

Model Sistemik Inovasi Berkelanjutan dan Kapabilitas Daya Saing Usaha Kecil Teknologi Rendah (Non High Tech) di Jawa Timur

RINGKASAN

Edy Wahyudi

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Jember
(email: edy_data75@yahoo.com dan edydata75@gmail.com)

Latar Belakang: Penelitian ini fokus pada usaha kecil teknologi rendah dalam produksi makanan dan minuman khas (mamin khas), konveksi dan bordir, mebelair, dan kerajinan tangan. Meskipun menggunakan teknologi rendah, diyakini bahwa inovasi tetap dibutuhkan agar dapat bersaing. Permasalahan bagaimana secara sistemik usaha kecil yang menggunakan teknologi rendah (non high tech) mampu berinovasi secara berkelanjutan dan meningkatkan kapabilitas bersaingnya, sehingga keterbatasan teknologi yang mereka alami dalam kegiatan produksi tidak menghambat mereka dalam meningkatkan daya saing dan inovatif mereka. Tujuan Berupaya menemukan karakteristik usaha kecil teknologi rendah (non high tech) di Jawa Timur. Menemukan model sistemik inovasi berkelanjutan usaha kecil non high tech di Jawa Timur. Menemukan peningkatan kapabilitas daya saing usaha kecil non high tech di Jawa Timur. Metode penelitian ini adalah kualitatif deskriptif dengan obyek studi di Kota Blitar, Kabupaten Tulungagung, Kabupaten Kediri dan Kota Kediri dengan obyek studi usaha kecil yang menggunakan teknologi rendah (non high tech) yaitu mebelair, mamin khas, kerajinan (craft), dan konveksi. Hasil penelitian ini menemukan bahwa karakteristik usaha kecil non high tech sangat bervariasi, ditentukan oleh owner, kemampuan pelaku usaha dalam menyerap pengetahuan, akses pasar, dan modal. Inovasi berkelanjutan usaha kecil non high tech ditentukan oleh perilaku inovatif usaha kecil itu sendiri, keberanian mengambil risiko, kompetensi manajerial, kestabilan pasar, dan dukungan dari pemerintah. Berdasar hasil penelitian implikasi dari proses pengembangan networking dan kolaborasi dari berbagai daya dukung yang ada membuat informasi peluang pasar, permintaan pasar, trend pasar menjadi lebih luas dan ada kekuatan bagi usaha kecil untuk merespon pasar secara agresif.

Kata Kunci: usaha kecil, transfer inovasi, strategi bersaing

Systemic Model of Sustainable Innovation and Competitiveness Capability of Non-High Tech Small Business in East Java

SUMMARY

Edy Wahyudi

Faculty of Social and Political Sciences, Jember University

(email: edy_data75@yahoo.com dan edydata75@gmail.com)

Background: This research focuses on low tech small business in local food and drink production, garment and embroidery, furniture and handcrafts. Despite the low technology use, it is believed that innovation is still required to be able to compete. Problems: How could non-high tech small businesses systemically make sustainable innovation and increase competitive capability, so the lack of technology that they faced in production activities did not obstruct them in enhancing their competitiveness and innovation. Objectives: To try to find out the characteristics of non-high tech small businesses in East Java; to identify systemic model of sustainable innovation of non-high tech small businesses in East Java; to determine the increased competitive capability of non-high tech small businesses in East Java. Research Method: This was a qualitative-descriptive research with the study objects in Blitar City, Tulungagung Regency, Kediri Regency and Kediri City with the study objects of small businesses that applied low technology (non-high tech) such as furniture, local food and drink, handcraft and garment. Research Results: This research found that the characteristics of non-high tech small businesses were various, determined by owner, business actor ability in absorbing knowledge, market access, and capital. Sustainable innovation of non-high tech small businesses relied on the small business' own innovative behaviors, risk taking, managerial competence, market stability and support from government. Based on the research results, the implications of development process of networking and collaboration of any available resources make information on market opportunities, market demands, market trends become wider and there is a power to small businesses to aggressively respond to the market.

Keywords: small business, innovation transfer, competitive strategy