

## The Potential Ecosystem For Creative Strategy With Technopreneurship With Raci Analysis: Case Study In WAE Rebo, Flores, NTT

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### Abstract

**Objectives:** maintain a cost leadership position with existing innovation product to the traditional and modern market industry. On the other hand, it might look something like this, such as business leaders, business driven, customer as a supporter, and accentuates for digitalization.

**Methodology:** This research is a qualitative research and using an online questionnaire to collect a data. This research study uses non-probability sampling with purposive sampling. The type of data analysis technique was used is RACI analysis (Responsible, Accountable, Consultation, and Information) and type of responsibility with assignment matrix for business.

**Results:** The results of studies were showed by the new product with innovation trough to the economic market focused for SDGs. However, this is a reason for assigning business roles, which is a clear idea, strategy by owner, need from each business team as a work toward a production phase. Absolutely, this will also defined with interaction between competitor, customer, and company as the strategic with government implementation to catch up market. In this business experience, there is a critical step to ensure for each business team works together harmoniously through a common end goal.

**Novelty:** a business keys distinction was a notion prerequisite for innovation, but not necessarily for entrepreneurs in Waerebo only.

**Keywords:** business roles, new product, economic market, SDGs

### INTRODUCTION

Wae Rebo is a remote and mysterious traditional village in Manggarai Regency, East Nusa Tenggara. Wae Rebo is one of the cultural tourism destinations in Manggarai Regency. It was raise the altitude of 1200 meters above sea level. In this village there are only 7 main houses or what is known as Mbaru Niang. Wae Rebo was declared by UNESCO as a World Cultural Heritage in August 2012 by setting aside 42 other countries. According to the legend of the people, their ancestors came from Minangkabau. It has named by Empo Maro sailed from Sumatra Island to Labuan Bajo.

In case, Wae Rebo not only has the beauty of the village and nature, the variety of life and social life is also an attraction. This village is inhabited by 44 families with the main livelihood in the agricultural sector such as coffee, cloves and tubers. Many activities of the women in the Wae Rebo Traditional Village, apart from cooking, raising children, weaving, also help the men in the garden. The people of Wae Rebo still maintain a way of life according to the culture and traditions handed down by their ancestors.

In local community, there is a process that really creative who can use a bit formula for a reason in business and innovation for sustain to find an inspiration, particularly in the face of internal factors might be motivate a strategy process. Therefore, many tools are represent to order a uniqueness product, which are meant to help and to find out the inspiration that will guide the rest of strategic business plan.

However, it should have creative strategy that set out to accomplish both motivation and inspiration. Because of general manager has responsible to drive the results for certain local business in Waerebo. This dynamic nature of strategy that often throws for more traditional strategic planning. It should be natural process to produce some local product such as coffee bean, souvenir, and foods. It could also lead to the economic development for highly inspiration business plans.

At this points, a local business are try to answer and imagine for big questions:

“What is really driving any creative strategy both internal and external?” If believe and can find an inspiration to catch up innovation, absolutely need validate many business process. Form this point forward, it will be like greatest guide for local and international tourist when visit Waerebo.

In light of the aforementioned for possibility and opportunity, this research study was following some questions, such as:

- a. What are the relevant research areas in the future that related to retail industry for a local product in district by business model and creative strategy?

- b. What are a uniqueness of product by local community in economics digital market industry?
- c. How does technology impact to the retail business model innovation dimensions with entrepreneur condition?

**TEORITICAL FRAMEWORK**

**Entrepreneur and Business**

According to Ahmad (2015) assumed that the characteristic of entrepreneurs for what distinguish from non-entrepreneur and what kinds of motivation, which is one of the most discussion for entrepreneur issues, although the same might not be said in tourism. Another research by Bygrave and Hofer (1991:18) discussed that Schumpeterian entrepreneur was not necessary represent for all entrepreneur with suggestion below:

“A destiny for emerging markets industries was determined by Schumpeterian entrepreneur who, above all else, are anything but average! They are truly exception, but population ecology is unable to recognize everything”.

**Table 1. Types of Entrepreneur**

No	Entrepreneur Type	Definition
1	Entrepreneur	Bygrave & Hofer (1991:14) discussed that someone who perceives an opportunity & creates an organization to pursue
2	Latent entrepreneur	Blanchflower (2004) explained that they would prefer being self-employee over being an employee
3	Lifestyle entrepreneur	Ateljevic & Doorne (2000) assumed that entrepreneur who seek lifestyle for opportunities with business
4	Serial entrepreneur	Ucbasaran et al., (2011:26) said that someone who takes on one project at a time
5	Nascent entrepreneur	Wagner (2007) stated that those individual who start to commit time & resources, then to find out a new firm
6	Portfolio entrepreneur	Ucbasaran et al., (2011:26) argued that those who hod multiple business simultaneously

**Entrepreneur Mindset**

Besides that, the criticism levied against the trait business approach to understand entrepreneur. Some researcher by Davis et al., (2016) argued that there is a renewed interest in personality traits for entrepreneur. They are also recognize for all entrepreneur are likely to be characteristics with a combination for personalization. Based on entrepreneur mindset also defined with motivation, skills, and thought business processes might distinguish entrepreneur from non-entrepreneur.

**Small firms and innovation**

According to research by Markides (1998) stated that small firms are regularly set on a par with entrepreneurship and innovation. In fact, some large firms by way of contrast are regarded as slow as to innovate and adoption innovation.

As researchers, Hall and Williams (2008) assumed that link innovativeness with the propensity to survive as an enterprise for small firm. Besides that, Poon (1993) discussed about some reasons for rapid technological, changes in consumer tastes, global economic, which was restructuring for environmental limits to growth.

In contrast, a small industry to innovate for any potential disadvantage that accrue to firms since a small size and newness. Ultimately, small industry might found it harder to gain access to finance and a weaker bargain position than a large counterparts in creative and innovation of product.

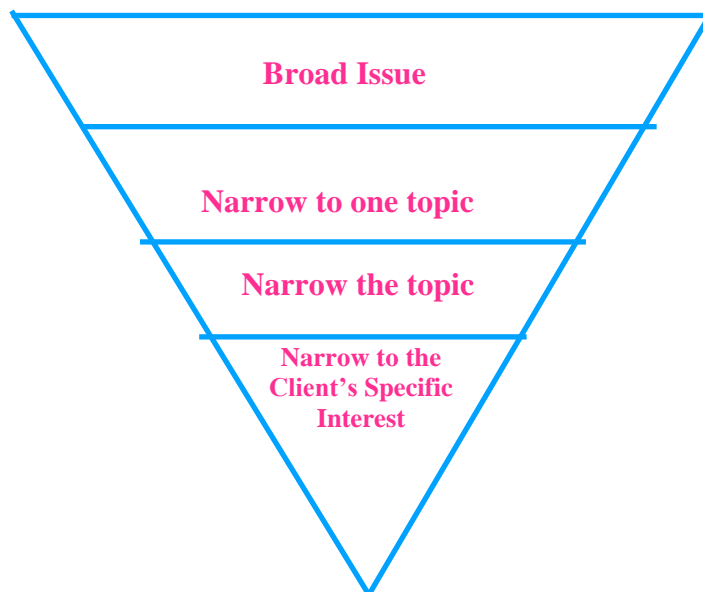
Eventually, based on research by Stinchcombe (1965) said that a literature for start up is frequently mentions for a concept of liability of newness, which suggests for a small start up at a competitive advantage. Hence, a higher failure rates are things a lack of market knowledge and experience, and the absence of competency with capabilities.

**METHODOLOGY**

In methodology sections, the search research protocol in the systematic literature review was presented with several analysis. There were probably used in order to identify in the most influence many more articles, authors, and journals,

then major innovation in retail business models. In term of research mapping, innovation and ascertain for research gap to retrieve and selected articles.

This research study aims to conduct a network analysis to the relationship between local pride and tourism local business mechanism in creative economic pattern to add any ability for entrepreneurs such as tourism, culinary, and uniqueness of local fashion (tenun) by online financial systems. Based on these business research areas, it was used by key words with new ideas, innovation of product, and also strategy with financial digital system. Articles are search by online databases through [www.sciencedirect.com](http://www.sciencedirect.com) published from 2012 to 2022 and books related to innovation, entrepreneurship, international business, and local areas in Labuan Bajo.



**Figure 1. Interview Question Funnel**

Sources: [www.paramountbooks.com](http://www.paramountbooks.com)

Absolutely, these research study was used with asynchronous interview such as interviewer and local participant. It could be conducted by face to face or web based and increased in the last few years due to benefits of convenience, consistent with question delivery, cost, and time savings. Nevertheless, some interviewer pre-records with a lot of question and instruction with the participant by records. The participant's also response with usually time-limited, in term of duration and in terms of speed. However, asynchronous interview might taken with a less interviewer time during the interview, but a video answer analysis might use that saved time and more.

In contrast, the consistency for how some interviewer asks questions is a major benefit, especially can control for nonverbal cues employment across with participants response in attempt to move to another question. It also eliminates an opportunity to probe immediately, a strength with synchronous interview both face to face or web based, as well as digitalization. Ultimately, interviews have been conducted face to face in specialized with facilities offer the obvious benefit of being able to observe and record nonverbal as well as verbal behavior.

Eventually, it could be conducted by mobile phone, social media, or internet. In these instance, a participant must willingly use his or her own device's modern camera to allow the interviewer like observation. An interview by phones and online would be offer an opportunity to conduct within the same time frame and draw participant from a wider geographic area.

## **RESULTS**

Inevitably, a chapter of innovation and creativity strategy for local product in Waerebo such as coffee bean, coffee product, and souvenir as well as unique from tourism industry. A traditional explanation for entrepreneur necessary involves with a casual logic whereby and end, which is envisaged by a search to follow a business roles with a best capability in Indonesia.

In case, a business project to make packaging would be offer and defined by local product that meets the need and suitable with target market in Flores, Nusa Tenggara Timur.

These point of research had possible variation product to sell in digital platform industry and to underline a challenge involve in coming up with commercial successful a new idea. Then, having some business concepts by original tools, does not guarantee a successful outcome such as demand and supply.

Ultimately, a layperson view for entrepreneur is commonly one of the lone individual that having a wonderful moment, when stay with a local community in Waerebo. This heroic view probably outdate with substantial business points to the entrepreneur process including ideation and motivation being a good situation.

### **Crowdsourcing for Business**

As known as, crowdsourcing would be extended to be an effective means of harnessing collective intelligence such sines a power of many minds to solve some business problem together. This crowd could be composed by heterogeneous group from individual experts in various fields to novices a local product. However, this business way an industry in Waerebo village could draw on a vast range with real experience from tourist to try coffee.

Today, a local tourism industry in Waerebo frequently consumers need to come up with innovation like traditional packaging. Finally, these research had distinction between a causation and an effectuation logic by a local wisdom based on consideration of means relationship with a local government in Manggarai. In ideas as an entrepreneur also starts with business plan, a goal, who marshals resource to achieve a set goal for income and continue for production.

However, effectuation would be starts with means and sees what end and might be achieved to join business as a stakeholder. After this, in reality of business in Waerebo usually neither a focus on one without a concern for other local community as a key consideration for tourism industry with international grade.

### **IMPLICATION**

Whether, Shane and Venkatarman's (2000) assumed these research has implication to discuss for entrepreneur process, particularly about traditional view. It is means that international and local tourist group have been accepted with ideational process from local community in Waerebo village. Besides that, some local government absolutely shares knowledge by mentor of business, digitalize expert, and wisdom in city center.

### **CONCLUSION**

Even though, many entrepreneur share certain traits, it should not be for gotten, which are diverse group of individuals. There is no magic formula or list of traits for one must display to be an entrepreneur. The reviews of research in the business concept for entrepreneur mindset absolutely offers a local product view that accept for some ideas behind the notion of personality. All factors are will come together to shape the characteristics for a new venture. Intrapreneurship was discussed to support the market target view that entrepreneurship itself extends beyond the business creation for a new business in local district areas. In fact, intrapreneurship was regarded by many as key to a firm's success in the turbulent, competitive environment engulfing for many emerging market industry.

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