expected to contribute to their development of creative industry which jointly supports the national economy and the environment.

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