
Business Character Implementation Strategy for The Community of Teluk Patipi District

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Abstract

This research focuses on evaluating the preparedness of the inhabitants of Patipi Pasir village and its vicinities within the East Fakfak district to cultivate their entrepreneurial spirit. The pivotal aim is to harness their potential in managing local natural resources effectively, thereby contributing significantly to the economic acceleration of the Fakfak district. Employing a descriptive research methodology, the study uses a semi-qualitative analysis and a fishbone diagram to identify areas requiring improvement. Moreover, the strategic implementation for nurturing business character among the local populace is devised through the innovative use of the Ishikawa diagram, integrated with the Balanced Scorecards approach, providing a comprehensive development framework. The findings reveal that the Patipi Bay District boasts considerable human resource potential that, if adequately nurtured, can lead to the effective management of its natural resources into sustainable businesses. The study underscores the need to develop a robust entrepreneurial ecosystem that supports the local community's transition to sustainable economic practices. This entails providing adequate training, resources, and support systems to empower the community, ensuring they are well-equipped to capitalize on the intrinsic value of their natural resources. Through strategic planning and targeted development programs, the research envisions transforming the Patipi Bay District into a model for sustainable business development, leveraging its natural assets for long-term economic prosperity.

Keywords: business character, community, empowerment, Teluk Patipi, Fakfak.

1. Introduction

Patipi Bay District and Furwagi District are located on the North and West sides of the Fakfak Regency area, which is the traditional management area of Raja Petuanan Teluk Patipi. Patipi Bay has several villages that serve as historical sites for the spread and development of Islamic civilization in Papua. Based on information and data (BPS, 2022), the Teluk Patipi district has 13 villages, namely: 1) Patipi Pasir, 2) Sum, 3) Puar, 4) Tibatibananam, 5) Offie, 6) Us, 7) Degen, 8) Tetar, 9) Patipi Nusa, 10) Mawar, 11) Adora, 12) Bisa, and 13) Muhri; all of which are self-supporting villages (category 1) and are located in coastal areas. The total district area is 247.36 Km², with a total population of only 3,738 people and a population density of 15.11 people per Km². Furthermore, based on (BPS, 2022a), Furwagi district also has 8 independent villages (category 1) and all of them are on the coast, namely: 1) Tanehamur, 2) Gar, 3) Tawar, 4) Salakiti, 5) Sengkiti, 6) Werfra, 7) Twootkendik, and 8) Rumbati. The area is 983 km² with a total population of only 1,476 people, with a density of 17 people per km².

For generations, local people have been born, lived, and carried out their life activities in a coastal environment that is very beautiful, rich in natural resources, and very exotic; However, they do not realize that the potential of their natural resources to be developed through the tourism sector can spur accelerated economic growth. According to (Warsito, 2020) dan (Teguh, 2020), developing the use of natural resources while maintaining their sustainability by implementing sustainable tourism principles is an effort to spur long-term economic growth in a region. Furthermore (Triyanti, Muawanah, Kurniasari, Soejarwo, & Febrian, 2020), sustainable tourism based on marine, fisheries, and coastal resources is an important option with strategic value to develop. This can involve many parties, and the most

important thing is to empower the families of coastal communities in Indonesia, whose coastline is one of the longest in the world.

As the name suggests, Patipi Pasir village is the administrative center of the Patipi Bay District, where all the villages are located along the shores of the bay with very exotic natural views. The beautiful natural landscape has great potential for the development of marine ecotourism. There are many resources of fish, shellfish, aquatic invertebrates, and coral reefs. Apart from that, the Patipi Bay area is the largest producer of Papuan nutmeg (*Myristica arantea*) in the world. The customs of the people are highly respected, and the majority of the Muslim population lives in harmony with Christians and Catholics. This community togetherness is a harmonious daily life integrated with community activities, such as those of fishermen, nutmeg planters, traders, government employees, and forest wood seekers.

The research aims to determine the readiness of the people of East Fakfak district who live in Patipi Pasir village and its surroundings to develop their own business character. The ability to manage natural resources is an important goal for accelerating economic development in the Fakfak district.

2. Methods

Descriptive research uses semi-qualitative analysis methods. The analysis tool uses a gap technique presented in a fishbone diagram. The implementation strategy was formulated using the Ishikawa diagram and the Balanced Scorecard approach.

2.1 Research Design

The research is empirical in nature, using a direct approach to technical matters as well as the sociological perceptions of the community at the study location. Thus, the research was designed to use interviews as the data collection method. The data mining design also took into account the balance of the number of respondents from internal parties in the Patipi Pasir village community, from Patipi Bay community leaders, and from external parties, namely elements of the Government, practitioners, and academics who have understood the empirical conditions of the Patipi Bay district, related to the research theme.

2.2 Participants

The research population is the people of Patipi Pasir village, and other village community leaders in the Teluk Patipi district area, as well as stakeholders within the Fakfak Regency Government. Respondents were selected and determined deliberately. Each person selected must be well recognized by the researcher and have good capability and integrity so that they can be trusted to provide honest answers or statements.

The total number of research respondents was 142 people, 40% of whom were residents of Patipi Pasir village. The interview process was carried out openly, with closed-ended questions. This means that the substance being asked is only known for certain by the researcher and is stated in the research questionnaire.

The entire research population was involved in the preliminary research process. At this stage, researchers carried out a feedback process to explore the root of problems related to the character of the community in doing business, and/or explore aspirations regarding the types of business that are desired by the people of the Teluk Patipi district, especially in Patipi Pasir village. The result of the feedback process is a set of questions arranged in a questionnaire.

2.3 Research Instruments

The business character variables that are expected to grow among the people of the Teluk Patipi district are divided into two, namely: behavioral character and product character. Behavioral characteristics include: 1) innovation, 2) motivation, 3) creativity, 4) integrity, 5) work ethic, and 6) knowledge of the market. Meanwhile, product characteristics include various skills in terms of processing: 1) nutmeg, 2) fish, 3) marine tourism, 4) special interest tourism, 5) customs and arts and culture, and 6) woodworking.

The six types of product characteristics are determined based on existing natural conditions and available resources. The results of initial observations on product characteristics show that the community has a lot of expertise in processing resources, but up to now, it has not yet become a sustainable source of income on a business scale. The stages of observation and analysis are presented in the following scheme;

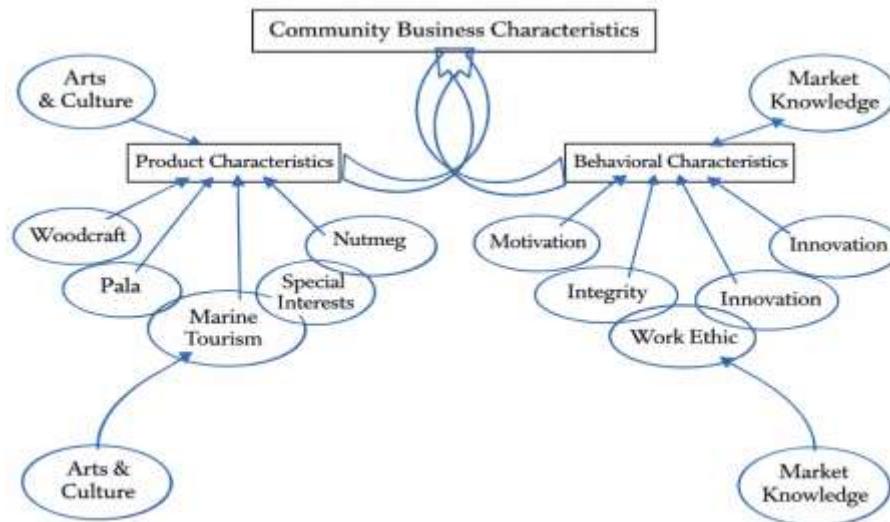


Figure 1. Scheme of research

2.4 Data Analysis

The results of the interviews, which have gone through the triangulation and role-sharing stages, are then determined by assigning a weight value to each respondent's answer. The weighting results are compared with the standard achievement target values set by the researchers, together with local stakeholders. The achievement target standard value is the minimum value that must be achieved so that business characteristics can be embedded as a community habit and materialize into a long-term business. The standard value set is 7.0. The gap value table is presented as follows;

Table 1. Behavioral character values

Variable	Rate's score	Standard	Gap score	Achievements
Innovation	6,12	7,00	0,88	Negatif
Motivation	7,46	7,00	0,46	Positif
Creativity	4,82	7,00	2,18	Negatif
Integrity	7,83	7,00	0,83	Positif
Work ethic	5,39	7,00	1,61	Negatif
Knowledge	7,06	7,00	0,06	Positif

There are three variables with positive gaps, namely: motivation, integrity, and knowledge. Meanwhile, the variables: innovation, creativity, and work ethic still have negative values, or in other words, below the standard achievement targets.

Table 2. Products character values

Variable	Rate's score	Standard	Gap score	Achievements
Nutmeg	7,84	7,00	0,84	Positif
Fish	5,11	7,00	1,89	Negatif
Marine tourism	5,54	7,00	1,46	Negatif
Special tourism	4,22	7,00	2,78	Negatif
Cultural customs	7,36	7,00	0,36	Positif
Carpentry	4,92	7,00	2,08	Negatif

Table 2 above shows a positive gap only in the nutmeg and cultural customs variables. Meanwhile, the other four variables are: fish, marine tourism, special interest tourism, and timber, which show a negative gap.

3. Results

The results of the analysis presented in the following fishbone diagram show that to develop the characteristics of the people of the Patipi Bay district as human resources who have business expertise, this needs to be done in stages, structured and systematically, in accordance with the priorities for handling the problems that should be worked on.

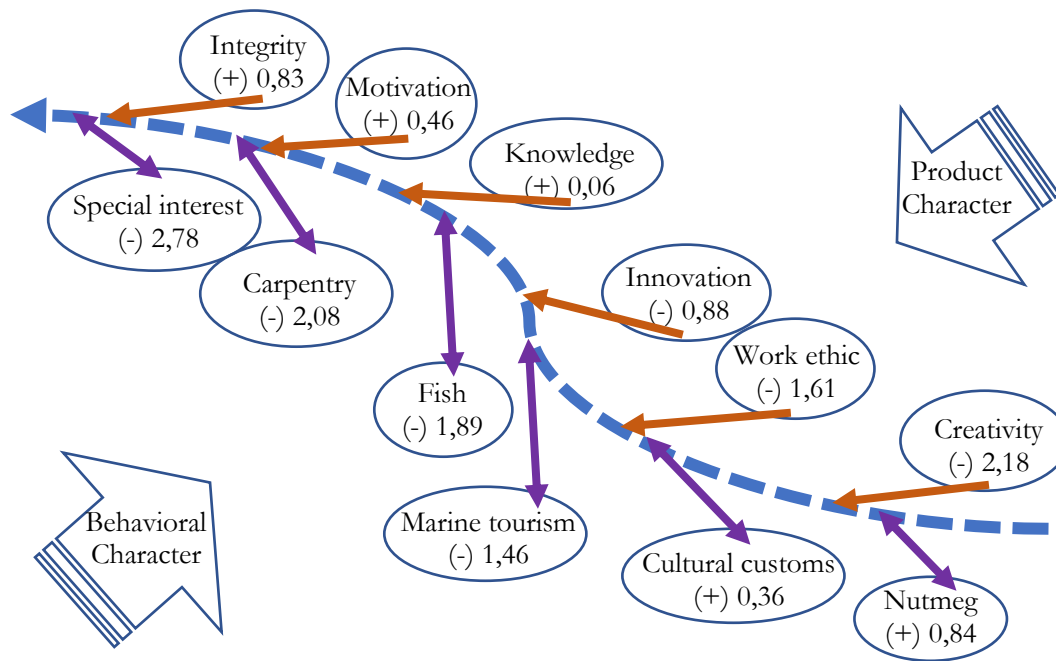


Figure 2. Ishikawa diagram strategy

Based on the Ishikawa diagram, it appears that efforts are needed to balance the product's character with the behavioral character of the people of the Patipi Bay district, so that the basic nature of entrepreneurship can grow and develop. Empirically, there are still many areas that need improvement to foster people's entrepreneurial spirit, especially in innovation, work ethic, and creativity. Integrity, motivation and knowledge that have not been supported by innovation, work ethic, and creativity have made people feel like they are 'at their wits end' regarding: how to foster entrepreneurship in the Teluk Patipi district.

Weak knowledge is more due to limited social interactions, leading to many business opportunities that cannot be realized. Special-interest tourism and woodworking are very open business opportunities due to their significant potential. However, the fact is that this cannot be developed into a promising business.

The forests in the Patipi Bay district host many bird species, especially the beautiful bird of paradise. This has the potential to develop into a special-interest tourist attraction, as many community leaders in the Patipi Bay district can call and invite birds of paradise to chat. So, if in other areas such as Komodo Island tourists come to see the Komodo dragons up close, the Fakfak district also offers the same opportunity to see birds of paradise and various other endemic Papuan forest animals up close and mingle with them.

Likewise with wood. The forests in the Patipi Bay district host many rare types of trees. Instead, people only cut small parts of trees to make huts; while large logs are always left to rot because they don't have the skills to process wood. Many other forest areas in Indonesia can produce wooden houses for export, even though the type of wood is no better than that found in forests in the Teluk Patipi district.

4. Discussion

The existence of unspoiled forests with a variety of beautiful bird species should serve as a stimulus to develop entrepreneurship among the people of Patipi Bay district. Types of birds of paradise and various birds endemic to Papua can be found, which using certain rituals can be called to come closer and chat with humans. This phenomenon provides a huge opportunity to attract tourists. By using simple logical thinking regarding the interests of foreign tourists; So if tourists are willing to pay a premium and come to Labuan Bajo in East Nusa Tenggara to see Komodo dragons; then the same thing can definitely be done with the bird of paradise which is known as one of the most beautiful birds in the world. Research (Kusmayadi & Kaihatu, 2017) reports that birds of paradise have specific places and times to gather in the forest. This gathering location for birds of paradise can serve as a stop for special-interest tourists. Apart from that, for domestic and foreign tourists, the experience of walking into the forests in Papua will definitely give their lives an extraordinary feel.

According to (Singgalen, 2023), (Pongsammin, Wuisang, & Rengkung, 2021), and (Darsiharjo, Kastolani, & Nayoan, 2016) confirm that special interest tourism reduces the impact of mass tourism, and can survive in the long term because of its special nature. Furthermore, Herliana (2022) stated that Fakfak district has significant tourism potential, which is rarely second to none in the world. Research (Aboda, Manakane, & Lasaiba, 2023) indicates that tourists generally enjoy new experiences when traveling. Therefore, developing the potential of natural resources as new tourist attractions will definitely attract more tourists. Thus, according to Suprobowati, Sugiharto, & Miskan (2022) and Rhama (2019), promoting new tourist destinations, or those with a natural feel and a tendency to be non-mainstream, offers a significant opportunity to attract tourists. This must be followed by the government and local community's readiness to welcome and serve tourists professionally.

Apart from the forest's diversity, the Patipi Bay district is known as the largest Papuan nutmeg-producing area in Indonesia. The arrival of tourists seeking the experience of picking and processing nutmeg is also an experience that can be sold as part of tourist visit packages. The advantage of Papuan nutmeg, according to Ramadhana, Sriwijaya, & Kuliahsari (2022), and Ungirwalu, Awang, Maryudi Ahmad, & Suryanto Priyono (2019), is its larger fruit shape compared to the Banda nutmeg type.

Fish resources and marine ecotourism can also become integral to tourism management. Fakfak Regency has marine potential, spread throughout the district and including coasts, small islands, and marine areas. Compilation of exploration of these two economic potentials can start from special activities such as: fishing, snorkeling, diving, and so on combined with learning about the diversity of coastal biota, shellfish, aquatic plants, mollusks and aquatic invertebrates, up to the coast to learn about traditional and simple fish processing by micro and small businesses owned by local communities. According to Sausan, Indriana, & Purwandari (2023), and Sasongko, Damanik, & Brahmantya (2020), marine ecotourism, with the management of coastal marine and fisheries resources, is a long-term integration that can guarantee community welfare and environmental sustainability.

Apart from the various economic potentials that can be developed, the people of the villages in the Teluk Patipi district have a mutual understanding of each village's characteristics. Therefore, the Government, academics, and business practitioners need to be willing to help the community build business networks, starting with developing tourism. With the development of tourism, the arrival of tourists will attract people to engage in various businesses aimed at serving their needs. According to (Netrawati et al., 2022) and (Prihastuti, Adriyani, Ramadhani, & Sukri, 2022) to develop the community's business character requires the role of parties who can help concretely to strengthen capital and various forms of soft assistance that can be managed transparently and accountable so that the community's business character also develops.

5. Conclusion

Based on the research results, it can be concluded that:

- 1) Patipi Bay District has human resource potential whose business character must be developed, so that it can manage its natural resources into a sustainable business;
- 2) Introducing and developing special-interest tourism is opening the door to growing the business character of the Patipi Bay district community. This is supported by the many excess potential resources that other coastal areas in Indonesia rarely have; And
- 3) Innovation, motivation, work ethic, knowledge, creativity and community integrity in business need attention and support in the form of guidance, training, mentoring and network development for promotion, marketing and access to capital.

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