

Entrepreneurship Development Bidai Products in Jagoi Babang, Regional Limitation of Indonesian and Malaysia Countries

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Abstract

The main problem faced by the community in Jagoi Babang in the border area is the lack of superior product development in the border area of Jagoi Babang, where people are still limited in access to capital and have not yet got a way to expand their superior product sales. This research uses qualitative approach. The study was conducted with the aim of describing the objective conditions of community life in the frontier areas on aspects: social, cultural, economic, and resources that can be utilized for border community development efforts, as well as alternative programs that can be applied in accordance with local conditions. This research is located in Bengkayang Regency - West Kalimantan Province, precisely in Jagoi Babang District. Site selection is determined purposively, taking into account that the location is an inter-state boundary area; Communication and transportation with other regions in Indonesia is very limited. Data collection is done through informal discussions (FGD). Participants consist of local government, community members, and community leaders, who are considered to have the information required in this study. FGD participants were no more than 15 persons. The expected output from this FGD is the formation of entrepreneurship development model on existing superior products. In addition, interviews were conducted with several informants, including community members, village officials, and community leaders. The results of the study found that the development of underdeveloped / isolated areas in border areas through enhancement of partnership schemes meant encouraging the participation of disadvantaged / marginalized local communities at the border in their regional development, especially in poverty alleviation efforts. The development of superior products is an alternative to the development of underdeveloped / isolated areas in the context of the complexity of border areas, although it is recognized that the development of the border area economy should be implemented simultaneously in a comprehensive framework with other efforts such as education, community empowerment, social development, and others.

Keywords: Entrepreneurship, Bidai Products, and Border Areas.

I. Introduction

The development of border area of Indonesia is very far from expectation. This is seen from the reality we see in the field, how development in the border region is very different from the development in the region that is not adjacent to neighboring countries. This is very ironic if seen from other countries that are very concerned about development in the border region, because the border area is a very prone to the occurrence of border conflicts, the development of all areas in the area is a major concern by the Government of Indonesia.

The most serious issues of the border area and immediately responded by the Indonesian Government are the further diminishing of the territory of Indonesia, such as the change of boundary on the border of Indonesia with Malaysia on the island of Borneo. The annexation of the territory by other countries and the worsening of the economic and business orientation to the neighboring countries by the Indonesian people on the border. For them easier and cheaper when doing business transactions with neighboring countries with ringgit money from the transaction with Indonesian citizens themselves.

According to Sianturi and Nafsiah (2002) the border area is very poor condition. At least can be seen from several aspects, namely: Aspects of Ideology, no wonder if we see people who are in the border region is very similar to the ideology of neighboring countries, this is because access to information from central and local government is very minimal, otherwise access to information is easily obtained from the state Neighbors. So that the ideological influence of neighboring countries understood by society can threaten the integrity of the Republic of Indonesia.

Political aspects, socio-economic conditions of border communities are usually influenced by the activities of neighboring countries. Such circumstances can invite political insecurity. Economic aspect, border area society in Indonesia generally have economic condition, education and security which is very concern due to its isolated location and do not get access so that poverty, ignorance and underdevelopment decorate landscape in border area.

Socio-cultural aspect, it is no wonder we are witnessing the border region society deeply understand the culture of neighbor country rather than Indonesian culture. Even Not just understand they have even begun to adopt in the form of behavior due to foreign culture easier to access than the culture itself. Therefore, researchers have been informed that the community of border areas in one region in Indonesia more memorized the national anthem of the neighbor country than the song Indonesia Raya. The border community said the garuda was waited on me but the ringgit in my stomach.

There are several districts in West Kalimantan Province including border areas, one of them is Bengkayang Regency. Bengkayang Regency was previously one of the districts located in Sambas District. In 1999, Sambas Regency was divided into two districts (Sambas and Bengkayang) and one city (Singkawang). As a regency of expansion, Bengkayang also expands the area from 8 (eight) previous sub-districts, to 17 sub-districts, including Jagoi Babang Sub-district which was previously part of Seluas Districts. As a new district, Bengkayang is still experiencing various shortcomings both associated with the data base for development planning, as well as adequate human resource needs. The phenomenon that accompanies the new regency is the limited infrastructure needed, both the problems of inter-regional connectivity and other means needed to support the acceleration of development.

The main problem faced by the border community is how to develop superior products in the border area of Jagoi Babang, the community is still limited in gaining access to increase capital as well as ways to expand the sales of its superior products.

II. Research Methods

This research uses qualitative approach. The study was conducted with the aim of describing the objective conditions of community living in border areas on the social, cultural, economic, and resource aspects that can be utilized for border community development efforts, as well as alternative programs that can be applied in accordance with local conditions.

This research is located in Bengkayang Regency - West Kalimantan Province, precisely in Jagoi Babang District. Site selection is determined purposively, taking into account that the location is an inter-state boundary area; Communication and transportation with other regions in Indonesia is very limited. There are several border areas that exist in Bengkayang Regency, but for various reasons Such as observation of distance traveled then 1 (one) study location, namely: Jagoi Village - Jagoi Babang Subdistrict.

Data collection is done through focused discussions (FGD) in an informal place. Participants consist of local government, community members, and community leaders, who are considered to have the information required in this study. FGD participants were no more than 15 persons. With a limited number of participants is expected to all be able to contribute to express opinions. The expected output from this FGD is the formation of entrepreneurship development model on existing superior products. In addition, interviews were conducted with several informants, including community members, village officials, and community leaders. Interview activities conducted either structured or unstructured, conducted in stalls, markets, and places where residents perform activities.

III. Results And Discussion

Understanding border areas can mean an area that is on the border between regions within a country, or areas that are on the border between countries. In such areas communications or interactions between populations in two adjacent countries are usually quite intensive. Understanding the border area according to Law no. 26 Year 2007 (Dr. Suprayoga Hadi, Bappenas, March 2010), is a direct district / city region with neighboring countries and / or high seas. State border areas include land border areas and marine border areas including the outer islands. While the outermost small island is an island with an area of less than or equal to 2000 km² (two thousand square kilometers) that connects the archipelagic basin line in accordance with international and national law.

General Overview of Jagoi Babang District

Jagoi Babang is a subdistrict with a distance from the third most distant district town after Siding and Sungai Raya sub-districts. Currently Jagoi Babang consists of 6 villages namely: Gersik, Semunying Jaya, Jagoi, Sekida, Kumba, and Sinar Baru. From these villages, Sinar Baru is the furthest village from Jagoi Babang District Government Office. While the nearest village is Jagoi Village located in the center of the district. At latitude 1 ° 15'16 "LU-1 ° 30'00" LU and longitude at 109 ° 34'35 "BT-109 ° 59'27" BT.

The administrative boundaries of Jagoi Babang sub-district are as follows: Regency of Serawak-East Malaysia in the north, Seluas Sub-district, East with Siding District, and West with Sambas Sub-district. Jagoi Babang is the widest sub district in Bengkayang Regency, which is 655,00 km² or about 12,14% from Bengkayang area. From a number of villages in Jagoi Babang, the largest village is Sinar Baru village which covers 250 km². While the smallest village is Jagoi which covers 21.69 km² (Source: BPS Jago Babang Subdistricts, 2009)

Jagoi Babang Subdistrict is climatologically has a high rainfall up to 273 mm. This rainfall is influenced by the location of the sub-district in tropical areas (with tropical rainfall features are quite heavy and high humidity air). The highest number of rainy days is in January and November while the least is in August. The total number of hamlets in Jagoi Babang is currently 15 villages, namely: Semunying Jaya Village (2 Hamlet, 2 RT), Gersik Village (3 Hamlet, 7 RT), Sinar Baru Village (4 Hamlet, 3 RT), Kumba Village 4 Hamlet, 4 RT),

Sekida Village (3 Hamlet, 8 RT), and Jagoi Village (3 Hamlet, 8 RT).

The population of Jagoi Babang sub-district at the end of 2008 was 6,940 people, consisting of 3,501 men, and 3,439 women, and 1,325 households. The residency of Jagoi Babang sub-district is the lowest in Bengkayang, which is 11 people per square kilometer (the highest is Sungai Raya 252 soul / km²). When viewed from every village in Jagoi Babang, the highest density of the village (45 souls / km²), and the lowest of Sinar Baru village. The education facilities in Jagoi Babang explanation Camat, there are some schools namely: 15 elementary, 2 junior high school and 1 senior high school. The number of students in the school includes: 1.179 elementary students, 182 junior high school students, and 94 high school students. While the number of teachers in each school include: 85 elementary teachers, 19 junior high school teachers, and 17 senior high school teachers.

To handle health problems in Jagoi Babang sub-district, there are enough health facilities, such as: 1 main health center, 3 sub health center, 3 polindes, and 2 mobile health centers. Medical personnel in this sub-district include: 1 doctor, 2 persons, and 4 health personnel. However, at this time the spread of health workers have not spread evenly in each village. Obstacles experienced by the population to reach the health facilities are distance factors, road conditions, and lack of public transportation. For residents who are quite capable of frequent treatment in neighboring countries (RS Timberlen, Cats, Malaysia), because the distance and the means of transportation is quite adequate.

Jagoi Village

Jagoi village consists of 3 hamlets namely Sei Take, Risau, and Jagoi. Of the three hamlets are the densest is Hamlet Risau. While the hamlet closest to the border of Indonesia - Malaysia is Dusun Jagoi. There are maps of three hamlets made with local residents, and do not use the actual scale; The map image only wants to show the pattern and distribution of settlements and other infrastructure in each hamlet. Bound Village Jagoi East with Serawak (Malaysia), the West with Seluas District, North Sekida Village, South Siding District. The total area of Jagoi village is about 2,500 ha, consisting of residential land, fields, gardens, and forest. Jagoi Village area is largely a hilly area, and therefore the area of fields and gardens is relatively wide.

Prior to 1997 Jagoi Village is one of the villages of Seluas District. After the new division, namely the establishment of Jagoi Babang Sub-district, this village is the village that became the center of Jagoi Babang sub-district administration. Therefore, existing facilities such as schools and health facilities are relatively more complete than the five other villages in Jagoi Babang. As a district center, Jagoi has advantages over other villages. An area directly adjacent to neighboring Malaysia (Sarawak). Therefore in this village there is a "border", although not yet neatly arranged as there are other areas (eg in Entikong-Sanggau). The total population of Jagoi is 1846 inhabitants, consisting of 1052 men and 794 women, and with a total of 333 households. Villagers of Jagoi consist of the majority of indigenous people (Dayak Bedayuh tribe) and tribal immigrants (other Dayak tribes, Malay, Javanese, Bugis, and other tribes). This Bedayuh tribe originally came from Malaysia; And therefore the largest number of these tribes are in Malaysia. Associated with these conditions, between the tribe Bedayuh border with Bedayuh tribe in Malaysia most have kinship ties. Until now they still frequent visits, both for economic affairs and kinship affairs. For this purpose the local village / sub-district government facilitates with a document in the form of Trans-boundary Pass (PLB) which can be used to enter the territory of Malaysia to a certain distance / boundary and with limited time.

Socio-cultural

Culture of a population is one condition that can support and hinder the development process of a region. The results of interviews and field observations, Jagoi's positive and still well-respected Jagoi residents are respectful of the property of others. For Dayak people, abstinence seize / change the boundaries of other people's land without the owner's consent, as well as rice crops let a handful of them abstain to take it, because this will bring bad for family life and his descendants. They are also not easily mobilized for certain activities (eg protests or demos) without knowing the benefits they can gain. The attitude of protest against people or village leaders that they consider less attention to the interests of society, only in the form of dislike, ignorance, ignoring the command or policy and various other a priori attitudes. Another positive attitude is its openness to accept migrants and accept change. They are easy to accept change, especially when accompanied by tangible evidence that provides benefits and progress for them.

Jagoi Village Resources

1. Natural Resources

Major natural resources in Jagoi Village are lands of fields, gardens and forests. The main results of the garden in Jagoi Village are rubber, oil palm, and sahang / pepper. For oil palm plantations there are currently managed by individual citizens (some are just starting to plant), as well as those managed by companies (already harvesting).

For residents of Jagoi Village the presence of these palm oil companies

Until now has not contributed to the welfare of the surrounding population. Especially for companies that use part of the population land there is no clarity about the distribution of results obtained by landowners.

The natural resources that are currently beneficial and well managed are the sources of clean water for the people, which are flowed through pipes to the homes of the people. Other natural resources such as river yields of sand have begun to be dug by some residents, but the numbers are still too small and are additional activities.

2. Human Resources

The human resources of Jagoi Village are currently mostly low (junior high school education). There are still very few who can continue at the SLA or college level. This happens either because of the inability of the population to reach Higher education, and because of the lack of understanding of the population about the importance of higher education for their children. When viewed from the existing educational facilities is actually quite adequate. Currently in Jagoi there are 3 public elementary schools, two junior high school (SMPN) and senior high school (SMA N).

Human resources possessed and can be developed today is the skill of weaving "Bidai", which is a kind of mat made of rattan leather. The barriers that exist today are in terms of obtaining raw materials. Local raw materials are getting scarce because there is no attempt to replant the rattan they have harvested. Therefore the current raw materials must be imported from other regions (South Kalimantan), with great cost consequences. The ability of citizens to produce handicrafts "splints" is sufficient, ie in one day each person can finish up to 5 (five) pieces of "splint" size around 2.5 x 4 meters. The capital for each "splint" according to craftsmen, per piece of about Rp 300 thousand, with the selling price of around Rp 600 thousand to Rp 700 thousand per piece. The marketing of crops and handicraft products is still focused on neighboring countries (Malaysia), especially on the market day, every Saturday and Sunday located in Malaysia (Serikin). Many traders from other cities such as Pontianak, Sambas, and Singkawang also bring their wares to the market. Usually they start flocking in on Friday afternoon.

3. Social Resources

As mentioned earlier, most of the Jagoi Babang population is Dayak tribe. In the Dayak community, the role and influence of traditional figures among the population is quite large. Once that happened to the Jagoi community, until now the existence of adat leaders is still recognized by the community, especially in settling disputes between citizens and other tribes, and lead in traditional ceremonies. The determination of the elders of adat or adat leaders is done either through deliberation or through lineage. Usually those who are classified as senior (oldest age) and considered to have the ability as an adat elders. The existence of this traditional figure is actually strategic enough to spur the movement of society in advancing the region. But unfortunately until now this potential has not been able to move especially in the development of social welfare, their role is still limited to the activities of indigenous beliefs.

Social activities such as clean-up work of the environment receive less attention from the public. A mutual help-to-help activity that is still being maintained With good is the attention and assistance to the people who experienced death accident. At a time when neighbors have a show / celebration they will usually come to provide food aid and assistance. However, there is a habit of not wanting to enjoy food without invitation from the host. Therefore usually those who have the event will invite before.

The existence of potential and sources of social welfare such as Community Social Workers (PSM) and Karang Taruna (KT), are not visible to the Jagoi Babang community. Therefore, social welfare movements are not yet seen in the life of the community, except for activities traditionally long maintained by the community. Until this research is conducted, the community's understanding of the social welfare programs and activities is still lacking; Including knowledge of people with social welfare problems (PMKS).

4. Economic Resources

The livelihoods of Jagoi's inhabitants are mostly fields of farming fields and gardens. This is in accordance with the conditions of the hilly Jagoi region and the number of plantation and agricultural land (fields). The temporary pattern of cultivation is still done by the population is shifting cultivation. Until now the knowledge of permanent land management is still very lacking, except in some migrant population. Similarly, in terms of plantations (such as rubber and oil palm) often follow the old pattern, plant and then abandoned without regular and intensive care. Therefore the quality of plantation crops is often low. The results of mainly rice fields, usually used for self-consumption. They sell rice unless there is an excess of the consumption their family needs. Some other residents sought sustenance in border areas by providing "ojek" transport services to trading areas (in Serikin, Malaysia). For these transport services they charge between 10 to 20 Malaysian ringgit, depending on the amount of goods carried by passengers. Their operations are governed by an organization they establish, so

there is no competition in getting passengers.

The market is quite busy visited by merchants both from Jagoi Babang and other areas in West Kalimantan, is Serikin Market (every Saturday and Sunday). The cost to traders is high, according to their experience, the cost of renting a place of about 15 ringgit / day, the cost of ringgit / hari restribusi, 15 ringgit / per day inn. At the time of entering the territory of Malaysia there are often illegal levies on the road about 1-2 ringgit Depending on the amount of goods carried, so that the total daily expenditure per trader is about 32 ringgit/day.

The existence of Saturday and Sunday markets has provided a lot of revenue for Malaysia. What if the border area government provides Saturday-Sunday market facilities in our region (Indonesia)? Obviously this will provide substantial regional input and border population benefits, so it will be able to improve the welfare of the population and regional development. The above conditions indicate that most of the border population has economic dependence with neighboring countries. These conditions are more profitable for people in neighboring countries. For that the opening of border, ease of communication path with neighboring country actually less economically, socially, and politically. Increasing access to communications and trade with domestic areas is actually a more profitable option.

The development of superior products

National economic development is not only the responsibility of the government, but it is a shared responsibility. The community is the main actors of development and the government has a big part in terms of being able to direct, guide and create supporting facilities. The narrowness of employment is a solution that can not be delayed anymore, because the population is a valuable asset for the nation and state. The growth of the independent visual community is a surefire alternative to break it down.

Independent entrepreneurship is needed for individuals who are ready to combat entrepreneurship because the business is sensitive to the conscience and sharp business instinct to penetrate the competitive market share (R Bawsir, 1997). The characteristics of the entrepreneur can affect the development of business, entrepreneurial characteristics of the need for success, risk-taking, confidence and a strong desire to do business, in addition to the characteristics of entrepreneurial business capital is absolutely necessary in conducting business activities. Capital is a business factor that must be available before conducting activities. The size of the capital will affect the development of business in achieving revenue (Bambang Riyanto, 2001). Capital business can be obtained from two sources namely the capital itself and capital from outside the institution of credit institutions. In addition to the characteristics of entrepreneurship and venture capital, marketing strategy is an area that can not be separated from the community with visual insight independent. Marketing strategies include strategies about elements or The variables in the marketing mix which are the interactions of the four main variables in the marketing system, ie product / service, price, distribution and promotion.

Entrepreneurs generally have the same nature, they are people who have the energy, the desire to innovate, the willingness to accept personal responsibility to an event in the way they choose, and the desire to achieve very high. Geoffrey Crowther in the book (Masykur, 2001) adds an optimistic attitude and confidence to the future. Although rewards in entrepreneurship are tempting, there are also costs associated with ownership of the business. Starting and operating his own business requires hard work, takes a lot of time and requires emotional strength. Entrepreneurs experience unpleasant personal pressures such as the need to invest more time and effort. Many entrepreneurs describe their careers as fun, but they are all too consuming. The possibility of failing in business is an ever-present threat to entrepreneurship, no guarantees of success, challenges in the form of hard work, emotional stress, and risk of asking for levels of commitment and sacrifice.

The current conditions, of many community empowerment programs based on entrepreneurship and small business are only a few that run smoothly and successfully succeed. The rest is only a loose project with no ongoing guidance and coaching. After the project period, then also the period of guidance and coaching. So the sustainable empowerment program is only a record in the beginning of the project proposal and program declaration only. Through participatory methods by cultivating entrepreneurial roles and souls, at least people will feel they have what they have and are developing. In this case the community will take more decisions from the implementation of the program, because the purpose of the program is a solution to their problems.

Participatory small-business empowerment is a strategy in the paradigm of people centered development. This approach model emphasizes the importance of community capacity in improving internal strengths in small business management. People-centered development as an industry-oriented development antithesis is a new alternative to increasing the production output of development in meeting the needs of a growing and increasing society.

The pattern of partnerships and business networks built must be based on mutually beneficial business principles and is the embodiment of togetherness to strive, grow and develop together, cooperate while competing and justice in The sharing of added value. The most important thing to note in the partnership relationship is the main issue of the artisans of splinting at the beginning of the partnership, which is related to

the capital problem and the marketing of the splint product.

The Malaysian government is ready to provide capital assistance to entrepreneurs but meet the conditions they propose. This bidai marketing is better known as malaysia products than in Indonesia. The businessman of this splendor received many orders from Malaysia by writing in his wicker Malaysia. The price of splint in Malaysia is more expensive than in Indonesia, of course, this gives advantages for the businessman.

Strategic steps that can be done in the development of partnerships and business networks so that business entrepreneurs can maintain their flagship business are:

1. The need for adequate promotion of the superior products is conducive to the business world and institutions acting as business partners. This can at least be done by business groups and also by local governments.

2. Growing awareness of potential investors about the positive aspects of the investment product splint. This can be achieved through exhibition activities and efforts that emphasize the short-term and long-term benefits of developing craftsman-entrepreneurial partnerships.

3. Development of communication forums with supporting institutions such as business institutions, extension workers, sectoral agencies, science and technology development agencies and others.

IV. CONCLUSION

The development of underdeveloped / isolated areas in border areas through enhancement of partnership schemes means encouraging the participation of disadvantaged / marginalized local communities at the border in their regional development, especially in poverty alleviation efforts. The development of superior products is an alternative to the development of underdeveloped / isolated areas in the context of the complexity of border areas, although it is recognized that the development of the border area economy should be implemented simultaneously in a comprehensive framework with other efforts such as education, community empowerment, social development, and others.

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