

ANALYSIS OF SOCIOBUSINESS BEHAVIOR LEVEL OF BUSINESS PARTNERS (CASE STUDY AT OMNI CHANNEL STORE MUSTIKA KAYU PONCOKUSUMO BROMO MALANG)

Nilawati Fiernaningsih¹, Pudji Herijanto², Anna Widayani³, Achmad Zaini⁴, Maskur Maskur⁵, Ismanto Ismanto⁶

^{1,2,4,5}Administrasi Bisnis, Politeknik Negeri Malang, ³Operasionalisasi Perkantoran Digital, Akademi Komunitas Negeri Putra Sang Fajar Blitar, ⁶Penyutungan Audio dan Video, Akademi Komunitas Negeri Putra Sang Fajar Blitar

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ABSTRACT

The wooden craft industry in the Poncokusumo area, Bromo, has a wealth of historical and cultural value for Indonesian people. Apart from that, this industry also has potential as a micro business actor that can contribute to the local economy. It is crucial to understand how the behavior of groups of wood craftsmen influences cooperation, innovation, and the resulting social and economic impacts. This research aims to analyze the socio-business behavior of wood artisans at the Mustika Kayu omni channel shop in Pandansari Village, Poncokusumo District, Malang Regency. The study was carried out in July 2023, involving 30 wood artisans. Data was collected using a questionnaire and analyzed using quantitative descriptive data analysis methods. The research results show that pride in the group, mutual trust between group members, and more behavior towards the group positively influence the creation of a productive, harmonious, and collaborative work environment. This research guides wood artisans and other stakeholders in developing sustainable business practices that positively impact the local economy and community. This research has the potential to provide benefits for the development of the woodworking industry within a socio-business framework and contribute to more inclusive economic and social development in Poncokusumo and its surroundings.

E-mail:
nilafh@polinema.ac.id

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1. INTRODUCTION

The woodworking industry has rich historical and cultural value in Indonesian society. Wood craftsmen not only play a role in preserving cultural heritage, but also have the potential to become micro-business people who can contribute to the local economy (Halim, 2020). In current economic and technological developments, wood craftsmen need to adapt themselves to remain relevant and sustainable. The sociobusiness concept emerged as a promising approach, combining business goals with positive social impacts (Hartanti & Setiaji, 2020).

At the local level, micro and small industries (MSI), including business partners in omni channel stores, have a significant role in supporting the local economy and providing employment opportunities to the surrounding community. Having IMK in an area will of course also increase the level of community productivity and can support community welfare. Pandansari Village, Poncokusumo District, Malang Regency, is a village with local potential as a center for wood craftsmen. Pandansari Village is a village that has a large number of IMK actors, apart from its people who make a living from plantations and agriculture.

The Mustika Kayu Wood Craft Center omni channel store is a forum for wood artisans to exchange ideas and insights about the products they produce. The basis for establishing the Mustika Kayu omni channel store wood craft center is so that craftsmen can sell their products by utilizing digital platforms. However, in this context, understanding the socio-business behavior level of business partners is still limited. An in-depth analysis of how business partners interact with their social and business environments and the extent of their positive impact on society can provide valuable insights (Rok & Kulik, 2021). In Pandansari Village, Poncokusumo District, located close to the Bromo tourist area in Malang, wood craftsmen have significant potential to develop. In the omni-channel era, where multiple sales channels such as physical stores and online platforms are used simultaneously, wood craftsmen

Analysis of Sociobusiness Behavior Level of Business Partners (Case Study at Omni Channel Store Mustika Kayu Poncokusumo Bromo Malang). Nilawati Fiernaningsih, et.al

need to navigate new challenges in building their businesses. The Mustika Kayu, omni channel store case study, is relevant.

The business sector is experiencing rapid and dynamic development, especially with developments in information technology and changing consumer trends (Kementrian Komunikasi dan Informasi, 2019). Amidst these challenges, the concept of sociobusiness has emerged as a business approach that focuses on creating economic value and positive social impact. Sociobusiness combines business aspects and social aspects to achieve sustainable success. However, to achieve socio-business success, understanding the level of socio-business behavior possessed by wood craftsmen in operating in omni channel stores is still limited. An in-depth analysis of how interactions between wood craftsmen, their social environment and their businesses can produce positive social and economic impacts is needed.

Thus, this research aims to analyze the socio-business behavior of wood craftsmen in the Mustika Kayu omni channel shop. The main focus of the study is to identify how wood craftsmen interact with consumers, the surrounding environment, and the economic and social impacts of these interactions. Through this analysis, it is hoped that new insights can be found on how wood artisans can increase their social involvement and strengthen their business performance. The findings and application of this research can guide wood craftsmen, entrepreneurs and other stakeholders in developing sustainable business practices and have a positive impact. Thus, this research has the potential to provide benefits for the development of the woodworking industry within a socio-business framework and contribute to more inclusive economic and social development in Poncokusumo and its surroundings.

Literature Review

Sociobusiness

Sociobusiness is a business approach that combines economic and social aspects in company operations, intending to positively impact society and the surrounding environment while achieving business sustainability. According to (Yunus, 2009) (Yunus, 2009), this approach goes beyond the mere profit goal and carries the idea that business can be a valuable agent of social change. Sociobusiness encourages companies to consider social and environmental values in every business step (Koleva & Roomi, 2015). This can include paying workers fair wages, using sustainable raw materials, contributing to society through social programs, and producing products or services that benefit the community (Mair & Martí, 2006). In the context of creative industries such as wood craftsmen, socio-business can be realized through preserving traditional skills, using environmentally friendly raw materials, and collaborating with local communities to create products that have economic and social value (Dacin, Dacin, & Matear, 2010).

The Role of Carpenters in Sociobusiness

The woodworking industry has long been an integral part of Indonesia's local culture and economy. Wood craftsmen contribute to cultural heritage and create job opportunities and economic development in rural areas. They can potentially become socio-business actors who prioritize social impact (Mair & Martí, 2006). In an increasingly complex business era, socio-business has emerged as a powerful alternative, and wood craftsmen have a significant role in implementing it (Mair & Martí, 2006). Their part is not only limited to producing goods but also has a wider positive impact on society and the environment around them. The carpenter is the protector and successor of traditional skills in manufacturing wood goods. In socio-business practices, they maintain the authenticity of techniques and designs, contributing to the preservation of local culture (Yunus, 2009). This helps people maintain their cultural identity in the globalization era.

In socio-business practices, wood craftsmen can encourage social and environmental innovation. They create products with environmental impact in mind, use sustainable raw materials, and design solutions that positively impact society. This is a real example of how a business can be a positive change agent. Wood craftsmen's socio-business practices inspire other companies to adopt a more sustainable approach (Yunus, 2009).

Omni Channel and the Woodcraft Business

In the digital era, wood craftsmen must adapt to an omnichannel business model that integrates various sales channels. According to (Lubis, Dalimunthe, Hutagalung, & Lubis, 2022), omnichannel enables micro-businesses to reach a broader market and maintain consumer engagement through online and offline platforms. In the ever-evolving digital era, the Omni Channel business model has become an essential approach for various industries, including the wood craftsman business. The presence of the Omni Channel allows wood craftsmen to forge stronger relationships with their customers through different communication and distribution channels (Verhoef, Kannan, & Inman, 2015). Omni Channel is an approach that integrates multiple channels (online and offline) into the customer experience (Verhoef,

Analysis of Sociobusiness Behavior Level of Business Partners (Case Study at Omni Channel Store Mustika Kayu Poncokusumo Bromo Malang). Nilawati Fiernaningsih, et.al

Neslin, & Vroomen, 2007). Customers can interact with businesses through various platforms such as physical stores, websites, social media, and mobile applications (Kim & Stoel, 2004). It provides a seamless and consistent experience, allowing subscribers to move between channels easily.

Applying the Omni Channel model in the woodworking business can bring many benefits (Gao & Su, 2016). First, it broadens market reach by reaching different customers through various channels. Second, carpenters can interact directly with their customers, gather feedback, and understand their needs better. Lastly, it creates a holistic shopping experience where customers can explore products more deeply.

The Behavior of Groups of Wood Craftsmen

Pride of the group

Pride of the group shows two main categories: emotional, organizational pride, and attitudinal organizational pride. Although emotions tend to be repressed, their presence in organizations cannot be denied [14]; pride is one of the most severe emotions in work life (Katzenbach, 2003). Organizational pride is a tough mental experience with a short life (Fisher & Ashkanasy, 2000) caused by certain stimulating subjects or events (Basch & Fisher, 1998).

The main factor responsible for stimulating a person to experience organizational emotional pride is a cognitive comparison of the company's actual achievements, on the one hand, and the original expectations and how organizational tasks have been assigned by the organization, on the other hand (Eccles & Wigfield, 2002). If employees perceive this as a success, corporate pride emerges. The emotion of organizational pride, like all other emotions, influences the attitudes and behaviors that are generated in its tracks (Elfenbein, 2007). Organizational pride is rather short-lived (Fisher & Ashkanasy, 2000). If employees stay with the same organization for some time, they may experience organizational pride not just once but even repeatedly. In addition, the emotion of pride related to performance directly causes observable external behavior (Elfenbein, 2007).

Mutual trust between group members

In a business environment, relationships of trust play an important role in shaping meaningful interactions between various parties. Trust is the foundation of successful collaboration, effective communication, and long-term success. A relationship of trust in a business context refers to the belief and trust that the other party will act following expectations, comply with commitments, and maintain integrity in the relationship. This creates a solid foundation for the formation of cooperation and collaboration.

More group behavior

More group behavior or Organizational Citizenship Behavior (OCB) refers to voluntary behavior shown by employees that goes beyond their formal job description and makes a positive contribution to the organization. OCB is vital in increasing organizational effectiveness, promoting a positive work environment, and strengthening employee relations. OCB includes a variety of behaviors, such as helping co-workers, willing to complete extra tasks, showing extra effort, and actively participating in meetings or discussions. These behaviors are not formally required but contribute to the organization's overall functioning.

2. METHOD

The selection of 30 craftsmen as respondents in this research was carefully considered. The research location, namely Poncokusumo District, Malang Regency, was chosen deliberately because craftsmen groups in this area have been organized in community groups and produce products with similar characteristics. This group is included in the Small and Medium Industries (IKM) category, which has structured, routine activities and clear directions. A total of 30 respondents were selected to ensure adequate representation of the woodworking group. This allows researchers to explore various perspectives and experiences held by craftsmen, so that the research results cover a variety of dynamics in sociobusiness behavior. With sufficient respondents, this research can carry out a more in-depth analysis of the interactions between wood craftsmen and their social and business environment.

The data collected in this research includes primary data and secondary data. The primary data collection technique was carried out by filling out a questionnaire with closed questions using a Likert scale by all members of the craftsmen group. Meanwhile, secondary data is obtained from information relevant to the research focus. The data analysis method used is quantitative descriptive data analysis, where the data will be described according to the conditions that occur in the field. The questionnaire contains 24 statements, with variable indicator measurements using a Likert scale. Thus, selecting the

number of respondents was based on the careful consideration to ensure appropriate representation of the group of wood craftsmen in Pandansari Village, Poncokusumo District..

3. RESULT AND DISCUSSION

This study aims to analyze the level of socio-business behavior owned by wood craftsmen at the Mustika Kayu Omni Channel Store, Poncokusumo, Bromo, Malang. The focus is on identifying the interactions between wood craftsmen and consumers, the social environment, and the social and economic impacts of their business practices. The characteristics of the respondents in this study are listed in the table below:

Table 1. Respondent Data

Keterangan	Jumlah	Persentase (%)
Gender		
Female	4	13,33
Male	26	86,67
Education		
SD	16	53,33
SMP/MTS	9	30,00
SMA/SMK	3	10,00
S1	2	6,67
Age		
23 - 30	8	26,67
31 - 38	13	43,33
39 - 46	5	16,67
47 - 54	2	6,67
55 - 62	2	6,67
length of business		
1 - 8	23	76,67
9 - 16	5	16,67
17 - 24	2	6,67

The data in table 1 shows that as many as 30 wood craftsmen participated as respondents in this study. Criteria based on gender are more dominated by men, namely as many as 26 respondents, namely 86.67%. Meanwhile, the respondents were female, namely 4 or 13.33%. Based on age, the highest number of respondents was 31-38 years, as much as 43.33%. Respondents in this study were mostly elementary school education as many as 16 people (53.33%). While the length of time the business has been running is between 1-8 years as many as 23 people (76.67%). This study studied three points: pride in the group, mutual trust between group members, and more behavior towards the group. The results of each variable in this study are as follows:

Pride of the group

The results of the descriptive data analysis on the group pride variable in this study consisted of 7 items/statements. Each item describes pride in the group of wood craftsmen at Poncokusumo Bromo Malang.

Table 2. Group pride data

No	Item	Skor				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	I feel happy to be a member of the craftsman group	28	1	0	0	0
2	I feel happy to be part of a group of artisans	29	0	0	0	0
3	I feel concerned if the production of many artisan groups does not sell well	28	0	2	0	0
4	Craftsmen's groups provide benefits to my business.	29	0	1	0	0
5	I am proud to work in a craftsman group environment	28	0	1	0	0
6	I am proud of the success of the craftsman group	15	2	12	0	0
7	I am proud when I tell others about the success of the craftsman group	11	1	9	2	6

The table above shows that the wood craftsmen at Poncokusumo Bromo Malang feel pride for the group. Pride in a group of wood craftsmen positively impacts morale, job satisfaction, and motivation to

continue to contribute. It can also influence people's perception of the group, thereby playing a role in promoting and strengthening their reputation in the industry.

Saling percaya antar anggota kelompok

The results of descriptive data analysis on the variable mutual trust between group members in this study consisted of 7 items/statements. Each item describes pride in the group of wood craftsmen at Poncokusumo Bromo Malang.

Table 3. Mutual trust between group members

No	Item	Skor				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Fellow craftsmen do not suspect each other in running their business.	19	5	0	3	0
2	Openly share successes and experiences in their business	16	10	1	1	0
3	Support if there are friends who are given the opportunity to take part in activities that advance the group.	26	4	0	0	0
4	Support if there are friends who have the initiative to advance the group of craftsmen	30	0	0	0	0
5	Fellow craftsmen are friendly to each other.	22	3	4	0	0
6	Fellow craftsmen have a sense of mutual care.	27	2	0	0	0
7	Fellow craftsmen have mutual respect.	27	1	2	0	0

Table 3 above shows that wood craftsmen at Poncokusumo Bromo Malang have so far carried out mutual trust between group members. Mutual trust between members of the woodworking group is a key factor in creating a productive, harmonious and successful work environment. Trust is important in facilitating collaboration, effective communication and building strong working relationships. Understand that building mutual trust is an ongoing process and takes time. This is an investment in strong and harmonious working relationships, which will support the woodworking group's success.

Behavior over groups

The results of the descriptive data analysis of the behavior variable over the group in this study consisted of 10 items/statements. Each item describes pride in the group of wood craftsmen at Poncokusumo Bromo Malang.

Table 4. Data on behavior over groups

No	Item	Skor				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	I used to help other craftsmen sincerely	27	2	1	0	0
2	I am happy to help the work of other craftsmen	22	7	1	0	0
3	I run a business not only for my own benefit	26	4	0	0	0
4	I will not act to the detriment of the group	22	3	2	3	0
5	I care about the progress of the group	26	4	0	0	0
6	I participate in advancing the group	27	3	0	0	0
7	I understand the group's difficulties	17	13	0	0	0
8	I've never complained about a group deal	17	8	4	0	0
9	I avoid conflicts that will harm the group	23	3	0	4	0
10	I am polite in providing input or criticism for the group	20	10	0	0	0

Table 4 above shows that more behavior towards the group so far has been carried out by wood craftsmen at Poncokusumo Bromo Malang. Behavior that is more towards the group of wood craftsmen refers to the actions and attitudes of group members that focus on the interests and progress of the group. This involves creating a harmonious, productive and collaborative work environment.

The findings from this research provide important insights into the level of socio business behavior of wood craftsmen at the Mustika Kayu omni channel store in Poncokusumo Bromo Malang. The results of the analysis show that pride in the group, mutual trust between group members, and more behavior towards the group positively influence creating a productive, harmonious and collaborative work environment. The implications of these findings are very relevant in the context of the development of the woodworking industry. Craftspeople and other stakeholders can use these insights to strengthen their business practices. Pride in the group and mutual trust between group members are key aspects that can

Analysis of Sociobusiness Behavior Level of Business Partners (Case Study at Omni Channel Store Mustika Kayu Poncokusumo Bromo Malang). Nilawati Fiernaningsih, et.al

be improved to improve the performance and results of craftsmen groups. Apart from that, more behavior towards the group also positively impacts advancing joint efforts.

Although this study provides valuable insights, several limitations need to be noted. First, this research is limited to respondents from the Mustika Kayu omni channel store in Poncokusumo Bromo Malang, so the results may not directly apply to groups of wood craftsmen in other locations. In addition, using a questionnaire as a data collection method can influence the results, depending on the honesty and accuracy of the respondent in filling out the questionnaire. In addition, using primary and secondary data allows for potential bias in interpreting results. Finally, because the educational background of respondents tends to be around the basic education level, this can influence the viewpoint and interpretation of the questions in the questionnaire. In conclusion, the findings from this research provide a valuable contribution to the understanding of sociobusiness behavior in the context of the woodworking industry. By understanding factors such as pride in the group, mutual trust, and attitudes towards the group, craftsmen and stakeholders can develop strategies to advance the industry sustainably and positively impact local communities. Although there are limitations to this study, the results provide a strong foundation for further development in this field.

4. CONCLUSION

This study concludes that the wood craftsmen at the Mustika Kayu omni channel store have strong sociobusiness behavior, marked by positive interactions with consumers and local communities and beneficial social and economic impacts. The implications of this research include inspiring woodworkers and similar businesses to adopt a sustainable socio-business approach that positively impacts the local economy and society. This research underlines the importance of these aspects in forming a group of successful wood craftsmen. Pride of the group, mutual trust between members, and more group behavior are interconnected and mutually supportive to create a positive, collaborative, and innovative work environment. Therefore, establishing and maintaining these elements within a group of woodworkers can positively impact the group's performance, achievement and sustainability. The implications of these findings can support the development of strategies to increase the productivity and positive impact of woodworking groups in local communities. In addition, this research also underlines the importance of considering socio-business aspects in developing business groups in the woodcraft sector and the like.

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Analysis of Sociobusiness Behavior Level of Business Partners (Case Study at Omni Channel Store Mustika Kayu Poncokusumo Bromo Malang). Nilawati Fiernaningsih, et.al

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