



The Fourth International Conference on  
Entrepreneurship and Business Management

# PROCEEDING

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## "Building Sustainable Business Networks: The Role Of Entrepreneurs and Professionals"

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วิทยาลัยดุสิตธานี  
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## PREFACE



The International Conference of Entrepreneurship and Business Management (ICEBM) brings together researchers and practitioners to facilitate the discussion on various topic in the field of entrepreneurship and business management. This conference was organized by Tarumanagara University together with partner institutions. This year, the Fourth ICEBM is held in Bangkok in collaboration with: Dusit Thani College, Kun Shan University, Universiti Sains Malaysia, and Ciputra University. The focus of the Fourth ICEBM is Building Sustainable Business Networks: The Role of Entrepreneurs and Professionals.

In this information era, businesses are challenged by the fierce competition. The way firms and its stakeholders communicate are changing due to the development of the Internet. The Internet has created an open hyper-connected world where individuals or institutions are free to voice their opinions quick and easy. For instance, websites are considered as an additional communication field where firms and stakeholders interact. Extant research considers business networks as a prominent source of firms' performance. Academic researchers note that business practices increasingly discuss the terms "relationships" and "networks". Hence, it is prominent to develop sustainable business networks in order to answer the competition.

Each paper submitted to the Fourth ICEBM 2015 has gone through a stringent peer review process by members of the ICEBM Scientific Committee, comprising 39 reviewers from 17 different institutions and 10 different countries. A total of 61 papers have been accepted out of 79 papers and 123 abstracts submitted to the conference. The reviewing process of this year conference was on a two-step reviewing process. First, the abstract was submitted and reviewed. After notified the acceptance of the abstract, the author(s) was asked to submit the full paper. Then, the full paper was reviewed using double blind peer-review process. Finally, the author(s) submitted the revised version of the full paper.

These papers address diverse areas of application in entrepreneurship and business management. Starting from the field of accounting and finance, economics, marketing, and so forth through addressing a wide variety of theoretical and methodological approach. We hope that this book of proceedings could promote and stimulate further the discussion of practitioners and academics. Particularly on what research needed to be conducted to advance the body of knowledge in the field of entrepreneurship and business management, which could help firms deal with diverse issues.

Finally, we wish to acknowledge the support of the collaborating institutions, sponsors, scientific committee, and organizing committee. We would also like to thank all the contributing authors for their valuable work in supporting the success of the Fourth ICEBM. Thanks for your contribution, the Fourth ICEBM 2015 would not have been possible without your support.

Conference Chair,

Arnold Japutra, Ph.D.

## SPEECH FROM THE RECTOR



Welcome to Bangkok and to the Fourth ICEBM,

It's an honor to open the Fourth ICEBM on this lovely day in Bangkok, Thailand. This year, this conference put forward the theme of "Building Sustainable Business Networks: The Role of Entrepreneurs and Professionals."

It is without a doubt that in this era, businesses are faced with challenges in order to face the competition and to grow. Particularly, due to the development of a very dynamic communication through the Internet, which creates a hyper-connected world.

Firms all over the world are looking for ways to expand their business. However, with limited resources, firms need to find a solution to deal with this issue. One of their strategies is to collaborate and build sustainable business networks. What is considered a sustainable business networks? How to build sustainable business networks? What should professionals and entrepreneurs do to achieve a sustainable business networks? These are some of the questions arising that needs to be addressed.

This conference brings together practitioners and academics that are well known in their fields to address this theme. We are proud to present Mr. Chanin Donovanik as the CEO of Dusit International – a well-know firm in hotel management and education, which comprises a unique international portfolio of distinctive hotels and resorts. I believe that his knowledge and expertise would be valuable in addressing the theme of this conference. We are also proud to present Prof. Carunia M. Firdausy (Untar), Prof. Chen Cheng-Nan (Kun Shan), and Dr. Chong Chee Leong (UniSIM) that would share their expertise to address the conference theme.

I would also like to take this opportunity to congratulate all the parties who are involved in hosting and organizing this conference – partner institutions (Dusit Thani College, Kun Shan University, Universiti Sains Malaysia, and Ciputra University), scientific committee, organizing committee, and the sponsors. I believe that through this conference, where great minds gather, we will be able to advance our knowledge in findings innovative ways and solutions to build sustainable business networks.

Once again, welcome and enjoy the conference.

Prof. Ir. Roesdiman Soegiarso, M.Sc., Ph.D.  
Rector

## **SPEAKERS**

**Mr. Chanin Donavanik**

(Managing Director and CEO Dusit International, Thailand)

**Prof. Carunia Mulya Firdausy, Ph.D.**

(Tarumanagara University, Indonesia)

**Prof. Chen Cheng-Nan, Ph.D.**

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## ENTREPRENEURSHIP AND COMMUNICATIONS TOURISM IN YOGYAKARTA INDONESIA

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### Abstract

*Gunung Kidul areas in the topography and geography of an area frequently hit by drought disaster, so the state of the economy of the people are on the poverty line. Conditions of poverty make people do not have an adequate level of education. Then it is coupled with the high number of suicides in Gunung Kidul. These entire conditions make the area of Gunung Kidul has a bad stigma on drought, poverty, low education levels and high rates of suicide. All of these conditions continue to rotate so that a loop system attached. Amid these conditions and stigma, Tourism Village Sri Gethuk present and begin to develop its natural potential for tourism. This study will investigate how the managers of Village Tourism Sri Gethuk manage local tourism potential and make the village forward and escape from poverty. The method used in the study using the case study method, because it focuses on case management of local tourism potential in Sri Gethuk Tourism Village, and this method allows researchers to delve deeply into all aspects related to marketing communications to promote Village Sri Gethuk. Results from this study are the manager of a tourist village Sri Gethuk have had the ability to at least five (5) public relations functions and is able to bring the village out of poverty by exploiting the tourism potential of the tourism communication.*

**Keywords:** Tourism communications, entrepreneurship, public relations

### Introduction

According to an article from yesterday's [www.republika.co.id](http://www.republika.co.id) in August 2014 Gunung Kidul area is one of the districts of Yogyakarta special region often affected by drought. Where the news is written that the drought in Gunung Kidul increasingly broad and citizens should be a lot of money to get clean water. Drought problem is actually not new to the area of Gunung, every year the area of Gunung always been a drought disaster subscription.

The drought problem caused topography of the area of Gunung Data from [www.tipid-diy.org](http://www.tipid-diy.org) explained that the topography in the area of Gunung divided into three. The first area is the northern zone of the state is hilly and there are sources of groundwater. The second zone is a central zone called arrogant Wonosari development area, soil conditions allow the water although there remains the dry season arrives. The third area is the southern zone, also called Mount Thousand development area, with hills karst region, which led to less fertile region for agriculture and there are many natural caves and underground rivers.

Based on these data it can be concluded that the third zone is a zone that is experiencing the worst drought every year and this coupled with poor agricultural yields. This condition then an impact on the economic sector, where the majority of residents of Gunung are on the poverty line. Darmaningtyas (2002) in his book entitled Pulung Hanging: expose the tragedy of suicide in Gunung wrote that the myth of "hanging pulung" This always comes from word of mouth, after the events of suicide experienced by citizens. Myth "pulung hanging" This seems to be a twist of fate justification naturally, unquestioned further. However, local residents did not deny the fact that before a person commits suicide, usually didahului by a variety of personal problems that are not able to solve. It is generally, become "common knowledge" among residents. For example, the disease does not go away, the burden of debt, and hopeless to continue school, or too desperate because abandoned boyfriend or a husband or wife.

All this makes the conditions and events Gunung region stigma attached with dry, poor, low education levels and high rates of suicide. All these things happen and can not be broken as the system continues spinning circle. Drought conditions causing poverty and low levels of education lead to high rates of suicide.

Amid conditions and the stigma attached to this Gunung area, present a tourist village named Sri Gethuk, which is located in the village of Gunung Bleberan. Natural conditions often experience drought does not allow local residents to survive only by relying on the agricultural sector. Then Sri Gethuk villagers began developing the tourism sector, where Sri Gethuk Tourism Village has a natural caves and waterfalls which are then packaged and developed to become a tourist village that drive the economy of local people.

This research is interesting and important to do because of the stigma attached to the middle of Gunung, Tourism Village caretaker Sri Gethuk managed to package and utilizing the natural potential possessed wilyahnya into the tourism potential that can be developed, so as to improve living standards for people in the village. After looking at the background of the problem, it is obtained in this research question is how Sri Gethuk Tourism Village administrators manage local tourism potential?

The field of science communication continues to evolve over time, and its use in various other fields also continue to be developed, one of which is in the field of tourism. Communication is the development of communication science tourism in the field of tourism. This can happen because tourism has potential as a means of communication. Comprehension and understanding of the tourism communication must start from understanding the definition of tourism. Dictionary Discuss Indonesia (KBBI) explains the concept of tourism as something related to travel for recreational, tourist resorts, and tourism. Meanwhile, according Ismayanti (2008: 1) tourism is a dynamic activity that involves many people and turn on various fields of business. Based on these definitions can be concluded that tourism is an activity trip with the purpose of recreation that involves a lot of people in the process and can animate various fields of business.

The concept of communication itself can be defined as a process of displacement and an understanding of the meaning of the sender to the recipient of the message, which the recipient of a message can provide feedback to the sender of the message. The new communication occurs when elements of the communication are met, the sender, encoding, message, media, decoding, message, media, decoding receiver, response, feedback and noise (Effendy, 2007: 18-19). Tourism communication is part of science communication that focuses on an individual within a group or community dealing with issues related to tourism. The focus in the tourism communication is a specific process on issues related to tourism and the factors that affect the transaction. The process takes place both verbal and non-verbal, oral or written, personal or impersonal. Thus it can be said that the tourism communication is the application of concepts and theories of communication in the process that takes place between individuals or groups.

## **Methods**

Research will be conducted based on the interpretive paradigm of qualitative descriptive nature. According to Cresswell (2003: 1), revealing that qualitative research is the process to understand the problem through a holistic depiction on the matter formed by the words, reported in detail in accordance viewpoint informant, and arranged in a scientific background. A descriptive term is intended to describe phenomena that exist (either shape, activity, characteristics, changes, relationships, similarities, and differences between one phenomenon with other phenomena). Qualitative research was deliberately chosen because the data in the form of words written or spoken of the people and behaviors that can be observed but can not be counted quantity. In addition, researchers have not had in-depth information about the object, which is the manager of Village Tourism Sri Gunung Gethuk.

The object of research is the term used to answer what is actually going to be examined in a study. The object of this research is primary data obtained from key informant manager of Village Tourism Sri Gethuk Gunung Kidul. Key informants in this study were Mr. Tri Harjono as chairman of the management association of Lord Sri Gethuk Tourism Gunung, besides other informants who questioned his statement is a tour guide at the Tourism Village Sri Gethuk and tourists who come at the time of the study. The focus of this research is a Sri Gethuk Gunung Tourism Village, located in the hamlet Menggoran, Village Bleberan, Playen, Gunung Kidul, Yogyakarta. Primary data in this research obtained by collecting recordings of interviews conducted by researchers at the time of observation. Observations carried out on 1, 2, and May 3. Secondary data in this experiment was obtained by collecting the relevant literature in this study.

Main instrument. It encourages the position of the researcher and data source determines the quality of research results. Therefore, researchers should have the right instrument to be used as a way to analyze the data. Instrument are measures used by researchers to facilitate the analysis of data. Such steps are considered very important for researchers mengapai accuracy and validity is not in doubt. Therefore, researchers divided the three (3) steps in processing the data. The first step is to conduct observations of social phenomena that occur in society Gudungkidul, geographical conditions, high rates of poverty, suicide rates, and besides Gunung an area that is difficult to clean water and are often hit by drought. Amid the social problems of Gunung has great potential for nature tourism. The tourism potential in the area of Gunung spread. This phenomenon is the uniqueness of this study. Therefore, researchers wanted to know how the management of Sri Gethuk Tourism Village in Gunung amid the crush of social problems. Here are the interview questions that will be a guide in conducting interviews.

## **Result and Discussion**

Figure 1: Sri Gethuk

Sri getuk Tourism Village is managed by a community that was founded by residents of villages and managed together with the community. Therefore, the manager of the Tourism Village stances allow small kiosks are rented to the public by rental costs Rp. 15,000 (fifteen thousand dollars) a month. Stalls, among others selling cold drinks, meatballs, chicken soup, Tiwul and gatot which is typical in the area of Gunung confectionary, snacks, hot coffee etc. This kiosk establishment done as an effort to improve the economic conditions of citizens and is also part of the village Bleberan nature so that everyone is trying to optimize the tourism potential of this place.

In addition to natural attractions such as Goa and waterfalls Kencong Design Sri getuk, the board also presents other forms of travel, such as opening a place for camping, homestay in people's homes and fishing. Although the object of fishing is now relatively less with the object of waterfalls and other objects but managers try to maximize the tourism

village homestay in other activities such as home residents by offering travelers planting event together and feast with the locals.

According to information from the Tri Harjono Further, the number of visitors who come when Lebaran was approximately the same time as most visitors traveled first to the Baron or Parang Tritis and having satisfied the new coast traveled to the village of Sri getuk Travel. As a result, visitors come together in huge quantities so as to avoid the discomfort felt by the visitors during the Lebaran holiday season, the manager was forced to limit the number of tourists that will be down the river. It is also related to the number of employees working at Sri getuk Tourism Village managers are only 79 people who earns Rp. 35 cents per day while the coordinator gets Rp. 45 cents per day. In addition to the number of boats that felt still less then other obstacles when Lebaran holidays arrive is limited parking space. So to overcome this as well as to make visitors feel comfortable coming then travel down the river manager Oyo limit to 5 pm.

From interviews with Tri Harjono well known that every year there are about 5 to 10% of foreign tourists who visit to this place. The majority came from the Netherlands, Australia and ASEAN countries for example of Vietnam. When the research team are conducting interviews then looked six Malaysian tourists who are visiting and are interested in buying Tiwul in one small kiosk available.

Meanwhile, the manager of the Tourism Village Sri Gethuk also been successfully cooperating with other parties. For example, by Bank BCA. Bank BCA go first to the Tourism Village Sri Gethuk provide assistance in the form of a float that will be used by visitors to the Tourism Village to swim in the water as well as the provision of training on board. But then on the recommendation of the Regional Government of Sri Gethuk Tourism Village is also working with BNI which then disburse the money amounting to Rp 400 million. Due to the cooperation with Bank BNI, Bank BCA also resigned because of the policy of the Bank office which does not allow the sponsor at the same place with the Bank's other competitors.

From the interview is also known that the manager of the Tourism Village Sri Gethuk have utilized various forms of new media in promoting tourism in the village this Bleberan. They use Facebook and Twitter in addition to having a Website. Besides the manager also actively organized various exhibitions in the travel exhibition event held at Taman Mini Indonesia Indah or the Jakarta Convention Centre. The manager is also working with various travel agents and held road shows as to Cirebon, Pemalang, Rembang, Purbalingga, Kediri recently and have a dialogue with the principal so that when the respective holding schools study tour then Sri getuk Tourism Village can be included in the agenda of a school trip The.

Even if there is still to do by the manager of Sri getuk Tourism Village is to build new rides such as waterboom or pool for children. It is expected to be more and more visitors coming traveled to this place. Used For Promotion. To support the promotion of village tourism managers use social media to disseminate information clang Sri Gethuk Tourism Village. Until now, social media use by operators of Sri Gethuk is website, facebook, and twitter. Previous Sri Gethuk Tourism Village has a website address [www.visitsrigethuk.com](http://www.visitsrigethuk.com), but due to the lack of human resources that can manage the website, the website is abandoned and is no longer active. To support the website means presence information deemed important to do promotion, therefore the manager of Village Tourism Sri Gethuk forming a new website with the address [www.desawisatableberanjogja.com](http://www.desawisatableberanjogja.com) . Until now, the web is still actively running and become a mainstay tool for managers Sri Gethuk Tourism Village.

If the researchers observe the activities carried managers Sri Gethuk Tourism Village entered into duty as a public relations practitioner. According to Cutlip, Center & Broom (2006: 6) Public Relations is a management function that builds and maintains a good relationship between the organization and rewarding public that affect the success or failure of the organization. Relations Public Relations concept definition above to research topics are the manager of a local tour in the village Bleberan, District Playen, Gunungkidul in essence also serves as a public relations practitioner who runs the management function, in this case the management payuguban Tourism Village Sri Gethuk to achieve the organizational goals, optimize local tourism potential in the village. In addition, the role of the community as a manager is to facilitate organizational change, for example, the future will build children's games such as waterboom travel and develop eco-tourism, and others.

Of 9 (nine) Function Public Relations according to Cutlip, Center & Broom (2006: 11) at least five (5) Public Relations function which is run by Sri Gethuk Tourism Village, here are five (5) Public Relations function developed by the Tourism Village Sri Gethuk:

1. Internal Relations is a special part of the Public Relations who build and maintain good relations and mutually beneficial between a manager and employee organizations rely success. This internal relationship has an important role in the organization due to two reasons: first the significance of understanding, teamwork, and commitment of the employees in achieving standard results is influenced by an interactive two-way communication throughout the organization. Both need to build a network of communication between supervisors and subordinates is important because it relates to the task and should cover public issues and important business issues that affect the whole organization. Business tourism village Sri Gethuk have an organizational structure. Organization set up covering all the management activities in both rural tourism, water, and community. Each of these sub-divisions diketua each team leader who became centra communication from top to bottom and bottom to top. Task team leader or head of division is managing his division to earn revenue for the tourist village. The team leader did proportions and for the development of tourist villages to attract local and foreign tourists to visit the village of Waterfall Sri Gethuk.

2. Publicity is information provided by outside sources used by the media because of the information it has news value. The media message placement method is a method that can not be controlled because the resources are not pays the media for loading the information. Disseminate information about the village in Sri Gethuk Travel, Team Leader made a breakthrough by relying on the Internet or social media for Tourism Village menpublikasikan Sri Gethuk to the general public. Not only was the broadcast media such as Trans 7 has also been helping to cover local tourism in the village. Such information is very good for the village.
3. Advertising is information placed in the media by certain sponsors that clearly identified who pay for space and time placement information. Public Relations use advertising to reach a wider audience, not just limited to the targeted consumer marketing. Tourism Village Water Sri Gethuk utilize the internet and social media to promote the village as a tourist destination. They make use of the web, facebook and tweeter for promotion. Promotions they offer is paket can accommodate tourist travelers desire with a relatively affordable cost. According to the manager of Sri Gethuk purpose of promoting through the internet and social media is because it does not have to cost a lot. Costs they have more focus on the development of the tourist village.
4. Investor relations is part of the Public Relations in corporate companies that build and maintain relationships that are beneficial and mutually beneficial to the shareholders and other parties in the financial community in order to maximize market value. Sri Gethuk Tourism Village was once the administration of corporate social responsibility (CSR) from several companies. Tourism Village Sri Gethuk been given help in the form of a float of Bank Central Asia (BCA) for the tourists who chose the package. But not long after Bank Negara Indonesia (BNI) to provide financial assistance amounting to 400 million dollars. The funds are used for road construction, floor plans, and equipment in the tour.
5. Development is a special part of Public Relations in the non-profit organization in charge of building and maintaining relationships with donors and members in order to get funding and volunteer support. Sri Gethuk Tourism Village has a rural community consisting of merchants, managers, and local communities. The Circle of Friends as a forum on the development of their village earned. Revenues earned their village will be used for the "feast" or eat together. In addition to the "feast" has been handed down but the event also became part of our cultural tour packages in mikili by Sri Gethuk Tourism Village.

The conclusion that can be obtained from this experiment are Sri Gethuk business tourism village tourism communication has been running well. This is evidenced by the establishment of the community as an institution or organization to manage the Tourism Village. In addition managers have also used social media as a promotional tool and a means of communication to the public. Based on the functions of public relations, manager of Village Tourism Sri Gethuk have to function as a public relations practitioner, although from 9 function that has been presented in chapter 5 functions only theory that has been run by the manager of the Tourism Village Sri Gethuk. Development of local tourism potential in Sri Gethuk Tourism Village has involved an element of local knowledge. It can be seen from the inclusion of the activities of festivity and grebekan in tour packages.

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