

Entrepreneur Capability in Pekalongan City: Issues of Gender, Local Culture and Anti Plagiarism Spirit for Creative Community

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Abstract. Pekalongan City is the first creative city in Indonesia to be included in the world creative city list by UNESCO in Craft and Folk Art category. The creativity aspect as the motor of the creative industry in Pekalongan will refer to culture, technology and intellectual property as a strategic driving force in the industry. Another aspect is the issue of gender and entrepreneurial capabilities in line with the needs of the entrepreneur to develop the idea of a product that must always be renewable as a prerequisite of living in the creative economy. The development of two new variables in the creative economy paradigm in the context of entrepreneurial capabilities other than innovative, proactive and risk-taking variables is the anti plagiarism spirit of design and the unique value of the product. The direction of this paper is to know whether there is any influence of gender in its contribution to performance aspect, commitment to cultural preservation, and anti plagiarism spirit and unique product development in order to maintain Pekalongan existence as creative city of UNESCO. This study has a sample of 45 men and 45 women as entrepreneurs and creative industry business in Pekalongan City. The statistical approach using Chi Square analysis with conclusion there is no relationship between gender with the three aspects of research in the form of business performance, cultural commitment and anti plagiarism spirit. In the analysis using Cross Tab, provide description that there is gender equation of way of thinking and strategy of survival and commitment between both capability of entrepreneur of man and woman in Pekalongan.

Keywords: Spirit of anti plagiarism, Commitment to Local Culture, Gender, Pekalongan

1 Introduction

Pekalongan City known as “Kota Batik”, there are 203 Batik industries located in Jenggot Village. There are some effect that will be damaged Pekalongan City environment from that industries. Industrial activities will affect the environment of Pekalongan if the government did not managed it properly. The damaged environment will affect the entrepreneurial spirit of the community.

Entrepreneurship provides an organizational tendency to innovate by tailoring market conditions of interest, taking risks to try new creative industry products, maximizing services, and expanding markets more proactively than competitors to create new market opportunities. Researchers have agreed that entrepreneurship orientation is a combination of three dimensions: innovation, proactively and risk-taking[1], in the context of creative entrepreneurship has evolved, where the concept of innovation, proactive and dare to take the risk of melting into a factor) internal management and the creative impact of the industry lead to other two factors that must be owned by entrepreneurs, namely (a) the spirit of anti-plagiarism design and (b) the ability of different power to create a unique product. These three factors are the prerequisites for survival on the creative economy paradigm platform. This paper is intended to reveal the existence of gender from business owners, businessmen and creative entrepreneurs in the city of Pekalongan in the context of their capability to build business performance both

financially and non-financially, a commitment in the preservation of local culture and the growing spirit of anti plagiarism on creative products developed by them. This research reveals entrepreneurial capability in gender issues to reveal their commitment and ways of thinking in the context of creative economy.

2 Methodology

This research is social research to find out the role of gender equality in its contribution to the design of spirit of anti plagiarism, entrepreneur commitment to local culture by giving dominance ornament typical of local culture on its creative product and its achievement in forming SME performance both in the context of financial performance and non financial performance. Intake of primary data in this research is done by doing observation on entrepreneur and creative business owner in Pekalongan City. The sample of research is 90 respondents with difference layer 45 respondents are man and the rest are female. Approach employed is non parametric statistic tool on processing data by using Chi Square.

3 Discussion

Pekalongan is a creative city in Indonesia that is part of the World Creative City (2014) network in the craft and folk arts category. The concept of creativity in the industry refers to the concept of a creative economy with the knowledge that is the main driver of the industry. The creative industry is the paradigm of the fourth wave

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of economics. The prerequisite of business life in the industry is emphasized on the ownership of new ideas, brilliant ideas and the availability of intellectual property as the main capital in the industry, in smaller concepts it can be said the idea is more valuable than money. In a micro-context it is essential for entrepreneurs and SMEs to replicate their ideas with the need to generate ideas continuously as a way to survive in the industry. The strategy of persisting in the context of the capabilities of the entrepreneurial character is the ability of internal management, the spirit of anti plagiarism and the independence of design and the creation of products with unique power[2]. So one of the prerequisites to grow the creative industry in a creative city like Pekalongan City of Indonesia is the emergence of character independence of design and spirit of plagiarism design that is owned by entrepreneurs with gender both men and women.

Chi square analysis result show scientific fact that there is no relation between spirit of anti plagiarism to try to make design with style independently with performance of SMEs, both financial performance and non financial performance, nor any relation between commitment owned by entrepreneur to use local ornament such as carvings, batik designs, local languages and Javanese writing on their creative product design on SMEs business performance. On the gender roles of the scientific facts, there is no relationship between the gender of both men and women to the performance of SMEs, the spirit of anti plagiarism and gender relations with a commitment to the development of local culture. This is enough to prove the equality of gendered ways as well as the impact on their performance on the three aspects of the inquiry, the spirit of anti plagiarism design, and of commitment to the development of local culture and on aspects of their business performance. To see more detail about empirical facts of the research, can be described on the table II below:

Although the spirit of anti plagiarism and the performance of SMEs have no significant relationship, the above Cross Tab shows 22.2% of the SMEs in moderate to moderate performance dominantly 77.8%. Pekalongan SMEs in high performance condition are reviewed in both financial and non financial aspects. In view of the viewpoint of high-performance SMEs and proprietary antagonism plagiarism design in gender aspect with gender differentiator layer, the male respondents showed 46.7% contribution while the female respondents were 40.0% so that from the second sex the performance of the business and the spirit of anti plagiarism design of creative entrepreneurs manifold

men and women in Pekalongan city is relatively the same. On the side of anti plagiarism level and commitment to create creative products independently male respondents are more dominant with the proportion of comparison 55.6%: 46.7%. The aspect of the development of local culture in Pekalongan city is crucial industry aspect, where in Table III above shown on the respondent side with male gender, from 45 samples 26.7% have high commitment and give priority to use local ornament on the product, while the rest 73.4% have thought open on the selection of product design ornament as a strategy to survive in the industry. On the respondent's side the female gender of 45 samples 44.4% had a high commitment on the use of local ornaments on their design, while the remaining 55.6% were more open-minded about the design. So that on the aspect of entrepreneurs with high SME performance as well as with local cultural commitment, female entrepreneur respondents are more dominant than male entrepreneurs with 35.6% ratio: 24.4%.

4 Conclusion

The conclusions that can be drawn from the discussion of business performance, the spirit of anti plagiarism and commitment to the development of local culture based on gender in Pekalongan is: there is no relationship between gender with the three. On the dominant side of high performance and anti- plagiarism spirit found male entrepreneurs are more dominant. However, on the side of commitment of the use of design that is rooted in local culture, found woman entrepreneur is more dominant. Nevertheless, the way of thinking and the strength of commitment to the attitude of survival that entrepreneurial capability in review from the point of view of the differentiator in the form of gender, found both male and female entrepreneurs in the creative industry in Pekalongan City is using the same way of thinking and the same level of commitment.

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