

The Role of the Hobi Kayu Padang in Developing Talent for Obtaining Business Opportunities

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ABSTRAK

Pengrajin kayu belum bisa mendapatkan peluang usaha. Sebagian besar hasil kerajinan masyarakat HKP masih digunakan secara pribadi dan pengrajin yang berusaha memasarkan produknya belum mampu menarik pasar. Tujuan dari penelitian ini adalah menganalisis peran komunitas Hobi Kayu Padang (HKP) dalam pengembangan bakat para anggota untuk memperoleh peluang bisnis, serta apa saja faktor pendukung dan penghambat komunitas Hobi Kayu Padang (HKP) dalam pengembangan bakat para anggota untuk memperoleh peluang bisnis. Jenis penelitian ini adalah penelitian kualitatif dengan pendekatan deskriptif. Subyek penelitian adalah ketua dan empat anggota komunitas HKP. Subyek diambil dengan cara purposive sampling. Teknik pengumpulan datanya adalah dengan observasi, wawancara, dan kuesioner yang dilakukan kepada ketua dan anggota HKP sebagai data pendukung. Analisis data terdiri dari reduksi data, penyajian data, dan verifikasi data. Hasil dari penelitian adalah peran komunitas dalam mengembangkan bakat untuk memperoleh peluang bisnis sudah baik dilihat dari kemampuan komunitas menyediakan sarana dan prasarana yang memadai bagi pengrajin, mendampingi pengrajin dan menjadi media interaksi. Faktor pendukung komunitas Hobi Kayu Padang (HKP) dalam memperoleh peluang bisnis adalah dukungan lingkungan, motivasi diri dan keuntungan aspek ekonomi, sedangkan faktor penghambatnya diantaranya adalah kurangnya wawasan, kesulitan mencari bimbingan dari ahli dan sektor pendanaan yang lemah.

ABSTRACT

Wood artisans have not been able to get business opportunities. Most handicrafts of the HKP community are still used privately, and artisans who try to market their products have been unable to attract the market. The purpose of this study is to analyze the role of the Hobi Kayu Padang (HKP) community in developing the talents of members to obtain opportunities, as well as what are the supporting and inhibiting factors of the Hobi Kayu Padang (HKP) community in developing the talents of members to obtain opportunities. This type of research is qualitative research with a descriptive approach. The research subjects were the chairman and four members of the HKP community. Subjects were taken by purposive sampling. The data collection technique is by observation, interviews, and questionnaires conducted to the chairman and members of the HKP as data supporters. Data analysis consists of data reduction, data presentation, and data leveraging. The result of the research is that the role of the community in developing talent to obtain business opportunities is good, seen from the ability of the community to provide adequate facilities and infrastructure for artisans and help develop and become media interactions. The supporting factors for the Hobi Kayu Padang (HKP) community in obtaining business opportunities are environmental support, self-motivation, and economic benefits. In contrast, the inhibiting factors include shortages, difficulty seeking expert guidance, and a weak funding sector.

1. INTRODUCTION

Woodcrafts are a type of commodity with very high export value. This is evident from the dominance of small woodworking industries in 2010 the export value of Indonesia was able to reach US\$ 1.4 (Dewi et al., 2019; Nurlaela et al., 2014). With the promise of the woodcraft business, many people who want to open up business opportunities in the woodcraft sector, one of them are members of the Hobi Kayu Padang (HKP). The community is a collection of people who care about each other and establish a close

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personal relationship between members because of the identification and social interaction built with the dimensions of existing functional needs (Sukaatmadja et al., 2021; Yasa et al., 2016).

The Hobi Kayu Padang, which is abbreviated as HKP, was established in 2016, to become a forum for wood craftsmen in the city of Padang who focus on holding activities for wood craftsmen who take shelter in the community (Hadi et al., 2021; Komaini, 2019). The activity such as holding workshops on making and repairing the furniture, woodworking seminars, work exhibitions, training, discussions with fellow community members regarding timber updates and problems related to wood crafts (Gopish, 2018; G. A. Yuniarta et al., 2019). The activity held by the Hobi Kayu Padang (HKP) aims to provide an enabling environment for wood craftsmen who are sheltered in the community to develop their talents and abilities optimally so that their ability to realize an open business opportunity is very large (Fenia, 2022; Syahputra et al., 2021).

Building a business certainly requires a process that is not easy many businesses survive half the journey from the initial thought of setting up a business (Howarth, 2016; Sadiq & Khan, 2019). Therefore, setting up a business requires a basic strategy for setting up a business, because not all businesses develop as planned. Or in other words, it takes a strong and solid initial foundation to start a business, one of which is talent development to obtain business opportunities (Ayyakkannu, 2018; Harsanto et al., 2020). According to previous study talent is the basic ability of individuals to learn in a short time compared to other people, but the results are better (Abbott & Collins, 2004; Rakhmawati & Mustadi, 2022). Talent is also defined as an innate ability in the form of potential that needs to be developed or trained. Humans basically have talent in certain fields but with different qualities. That is, a person's talent allows him to achieve achievements in the field he is engaged in. For this reason, training, increasing knowledge, social and moral support (social and moral support) from the immediate environment needs to be held (Eesley & Roberts, 2012; Meyers et al., 2013; Nijs et al., 2014).

Talent can be used to gain success in one's career (Ifeoma et al., 2015; van Zyl et al., 2017). Furthermore, previous study states that in developing talent it is necessary to have: 1) courage from individuals who will make them able to face challenges or obstacles, both physical and social or other obstacles. Having courage will give you the spirit to see a way out of existing obstacles, 2) practice is the key to success. Exercise can be the driving force for any business that is physically visible, 3) environmental support is broadly defined, namely human support, facilities, costs, and social conditions that play a role in talent development efforts, and 4) it is necessary to understand what are the barriers to talent development and how to overcome them (Davenport et al., 2010).

Based on initial observations in the HKP community, it can be seen that talent development for wood craftsmen has been carried out routinely and continuously. However, they have not been able to obtain business opportunities for the wood craftsmen themselves. Most of the handicrafts produced by the HKP community are still used privately and craftsmen who try to market their products have not been able to attract the market. Therefore this study aims to analyse how the role of the Hobi Kayu Padang (HKP) community in developing talent to obtain business opportunities and to find out what are the supporting and inhibiting factors of the Hobi Kayu Padang (HKP) community in developing the talents of members to obtain business opportunities.

2. METHODS

This type of research is qualitative research with a descriptive approach. The definition of qualitative research is research that intends to understand phenomena related to what the subject experiences such as behavior, perception, motivation, and others, as well as holistically through descriptions in the form of words and language in special contexts that are natural and natural methods as well (Creswell, 2014; Lambert & Lambert, 2013).

The implementation of this research was carried out in the Padang Wood Hobby Community (HKP). Data collection was carried out by researchers as the main instrument. The research subjects are the chairman and four members of the HKP community. The subject was taken by means of purposive sampling. The purpose of taking the subject is because members of the HKP community have different work backgrounds.

The data collection technique is by observation, interviews, and questionnaires conducted to the chairman and members of the HKP as supporting data. This questionnaire is a closed questionnaire aimed at members of the HKP community. The topic of this questionnaire is the role of the community in developing talent to obtain business opportunities. Data analysis consists of data reduction, data presentation, and data verification.

3. RESULTS AND DISCUSSIONS

Results

The Padang Wood Hobi Community (HKP) is a community organization that accommodates and gathers wood craftsmen with the aim of turning the hobbies of its members into a business opportunity. The Padang Wood Hobby Community (HKP) was established in 2016. The products produced by the Hobi Kayu Padang (HKP) community are household furniture, interiors, and even decorations, all of which are made of wood. In interviews with resource persons, OA is the head of the community explaining that the types of products in the form of furniture, for example, tables, chairs, partitions/room dividers, wardrobes, wedding sets, including in selecting materials and determining the shape of the design according to consumer tastes.

Basically, everyone has the same talent to be successful in obtaining business opportunities. With the development of the times and current technological advances, of course, it is not difficult to be able to hone entrepreneurial talents. Talent can grow by exploring a passion (hobby or love), expanding business information, attending seminars or business training held by the private sector or the government, and joining the business community to exchange ideas with other business people or prospective business people.

The HKP is a forum for craftsmen and enthusiasts of knowledge and expertise in the crafting process, especially wood materials. In this community the members who are members come from various professions, some of them already have a business, and some just want to open up business opportunities in the timber sector. To help members unlock their business opportunities, the community has played many roles in developing the inner business talents of each member. Based on interviews with HS who has been a member of the community for more than 3 years, one of the steps taken by the community for talent development is to equip facilities and infrastructure that can support the work process of the craftsmen. Adequate facilities are expected to support members who will start a business. They will have no difficulty in obtaining facilities because they are fully available and will not hesitate to start a business.

Meanwhile, the results of interviews with OA revealed that the role of the community in developing the talents of members is by bringing in experts. Talent development is also carried out by providing training containing materials related to new designs, resin, and wood sanding training. OA also revealed that emphasized that training can help develop the skills of craftsmen. More clearly and completely the role of the Hobi Kayu Padang (HKP) community in developing talent to obtain business opportunities is presented in [Table 1](#).

Table 1. Data Recapitulation of the Role of the Hobi Kayu Padang (HKP) Community in Developing Talent to Obtain Business Opportunities

Community Members	Role
HS	<ol style="list-style-type: none"> Equip facilities and infrastructure that can support the work process of the craftsmen Become a liaison between wood craftsmen and the government to help business development <i>Complementing the technology or work tools that must be owned by members such as table saws or table saws, circular saws, drills, grinders, nail guns, and compressors</i>
SP	Holding a competition for craftsmen that aims to encourage the motivation of craftsmen to start a business, encourage creative thinking to bring up new innovations
DB	<i>Optimizing the use of technology and completing work tools for craftsmen such as providing table saws, circular saws, miter saws, drills, timers, and sandpaper</i>
OA	<ol style="list-style-type: none"> Bring in experts Provide training containing materials related to new designs, resin, and wood sanding training

Base on [Table 1](#), show these results were then supported by the acquisition of a questionnaire on the role of the Hobi Kayu Padang (HKP) community in developing talent to obtain the following business opportunities as show in [Table 2](#).

Table 2. Recapitulation of Questionnaire Data on the Role of the Hobi Kayu Padang (HKP) Community in Developing Talent to Obtain Business Opportunities

Community Members	Average	Category
HS	4.90	Very Good
SP	4.10	Good
DB	3.80	Enough
OA	4.20	Good
Average	4.25	Good

Based on Table 2 show results of the questionnaire, it can be seen that the Hobi Kayu Padang (HKP) community in developing talent to obtain business opportunities is in a good category. The community, in this case, is a provider of facilities and infrastructure for craftsmen, assists craftsmen and becomes a medium of interaction between craftsmen and the government, helps craftsmen come up with the latest ideas and innovations by holding competitions, optimizing the use of technology, bringing in experts and providing training.

Supporting factors of the HKP in developing member talent to obtain business opportunities are including self-motivation, family support, and advantages of the economic aspect. Self-motivation, each member of the community has different motivations to join HKP. Motivation is a driving factor for developing talent in members as in an interview with AP, and HKP member explained that the motivation to join is because of a sense of pleasure in the woodworking sector. Or it could be said that it started as a hobby. Another motivation is to earn income, as stated by OA, the main motivation is money, this money can be in the form of profit. In the sense of the word Hobbies are channeled, talents can be earned and money, the rest is just socialization, brotherhood.

Family support, is an important factor for members of the HKP community to start a business. Through family support, members feel that the family cares about what they want and do and can feel comfortable with their decision to focus on the world of woodworking. Financial support is also provided by the family to obtain business opportunities for the craftsmen. Advantages of the economic aspect, the talent development of HKP community members can bring benefits to the economic aspect. That are increasing member income and opening up business and job opportunities. In an interview with AP, and HKP member explained that development program carried out by the community can help increase income and help each other.

Inhibiting factor, in developing the talents of the HKP community members, they are often faced with various obstacles, including the following: 1) members have limited knowledge regarding wood crafts, 2) members are unable to explore the potential that exists within themselves so that they surrender to their limitations in bringing out the latest innovations. in the timber sector, 3) the difficulty of seeking guidance from experts in the timber sector, and 4) the weakness of the funding sector which sometimes results in non-optimal work results.

Discussion

The products produced by the Hobi Kayu Padang (HKP) community are household furniture, interiors, and even decorations, all of which are made of wood. The empowerment of MSMEs by the government can be done in the form of education and training, strengthening of capital, and partnership facilities (Larasati, 2022; Gede Adi Yuniarta & Purnamawati, 2020). Base on interview the community is also a liaison between wood craftsmen and the government to assist business development (Rudra, 2002; Wunder, 2000).

The community that oversees the wood craftsmen also acts as a liaison between stakeholders, for example, if there is training or assistance from the Office, Banking, and other stakeholders, the community will become a liaison that informs wood craftsmen if there is training or assistance. The Hobi Kayu Padang Community (HKP) brings in experts in the wood sector such as vendors who provide basic lessons until the end of making furniture sets such as cabinets, study tables, chairs, and others, as well as machine vendors who provide knowledge on how to use the correct machine and maintain the machine so that it can last a long time (Fenia, 2022; Syahputra et al., 2021).

In contrast to SP who are community members who work for almost 1 year. SP stated that the community often holds SP competitions for craftsmen, this is done to encourage the motivation of craftsmen to start businesses, encourage creative thinking to bring up new innovations, and provide learning and experience to craftsmen. In an interview with SP it was revealed that competition held in the community made him even more innovative in processing products made from wood. In addition, competition can also generate new entrepreneurs.

From the results of interviews conducted with DB, it is known that the community has optimized the use of technology to support craftsmen to produce their best products that have marketability and are in demand by the community (Suharyati & Isnainiyah, 2019; Sutopo et al., 2020). The tools used are very new and modern such as the table saw, circular saw, miter saw, drill, timer, and sandpaper. In addition, the use of digital technology such as social media is also used as a promotional tool for the work of the Padang Wood Hobby community, thus opening up business opportunities for wood craftsmen. Previous study emphasized that the era of change due to the increasing use of technology has opened up wider business opportunities (Alsabahi et al., 2021).

Self-motivation, each member of the community has different motivations to join HKP. According to previous study stated that motivation is in the form of actions that encourage individuals to want to try (Lie et al., 2019). Everything is done in order to achieve business goals or objectives which are influenced by the business ability factor to satisfy some of the needs of the individual. Family support, is an important factor for members of the HKP community to start a business. Previous research results confirms that family support can be in the form of emotional support, in the form of providing information for craftsmen, appreciation for their work, and instrumental or financial support (Schlein et al., 2016).

The implication of this research is to provide an overview related to the role of the Hobi Kayu Padang (HKP) community in developing the talents of members to obtain opportunities. Describe as well as what are the supporting and inhibiting factors of the Hobi Kayu Padang (HKP) community in developing the talents of members to obtain opportunities. The limitation of this research is still limited to the scope of the research, so it is hoped that future research will be able to further deepen the scope of research related to the Padang Wood Hobby (HKP) community.

4. CONCLUSION

The role of the community in developing talent to obtain business opportunities is good. The community has been able to provide adequate facilities and infrastructure for craftsmen, assist craftsmen and become a medium of interaction between craftsmen and the government, helping craftsmen come up with the latest ideas and innovations by holding competitions, optimizing the use of technology, bringing in experts and providing training. The supporting factors for the Hobi Kayu Padang (HKP) community in obtaining business opportunities are environmental support, self-motivation, and economic benefits, while the inhibiting factors include lack of insight, difficulty in seeking guidance from experts, and a weak funding sector.

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