

**The Quality of Human Resources in Seagrass Woven Industry Export  
Process: Innovation Approach of Local Creative Industry towards  
International Business in Kulon Progo, Indonesia**

**DISSERTATION**

**By**

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**Undergraduate Program  
School of Business and Management  
Institut Teknologi Bandung**

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**ABSTRACT**

*The seagrass environment, which is widespread across the Pacific Island Countries and Territories (PICTs) area, provides support for local populations and industries. One of these businesses is seagrass weaving, which is a traditional craft practiced in Kulon Progo inside Indonesia. Additionally, the quality of human resources in Kulon Progo continues to be an issue, which has an effect on the development and competitiveness of the seagrass weaving sector. This is despite the fact that the government provides assistance for small and medium companies (SMEs) and creative industries. The purpose of this research is to solve these problems by conducting an investigation into the quality of human resources in the seagrass weaving business and developing methods to improve it in order to increase its market penetration on an international scale. The research analyses the elements that influence the quality of human resources, the motives for joining the seagrass weaving business, and the obstacles that craftsmen confront. These are all identified using qualitative research techniques, which include interviews and a survey of the relevant literature. Among the recommendations is the creation of training programs with the purpose of enhancing the industry's capabilities and fostering technological innovation. The results of this study provide valuable insights that may be used by policymakers, industry stakeholders, and future research endeavors with the objective of promoting the sustainable expansion of the seagrass weaving sector in Kulon Progo and other places that are comparable.*

**Key Words:** Seagrass Woven, Woven Craftsman, Woven Industry, Export Challenges.

**Kualitas Sumber Daya Manusia dalam Proses Ekspor Industri Anyaman Pandan Laut:  
Pendekatan Inovasi Industri Kreatif Lokal Menuju Bisnis Internasional di Kulon  
Progo, Indonesia**

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**ABSTRAK**

Lingkungan pandan laut yang tersebar luas di kawasan Negara dan Teritori Kepulauan Pasifik (PICT) memberikan dukungan bagi penduduk dan industri setempat. Salah satu usaha tersebut adalah anyaman pandan laut yang merupakan kerajinan tradisional di Kulon Progo. Selain itu, kualitas sumber daya manusia di Kulon Progo masih menjadi masalah yang berdampak pada pengembangan dan daya saing sektor anyaman pandan laut. Padahal, pemerintah telah memberikan bantuan bagi usaha kecil menengah (UKM) dan industri kreatif. Tujuan penelitian ini adalah untuk memecahkan masalah tersebut dengan melakukan kajian terhadap kualitas sumber daya manusia dalam usaha anyaman pandan laut dan mengembangkan metode untuk meningkatkannya agar dapat meningkatkan penetrasi pasarnya di skala internasional. Penelitian ini menganalisis unsur-unsur yang memengaruhi kualitas sumber daya manusia, motif untuk terjun dalam usaha anyaman pandan laut, dan kendala yang dihadapi oleh perajin. Semua itu diidentifikasi menggunakan teknik penelitian kualitatif, yang meliputi wawancara dan survei literatur yang relevan. Salah satu rekomendasinya adalah pembuatan program pelatihan dengan tujuan untuk meningkatkan kemampuan industri dan mendorong inovasi teknologi. Hasil penelitian ini memberikan wawasan berharga yang dapat digunakan oleh para pembuat kebijakan, pemangku kepentingan industri, dan upaya penelitian masa depan dengan tujuan untuk mempromosikan perluasan sektor anyaman pandan laut yang berkelanjutan di Kulon Progo dan tempat-tempat lain yang sebanding.

**Kata Kunci:** Anyaman Pandan Laut, Pengrajin Anyaman, Industri Anyaman, Tantangan Ekspor.

**APPROVAL PAGES**

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## Chapter I

### Introduction

The seagrass ecosystem is spread throughout the Pacific Island Countries and Territories (PICTs) region with an estimated distribution of 1446.2 km<sup>2</sup> (Mc Kenzie et al., 2021). Seagrass ecosystems play a crucial role in supporting the lives and well-being of Pacific Islander communities by providing essential resources and perceived advantages or disadvantages (Cullen-Unsworth et al., 2014). From the contribution made by seagrass, it can also be seen that Indonesia, which is included in the PICTs region, is one of the countries that utilizes seagrass natural resources (Lukman et al., 2021). The utilization is carried out in the form of using seagrass as a main ingredient for making vows.

Kulon Progo is in Yogyakarta, Indonesia. Despite its sparse coverage, this region has a significant tradition of weaved artisans. Anthropologists believe that a group of people would use all natural resources—plants, stems, roots, and others—to survive and grow (Gabriel and Sally, 1999). A united and organized industry emerged from this group of woven craftspeople.

Government support for businesses classified as small or medium (SME) in Indonesia has also been developed, especially for creative businesses as supporters of Indonesian tourism (Suci, 2017). This support has a different attachment where human resources in Kulon Progo have not been able to maximize their opportunities due to human quality constraints (Handoyo, A., D., and Zulkarnaen, 2019).

Finally, human resources quality affects corporate operations. Weaving craftsman must also be skilled to produce high-quality goods. Business growth for the global market demands knowledgeable and experienced staff.

## 1.1 Problem Statement

Business growth depends on internal aspects like people resources. Because weaving skills may be learnt without school, Kulon Progo seagrass weaved artisans have little education or none. Lack of information stalls this seagrass-woven company. Even though it has a vast local and worldwide market and a significant possibility to penetrate the international market, inexperienced human resources hinder corporate success.

Exporting seagrass woven items requires high-quality products, trend-following designs, inventiveness that generates new models, and market changes in each region. To produce fresh innovation, craftspeople with wide expertise and international updates are required. This can only be done with the appropriate plan by the seagrass weaved industry firm owner.

Based on the existing background, the researcher formulated a problem to conduct further research with the following 2 research question:

1. To what extent does Kulon Progo, Indonesia's expertise of seagrass artisan resources to produce seagrass product quality that fulfil the demands and standards of the global market?
2. What innovative strategy and long-term approach may be applied to enhance the quality attributes of the human resources of Indonesian seagrass craftsmen to raise the marketability and production performance of seagrass product for export?

## 1.2 Objective

The study sought to understand how human resource quality affects seagrass weaving business growth. Researchers analyze research direction and success using two sub-objectives:

1. To identify the quality of human resources that support seagrass woven craft results to meet international market standards.
2. To formulate the implementation of a strategy to improve the quality of Indonesian seagrass craftsmen to take advantage of the opportunity of the seagrass woven industry to export to international markets.

### **1.3 Limitation**

Limitations keep the conversation on track once researchers set goals. As a study subject has various facets, the researcher set the following limits:

1. The quality of the seagrass woven background by craftsmen in the Kulon Progo area.
2. Focus on implementing the strategy of the seagrass woven business owner in Kulon Progo.



## Chapter II

### Literature Review

#### 2.1 Literature Review

The researcher conducted a literature review of his research by analyzing the Seagrass Woven Industry, Indonesian Local Creative Craftsmen, and the impact of human resources in the success of exporting seagrass woven products.

##### 2.1.1 Seagrass Woven Industry

Indonesia's location in the Pacific Island Countries and Territories (PICTs) provides ample seagrass resources for weaving (McKenzie *et al.*, 2021). Effective management needs accurate seagrass habitat data. This research examined Indonesian seagrass meadows, vital to blue carbon ecosystems. We used five resilience indicators to assess the meadows: seagrass species, seagrass coverage, macroalgal coverage, epiphyte coverage, and water transparency (Hernawan *et al.*, 2021).

Anthropologists believe early humans regularly grew basketry plants for food and burned wood to enhance their growth (Anderson, 2005). Due to its flexibility and endurance in weaving, wicker remains the most adaptive technology. Indeed, it is used to make fences, houses, furniture, animal traps, and other sophisticated structures (Anderson, 1999; Gabriel and Sally, 1999). This supports how local Indonesian people in several places that are still based on traditional practices apply the methods used by their ancestors to create art or crafts as a form of art and livelihood.

The government also pays serious attention to creative industries and micro, small and medium enterprises or MSMEs, one of which is the seagrass woven industry (Suci, 2017). This is because this seagrass-based creative industry is one of the supporting factors for the development of ecotourism in coastal areas (Hendriyana *et al.*, 2020) including Kulon Progo which is a small area in Yogyakarta along the coast.

### 2.1.2 Indonesian Local Creative Craftsmen Quality

Self-taught based on local knowledge and craft instruction at official educational institutions have made Indonesian human resource adept. According to Ciptandi, 2022, women weave for amusement while they are not farming, at night, or waiting for planting time owing to the dry season or after harvesting.

The substantial population of Indonesia, together with the growing advancement of the tourist industry, presents a promising market for woven pandan artisan goods. Put simply, there is a significant market for handmade arts goods made from pandan (Hendriyana, *et al.*, 2020). The low efficiency of building artisans is a significant challenge in developing nations, such as Indonesia, where there is an unequal distribution of education in rural regions (Kaming, 1997). This can be seen from internal factors, staff and government office holders have high levels of education, while in external factors there are still people who have not attended school at all (Handoyo, A., D., and Zulkarnaen, 2019).

Indonesian local creative craftsmen are renowned for their exceptional quality and intricate craftsmanship. These artisans bring a deep understanding of traditional techniques, passed down through generations, to their work (Zulaikha, 2014). Their ability to blend these age-old methods with contemporary designs results in unique, high-quality products that are both aesthetically pleasing and culturally rich. The meticulous attention to detail and commitment to excellence are evident in every piece, whether it's intricate batik textiles, finely woven seagrass products, or beautifully carved wooden artifacts (Sekaringtya, 2015). This dedication to quality not only preserves Indonesia's rich cultural heritage but also enhances the appeal of their crafts in global markets, contributing significantly to the country's economy and cultural export (Rustiadi and Arina, 2019).

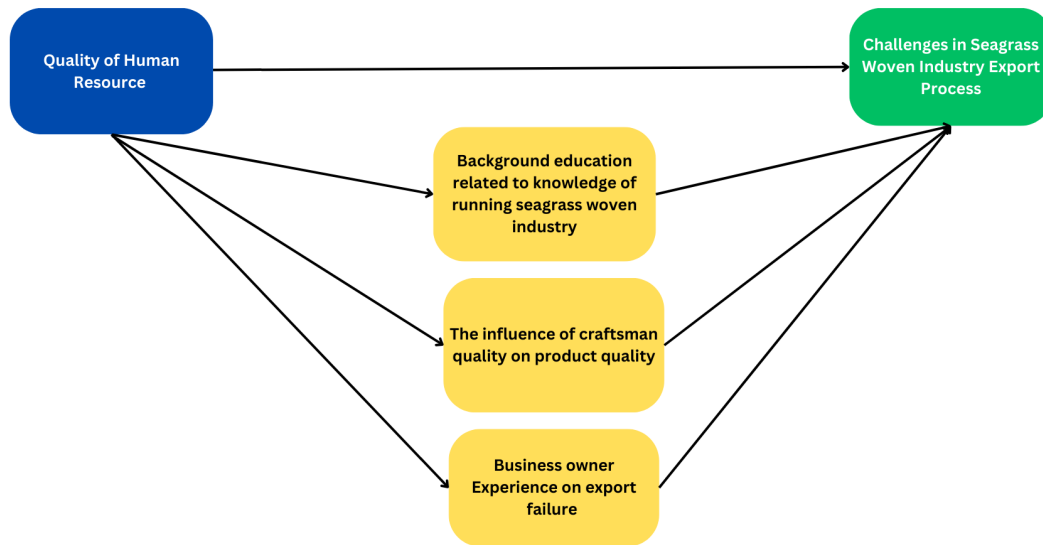
### 2.1.3 The impact of human resources in the success of exporting seagrass woven products

Total Quality Management (TQM) is a technique that has been applied globally (Trappey, 1995), that a management system in business is influenced by product and service quality, performance of the products produced, costs, and business competition (Yang, 2006). Short- and long-term analysis of primary, secondary, tertiary education and health variables have a significant impact on labor productivity. Meanwhile, the worker health variable has a positive

but not significant influence. This shows that the quality of human resources in Indonesia is still a problem for labor productivity (Baharin, *et al.*, 2020). These factors have a strong attachment to the quality of human resources in Kulon Progo as woven craftsmen which influence the running of management in business.

Human resources play a crucial role in the success of exporting seagrass woven products. The expertise and efficiency of the workforce directly impact the quality of the products, ensuring they meet international standards and appeal to global markets. Skilled artisans and workers are essential in maintaining the traditional craftsmanship involved in seagrass weaving, while modern training programs can enhance their skills and productivity (Digdo, *et al.*, 2023). Effective human resource management also involves fostering a supportive work environment, offering fair wages, and providing opportunities for professional development. By prioritizing human resources, companies can improve product quality, enhance brand reputation, and ultimately achieve greater success in the competitive global market of seagrass woven products (Jusufi and Ramaj, 2020).

## 2.2 Conceptual Framework



**Figure 1. Conceptual Framework**

The purpose of this study is to examine the right strategy to reach the international market for the seagrass woven industry in Kulon Progo, Yogyakarta. In addition, this study aims to determine the quality of human resources of seagrass woven craftsmen on the influence of challenges in the seagrass woven industry export process. Moreover, the present study aims to determine the educational background of human resources in supporting knowledge in running the seagrass woven industry, the impact of craftsman quality on the products produced, and business owner experience in export failures as an aspect to determine the quality of human resources in challenges in the seagrass woven industry export process.

## Chapter III

### Methodology

#### 3.1 Research Objective

This study explores human resources as seagrass-woven craftspeople face the worldwide market due to segmentation and constraints. An industry needs human resources for management, production, and organization (Zahran, R., Ali, H., 2020). Education, training, and ability affect human resource quality, which supports the seagrass weaved industry.

Kulon Progo's seagrass weaving industry is increasing (Swarsingkin, N., H., Budiani, S., R., 2015). Rural Kulon Progo inhabitants near the beach and seas are mostly craftspeople. Traditional seagrass weaving is managed by word of mouth from communal homes. The extension exclusively includes island tourist destinations for domestic customers. Weak human resources harm the seagrass weaving industry. Kulon Progo might gain global seagrass market share by improving human resources.

#### 3.2 Research Design

Researchers require an organized strategy to analyze issue elements to get their conclusions. Researchers used **qualitative design** to gather data. This study seeks to determine how Kulon Progo's craftsmen's quality affects seagrass weaving exports. As laborers, manufacturers, and fundamental to the items made, craftspeople are crucial to this business.

As previously mentioned, this research uses qualitative methods in collecting data. The interview process will be carried out with woven seagrass craftsmen, the coordinator of the industry, and the owner of the industry as informants with different questions to compare with the main data from the literature review. After all the data is collected, the researcher will process the data based on primary data. The researcher will take an interview for five samples with seven parts of question to gain information about the demographic of the samples and question related to quality of craftsman in the seagrass woven industry.

### 3.2.1 Problem Identification

The first process in research is problem identification. As explained in chapter I, researchers try to solve problems that have been formulated from initial descriptions in the field which are as follows:

1. The quality of human resources as woven seagrass craftsmen.
2. The influence of human resources in the sustainability of the development of the seagrass woven industry to enter the international market (export activities).

### 3.2.2 Method Design

The researcher adopted the Castillo-Montoya, Milagros's method for the interview protocol (Castillo-Montoya, 2016) through 4 interview steps:

Step 1: Verify that the interview questions are in accordance with the study subject.

Step 2: Articulate the research endeavor using a series of questions.

Step 3: Obtain comments about the interview process.

Step 4: Conduct a trial of the revised interview protocol.

**Table 1. Interview Guidelines**

<b>Interview Question</b>	<b>Section</b>	<b>The aim of the question</b>
<ol style="list-style-type: none"> <li>1. Age</li> <li>2. Education</li> <li>3. Domicile</li> <li>4. Time Spends in Industry</li> </ol>	<b>Part 1: Personal Information</b>	To see the demographic of the craftsman and know the education background of the craftsman.
What does your time start point to learn seagrass woven handicraft?	<b>Part 2: Seagrass Woven Craftsmen Background in Learning Weaving</b>	To understand the background of each craftsman in the seagrass weaving industry.
What is the process for you learning how to weave seagrass handicrafts?		
Who introduced you about the seagrass woven handicraft industry?	<b>Part 3: Seagrass Woven Industry Craftsman Introduction to</b>	To understand the factors that were the first triggers or introductions to craftsmen regarding the seagrass weaving industry.

	<b>Industry</b>	
What are the reasons for you to join the seagrass woven handicraft industry?	<b>Part 4: Craftsman Reason and Motivation</b>	To find out the reasons and motivations of seagrass weaving craftsmen to be in the seagrass weaving industry.
In a day, how many woven seagrass handicrafts can be made?	<b>Part 5: Craftsman Capability to Produce Seagrass Woven Handicraft</b>	To determine the ability of seagrass weavers in producing seagrass woven products.
How much is the wages to each seagrass weaver in this industry?	<b>Part 6: Craftsman Income from Woven Industry</b>	To find out the wages received by each craftsman as a comparison of the value of the service of making each woven seagrass product.
As an industry owner, what do you think can increase income for seagrass weaving craftsmen?	<b>Part 7: Opportunity and Failure in Industry</b>	To find out the opportunities that can be taken by looking at the industry background and the efforts that have been made to advance the seagrass weaving industry.
What efforts have been tried to be implemented or carried out on the basis of improving the quality of the industry?		

### 3.2.3 Data Collection

As a basis for research, this research only uses qualitative data where the researcher only wants to solve a problem, bring about change, or identify related themes. At the end of the research the qualitative data will be analyzed and concluded as a qualitative conclusion.

Interviews were conducted by researchers as a basis for this research. The first interview was carried out by making a direct visit to the Kulon Progo area. Researchers met industry owners and craftsmen workers to conduct unstructured interviews to uncover basic information about the running process of the seagrass woven industry.

The second data collection will be carried out by researchers by conducting formal follow-up interviews and using the same questions to compare points of view and data in detail and accurately.

**Table 2. Demographic of Participant**

Code	Age	Domicile	Occupation	Method	Time and Location
Sample 1	53	Kulon Progo	Craftsman	Semi-Structured Interview	25 March 2024. WhatsApp Call.
Sample 2	42	Kulon Progo	Craftsman	Semi-Structured Interview	25 March 2024. WhatsApp Call.
Sample 3	44	Kulon Progo	Craftsman	Semi-Structured Interview	25 March 2024. WhatsApp Call.
Sample 4	47	Kulon Progo	Woven Industry Owner	Semi-Structured Interview	25 March 2024. WhatsApp Call.
Sample 5	47	Kulon Progo	Craftsman	Semi-Structured Interview	25 March 2024. WhatsApp Call.

### 3.2.4 Data Analysis

Researchers will systematically gather data for samples and analyze it to group them. Researchers will code and record sample interview transcripts to establish primary-secondary data correlation. Using binding points from the hypothesis, the researcher draws inferences on the applicability of earlier writings. This investigation will address research issues about human data sources in the seagrass woven business.



## Chapter IV

### Result and Analysis

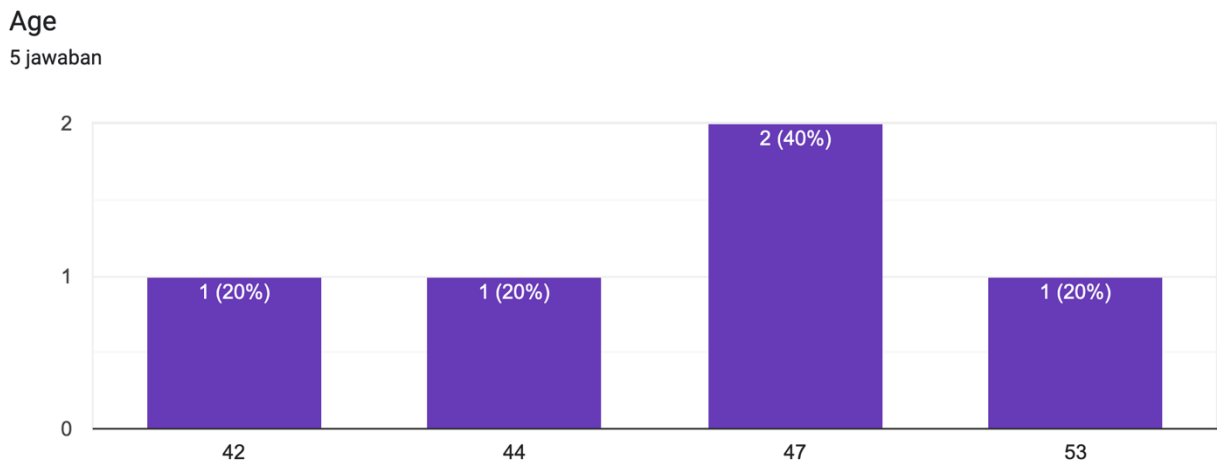
#### 4.1 Research Findings

For the purpose of bolstering the credibility of this study, the results section will give the statistics together with the arguments that are associated with them. Interviews will offer the first information that will be used for the data gathering procedure, and the findings of the study are the results of those interviews. A qualitative analysis will next be carried out in order to provide an interpretation of the data that was gathered.

##### 4.1.1 Interview Result Analysis

Based on the main research objectives that have been stated, the main objective of this research is to explore human resources as seagrass-woven craftspeople face the worldwide market due to segmentation and constraints. This research also provides an overview of how the quality of seagrass weaving craftsmen influences the seagrass weaving industry so that the right strategy can be produced. To gain knowledge and understand the topic studied by the researcher, data was collected through interviews with seagrass weaving craftsmen and owners of the seagrass weaving industry. This research has five main questions and two special questions for seagrass matting industry owners. Researchers also asked three questions referring to demographic data from informants. The data collection process includes interviews and questions and answers from researchers to informants via telephone. Based on the researcher's questions, each participant's answers will be organized into different categories, which will then be further divided into research supporting components. This interview involved five informants, all five of whom are seagrass weaving craftsmen, and one of whom also plays a role as one of the owners of the seagrass weaving industry.

##### *4.1.1.1 Part 1: Participant Demographic*

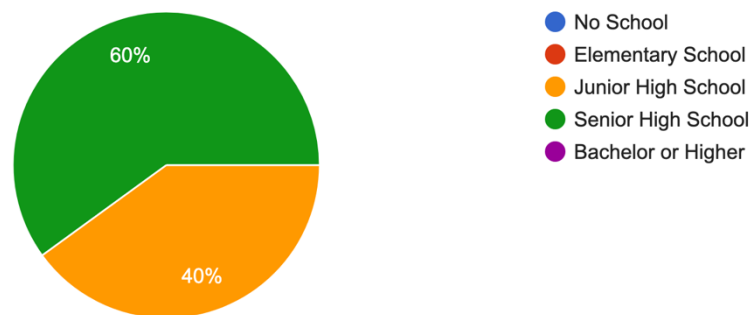


**Figure 1. The age of seagrass woven craftsmen’s in Kulon Progo**

*Sources: Author*

As seen from the Gantt chart, that 40% of the participants are 47 years old and the rest are 42 years old, 44 years old, and 53 years old with a percentage of 20% for each age. From the Gantt chart above, it can be seen that the participants who work as seagrass woven handicraft craftsmen's in Kulon Progo ages are in the range of 42 years to 53 years.

**Education**  
5 jawaban



**Figure 2. The education background of seagrass woven craftsmen’s in Kulon Progo**

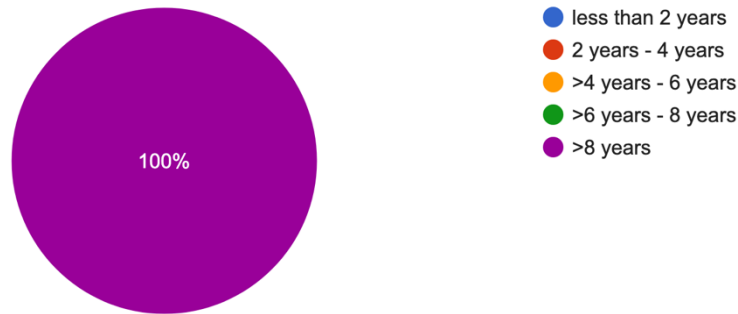
*Sources: Author*

As seen from the pie chart diagram data, as many of 60% of informants have an educational background with their highest or most recent education being senior high school. 40% of the

remaining informants were informants with the highest education or their last education was junior high school. From the data above, the highest or last level of education attained by sea pandan woven craftsmen in Kulon Progo is junior high school and/or senior high school.

**Time Spends in the Industry**

4 jawaban



*Sources: Author*

From the pie chart resulting from data collection from informants, it can be seen that 100% of informants have spent more than eight years in the sea pandan woven industry. Therefore, it can be interpreted that all sea pandan woven craftsmen in Kulon Progo have started joining the sea pandan woven industry since they graduated from senior high school or junior high school, so it makes sense that they have spent more than eight years as pandan woven craftsmen. sea.

#### ***4.1.1.2 Part 2: Seagrass Woven Craftsmen Background in Learning Weaving***

***Table3. Informants Response Part 2***

<b>Question 1</b>	<b>What does your time start point to learn seagrass woven handicraft?</b>
<b>Sample 1</b>	<i>“I’ve been learning to weave since I was little. He has been involved in the seagrass handicraft industry for decades.”</i>
<b>Sample 2</b>	<i>“Learn to weave from junior high school class 1”</i>
<b>Sample 3</b>	<i>“I have learned to weave since elementary school”</i>
<b>Sample 4</b>	<i>“Basically, I started weaving since 2000”</i>
<b>Sample 5</b>	<i>“I learned how to weave when I was little, I used to play Songket from</i>

	<i>my mother. Craft skills have existed since childhood, around 2000.”</i>
--	--

*Source: Author*

There are several different time periods for learning how to weave seagrass for each seagrass woven craftsman in Kulon Progo. From the lime samples taken, there were those who started studying since childhood, since junior high school class 1, since elementary school, and since 2000. From the five informant's responses, it can be concluded that some or almost all of the seagrass woven craftsmen have learned to weave and know about seagrass woven since they were little.

The knowledge gained from childhood has many influencing factors, such as the environment that supports the activities carried out (Pont, *et al.*, 2013). The decision on activity carried out can come from people around, such as family, neighbors, friends and those closest people. The decision can also be influenced by the culture in the environment (Lundberg, *et al.*, 2009). Existing culture also usually arises from a supportive background, such as the existence of natural resources that meet the needs for carrying out these activities. Culture appears in the form of the use of existing natural resources by the humans who live in it to fulfill their daily needs, such as shelter, useful tools, or sources of income to survive (Jiao, *et al.*, 2012).

As is the case in the Kulon Progo area, their culture of weaving sea pandanus into useful items is supported by the availability of sea pandan natural resources which are quite abundant so that they can be utilized by the community (Purbasari, *et al.*, 2023). This is a characteristic of the remote area of Kulon Progo, which is strategically located near the beach, which has a strong and productive culture, so it has very high potential to be passed on to the next generation indirectly. The weaving activity that takes place in Kulon Progo has become a habit that can and will always be seen by new generations, so it has a high influence to be continued with different goals, as a cultural preserver, a source of income, or the main profession of the Kulon Progo Community as a seagrass woven craftsman (Willow, 2018).

**Table 4. Informants Response Part 3**

<b>Question 2</b>	<b>What is the process for you learning how to weave seagrass</b>
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	<b>handicrafts?</b>
<b>Sample 1</b>	<i>“Since childhood, I have learned how to weave, and my neighbor taught me how to weave. Because my own parents couldn't weave seagrass handicrafts.”</i>
<b>Sample 2</b>	<i>“The first-time weaving was taught to me by a neighbor, if I had come from school, I would have not been taught it because there were no lessons. After graduating from middle school, I immediately continued weaving, actually since middle school I have been doing seagrass weaving crafts. Actually, while I was at school, I was also weaving at home, when I graduated, I started weaving straight away.”</i>
<b>Sample 3</b>	<i>“My learning process was not taught by my household, but I actually learned by myself. I'm really interested and maybe all of that is because it has been passed down from my parents too.”</i>
<b>Sample 4</b>	<i>“First, help a friend weave. When i have a little capital, start making your own woven material, then after that you can go around markets and tourist attractions, such as Borobudur and Prambanan. First, help a friend weave. If you have a little capital, start making your own woven material, then after that you can go around markets and tourist attractions, such as Borobudur and Prambanan. First, I had employees because at that time I often went to tourist attractions and had lots of people ordering them, in the end I decided to recruit employees who came from neighbors.”</i>
<b>Sample 5</b>	<i>“Because I started studying from a young age, with the help of my mother too. Since graduating from high school, I have immediately worked as a seagrass woven handicraft craftsman. because at that time I immediately had a husband, had children, so I immediately went down to work as a craftsman.”</i>

*Source: Author*

From the results of informants' responses regarding their process of learning to weave seagrass, it can be seen that there are several different processes for each individual. From the journey of how this seagrass woven craftsman learned to weave, there is one factor that stands out the most. Three out of five informants learned from neighbors, through

acquaintance and the habit of seeing neighbors doing seagrass weaving activities, a teaching and learning process of seagrass weaving occurred between the informant's neighbor and the informant. Apart from that, one informant admitted that another factor that influences how the learning process of weaving seagrass can be achieved is through the family. By having someone in the family, or parents who are also involved in the field of seagrass weaving, it creates new lessons for the next generation to continue the knowledge their parents have (Gratz, 2006). Another factor also came from one informant who stated that learning to weave seagrass came from learning with friends and an interest that arose automatically in wanting to learn to weave seagrass. Informant 4 or sample 4 then developed his abilities by selling his work at tourist attractions and was then able to build a seagrass weaving industry.

The environment is something that influences the process of these seagrass woven craftsmen (Bamberg, 2003). The closest environment, such as neighbors, has the strongest influence compared to others, because the visions, observations and habits of those closest to them can be transmitted indirectly by starting to grow in interest in finding out and learning (Feil, 2012). The family is also one of the holders of quite a big opportunity to provide influence and become the first school for the next generation to carry out habits or continue the same work (Wiese, 2011). Apart from that, friends are also one of the closest things to humans. The introduction process through friends is one of the things that is usually easiest to attract the attention of children with a range of education who are still in middle school and high school (Tey, 2020).

This may also be influenced by young minds who have high curiosity and always want to try. From the data results, it can also be analyzed that all seagrass weaving craftsmen started their learning process from a young age with people closest to them. The success and achievement of people closest to you in the process or activity carried out can encourage someone's interest in getting the same thing (Tey, 2020). That's when the motivation arose in this seagrass weaving craftsman to start learning to weave seagrass with people close to him who might have succeeded in earning an income from seagrass weaving activities.

#### ***4.1.1.3 Part 3: Seagrass Woven Industry Craftsman Introduction to Industry***

***Table 5. Informant Response Part 4***

<b>Question 3</b>	<b>Who introduced you about the seagrass woven handicraft industry?</b>
<b>Sample 1</b>	<i>“When I started weaving for the first time, I was introduced to a neighbor who invited me to join this seagrass woven handicraft industry.”</i>
<b>Sample 2</b>	<i>“The first thing to introduce is the neighbors, because the neighbors are all seagrass woven handicraft craftsmen. While filling his free time instead of playing, his neighbor taught him how to weave.”</i>
<b>Sample 3</b>	<i>“Nobody introduced me. I know this because I really want to find out for myself and learn about this.”</i>
<b>Sample 4</b>	<i>“The first person to introduce me was a friend, because I used to help friends make seagrass handicrafts to sell and transfer to seagrass handicraft centers or managers.”</i>
<b>Sample 5</b>	<i>“The first person who introduced me was from my own family, namely my mother. Because I used to often see my mother making Songket, I like to try it. Indirectly, it was finally taught by my mother.”</i>

*Source: Author*

Findings from interviews show that introduction to the seagrass weaving industry came from several parties. The results of the interviews also show that there are four different ways in which seagrass weaving craftsmen get to know and join the seagrass weaving industry. The most important thing is that the introduction to the seagrass industry and the invitation to join came from neighbors, this made sense because most of them learned how to make seagrass matting through direct and indirect teaching media together with their closest neighbors. Apart from that, there are other factors that can also introduce the seagrass weaving industry to craftsmen before joining, such as introductions from friends and family (Galster, 2011). Apart from that, self-interest is also a strong factor in knowing and joining the seagrass weaving industry.

The people closest to you play an important role in a person's decision making, including in determining which career to choose (Atran, *et al.*, 2005). In this case, the invitation from neighbors, family and friends as the closest figures became the main influence for seagrass weaving craftsmen to join the seagrass weaving industry. Family is one of the easiest sources

for the process of continuing a career from parents to their children or descendants (Whiston, *et al.*, 2004). The success of friends from the same age has also become a strong supporter for joining and getting to know the seagrass industry (Sethi, *et al.*, 2020). One's own interest in joining a group, organization, or job can also be influenced by the immediate environment which has a strong role in building and creating a promising image (Madsen, *et al.*, 2024). That's where one of the facts that makes seagrass woven craftsmen join the seagrass industry is self-interest.

The process of joining this industry is closely related to the second and first questions, namely the length of their learning process and the opportunity for them to learn in terms of the availability of free or free teachers to build more knowledge about the seagrass weaving industry. The process that is developed creates its own skills to be ready to become seagrass woven craftsmen, so that at the right time, armed with the skills they have been trained in, the craftsmen decide to join the seagrass woven industry.

#### 4.1.1.4 Part 4: Craftsman Reason and Motivation

**Table 6. Informants Response Part 5**

<b>Question 4</b>	<b>What are the reasons for you to join the seagrass woven handicraft industry?</b>
<b>Sample 1</b>	<i>“The reason is not only because I joined from a child, since graduating from high school. But since I was little, I also liked helping to weave, so I used to be happy because I could earn money from weaving this seagrass handicraft. From there, I decided to continue working in this industry.”</i>
<b>Sample 2</b>	<i>“The reason for joining this industry in the end was not actually because of invitations from other people, but because of his own interest in wanting to join this industry, because he had also known seagrass crafts for a long time.”</i>
<b>Sample 3</b>	<i>“The reason for joining the industry is because you are interested and don't know what you want to do. As long as I can weave, I don't mind being a seagrass handicraft woven worker, the important thing is to get results.”</i>



<b>Sample 4</b>	<i>“If the reason for joining was because I started from junior high school and by making this craft I could earn more money, so I finally joined. because it's good if I can sell it, I can get extra money.”</i>
<b>Sample 5</b>	<i>“The reason I joined was because firstly I already had the skills because I had been taught it from a young age. secondly, because I am married and have children so I can increase my income to send my children to school.”</i>

*Source: Author*

From the findings from interviews conducted by researchers, there are several reasons why seagrass weavers join the seagrass industry. Each reason has a different background, but the grouping of reasons can be divided into two strong reasons.

The first reason is that interest in the seagrass weaving process makes seagrass weaving craftsmen feel confident about joining the seagrass industry. The skills they have after learning to weave for a long period of time make them feel capable of using their skills and using them to join the seagrass weaving industry. The choice to continue working as a seagrass weaving craftsman is the right choice rather than doing nothing. When confused about deciding what to do, humans have the ability to utilize their abilities to develop and apply them in a job (Campion, *et al.*, 2022). Apart from that, making something the ability to determine the future is often done to avoid confusion that produces nothing. From there came the thought and curiosity to try to provide a solution for yourself (Fahmi, *et al.*, 2022). Therefore, a personal desire arose to join the seagrass woven industry for seagrass woven craftsmen.

The second reason for seagrass weaving craftsmen to join the seagrass weaving industry is influenced by the income factor. The craftsmen started learning to weave seagrass when they were still in education. Joining the seagrass weaving industry can provide them with enough income to just supplement their pocket money. Apart from that, the income factor is also one of the main and important things that determines how a person will live in the future (Judge, 1992). As the needs increase as age increases, the income required also increases. From there, the offer to join the seagrass weaving industry is one way to earn income in the Kulon Progo

area. This offer to earn income creates strong reasons and motivation for seagrass woven craftsmen to join the seagrass woven industry.

The market is quite promising, because woven seagrass is more or less needed by humans, as a useful or aesthetic item. The availability of natural resources as suppliers of abundant raw materials makes this industry able to continue running. Kulon Progo which is in Yogyakarta and Yogyakarta itself as a special region has many tourist spots which can be an opportunity to earn income from selling woven seagrass. Therefore, self-interest which is influenced by the invitation of the immediate environment and the income paid from making seagrass weaving are the two main factors supporting the reasons why seagrass weaving craftsmen join the seagrass weaving industry in Kulon Progo.

#### **4.1.1.5 Part 5: Craftsman Capability to Produce Seagrass Woven Handicraft**

**Table 7. Informants Response Part 6**

<b>Question 5</b>	<b>In a day, how many woven seagrass handicrafts can be made?</b>
<b>Sample 1</b>	<i>“Usually, I can only make 2-3 because I’m only in the decorating part with threads on seagrass woven handicrafts.”</i>
<b>Sample 2</b>	<i>“Usually it’s not certain, there are many factors that influence it, like the ingredients, or other things. Usually, the range is like only 3 items produced.”</i>
<b>Sample 3</b>	<i>“Just make furring from seagrass woven handicrafts. Because the work is not heavy, I can finish around 20 furring’s in a day.”</i>
<b>Sample 4</b>	<i>“In a day we can produce around 50 pieces or maybe 100 pieces for small sizes. but that is not certain either, sometimes it is hampered by raw materials not being ready, damage to raw materials, availability of craftsmen, all of which affect the amount of production.”</i>
<b>Sample 5</b>	<i>“In a day I can usually make 2-3 seagrass woven handicrafts.”</i>

*Source: Author*

From the results of the interviews, it was found that each person had a different amount of work on seagrass weaving. This is influenced by the different job positions that each seagrass woven craftsman has. From the interview results, it was found that two to three items could

be produced in the weaving process. Apart from the basic weaving process, there is a furring process which is carried out specifically by certain groups of craftsmen. In the furring process, craftsmen are able to produce 20 seagrass woven mats with furring. In the fourth sample, as the owner of a seagrass woven industry, in one day the industry he runs is able to produce woven seagrass products ranging from 50 pieces of regular to large sized woven seagrass to 100 pieces of woven seagrass small sized finished products.

Differences in production quantities can be influenced by the availability of raw materials, the readiness of basic materials for seagrass weaving, the availability of craftsmen, and differences in the parts being worked on. Based on interview data, the sections that work on this woven work can be divided into seagrass handicraft weavers, woven decorators, and furry makers.

#### 4.1.1.6 Part 6: Craftsman Income from Woven Industry

**Table 8. Informants Response Part 7**

Question 6	How much is the wedges to each seagrass weaver in this industry?
Sample 4	<p><i>“The salary for each seagrass woven craftsman is different, depending on how much woven material can be made each day and depending on how big the woven material is. Usually, the salary is divided into two different projects, there is daily and wholesale. For seagrass woven craftsmen who take on daily projects, they can usually earn around IDR 70,000 in a day. Meanwhile, for seagrass woven craftsmen who take on wholesale projects, in a day they can earn around IDR 30,000 - 40,000 depending on how much woven material can be completed or deposited that day. The project does not always happen every day, but we try to make it happen for our craftsman income to support their life because most of them rely their income to this industry.”</i></p>

This part of the interview was conducted specifically with informant 4 who is the owner of the seagrass woven industry. From the results of interviews conducted, the owner of the seagrass woven industry stated that determining the salary of seagrass woven craftsmen is

determined by the projects taken on by each craftsman. There are two types of project division, namely daily and wholesale. Seagrass woven craftsmen who take on daily projects can earn a salary of around IDR 70,000 or around £ 3.50. Meanwhile, seagrass woven craftsmen who take wholesale projects, the salary they receive can range from IDR 30,000 – 40,000 or £ 1.5 – 2. Ongoing projects are not always available every day so the income for seagrass woven industry craftsmen is also uncertain.

Seagrass woven craftsmen depend on their income from the seagrass woven industry even though they know that the project or income they earn is not always available every day. This is supported by the results of previous interviews with seagrass woven manufacturers that their relatively low educational background makes it difficult for them to find other jobs. The quality of human resources does not meet the standard criteria for working outside this industry, making them dependent on the abilities they have, namely as seagrass weaving craftsmen.

#### 4.1.1.7 Part 7: Opportunity and Failure in Industry

**Table 9. Informants Response Part 8**

<b>Question 7</b>	<b>As an industry owner, what do you think can increase income for seagrass weaving craftsmen?</b>
<b>Question 8</b>	<b>What efforts have been tried to be implemented or carried out on the basis of improving the quality of the industry?</b>
<b>Sample 4</b>	<i>“Actually, the most profitable thing is if we export, however, we can also provide more income for our seagrass woven craftsmen if we calculate it. but it's been decades, we still can't export, we used to export but failed. the goods have been sent but it turns out we were cheated, so we lost a lot. It was also returned because they said the quality was lacking, the results weren't neat, and the brand's model asked for a full combination of weaves. I'm also not an expert here, so it's difficult to teach the craftsmen one by one, not all of them can make more modern weaves that meet the demands of foreign markets. Apart from that, maybe because I don't have enough education myself, that's why I don't know much about how to export abroad. For now,</i>

<i>we can only depend on local sales.”</i>
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From the interview results, it can be seen that as the owner of the seagrass woven industry, informant 4 has tried to make efforts to increase income through the export process. Export activities that were attempted failed. From the interview results, it was discovered that there were several factors that caused failure, such as a scam which caused them to suffer losses and the quality of the webbing which was not up to date or able to compete in the global market. This factor is also influenced by the quality of existing human resources. Insufficient educational background means that the knowledge possessed is also insufficient to move to a higher level. An educational background that does not specifically teach how to weave makes it difficult for seagrass weavers to learn the latest weaving techniques or create a new combination of weaves. Educational background greatly influences the quality of the people produced, based on interviews that took place in parts two to part three, it is known that the abilities possessed by seagrass woven craftsmen come from basic learning passed down by close people or family, not professional learning.

#### **4.2 Analysis and Discussion**

The construction of a conceptual framework came about after an assessment and analysis of the data obtained from the interviews, as well as an inspection of the research that was conducted on the literature. The results of this study suggested that there are a lot of differences and similarities in the viewpoints that each of the participants held correspondingly according to the findings of this research. Upon closer analysis, it is clear that the data acquired reveals that educational background, abilities, and the method in which the seagrass weave firm runs are all key contributors to the expansion of the seagrass weave sector. One of the key factors that significantly contributes to the growth of a certain business is the quality of the human resources that are available within that industry (Datta, *et al.*, 2005).

People's educational backgrounds have a major impact on the manner in which they think and the choices that they make (Shahab, *et al.*, 2019). This effect is big enough to be considered significant. Certain areas of Indonesia that are considered to be among the most rural have educational attainment levels that are quite low (Shaturaev, 2021). It was also shown, on the basis of the information that was acquired from the interviews, that the educational

background of the artisans weaved crafters was not even close to reaching the level of senior high school or junior high school. In addition, the basic knowledge that seagrass woven artisans have obtained does not indicate a certain background or seem to be based on a trade school environment. In addition, seagrass weaving craftsmen are not permitted to enroll in programs that are geared towards the development of certain skills or professions. All of the participants claimed that the motivation to become seagrass weaving masters came from watching their surroundings and employing the folks who were closest to them as models to follow. In addition to this, the information that companies get from the people who are closest to them is another key aspect that motivates them to become seagrass great artists (Hennessey, 2015). Participants said that they learnt about seagrass from people who were closest to them, such as friends, family, and other members of the community. This information was provided by the participants. People tend to inherit their abilities or skills from people who are closest to them, without any room for development or innovation in order to keep up with the latest trends. This is not supported by a perspective and way of thinking that is limited by low-scale education, and it is also not supported by the fact that the most current trends are not being followed (Shachar, *et al.*, 2010). Both of these things are not in agreement with one another.

When this occurs, the products that are weaved are of a quality that is either standard or even lower than that of the standard. This is the truth, as can be seen from the statement that was included in example 4, which said that the reason for the failure of the export was due to the quality of the things that were delivered. This is the case. It is necessary to make improvements to the quality of the product in order to fulfil the trends that are anticipated by the current market (Heriyati, *et al.*, 2020). In addition to this, the fulfilment of trends may also result in the establishment of a high potential for woven seagrass products to enter the market on a global scale (Mappigau, 2012). Due to the fact that they are able to produce woven materials of a high quality and a variety of varieties, craftsmen are a resource that is considered to be the most essential feature in the seagrass woven industry (Sofiantoro, *et al.*, 2022). Consequently, this proves that artisans are competent and possess a broad variety of skills and abilities.

The quality of human resources not only has an effect on the method in which woven items are created, the growth of the seagrass woven industry, or the knowledge of the most current forms of woven forms, but it also has an effect on the quality of human knowledge itself

(Sofiantoro, *et al.*, 2022). This is because human knowledge is what matters the most (Ma, *et al.*, 2017). Additionally, based on the results of the interviewees with sample 4, it is feasible to see that education plays a role in the knowledge that industry owners possess about how to export. This is something that can be observed. One of the capabilities that comes with having adequate knowledge is the capacity to analyze various factors that impact in a more organized manner. This includes the ability to analyze failures, causes, and other factors that influence (Stevens, *et al.*, 1994). As a consequence of a shortage of human resources, the industry has had a number of failures in recent years. These failures include export failures that have happened as a consequence of products being stolen and fraud which has resulted in commodities that have been delivered failing to reach at their destination. These failures have occurred as a result of the fact that goods have been transported. When owners of businesses in the sector have access to the proper information, they are able to become aware of possible problems at an early stage and anticipate them before they may manifest themselves throughout the export process (Yang, *et al.*, 2020). It is thus vital to have sufficient information in order to be able to recognise the limitations of the seagrass weaving industry in Kulon Progo in order to achieve export success and build a seagrass weaving industry of better quality. This is required in order to accomplish both of these goals.

There are a lot of elements that may contribute to the success of an industry (Marcoux, *et al.*, 2016). These aspects include the management of the industry, the capacity to reflect on previous mistakes, and the understanding of how to establish a firm or industry. People are a crucial component of the seagrass industry, and the seagrass weaving artisan in this specific instance are very important. In a single day, it is only possible to produce a small quantity of woven seagrass; the results are contingent on the manufacture of two to three things made of woven seagrass. The source of a successful technique of managing an industry is determined by the quality of the programs that are created. It is possible that the management strategies and programs that need to be implemented in the seagrass weaving industry will be concentrated on the process of developing and programming human resources as a consequence of this particular instance.

## Chapter V

### Conclusion and Recommendation

#### 5.1 Conclusion

60% of the seagrass woven artisans in Kulon Progo have graduated from senior high school, while 40% have graduated from junior high school. This is the primary educational background of these craftsmen. The process of learning how to weave with seagrass may begin at any point in one's life, including youth, junior high school, elementary school, or even as late as the year 2000 for certain individuals. A common aspect is the effect of the surrounding environment, which includes the influence of family, neighbours, and friends. This is true despite the fact that these varied beginning places exist.

One of the most important factors in the development of the craft is the supporting cultural and natural environment of Kulon Progo, which is rich in seagrass resources. This cultural practice is enhanced by the community's strategic position near the shore, which helps to ensure that it continues to be a sustainable tradition that is handed down from generation to generation. This trade serves a variety of reasons, including the preservation of cultural traditions, the generation of revenue, and the establishment of a major vocation. Taking into consideration the comments of five artisans, it is clear that the most important effect is the fact that learning often takes place via the process of watching and engaging with neighbours. The engagement of the family is also very important since it provides early education and motivation. Another factor that contributes to this learning is the presence of friends, particularly for youngsters of school age who are motivated by curiosity and the desire to try out new things.

The seagrass weaving tradition in Kulon Progo is strongly established in the culture and environment of the community. This practice is made possible by the close-knit social interactions that take place within the community as well as the plentiful natural materials that are available. This combination assures that the craft will continue to evolve and continue to be practiced, which in turn helps to develop a cultural legacy that is sustainable and economic activity for the community.



Craftsmen's learning experiences and the chances they have to access free or informal education are entwined with the process of joining the sector. This is because the profession is a highly competitive field. These individuals are able to acquire the abilities required to become skilled artisans as a result of this learning process. They make the decision to enter the seagrass weaving sector when the moment is perfect, armed with the abilities that they previously acquired.

The income of seagrass weavers is contingent on the projects they work on, and it varies between daily and wholesale projects. Daily project workers receive around IDR 70,000 (£3.50) per day, whereas wholesale project workers earn between IDR 30,000 and 40,000 (£1.50 – £2). Nevertheless, the unpredictability of revenue is a consequence of the variable availability of these initiatives. A significant number of artisans are severely dependent on this sector since their educational backgrounds are poor, which limits the work prospects available to them outside of the seagrass weaving business. As opposed to receiving professional training, the majority of their expertise is obtained via informal means, typically from members of their family and close friends.

The efforts that have been made to boost revenue via export have been met with obstacles such as scams and problems in satisfying quality requirements that are in place globally. The limited educational background of the artisans is a contributing factor in these challenges. As a result, their capacity to master modern methods and innovate is hindered.

Therefore, the quality of seagrass weaving craftsmen still has shortcomings in terms of education, skills, and abilities. This deficiency causes limited innovation and creative ideas to develop seagrass weaving towards the global market. In addition, the lack of educational background makes seagrass weaving craftsmen or industry owners not know the process towards the global market which causes them to fail or even delay development.

## **5.2 Recommendation**

The purpose of this research is to investigate the seagrass woven industry in Kulon Progo, specifically the failures that have occurred, the causes that have contributed to the failures, and the appropriate strategy for attaining success in the export process of seagrass woven goods. It is possible for craftsmen working in the seagrass woven industry in Kulon Progo to

use the findings of this research to their advantage. The findings indicate that the quality of human resources is an essential component that needs to be enhanced. The implementation of a variety of strategies for the development of human resources has the potential to enhance the quality of the seagrass woven products that are manufactured. According to the findings of the researchers, the training is essential for anybody who has a strong desire to become a seagrass weaving artisan or for anyone who has already entered the seagrass weaving profession. Training can be done professionally or can be handled directly by the government to improve the craft industry in Indonesia. Training and learning can also be given to seagrass weaving industry owners so that they can start entering the global market. By getting well-structured training, industry owners also have a background knowledge of how to enter the global market with existing regulations and every step. Cooperation with the government is also important and supportive in this process, because entering the international market requires relationships, knowledge, background, and sufficient funding.

In addition, in the seagrass weaving industry, owners can set a fair rate which has a minimum limit or equality in providing salary for the workload of each craftsman. That way, each craftsman has a stable income so that they are able to focus more on improving the quality of the products produced compared to thinking about the number of products that can be produced.

In the future, researchers will be able to examine the most recent developments about the growth of seagrass weaved craftspeople in Kulon Progo in higher numbers. This will allow them to confirm this reality. Additionally, this study may serve as a fundamental reference for future researchers who may decide to gather a larger range of data, while current research is restricted to just five samples that include in-depth interviews. Furthermore, this study may be carried out or used in a variety of various situations, throughout a variety of time periods, or in a variety of other areas.

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