

ANALYSIS OF ENTREPRENEURSHIP IMAGE IN COMFORT ZONE TO EXPLORE ABILITY IN PRODUCTIVITY OF BATIK TANJUNG BUMI IN BANGKALAN MADURA

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ABSTRACT

Batik Tanjung Bumi has a strong character and characteristics that is interesting as tourist souvenirs. The characteristics and the reflection of the character are forms of life and culture in the community Bangkalan. The preference types of consumer are “batik tulis” and “batik cap”, only a few consumers choose “batik gentongan” because the motive is more static and expensive. Batik motives and colors that vary Tanjung Bumi were developed by young batik artisans. Consumers choose Batik Tanjung Bumi for some reasons: accessibility (affordability and availability of access), the variant prices, batik colors and more diverse functions. The construction of the longest bridge further strengthen the brand Batik Tanjung Bumi as a souvenir of Madura. Understanding consumer perspectives are very important for product development and brand positioning success. Deep awareness of consumers when purchasing will help marketers to reach their target market more effectively and develop strategies to ensure that customer needs are met

Keywords: Image, entrepreneurship, productivity, strategy

INTRODUCTION

The rapid entrepreneurial activity is a step forward in the economic sector in Indonesia. In macro economics, entrepreneurs play a role as a driver and controller of the national economy in the United States, Western Europe and Asian countries to become economic power. The results and findings of scientific research, development of science and technology have brought in the creation of new products and services.

To understand Batik entrepreneurs in Tanjung Bumi, firstly we must know the history of Tanjung Bumi. Tanjung Bumi is the coastal area whose history of its own with batik in Madura island, East Java. Long time ago, Batik became women's work in their spare time during waiting for her husband who worked as a sailors while sailing far away such as to the islands of Borneo and Sulawesi. For them, waiting for the arrival of her husband was such a long and stressful in worrying if their husbands return home safely and bring money for household expenses, then to

reduce anxiety they started learning making Batik. However, till now, no one knows when the wives began to make Batik. Besides the people there also have culture, Batik used for deposits that are treated as gold or any time savings that can be exchanged for money or food and clothing or stored to be given to children and grandchildren, as a sign of love and maternal love. Batik is one of wealth and pride sources. No wonder they make it wholeheartedly.

Same as other Madura batik, style and variety of batik Tanjung Bumi are free, unequivocal and unique. However, the original color of batik Tanjung Bumi is leaning reddish or brownish different than other Madura batik which are brighter and varied, such as red, yellow, green, and blue. One piece of batik cloth is made with the skill of individual units of the fabric. Batik-making is still done traditionally is written with a *canting*, besides most of the Batik in the village of Tanjung Bumi is still using natural dyeing techniques that are environmentally friendly. The colors are produced from noni and steeper for red, indigo for blue leaves, and bark mundu plus alum to the green color effect. Light and dark colors are generated through the lengthy process of soaking fabrics for a minimum of 6 months, some even reaching 2 -3 years, this staining technique called *gentongan*. *Gentongan* immersion technique is only done by Batik Tanjung Bumi has been passed down from generation to generation in the village of Tanjung Bumi. Another characteristic of batik Tanjung Bumi is the number of lines displayed in a design that looks complicated. Each of the Batik design also has their individual stories to illustrate the nature around the village of Tanjung Bumi like waters and its land.

This study describes a village where the people working on Batik at a price level that is very different from what is reflected in the region itself so that the image Tanjung Bumi is as a Batik tourism village because there is a village that still making Batik with natural colors and cheap prices thus this research has a research question: how is entrepreneurship image in the comfort zone to explore the potential in productivity Tanjung Bumi Bangkalan Madura batik?

LITERATURE REVIEW

Understanding Entrepreneurship

Entrepreneurship is the ability to move people and resources to create, develop and implement solutions to problems in order to meet human needs. A society in which there are people who have an entrepreneurial spirit will be able to respond to changing needs and realities. This entrepreneurial spirit is demonstrated by their willingness to take the initiative, be creative and innovative in managing people and resources in order to achieve a satisfactory result. The entrepreneur is an agent of social change, political and economic.

Generally, people associate entrepreneurial as a pioneering company in the sector of the economy. Indeed, the entrepreneurial spirit can grow and develop within the sector or non-economic organizations such as: the organization of the new community, a new rehabilitation center, or a new institution in the field of art. The unique character of entrepreneurship is the pioneer and build something new and more effective than continuing something that already exists.

The linkage between the Economic Development of Entrepreneurship

Over the past two years, the condition of Indonesia in various fields showed no significant change. The government policy was still confusing, the law was increasingly unclear, disaster was everywhere, and social conditions was increasingly erratic. In the economic field, there was no change towards the better. Layoffs persisted because many entrepreneurs were no longer interested in starting or developing a business, and many foreign investors decided to move their operations to other more promising countries.

On the other hand, the number of population in productive age can not just be unemployed. Life is still running and fixed income still needs to be sought to cover the more expensive living

cost. Business ideas are emerged and discussed in various forums both formal and informal meetings. Most of these ideas is only a "beautiful dream" but some respond with great enthusiasm. It seems that our society should feel encouraged when is facing continuous crisis. This is in line with David Fagin (in the book Crouch, 2002), who stated that most challenges can be faced with creativity. Without creativity, problem is rarely transformed into an opportunity.

It is no doubt that entrepreneurship contributes to the economic development of a country. A country in order to grow and be able to build ideally, should have an 2% entrepreneurs of the total population (UN). The entrepreneur defined here is in accordance with the criteria of professional expertise, has strong entrepreneurial character, have high achievement motivation (McClelland), the ability to innovate (Drucker) and the ability to affiliate or build alliances.

Positive Effect of Entrepreneurship

The positive impact of entrepreneurs to their socio-economic are creating jobs, improving the quality of life, improving income distribution, using and mobilizing resources to improve national productivity, and improving the welfare of government through government programs, such as taxes and others.

Hendra Esmara forwarded ideas to measure Indonesian development that consists of three components and 20 indicators. The third component is the population and employment, economic growth, as well as equity and social welfare. Based on the idea that entrepreneurship can promote the development of Indonesia for entrepreneurship can provide jobs that improve people's welfare.

According to Michael P. Todaro, the source of economic progress may include a variety of factors, but in general it can be said that the main sources of economic growth is the investments that improve the quality of capital or human resources and physical, which subsequently managed to increase the quantity of productive resources and can raise the productivity of all resources through new discoveries, innovation and technological progress. Based on these opinions, entrepreneurship may affect the rate of economic growth of a country.

With the positive impact these entrepreneurs, the job seekers that are originally interested only in the formal sector, now are expected to change their views and switch on informal sectors. According to Stephen R. Covey, the change is often a painful process. It is a change that must be motivated by a higher purpose, by a willingness to subordinating what you think you want now for what you want.

Brand Image

The image of a brand is the message conveyed by the brand through a form of display products, names, symbols, advertisement, etc. Image brand is closely related to brand image (brand image) because the brand image refers to how the consumer perception will be a brand.

In facts, it is often found that there are differences in perception between the messages that would be delivered by marketers with messages received by consumers. This is the challenge of a marketer in planning the message of a brand to be communicated to the target market you want addressed (Doyle; 1998).

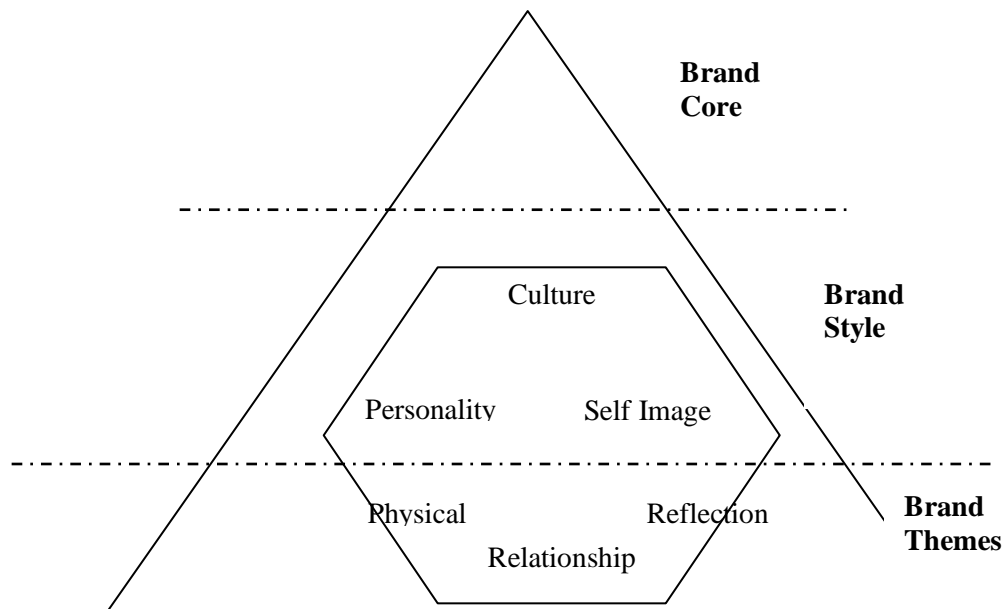


Figure 1

Source: Kapffere J N., (1994). *Strategic Brand Management*. New York: Free Press.

The concept introduced by the pyramid brand of Kapfferer (1994), where the pyramid is composed of three layers of tiers. The first layer is the core brand, namely the fundamentals or the genetic code of the essence of a brand, which are fixed at all times. The middle layer is the brand style, the layer that conveys the brand core. Brand style include: terms of cultural value delivered, for example western culture;the brand's personality, such as self-confidence; and image or projection of the brand itself, eg professional.

While the last layer of the pyramid is the brand themes, namely how a brand is communicated through advertisements, publications, packaging, etc. The theme of a brand consists of the physical appearance of a product such as color, logo, and packaging; reflection of the brand, for example endoserser advertising; and relationships are expressed, for example glamor, friends.

By understanding and grasp the concept of the brand pyramid will help marketers create, plan, maintain, develop, and communicate the product brand or company image.

Brand Equity

Kotler and Armstrong (2004) defines brand equity as a positive differentiator effects of the response of consumers of goods and services as a result of consumer knowledge on the brand name of these goods and services.

A study of consumers in the United states that 72% of consumers will pay a premium price by 20% higher against the chosen brand than the price of the brand - a competing brand of products chosen. Thus, it means that a product that has a high brand equity provides a competitive advantage to be able to survive, compete and even become a *market leader* in *hypercompetition* era.

Brand Development Strategy

In an effort to develop the brand, the company has four alternative options as shown in Figure 2 below:

		Existing	New
Brand Name	Existing	Line Extension	Brand Extension
	New	Multibrands	New Brands

Figure 2. Brand Development Strategy

Source: Kotler P & Armstrong G., 2004 “Principle of Marketing”, 10th edition / International Edition, Prentice Hall, New Jersey

The following explanation of Figure 2 on brand development strategy:

- a. *Line Extension* / Expansion Line; Product Brand development strategy is to use a brand name that is known by consumers to introduce additional new variations such as flavor, color, package size, etc. in a product category by using the same brand name. Example: brand laptop Fujitsu Lifebook Series collection launches latest variant product lines include S2110, C1320, and P1510
- b. *Brand Extension* / Expansion brand; brand development strategy is to use a brand name that is known by consumers to launch new products or product modifications to the product categories baru. Contoh: Lifebuoy toilet soap brands that expand its brand in the shampoo product category
- c. *Multibrand* / Many brands; brand development strategy launched many brands on one kind of the same product category. Example: PT Unilever Indonesia Tbk has three kinds of brand for the product category namely soap Lux, Lifebuoy and Dove.
- d. *New Brand* / Brand New; Brand development strategy is to use the correct brand - completely new to the company's new product launches. Example: PT Coca - Cola Indonesia Tbk launched Fresh teabrand to new products beverage products company that tea in bottles with the scent of jasmine.

Entrepreneur is someone who creates prosperity for others, finding new ways to use resources, reduce waste and create jobs that liked the people. Some of the theories are:

1. Theory of Life Path Change

According to Shapero and Sokol (1982) in Sundjaja (1990), not all entrepreneurs are born and evolve following the path of systematic and planned. Many people who become entrepreneurs just do not memaluli planned process. Among other things caused by:

- a) *Negative displacement*, seseorang could become entrepreneurs because fired from work, depressed, humiliated or boredom submarine work, forced / compelled to move from the area of origin. Or it could be because the retirement age or marital divorce and the like. The number of barriers that prevent Chinese to enter certain occupations (eg, a civil servant), leaving a limited choice for them. On the other hand, maintain the viability of themselves and their families, to become entrepreneurs in these conditions is the best choice because it is free and does not rely on discriminatory bureaucracy.
- b) *Being between things*, orang-orang just out of ketentaaan, schools or prisons, sometimes feels like entering a new world that they have not understood and mastered. This leaves them as if she were in the middle of two different worlds, but they still have to berjuansa keep kealngsungan his life. This is where usually the choice becomes wirausaha appear to be entrepreneur because they work with self-reliance.
- c) *Having positive pull*, terdapat also those who supported opening of business partners, investors, customers, or mentor. Support enabling them to anticipate business opportunities, but it also creates a sense of security of the business risks. A former manager at an automotive company, for instance, who decided to go into business for automotive parts, for example with the raw material used tires, such as the *stopper back door*, *engine mounting*, or *mounting muffler*. The automotive companies provide support to accommodate the former manager products.

2. Theory of Goal Directed Behavior

According to Wolman (1973), one can only be entrepreneurs as motivated to achieve certain goals. This theory is called the *Goal Directed Behavior*. This theory was about to describe how someone moved into entrepreneurs, the motivation can be seen steps in emncapai goal (*goal directed behavior*). Starting from their *need* encouragement, and *goal directed behavior*, until the achievement of objectives. While the need itself of the scheme arises because certain deficit and imbalance in the individual concerned (entrepreneurs).

A person entering the world of entrepreneurship begins with their needs, encourage certain activities, aimed at achieving goals. Kacaata theory of *need* and motivation behavior, such as finding business opportunities, to establish and institutionalize their business is goal directed behavior. While the *goal* goal is to maintain and improve the continuity of life-style entrepreneurs.

3. Outcome Expectancy Theory

Bandura (1986) states that the *outcome expectancy* is not a behavior but accepted beliefs about the consequence that after a person perform a certain action.

... *judgment about Likely consequences of specific behaviors in particular situations*. (Bandura, 1986: 82)

From the above definition, *outcome expectancy* can be defined as a person's beliefs about the result would be obtained if he yan perform a particular behavior, that behavior indicating success. Someone estimated that success in performing certain tasks will be rewarding with a certain value as well. These benefits are in the form of work incentives can also be obtained circuitry immediately or in the long term. Therefore if one considers the profession of entrepreneurship will provide the incentive in accordance with his wishes he will strive to fulfill his wish to become entrepreneurs. Michael Dell, a computer engineering student in the US, have a strong belief that if he was in a serious hobby computer modifications that are of interest his friends he would be able to beat IBM in the future. Encouraged by that, Dell continues to expand our business by establishing Dell Corporation. Until now Del and IBM continue to compete in the computer industry.

According to Bandura (1986) there are various types of incentives in return for expected work of individuals and each type has its own peculiarities. The types of incentives are:

1. *The primary incentive, as* rewards related to the needs of our physiological needs such as eating, drinking, physical contact, and so on. Incentives strengthened in value if a person in a state of deprivation, such as lack of food / drink.
2. *Incentives sensory, as* human activities aimed untk obtain sensory feedback contained in the environment. Eg small children doing various activities to get insetif sensory form new sounds or a new form of stimulus to be seen or adults who play music to obtain sensory feedback in the form of the sound of music played.
3. *Social incentives, as* human will do anything to gain an appreciation and acceptance from their social environment. Acceptance or rejection of a social environment will function more effectively as a reward or punishment rather than a reaction coming from a single individual.
4. *Incentives in the form of token economy.* *Token economy* is the reward associated with economic needs such as wages, promotion, adding tunjangan, and others. Almost all people use money as an incentive. This is due to money, individuals can obtain almost anything they want, ranging from services to meet the needs of the physical, health, and others., This is where productivity is expected.
5. *Incentives in the form of activity, through Home Visits t-theory* on the reinforcement were very bound to the biological urge, assuming that the rewards will influence behavior in a way to satisfy or reduce physiological impulse. Apparently from recent research note that some activity or physical activity actually provide incentive value of its own on the individual.
6. *Incentives status and influence, on* a majority of people, the position of the individual is often associated with power status. The power of the individual in a social environment provides the opportunity kepadanya to control the behavior of others, either through symbol or real. With a high position in society, they can enjoy material benefits, social respect, obedience, and others. Typical benefits this brings people strive to attain a position that gives power.
7. *Incentives in the form of the fulfillment of internal standards, i* nsetif is derived from self-satisfaction levels earned by individuals from his job. Incentives not come from things outside ourselves, but it comes from within oneself. Reaksidiri the form of satisfaction and pleasure is a form of internal reward that want to gain from their work. A man who felt that his skills will not be optimal if only worked as employees will be more satisfied when he feels that with all its potential entrepreneurship can be channeled.
8. So there are certain incentives that are generally expected someone to become an entrepreneur. Among other primary incentive, social incentives, incentives status and influence, and incentive fulfillment iinternal standards.

The Role of Education in the Formation of Entrepreneurs

What is the role of education in the formation process of entrepreneurship? There is still debate about the question this. Although an entrepreneur to learn from the environment in understanding the world of entrepreneurship, but no suggestion that an entrepreneur has more *Streetsmart* than *booksmart*, the intention is an entrepreneur prefers to learn from experience (*Streetsmart*) compared to learning from books and formal education (*booksmart*). This view still needs to be verified. If the opinion is correct then it implies that efforts are made to encourage the birth of the entrepreneurial spirit leat formal education in the end it is difficult to succeed.

Against the opinions above, Churchill (1987) made objections to this position, according to educational problems is crucial to the success of entrepreneurs. In fact, he said that the first failure of an entrepreneur is for him to rely more on experience rather than education. But he also did not underestimate the meaning of the experience for seorang entrepreneur, her second source of failure is when an entrepreneur only with education but poor pengalaman field. Therefore, the combination of education and experience is a keystone factor that determines the success of entrepreneurs.

According to Eels (1984) Mas'oeed Dam (1994), compared with other power S1 level-graduate workers have a greater potential to successfully become an entrepreneur because it has the capability of reasoning that has grown and insight to think more broadly. A scholar also has two principal roles, first as a manager and the second as the originator of the idea. The first role in the form of action to resolve the problem, so adequate management and engineering knowledge are required. The second role emphasizes the need for stringing ability of alternatives. In this case the provision is needed in the form of scientific knowledge is incomplete.

From the above explanation can be concluded that an entrepreneur who has the potential for success are those who understand the usefulness of education to support the activities and willing to learn to improve their knowledge. Educational environment used by entrepreneurs as a means to achieve the goal, the education here means understanding a problem from the standpoint of science or theory as the basis of reasoning.

RESEARCH METHODS

Type of Research

This type of research is qualitative descriptive study is a study that will provide a detailed picture of the specific situation, social setting, or an association (Silalahi, 2009, p.27), the research method refers solely to the identification of nature- distinguishing trait or characteristic of a group of people, objects, or events. Basically, the process involves a qualitative descriptive conceptualization and produce classification schemes development. The qualitative research used in this research is to obtain in-depth data, the actual data, the data must have a value which is behind the data that appears. Therefore, in a qualitative study does not emphasize generalizations, but more emphasis on meaning.

Informant Determination of informants in this study were determined using snowball sampling techniques, according Siagian and Sugiarto (2006, p.121) snowball sampling technique one form highly precise judgment sampling is used when the population is small and very specific. How to capture with this technique is done in sequence, the longer the sample becomes larger. This is caused by the fact that the population is very specific, making it difficult to collect the sample. At the operational level, the respondents were interviewed, and then asked to name the other respondents with the same specifications. Flow determination of informants in this study determined the buyer batik on SMEs Potre Koneng Tanjung Bumi by the owner's mother Hajah Watik as samples initially assessed theoretically informed and all things related to the research theme.

Data source

The data used in this study are as follows:

1. Primary data according Silalahi (2009, p.289) is data collected from actual situation when the event occurred. The primary data obtained in this study is the result of using informants fig wawanc
2. Secondary Data: Data Secondary according Silalahi (2009, p.291) is data collected from a second hand or from other sources which had been available before the study is done.

Data collection technique

Data collection techniques used were in-depth interviews both structured and unstructured. According Sugiyono (2012, p.412) structured interview was used as data collection techniques, when the researcher or data collector has to know exactly what information will be obtained. Therefore, in the interview, the data collectors have set up a research instrument in the form of written questions. Direct interviews is conducted on existing research informants and was buying batik SMEs Potre Koneng mother Hajjah Watik, data collected in the form of a transcript of the interview will be written perkata said. Unstructured Interview, according Sugiyono (2012, p.413) is free interview and researchers did not use the interview guides that have been arranged in a systematic and complete collection. Interview guides that are used only in the form outlines the issues to be asked. Unstructured interviews or open frequently is used in the preliminary study, or even to research a deeper understanding of the subject under study.

Data Validity Test

According Sugiyono (2012, p.458) test the validity of the data in accordance with this research is to test the credibility (internal validity). Test the credibility or confidence in the results of qualitative research, among others, the extension of observation, increased diligence in research, triangulation, and discussions with friends.

In this study used triangulation is a triangulation techniques and triangulation. Triangulasi techniques are used to test the credibility of the data is done by checking the data to the same source with different techniques. For example the data collected from interviews, and checked by observation, documentation, or questionnaires. When the technique of testing the credibility of the data, generate data that different, the researchers conducted further discussions pertinent to the data source or another, to ascertain which data are assumed to be true or maybe everything is correct, because his different point of view.

Triangulation is used to test the credibility of the data is done by checking the data which have been obtained through several sources. The data has been analyzed will produce a conclusion subsequently sought agreement (member check) by sources of such data as well as using reference materials: to prove the data that has been discovered by researchers.

Data Analysis Techniques

Data collection of tangible qualitative form of words and not a series of numbers and can not be organized into categories / classification structure (Silalahi, 2009, p.339). Analysis of the data by Moleong (2007, p.330) starts with:

1. Analyzing all the data available from various sources, ie interviews, observations that have been written in the field notes, personal documents, official documents, images, photographs, and so on. Data that needs to be examined in this study are the data related to the stages of product innovation, the type of product innovation and marketing performance. The results of the interview be recorded, or checklists interviews, images associated with the image of the product and marketing performance.
2. Reduction of data, how that is done in the research is to summarize the notes field to sort things - the principal related research problems, summary records of the field is then arranged systematically so that a sharper picture. Data reduction activities do take place continuously, during the qualitative oriented research in progress or during data collection. During the data collection takes place, happens reduction stages (a summary, encoding, adjust the research findings with theoretical concepts used).
3. The categorization is that the data that has been reviewed and reduced in accordance with the definition of variables

4. Examination of the validity of the data. Validity test used source triangulation technique, which is a technique that utilizes data validity checking another informant to crosscheck data obtained as the result of the interview in the form of recordings, photos and stuffing question dicrosscheck the company requested a written document. When both the data source and the same has been declared correctly, the data is expressed tested dicrosscheck validity.
5. The interpretation of the data is to answer the problem formulation are done with analytical description, which developed the draft of the categories that have been found and the search for the suggested relationship or that emerge from the data.
6. Drawing conclusions and verification. Conclusions are formulated by the formulation of research problems

RESULTS AND DISCUSSION

In the opinion of Douglas Mc Gregor (2004), there are two types of theories that show human nature at work, namely the theory X and theory Y. Theory X assumes that humans are basically the slacker, always trying little as possible, not to have ambitions, do not want to take the initiative All they want is a sense of security, has no responsibility. While Y theory assumes that humans are basically opposed to the need to organize and perceive that works as an activity that is reasonable or needs, such as eating, sleeping, resting, and so forth. Human is always ready and willing to take responsibility. Based on this theory, we can imagine if the assumptions about the X theory is all around us, how hard and difficult it take care of an organization. This is what inhibits the development of entrepreneurship in terms of productivity .

From the qualitative development are key indicators interviewees regarding :

1. The factors that determine the success of Batik Tanjung Bumi SMEs .
2. How to create trust and satisfaction for c Batik Tanjung Bumi customers.
3. Competence to conduct business Batik is seen from competition is similar
4. Barriers in business management Batik Tanjung Bumi.

The question of development in getting answers while shaping how the image of entrepreneurship in the comfort zone to explore the potential in productivity of Batik Tanjung Bumi Bangkalan Madura .

The village, where Ibu Hajjah Wati, owner of Potre Koneng inhabited 20 SMEs which means there are 20 entrepreneurs to be surveyed and have personal interviews with the three teams to avoid competition sense. And the data obtained as follows:

1. The factors that determine the success of SMEs of Batik Tanjung Bumi
 - a. Why do you select businesses in Batik? (10 Entrepreneurial answered it is because of heredity, 10 entrepreneurs answered it is for trying)
 - b. Do you have experience in entrepreneurship before starting this venture? (15 Entrepreneurial answered it is because of heredity, five entrepreneurs for trying)
 - c. Have you had skill in making Batik before starting this business? (15 Entrepreneurial answered it is because of heredity, 5 entrepreneurs for trying)
 - d. Is the business you have a proprietorship? (20 entrepreneurs answered yes)
 - e. How much initial capital do you invest to establish this business? (15 entrepreneurs answered 20 million rupiahs and because it exists already, 5 followed by selling batik to those 15 entrepreneurs)
 - f. How do you define the term “succes”? (1 entrepreneurs got Kalpaltaru Trophy from second Indonesian’s president, Soeharto, the other 19 defined success if they can please the parents and go to Mecca to do Haj)

- g. How much is the average monthly revenue from this business? (15 entrepreneurs answered 15 million rupiahs and 5 entrepreneurs answered 7 million rupiahs)
 - h. Have you ever experienced failure in business? (20 entrepreneurs said they will help each other as one family)
 - i. How is the daily schedule to work in this business? (20 entrepreneurs answered from morning to evening). Do you do it regularly? (20 entrepreneurs answered yes)
 - j. An entrepreneur should be creative and innovative, Do you think you are creative and innovative? (20 entrepreneurs answered yes)
 - k. Do you believe and feel confident and optimistic that your business will grow well? (20 entrepreneurs answered yes)
 - l. Have you evaluated your business? (20 entrepreneurs answered yes)
 - m. Can you explain about the daily activities of this business?
 - 1. From Mother Hajjah Watik replied that Batik is the main backbone of which was originally done only in exceptional finally able to grow after reaching a peak as a heritage Indonesia in 2008)
 - 2. Mr. Rusli answered because batik is a wonderful art that if not done daily, it seems like he skipped having meal.
2. How to create trust and satisfaction for Batik Tanjung Bumi customers
- a. What is your the first attitude when you meet the customers? (10 entrepreneurs are showing friendliness, 1 entrepreneur tells and shows accomplishments ever achieved, 9 entrepreneurs shows how to make Batik first)
 - b. Do you try to get closer to the customer? (20 entrepreneurs answered yes)
 - c. Have you ever had your customers be around and awaiting you while you're working? (20 entrepreneurs answered yes)
 - d. How do you react if your customers always ask and want try about what's currently made in progress ? (20 entrepreneurs answered pretty much the same answers: answering questions, teaching how to make batik, while showing the best features of each indentation color).
3. Competence to conduct business Batik is seen from competition is similar
- a. Are you able to directly estimate the price range for each different Batik cloth? (20 entrepreneurs answered yes)
 - b. How to address the similar and almost the same Batik clothes? (19 entrepreneurial replied with a smile, one showed an attitude of competition that others are just followers and not the original batik)
 - c. How do you think of competition with Batik that made by machine? (20 entrepreneurial answered that they will demonstrate to customers the difference between Batik made by writing and machines).
4. Barriers in managing Tanjung Bumi Batik business
- a. Have you ever done market research? (20 entrepreneurs do not know the answer).
 - b. How is the condition of capital? (14 entrepreneurs responded well and six states sometimes it is not good because they do not know about consignment and input structures).
 - c. Is there a cash planning about income, expenses, profit/loss? (20 entrepreneurial answered yes but unplanned)
 - d. Do you conduct the business by yourself or helped by other person?? (14 entrepreneurial answered assisted others, 5 worked alone and then deposite to three other entrepreneurs)

- e. Do you have cooperation network among similar small business? (20 entrepreneurs answered yes)
- f. Do you try to find information about a business? (5 entrepreneurs answered yes, because it has been selling products to Bali)
- g. Do you think your customers increase? (20 entrepreneurs answered yes)
- h. Do you often promote your business? (5 entrepreneurs answered yes by building a shop in 5 km from their homes)
- i. Do the businesses around you compete well? (20 entrepreneurs answered yes)
- j. Is the equipment sufficient to support your business? (5 entrepreneurs answered less qualified)
- k. Is the workplace sufficient for you to do daily activities? (20 entrepreneurs answered yes)

CONCLUSIONS

Entrepreneurs' orientation reflects a trend faced with the innovative attitude, looking for opportunities, and dare to take risks so that the entrepreneurship image in the comfort zone to explore the potential of productivity in Batik Tanjung Bumi Bangkalan Madura, will be more developed and dare to show their identity. Because the majority still felt hesitant in selling the products, it is felt the difference buy in inland Tanjung Bumi can have a 70 % discount compared to price sale outside Tanjung Bumi area but not yet out of Tanjung Earth context itself.

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