Economic Empowerment towards Business Independence in Coastal Business Groups

Arie Frits Kawulur[a]*, Tinneke Evie Meggy Sumual[b], Merry Natalia Rumagit[c], Ramon Arthur Ferry Tumiwa[d], [abcd]Universitas Negeri Manado, Indonesia., Email: [a]*ariekawulur@unima.ac.id

The purpose of this research is to increase independent entrepreneurs through the empowerment of human resources quality, product quality, production technology, and markets for coastal communities, as tourism objects. The research method is an experimental method by conducting training to four business groups in the North Minahasa Regency. A different test was deployed as the analysis technique to examine before and after the training and proceeded with the bivariate and multivariate influence test. The results exhibited that there were differences before and after training upon the quality of human resources, quality of products, technology of production, and markets towards independent entrepreneurs. The results also presented that there was a bivariate and significant influence of the quality of human resources, the quality of products, the technology of production, and markets on independent entrepreneurs, respectively. Similarly, there was a multivariate up contribution of the quality of human resources, the quality of products, technology of production, and markets towards independent entrepreneurs.

Keywords: *Quality of human resources, Quality of product, Technology of production, Markets, Independent entrepreneurs.*

INTRODUCTION

Indonesia has numerous rural areas, which are still far from achieving well-being. The primary needs are the main factor which becomes a problem for poor people; food commodities serve a very large contribution in measuring the poverty line compared to non-food commodities, such as housing, education, health, and clothing. In March 2018, 73.48 per cent of the contribution of food to the poverty line was recorded, an increase compared to conditions in September 2017 of 73.35 per cent. In Indonesia, the food commodities that greatly affect the measure of poverty are eggs, broiler chickens, chilies, instant noodles, sugar, and filter cigarettes. Meanwhile, non-food commodities that have a major influence upon poverty in rural and urban areas are education, housing, electricity, gasoline, and toiletries. The number of poor people in Indonesia in rural areas is greater than that in urban areas, as shown by the Central Statistics Bureau (BPS) data in 2018, wherein the poor in rural areas amounted to 15.81 million

people, while in urban areas it was only 10.14 million people. Therefore, the poor population in Indonesia in March 2018 was 25.95 million people and decreased in March 2019 to 25.14 million people. However, in March 2020, along with the COVID-19 pandemic crisis, the poor population in Indonesia increased to 26.42 million people.

The percentage of poor people in villages reached 12.85 per cent, while the number of the poor people in cities was 6.89 per cent. In terms of this poor population, the poverty level of coastal communities in Indonesia is still very disturbing at a rate of 32.4 per cent. In fact, Indonesia is the largest archipelago country where the sea should be the foremost potential. This is stated in the study of Sabarisman (2017), that looking at the vast sea area in Indonesia, it is undeniable in the midst of the great potential of the ocean that actually there is a lot of poverty in coastal areas, especially the substantial poverty which is experienced by fishermen. Hence, the government in this case, the Ministry of Tourism of Indonesia, has made breakthroughs in the development of coastal tourism or tourism in the rural area. The tourism management strategy is well structured, and the village tourism programs, including coastal tourism, which is generally located in villages, are developed and have added value for the village community. The results of Prakoso's research recommended the development of tourism in the countryside by proposing a management rearrangement which consists of establishing an institutional structure, starting at a village tourism program, creating a secretariat, and promoting social media (Prakoso, 2017). The involvement of the tourism village community plays a significant role in achieving the success of the tourism program in the villages, which are near to coastal tourism objects.

The empowerment of the community, who are in the object of coastal tourism, is the key success of the tourism program. This sort of empowerment can produce independent business groups related to the increase of coastal tourism community's income. Empowerment will provide opportunities in coastal tourism areas to develop their economic situation with the availability of new jobs related to tourism. Delivering training to surviving entrepreneurs, and other underprivileged people, who have the potential, can expose their eyes to the opportunities around them, which they can take in order to improve their economic situation, and includes other poor people in that area, through the creation of job opportunities (Mensah and Benedict, 2010).

With respect to local people's empowerment, especially the communities who are around the tourism's objects, this purpose of empowerment is to make local people receive job opportunities, and even change their lives. This is in line with research which was conducted by Dolezal (2015). The research subject in this study was the tourism community in Bali, analysing that the common social relationship in community-based tourism (CBT) is aimed to position it as a starting point potential for social empowerment. The purpose is to find a social space of empowerment in CBT by breaking down the relationships' power among the actors involved at the local level. In this social space of empowerment, the basis of empowerment is

generative power, which is defined as collective power and inner strength, and is based on self-esteem to achieve power to produce positive change, and to overcome power, which comes from above (namely the dominating power).

Thus, it becomes extremely essential for human resources to play a role in taking business opportunities in the field of tourism. This must be supported by empowerment in the forms of training held by universities, government, and private sectors. From the perspective of ecotourism development, it is considered successful if the local community obtains benefits arising from ecotourism business activities. The appropriate mechanism to assist with economic, social, psychological, and political impacts is an empowerment framework for local communities (Scheyvens, 2002). Therefore, it is necessary to foster participation and enthusiasm in doing business, which is aligned with the research results from Wongpreedee, et al. (2015) regarding self-development in terms of growing participatory in business.

In order to build human resources who have an entrepreneurial spirit, the social and economic development of local communities, in this case, the coastal community, should be improved holistically, as the research conducted by Bouchon and Rawat (2016) outlined on innovations in the field of tourism, especially in Indonesia, Thailand, and Malaysia. The research stated that it is vital to implement innovative practices which were initiated by special community training projects, which develop and enhance community socio-economic development, appropriate tourism, and entrepreneurship.

Tourism products have characteristics which are services, and goods. The services provided to tourists should be done with heart, that is an excellent service. Meanwhile, with goods, essential aspects of its core products and packaging are needed. Therefore, product innovation is required in the tourism business. There is a worldwide trend in the tourism industry which is traditionally represented by small and medium enterprises (SMEs) having resources in the communities around tourism objects, which are lower for investment, and for the development of the tourism industry. Government support which is directed to SMEs can increase capacity and contribute to better SMEs' efficiency. This study aims to show that the importance of product innovation contributes to a more efficient utilization of capacity in the case study of SMEs in the tourism industry, and also the possibility of government support to fund this innovation (Filipová et al., 2016).

Product innovation also pays attention to product design with high aesthetics, as well as paying attention to environmentally friendly aspects, as tweeted in an article that develops conceptual models that are tested through three independent online experiments on United States (US) consumers. The findings support the hypothesis and provide useful insights into the mechanisms underlying how, and why consumers prefer certain high-tech product categories with environmentally friendly product designs (Paparoidamis et al., 2019).

Therefore, innovation programs in business which are supported by all stakeholders, including the Government, especially within the company itself, has become the principal aspect to obtain the growth of a good company performance. This is aligned with the research findings from Bao et al. (2019), which states that if there is a high degree of are found to have a significant relationship with growth performance through product innovation capabilities, and process innovation capabilities.

This means that to produce new products with the best performance in every business, then the implications for the application in the tourism sector are based on the research of Forti. The research stated that the results showed that the socialization team was an important factor in new product development projects, which together with product attributes, and team composition, influenced the performance of new products. We discuss the implications for research and practice (Forti et al., N.d.).

The use of information and communication technology (ICT) in the tourism industry plays a significant role in obtaining the best outcomes. The main framework in industrial analysis uses three attributes: knowledge-based, actors, and demand. This paper highlights the intensity of innovation activities in tourism, and the speed at which it changes, and the impact of ICTs in tourism (Aldebert et al., 2011).

Technological innovation, as an essential part of the current digitalization, can drive the ability of SMEs to grow depending greatly upon their potential to invest in qualified people, restructuring, and innovation (Veselinova and Samonikov, 2012). The intended investment is related to technological innovations, which are developed in small and medium-sized businesses.

The same thing was revealed by the research of Cui and Xiao, explaining that the development of new products must adapt to the acceleration of the generation of information technology. The research findings exhibited that companies are investing more time and resources in gathering information about markets and technology, in developing new products. We found that market information generation has an inverted a U-shaped effect on the superiority of new products, whereas the influence of the information technology generation follows a U-shape (Cui & Xiao, 2019). This indicates that new products must follow the development of the generation of information technology.

Accordingly, market innovation with the utilization of technology becomes urgent in undertaking business. This is no exception in the business of the tourism industry. Bending, in his research, stated that it was essential not only to observe the depth of family involvement in business, but also to observe the involvement of owners (families) to receive technological discoveries and market innovations, in order to understand the relationship between family influence and the results of innovation (Bendig et al., N.d.).

At the present time, marketing products require a level of investment in technological innovation in marketing, as Gruner and colleagues in their research found that the amount of investment in social media and online advertising is optimal, in which the optimization depends upon the level of consumer involvement, and the excellence of new products. Moreover, it was exposed that profits and sales volume from new products were linked to: positive social media communication but decreasing in its form; and (2) online advertising in a reversed U-shape, which means that the initial profits bring the direct benefit, although it will be gradually decreasing (Gruner et al., 2019). This implies that companies must follow the information technology which develops very quickly, so that the profits of enterprises continue to increase.

RESEARCH METHOD

This research method deploys an experiment through entrepreneurship training based on the potential of community-oriented economy in the area of Likupang, in the North Minahasa Regency, by involving four groups of entrepreneurial businesses based on the potentials of the local economy of the coast near 39 tourist objects. The technique of data collection utilized a questionnaire, which was distributed before, and after the training. Meanwhile, the data analysis technique deployed a different test of before, and after the entrepreneurship training, which proceeded to a bivariate and multivariate influence test.

Data Analysis

Based on the data collection with a questionnaire, which was distributed before, and after training to the groups of entrepreneurs, the data analysis was implemented by applying the following stages:

Normality Test

The distribution of data that has been netted from respondents is tested for normality. In parametric statistical analysis, it requires the assumption that the data is normally distributed (Santosa & Ashari, 2005). By using the normal P-P plot to test the normality in this study, it is shown that the data distribution is around the diagram and follows the regression model. Therefore, it can be concluded that the processed data is normally distributed, meaning that the normality test is fulfilled.

Multicollinearity Test

The purpose of this test is to test the regression model and determine whether there is a correlation between the independent variables because a good model does not have a correlation between the independent variables. For the detection of multicollinearity, it is seen from the Value Inflation Factor (VIF). If the VIF value is greater than 10, this means that there is no multicollinearity. Meanwhile, if the VIF is less than 10, this means that multicollinearity occurs (Wijaya, 2009). For analysis with the SPSS software, it is found that VIF value was

greater than 10, which means that there is no multicollinearity. Thus, it was concluded that the multicollinearity test was fulfilled.

Heteroscedasticity Test

The heteroscedasticity test is based on two factors. Firstly, it indicates that heteroscedasticity occurs if the pattern is formed like dots with a regular pattern, and secondly, heteroscedasticity does not occur if the dots are spread below the number 'zero' on the Y axis.

To analyze the data, we first see the 'scatterplot' figure in the data output. There is no heteroscedasticity because the shape of the pattern is not clear, and the dots are scattered above and below the number zero on the Y axis. Therefore, the heteroscedasticity test is fulfilled.

Autocorrelation Test

An autocorrelation test is a test of assumptions in regression on the dependent variable that does not correlate with itself. The test instrument uses the 'Durbin Watson test' with the following decisions: a) if it is a number D-W, and is below 'negative two', then there is a positive autocorrelation; b) if the D-W number is between 'negative two' and 'positive two', then there is no autocorrelation; and c) if the D-W number is above 'positive two', then there is a negative autocorrelation.

Utilising the output of the SPSS, and as shown in the results in the 'Model Summary', we get the DW count value of 1.279 or 'one'. Thus, the DW count is at $-2 \leq 1.279 \leq 2$, which indicates that there is no autocorrelation. Thus, the autocorrelation test is fulfilled.

It can be concluded, based on the numerous tests above, that the classical assumption requirements have all been fulfilled, and consequently, data analysis utilising multiple regression equations can be implemented.

RESULT AND DISCUSSION
Difference Test Analysis

In the analysis of the different tests, tests were carried out by the test of two Quality of Human Resources (QHR) average similarities, as exhibited in the following Table 1.

Table 1. Quality of Human Resources (QHR) Average Test

Group Statistics					
	KODE	N	Mean	Std. Deviation	Std. Error Mean
QHR	Before	39	31.00	1.777	0.285
	After	39	45.18	2.543	0.407

Test the Difference before and after training, as exhibited in the following Table 2.

Table 2. Test the Difference Before and After Training

		Levene's Test for Equality of Variances		T-Test for Equality of Variances							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
QHR	Equal variances assumed	2.333	0.131	-28.543	76	0.000	-14.179	0.497		-15.169	-13.190
	Equal variances not assumed			-28.543	67.966	0.000	-14.179	0.497		-15.171	-13.188

The research's output of the different test in the previous table provides a t value of Equal Variance assumed of -28,543, with significance (2-tailed) of 0.000 or smaller than 0.05. Thus, it was determined that there were differences in the quality of the groups of the independent entrepreneurs before, and after attending the training of 'human resources quality'. This highlights that the group of independent entrepreneurs are improved by attending training pertaining to the quality of human resources.

Table 3. Quality of Product (QP) Average Test

Group Statistics					
	KODE	N	Mean	Std. Deviation	Std. Error Mean
QP	Before	39	34.62	4.056	0.650
	After	39	43.97	4.754	0.761

Table 4. Difference Test Before and After Training

		Levene's Test for Equality of Variances		T-Test for Equality of Variances						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
QP	Equal variances assumed	1.283	0.261	-9.352	76	-0.000	-9.359	1.283		1.001	-11.352
	Equal variances not assumed			-9.352	74.161	0.000	-9.359			1.001	-11.353

The research's output of the different test above presents a t value of Equal Variance assumed of -9.352. with a significance (2-tailed) of 0.000 or smaller than 0.05. Hence, it was obvious that there were differences in the business groups before, and after attending the training of 'product quality'. This result highlights that the knowledge and skills of the groups of independent entrepreneurs pertaining to the 'quality of products' have increased by attending the training.

Table 5. Utilisation of Technology of Production (TP) Average Test

Group Statistics					
	KODE	N	Mean	Std. Deviation	Std. Error Mean
TP	Before	39	29.44	2.349	0.376
	After	39	44.72	3.170	0.508

Table 6. Difference Test Before and After Training

		Levene's Test for Equality of Variances		T-Test for Equality of Variances						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
TP	Equal variances assumed	6.670	0.012	-24.190	76	0.000	-15.282	0.632		-16.540	-14.024
	Equal variances not assumed			-24.190	70.055	0.000	-15.282	0.632		-16.542	-14.022

The research's output of the different test above presents a t value of Equal Variance assumed of -24.190, with a significance (2-tailed) of 0.000 or smaller than 0.05. Thus, it was noticeable that there were differences in the business groups before, and after attending the training of 'production technology'. This exhibits that by attending training, the groups of independent entrepreneurs' knowledge and skills regarding the 'technology of production' were improved.

Table 7. Market Average Test (M)

Group Statistics					
	KODE	N	Mean	Std. Deviation	Std. Error Mean
M	Before	39	41.33	2.568	0.411
	After	39	45.49	2.937	0.470

Table 8. Difference Test Before and After Training

		Levene's Test for Equality of Variances		T-Test for Equality of Variances					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
M	Equal variances assumed	0.520	0.473	-6.649	76	0.000	-4.154	0.625	-5.398	-2.910
	Equal variances not assumed			-6.649	74.674	0.000	-4.154	0.625	-5.398	-2.909

The research's output of the different test above presents a t value of Equal Variance assumed of -6.649, with a significance (2-tailed) of 0.000 or smaller than 0.05. Accordingly, it was clear that there were differences in the business groups before, and after attending the 'market' training. This indicates that the knowledge and skills of the groups of the independent entrepreneurs regarding the 'market' have increased by attending the training.
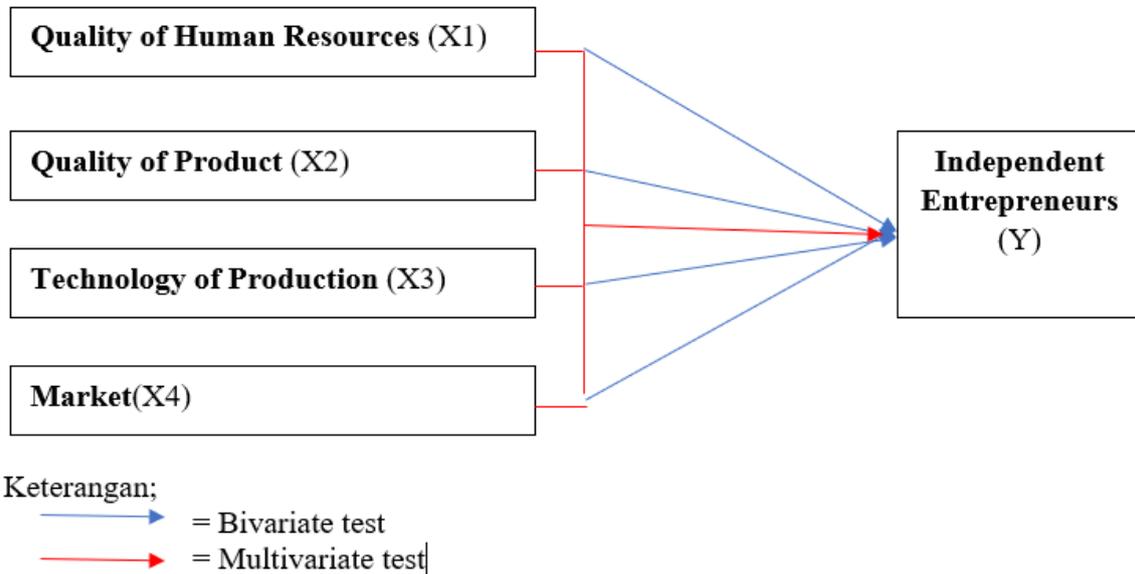
Regression Analysis

Quality of Human Resources (X1)

Quality of Product (X2)

Technology of Production (X3)

Market(X4)

Independent Entrepreneurs (Y)

Keterangan;
= Bivariate test
= Multivariate test

Figure 1 : Bivariate and Mulivariate Analysis Diagrams

The analysis results are, as follows:

Bivariate Test (Y= a + bX)

Table 9. Bivariate test of Human Resources Quality

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.488[a]	0.238	0.218	2.048
a. Predictors: Quality of Human Resources (Constant)				
b. Dependent Variable: Independent Entrepreneurs				

Table 10. Coefficient Quality of Human Resources to Independent Etrepreneurs

Coefficients[a]						
		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	Constant	25.734	5.911		4.353	0.000
	QHR	0.445	0.131	0.488	3.403	0.002
a. Dependent Variable: Independent Entrepreneurs						

Table 11. Bivariate test of Product Quality

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.564[a]	0.318	0.299	1.938
a. Predictors: Quality of Product (Constant)				
b. Dependent Variable: Independent Entrepreneurs				

Table 12. Coefficient Quality of Product to Independent Etrepreneurs

Coefficients[a]						
		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	Constant	33.748	2.925		11.539	0.000
	QP	0.275	0.066	0.564	4.151	0.000
a. Dependent Variable: Independent Entrepreneurs						

Table 13. Bivariate test of Production Technology

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.735a	0.540	0.528	1.591
a. Predictors: Technology of Production (Constant)				
b. Dependent Variable: Independent Entrepreneurs				

Table 14. Coefficient Technology of Production to Independent Entrepreneurs

Coefficientsa						
		Unstandardised Coefficients		Standardised Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	Constant	21.813	3.650		5.976	0.000
	TP	0.537	0.081	0.735	6.594	0.000
a. Dependent Variable: Independent Entrepreneurs						

Table 15. Bivariate test of Market

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.776a	0.601	0.591	1.481
a. Predictors: Market (Constant)				
b. Dependent Variable: Independent Entrepreneurs				

Table 16. Coefficient Market to Independent Entrepreneurs

Coefficients[a]						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.006	3.730		4.828	0.000
	Market	0.611	0.082	0.776	7.473	0.000
Dependent Variable: Independent Entrepreneurs						

With the previous bivariate test, it was found that:

a) A significance value of the quality of human resources upon independent entrepreneurs of 0.002 <0.05, means that there is a direct and significant influence on the quality of human resources with independent entrepreneurs, with a contribution of 0.238.

b) A significance value of the quality of products upon independent entrepreneurs of 0.000 <0.05, means that there is a direct and significant influence on the quality of products with independent entrepreneurs, with a contribution of 0.318.

c) A significance value of the technology of production upon independent entrepreneurs of 0.000 <0.05, means that there is a direct and significant influence on the technology of production with independent entrepreneurs, with a contribution of 0.540.

d) A significance value of the market upon independent entrepreneurs of 0.000 <0.05, means that there is a direct and significant influence on the market with independent entrepreneurs, with a contribution of 0.601.

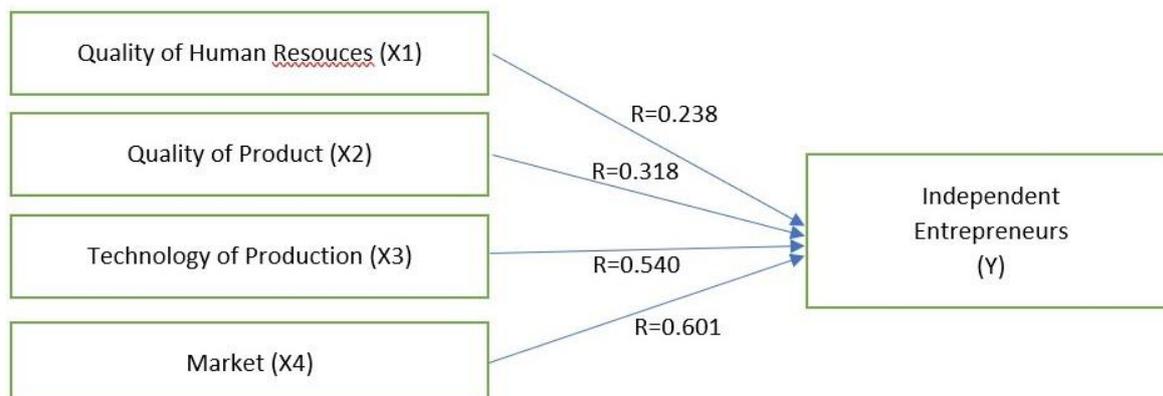This can be shown, as a whole, through the following diagram:

Figure 2. Bivariate Analysis Diagram

Multivariate Test

Table 17. Multivariate Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.824[a]	0.680	0.642	1.385
a. Predictors: Market, QHR, QP, TP (Constant)				
b. Dependent Variable: Independent Entrepreneurs				

Table 18. Multivariate Coefficient

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	Constant	15.318	4.610		3.323	0.002
	QHR	0.018	0.122	0.020	0.151	0.881
	QP	0.099	0.066	0.203	1.498	0.143
	TP	0.197	0.115	0.270	1.710	0.096
	M	0.363	0.125	0.460	2.902	0.006
a. Dependent Variable: Independent Entrepreneurs						

$$Y = 15{,}315 + 0.018X_1 + 0{,}099X_2 + 0.197X_3 + 0{,}363X_4$$

Referring to the results of the 'Regression Model I' in the 'coefficients table', it is shown that the beta coefficients are: $X1 = 0.018$, $X2 = 0.099$, $X3 = 0.197$, and $X4 = 363$. This means that if the quality of human resources variable increases by one unit, it will increase the independent entrepreneur variable by 0.018 units; if the quality of the product variable increases by one unit, it will increase the independent entrepreneur variable by 0.99 units; if the technology of production variable increases by one unit, it will increase the independent entrepreneurs variable by 0.197 units; and if the market variable increases by one unit, it will increase the independent entrepreneurs variable by 0.363 units.

In the end, in this test, it obtained an R squared of 0.680, meaning that the contribution of the variable of the quality of human resources, quality of products, technology of production, and market as simultaneously to Independent Entrepreneurs is 68.00 per cent, while the remaining 32.00 per cent is contributed by the other variables, which are not included in the research model. This can be seen generally through the following diagram:

CONCLUSION

The results revealed that there were differences before, and after training upon the quality of human resources in developing independent entrepreneurs; there were differences before, and after training in the quality of products in improving independent entrepreneurs; there were differences before, and after training in the technology of production in increasing independent entrepreneurs; and there were differences before, and after training regarding the market in increasing independent entrepreneurs.

The results also exhibited that there was a significant bivariate influence of human resources quality, product quality, production technology, and markets upon independent entrepreneurs. As multivariate quantities, similarly, there was a large contribution (68 per cent) upon human resources quality, product quality, production technology, and markets on independent entrepreneurs.

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