

**WOMEN FARMERS' ATTITUDES TOWARDS PROCESSED SWARU SALACCA
PRODUCTS INNOVATION**

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ABSTRACT

The two-year research was intended to analyze the attitudes of women farmers towards the innovation of Swaru Salacca products and to explore the women farmers' creativity in designing product attributes (packaging and brand). The data purposively collected from the women farmers was analyzed using descriptive analysis and Wilcoxon two-sample paired signed rank test. The results of this research showed that there was a significant difference in the affective and psychomotoric aspect, but not in the cognitive aspect of the women farmers before and after the training on entrepreneurship and product packaging in marketing. The results of this research also indicated that the women farmers had not shown the attitudes needed for being a successful entrepreneur yet. In addition, it was known that the training given to the women farmers increased not only the quality and creativity of product packaging but also awareness on the importance of product packaging in marketing.

Keywords: attitudes, innovation, products, swaru salacca, women farmers

1. INTRODUCTION

A good business idea is the first step to change the entrepreneurial desire and creativity into a business opportunity and it should be developed and transformed into a profitable business opportunity. A good business idea is obtained through hard efforts. This is in line with what International Training Centre of ILO (2005) argued that a good business idea is a prerequisite for the success of a business and it usually does not directly and simply arise from the entrepreneurs, but it is rather the result of hard work and often arises from entrepreneurial creativity.

The idea of processed Swaru Salacca products innovation by women farmers in Wonokerto village, Bantul District, Malang Regency came from the concern and worry over the fact of Swaru Salacca fields decrease. Because the taste of Swaru Salacca is not as delicious as the taste of Pondoh Salacca, Swaru Salacca is less attractive for consumers. The price of Swaru Salacca is also much cheaper than Pondoh Salacca. Thus, an effort to improve consumers acceptability towards Swaru Salacca is needed to be conducted through market surveys in four cities in East Java (Malang, Surabaya, Gresik, and Kediri). From the results, it is known that only "palm-salacca" which can be accepted by the markets because it is a new product which has a unique shape, delicious taste and has never been seen in the market. The results of the market surveys also show that "palm-salacca" brand is unattractive in terms of the color. In addition, the packaging of "palm-salacca" still cannot satisfy the consumers because it is difficult to be enjoyed outdoors and to be opened without using a cutting tool. Therefore, innovation in creating better packages and brands is still necessary in order to satisfy consumers of these products (Indrawati, et al., 2013).

The ability to provide creative solutions on the product innovation which has been conducted often used as an indicator which leads to success or failure of a business. A successful entrepreneur is always creative in developing products including the product attributes which cannot be separated from the existence of the products. Small business owners are usually lack of budgeted in conducting research and development. Therefore, Kao and Tan (2001) said that the most important basis strategy is developing the creativity of the people who run the business. In this case, the creativity of Swaru Salacca women farmers is necessary to be build by constantly opening their eyes and mind on matters related to the business of processed Swaru Salacca products and building relationships with others so that the inspiration which is needed to build such creativity can be found.

Based on these problems, the research objectives are:

1. To analyze the attitudes of women farmers towards the results of Swaru Salacca products innovation as entrepreneurial capital.
2. To explore the creativity and innovation of women farmers on product attributes (packaging and brands) in order to support the display of Swaru Salacca products.

2. REVIEW OF LITERATURE

The entrepreneurship training given to Swaru salacca women farmers is able to generate positive attitudes and behavior in adopting the business opportunities that exist, as stated by Petriou and Glaveli (2008) that the attitudes of women farmers in adopting business opportunities indicate the success of the training. The changing on women farmers' attitudes is expected to influence their behavior, to be more interested in the business of processed local salacca products which in turn will increase the additional values. Indrawati (2000) proved that entrepreneurship training benefited the managers of Small and Medium Enterprises (SMEs) in developing their business and improving the performance. In addition, Prayoga (2010) said that counseling influenced the level of organic farming application. This means that training/counseling in a particular field can create a positive impact on the people activities in that field.

Results of research conducted by Rina Sulistiyani (2012) proposed that learning process was the the results of interaction between personal factors, attitudes, driving factors and constraints. The results of the research also showed that craftsmen who manage to leave the impersonation strategy and switch to innovation strategy were craftsmen who had an entrepreneurial spirit and able to balance entrepreneurial and business.

According to Musyafak and Ibrahim (2005), innovation given to farmers should be an appropriate innovation for them. Therefore, the innovation should have the criteria of appropriate innovation: needed by farmers in general, really benefit farmers, has compatibility/alignment, able to overcome constrains, utilize the available resources, affordable to farmers' financial capacity, simple, uncomplicated and easy to

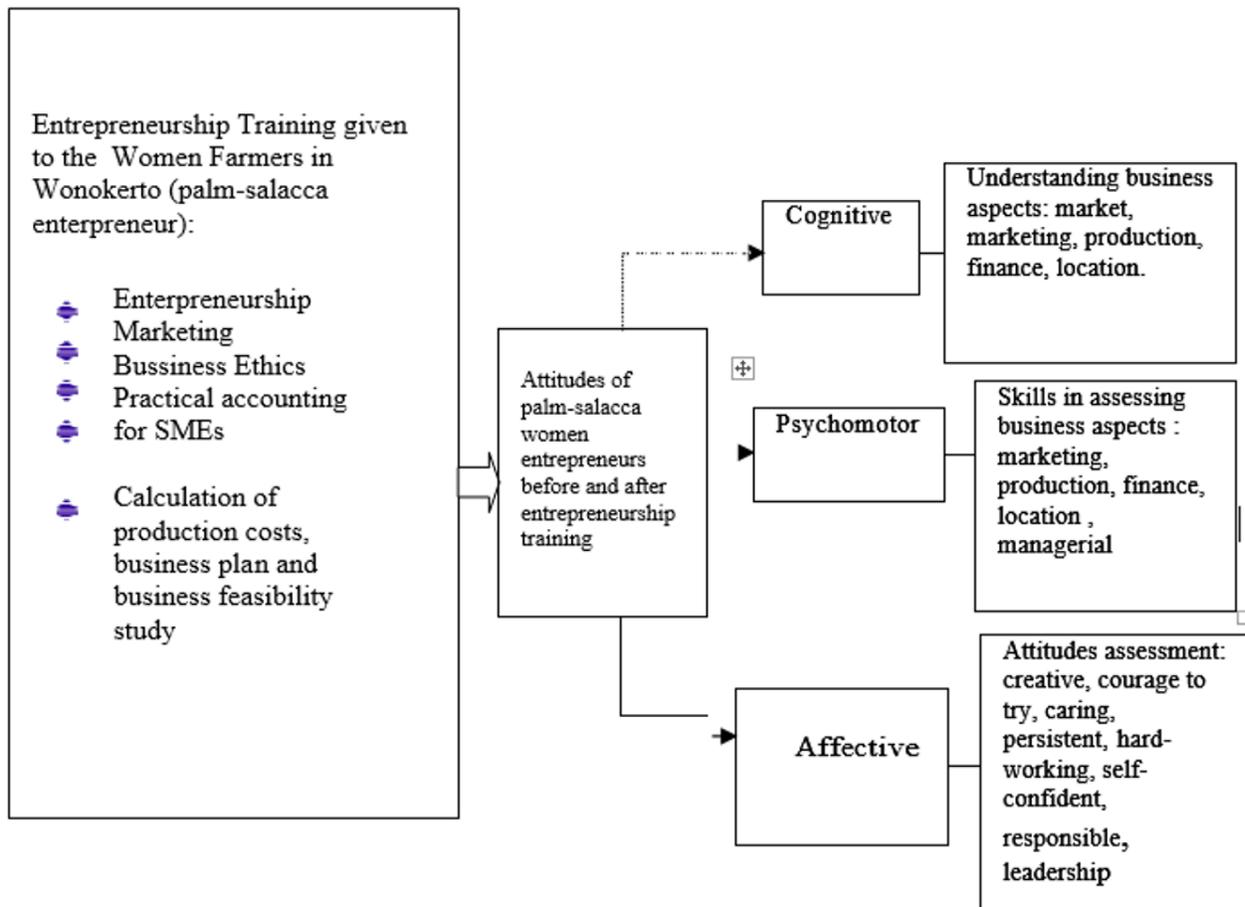
be observed .

To win the competition, an entrepreneur must have a high creativity. The creativity should be guided by thinking ahead, full of new ideas that are different from the products provided in the market. Creative ideas generally cannot be limited by space, form or time. Quite often the genius ideas which provide new breakthroughs in business is based on creative ideas which at first seem impossible. However, a creative idea, if not implemented in everyday life, will only be a dream. A genius idea generally requires high-innovation from the entrepreneurs (Amperaningrum and Ichyudin, as quoted from Ade S., 2009)

La Pierre (1934) in Allen, et al. (1980) defines attitude as “a pattern of behavior, tendency or anticipatory readiness, predisposition for adjustment in social situations, or simply, attitude is a response to social stimuli which has been conditioned”. Moreover, Second and Backman (1964) in Anwar (2009), define attitudes as “a certain regularity in terms of feelings (affection), thinking (cognition), and action predisposition (cognition) of a person against an aspect in the neighborhood”.

The concept of attitudes used in this research is based on the definition of attitudes mentioned before. Therefore, the conceptual framework of this research can be made as shown in Figure 1.

Figure 1. The Conceptual Framework of Research on the Attitudes of Women Entrepreneurs Before and After Entrepreneurship Training



The conceptual framework used to construct research hypotheses. Thus, the research hypotheses are:

- H 1: There is a significant difference on the affective aspects of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.
- H2: There is a significant difference on the cognitive aspects of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.
- H3: There is a significant difference on the psychomotor aspects of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.

3. RESEARCH METHOD

Research Setting, Sample and Data Collection Techniques

This second-year research was conducted in Wonokerto Village, Bantur District, Malang Regency. This location was chosen because the first-year research was conducted there. The sampling technique was done purposively based on the number of women farmers in Wonokerto village who were willing to follow entrepreneurship training. Instruments used to collect the data of women farmers entrepreneurs' attitudes were structured and unstructured questionnaires.

Data Analysis

The second-year research data on the attitudes of Swaru salacca women farmers entrepreneurs was analyzed using Wilcoxon two-sample paired signed rank test. As stated by Santoso (2001), the test is used to know whether two paired samples are from the same population.

Methods of Measuring the Outcomes

The outcomes of the second-year research is the changing of women farmers attitudes as the response to the treatment implemented in the form of entrepreneurship training. The results of the entrepreneurship training were derived from the indicators of the variable which influence the attitudes of women farmers. The instruments used to measure the attitudes are presented in the Table 1.

Table 1. Indicators of achievement of Swaru Salacca Product Innovation in the form of Women Farmers Attitudes towards Entrepreneurship Training

No.	Indicators	Attitudes Scale				
		5	4	3	2	1
1.	Indicators of Thinking Skills (cognitive):					
	Understanding of market aspect	5	4	3	2	1
	Understanding of marketing aspect	5	4	3	2	1
	Understanding of production aspect	5	4	3	2	1
	Understanding of financial aspect	5	4	3	2	1
	Understanding of location aspect	5	4	3	2	1
2.	Indicators of Physical Skills (motoric)					
	Skills in assessing marketing aspect	5	4	3	2	1
	Skills in assessing production aspect	5	4	3	2	1
	Skills in assessing financial aspect	5	4	3	2	1
	Skills in assessing location aspect	5	4	3	2	1
	Skills in managerial aspect	5	4	3	2	1
3.	Indicators of Attitude (Affective)					
	shows creativity	5	4	3	2	1
	shows courage to try	5	4	3	2	1
	shows caring attitude	5	4	3	2	1
	shows persistence	5	4	3	2	1
	shows hard-works	5	4	3	2	1
	shows confidence	5	4	3	2	1
	shows responsibility	5	4	3	2	1
	shows leadership skills	5	4	3	2	1

Source: Edited from Alma (2009)

Indicators of local Swaru salacca products entrepreneurship treatment including thinking skills (cognitive), physical skills (motor), and attitudes (affective) were measured using the Likert-scale from strongly disagree (1) to strongly agree (5).

4. RESEARCH STEPS

Training Activities

Training activities carried out were about entrepreneurship skills which became a central point of a person’s success in business, designing good quality and attractive packaging as well as other matters related to product attributes. The entrepreneurship training activities was conducted to achieve the first-year research objective, that is to analyze the attitudes of women farmers towards the Swaru Salacca product innovation as entrepreneurial capital. While training on packaging design was intended to achieve the second-year research objective, that is to explore the innovation and creativity on the product attributes (packaging and brands) in order to support the display of processed Swaru salacca products.

The materials provided during the training/workshop were: (1) Entrepreneurship, (2) Marketing, (3) Business ethics, (4) Practical accounting for SMEs, (5) Calculation of production costs, and (6) Business plan and business feasibility study. These materials were used as the basis for achieving the first-year research objective, that is to analyze the attitudes of women farmers towards Swaru Salacca product innovation as entrepreneurial capital. Building entrepreneurial spirit also means building attitudes,

behavior and motives of everyone. In addition, the materials and the practices of designing good quality and attractive packaging were also given as a solution to fulfill the need of producing attractive and consumers-friendly products. Before the practices of designing good quality and attractive packaging, participants were invited to discuss the importance of product packaging. The discussion was conducted in a serious but cheerful situation so that participants through their own arguments were able to assess the need of the products packaging and build the awareness that in addition to product quality, packaging was also an important matter not only as products' wrapping but also as a platform for product promotion.

In the training of packaging design, the participants were given information about various types of packaging which had been successfully used by entrepreneurs in marketing their products and reaching the target market. It was intended to bridge the participants' awareness that even though packaging is important to wrap and promote the products, it is not necessary to provide different types of packaging for different target of similar product. Consumers will definitely give certain image on the product by its packaging. It should be avoided because it will ultimately determine the demand of such products in the market. The participants were very enthusiastic and happy being able to practice designing a wide variety of packaging although at first they still looked shy and lack of confidence. The activities were addressed very well by all participants and official staffs of Wonokerto Village, Bantur District, Malang Regency, who did not hesitate to participate and directly involved in the program.

The packaging designs produced for the first time were not that amazing but the women farmers entrepreneurs were actively and enthusiastically joining the activities. Through intensive and regular practices of designing packages, they were intended to be able to produce good-quality and interesting packages which were able to attract consumers. Thus, in the counseling, snack packages which had been successfully being alternative packages of processed Swaru salacca product such as the packages of popular 'palm-salacca' and 'dodol-salaca' were introduced. Just as in the entrepreneurship training, door prizes were also given to the best participants of packages-design training. The best participant in designing packages was Ms. Suyati. The door prize was given at the end of the training.

Attitudes Analysis

As mentioned in the previous section, the outcomes of the second-year research was the changing attitudes of women farmers based on the responses given after the treatment was implemented in the form of entrepreneurship training. The outcomes of the treatment given to the women farmers through entrepreneurship training were derived from indicators of variables which influenced women farmers' attitudes. These indicators were: (1) Thinking Skills (cognitive), (2) Physical Skills (motor), and (3) Attitudes (affective).

To analyze the data of the first-year research, Wilcoxon Test was used. The analysis on the results was performed using SPSS for Windows version 20. The results of the analysis are shown in the Table 2.

Table 2. The Results of Wilcoxon Test

	Z	Z -table	Significance	Note
Affective	-2,039	1,96	0,041	There is a significance difference
Cognitive	-0,228	1,96	0,819	There is not any significance difference
Psychomotor	-2,863	1,96	0,004	There is a significance difference

Inferential analysis was conducted to test the research hypotheses on attitudes towards the innovation and creativity of women farmers entrepreneurs of Swaru salacca in Wonokerto village, Bantur district, Malang Regency. The hypotheses on the three aspects of attitudes proposed in this study are as follows.

The first hypothesis in this research is:

H1: There is a significant difference on the affective aspects of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.

For affective aspects, the obtained Z value was greater than the value of Z table ($2.039 > 1.96$) or the significance value was smaller than the level of $\alpha = 0.05$ ($0.041 < 0.05$), so it can be concluded there was a significant difference in the affective of women farmer entrepreneurs after the entrepreneurship training. In other words, the affective aspects of the women farmers were significantly changed after the entrepreneurship training.

Based on the results of the analysis, the affective attitudes of 54 % respondents increased after they had received the training. While 29 % respondents decreased the affective attitudes and 17% of the respondents remained unchanged the affective attitudes after they had received the training. Thus, it can be said that the first hypothesis was accepted.

The second hypothesis in this study is:

H2: There is a significant difference on the cognitive aspect of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.

For cognitive aspects, the obtained Z value was smaller than the value of the Z table ($0.228 < 1.96$) or the significance value was greater than the level of $\alpha = 0.05$ ($0.819 > 0.05$), so it can be concluded there was not any significant difference in the cognitive of women farmer entrepreneurs after the entrepreneurship training. In other words, the cognitive aspects of the women farmers were not significantly changed after the entrepreneurship training.

Based on the results of the analysis, the cognitive of 58 % respondents increased after they had received the training. While 42 % respondents decreased the cognitive aspect. Thus, the results were not significantly different or it can be said that the second hypothesis was rejected.

The third hypothesis in this study is:

H3: There is a significant difference on the psychomotor aspect of local Swaru salacca women farmers entrepreneurs' attitudes before and after entrepreneurship training.

For psychomotor aspect, the obtained Z value was greater than the value of Z table ($2.863 > 1.96$) or the significance value is smaller than the level of $\alpha = 0.05$ ($0.004 < 0.05$), so it can be concluded there was a significant difference in the psychomotor aspect of women farmer entrepreneurs after the entrepreneurship training. In other words, the psychomotor aspects of the women farmers were not significantly changed after the entrepreneurship training.

Based on the results of the analysis, the psychomotor of 70 % respondents increased after they had received the training. While 25 % respondents decreased the psychomotor and only 5% of the respondents remained unchanged the psychomotor after they had received the training. Thus, it can be said that the third hypothesis was accepted.

5. DISCUSSION

Based on the activities of creating various processed products of Swaru salacca such as palm salacca, syrup salacca, and dodol salacca, it can be said that women farmers in Wonokerto village had been done one of entrepreneurship activities, as said by Suryana (2003) that entrepreneurship is a person's ability to create the added value in the market through new and different processes of resources management which includes: (1) the development of new technologies, (2) the discovery of new scientific knowledge, (3) the improvement of goods and services, and (4) the discovery of new ways to produce more goods with more efficient resources. However, based on the results of the analysis using Wilcoxon Test, it is indicated that for being an entrepreneur, the cognitive aspect alone is not enough to succeed in business.

Based on the analysis using Wilcoxon Test, it was known that the psychomotor and affective aspects of attitude were not significantly different. The results indicated that the two aspects of attitudes of women farmer entrepreneurs still need to be sharpened. The unity of the three aspects is critical to the success of women farmers entrepreneurs of processed swaru salacca products in Wonokerto village, Bantur District, Malang Regency. The attitudes is important because entrepreneurs begins with attitudes. Individuals should believe that nothing is impossible. What is needed is to be able to work or do something.

Being an entrepreneur is a point of view that everything can be learned. Entrepreneurship is not just technical skills. Thus, it can be said that entrepreneurship spirit can be built through education, learning process, experience and internalization (Siregar in Djawahir, 2014). However, it is not easy to integrate the three aspects of attitudes so that creativity in producing products arises. So, an effort of building an entrepreneurial spirit is considered as necessary.

Basically the entrepreneurial spirit can be built through different or some way (Djawahir, 2014), which some are done since early, through education, learning or internalization, which can be a driving factor (the media) of the entrepreneurship success, by making changes in the character, attitude, behavior, and motive. Building entrepreneurship spirit can be fostered or inculcated from childhood, through educational and internalization, which is to drive the change in attitude, behavior, motives. Building entrepreneurship is intended to build a successful entrepreneur, so that it takes a certain characters such as knowing one self (self awareness), creative, able to think critically, able to solve problems (problem solving), can communicate, able to carry themselves in various environments, appreciate the time (time orientation), empathy, sharing with others, are able to cope with stress, can control their emotions, and able to make decisions.

Women farmers entrepreneurs of processed Swaru salacca products in Wonokerto village, Bantur District, Malang Regency are considered as having an entrepreneurial spirit and innovation in increasing the additional value of Swaru salacca if they have some attitudes or characters as proposed by Suryana (2003): (1) confidence (confident, optimistic, and full commitment), (2) initiative (energetic and confident), (3) achievements oriented (results-oriented and thinking-ahead), (4) leadership (dare to be different and dare to take a countable risk), (5) dare to take a challenge. Moreover, for being successful, entrepreneurial competences are also needed, such as having the knowledge, skills and qualities of individuals which include attitudes, motivations, values, and behaviors necessary to carry out the work. Thus, the entrepreneurial spirit and commitment is necessary to be given to encourage the women farmers to be more successful entrepreneurs in the future, especially in producing a high quality of processed swaru salacca products so that the products will be the icon of Southern Malang. Instead of having a wide swaru salacca fields, Southern Malang has a lot of beautiful beaches which are very promising to be developed into a tourism industry in the future.

The results of the first-year research showed that based on the market surveys and Focus Group Discussion (FGD), the unique taste of 'palm-salacca' was not followed with good quality packing, packaging and labeling. Both types of packages, 50-ounce circular jar with a 10 cm diameter and small size of clear and thick plastic bag, were considered as unattractive by consumers. The packages were not easy to be opened and made the products seems cheap. Therefore, the second-year research activities focused not only on the entrepreneurship but also on the packaging and product attributes.

6. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the previous explanations and analysis of research results, it can be concluded as follows:

1. In terms of affective aspect, it is known that women farmers entrepreneurs of processed Swaru salacca products have not reflected a good business mindset and entrepreneurial spirit as the most important factor for an entrepreneur in developing a successful business.
2. In terms of cognitive aspects, women farmers entrepreneurs of processed Swaru salacca products have understood things related to products innovation and aspects of production. Because the activities undertaken were not too complex, the women farmers entrepreneurs of processed Swaru salacca products understand how to create a good quality products. For example, the 'palm-salacca' is dried manually in the sun-light because the use of oven can reduce the quality of "palm-salacca". The use of oven will melt the sugar in the products and decrease the quality of the product.
3. In terms of psychomotor aspect, the results of the research show that there is a difference before and after training on entrepreneurship and packaging in marketing. It is indicated that the women farmers entrepreneurs have not showed skills and creativity required to be a successful entrepreneur in terms of market and marketing aspects, production aspects, financial aspects, determination of the location (site plan) and managerial aspects. Lack of skills and creativity can be influenced by the individual characteristics whom before the the training, are mostly housewives, so that activities as an entrepreneur is a new thing for them. Their skills and creativity are still needed to be improved.
4. The results of the descriptive analysis on the product attributes innovation, especially for 'palm-salacca' products packaging, show that they are still simply and carelessly planned. The creativity of the packaging arises after the training. The women farmers entrepreneurs finally realize that packaging is important in marketing. It is not only served as a package but also as a promotional tool to reach a specific target market. Therefore, creativity in the packaging needs to be improved to reach different target markets and used as an entrepreneurship capital by the women farmer entrepreneurs of processed Swaru salacca products.

Suggestions

Based on the conclusions, some suggestions are given as follows:

1. Women farmers entrepreneurs in Wonokerto village, Bantur district, Malang Regency need to improve their innovation on the products and try out various kinds of products made from Swaru salacca.
2. Women farmers entrepreneurs in Wonokerto village, Bantur district, Malang Regency need to start managing the business in a professional manner and continue to learn various entrepreneurial skills such as technical aspects and managerial aspects as well as apply these skills in managing business.
3. Women farmer entrepreneurs in Wonokerto village, Bantur district, Malang Regency need to carefully observe the target market goals and customize the design, the style, the variety, and the quality of the processed swaru salacca product packaging so that the products can be accepted by the target market, known by the public, and become the icon of Southern Malang.
4. Women farmers entrepreneurs in Wonokerto village, Bantur district, Malang Regency need to continue improving their technical skills and managerial skills through training activities carried out by various institutions, so that they are able to develop positive, innovative, and creative attitudes and maintain their entrepreneurial spirits as an important factor in achieving entrepreneur success.

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