

Analysis of Local Culture in Improving Entrepreneurial Ability Mediated by Community Empowerment for Indigenous Papuan MSMEs in Jayapura City

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Abstract

The purpose of the research is to know and analyze the role of Department Industry, Trade and Cooperatives in empowering MSMEs for Indigenous Papuans (OAP), to know and analyze empowerment public have an impact on Papuan Indigenous People (OAP) entrepreneurship, and to know and analyze local culture influential towards Papuan Indigenous Entrepreneurship in Jayapura City. The analytical tools used on SEM with Smartpls. Empowerment of the Papuan Indigenous Micro-Business Community has been carried out by the Jayapura City Industry, Trade, Cooperatives and MSMEs Service. Empowerment is carried out by encouraging and raising public awareness of the importance of developing potentials, taking real actions such as: Education, Training, Health Improvement, Capital Provision, Information, Employment, markets and other facilities assistance. Things that have not been done by the Jayapura City Industry, Trade, Cooperatives and MSMEs Service in empowering the Community, especially Papuan Indigenous Micro-entrepreneurs (OAP) are Steps to prevent Unbalanced Competition, and protect the weak. The results of statistical tests show that local culture directly influences empowerment public for indigenous Papuan MSMEs, local culture influences the entrepreneurial ability of indigenous Papuan MSMEs and the indirect influence is that local culture influences the entrepreneurial ability of indigenous Papuan MSMEs which is supported by community empowerment.

Keywords: Local Culture, Entrepreneurship, Community Empowerment, MSMEs.

1. Introduction

The Department of Industry, Trade, Cooperatives, and Micro, Small, Medium Enterprises (MSMEs) Business in Jayapura City plays a crucial role in empowering the community to enhance micro-entrepreneurship among indigenous Papuans. This government institution is at the forefront of developing Micro and Small Enterprises, with backing from legislations such as Law Number 20 of 2008 and Law Number 2 of 2021, which focus on supporting MSMEs and amending special autonomy regulations for Papua Province. Several empowerment models that have been implemented in order to encourage increased micro-entrepreneurship of indigenous Papuans include: Training activities, Socialization activities, Technical Guidance activities, Mentoring, and providing grant assistance for equipment to increase the production of micro and small businesses, these activities are intended to be a driving force for micro-businesses person Papuan natives can be motivated to continue to strive to be able to stand alone, have competitiveness so they can continue to survive in

economic competition, be able to survive in the midst of a crisis, oriented in to the future and continue to develop and progress.

Micro business mentoring carried out by the Jayapura City Industry, Trade, Cooperatives and Micro and Small Business Service in 2023 by facilitators (mentors) totaling 360 micro business units, consisting of 284 indigenous Papuan micro business actors and 76 non-indigenous Papuan micro business actors, mentoring for micro business actors is carried out by 2 (two) sectors in the Jayapura City Industry, Trade, Cooperatives and Small and Medium Enterprises Service, namely the MSME Sector as many as: 155 micro business units and the Industry as many as 205 micro business units.

Local culture is a result of local values cultivating the community of a region that formed naturally and acquired through a learning process over time (Risal, 2021). Local culture can be in the form of art, traditions, mindsets, or customary laws. The characteristics of local culture are that it originates from a particular area, is passed down from generation to generation, and is inseparable from local customs and traditions. The characteristics of local culture can be recognized in the form of social institutions of an ethnic group. Social institutions are social ties between members of society that coordinate joint social activities between members of society.

Culture that is specific to a certain region is known as local culture. This culture evolves and flourishes within the local ethnic groups, and is typically nurtured through the safeguarding of ancestral traditions within a specific community or tribal region. Culture and entrepreneurship are related. According to a study conducted by Rini & Czafrani (2010), they focused on examining how young individuals can utilise local wisdom to cultivate a creative economy in response to global economic challenges. The findings suggest that in tackling economic issues, it is crucial to establish a creative economy that capitalises on the rich cultural heritage of Indonesia, with the youth playing a pivotal role.

Likewise, research by El Hasanah (2015) states that the potential for culture-based creative industries in the Special Region of Yogyakarta is promising due to its rich cultural heritage, however, there are challenges to its growth including a lack of sufficient natural resources and raw materials. Furthermore, Elpisah and Hasan (2019), the findings of their research indicate that students who undergo entrepreneurship education with a focus on local culture demonstrate greater entrepreneurial skills compared to those who do not receive this type of learning.

The Department of Industry, Trade, Cooperatives and Small and Medium Enterprises in Jayapura City plays a crucial role in supporting and developing micro and small businesses. However, research shows that its efforts to empower indigenous Papuan entrepreneurs have not yielded significant improvements. This can be seen in the lack of consistent financial records, disorganized product arrangements, absence of business and marketing plans, and reluctance to take risks among business owners. This paper seeks to investigate and analyze the impact of the Department of Industry, Trade, and Cooperatives on the empowerment of Micro, Small, and Medium Enterprises (MSMEs) for Indigenous Papuans (OAP). It aims to examine how public empowerment programs affect entrepreneurship among Papuan Indigenous People (OAP), as well as to assess the influence of local culture on Papuan Indigenous Entrepreneurship in Jayapura City.

2. Literature Review

2.1. Empowerment Concept

In this modern age of regional self-governance, it is crucial for the government to possess foresight and effective leadership when engaging with various parties involved in enhancing the well-being of the populace. The desired outcome can be attained through the promotion of empowerment, which can be facilitated by ensuring a fair distribution of authority that encourages widespread participation in national affairs (Stiglitz, 2002). Empowerment leads to the creation of economic, social, and cultural value. This shows that empowerment encompasses more than just economic growth, but also includes a focus on enhancing social and cultural aspects of development.

Referring to Craig and Mayo (1995) who said that the concept of empowerment is included in development society and related to the concept of: independence, participation, networking, and equity. The traditional interpretation of empowerment involves the idea of transferring power or authority to another person, as well as the ability to enable them to achieve their goals. This definition highlights the importance of creating opportunities for individuals to realise their own empowerment (Wrihatnolo & Dwidjowijoto, 2007).

2.2. Entrepreneurship

Entrepreneurship in general is the ability to stand alone to pursue opportunities that require management skills and experience to spur creativity. People suggest that entrepreneurship involves creating something original, imaginative, and ground-breaking that serves a purpose and brings extra worth. Those considered entrepreneurs are individuals who can effectively and consistently bring out the four different aspects to their full potential (Wibowo, 2011). Entrepreneurship involves seeking ways to innovate and add value by pooling resources in unique ways in order to stay ahead in the competitive market (Sanawiri & Iqbal, 2018).

2.3. Local Culture

Local culture is a subculture that forms national culture (Puspitasari et al., 2016). Johnson and Fannin (2019) explains that local culture is part of the cultural wealth of a nation that grows and develops in a particular area. This local culture includes various aspects of community life, ranging from customs, arts, language, value systems, to local knowledge that is passed down from generation to generation. The identity of a community is often showcased through its local culture, serving as a crucial element in preserving the cultural richness of Indonesia.

Bronner (2011) argues that local culture encompasses a set of values and traditions that influence how individuals and communities make decisions, interact with others, and perceive themselves and the world around them. According to Lehman and Himstreet (1996) Culture is defined as a collection of life experiences that exist in their own society. The life experiences of society are of course very many and varied, including the behavior and beliefs or beliefs of the community itself.

3. Methods

This research uses the Mix method, namely the Quantitative Method and the Qualitative Method. The descriptive method was chosen because this research is related to ongoing events and is related to current conditions. Moleong (2010) states that qualitative research is a method of research that generates narrative information through written or spoken language

from individuals and observed interactions in society. The research location is the area or place where there is a data source (Narbuko & Achmadi, 2005). Jayapura City was chosen as the research location, especially in Office of the Department Industry, Trade, Cooperatives and MSMEs. The purpose of this research is to narrow down qualitative studies and research to determine the relevance of data (Moleong, 2010). In this qualitative study, the constraints are primarily determined by the significance and urgency of the issues encountered. The study is specifically centred on examining the contribution of the Department of Industry, Trade, Cooperatives, and MSMEs to community empowerment and the promotion of small business enterprises among Indigenous Papuans in Jayapura City. The focus is on enhancing entrepreneurial opportunities for Indigenous Papuans in Jayapura City through empowerment initiatives. Supporting Factors and factor obstacles in increasing micro-entrepreneurship for Indigenous Papuans in Jayapura City.

Population refers to a broad category of objects or individuals with specific characteristics and quantities identified by researchers for examination and subsequent analysis (Sugiyono, 2016). The population in this study were 34 officials of the Jayapura City Industry, Trade, Cooperatives, and SMEs Service, 10 SME and Industry Facilitators, and 360 Papuan Indigenous Micro Business Actors. Some of the population that have the characteristics relatively the same and are considered to be able to represent the population. The selected samples were 4 officials from the Jayapura City Industry, Trade, Cooperatives and SMEs Department, 1 facilitator, and 50 indigenous Papuan micro-entrepreneurs. Data collection was carried out through in-depth interviews, observation, documentation, and questionnaire.

Subsequently, a SEM examination was conducted, with three parallel activities taking place. These included assessing the instrument's accuracy and consistency through confirmatory factor analysis, evaluating the connectivity between variables with path analysis, and formulating a predictive model using structural and regression analyses. Lisrel, AMOS, and Smart PLS are software options available for processing SEM data. SmartPLS offers several advantages compared to Lisrel and AMOS, such as requiring a smaller sample size for analysis and not necessitating normal distribution of data due to the utilization of bootstrapping in the SmartPLS analysis.

4. Results and Discussion

4.1. Influence between Variables

Structural models are used to examine the effect of independent latent variables (exogenous latent variables) on dependent latent variables (endogenous latent variables). The following is a summary of the values used in structural model testing.

Table.1 Results of Verification of Influence between Variables

Path	Coefficient	t-statistic	p-value	R ²	f ²
BL → PM	0,470	4,071	0,000	0,221	0,283
BL → KB	0,445	3,660	0,000	0,435	0,273
PM → KB	0,321	2,704	0,007		0,142
BL → PM → KB	0,151	2,183	0,029		

Source: Appendix PLS SEM Output

Through the R Square value, it can be seen that local culture has an influence of 22.1% on community empowerment. Then local culture and community empowerment

simultaneously have an influence of 43.5% on entrepreneurship skills for indigenous Papuan MSMEs. The effect size value (f^2) is interpreted as large effect if it is greater than 0.35, medium effect if it is greater than 0.15 and small effect if it is greater than 0.02. So, through the effect size (f^2) it can be seen that local culture has a medium effect on community empowerment, as well as on entrepreneurship skills. While community empowerment itself has a small effect on entrepreneurship skills.

4.2.1. Hypothesis Testing

In this section, hypothesis testing will be carried out to prove whether local culture (BL) affects community empowerment (PM), as well as entrepreneurship skills (KB).

1) The Influence of Local Culture on Community Empowerment

Hypothesis:

- | | |
|----------------------------|---|
| $H_0: \gamma_{1.1} = 0$ | Local culture has no effect on community empowerment for indigenous Papuan MSMEs. |
| $H_a: \gamma_{1.1} \neq 0$ | Local culture has an effect on community empowerment for indigenous Papuan MSMEs. |

In table1, it can be seen that the t-statistic value of the local culture variable on community empowerment is 4.071 with a p-value of 0.000. Because the $t_{\text{statistic}}$ value is greater than the t_{table} (1.96), and the p-value < 0.05 , at the 5% error rate it is decided to reject H_0 so that H_a is accepted. So based on the test results, it can be concluded that local culture has a significant effect on community empowerment for indigenous Papuan MSMEs. The positive path coefficient indicates that the more local culture is maintained, the more community empowerment for indigenous Papuan MSMEs will increase.

2) The Influence of Local Culture on Entrepreneurial Ability

Hypothesis:

- | | |
|---------------------------|---|
| $H_0: \beta_{2.1} = 0$ | Local culture has no effect on entrepreneurial ability for indigenous Papuan MSMEs. |
| $H_a: \beta_{2.1} \neq 0$ | Local culture affects the entrepreneurial ability of indigenous Papuan MSMEs. |

In table 1, it can be seen that the t-statistic value of the local culture variable on entrepreneurial ability is 3.660 with a p-value of 0.000. Because the $t_{\text{statistic}}$ value is greater than the t_{table} (1.96), and the p-value < 0.05 , at the 5% error rate it is decided to reject H_0 so that H_a is accepted. So based on the test results, it can be concluded that local culture has a significant effect on entrepreneurship skills for indigenous Papuan MSMEs. The positive path coefficient indicates that the more maintained local culture will increase entrepreneurial skills for indigenous Papuan MSMEs.

3) Indirect Influence of Local Culture on Entrepreneurial Ability through Community Empowerment

Hypothesis:

- | | |
|---|---|
| $H_0: \gamma_{1.1} \times \beta_{2.1} = 0$ | Local culture has no effect on entrepreneurial ability through community empowerment. |
| $H_a: \gamma_{1.1} \times \beta_{2.1} \neq 0$ | Local culture affects entrepreneurial ability through community empowerment. |

In table 1, it can be seen that the t-statistic value of the indirect effect of local culture on entrepreneurial ability is 2.183 with a p-value of 0.029. Because the $t_{\text{statistic}}$ value is greater

than the t_{table} (1.96), and the $p\text{-value} < 0.05$, at the 5% error rate it was decided to reject H_0 so that H_a was accepted. Thus, it can be concluded that through community empowerment, local culture has a significant effect on entrepreneurship skills for indigenous Papuan MSMEs.

4.2. The Role of the Department of Industry, Trade, Cooperatives and MSMEs in Empowering MSMEs for Indigenous Papuans (OAP) in Jayapura City

The Jayapura City Industry, Trade, Cooperatives and SMEs Service is a government institution that is the spearhead of people's economic empowerment, especially the empowerment of micro-entrepreneurs. As the spearhead of micro-entrepreneur empowerment, the Industry, Trade, Cooperatives and SMEs Service plays an important role in advancing indigenous Papuan micro-entrepreneurs. From the results of interviews and observations, it was found that things that have been done in their role as the spearhead of micro-entrepreneur development include: Business Management Training for Micro-Entrepreneurs, Quality Control Group Training for culinary product industry players, mentoring to micro business actors and actors industry small in 5 (five) districts has been implemented since 2015, Promotion and marketing of products through product displays located in the Sentani airport passenger terminal on the second floor.

The role of the service as the spearhead of empowering micro and small businesses can be carried out more than several activities as mentioned above when compared to previous research with the title: The Role of Regional Government in Empowering MSMEs Batik in Banyuwangi Regency (Ramadhanti et al., 2022) the role of the local government as a Facilitator provides facilities by holding training to improve the skills of batik craftsmen, exhibitions in and outside the region, special batik events, namely the Banyuwangi Batik Festival (BBF), online marketplaces (banyuwangi-mall.com) and offline to market products, making Banyuwangi Regent Regulation No. 47 of 2017 concerning Daily Service Clothing (PDH) Regency government employees are required to wear traditional Banyuwangi clothes. The policy requires batik MSMEs to maintain quality, are only allowed to produce and sell typical Banyuwangi batik, hand-drawn batik, stamped batik and are not allowed to sell and produce batik or printed motifs. Policy on facilitating the establishment of business permits. Providing stimulus through access to People's Business Credit (KUR), and financial assistance for the impact of the pandemic.

Law Number 20 of 2008 mandates the government and regional governments to carry out their roles and functions to facilitate business development in the following fields:

- 1) Production and Processing (Improving production and processing techniques and management capabilities for Micro, Small, and Medium Enterprises, Providing convenience in procuring facilities and infrastructure, production and processing, raw materials, auxiliary materials, and packaging for Micro, Small, and Medium Enterprise products, Encouraging the implementation of standardization in production and processing processes, Improving design and engineering capabilities for Medium Enterprises).
- 2) Marketing (Conducting marketing research and studies, Disseminating market information, Improving management capabilities and marketing techniques, Providing marketing facilities including conducting market trials, marketing institutions, providing trading houses, and promoting Micro and Small Businesses, Providing support for product promotion, marketing networks, and distribution, Providing professional consultants in the marketing field).
- 3) Human Resources (Socializing and cultivating entrepreneurship, Improving technical and managerial skills, Establishing and developing educational and training institutions

to conduct education, training, counseling, business motivation and creativity, and creating new entrepreneurs).

- 4) Design and Technology (i.e. improving capabilities in the field of design and technology and quality control, improving cooperation and technology transfer, improving the capabilities of SMEs in the field of research to develop new designs and technologies, providing incentives to MSMEs that develop technology and preserve the environment, encouraging MSMEs to obtain intellectual property rights certificates).

The Jayapura City Industry, Trade, Cooperatives and Small and Medium Enterprises Service in carrying out its role and function as the spearhead of micro and small business empowerment is carried out by the Small and Medium Business Sector and the Industry Sector, from the results of observations it shows that there has been no synchronization between these two sectors in empowering the Community in increasing micro entrepreneurship of indigenous Papuans, because the targets for fostering micro and small businesses are separated, fostering is carried out with different business actor data, it is better to support each other in fostering the same business actors, the Industry sector fosters in the management of its processed production to increase capacity and the Small and Medium Business sector fosters in the management, packaging design, promotion, and marketing. This shows that there is no real role focused and synchronized between the industrial sector and the small and medium business sector. The very small number of employees has a direct impact on the development of micro and small businesses in the field especially community empowerment in increasing micro-entrepreneurship of indigenous Papuans.

Jayapura City is quite large, with an area of 940 km² with 5 districts, namely Heram District, Abepura District, South Jayapura District, North Jayapura District, and Muara Tami District, compared with the number of employees in the Industry sector is 11 employees, with the following descriptions: 1 division head, 3 section heads, 2 staff, 1 administrative staff, and 5 field facilitators (contract workers), while the number of employees in the small and medium business sector is 9 employees, with the following descriptions: 1 division head, 1 section head, 1 staff, 1 administrative staff, and 5 field facilitators (contract workers).

4.3. Empowerment Public influence on Indigenous Papuan (OAP) Entrepreneurship in Jayapura City

The Department of Industry, Trade, Cooperatives and SMEs is directly related to community empowerment, especially in order to improve the people's economy through empowering Micro, Small and Medium Enterprises, of course programs and activities through strategic plans from year to year have been implemented to improve the efforts of MSMEs actors, especially in the Jayapura City area. Several models or forms of empowerment carried out in order to empower public and increasing micro-entrepreneurship of Papuan Indigenous People in 2023, are as follows: 1) Business Management Training for 65 Micro Business actors, 2) Quality Control Group Training for culinary product industry actors. 3) Mentoring To micro business actors in 5 (five) districts, as many as 155 micro business actors, 4) Mentoring to Small Industry actors, as many as 205 units. 5) The Industrial Sector promotes and markets products through a display room located in the Sentani airport passenger terminal on the 2nd floor.

Since 2019, the Industrial Sector has determined focus development and coaching in 5 (five) districts, namely: 1) Heram District, Noken Industry Development, 2) Abepura District, Batik Industry Development, 3) South Jayapura District, Fish Industry Developments, 4) North Jayapura District, Development of Handmade Industry, 5) Muara Tami District, Development of other Processed Industries.

In carrying out coaching for business actors, the Small and Medium Enterprises Sector and the Industrial Sector carry out the following coaching stages: Firstly, it is carried out through coaching in the classroom, such as Training, Socialization, Technical Guidance and continued with direct coaching to the business premises by facilitators, then for equipment assistance, it is carried out selectively to indigenous Papuan micro-business actors who really exist in business.

From the results of interviews and observations, several things were found in community empowerment and increasing micro-entrepreneurship for Indigenous Papuans (OAP) in the Jayapura, as follows :

- 1) The empowerment carried out by the Department of Industry, Trade, Cooperatives and SMEs in the context of community empowerment and increasing micro-business entrepreneurship of Papuan Indigenous People is quite large, this can be seen from the activities that have been carried out through training and business mentoring.
- 2) Empowerment of the community has been carried out maximally since the issuance of the Special Autonomy Law for Papua in 2001, which is a special policy in the context of empowering all people in Papua Province so that they can be equal to other regions and is supported by the Jayapura City regional regulation in 2018 concerning the protection and empowerment of local traders especially commodity indigenous Papuan culture, namely tubers, sago, areca nuts and noken.
- 3) Empowerment and improvement of micro-business entrepreneurship for Papuan Indigenous People is carried out through Management Training, Simple Bookkeeping Training, Promotion, Marketing, improving product quality, socializing business permits and mentoring to micro entrepreneurs.
- 4) Facilitators provide assistance to micro-entrepreneurs every week according to the district area determined by the office. Facilitators assist in financial recording, especially daily transactions, in order to find out how much income and expenses. Helping micro-entrepreneurs promote and market products through social media by creating flyers on Facebook and WhatsApp, and monitoring 2-3 times a week.
- 5) The service officials carry out an evaluation of the performance of the facilitator staff every month in the first week, the points that are evaluated are: (1). Performance of the assistant.in the field whether it is done routinely or not. (2). Preparation of weekly and monthly reports. (3). Timely submission of reports. (4). Weekly documentation.
- 6) The evaluation that focusses regarding the development of micro-enterprises of Papuan Indigenous People (OAP) is not carried out directly by the State Civil Apparatus of the Industry, Trade, Cooperatives and MSMEs Service to business actors, but only by looking at the results of reports from facilitators.
- 7) According to the Head of the Industry, Trade, Cooperatives, and Micro, Small and Medium Enterprises Service of Jayapura City, until April 2023, there were 7 thousand micro-businesses that had been trained through training, consisting of 5 thousand indigenous Papuans, 2 thousand non-OAPs and the total number of MSMEs in Jayapura City was 23 thousand.

4.4. The Influence of Local Culture on Empowerment Public and Entrepreneurial Skills of Indigenous Papuans (OAP) in Jayapura City

Based on the test results, it can be concluded that local culture has a significant effect on community empowerment for indigenous Papuan MSMEs. The positive path coefficient indicates that the more local culture is maintained, the more empowerment of the community for indigenous Papuan MSMEs will increase. The largest loading factor on the latent variable of local culture is in the attitude dimension and the behavior dimension. This means that the

attitude and behavior dimensions are equally strong in reflecting local culture. On the other hand, the tradition dimension is the weakest in reflecting the latent variable of local culture.

Based on the test results, it can be concluded that local culture has a significant effect on the entrepreneurial ability of indigenous Papuan MSMEs. The positive path coefficient indicates that the more local culture is maintained, the more entrepreneurial ability will increase for indigenous Papuan MSMEs. The largest loading factor on the latent variable of entrepreneurial ability is in the entrepreneurial skills dimension. This means that entrepreneurial skills are the strongest dimension in reflecting entrepreneurial ability, followed by the entrepreneurial knowledge dimension. Conversely, the entrepreneurial motivation dimension is the weakest dimension in reflecting entrepreneurial ability.

Based on the results of indirect testing, it can be concluded that through community empowerment, local culture has a significant effect on the entrepreneurial ability of indigenous Papuan MSMEs. The largest loading factor on the latent variable of community empowerment is in the priority dimension for the weak. This means that prioritizing the weak is the strongest dimension in reflecting community empowerment, followed by the planned activity dimension. On the other hand, the dimension of improving people's lives is the weakest in reflecting the latent variable of community empowerment.

5. Conclusion

Since 2012, the Department of Industry, Trade, Cooperatives and Small and Medium Enterprises of Jayapura City has conducted training Management & Finance, and in 2015 continued with the mentoring program until now. Empowerment of the Papuan Indigenous Micro-Business Community has been carried out by the Jayapura City Industry, Trade, Cooperatives, and MSMEs Service. Empowerment is carried out by: encouraging and raising public awareness of importance developing potentials, taking real actions such as: Education, Training, Health Improvement, Capital Provision, Information, Employment, markets and assistance with other facilities. Things that have not been done by the Jayapura City Industry, Trade, Cooperatives and MSMEs Service in empowering the Community, especially Papuan Indigenous Micro-entrepreneurs (OAP) are Steps to prevent Unbalanced Competition, and protect the weak.

The test results show that local culture has a direct influence on empowerment. Public for indigenous Papuan MSMEs, local culture influences the entrepreneurial ability of indigenous Papuan MSMEs and the indirect influence is that local culture influences the entrepreneurial ability of indigenous Papuan MSMEs supported by community empowerment. The suggestions that the author can convey in this writing are as follows: The Jayapura City Industry, Trade, Cooperatives and MSMEs Service must add employees, improve the Human Resources of the State Civil Apparatus, especially in the field of entrepreneurship, and further enhance the role as the spearhead of micro and small business empowerment, especially in favor of indigenous Papuan micro business actors. Carry out an evaluation that focuses on indigenous Papuan micro-entrepreneurs who have received assistance and the evaluation results will be used as a reference for preparing future plans to encourage indigenous Papuan entrepreneurs to be future-oriented and brave to take risks for business development. Facilitators need to be equipped with entrepreneurial knowledge, so they can encourage Papuan micro-entrepreneurs oriented to the future and dare to make decisions for business development.

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