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THE ROLE OF HUMAN CAPITAL IN THE DEVELOPMENT OF SULAM KARAWO CREATIVE INDUSTRY IN GORONTALO

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ABSTRACT

Sulam Karowo or Karowo embroidery from Gorontalo is an important capital to compete in creative industry. However, the problems faced by most small enterprises like this are inability to produce demands in a massive scale within short term; limited number of embroiders (of pattern design); and the spread of embroiders in rural areas. The purpose of this research is to analyze the role of human capital as a creative actor in the development of sulam karowo creative industry in Gorontalo. The method used in this research is qualitative with case study approach. This research concludes that there are six aspects of human capital which play important part in sulam karowo industry: knowledge, experience, ability, skill, and creativity. Innovation aspect is still lacking from it because the production phase of this embroidery is still done manually.

Keywords: human capital, creative industry, sulam karowo.

1. INTRODUCTION

Creative economy is a strategic formula to develop the economy that takes citizens' side. This is no means to oppress and turn down the people's economy, which goes along with the dream of Weberstein to create the democratic and egalitarian economy of the world (Fahls, 2001). Creative industry era is a reality faced by Indonesian people as well as challenge within the democratic and transparant atmosphere.

Creative industry is an integral part of creative economy. It is shown by its significant contribution to GDP in 2002-2006 (Trade Ministry of Indonesia, 2009), which is 6.3% or equal to 104.6 trillion rupiah (constant value) and 152.5 trillion rupiah (nominal value). From the laboring aspect, creative industry in 2002-2004 can absorb approximately 5.4 labors with participation rate 5.8%. This contribution is obtained from fourteen subsector of creativity-based industries in which the biggest donors come from fashion sector 43.7% (5.8 trillion rupiah), handcraft 25.51% (26.7 trillion rupiah), and advertisement 7.93% (8.3 trillion rupiah).

The culture legacy owned by every region in Indonesia is a significant capital to compete in creative industry. Kerawang embroidery or sulam karowo is one of the examples of the unique and significant capital from Gorontalo. Kerawang or Karowo (Gorontalo mother tongue) comes from "mokarowo" which means weaving or making hole. The work process needs perseverance because all the processes are done without machine (handmade masterpiece), starting from the design, chopping the materials, taking out the thread, mengerasang, until the embroidery. In social life context, karowo embroidery includes educational aspects that in life, human should appreciate the process to achieve one goal, not just concern with the result.

KBI Gorontalo (2009) identifies that sulam karowo is one of potential local genius to be developed into industrial cluster under the cooperation and industry Ministry of Gorontalo. Massive promotion/exhibition to many locations (local, national, and international) and Karowo festival has been conducted somehow annually since November 2011 until now. There are also government policies which support this activity, such as the obligation to wear karowo cloth at special days in the government and private institutions, as uniforms of pupils to Mocca, and as school uniforms. Government policies create a bigger opportunity for sulam karowo production which stimulates a better progress in the future. The creative industry practitioners (designer, embroidery, entrepreneur, and government) involved are optimist that they can manage this industry to be an excellent commodity.

However, Sulam Karowo industry often got complaints that the embroidery design is monotonous and outdated. It apparently reduces the buyers' interest who mostly come from outside Manado. The emergence of batik motif from North Sulawesi is claimed to be able to dominate the spread of Sulam Karowo of Gorontalo. Other problems are that Sulam Karowo cannot accommodate massive demands in short term, there are only limited embroiders, and the embroiders are spread in many different rural areas.

Based on this problem, a study entitled "The Role of Human Capital in the Development of Sulam Karowo Creative Industry in Gorontalo" is significant to be conducted. Based on the background of the problem, this research addresses what is the role of human capital (motif designer) as a creative actor Sulam Karowo creative industry in Gorontalo? The purpose of this research is to know and analyze the role of human capital (motif designer) as a creative actor in the development of Sulam Karowo creative industry in Gorontalo.
LITERATURE REVIEW

Human Capital Concept

Human capital is defined as the knowledge, skills, and abilities possessed by individuals. These qualities include formal education, work experience, and on-the-job training. Human capital is a critical asset for economic growth as it is a key determinant of productivity. According to Becker (1962), human capital is the ability to produce economic benefits over a long period of time. In contrast, physical capital refers to tangible assets such as machinery and buildings.

The human capital approach emphasizes the role of education and training in economic development. Education and training are considered to be the most important inputs for the creation of human capital. However, the costs of education and training can be significant, and there may be a risk that investment in human capital will not be fully repaid.

Human capital is also seen as a source of innovation and entrepreneurship. Individuals with high levels of human capital are more likely to be successful entrepreneurs and to initiate new businesses. This can lead to increased economic growth and development.

Human Capital Role in Small Enterprise

Small enterprises play a crucial role in economic development. They are often the primary source of employment and income for many people. The success of small enterprises is often determined by the quality of human capital present within the organization.

Education and training are important inputs for the creation of human capital. However, the costs of education and training can be significant, and there may be a risk that investment in human capital will not be fully repaid.

Despite these challenges, there are a number of strategies that can be used to improve the quality of human capital in small enterprises. These include providing on-the-job training and mentoring programs, as well as investing in infrastructure and technology.

Conclusions

In conclusion, human capital is a critical asset for economic development. It is important to continue investing in education and training to improve the quality of human capital available to small enterprises. Additionally, governments and organizations can play an important role in providing support and incentives for small enterprises to invest in human capital.

Sulam Karawo Small Enterprise

Sulam Karawo is a small enterprise that produces traditional woven products. The company was founded in 1980 by a group of women who were looking for a way to earn a living. The company initially produced hand-woven baskets and mats, but later expanded to include a range of products such as bags, tablecloths, and decorative items.

The company is located in the village of Karawo, which is known for its traditional weaving techniques. The village is situated near the coast, and the company uses local materials such as bamboo and rattan to create its products.

The company is run by a group of women who are responsible for overseeing the production process. They are supported by a team of apprentices who are trained on-the-job.

The company's success can be attributed to its focus on quality and uniqueness. The products are designed to be aesthetically pleasing and functional, and they are marketed as a way to preserve traditional weaving techniques.

Conclusion

Sulam Karawo is an example of a successful small enterprise that has been able to thrive by focusing on quality and uniqueness. The company's success can be attributed to its commitment to traditional weaving techniques and its ability to market these products to a wider audience.
3. RESEARCH METHOD

This research uses qualitative method with case study approach, which is meant to dig and analyze further the social phenomenon of creative industry development of Small and Medium Enterprise in Gorontalo Province. The location of this research is in three areas: Gorontalo city, Gorontalo regency and Bone Bolango regency which is the central of Sulam Karawo industry.

The main subjects in this research are the artisans which involves motif designer, cloth choppers, and embroider. The informants are chosen with snowball sampling. The data are collected using observation, indepth interview, and documentation. Data analysis techniques in this research are: reduction data, data display and data development described in research report.

4. FINDINGS AND DISCUSSION

This part describes the findings and discussion of human capital role in the development of Karawo industry which consists of three aspects: knowledge, experience, ability, skill, creativity, and innovation.

Knowledge Aspect
The knowledge in this research means something obtained by formal and informal education to help doing everyday work. The findings show that knowledge aspect has a role in the development of Sulam Karawo industry, as it is elaborated by an informant: "I have knowledge about Karawo art after joining training held by provincial government of Gorontalo for three days in Pekalaungan (Ramah Evelin Dungga, 2013)." 

Herlina, on the other hand, has obtained the knowledge of Sulam Karawo from her mother since she was in elementary school. Another informant, Darmanawati, obtain Sulam Karawo authenticitically beyond her parents' knowledge since she did it in secret. John Koraqg, on the other hand, learnt it by the request of Chinese entrepreneur by adopting kristik motif and implementing it to Karawo art.

In his aspect, knowledge is a result of knowing and it happens after a person uses his senses on certain object. The senses involves five senses of human beings: sight, hearing, nose, touch, and taste. Most of human knowledge is obtained through eyes and ears.

According to James Hatch, human capital is everything about human (labor), intellectual, knowledge, and their experience. Labor is a physical or mental effort used by an employee to process a product or provide service. Human capital involves all the processes necessary to trigger human's knowledge into higher level and create competitive entrepreneur who can run his business to a better level. Ability and skill capital of quality human is needed to upgrade the work of company especially in small and medium enterprises.

Experience Aspect
Experience aspect in this research is the involvement in the process related to certain knowledge and skill within certain period of time; this is one of the factors of human capital. The finding shows that experience aspect has a role in the development of Sulam Karawo industry as it is elaborated by informants.

Ramah Evelin Dungga has experience for 25 years in Karawo industry which makes him possible to develop this art. Herlina, another informant, also has experience for 25 years, has been a collector. Darmawati Muhammad, like any other informant, also has been in this industry for quite a long time, 23 years. John Koraqg even has 27 year experience and is becoming one of Karawo observers due to his experience and dedication to this art industry.

Experiences have indeed often become the parameter of one's work. Experience makes someone dedicated to a profession which makes the person source of knowledge by everybody else. Bates (2005) has proved that although small enterprise got huge capital in the beginning of their business (start-up), they eventually fail because of their low experience and education in relation to the specific entrepreneur field they are working on. This is why experience is one of factors of human capital which has significant influence on Sulam Karawo industry. A person's involvement in a profession or field within certain period of time does not only increase the ability of doing his job but also his dedication towards it.

Ability Aspect
Sulam Karawo industry development, until today, cannot be separated from the influence of one's ability to learn, imagine, create, and one's talents which are usually called street smart. The research findings elaborated that ability in Sulam Karawo is sustained by educational background. Ramah who has learnt in vocational high school has the ability to draw which than she applied in Sulam Karawo art.

Another informant, Herlina, explained: "My ability in Sulam Karawo art is not only as an artisan, but also in organizing the artisans. The informant is now working as a collector."

Informant John Koraqg has ability which is acknowledged by his fellow artisans due to the quality of motif design that makes Karawo art a considerable commodity. Differently, Kaism's ability as an embroider, is supported by his previous profession as an artisan in a famous Sulam Karawo industry in Gorontalo which makes him easier to move to the position of chief of Sulaman Karawo creative industry group.

In Sulam Karawo industry, ability influences the development of human capital in fulfilling his duty as an artisan. As it is stated by Stokey that human capital is a concept that explains human in organization and business as an important asset that has essential contribution towards the same development and progress of physical asset such as machine and work capital.

Attitude, skill, and human ability has contribution to the work and productivity of an organization. Human capital approaches as a system designed to create sustainable competitive superiority by developing its employees. Not every important role in a company has the same equal level in satisfying the customers and stock holder. However, the
most important thing is each employee should present his best to satisfy the customer better than other employees in other companies.

Skill Aspect
Skill is one of the requirements to create a reliable quality product. The skill is psychomotorial capability in doing something. Based on Kamlari’s explanation, skill is something that bears from perseverance and needs patience especially in the case of art since it will affect the result. Obtaining skill in Sulam Karawo is a long process because Karawo demands carefulness in each detail.

Meanwhile, according to Afrah Hamid, skill is obtained through repetition. Herlina said that the skills in Sulam Karawo have several levels so that in the production of Karawo cloth, more than one person is necessary to complete the job. Human capital, just like any other capital, is needed to improve life rate in terms of economical, social, cultural, political, law, religious aspects, and any others. Human capital refers to a collection of knowledge and skill that adheres to someone’s ability to commit a job that produce certain economical result.

Creativity Aspect
In art industry, creativity is something that matters a lot. Creativity can be found in all professional lines especially in art. Creativity in Sulam Karawo is someone’s sense of creation to make something new. Finding in this research explains that creativity affects the development of Sulam Karawo industry. As it is elaborated by informant John Koaru who stated that motif development in Karawo arts has grown bigger. When the informant started learning the art of Karawo, the motif of Karawo cloth was still monotonous. Today, Karawo motifs has grown to many variations due to the creativity of its artisans. Beside the motif and design, the materials of Karawo are now too has various kinds which successively attracts the customers.

In the context of creative economy, creative industry development is based on intellectual capital and life skill which is a basic component of human capital and has central role in stimulating the establishment of competitive creative industry. From knowledge and skill, creative people are born and grow. Wenig defined knowledge as an understanding of cognitive system process owned by individuals, groups, and organization[6]. Addlestone defines knowledge as a process created when someone interacts and shares ideas with others.

Innovation Aspects
Innovation aspects in this research is a process and/or result of development of knowledge mobilization, skill (including technological skill), and experience to create or repair product (tool and/or service), new process and/or system, that gives meaningful or significant value (especially in economical and social aspect).

Innovation in Karawo art is still in material usage level which is different from silk cloth, batik cloth, common embroidery cloth, and other clothes. Besides, innovation done by Karawo artisans is trying to make Karawo art product not only as materials for cloth but also hat, wall art, and other art products. Innovation in Karawo art industry has not yet been significant. It is shown from several informants explanation that the use of technology to Karawo art is still far from enough. Karawo cloth making process is still done manually (hand made masterpiece), starting from the design and motif creation until the printing. This is because the limitation of the artisans ability in technology and experience of the production machine.

Human capital theory assumes that business profit develops and sustains when a company is capable of producing better products and services according to customer’s needs compared to its competitors. In other words, the company has competitive quality, a quality which keeps on going for a long time and keeps concerning on what the customers want dynamically.

The approach involves placing human capital as an asset and main role in creating maximum business work. The way of calculating and managing human capital is the same with the management of financial capital. In this approach, company manager should be able to learn from is own experience to make progressive and better decision.

Human capital approach is a system designed to create sustainable competitive superiority through upgrading its employee. Not every important roles in a company has the same equal level in satisfying the customers and stock holder. However, the most important thing is each employee should present his best to satisfy the customer better than other employees in other companies.

From the explanations of interview result above, we can conclude how the role of human capital in developing Sulam Karawo industry. In the development, human capital concept can be explained as ability or capacity which is genetic or collected along work life accompanied by other input or capital aimed to obtain economical sustainability. Another definition mentions in specific that the concept of human capital is education or intellectual skill, and work experience. The human capital is then generally defined as an accumulation of education, including knowledge and skill in working age obtained through formal education, training, and experience.

5. CONCLUSION

This research concludes that human capital role in Sulam Karawo industry involves six aspects, which from knowledge aspects, Karawo artisans obtain more knowledge through informal line such as learning authodidactically or learning from environment/ family. Although there are some Sulam Karawo training, there are not effective in transferring knowledge to the participants.

From the experience, the artisans of Selam Karawo have mastered this art for a long time. In terms of ability, the artisans do not only have the ability to make the Karawo art but also to manage this industry. In terms of skill, the artisans need a medium to obtain the skill in Karawo arts and patients to be able to improve their skills. The skill in this industry affects the products produced. Creativity aspect of the artisans is enough to make the motif and design that attract the customers. The materials used are various starting from the ordinary cloths until silk cloths. Meanwhile, from innovation aspects, Karawo industry is still lacking because the production phase starting from the designing to finishing the product is still done manually.
REFERENCES
