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CULTURE-BASED ENTREPRENEURSHIP: A STUDY OF THE CHARACTERISTICS AND SKILLS OF NOKEN ARTISANS IN SOUTHWEST PAPUA

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ABSTRACT

This study aims to analyze the characteristics of entrepreneurs that influence success in running a business. Through a survey method involving 50 entrepreneurs, this study explores various characteristics, including self-confidence, risk-taking, hard work, innovation, independence, forward-looking orientation, responsiveness, management, networking, and strategic skills. The results of the analysis show that there is a significant relationship between entrepreneurial characteristics and business performance. The Spearman Rank correlation test indicates that strategy, networking, and management skills have a solid relationship, confirming the importance of these skills in supporting entrepreneurial success. Meanwhile, characteristics such as risk-taking and innovation show a weaker relationship with other traits, indicating that the context and situation of the individual influence these factors. This study provides insight into how various entrepreneurial characteristics interact with each other and contribute to business success. These findings are expected to be a reference for developing training and support programs for entrepreneurs and increasing understanding of the importance of skills development in the world of entrepreneurship. Thus, this study contributes to the entrepreneurship literature by highlighting the relationship between individual characteristics and successful business outcomes.

KEYWORDS *Noken; Entrepreneurship; Characteristics; Skills; Papua*

INTRODUCTION

Noken is one of the typical Papuan woven or knitted crafts that comes from wood fibers, leaves, and plant stems. This handicraft business is widely found in the Land of Papua as an ancestral cultural heritage and includes creative economy businesses. Activities that utilize the creativity, skills, and abilities of artisans to create jobs and welfare. Noken artisans are mostly Papuan mothers. Noken is typical of Papua in terms of value, meaning, and function. Making noken from yarn

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is becoming more and more difficult because of the fast-paced handicrafts (Istiqomah et al., 2019). So, the core of the noken is different from the original plant noken. Human resources of artisans with entrepreneurial traits and talents must help new crafts survive and develop.

The need for entrepreneurial characteristics and better entrepreneurial skills of noken artisans has been identified as an important element for Papuan noken artisans. The characteristics of entrepreneurship include the application of positive ideals in behavior or actions through techniques and procedures. According to research on Amuntai rattan artisans, furniture industry players have an entrepreneurial attitude in the form of originality in product innovation, dare to take risks to diversify products, and leadership in building harmonious relationships with employees, but are not oriented towards maximum tasks and profits (Damanik & Hidayatulloh, 2019). Related research has similarities in the use of indicators of entrepreneurial characteristics, including indicators of leadership spirit (Ananda, 2018). Other indicators of entrepreneurial characteristics used are motivation to achieve, forward-oriented, responsive and creative to change, and having a business network (Yulina & Mandiangan, 2012). Meanwhile, the research (Ananda, 2018) uses indicators of confidence, daring to take risks, hard work, innovation, and independence.

Whereas entrepreneurial skills describe individuals who know how to do things in a business and, on the other hand, describe the tasks and activities that individuals need to know about how to run a business. It should be emphasized that the concept of entrepreneurial skills describes the individual (Vesala & Jarkko, 2008).

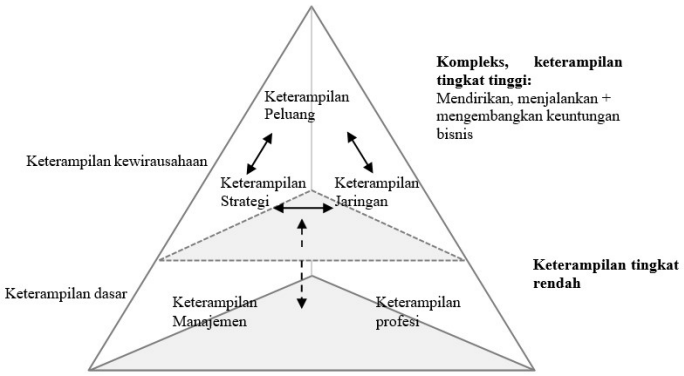
The results of expert interviews conducted in six countries, reported in the pilot study, showed five categories of skills in a study on the entrepreneurial skills of farmers in three agricultural business divisions, namely conventional agriculture, value-added agriculture, and diversified agriculture (Wolf, 2019). The results show that there are five entrepreneurial skills needed by farmers to succeed in business, including professional skills, management skills, opportunity skills, cooperation/networking skills, and strategy skills. Entrepreneurial skills can be modeled in the form of a pyramid, which shows different levels of skill (Varga, 2019). The farmer entrepreneurship pyramid model at the basic skill level is a skill requirement that must be achieved to develop the next skill level. So, without a minimum skill level in the bottom pyramid model, the skills at the top cannot be developed perfectly (Rudmann, 2008).

Entrepreneurial skills are the level of basic skills categorized into (Istiqomah et al., 2019) professional skills and management skills. As a synthesis of the study, professional and management skills are basic requirements for farmers. Skills as a stimulus or driver to arouse enthusiasm, improve farmers' abilities, especially in terms of communication, management, and innovation, develop business networks, stimulate creativity and ideas, and increase the ability to capture business opportunities and realize them. Meanwhile, opportunity, cooperation/networking, and strategy skills in farmer entrepreneurship skills can be categorized as high/complex skill levels, so these three skills deserve to be called entrepreneurial skills. These skills are seen as entrepreneurial skills that entrepreneurs should have. Entrepreneurs who study entrepreneurial skills do not imply that other skills are considered irrelevant or unimportant. These skills are needed to find ways and

strategies to increase business profits, realize business opportunities, and develop businesses to remain sustainable.

From the description, the researcher is interested in research related to the entrepreneurial characteristics and entrepreneurial skills of noken craftsmen. Here are some of the problems that arise: (1) What are the characteristics of noken artisan entrepreneurs? (2) What is the level of entrepreneurial skills of noken craftsmen? (3) What is the relationship between entrepreneurial characteristics and the entrepreneurial skills of noken craftsmen?

Problem-solving strategies are used. Problem-solving strategies organize the research process to be efficient and effective. The results of the study include entrepreneurial traits and talents. For entrepreneurial characteristics, use indicators of confidence, dare to take risks, work hard, be innovative, independent, forward-oriented, responsive, and have a network. Meanwhile, entrepreneurship skills use five indicators of entrepreneurial skills, namely professional skills, management skills, opportunity skills, cooperation/networking skills, and strategy skills. The concept of entrepreneurial skills based on the ESoF research project is explained in Figure 1 (7).



Gambar 1 Lima konsep dasar keterampilan kewirausahaan petani
Sumber : de Wolf dan Shoorlemmer 2007

This research is newly conducted, especially the characteristics of entrepreneurship and entrepreneurial skills in noken craftsmen in Southwest Papua.

According to research conducted by students of Sriwijaya State Polytechnic by (Yulina & Mandiangan, 2012) with a focus on entrepreneurial characteristics using indicators such as achievement motivation, future orientation, responsiveness, creativity towards change, and business networks.

This study offers a new contribution by exploring the relationship between entrepreneurial characteristics and entrepreneurial skills in noken craftsmen in Southwest Papua, which is part of the local culture-based creative economy. This study also highlights specific indicators of professional skills and business strategies that are rarely discussed in the context of traditional craftsmen. Thus, this study provides a new perspective on how to integrate cultural values and innovation in the development of small businesses in indigenous communities.

The purpose of the study was to analyze the entrepreneurial characteristics of noken craftsmen in Southwest Papua. The benefits of the study are to help policymakers in developing strategies to empower small businesses based on local culture as an effort to preserve culture as well as improve the economy of indigenous peoples.

RESEARCH METHOD

The research was conducted in Sorong Regency, Southwest Papua. Because it is a center for noken craftsmen, the location was chosen deliberately. The sampling techniques used were snowball and quota sampling. The tool used is a questionnaire. The analysis techniques used include descriptive, Chi-Square, and Spearman Rank. The collected data will be analyzed qualitatively and quantitatively. Self-presentation is used to interpret qualitative non-parametric qualitative descriptive data to build entrepreneurial quality and evaluate capabilities. The skills assessment is carried out through an analytical approach by interpreting the interview as a self-presentation related to entrepreneurial skills. Interpretation focuses on, first, how skilled the respondent is in explaining the skills he or she has any credibility in presenting based on quality. Second, the interpretation focuses on the content of the presentation about how the skill is manifested, in other words, sorting what activities and tasks are carried out and how it manifests when the skill is applied, based on the presentation of the noken craftsman.

To answer the formulation of the problem, namely the entrepreneurial characteristics and entrepreneurial skills possessed by noken craftsmen, by describing through in-depth interviews according to the conditions of entrepreneurial characteristics and the phenomenon of entrepreneurial skills of noken craftsmen. Then, it is measured through each indicator. The method of calculating the percentage (%) of the level of entrepreneurial characteristics and entrepreneurial skills of each indicator by all respondent noken craftsmen is as follows:

$$\text{Persentase skor keterampilan kewirausahaan} = \frac{\text{Total Skor}}{\text{Total Skor Maksimum}} \text{X } 100\%$$

Where:

Total skor = Σ (b x r)

Maximum total score = (bm x r x jk)

Information:

b = Weight (1-4)

r = respondent (person)

Bm = maximum weight (4)

JK = total of each indicator of entrepreneurial characteristics and entrepreneurial skills

After determining the proportion of respondents' answers, the calculation results are based on the answer categories in Table 1. The calculation of this percentage score helps identify the respondents' entrepreneurial talents. Each entrepreneurial talent has a different top ranking according to the number of indicators considered.

Table 1. Determination of the category of the number of scores based on the percentage of the respondent's answer category

It	Percentage of Answer Category (%)	Score Category
1.	0-25	Very Low
2.	26-50	Low

3.	51-75	Tall
4.	76-100	Very High

To solve the third problem, use the Spearman rank and chi-square. Reciprocal or causal relationships are correlation analysis. However, not all connections have cause and effect, so adequate testing is important. Correlation analysis of Spearman ratings can determine whether ordinal metrics are connected (Nazir, 2005). This analysis uses Excel and SPSS, used the Spearman rank correlation formula for a large sample ($n \geq 30$).

The Chi-Square test determines whether nominal measurements are related. This test determines whether two or more populations have the same distribution. The study used the Chi-Square test to determine the compatibility or absence of a relationship between populations and provide a provisional estimate. A technique to check if the observed estimate matches the predicted estimate.

Data were collected by questionnaire. We assess the questionnaire for reliability and validity before giving it to respondents. The validity and reliability test was carried out on 10 respondents.

1. Validity test

Validity testing determines how well the questionnaire measurement instrument measures what is sought (Umar, 2005). In other words, validity testing determines whether each variable is measurable. The main considerations for validity testing are:

a. The validity test is used to see the feasibility of the question items in the questionnaire that can define a variable.
b. This list of questions is generally to support a specific group of variables.
c. The validity test is carried out for each question item. The results were compared with r table | df= nk with an error rate of 5 percent.
d. If the table < calculated, then the question item is called valid.

2. Reliability test

Reliability or acoustics measures the stability and consistency of respondents in answering questions prepared based on questionnaires (Nugroho, 2005). The reliability of a measuring instrument reflects its consistency in assessing the same symptoms. The instrument uses Cronbach's Alpha, a coefficient of consistency that indicates how well objects or grains in a group positively cover each other, for acoustic measurements. The main reliability test items are (Noor, 2011):

a. The questionnaire reflects the construct as a dimension for the variables arranged in the form of questions.
b. The reliability test is compiled together for all questions.
c. If the alpha value > 0.60, it is called reliable.

This study calculates the validity and reliability test using SPSS. Initially, there were 65 elements of a statement of entrepreneurial quality and ability. The validity and reliability test found 13 invalid statement items, so they were eliminated. Some claims are replaced with validated statements or statements from reading sources or book references. So, 52 statements were used until the questionnaire was distributed. The research flow is shown in Figure 2.

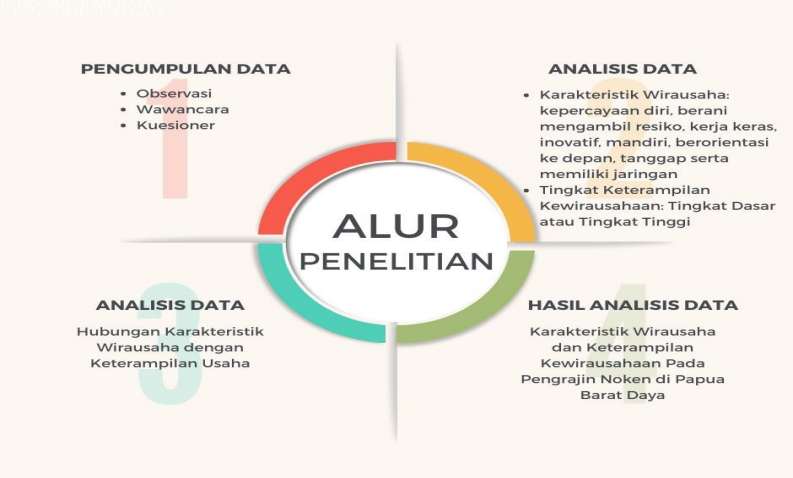


Figure 2. Research Flow

RESULT AND DISCUSSION

Characteristics Respondent

The characteristics of the respondents describe the character of noken craftsmen and the characteristics caused by the environment. These characteristics can be demographic, social, or even the economic situation of farmers. These characteristics distinguish farmers' behavior in certain contexts. This study examines age, education, and experience. Age is the length of time respondents live until the survey is completed. The age of productive farmers affects their ability to implement innovations and seek knowledge. Artisans who are not of productive age find it difficult to adopt innovations, while those of productive age do it quickly. Higher education also affects the acceptance of artisan innovations. Meanwhile, farming experience affects the courage to take risks.

Age

The physical ability of craftsmen to run their business depends on age. The working ability of farmers increases until they reach a certain age, then decreases. The Central Statistics Agency (BPS) classifies the productive age as a very productive age of 15–49 years and a productive age of 50–64 years. The non-productive age exceeds 64 years. The age of productive farmers will affect the application of innovation and information search. Non-productive craftsmen find it difficult to absorb innovation, while productive craftsmen absorb innovation quickly. Noken artisans by age can be seen in Table 2.

Table 2 Characteristics of respondents by age.

Age (Years)	Number (Person)	Percentage (%)
15-49	41	82.00
50-64	9	18.00
65-70	0	0
>70	0	0
Sum	**50**	**100.00**

Source: Primary Data Processed (2023)

The artisans of the respondents in this study are still classified as very productive age groups. Table 1 shows that the age distribution of noken artisans is dominated by farmers aged 15 to 49 years, with a percentage of 82.00 percent.

Likewise, the productive age also contributes 18.00 percent. Based on the results of the interview, young noken craftsmen began to be interested and participated in the noken business.

Education Level

The level of education will affect the ability of craftsmen to make decisions and absorb knowledge. Education can influence farmers to develop skills in terms of presentation skills, discussion techniques, and analytical skills. Education provides a theoretical basis that helps in practice in the field (Wolf, 2019). Noken artisans based on education level can be seen in Table 3.

Table 3 Characteristics of respondents by education level

Last Education	Number (Person)	Percentage (%)
Not in school	15	30.00
Elementary school/equivalent	23	46.00
Junior high school/equivalent	3	10.00
High school/equivalent	7	14.00
College/S1	2	4.00
Sum	**50**	**100.00**

Source: Primary Data Processed (2023)

Table 2 shows that 46.00 percent of noken craftsmen have completed elementary school education. Followed by artisans who do not go to school by 30%. This shows that noken artisans are poorly educated. The low level of education of young craftsmen hinders them from absorbing knowledge and information when obtaining counseling or training materials. Education also influenced the adoption of production and marketing technology by young craftsmen.

Noken Craftsman's Experience

The experience of noken craftsmen will describe the ability to overcome problems based on the experience experienced while running a business. The dexterity of noken craftsmen to act and think quickly in making decisions is also based on the experience they have gone through while being a noken craftsmen. The experience of noken craftsmen will also show consistency in running a business. Table 4 shows the distribution of noken craftsmen's experiences.

Table 4 Characteristics of respondents based on business experience

Noken Craftsman Experience (Years)	Number (Person)	Percentage (%)
<1	0	0
1-3	2	4
3-5	3	6
5-10	20	40.00
>10	25	50.00
Sum	**50**	**100.00**

Source: Primary Data Processed (2023)

The highest percentage is in the experience of noken craftsmen aged >10 years at 50.00 percent, followed by respondents aged 5-10 years at 40.00 percent (Table 3). Overall, noken craftsmen have experience in running a business where

the business he has done has been passed down from generation to generation from the heritage of his ancestors.

Entrepreneurial Characteristics of Noken Craftsmen

Various noken craftsmen have a wide variety of personalities. Entrepreneurs have traits related to the application of positive values in their behavior and activities using technological means. This research will determine the best character of each noken craftsman. Table 4 shows that the characteristics of noken artisan entrepreneurs are relatively low, namely confidence with value (44.62%), daring to take risks (37.50%), hard work (39.75%), innovative (34.87%), independent (40.62%), forward-oriented (35.25%), responsive (30.87%) and having a network (28.25%).

Table 5 Levels of Entrepreneurial Characteristics of Noken Craftsmen

Entrepreneurial Characteristics	Weight of Noken Craftsman Entrepreneurial Characteristics			Level of Entrepreneurial Characteristics
	Shoes Average	Shoes Maximum	Percentage (%)	
Confidence	178.5	400	44.62	Low
Dare to Take Risks	150	400	37.50	Low
Strive	159	400	39.75	Low
Innovative	139.5	400	34.87	Low
Self-sufficient	162.5	400	40.62	Low
Forward-Oriented	141	400	35.25	Low
Response	123.5	400	30.87	Low
Have a Network	113	400	28.25	Low

Source: Primary Data Processed (2023)

Table 5 shows that 28.25% of respondents have a network, the lowest number. The low group includes respondents who do not have good entrepreneurial traits to run their business. Where a common problem is the low level of building and maintaining relationships or connections with others. In addition, they lack relationships and interact with non-artisan business groups or other businesses. This is by research (Awa, 2020) in research on the success of boutique businesses in Semarang City that the business network will facilitate every process of buying and selling products. The business network also participates in marketing products on social media and disseminating information directly to the public.

Confidence

Entrepreneurial confidence is a belief in a person's talents, goals, and ambitions. Self-confidence has an impact on a person's behavior and kindness. A company will succeed if entrepreneurs have strong confidence because they are not afraid of failure, do not give up quickly, and always feel capable and able to overcome challenges. Research (Purwanti, 2015) states that self-confidence means having confidence in one's ability to overcome obstacles. The survey found that 44.62% of noken artisan entrepreneurs in Southwest Papua have poor confidence (Table 4). This indicates that respondents have low self-confidence, which can limit their company's performance. Successful entrepreneurs have confidence, acknowledge challenges, and think they can solve them.

Dare to Take Risks

An entrepreneur takes risks, not bears them. Naturally, entrepreneurs consider the risks before making a choice. As with noken craftsmen, respondents' readiness to face business difficulties and take business risks affects their risk-taking behavior. The willingness to take risks, which is a commercial problem, is the distinguishing point between noken craftsmen. Competition, beating prices, and products that don't sell well are issues that must be taken into account. Risk is always present in the start-up, development, and operation of the company. Risk-taking is very important for noken craftsmen. The survey found that 37.50% of noken artisans took risks (Table 4). According to the source, noken artisans face danger due to shifts in the cost of raw materials, scarce raw materials, customer preferences, and commercial losses. These noken artisans knew that the business was risky but did not dare to take it. Fearing commercial failure, they avoided great opportunities and took a safe path.

Strive

Giving up, never complaining, and keeping trying despite many obstacles are hard work behaviors. Work is done honestly and efficiently by using energy, ideas, and sentiments to use time, materials, money, and equipment. Hardworking, productive, not procrastinating, and striving to grow. Hard work must always be balanced with accountability or a willingness to take responsibility for actions.

Noken artisan entrepreneurs need to have hard work behavior to achieve success in their business. Hard work means working by using resources optimally. Noken craftsmen can work hard by paying attention to the process of developing shapes through observation-based designs, doing calculations to see business opportunities that can be done for handicraft products, and mass-producing. Hard work is an indicator of work measurement in achieving success as a young craftsman entrepreneur. Based on the results of the study, the percentage of hard work attitude in noken craftsmen got a low result with a percentage of 39.75% (Table 4.)

Innovative

Innovative behavior has a positive impact on entrepreneurial intention. A study shows that innovative behavior has a positive relationship with entrepreneurial intention, both in students and in the context of creative handicraft businesses such as noken (Amelia, 2018). In the context of entrepreneurship, innovative behavior is defined as behavior in creating and combining something new, both in the form of products and services, that can provide social and economic added value.

Self-sufficient

Self-reliance is the ability to manage oneself without being dependent on others. The results of the study show that the entrepreneurial characteristics of noken craftsmen in terms of independence are low, with a percentage of 40.62%. Noken craftsmen have not been able to meet their needs and rely on their abilities and have not been able to determine the right goals and decisions for their business. Research (Miftakhuljanah et al., 2016) shows that independence should be a guide in entrepreneurship.

Forward-Oriented

Future orientation is the extent to which a person or group thinks about the future, which is a concern in running a business. The results of the study showed that the level of forward-oriented characteristics of noken craftsmen was 35.25% in the low category. In line with research shows that most ornamental plant entrepreneurs in Bogor City do not have a development plan for the future of their business, both short-term and long-term. They still think that the most important thing is that their needs can be met and carry out what they are currently doing.

Response

Responsiveness in running a business is someone who has the speed to adapt to a situation that continues to develop. Table 4 shows that the responsiveness characteristics have a score in the low category, which is 30.87%. Based on the results of the study (Asyifa, 2019) stated that the ability to produce knowledge (quick response to information, techniques, and facts) is the main determining factor for a person in producing excellent business performance.

Have a Network

Networks in business are business cooperation, access, and relationships with intermediaries or third parties to run their businesses in achieving productivity and competitiveness in running a business. Table 4 shows that the ability to have a network is still in the low category of 28.25%. Of the many entrepreneurial characteristics, it shows that the lowest percentage is having a network. This is supported by research (Sari et al., 2015) stating that entrepreneurial networks or social relationships affect the ability of entrepreneurs to access information and business capital for the success of their business.

Noken Craftsman's Entrepreneurial Skills

The entrepreneurial skills of noken craftsmen are reflected by five skills, namely professional skills, management skills, opportunity skills, networking/cooperation skills, and strategy skills. Entrepreneurial skills are the highest stage in entrepreneurship. Starting from knowing, being able to behave, and being skilled. In addition, the skilled stage has a category level, namely the basic level (basic entrepreneurial skills) and the high level (entrepreneurial skills). Entrepreneurial skills are understood as high-level skills that are not only able to establish and run an agricultural business but also to develop the business. After each entrepreneurial skill is described, then the weight of entrepreneurial skills that have been obtained from the results of interviews in the field is calculated. The overall results of the average value of the weight of entrepreneurial skills of noken craftsmen can be seen in Table 6.

Table 6. Noken Craftsman's Entrepreneurial Skills Level

Entrepreneurship Skills	Weight of Noken Craftsman's Entrepreneurial Skills			Entrepreneurial Skill Level
	Score Average	Score Maximum	Percentage (%)	
Professional Skills	179.33	600	29.88	Low
Management Skills	113.67	600	18.94	Very Low
Strategy Skills	107.67	600	17.94	Very Low

Networking Skills	104	600	17.33	Very Low
Opportunity Skills	84.33	600	14.05	Very Low

Source: Primary Data Processed (2023)

Table 6 shows that management skills, strategy skills, networking skills, and opportunity skills are in the very low category. Meanwhile, professional skills are in the low category. An indicator of professional skills is being able to weave/knit noken with various models according to consumer/market needs, being able to understand the quality of noken raw materials, know and understanding good weaving techniques. Judging from the score results, it shows that all entrepreneurial skills possessed by noken craftsmen are in the category of basic skills (low-level skills). Professional skills received a score (29.88%), and cooperation/networking skills received the lowest percentage (17.33%) of the five entrepreneurial skills.

The Relationship Between Entrepreneurial Characteristics and the Entrepreneurial Skills of Noken Craftsmen

The results of data processing showed that there were several significant relationships between entrepreneurial characteristics and entrepreneurial skills in noken craftsmen. Based on the results of the Rank Spearman correlation test, the characteristics of self-confidence did not show a significant relationship with professional skills, management skills, strategy skills, or opportunistic skills. Likewise, the characteristics of daring to take risks also do not have a significant relationship with professional skills, management skills, strategy skills, and skills to take advantage of opportunities. The characteristics of hard work did not show a significant relationship with professional skills or management skills. In contrast, the characteristics of innovation showed a significant relationship with professional skills, management skills, strategy skills, and opportunity-taking skills, indicating that innovation is an important factor in improving entrepreneurial skills. The self-sufficient characteristic has no significant relationship with entrepreneurial skills at all skill dimensions. On the other hand, the forward-looking characteristic shows a significant relationship only with management skills but not with professional skills, strategy skills, and opportunistic skills. The responsive characteristic shows a significant relationship with all dimensions of entrepreneurial skills, including professional skills, management skills, strategy skills, networking skills, and opportunity-taking skills. In addition, having a network also shows a significant relationship with all dimensions of entrepreneurial skills. Although the independent characteristic does not have a significant relationship with entrepreneurial skills, most other entrepreneurial characteristics, such as innovation, responsiveness, and networking, are significantly related to the improvement of entrepreneurial skills in noken craftsmen. These results show that these characteristics play an important role in developing artisan skills, especially in the aspects of management, strategy, and utilization of business opportunities, as shown in Table 7.

Table 7. Results of the Spearman Rank Test between Entrepreneurial Characteristics and Entrepreneurial Skills

Entrepreneurial Characteristics	Entrepreneurial Skills									
	Professional Skills		Management Skills		Strategy Skills		Networking Skills		Opportunity Skills	
	Cow	*p value*	Cow	*p value*	Cow	*p value*	Cow	*p value*	Cow	*pvalue*
Confidence	.249	.081	.199	.167	.187	.193	.069	.634	.107	.462
Dare to Take Risks	-.151	.297	.171	.234	-.037	.799	-.128	.377	-.117	.419
Strive	-.034	.812	-.222	.121	-.047	.744	-.269	.059	-.124	.391
Innovative	.125	.385	.501**	.000	.286*	.044	.263	.064	.401**	.004
Self-sufficient	.091	.528	.110	.449	.117	.416	-.011	.938	-.031	.829
Forward-Oriented	.154	.285	.288*	.043	.092	.526	.098	.499	.063	.662
Response	.118	.425	.357*	.011	.362**	.010	.417**	.003	.463**	.001
Have a Network	-.132	.359	.584**	.000	.597**	.000	.541**	.000	.508**	.000

Source: Primary Data Processed (2024)

*. Significant correlation at α = 0.05

**. Significant correlation at α = 0.01

The Spearman rank test was used to analyze the correlation between entrepreneurial characteristics and entrepreneurial skills in artisans in Southwest Papua. Based on the table, here are the findings obtained:

a. Self-confidence: Self-confidence characteristics showed an insignificant positive relationship with professional skills (r = 0.249; p = 0.081) and management skills (r = 0.199; p = 0.167). However, there was an insignificant positive relationship with strategy skills (r = 0.187; p = 0.193), network skills (r = 0.069; p = 0.634), and opportunity skills (r = 0.107; p = 0.462). While not significant, these findings indicate that more confident artisans tend to be more skilled, although the relationship is not strong enough to be statistically inferred.
b. Dare to Take Risks: This characteristic is negatively correlated with professional skills (r = -0.151; p = 0.297) and management skills (r = 0.171; p = 0.234). In addition, no significant association was found with strategy skills (r = -0.037; p = 0.799), network (r = -0.128; p = 0.377), and opportunity (r = -0.117; p = 0.419). These findings suggest that risk-taking courage is not positively related to the entrepreneurial skills that artisans possess.
c. Hard Work: The negative relationship between hard work and professional skills (r = -0.034; p = 0.812) and management skills (r = -0.222; p = 0.121) suggests that hard-working craftsmen do not always have better skills in the profession and management. Also, no significant associations were found between strategy skills (r = -0.047; p = 0.744), networking (r = -0.269; p = 0.059), and chance (r = -0.124; p = 0.391).
d. Innovative: There was a significant positive association between innovation and management skills (r = 0.501; p < 0.01) and opportunity skills (r = 0.401; p < 0.01). This indicates that innovative artisans are more skilled in
e. Forward-Oriented: This characteristic has a significant positive relationship with management skills (r = 0.288; p < 0.05). These findings show that craftsmen who have a vision for the future tend to be better at managing their businesses.
f. Responsiveness: This characteristic shows a significant positive correlation with all dimensions of entrepreneurial skills, including management skills (r = 0.357; p < 0.01), strategy skills (r = 0.362; p < 0.01), networking skills (r =

0.417; $p < 0.01$), and opportunity skills ($r = 0.463$; $p < 0.01$). This shows that craftsmen who are responsive to change have better entrepreneurial skills.

g. Having a Network: A strong network is positively correlated significantly with management skills ($r = 0.584$; $p < 0.01$), strategy skills ($r = 0.597$; $p < 0.01$), network skills ($r = 0.541$; $p < 0.01$), and opportunity skills ($r = 0.508$; $p < 0.01$). A good network allows artisans to expand business connections and more easily access resources or opportunities that support business growth.

The results of the Spearman rank test show that entrepreneurial characteristics such as innovation, forward orientation, resilience, and having a network play an important role in improving the entrepreneurial skills of craftsmen. Artisans who have these characteristics are more likely to have better skills in running a business, both in technical and strategic aspects. Therefore, an increase in entrepreneurial characteristics can help artisans become more competitive and able to sustain their businesses amid increasingly challenging and competitive conditions.

Spearman Rank Correlation Test

The results of the correlation test were used to analyze various levels of relationships between entrepreneurial characteristics, with some strong relationships and some weaker ones. A positive correlation indicates that an increase in one variable is likely to correlate with an increase in another, while a negative correlation indicates an opposite relationship. The following is a summary of the results of the Spearman rank test correlation test for each entrepreneurial characteristic.

Table 8. Results of the Spearman Rank Correlation Test

Entrepreneurial Characteristics	Correlated Characteristics	Correlation Value (Spearman's ρ)	Interpretation
Confidence	Dare to Take Risks	0,162	Weak positive correlation
	Forward-Oriented	0,418	The positive correlation is quite strong
	Innovative	0,134	Weak positive correlation
	Self-sufficient	0,293	Weak positive correlation
	Management Skills	0,249	Weak positive correlation
Dare to Take Risks	Confidence	0,162	Weak positive correlation
	Self-sufficient	-0,083	Weak negative correlation
	Innovative	-0,021	Negative correlation is very weak
	Strive	0,134	Weak positive correlation
Strive	Confidence	0,134	Weak positive correlation
	Self-sufficient	0,071	Positive correlation is very weak
	Strategy Skills	-0,222	Weak negative correlation
Innovative	Dare to Take Risks	-0,021	Negative correlation is very weak

Entrepreneurial Characteristics	Correlated Characteristics	Correlation Value (Spearman's ρ)	Interpretation
	Self-sufficient	-0,083	Weak negative correlation
	Response	-0,083	Weak negative correlation
Self-sufficient	Dare to Take Risks	-0,083	Weak negative correlation
	Confidence	0,293	Weak positive correlation
	Forward-Oriented	0,153	Weak positive correlation
Forward-Oriented	Confidence	0,418	The positive correlation is quite strong
	Networking Skills	0,483	The positive correlation is quite strong
	Response	0,285	Weak positive correlation
Response	Forward-Oriented	0,285	Weak positive correlation
	Networking Skills	0,508	Strong positive correlation
Have a Network	Management Skills	0,508	Strong positive correlation
	Strategy Skills	0,751	Positive correlation is very strong
	Forward-Oriented	0,483	The positive correlation is quite strong
Management Skills	Networking Skills	0,508	Strong positive correlation
	Strategy Skills	0,804	Positive correlation is very strong
	Opportunity Skills	0,643	Strong positive correlation
Strategy Skills	Networking Skills	0,751	Positive correlation is very strong
	Management Skills	0,804	Positive correlation is very strong
	Opportunity Skills	0,751	Positive correlation is very strong
Opportunity Skills	Strategy Skills	0,751	Positive correlation is very strong
	Management Skills	0,643	Strong positive correlation

Source: Primary Data Processed (2024)

Information

Weak positive correlation: The relationship exists, but it is very small.
The positive correlation is quite strong: The relationship is quite significant.
Strong positive correlation: Strong and significant relationships.
A positive correlation is very strong: The relationship is very strong and very significant.
Weak negative correlation: The relationship exists, but very little in the opposite direction.

Negative correlation is very weak: The relationship is very weak in the opposite direction.

Based on Table 8, self-confidence has a positive correlation with risk-taking courage (0.162), indicating that more confident entrepreneurs tend to be more daring to take risks, even though the influence is weak and likely influenced by other factors. In addition, self-confidence shows a fairly strong relationship with forward-looking (0.418), where confident entrepreneurs tend to have a long-term vision and are future-oriented (Zabelina et al., 2021), allowing them to set and pursue goals with confidence. However, the correlation of confidence with other characteristics such as innovation, independence, and networking skills is quite weak, suggesting that confidence may focus more on future orientation and risk-taking ability than other aspects. Risk-taking courage had a positive correlation with confidence (0.162), even though the relationship was weak. On the contrary, there was a negative correlation with independence (-0.083), which indicates that more independent entrepreneurs tend to be more cautious in taking risks because entrepreneurs feel they have to take full responsibility for their decisions. Meanwhile, risk-taking courage shows a weak relationship with other characteristics, such as hard work, innovation, and responsiveness, which indicates that risk-taking courage is not always closely related to other entrepreneurial characteristics (Dwiastanti & Mustapa, 2020).

Hard work showed a positive correlation with the courage to take risks (0.134), although this association was not strong, which may be due to the need for courage to face challenges and risks in working hard. A very weak correlation with independence (0.071) indicates that hard work and independence do not always go hand in hand because a person may work hard in an environment that is less supportive of independence or vice versa. Meanwhile, the negative correlation with strategy skills (-0.222) suggests that strategy-focused entrepreneurs tend to be less involved in operational hard work, relying more on strategic planning rather than direct execution. Innovative had a very weak negative correlation with risk-taking courage (-0.021), suggesting that innovation is not always about courage but rather creativity and long-term vision. A very weak negative relationship with independence (-0.083) also indicates that innovation is not always in line with independence because innovation can occur in a collaborative context or with external support (Brown et al., 2021). In addition, a very weak negative correlation with responsiveness (-0.083) suggests that innovation may be more focused on long-term development than the ability to respond to immediate situations.

Independence showed a negative correlation with risk-taking courage (-0.083), reflecting that more independent entrepreneurs tended to be more cautious and responsible in taking risks. A weak relationship with hard work (0.071) indicates that independence and hard work are not always closely linked, with the possibility that independent entrepreneurs are more focused on strategy or decision-making than just hard work (De Vries et al., 2020). In addition, independence showed a slightly stronger correlation with forward orientation (0.153), indicating that independent individuals were more likely to set and pursue long-term goals. Forward orientation has a strong correlation with confidence (0.418), indicating that confident entrepreneurs tend to be more able to set and pursue long-term goals. In addition, the correlation with networking skills (0.483) shows that the ability to be forward-oriented is also supported by good networking skills, where entrepreneurs who can build strong networks tend to be better able to plan for the future (Tajeddini

et al., 2020). The correlation with responsiveness (0.285) also showed that forward-looking entrepreneurs tended to be more responsive to change, allowing them to adapt their long-term plans to changing conditions.

Responsiveness had a positive correlation with forward orientation (0.285), suggesting that forward-looking entrepreneurs tended to be more responsive to change, allowing them to adapt quickly. A strong association with networking skills (0.508) indicates that good networking skills help entrepreneurs to be more responsive to change, as entrepreneurs have access to a wider range of information and resources. In addition, responsiveness also has a positive correlation with various other characteristics, such as management skills and strategy, which emphasizes the importance of agility and the ability to respond to change in various aspects of entrepreneurship (Karimi & Walter, 2021). Having a good network shows a strong correlation with management skills (0.508), indicating that entrepreneurs who have a good network also tend to have effective management skills, allowing them to better manage teams and resources. A very strong correlation with strategy skills (0.751) confirms that good networking skills are strongly related to the ability to formulate and execute effective strategies. In addition, networking skills also support forward orientation (0.483), allowing entrepreneurs to better plan and navigate the future.

Good management skills have a strong correlation with networking skills (0.508), allowing entrepreneurs to manage resources more effectively. A very strong association with strategy skills (0.804) suggests that entrepreneurs who have good management skills also tend to have strong strategy skills, allowing them to better plan and direct ventures (Shepherd & Patzelt, 2021). In addition, management skills are also closely related to the ability to recognize and take advantage of opportunities (0.643), emphasizing the importance of good management in responding to market opportunities. Strategy skills are strongly influenced by network skills (0.751), suggesting that the ability to formulate effective strategies often depends on strong networks. A very strong relationship with management skills (0.804) indicates that entrepreneurs who have good management skills also tend to have strong strategy skills, allowing them to plan and execute strategies effectively. In addition, strategy skills are also closely related to the ability to recognize and take advantage of opportunities (0.751), indicating that entrepreneurs who have good strategy skills tend to be more successful in exploiting business opportunities.

Skills in recognizing opportunities have a strong correlation with strategy skills (0.751), suggesting that entrepreneurs who can see and exploit opportunities usually also have solid strategies to take advantage of them (Ramoglou, 2021). A strong association with management skills (0.643) indicates that good management skills support the ability to take advantage of opportunities, allowing entrepreneurs to take appropriate and effective actions in responding to existing opportunities. In addition, opportunity skills also have a positive correlation with a variety of other characteristics, such as networking and innovative skills, emphasizing the importance of agility and long-term vision in entrepreneurship. Based on the results of the Spearman correlation test that has been carried out, it can be concluded that various entrepreneurial characteristics are interconnected in different ways. Some characteristics, such as strategy skills, networking skills, and management skills, show a very strong relationship with each other, which indicates that they are mutually supportive and essential for entrepreneurial success. Meanwhile,

characteristics such as risk-taking courage and being innovative suggest a weaker relationship with other characteristics, which may indicate that these factors are more influenced by the individual's context and situation.

CONCLUSION

Based on the results of the analysis using the Spearman Rank correlation test, it can be concluded that entrepreneurial characteristics are interrelated with various intensities. Self-confidence shows a strong positive relationship with forward-thinking, signaling that confident entrepreneurs are better able to set and pursue long-term goals. Management skills, strategy skills, and networking skills are very strongly intertwined, demonstrating the importance of this combination of skills for entrepreneurial success. Although risk-taking courage and innovation show a positive correlation, their relationship with other characteristics tends to be weak. This indicates that factors such as courage and innovation are more influenced by the individual context and the situation at hand. Overall, the results highlight the importance of developing management skills, networking, and strategies in supporting entrepreneurial success, as well as the need to pay attention to external factors that can influence entrepreneurial behavior.

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