

**MODEL STRATEGI INOVASI BERBASIS NILAI KEARIFAN LOKAL
DALAM MENINGKATKAN KINERJA BISNIS UMKM BATIK
INDONESIA**

DISERTASI

Diajukan Untuk Memenuhi Sebagian Syarat Untuk Memperoleh Gelar Doktor
Manajemen Konsentrasi Manajemen Strategi



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**PROGRAM STUDI DOKTOR ILMU MANAJEMEN
SEKOLAH PASCASARJANA
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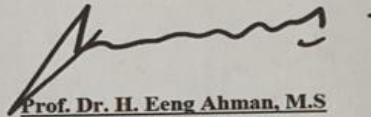
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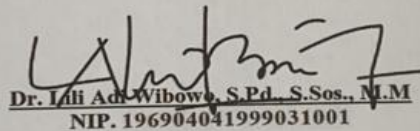
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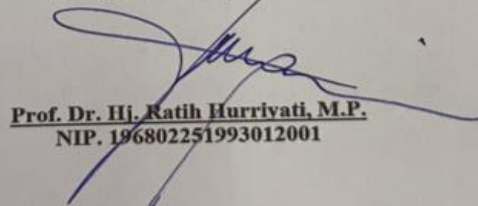
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ABSTRAK

Eksistensi UMKM Batik Indonesia perlu dikembangkan lebih baik lagi karena telah memberikan kontribusi yang besar terhadap perekonomian Indonesia. Pencapaian kinerja yang tinggi menunjukkan adanya keberhasilan dan kesuksesan dari sebuah UMKM Batik, namun hal itu tidak mudah dicapai. Permasalahan pencapaian kinerja yang belum maksimal, pemanfaatan generasi muda dalam kegiatan membatik belum maksimal, pemanfaatan teknologi yang belum merata, persaingan antar pelaku bisnis, keterbatasan modal yang dimiliki, serta strategi bisnis yang tidak jelas, tentunya akan menjadi penghambat bagi UMKM Batik dalam proses pengembangannya. Penggunaan strategi yang tepat tentunya akan memberikan hasil serta peluang yang lebih baik dalam meningkatkan kinerja bisnis. Melakukan inovasi dengan memaksimalkan sumber daya yang dimiliki akan menjadi kekuatan bagi UMKM Batik Indonesia. Strategi inovasi berdasarkan nilai kearifan lokal adalah tepat untuk diterapkan dalam pengembangan UMKM Batik saat ini, yang didukung oleh faktor-faktor lainnya seperti iklim organisasi, modal sosial eksternal, dan kepemimpinan transformasional, hingga tercapainya kinerja bisnis yang diharapkan. Penelitian ini menggunakan metode deskriptif dan struktural eksplanasi, dengan unit analisisnya adalah UMKM Batik. 213 UMKM Batik sebagai sampelnya. Dengan menggunakan teknik analisis data yakni *Smart-PLS-SEM*, maka dalam penelitian ini dihasilkan suatu model strategi inovasi yang berbasis nilai kearifan lokal dalam meningkatkan kinerja bisnis, dengan beberapa temuan yakni variabel kepemimpinan transformasional dan strategi inovasi secara langsung berpengaruh terhadap kinerja bisnis, sedangkan variabel iklim organisasi dan modal sosial eksternal berpengaruh secara tidak langsung yang dimediasi oleh variabel strategi inovasi terhadap kinerja bisnis.

Kata kunci : Kinerja Bisnis, Strategi Inovasi, Iklim Organisasi, Modal Sosial Eksternal, Kepemimpinan Transformasional Dan Nilai Kearifan Lokal

ABSTRACT

The existence of Indonesian Batik MSMEs needs to be better developed because Batik has provided positive values, not only for its owners but for the Indonesian people, it is a pride that other nations do not have. Achievement of high performance shows the success and success of a Batik UMKM, but it is not easy to achieve. Problems related to the performance achievement that is not yet optimal, the utilization of the younger generation in batik activities is not yet optimal, the uneven use of technology, competition between business players, limited capital, and unclear business strategies, of course, will be obstacles for Batik MSMEs in the process. development. The use of the right strategy will certainly provide better results and opportunities in improving business performance. Doing innovation by maximizing the available resources will be a strength for Indonesian Batik MSMEs. The innovation strategy based on the value of local wisdom is appropriate to be applied in the development of UMKM Batik today, which is supported by other factors such as organizational climate, external social capital, and transformational leadership and thus achieving the expected business performance. This research uses descriptive and structural explanatory methods, with the unit of analysis being the UMKM Batik. 213 UMKM Batik as a sample. By using the data analysis technique, namely Smart-Pls-SEM, this research resulted in several findings, among others Transformational variables and innovation strategies directly affect business performance, while organizational climate variables and external social capital have an indirect effect on business performance, mediated by the innovation strategy variables.

Keywords: Business Performance, Innovation Strategy, Organizational Climate, External Social Capital, Transformational Leadership and Local Wisdom Values

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