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Economic Behavior of Eco-Friendly Silk Entrepreneurs

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Abstract: Sustainability of silk business management in Wajo depends on the comprehension, attitude and behavior of the silk entrepreneur. The present study aims at describing the economic behavior of silkenpreneurs start from feeding the silkworm until marketing eco-friendly silk products. The present study employed qualitative approach and the data were collected through in-depth interview, participant observation, and documentation. The data analysis employed for activities, which are data collection, data reduction, data presentation, and conclusion. The finding of this research shows that the comprehension and the action of silk entrepreneurs related to eco-friendly business management is poor. Silkenpreneurs have done some stages of cleaner production from providing mulberry leaves up to marketing silk products, as an effort to realize eco-friendly silk industry.

Keywords: Comprehension, Attitude, Behavior, Economic Behavior of Environmentally Sound Silk Entrepreneur

I. Introduction

Basically, environmental problems happen because humans often do not care of equilibrium and harmony of environment. Most of the environmental disturbance happened are caused by humans themselves who are less responsible and have low environmental ethic. Humans' attitude in having interaction with their environment reflect carelessness toward ecological sustainability. Brown (1981) states that ecological sustainability is humans' sustainability in fulfilling their needs without reducing the next generation' opportunity.

The way humans interact with their environment is very influenced by internal factors in themselves such as knowledge, attitude, education, experience, motivation, culture and values. Those internal factors have very important roles in controlling humans through their attitudes, not only in particular type of persons, but also in various type of persons starting from individual behavior, household, small community, to business behavior. (Faturochman:1995).

Related to that thing, the sustainability of silk business management depends on the "Ecological Awareness" of the entrepreneurs to change their business strategy in redefining their operational activity to be sustainable, especially the UMKM sector, which is the key sector to build sustainable economy and the important factor to absorb workers. Kuncoro (2009:326), states that attention to develop UMKM is caused by three reasons. First, Micro, Small, and Intermediate Business absorb a lot of workers and utilize local natural resource intensively. Second, UMKM has an important role in exporting non-oil. Third, UMKM is very domineering in term of the numbers from the business unit.

Thee (1993:109), states that small industry development is a way which has a big role in the development of manufacturing industry. Development of small-scale industry will help to solve a problem like unemployment, so in addition to increase employment and business opportunity, also can push regional development and construct the sustainability of industry, which is related to nation's cultural value.

As a part of small and medium industry, in Wajo Regency, South Sulawesi Province, silk industry has been developed as home industry which dominates the public life in Wajo Regency. Silk industry development is not only focused on activity to produce final product, which is silk, but on the series of activity from the upstreaming activity to the downstreaming activity, Nurjayanti (2011). The upstreaming activity is begun by the cultivation process of mulberry as the main food of silkworm, then followed by raising silkworms until reeling the cocoon to be silk thread. Next, downstreaming activity is begun from preparing the main material, which is silk thread, until marketing the silk products.

The sustainability of silk industry management in Wajo Regency is related to the silkenpreneur's behavior in saving the natural resources and minimizing the utilization of poisonous materials and emission waste in the life cycle. Based on the initial interview to silkenpreneurs in Wajo Regency, information got are: first, silkenpreneurs get less training and elucidation related to the effect of silk business they do toward the environment. Second, the silk entrepreneurs get less knowledge about how to preserve the natural environment from the government or from privates. Third, most of silk entrepreneurs use synthetic dye due to the limited number of main material, production and colors produced by natural dye.