

The Analysis of Business Decision for the Development Basic of Community Entrepreneurial Training Model at Tenun Ikat Craft Center Bandar Kidul Kediri

Hariyono

Doctorate Student of Economic Education Universitas Negeri Malang, Indonesia; Lecturer at STKIP PGRI Nganjuk; Jl.KH Wakhid Hashim Gg Va No. 17 Kediri.

Abstract: *Small and micro business becomes one of important parts of the economy of a country. Thus, in order to face the globalization challenges and the economic crisis, it is necessary to study the role of small and medium scale enterprises in supporting the economy sector. One of small industries that plays a role in economic growth and able to survive the turmoil of the crisis is "Tenun Ikat Bandar Center", at Bandar Kidul village, District of Mojoroto Kediri. The goal is to analyze the results of a preliminary study on people's behavior in taking business decisions as a development basis model of the society entrepreneurial training. The approach used is a direct survey on the artisans, weavers and surrounded community, using in-depth interviews instrument on the community's behavior in conducting their business, internal and external aspects which affect Bandar craftsmen to survive, and make business decisions. Based on the results from preliminary survey, it gained about Tenun Ikat craftsmen and workers' motivation, self-employed business decisions and internal and external aspects. There should be an effort to raise SME artisans Tenun Ikat Bandar as potential SMEs. From the findings, there is a way to empower artisans of Tenun Ikat Bandar, which is: (1) motivating craftsmen and workers of Tenun Ikat Bandar; (2) analyzing the economic decisions in the determination of entrepreneurship, (3) marketing solutions product for Tenun Ikat Bandar through internet marketing; (4) training the entrepreneurs to promote the spirit of entrepreneurship; (5) developing strategic training plans; (6) developing modules in entrepreneurship-based projects in form of: (a) making planning form of entrepreneurship training and materials to empower artisans of Tenun Ikat Bandar; (b) creating a training model; and (c) creating entrepreneurial material which includes material relating to entrepreneurs' mindset, exploring a business idea, online marketing technique, business innovation, segmented target markets and growing the business.*

Keywords: *Business Decisions, Society's Behavior, Entrepreneurial Training Model, Tenun Ikat Bandar Bandar Kidul*

I. Introduction

Small and micro business is one important part of the economy of a country, for example, even in the midst of the Indonesian economy which has been collapsed. Non-oil industrial sector processing industry grew by 5.21 percent in the first quarter of 2015. Industrial processing Sector shows great potential for Domestic Gross Product (GDP). This existence ultimately is supported by the role of Micro and Small Enterprises (SMEs).

In facing the globalization challenges and the economic crisis, it is necessary to study the role of the small and medium scale enterprises in increasing economy of Indonesia. Given the magnitude of the contribution of SMEs in job creation, the role of SMEs can not be ignored anymore. SMEs are one of the businesses that has been able to survive in facing the crisis in Indonesia and is able to contribute to economic growth. The number of SMEs is very much a great potential, the SME sector should be the main pillar of the economy to be able to contribute to economic growth and have experienced being able to face the crisis.

Indonesian economic crisis that occurred in 1998, 2013 and 2015 have been a very worrying state for the society. Rupiah weakened, many large-scale economic enterprises have been bankrupt, because of its reliance on imported raw materials. Many large companies are not able to survive, because of high interest rates. This condition is very different from the small and medium scale enterprises (SMEs) which have proven able to survive and thrive in the face of economic fluctuations that occur. This sector has become a proving to be the warrior of national economy, SMEs have had a strategic role in employment and economic growth. Hendro (2011), an economic system based on SMEs are able to survive the waves of the financial crisis since several years ago.

Basri, Faisal (2002) stated that the nature of development is to form human beings or autonomous individuals, which allowing accumulating all the best of their potential optimally. Social welfare is realized through the achievement of prosperity and justice.

Development of small and medium enterprises in facing regional and global markets should be based on hard efforts and continuously in the SMEs as a tough business. Therefore, the products produced by SMEs at least have a comparative advantage, it is even expected to have a competitive advantage. (Suhendar Sulaiman, 2004).

One of the small industries that play a role in economic growth and able to survive the turmoil of the crisis " Tenun Ikat Bandar Center ", at Bandar Kidul village, District of Mojoroto Kediri. There are 18 craftsmen who are still actively producing this craft, according to one narrative Tenun Ikat Bandar craftsmen Bandar Kidul District Mojoroto Kediri can be seen that the generation of their parents (grandfather / grandmother) have been the craftsmen who were already running Tenun Ikat Bandar business activities.

The produced commodity is sarong goyor, misris (regular) fabric, semi silk, and silk. The fabrics are made colorfully with Kediren motifs such as ceplok and lung, especially for the sarong products, and in accordance with the development of production technology and tastes of today's consumers has grown with the production of material for dress / outfit fabric with various attractive motif design. The product of Tenun Ikat Bandar has already well known in the nearby area and outside Java.

Tenun Ikat Bandar Kidul Kediri is produced by Non Machine Tools (handloom). As the name implies, the woven fabric processed manually by human labor and simple tools. Since the production process is using handloom, it requires a special patience and expertise as well as creativity from the craftsmen themselves.

As a traditional commodity of woven fabric in Indonesia, Tenun Ikat has a charm of its value and meaning are endless as it is produced traditionally by the craftsmen of Tenun Ikat Bandar. Therefore, generally, Tenun Ikat Bandar is considered as one of the assets of the Indonesian nation and Kediri society.

Yet, many people still do not know what Tenun Ikat Bandar is. (Novita Condro, et al, 2014).

The existence of Tenun Ikat Bandar should be preserved through an innovative motif and branding. Meanwhile, the variety of woven motif is not too much; they even have no brand on every craftsman. If the brand exists, it is the product that has been ordered by company or sponsor. The artisans of Tenun Ikat Bandar have limited ability of marketing management "mainly about giving the name of the product".

However Tenun Ikat Bandar Kidul has become the economic choice surrounding communities. Some youth, especially women began enjoying work as a weaver. Society has shown behavioral economics / business activities or work as weavers and artisans. This relates to making decisions in his life, especially economic decisions, which is a reflection of people's behavior.

Sentot Harman Glendoh (2001) stated that small businesses as small-scale economic activities of the people have a central role in the Indonesian economy. Although the economic crisis has devastated the lives of large and medium-sized business sectors, small businesses remain strong turns and runs rampantly economic life of the region lower levels. The fundamental role of small businesses is: (1) as the main employer, (2) as a producer of goods and services at a price that is affordable for the needs of the many low-income, (3) a foreign exchange potential because they success in producing commodity of non-oil exports. Given the role of small businesses are very big run things for the country and the bottom layer of the small community, then coaching and development are very noteworthy.

To that end, Tenun Ikat Bandar is home industry that needs to be developed. At the end, the Tenun Ikat Bandar industry will be able to compete with other Tenun Ikat industries and manufacturers. Because Tenun Ikat has its own characteristics and charm of its own compared to other Tenun Ikat.

The goal is to analyze the results of a preliminary study ON people's behavior in decision making FOR Economic / business as a basis of development models for the of community entrepreneurship training at Tenun Ikat Bandar Kidul Center Kediri.

II. Methods

The approach used is a direct survey on the artisans, weavers and surrounded community, using in-depth interviews instrument on public behavior in conducting business, internal and external aspects affecting Tenun Ikat Bandar craftsmen to survive, and make business decisions.

III. Findings

Administratively, Bandar Kidul village is area that is a part of Mojoroto District, Kediri which has 24 RT and 4 RW which was developed as a means of supporting education, housing and industry in Kediri. Bandar Kidul Village has an area of 124 hectares with a total number of 2470 households and a population of 9663 people consisting of 4346 males and 5317 females. The distance between the villages with the Central Government of Kediri is 2 Km and the Government to the District is 1.5 km, more than a third of the area of the village is still a land of rice fields and plantations while the rest is used as a means of education and housing. Here is the description of Village Land Use: residential (68 Ha), Agriculture (42 hectares) industrial (3 hectares), and trade / services, Schools and Roads (11 Ha).

In the development of its potential, the village refers to the village vision which is "Improving the Quality of Community Services Resource of Bandar Kidul village through the Professionals and Religious Apparatus ". Meanwhile, the mission is: (1) Improving the quality of public services that are based on the resource potential of the apparatus. (2) Improve the apparatus infrastructure as well as environmentally region. (3) Improve the quality of personnel resources that are reliable and religious in providing excellent service to the community. (4) Increase the active public participation in the activities of government and community development as well as implementation of peace and public order.

Based on the researcher's preliminary results of a survey on several craftsmen and workers / weaver of Tenun Ikat Bandar kidul, the results are as follow:

3.1. Craftsmen and Workers' Motivation of Tenun Ikat Bandar

Bandar Kidul Village Kediri is known of its Tenun Ikat Bandar centers which produced by loom machines (handloom) and are still prolific in running their business. Some artisans of Tenun Ikat Bandar produce a variety of motives for Sarong Goyor, cloth for shirts both for men and women.

The persistence of Tenun Ikat Bandar artisans, tools and increased employees, which mostly young generation, suggests that there is motivation to preserve Tenun Ikat Bandar business. In addition, it can be used as opportunities for the surrounding communities.

Although there is tide in marketing, but with persistence and patience work done by craftsmen continue. From the point of employee income, although in a lower category, but this is a job option.

3.2. Craftsmen Entrepreneurship Business Decisions on Tenun Ikat Bandar

In the 2000s, craftsman in Kediri started developing products in the form of fabric / woven clothing. With the new product, Tenun Ikat Kediri becomes better known both locally, regionally and nationally. Development of new products was also because of the craftsmen begun to frequent the exhibition.

Tenun Ikat Bandar in Bandar Kidul produce various kinds of fabrics such as Sarong Goyor, Woven Silk or Semi Silk Scarf or Shawl, also already in the form of finished products such as clothes, uniforms or kebaya.

Various motifs characterize the creations of local artisans Tenun Ikat Bandar Kidul. Most of them rely on floral with bold coloring or displaying bright colors. The Kediri typical motifs by craftsmen also called ceplok or lung.

Tenun Ikat Kediri Fabric has 3 choices of materials that are misris / cotton, semi silk and silk. The price for misris / cotton is lower than woven fabrics of silk. Motifs and colors that are available are very diverse; you can choose which one suits you. If not satisfied with the options, you can order patterns and colors that you like or bring design / sample itself.

Despite the ups and downs in terms of marketing is access for the incomes of artisans, nevertheless it is a business decision, both hereditary business that must be preserved and developed. Some artisans convey, because this city has Tenun Ikat Bandar creates its own characteristics, then the future can be developed that will bring fortune and prosperity. For that, however, the situation is a selection of work as a source of income and welfare.

3.3. Internal and External Aspects for being the Ikat Bandar Craftsmen entrepreneurship

The existence of artisans of Tenun Ikat Bandar is hereditary of family predecessors or individually. Individual artisans have previously worked as employee, after they knew how to weave and manage the business, they eventually set up their own Tenun Ikat Bandar business.

Several internal factors cause this Tenun Ikat business still survive such as the urge to preserve and inner satisfaction because art can actualize their potential skills possessed. Meanwhile, the external factors consist of employment opportunities, market opportunities on Tenun Ikat that is still promising and the government has raised and guidance for SMEs. Tenun Ikat Bandar business is one of the local wisdom that must be preserved and developed because Tenun Ikat has its own characteristics and charm compared to other fabrics.

Tenun Ikat products have artistic value and high culture. Besides, it also has a diversity of motives. The demand of Tenun Ikat Bandar by people outside Kediri also makes its own impetus for craftsmen and workers to preserve businesses and make it as the backbone of their life.

IV. Discussion

Based on the results obtained from the preliminary survey results, it is found about the motivation of the Tenun Ikat Bandar craftsmen, the decision for doing self-employed business and internal aspects and self-employed artisans Tenun Ikat Bandar eksterneal city. There should be an effort to raise SME artisans of Tenun Ikat Bandar as a part of potential of the country's economy.

Chain, John (2010) stated that: (1) behavior of entrepreneurship has a strategic role and Entrepreneurial behavior that has been able to exploit the opportunities provided by the government to develop a business owned. Entrepreneurial behavior should be improved in order to make the capacity of SMEs that have high productivity and a reliable business; (2) the development of SMEs can be done through mentoring patterns on an ongoing basis that should be made an integrated program. Guidance on a sporadic basis will not change people's behavior patterns to be productive, but with coaching through ongoing mentoring will be gradually changing people's behavior patterns become more productive; and (3) it takes the form of training related to insight and entrepreneurial skills, the formation of attitudes to always think ahead because it has had the insight and entrepreneurial behavior.

Hisrich, Robert D. (2008) stated that the role of entrepreneurship in economic development encompasses more than just an increase in output and income per capita, it also includes initiatives and determination of changes in the structure of business and society.

Hendro (2011) also stated that a new era of Indonesia will be created by the economic system based on SMEs with a strong entrepreneurship spirit, conceptual and resilient. In early 2005, the government has launched the entire bank to enter the SME sector.

From the above description, the researcher offers a way to empower artisans of Tenun Ikat Bandar, such as: (1) motivating craftsmen and workers of Ikat Tenun Ikat Bandar; (2) analyze the economic decisions in the determination of entrepreneurship; (3) solutions on the marketing product for Tenun Ikat Bandar through internet marketing; (4) training for entrepreneurs to promote the spirit of entrepreneurship; (5) develop strategic training plans; (6) developing modules in entrepreneurship-based projects by: (a) making a planing form of training and materials entrepreneurship to empower artisans of Tenun Ikat Bandar; (b) creating a training model; and (3) creating entrepreneurial material.

4.1. Motivating Craftsmen and Workers of Ikat Tenun Ikat Bandar

The concept of needs theory by McClelland stated that achievement, power / strength and relationships are the three essential needs which may help explain the motivation. Achievement needs a boost to exceed, to achieve the standards, and strive to succeed. The power requirement can make others behave in such a way that they will not behave otherwise, and the need is the desire for interpersonal relationships friendly and familiar within the organization.

How this Affects the Needs of Conduct? McClelland explains that each individual has a strong drive to succeed. This impulse directs individuals to strive harder to obtain personal achievement rather than awarded. This then caused him to do something more efficiently than ever before. The first thrust can be called as nAach that is the need for achievement.

Associated with craftsmen's motivation, C Wang, EA Walker & J. Redmond (2006) stated that the strategic planning in small businesses associated with the motivation of business ownership. The owner has orientation to achieve financial goals, and engage in strategic planning. Business owners are encouraged by the example of personal achievement goals, self improvement, personal challenge and recognition). Motivation for diverse small business ownership and significantly affected the owners to manage their business. In most cases, the owners of small businesses have strategic planning needs to focus on his personal motivation.

Krishna Murali (2013) mentioned that entrepreneurship motivation is the steering for the employer to maintain the entrepreneurial spirit in all their actions. It implies that an inner motivation that leads people to act towards achieving the goal. It is the inspiration process of individual's steering and action on the achievement of their objectives. Motivation is an internal psychological which is capable to generate the behavior of goal directed. Motivation is a dynamic force that assigns someone to conduct the action.

Hendra (2011) grew motivation in oneself as an important action in creating high productivity that always exist within a person and become a powerful source of energy in order to achieve success.

4.2. Analyzing the Economic Decisions in the Entrepreneurship Decision

Abdullah Ghozali (2012) reviewed some opinions about the decision, according to Ralph C. Davis, the decision is the result of solving problems faced by the company, the decision is a definitive answer to a question. Decisions by Atmo Prajudi Sudirjo is a form of termination rather than the process of thinking about an issue or problem to answer the question that should be done to address the problem such as dropping one on an alternative option.

Here are some understandings about Decision-Making from some experts such as: George R Terry in Abdullah Ghozali (2012) defined the decision as an alternative election on particular behavior of two or more alternatives. Sondra P Siagia in Abdullah Ghozali (2012) defined decision-making as a systematic approach to the alternative nature encountered in taking action according to the calculation of the most appropriate action. From the definition, we can conclude that the decision-making is a process of decision making related to alternative selection from several alternatives systematically to be used as a way to solve a problem.

Krishna Murali (2013) stated that ambition alone is not enough to be entrepreneurs. If they want to transform being entrepreneurs, they should work to realize this ambition. Yet, it requires a positive attitude, encouragement, capital and other infrastructure factors such as previous experience of such activities, the availability of more capital can be invested, encouragement from family members, friends and others, continue to get new ideas, marketing product, government assistance and others are some of the factors that influence the entrepreneurial motivation.

4.3. The Marketing Solutions for Tenun Ikat Bandar Product through Internet Marketing

The increasing of Internet users in a nowadays world does not ignored easily by the businessmen. Today, there are many businesses that intentionally create a website, blog, or create an account on facebook and twitter to market their products. This progress is considered very useful to be used as a business marketing strategy.

Business marketing via the Internet is one of the way to expand the market reach. Through internet marketing, information product can reach consumers in areas without having to go directly to the area to promote the product.

Gupta, AK, Pankaj Nagar & V.P.Gupta, (2010) stated that the internet has used a variety of experiments to determine the feasibility of business clients, Internet can enhance business opportunities in various industries, especially in the computer industry in Malaysia. One particular aspect of the business is that internet marketing has a major impact on the computer industry in Malaysia. The there is an impact of internet / online marketing in the computer industry in Malaysia in increasing the purchasing behavior by consumers.

Marketing that is done through internet marketing will provide convenience to businesses to market their products. Benefits for marketing via the internet are as follows (1) Marketing via the Internet is not limited by time, unlike other offline business. Business marketing services via the internet could be accessible to consumers for 24 hours non-stop. Because the Internet has an automated system that can respond quickly when orders and demand from consumers. Therefore, the demand for the products can serve us at anytime and anywhere we need as long as there is internet connection; (2) Marketing via the Internet is also reaching a wider market. Business via the Internet can inform our product to the entire region of the country, even reaching overseas markets; (3) the use of internet marketing strategies can improve the image of your company in the eyes of consumers, thus, it could provide a more value for your business to face competition in the existing business; (4) reduce marketing costs, since internet marketing can have a more targeted marketing, the costs are relatively lower than offline marketing costs for producing brochures, banners, neon box, etc.

El-Gohary, Hatem (2010) suggested that Internet marketing (IM) also known as digital marketing, web marketing, online marketing or e-marketing. However, it also implies marketing through wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing. IM can be creative, technical through the design, development, advertising, and sales through the Internet. Internet network marketing is the channel used by advertisers, marketers, and the community to find the right combination of marketing mix to suit the needs of the customer to be the best of it.

The Internet marketing also allows businesses to connect with consumers. Because it can establish an interactive communication between consumers and businesses, for example through email marketing, suggestion boxes or comment space, as well as a discussion forum among consumers. Thus, when IM is properly maintained for the communication, customer loyalty will be guaranteed for your business.

Until the recent time, business marketing through the internet helps businesses to increase its product. Easy to market products through online, as well as many benefits provided internet marketing. Internet is one of the marketing media. As with other offline media, we have to make strategies for the internet marketing.

4.4. Entrepreneurial Training to Enhance the Entrepreneurship Spirit

According to Mathis (2002), training is a process by which people reach a certain ability to help in achieving organizational goals. Therefore, the process is tied to the various objectives of the organization; the training can be seen in a narrow or broad. Limited training to provide employees with specific knowledge and skills that can be known and used in their current job. Sometimes there are limits drawn between training and development, the development of which are broader in scope and focus on the individual to achieve new capabilities that are useful both for work today and in the future.

Training can be viewed in the narrow and broad ways, training can prepare a person for a specific knowledge about their work in the present and in the future. Chris Landauer in Mathis, Robert L. and John H. Jackson (2000) Training is one thing that is expected to be integrated into the mindset of each manager.

Meanwhile, Payaman Simanjuntak (2005) defined the training is part of an investment of HR (human investment) to enhance the ability and work skills, and thus improve the performance of employees. Training is usually done with a curriculum tailored to the needs of office, administered in a relatively short time, to equip someone with job and skills.

In the development of training programs, training can be beneficial and profitable takes necessary stages or steps systematically. In general, there are three stages in the training that needs assessment stage, the implementation stage and the evaluation stage. There is the planning phase of training, the implementation phase of training and post-training phase.

Entrepreneurial training is a learning system or means of learning where in this training will be given some of the things to be learned about how to become a successful entrepreneur with a business carried on course to achieve that success.

How to Improve the Spirit of Entrepreneurship - The first thing that is commonly taught in an entrepreneurial training is how to promote the spirit of entrepreneurship in order to face everything that will happen in the business. To form the high spirits of course you also have to have a strong business intention, and of course you also have to be prepared to face the risk of failure when running the business. A successful entrepreneur will continue to run and justify the errors that have happened in a business until finally successful with a business run.

How to Choose the Right Business for Entrepreneurs - In addition to giving lessons to promote the spirit of entrepreneurship, in an entrepreneurship training taught how to choose an appropriate effort for the business to be run in entrepreneurship. Usually to choose a venture in entrepreneurship course we should choose a business in accordance with our ability to run the business, and in accordance with the capital used to build and run the business.

How to Run Business to Become a Successful Entrepreneur - The next important lesson and must be considered carefully is, how to run a business to become a successful entrepreneur with the business being operated. In the entrepreneurship training will be taught how to run a business that is good and true, such as creating a good business strategy for running the business and how to manage the financial system and other systems are concerned with the business you run.

A good job in running a business will earn and a big advantage, and certainly will you to be a successful entrepreneur with a business you run.

4.5. Developing a Strategic Training Plan

In the development of training (Mathis and Jackson, 2009) need a framework to develop a strategic training plan such as four basic levels which are: (1) Set up a strategy. An HR manager and training should first work together with management to determine how the training will be connected strategically on a strategic business plan, with the aim to improve employee performance and organizational; (2) Plan, the planning must occur in order to bring training will bring positive results for the organization and its employees. As part of the plans, goals and expectations of training should be identified and created for the purpose of learning that can be measured and specifically to track the effectiveness of the training; (3) Organizing, such training should be organized to decide how the training will be conducted, and develop training interventions. All of these activities culminated in the actual training; and (4) Provide justification that measure and evaluate the degree to which the training meets the objectives of the training. Errors that occur can be identified at this stage and can enhance the training effectiveness in the future.

4.6. Project-Based Entrepreneurship Training Module Development

The aim of developing this entrepreneurial training module is to change the mindset of the people. Wahyudin, Uyu (2012) stated that community empowerment should focus on the formation of public mindset of workers into job creators.

Bunyamin, Ichlas, (2002) mentioned that there is the need to develop training model on pioneering and Development Entrepreneurship for the poor or the unemployed people. Syamsi, Ibnu (2008) stated that to draft an education and entrepreneurship training model for community empowerment which consists of the design of entrepreneurship training, entrepreneurship training model and entrepreneurial training material model for society.

The design of the entrepreneurship training model consists of: preparation, pre-training, training, and post-training. To design a model of entrepreneurship training materials is the introduction of entrepreneurship, entrepreneurial personality characteristics, planning, financial control, and use of resources. Model of entrepreneurship education and training is to be useful as one of the solutions for the empowerment of the poor, and reduce poverty, and can raise the welfare of the poor.

Syamsi, Ibnu (2008) stated that a entrepreneurship model training for empowerment of the poor consists of preparatory training (understanding, purpose, benefits, types of training, management function, the function of training and organizational strategy); pre-training (training and the wider environment, requirements analysis, design effective training, plan fulfillment, manage the training budget; training (method of learning, selecting training instructor, prepare training materials, write training materials); post-training (to develop skills training, training in the community, evaluate the effectiveness of training, developing sustainable professional).

The materials for entrepreneurship training model for community consists of introductory entrepreneurship (understanding, purpose, function, target); personality characteristics of entrepreneurs (entrepreneurial spirit, leadership, taking risks, making decisions, business planning, use time effectively); planning financial control (financial action plan, develop the attitude of financial calculations to resources, measure and control strategy and financial results, success in finance through the device to control the decision); and scarce resources (obtain scarce source, assessing market opportunities, market their goods or services, using outside resources, dealing with government agencies).

After the development of a training model for the poor, then the whole model of development of entrepreneurship training should be applied in poor communities. The application of entrepreneurship training model should be conducted on community groups based on an ongoing process. The prototype training for the poor community empowerment consists of: (1) training introduction, (2) pre-training, (3) training or training process and (4) post-training. It includes material relating to: (1) Entrepreneurship Mindset, (2) Exploring Business Idea, (3) Capital Solutions, (4) Online Marketing Technique, (5) Business Innovation, (6) Target the Segmented Market, and (7) Business Development.

V. Conclusion

Based on the findings of the preliminary survey, it gained about the motivation of craftsmen and employees of Tenun Ikat Bandar, self-employed business decisions for the craftment of Tenun Ikat Bandar and internal and external aspect to do self-employed for the craftsmen of Tenun Ikat Bandar. There should be an effort to wake the SMEs in a way such as: (1) motivating craftsmen and workers of Tenun Ikat Bandar; (2) analyze the economic decisions in the determination of entrepreneurship, (3) Solutions on marketing the product of Tenun Ikat Bandar through internet marketing; (4) Training entrepreneurs to boost the entrepreneurship spirit; (5) develop a strategic training plan; and lastly (6) develop project -based entrepreneurial module.

References

- [1] _____, Demografi Kelurahan Bandar Kidul Kota Kediri, [Online] Available: <http://kel-bandarkidul.kedirikota.go.id>, (September 25, 2015)
- [2] Basrah, Hendryadi, (2012), Mengembangkan Rencana Pelatihan Strategis, Dirangkum dari buku : Mathis dan Jackson. 2009. MSDM. edisi 10. Jakarta : Salemba Empat. pp : 307-308, [Online] Available: <https://teorionline.wordpress.com/2012/04/20/mengembangkan-rencana-pelatihan-strategis/>, (September 25, 2015)
- [3] Basrah, Hendryadi, (2012), Teori Motivasi Kebutuhan McClelland, [Online] Available: <http://teorionline.net/teori-motivasi-kebutuhan-mcclelland/>, (September 25, 2015)
- [4] Basri, Faisal, (2002), Perekonomian Indonesia Tantang dan Harapan Bagi Kebangkitan Ekonomi Indonesia. Jakarta: Erlangga.
- [5] Bunyamin, Ichlas, (2002), Model Pelatihan Perintisan/Pengembangan Wirausaha : Studi pada Program Penanggulangan Penganggur Pekerja Terampil dan Program Penanggulangan Kemiskinan Perkotaan di Jawa Barat, Disertasi, [Online] Available: http://digilib.upi.edu/digitalview.php?digital_id=1412, (September 21, 2015)
- [6] C Wang, EA Walker & J. Redmond, (2006), Ownership Motivation and Strategic Planning in Small Business, Journal of Asia Entrepreneurship and Sustainability, Vol II (4), [Online] Available: <http://www.asiaentrepreneurshipjournal.com/AJESII4Wang.pdf>, (September 27, 2015)
- [7] Dewi, Novita Condro, Bing Bedjo T., & Baskoro Banindro, (2014), Perancangan Buku Tenun Ikat Bandar Kidul Kediri, Jurnal DKV Adiwarna, Universitas Kristen Petra, [Online] Available: <http://studentjournal.petra.ac.id/index.php/dkv/article/view/2013/1806>, (September 25, 2015)
- [8] El-Gohary, Hatem., (2010), E-Marketing - A literature Review from a Small Businesses perspective, International Journal of Business and Social Science, [Online] Available: http://www.researchgate.net/publication/228552449_E-Marketing-A_literature_Review_from_a_Small_Businesses_perspective, (September 26, 2015)
- [9] Ghozali, Abdulah, (2012), Pengambilan Keputusan Sebagai Wirausaha, [Online] Available: <http://abdullah-ghozali.blogspot.co.id/2012/02/bab-7-pengambilan-keputusan-sebagai.html>, (September 22, 2015)
- [10] Glendoh, Sentot Harman, (2001), Pembinaan dan Pengembangan Usaha Kecil, Journal Management and Entrepreneurship, Vol 3 (1), [Online] Available: <http://jurnalmanajemen.petra.ac.id/index.php/man/article/view/15605/15597>, (September 23, 2015)
- [11] Gupta, A.K., Pankaj nagar & V.P.Gupta, (2010), Evaluating Effectiveness of "Internet Marketing" Techniques with special refrence to Viral Marketing, International Journal of Advanced Research in Computer Science.;01(04)207-210, [Online] Available: http://ijarcs.info/?wicket:interface=:1:dl_systemfilename::ILinkListener::, (September 24, 2015).
- [12] Hendro, (2011), Dasar-dasar Kewirausahaan Panduan bagi mahasiswa untuk Mengenal, memahami dan memasuki Dunia Bisnis. Jakarta: Erlangga.
- [13] Hisrich, Robert D., Michael P. Peters & Dean A. Shepherd, (2008), Entrepreneurship, 7th Edition, Terjemahan, Kewirausahaan, Penterjemah, Chriswan Sungkono dan Deana Angelica, 2008. Jakarta: Salemba Empat.
- [14] Krishna, Murali, (2013), Entrepreneurial Motivation A Case Study of Small Scale Entrepreneurs In Mekelle, Ethiopia, Journal of Business Management & Social Sciences Research (JBM&SSR), Vol 2 (1), [Online] Available: http://borjournals.com/Research_papers/Jan_2013/1094%20M.pdf, (September 24, 2015)
- [15] Lieli Suharti & Hani Sirine, (2011), Faktor-Faktor yang Berpengaruh Terhadap Niat Kewirausahaan (entrepreneurship Intention) (Studi Terhadap Mahasiswa Universitas Kristen Satya Wacana Salatiga), Journal Management and Entrepreneurship, Vol 13 (2), [Online] Available: <http://jurnalmanajemen.petra.ac.id/index.php/man/article/view/18329/18174>, (September 24, 2015)
- [16] Mathis, Robert L. & John H. Jackson, (2000), Human Resource Management, 9th Edition, Terjemahan, Manajemen Sumber Daya manusia, Penterjemah, Jimmy Sadeli & Bayu Prawira Hie, 2002. Jakarta: Salemba Empat.
- [17] Milla, Hilyati, (2013), Pendidikan kewirausahaan: Sebuah Alternatif Mengurangi Pengangguran Terdidik dan Pencegahan korupsi, Al-Ta'lim Journal, 20 (3), [Online] Available: <http://journal.tarbiyahaiinib.ac.id/index.php/attalim/article/download/44/52/pdf>, (September 20, 2015)

- [18] Pachaiyappan, P., (2014), Education : A Tool For Empowerment of Women, *Journal of Education and Practice*, Vol 5 (30), [Online] Available: <http://www.iiste.org/Journals/index.php/JEP/article/view/16675>, (September 24, 2015).
- [19] Rante, Yohanes, (2010), Pengaruh Budaya Etnis dan Perilaku Kewirausahaan Terhadap Kinerja Usaha Mikro Kecil Agribisnis di Provinsi Papua, *Journal Management and Entrepreneurship*, Vol 12 (2), [Online] Available: <http://puslit2.petra.ac.id/ejournal/index.php/man/article/view/18171>, (September 21, 2015).
- [20] Rohmah, Kasirotur, (2014), Keputusan Ekonomi Rumahtangga Pekerja Wanita Industri Kecil Kain Tenun Ikat Di Kelurahan Bandar Kidul, Kota Kediri, IPB Repository, <http://repository.ipb.ac.id/handle/123456789/72445>, (September 22, 2015)
- [21] Sri Hardiati, (2008), Perilaku Industri Keramik Berskala Kecil Untuk Meningkatkan Daya Saing Produk di Malang, *Journal Management and Entrepreneurship*, Vol 10 (2), [Online] Available: <http://jurnalmanajemen.petra.ac.id/index.php/man/article/view/17038/17002>, (September 21, 2015)
- [22] Strategi Pemasaran Bisnis Melalui Internet Marketing, *Journal Bisnis UKM*, (2010), <http://bisnisukm.com/strategi-pemasaran-bisnis-melalui-internet-marketing.html>, (September 24, 2015)
- [23] Sulaeman, Suhendar, (2004), Pengembangan Usaha Kecil dan Menengah Dalam Menghadapi Pasar Regional dan Global, Jakarta.
- [24] Syamsi, Ibnu, Model Pendidikan dan Pelatihan Kewirausahaan Untuk Pemberdayaan Masyarakat Miskin, Makalah disampaikan pada Konvensi Pendidikan Indonesia VI di Universitas Ganesha, Hotel Aston 17-19 November 2008.
- [25] Timpe, A.Dale, (1987), *The Art and Science of Business Management (Creativity)*, Terjemahan, Seri Manajemen Sumber Daya manusia (Kreativitas), Alih Bahasa, Sofyan Cikmat, 2000. Jakarta: Elex Media Komputindo, Kelompok PT Gramedia.
- [26] Timpe, A.Dale, (1988), *The Art and Science of Business Management (Performance)*, Terjemahan, Seri Manajemen Sumber Daya manusia (Kinerja), Alih Bahasa, Sofyan Cikmat, 2000. Jakarta: Elex Media Komputindo, Kelompok PT Gramedia.
- [27] Timpe, A.Dale, (1989), *The Art and Science of Business Management (Productivity)*, Terjemahan, Seri Manajemen Sumber Daya manusia (Produktivitas), Alih Bahasa, Dimas Samudra Rum, 2000. Jakarta: Elex Media Komputindo, Kelompok PT Gramedia.
- [28] Usaha Rumahan, (2014), , Pelatihan Usaha Gratis, [Online] Available: <http://kreativprodukt.com/2014/11/pelatihan-wirausaha-gratis/>, (September 26, 2015)
- [29] Wahyudin, Uyu, (2012), Pelatihan Kewirausahaan Berlatar Ekokultural untuk Pemberdayaan Masyarakat Miskin Pedesaan, *Jurnal Sosial dan Pembangunan Mimbar*, Vol 28 (1) [Online] Available: <http://ejournal.unisba.ac.id/index.php/mimbar/article/download/339/37>, (September 24, 2015)
- [30] Yamoah, Emmanuel Eratus, (2013), Employee Training and Empowerment: A Conceptual Model for Achieving High Job Performance, *Journal of Education and Practice*, Vol 4 (13), [Online] Available: <http://www.iiste.org/Journals/index.php/JEP/article/view/6771>, (September 24, 2015).
- [31] Yudianto, H.N. & Arif Hoetoro, (2013), Dinamika Pengembangan Usaha Industri Tenun Ikat Pada Sentra Kerajinan Tenun Ikat Bandar Kidul Kota Kediri, *Jurnal Ilmiah Mahasiswa FEB*, [Online] Available: <http://jimfeb.uib.ac.id/index.php/jimfeb/article/viewFile/677/619>, (September 25, 2015).