

The Significance Of Entrepreneurial Intentions For The Silversmith Businesses Sustainability In Kamasan Village, Klungkung-Bali

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Abstract.

Silver crafts in Kamasan Village as a creative business are embedded in people's lives, becoming a daily economic activity in the community, especially silversmith in Kamasan Village, Klungkung District, Klungkung Regency, Bali Province. The business activities of silversmith in Kamasan Village are part of the microeconomic structure to encourage the growth of the community's creative economy with unique crafts as a competitive advantage for a sustainable future. However, on the other hand, silversmith businesses in Kamasan Village face many obstacles, namely: limited business capital, low mastery of technology and science, inadequate business management and the absence of entrepreneurial intention among craftsmen. The aims of this community service are to raise awareness of the importance of entrepreneurial intention for the silversmith community in Kamasan Village, Klungkung District, Klungkung Regency, Bali Province for business sustainability. The methods of these community service are a participatory action research approach oriented towards empowering and developing the entrepreneurial intention of silversmith in Kamasan Village. Results of these community service are silversmith in Kamasan Village, Klungkung District, Klungkung Regency, Bali Province. First, there is an increase in knowledge from silversmith in Kamasan Village regarding the importance of entrepreneurial intention to be able to continue their business by creating a career goal to become a sustainable entrepreneur who will promote sustainable development and will favor social goods and economic gains. Second, the knowledge of silversmith in Kamasan Village has increased in understanding practices and decision-making activities principally through entrepreneurial attitude, subjective norms and perceived behavior control. Silversmith in Kamasan Village have knowledge of the significance of entrepreneurial intention as a science that is applied by developing creativity to realize superior performance. Third, silversmith in Kamasan Village agreed to strengthen their competitiveness to maintain their business by fostering entrepreneurial intention. For silversmiths in Kamasan Village, entrepreneurial intention is a driving force for organizing, managing, solving problems and developing and maintaining the business.

Keywords: *Entrepreneurial, intention; business, sustainability and silversmith.*

I. INTRODUCTION

Kamasan Village is one of the villages with a craft arts center in Klungkung District, Klungkung Regency, Bali Province, Indonesia [1]. Some people in Kamasan Village work in the field of silversmiths. The richness of culture and tradition is an important factor in increasing the potential of silversmiths in Kamasan Village. Preserving local culture and traditions by maintaining traditional techniques, designs and values that have been carried out and passed down from generation to generation through crafts that have been created [2]. Silver craft art is a form of cultural expression for the people of Kamasan Village by processing silver into forms of craft art. The types of crafts produced are religious ceremonial equipment such as bokor, sangku, wanci, paying pagut, and others. The silversmith who still survive today have indirectly maintained the authenticity and sustainability of the silver carving culture in Kamasan Village, strengthened cultural identity and increased public awareness of local heritage. The unique skills and knowledge of traditional carving art have been passed down from generation to generation by silversmiths in Kamasan Village. The uniqueness of silver crafts can attract tourists and create economic opportunities. The silver craft market has potential from local, regional and even international market segments. This potential can increase the income of craftsmen and also support the community's economy.



The Significance of Entrepreneurial Intentions and Counseling in the Community Service with One of the Silversmith in Kamasan Village, Klungkung-Bali



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However, the silver craft potential of Kamasan Village faces various problems and limitations in maintaining business continuity. Kamasan Village silversmiths complained about the spike in the price of silver raw materials. The price of silver raw materials always fluctuates from time to time. As a result of the increase in raw material prices, small household scale silversmiths are unable to reach out due to capital constraints. Many silversmiths whose businesses are no longer operating leave the business and then change jobs. The results of observations and interviews with silversmiths indicate that the silver craft businesses in Kamasan Village have not implemented business management according to modern management theory. Marketing of products from silversmiths is limited to local marketing in Bali and has not been marketed outside Bali. This has resulted in silver crafts only being known around Bali and not being able to reach a wider market. The absence of silversmiths's groups also worsens the situation of craftsmen, because there is no way to facilitate marketing of silver craft products. Marketing is carried out individually by each crafter. The silver craft business in Kamasan Village is also hampered by very limited capital, namely it only comes from its own capital, there is no access to capital providing institutions. Financial administration is also not implemented properly because the business is an individual business.

There is no separation of financial management for business interests from the owner's personal interests, so that the use of business results obtained to develop the business cannot be carried out effectively. The sustainability of the silver craft business is also threatened, because most of the successors of silver craft owners are not interested in continuing the business started by the previous generation. This is because the craft business carried out from generation to generation is considered unable to improve the welfare of life, so the younger generation in Kamasan Village prefers to switch to other professions. Limited management knowledge, as described above, results in difficulties in analyzing the business environment, inability to identify opportunities that exist in the environment, so that in the end will encounter difficulties in preparing business plans, both marketing, financial and human resource planning. The conditions faced by Kamasan Village silversmiths can threaten business sustainability. The obstacles and business limitations faced indicate that Kamasan Village silversmiths do not have entrepreneurial intention in creating and maintaining business competitiveness. The importance of entrepreneurial intention for Kamasan Village silversmiths is to overcome the prolonged crisis because the unstable economy has an impact on fewer job opportunities so that they will be able to grow their interest in becoming entrepreneurs. Entrepreneurial activities also create attraction for individuals [3] by fostering entrepreneurial intention to start a new business [4].

Entrepreneurship is a dynamic process [5] and is generally long-term [6] in creating new businesses by managing resources and identifying business opportunities, challenges and risks [7]. Intention according to [8] was developed from the theory of planned behavior by [9] and [10] with dimensions (a) subjective norms which refer to social and cultural influences on carrying out a behavior [11], (b) attitude toward the behavior which refers to the extent to which an individual thinks positively in carrying out a certain behavior [6] and (c) perceived behavioral control is a measure of the belief in an individual's ability to carry out a specific behavior [12], which reflects the individual's desire to try to determine behavior. Intention is a significant antecedent of behavior [13]. The stronger an individual's intention to perform a certain behavior [14] the more successful they will be in doing so [15]. The basis for entrepreneurial intention studies has been widely used in exploring the determinants of entrepreneurial intention [14] and predictors of behavior [16]. Entrepreneurial intention is the desire and ability that drives to create and develop a business [17]. Entrepreneurial intention reflects individual commitment and competencies [18; 19] as the initial stage in the process of establishing a business [20].

II. METHODS

This community service was carried out by the silversmiths of Kamasan Village, Klungkung Regency, Bali, of which there are 47 craftsmen from 5 banjars, namely, Banjar Tabanan, Banjar Pande, Banjar Pande Mas, Banjar Peken, and Banjar Pande Kaler. This community service program aims to increase knowledge and provide solutions to the problems faced by Kamasan Village silversmiths. This community service is carried out by providing an active role for Kamasan Village silversmiths and participating in identifying, overcoming, determining the process and criteria for entrepreneurial intention problems. This community service also empowers the community so that can solve the problem of Kamasan Village silversmiths. This method of implementing community service is divided into three stages. namely: First, Kamasan Village silversmiths were given a pre-test to measure the extent to which Kamasan Village silversmiths knew and understood the contribution of entrepreneurial intention to business sustainability.

Entrepreneurial intention is measured using 15 items adapted from [12], consisting of entrepreneurial attitude (EA) towards sustainable entrepreneurship as many as 5 items, subjective norms (SN) as many as 4 items, and perceived behavior control (PBC) as many as 6 items, with a 5 point category scale (1 = really don't know and don't understand to 5 = strongly know and understand). Second, an empowerment program for Kamasan Village silversmiths' partners was carried out related to entrepreneurial intention based on the results of the pre-test carried out in the previous stage. Implementers are participatory in empowering Kamasan Village silversmiths as a form of university partnership in the independent campus and community scheme. Third, a post-test was carried out on the community empowerment program that had been conducted at the previous stage, to obtain changes and improvements in the results of implementing community service in the entrepreneurial intention strengthening program.

III. RESULT AND DISCUSSION

Kamasan Village silversmiths' understanding of the contribution of entrepreneurial intention to business sustainability conducted in community service can be determined by giving a pre-test to measure the extent to which Kamasan Village silversmiths know about entrepreneurial intention and its contribution to business sustainability. The entrepreneurial intention measurement adapted from [12] has been described as a key driver of sustainable entrepreneurial opportunity recognition and eventual activity. Intention may increase in entrepreneurial intentions across numerous entrepreneurial levels and styles, specifically from the point of view of sustainability, consisting of 3 dimensions, namely: entrepreneurial attitude, subjective norms and perceived behavioral control. Entrepreneurial attitude is a consequence of the behavior taken that tends to increase an individual's intention to carry out entrepreneurial activities. Entrepreneurial attitude is a tendency to react to the situation being faced, as a result of a person's socialization process and interaction with their environment, which is a manifestation of thoughts, feelings based on entrepreneurial knowledge and beliefs, resulting in a tendency to act. Subjective norms reflect the desire to display entrepreneurial

behavior because they consider it important and appropriate to carry out entrepreneurial activities. The entrepreneurial behavior displayed can be accepted by the surrounding environment, resulting in awareness of pressure from the social environment with all its consequences. Perceived behavioral control is a belief in an individual's ability to carry out entrepreneurial activities which influences the individual's intention to carry out entrepreneurial activities. Perceived behavioral control reflects the level of control over entrepreneurial behavior as a result of behavioral control carried out by oneself. Controlling entrepreneurial behavior is an individual skill in being sensitive to reading business situations and changes in the competitive business environment.

Table 1. Descriptive Statistics

Indikator		Pre-test			Post-test		
		Min	Max	Mean	Min	Max	Mean
Entrepreneurial Attitude	Ea1	1.000	3.000	2.118	3.000	5.000	4.357
	Ea2	1.000	3.000	2.500	3.000	5.000	4.464
	Ea3	1.000	3.000	1.706	3.000	5.000	4.107
	Ea4	1.000	3.000	1.853	3.000	5.000	4.250
	Ea5	1.000	2.000	1.529	3.000	5.000	4.321
	EA	1.000	2.600	1.941	3.600	4.800	4.300
Subjective Norms	Sn1	1.000	3.000	1.471	3.000	5.000	4.450
	Sn2	1.000	3.000	1.824	3.000	5.000	4.317
	Sn3	1.000	3.000	1.371	3.000	5.000	4.286
	Sn4	1.000	3.000	1.676	3.000	5.000	4.205
	SN	1.000	2.750	1.610	3.750	4.750	4.223
Perceived Behavior Control	Pbc1	1.000	3.000	2.400	3.333	4.667	4.321
	Pbc2	1.000	3.000	1.776	3.000	5.000	4.214
	Pbc3	1.000	3.000	1.893	3.000	5.000	4.393
	Pbc4	1.000	3.000	1.477	3.000	5.000	4.536
	Pbc5	1.000	3.000	1.874	3.000	4.667	4.464
	Pbc6	1.000	3.000	1.571	3.000	5.000	4.607
	PBC	1.000	2.500	1.804	3.500	5.000	4.423

Author, 2024

The first stage of implementing community service involves giving a pre-test to silversmiths in Kamasan Village to measure the extent to which they know and understand the contribution of entrepreneurial intention to business sustainability. The pre-test results (see table 1) using descriptive statistical analysis found that the average entrepreneurial attitude dimension was at a value of 1.941, indicating that silversmiths in Kamasan Village really don't know and really don't understand regarding entrepreneurial attitude towards the behavior as an entrepreneurial behavior that is chosen to be implemented and is believed to provide positive results for the sustainability of the silver craft business in Kamasan Village. The subjective norms dimension has a mean value of 1.610, which indicates that silversmiths in Kamasan Village really don't know and really don't understand the behavioral beliefs that are acceptable to the people of Kamasan Village and influence their intention to maintain the sustainability of craft businesses. So, silversmiths in Kamasan Village will tend to avoid it and think it is not important to show entrepreneurial intention behavior because the business environment is not supportive. Meanwhile, the mean value of the perceived behavior control dimension is 1.804, indicating that silversmiths in Kamasan Village really don't know and really don't understand about their intention to maintain a craft business because they have the perception that silver craft businesses in Kamasan Village have many obstacles and business limitations that must be met faced. In the second stage of community service, a participatory action research approach was carried out oriented towards empowerment and entrepreneurial development and placing silversmiths in Kamasan Village as the main actors in community economic development.

Implementers are participatory in empowering silversmiths in Kamasan Village as a form of university partnership in the independent campus and community scheme. An outreach program by empowering silversmiths' partners in Kamasan Village regarding entrepreneurial intention based on the

results of the pre-test conducted in the previous first stage. The pre-test results show that overall silversmiths in Kamasan Village indicate that they really don't know and really don't understand regarding the dimensions of entrepreneurial attitude, subjective norms and perceived behavior control of entrepreneurial intention to maintain the sustainability of the silver craft business in Kamasan Village. Based on these findings, this community service carried out outreach to silversmiths in Kamasan Village so that the silversmiths know and understand the importance of entrepreneurial intention in unstable economic conditions, a prolonged crisis, and fewer vacancies and job opportunities. With this, efforts can be made to grow entrepreneurial intention in the community, especially in Kamasan Village in the presence of invitations and encouragement to carry out independent activities in the form of entrepreneurship. Through entrepreneurial activities, it will create a special attraction for craftsmen and the community, this attraction is in the form of personal profits, freedom to do business, and having their own satisfaction with the achievements or results obtained from their own efforts.

The counseling material provided in the second stage of implementing this community service to silversmiths in Kamasan Village is: the entrepreneurial attitude dimension which consists of: the intention of silversmiths in Kamasan Village to want to be a sustainable entrepreneur with many options; being a sustainable entrepreneur will be very satisfying; would like to start a sustainable business if have the opportunity and resources; a profession as a sustainable entrepreneur is attractive; and a sustainable entrepreneur has more benefits than dangers. The subjective norms dimension consists of pointing out the perception of silversmiths in Kamasan Village that: family would support in career as an entrepreneur; friends see entrepreneurship as a logical option; the culture of region encouraging entrepreneurship; and most people in the region see entrepreneurship as very positive. Counseling for silversmiths in Kamasan Village on the dimension of perceived behavior control involves: have the knowledge you need to start a sustainable company; if start a sustainable company, chances of success are high; control the process of creating new sustainable businesses; can easily build a career as a sustainable entrepreneur if there is a wish; it will be very easy to start a company and become a sustainable entrepreneur; and identify market opportunities for developing new products and/or services. After counseling was carried out to silversmiths in Kamasan Village in the second previous stage, the method of implementing community service was then carried out in the third stage, namely conducting a post-test on the extension program to empower the potential of silversmiths in Kamasan Village, with the aim of finding out the results of the implementation of counseling in This community service is to foster entrepreneurial intention for sustainable business competitiveness.

The post-test results (see table 1) show that the entrepreneurial attitude dimension received a score of 4,300, which means that silversmiths in Kamasan Village stated know and understand in general dan have a strong tendency want to be a sustainable entrepreneur with many options (4.357); being a sustainable entrepreneur will be very satisfying (4.464); would like to start a sustainable business if have the opportunity and resources (4.107); a profession as a sustainable entrepreneur is attractive (4.250); and a sustainable entrepreneur has more benefits than hazards (4.321). Silversmiths in Kamasan Village stated that knew and understood the subjective norms dimension (4.223), and agreed that family would support in career as an entrepreneur (4.450); friends see entrepreneurship as a logical option (4.317); the culture of region encourages entrepreneurship (4.286); and most people in region see entrepreneurship as very positive (4.205). Untuk dimensi perceived behavior control (4.423). For the perceived behavior control dimension (4.423), silversmiths in Kamasan Village stated almost strongly know dan understand bahwa mereka seharusnya have the knowledge you need to start a sustainable company (4.321); if start a sustainable company, chances of success are high (4.214); control the process of creating new sustainable businesses (4.393); can easily build career as a sustainable entrepreneur if there wish (4.536); it will be very easy to start company and become a sustainable entrepreneur (4.464); and identify market opportunities for developing new products and/or services (4.607).

IV. CONCLUSION

The results of the implementation of this community service show the achievement of targets in the form of: First, there is an increase in knowledge from silversmiths in Kamasan Village regarding the importance of entrepreneurial intention to be able to continue their business by creating a career goal to become a sustainable entrepreneur, looking to start a company that will address sustainability issues in the next future years, start the business, will promote sustainable development, use resources responsibly as an entrepreneur, start the business, will favor social goods and economic gains and ready to do anything to become a sustainable entrepreneur. Second, the knowledge of silversmiths in Kamasan Village has increased in understanding practices and decision-making activities that lead to new entry, principally through entrepreneurial attitude, subjective norms and perceived behavior control. Silversmiths in Kamasan Village have knowledge of the concept of entrepreneurship, which is a science that examines the development and improvement of a creative spirit and the courage to take a risks in the work conducted in order to achieve superior performance.

Silversmiths in Kamasan Village believe that by making creative and innovative efforts that will be able to create business opportunities by taking risks of uncertainty to create competitiveness and sustainable business resilience. Third, silversmiths in Kamasan Village agreed that if want to strengthen the competitiveness to maintain the business, must be able to foster entrepreneurial intention. Entrepreneurial intention plays an important role in encouraging interest in trying or running a business. Entrepreneurial intention arises because it is preceded by knowledge and information about entrepreneurship in the environment, then continues with participation activities to gain experience, and finally the intention of interest appears, and the willingness to work hard to set up a business without feeling afraid of the risks that will occur and always learn from the failures experienced. For silversmiths in Kamasan Village, entrepreneurial intention is a driving force to advance the business or create a new business which then organizes, regulates, bears risks, solves business problems and develops and maintains the business.

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