

# MSME Work Ethic in West Java in Dealing the Challenge of ASEAN Economic Community (MEA)

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**Abstract---** *The purpose of this study is to know how the work ethic and its dimensions on the MSMEs in West Java can support the efforts to face MEA and what factors can contribute the work ethic of MSMEs in West Java to face MEA. The research method used is quantitative method, with cross sectional design approach in labor force in West Java (age range 15-64 years) especially perpetrators of MSME of shoe centers in Bandung city. The instrument used in this study is work ethic from Miller's theory (2002). Consists of seven dimensions; Self reliance, morality / ethics, leisure, hard work, centrality of work, wasted time, and delay of gratification. This instrument consists of 24 items. The score of reliability is 0.860 and categorize to quite high reliability. Category of work ethic divided into 4 category; high, quite high, quite low, and low/ Sample size of this study is 102 respondents from 14 shoe centers in Bandung city, consisting of owner, employees, and craftsmen. The results of this research indicate that, the perpetrators of MSME have a work ethic with high category as much as 43 (42%) respondents with details of 7 people owner, 30 employees and 6 craftsmen. The perpetrators of MSME are dominated by quite high category as many as 59 respondents (58%) with 7 persons, 38 employees and 6 craftsmen. The majority of respondents are in the high category on the dimensions of morality / ethics, hardwork, and wasted time. Meanwhile, for other dimensions, the majority are in quite high category, are self reliance, leisure, centrality of work, and delay of gratification. In addition, there is also a different test of demographic data to see the relationship between demography and work ethic. Demographic data obtained, internal factors that affect the work ethic is the age and the length of work.*

**Keywords---** *Work Ethic, MSME, Sentra Shoes, West Java, MEA.*

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## I. INTRODUCTION

West Java Province is the province of Indonesia with the largest population in Indonesia, which amounted to 45.5 million people or about 20% of the total national population. The number of working-age population in West Java Province continues to increase, so does the number of productive population. The National Development Planning Agency (Bappenas) says that the current population of 254 million and predicted by the year 2035 will increase by 305.6 million. The increase in Indonesian population is followed by increasing productive populations

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(aged 15-64 years). Indonesia has entered the demographic bonus (dependency ratio on nonproductive populations), which is 49.6%. It means the productive population in Indonesia is more than the unproductive population. However, this productive population if not qualified will instead be the burden of the state, especially in terms of economic growth.

The efforts of countries in the Southeast Asian region in the prosperity of their nation by forming an integrated region known as the ASEAN Economic Community known as MEA. MEA will make the countries in Southeast Asia region be an unitary territory of the market and production base. With the creation of a unified market and production base it will create a large flow of goods, services, investments, capital, and skilled labor into no obstacles from one country to another in Southeast Asia. MEA will also be established as a highly competitive economic zone, requiring a policy that includes competition policy, consumer protection, Intellectual Property Rights, taxation, and E-Commerce. (Blueprint Asean Economic Community, 2008).

Based on the Blueprint Asean Economic Community (2008), MEA is urgently needed to minimize the gap between ASEAN countries in terms of economic growth by increasing the dependency of the members. MEA can develop meta-national concepts in the food supply chain, and produce a single trading block that can handle and negotiate with non-ASEAN exporters and importers. MEA will also accelerate economic growth, social progress and cultural development.

For Indonesia, MEA will be a good opportunity because trade barriers will tend to decrease even become non-existent. This will have an impact on escalation which will eventually improve the Indonesian economy. On the other hand, there is a new challenge for Indonesia in the form of problems of human resource readiness that are still less competent than the human resources of other countries in Southeast Asia.

West Java Province, which has the largest population in Indonesia is no exception will face the same problems. Demographic bonuses require expansion of employment plus challenges in dealing with MEA needs to be addressed wisely by the government. More preparation is needed in preparing communities for this challenge.

The population of West Java dominated by the Sundanese tribe can affect the behavior of the workforce because it has the values , such as *silihassah*, *silihassuh*, *silihassih*,. The value of local wisdom is inevitably influenced by the globalization that forms the West Java community that has a work force that is unique and different from other workforce. Sundanese are considered to have a culture that is friendly and polite, and being gentle. Sundanese people are also have strong attitude of mutual help and support among others. This mutual support attitude makes the Sundanese people not accustomed in a competitive atmosphere. Motivation of achievement in the individual will be difficult to appear because it is less suitable with the more dominant social togetherness, though not all Sundanese people have such an attitude.

West Java Government try to accommodate demographic bonus challenges for facing MEA through the determination of the vision of 2013-2018 Jabar "West Java Going Forward and Prosperous For All". It means West Jave become productive, competitive, independent, skilled, innovative while maintaining a tolerant, wise and adaptive towards the dynamics of change but retaining the cultural values and local wisdom.

The labor force in West Java needs to prepare to face MEA. They need to have work ethic in order to display productive behavior to prepare themselves in the face of competition and fierce competition in the field of work. Need to make efforts to harmonize West Java's human resources to become competent human resources, professional, in accordance with the growing needs of industry and business.

From the various definitions above, Miller (2002) in Miller, Woehr, & Hudspeth (2002) defines work ethics as a set of attitudes and beliefs that influence work behavior. These attitudes and beliefs will affect work behavior so that individuals consistently display behaviors that support productivity. This behavior will be directly related to improving competitiveness and capacity in facing the challenges of MEA development.

Bandung as the Capital city of West Java, is known as Education City, Creative Industry City, Trade City, City of Tourism Destination and City of Culture. In 2012, Bandung has 30 centers of micro small and medium enterprise (MSME), where seven of them have grown and become one of the alternative destinations to travel in Bandung, namely Cibaduyut shoe industry centre, BinongJati knit industrycentre, T-shirt industry centre and Sablon Suci, Cihampelas jeans tradecentre, Cigondewah textile products centre, Cibuntu tofu and tempecentre, and Sukamulya doll industry centre. The seven industrial centres have their own advantages that can be used as competitive advantage (<http://pikiran-rakyat.com/>). This research focuses onCibaduyut shoes industry centre which is the centre of first SNI leather shoes in Indonesia. The annual production capacity is 3,114,022 pairs with an investment value of 19 billion Rupiah. MSME itself is an important part of the economy. MSME is regulated based on Law Number 20 Year 2008 regarding Micro, Small and Medium Enterprises. Based on Law Number 20 of 2008, Micro Business is defined as a form of productive business owned by individual and / or individual business entity fulfilling the criteria of Micro Business as stipulated in Law. MSME itself is still stuttering facing domestic competition, but now suddenly have to face ASEAN countries. A survey by the Asian Development Bank and the Institute for Southeast Asian Studies (2015) found that less than a fifth of ASEAN regional businesses are ready to face the MEA. Labor that can be absorbed from the widespread of these MSMEs is 97.2% with total units of MSME reaching 56.2 million in Indonesia. Not only that, MSME also have contribution in GDP reaching 4.303 trillion / year. Currently in Indonesia, the number of micro business reaches 98.82% and small business amounts 1.09%. With the target of increasing the MSME per year by 20%. It is not surprising that MSME has become an important part in every planning of development stages especially by two government departments, namely Ministry of Industry and Trade; and Department of Cooperatives and MSME.

Based on the the main problem, the research questions is: How the work ethic and dimensions can support the efforts of the realization of productive communities face the challenges of MEA development in the MSMEs in West Java? What factors can contribute to the work ethic of the labor force in West Java in facing the challenges of MEA?

## II. METHOD

- *Design*

The study is quantitative whereby an attempt to highlight the mapping of work ethic in MSME in West Java, especially perpetrators of shoe centers in Bandung city using cross sectional design.

- **Sample**

In this research, the unit of analysis is the MSMEs shoe center in West Java, especially perpetrators of shoe centers in Bandung city, which consists of owner, employees, and craftsmen. Based on the unit of analysis, the subjects in this study are in the adolescent and adult development period (15-64 years), because they will be more concerned with the changing situations caused by MEA enforcement. Sample 14 shoe centers in Bandung city, consisting of owner, employees, and craftsmen. Total sample size is 102 respondents.

- **Procedure**

Primary data were obtained by questionnaire from selected enterprise. To obtain primary data, we selected 14 MSME shoe centre in Bandung using multi-stage sampling techniques. The researchers focus only on MSME that are registered or licensed formerly. Therefore, a questionnaire is distributed to 14 selected shoe centre consisting of owner, employees, and craftsmen and 102 respondents were responded appropriately and used for analysis.

- **Instrument**

The instrument used in this study is a work ethic's instrument from Miller's theory (2002). Consists of seven dimensions, namely: Self reliance, morality / ethics, leisure, hard work, centrality of work, wasted time, delay of gratification. This measuring instrument consists of 24 items. In the work ethic questionnaire each statement will have five possible answers with criteria strongly disagree, disagree, agree, and strongly agree. Work ethic divided into for category, that is high, quite high, quite low, and low.

- **Statistics**

SPSS statistical software was used to analyze responses from the survey and compute descriptive statistics. Standardized instruments for measuring overall work ethic were used and separate scale scores were created for mapping work ethos from respondent.

### III. RESULT

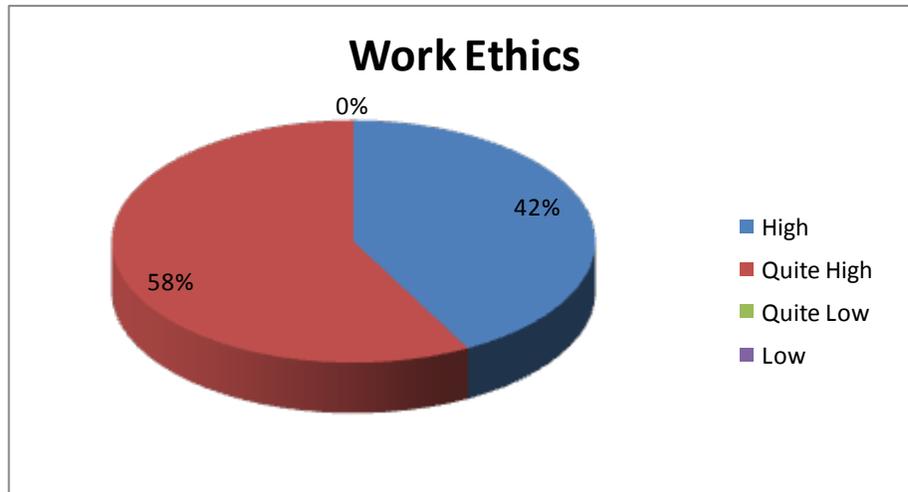
Research has been conducted on 102 perpetrators of MSME in shoe centre in Bandung. The data is as follows:

Table 1: Demographic Data

Category	Total (Percentage)
Position	
• Owner	14 (14%)
• Employees	68 (67%)
• Craftsmen	19 (20%)
Gender	
• Male	82 (80%)
• Female	20 (20%)
Age	
• ≤ 25 year	43 (42%)
• 26-35 year	32 (31%)
• 36-45 year	21 (21%)
• ≥46 year	6 (6%)
Education	
• Elementary – Junior High School	19 (18%)
• Senior High School	60 (59%)
• Diploma	10 (10%)
• Bachelor	13 (13%)
Length of working	
• 0-3 year	66 (64%)
• 3-5 year	12 (12%)
• 5-10 year	13 (13%)
• 10-15 year	6 (6%)
• > 15 year	5 (5%)

The perpetrators of MSME have a work ethic with high category as much as 43 (42%) of respondents with details of 7 people owner, 30 employees and 6 craftsmen. The perpetrators of MSME are dominated by quite high category as many as 59 respondents (58%) with 7 persons, 38 employees and 6 craftsmen.

**Graph 1 Measurement Result of Work Ethic**



**Table 2: Results of Measurement of Work Ethics Dimensions on MSME**

Dimension	Low		Quite Low		Quite High		High		Total	
	F	%	F	%	F	%	F	%	F	%
Self Reliance	0	0	7	7	56	55	39	38	102	100
Morality / Ethics	0	0	0	0	33	32	69	68	102	100
Leisure	2	2	21	20	59	58	20	20	102	100
Hard Work	0	0	0	0	34	33	68	67	102	100
Centrality Of Work	0	0	2	2	68	67	32	31	102	100
Wasted Time	0	0	2	2	48	47	52	51	102	100
Delay Of Gratification	0	0	3	3	66	65	33	32	102	100

The majority of respondents are in the high category on the dimensions of morality / ethics, hardwork, and wasted time. Meanwhile, for other dimensions, the majority are in fairly high category is self reliance, leisure, centrality of work, and delay of gratification.

A total of 69 (68%) of respondents displaying high morality / ethics are in high category. It means that in solving the demands of his work the perpetrators of MSME have high confidence in the state of justice and morale. A total of 68 respondents (67%) displayed high hardwork, which means that MSME perpetrators have high confidence in the virtue of hard work. A total of 52 respondents (51%) displayed high wasted time, which means that they have high attitudes and beliefs to use their time actively and productively.

As many as 56 respondents (55%) show self reliance is quite high, it means that the perpetrators of MSME simply trying not to depend on others in completing the daily work and function autonomously in making decisions. A total of 59 respondents (58%) displayed a high enough leisure. This means, the perpetrators of MSME tend to not pro against leisure activities and quite believe in the importance of activities other than work. A total of 68 respondents (67%), displaying the centrality of work is quite high. This means, the perpetrators of MSME have a

fairly high confidence about the importance of work. A total of 66 respondents (65%) displayed a fairly high delay of gratification. This means, the perpetrators of MSME tend to be oriented to the future and delayed satisfaction.

#### **IV. DISCUSSION**

The perpetrators of MSME have a work ethic with a high category means having high attitudes and beliefs on the value measured by the seven dimensions of work ethic according to Miller (2002) in solving the job demands. Thus, in each work behavior is always influenced by the value in these dimensions so as to emerge a consistent work behavior to support MSMEs productivity amid the existing constraints.

The perpetrators of MSME are dominated by quite high category. In general, the respondents have high enough attitudes and beliefs on the value measured by the seven dimensions of work ethic according to Miller (2002) in solving the job demands. Thus, in each work behavior is quite often influenced by the values that exist in these dimensions. So that raises work behavior that tend to consistently support MSME productivity. The majority of respondents have a work ethic in the category is quite high. None of the respondents were in the low or quite low category. This means no respondents haven't had the attitudes and beliefs measured by the seven dimensions of work ethic according to Miller (2002) in solving the job demands. So in general, the perpetrators of MSME behave tend to consistently support the productivity of MSME so they can still survive.

In understanding the work ethic, Miller, et al (2002) adopted Max Weber's concept of the dimensions of the work ethic. All dimensions have highest average score in this research, they are morality / ethics, hardwork, wasted time, self reliance, delay of gratification, centrality of work and leisure.

The results showed that all actors of MSME display work ethic that leads to high category. Thus the perpetrators of MSME consisting of owner, employees and craftsmen have high confidence about the importance of creating a fair and moral work environment so they will always be fair, honest and responsible both on their work and to others. Owner role to apply and exemplify the attitude of fair and morally then followed by employees and craftsmen. The creation of a fair and moral work environment that is measured through a high dimension of morality / ethics, will give comfort to every perpetrators of MSME in work so as to minimize the occurrence of turnover, and the responsibilities that have minimize the occurrence of absenteeism.

The perpetrators of MSME have a high confidence about the importance of working so they will always try to show the best performance, not just perform excellent in work because of supervision. Because for work is more than just getting compensation but also means of self-identification for them. In addition perpetrators of MSME have high confidence in the importance of hard work so they always strive to overcome all obstacles faced, dynamic, open to change, keep abreast of MSME not shifted the development of the era, but still pay attention to cost efficiency. With the urge to work hard, they will try to find information for solutions to the problems faced that can be obtained from anywhere ; books, internet, etc. This is also reinforced with supporting data indicating that the meaning of work for the perpetrators of MSME is to increase the capacity of self-seeking and applying knowledge, to develop themselves, to gain experience and do things that are useful. So with the coming of the problem, the perpetrator of MSME gets an opportunity to increase their capacity. In general, the work ethic of MSME consisting of owners, employees and craftsmen is very supportive to overcome the limitations of capital and limited human

resources quality because there is an urge in them to work hard to overcome all problems and always show the best performance. It is measured by hard work and centrality of work dimensions that lead to high categories. By itself the limitations of the quality of human resources will be overcome by the desire of the perpetrators of MSME to continue to develop themselves. The perpetrators of MSME are very confident of the importance of becoming independent and able to make decisions so that perpetrators of MSME always try not to ask for help of others either in completing the work or making decisions. So that both owner, employees and craftsmen can focus to do their respective tasks so that faster work is completed and no overlapping occurs.

The perpetrators of MSMEs consisting of owner, employees and craftsmen have high confidence in the importance of using time efficiently, actively and productively so they will create a schedule of work activities and ensure the work is completed on schedule that has been made so that no time is wasted. The perpetrators of MSMEs, owners, employees and craftsmen also have high confidence that something awaited will bring more satisfaction so that they prefer to use the allocation of leave only when urgent and collect ration cuts into one time than separate, for example on holidays when its closed and its energy is not needed at that time so minimize they must back-up the work of colleagues. In general, to face the limited constraints of human resources, the work ethic of perpetrators of MSME is very supportive to overcome the high time pressure due to the existence of good time efficiency. It is measured from the dimensions of self reliance, wasted time, and delay of gratification that leads to high categories. But there is one dimension that has a major contribution to the work ethic of MSME, especially in the efficiency of time that is the dimension of leisure. Although generally in fairly high categories, there are owners, employees and craftsmen who have leisure that leads to lower categories with larger presentations than other dimensions that lead to low categories. Leisure dimension also becomes the dimension with the lowest proportion than other dimension but contribute greatly to the formation of work ethic of MSME. So it is very influential on the time efficiency of MSME in the work. When the owners, employees and craftsmen can complete the work independently, have scheduled daily work activities, and delayed the cuts but accompanied by interest to perform non-work activities will inhibit the time efficiency due to non-work activities such as chatting with colleagues, playing gadgets, or other non-working activities.

Based on the results of data demographic, internal factors that affect the work ethic is the age and duration of work.

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