

The Importance of Entrepreneurial Networking to Entrepreneurial Action: A Case of Creative Industries in East Priangan, West Java

Ratih Purbasari*

Department of Business Administration, Faculty of Social and Political Science,
Padjadjaran University

Deasy Silvy Sari

Department of International Relations, Faculty of Social and Political Science,
Padjadjaran University

Zaenal Muttaqin

Department of Business Administration, Faculty of Social and Political Science,
Padjadjaran University

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Business &
Economics**
— *Research* —

ABSTRACT

This study aims to analyze the entrepreneurial networking and entrepreneurial action of creative industry entrepreneurs in East Priangan, West Java within a knowledge transfer context. This research is expected to explain how creative industry entrepreneurs explore and exploit their entrepreneurial network as an effort to support entrepreneurial actions in maintaining business sustainability and preserving their competitive advantage. This study applied qualitative research methods. The data collected are primary data taken from in-depth interviews with 27 creative industry entrepreneurs in the East Priangan region. Data were analyzed in a descriptive approach. Based on the results, it can be determined that network content contains several actors involved in the creative industry including entrepreneurial actors, government, academics, banking, market, and surrounding community. Each actor provides access to different resources. Concerning entrepreneurial actions, entrepreneurial networking directs the entrepreneurial actions in the craft creative industry in the East Priangan Region to exploit the information and knowledge possessed by the actors involved within. The results of interactions with these actors lead creative industry entrepreneurs to produce novelty, especially in the aspects of new resources and craft products that are unique, creative, and acceptable in the market.

Keywords: Entrepreneurial Action, Entrepreneurial Networking, Entrepreneurship, Creative Industry, East Priangan West Java.

1. INTRODUCTION

The current global economic conditions must face a high degree of uncertainty and will become increasingly complex (Arina, 2016). Amid the global economic uncertainty, Indonesia is constantly demanded to be able to strengthen the domestic economy. A solution that can be done to strengthen the domestic economy and encourage the performance of the industrial sector is through the development of the creative economy which comprises the creative industry. The creative economy, particularly the creative industry, is deemed to be

able to boost economic growth which is facing a slowdown (UNCTAD, 2018; Andiga & Vidita, 2020). This industry is closely associated with innovation and the major players are small and medium enterprises (Wilson and Stokes, 2005). Products from the creative industry include the generation of new ideas, new solutions, and new ways of working that contributes to combinations of new resources (de Bruin, 2005; Parkman, Holloway & Sebastiao, 2012), and its added value coming from the intelligence of human resources, in which this resource is categorized as renewable resources (Andiga & Vidita, 2020).

A province in Indonesia that possesses creative industry potential is West Java. West Java is the province with the largest export contribution to the creative industry in Indonesia (33.56%) (Creative Economy Agency, 2017). One region in West Java with knowledge and cultural-based economic potential is the East Priangan Region. Research conducted by Ratih, Chandra, Ning & Erna (2018) found that the sub-sectors in the creative industry with the most potential and competitive advantage in the East Priangan region are the Mendong woven industry (Tasikmalaya), *Akar Wangi* Craft Industry (Garut Regency), and Coconut Leaf Sticks Craft (Ciamis Regency). These potentials must be continuously developed for the sustainability of the creative industry business and to maintain competitiveness amid the current economic uncertainty.

In this regard, the entrepreneurial factor is the key role. Entrepreneurs are considered to have been accustomed to taking action in such uncertainty (Sarasvathy, 2001; McMullen & Shepherd, 2006; Alvarez & Barney, 2007; Packard, Clark & Klein, 2017). Entrepreneurial action is always hunted by uncertainty as entrepreneurs have a vision of "what can happen" and engages with other players and social structures in need of creating new patterns of interaction (Alvarez & Barney, 2007; Wood, Bakker, & Fisher, 2019). Simply put, entrepreneurial action is the core of the entrepreneurial journey (McMullen & Dimov, 2013; Ken & Dante, 2017)

One of the factors that influence entrepreneurial action is entrepreneurial networks. Aldrich and Zimmer (1986) argue that entrepreneurship is embedded in a network that plays a significant role in the entrepreneurial process (Hoang & Antonci., 2003), while the entrepreneurial process requires entrepreneurial action (McMullen & Shepherd, 2006). Sandefur and Laumann (1998) suggest that the entrepreneurial network approach assumes that those who interact with entrepreneurs will influence entrepreneurial actions, as a consequence leading to various resources provided by various relationships (Adler & Kwon, 2002). Several studies confirm the important and diverse role that networks have in influencing entrepreneurial processes and their outcomes (Shane & Venkataraman, 2000). Networks are important for entrepreneurial processes as they provide a framework for activities focusing on organizing resources based on the available opportunities (Arocena 1984; Szarka 1990; Johannisson & Monsted, 1997; Brüden and Preisenders, 1998; Huggins 2000; S Jack, SD Dodd, & AR Anderson, 2008). Entrepreneurs can obtain resources from networks (Jenssen 2001; Jenssen and Koenig 2002; Greve and Salaff 2003; Witt 2010), from financial capital, business information, and advice, to emotional support and other related general knowledge. Different networks provide different resources for entrepreneurs (Jenssen & Koenig 2002; Witt 2010; Kim Klyver, 2012).

Unfortunately, creative industry entrepreneurs in East Priangan, West Java, still encounter problems regarding entrepreneurial networking and entrepreneurial action in their business activities. Based on the results of preliminary interviews with entrepreneurs, they

have a limited number of connections, especially to academics as the center of knowledge and banking as the source of funding. It occurs due to the proximity of the center of the creative industry far from the city and has limited access to internet technology and transportation, making it difficult to reach. The impact to entrepreneurial action is that creative industry entrepreneurs have limited knowledge, especially about business management knowledge, product development, and new technology. In addition, creative industry entrepreneurs must face difficulty in developing a business due to a lack of capital secured from banking networks. If it keeps happening, it will hamper efforts to support the creative industry in the East Priangan Region, West Java in maintaining business sustainability and preserving competitiveness with all potential it possesses.

This study aims to analyze the entrepreneurial networking and entrepreneurial action of creative industry entrepreneurs in East Priangan, West Java within a knowledge transfer context. This research is expected to explain how creative industry entrepreneurs explore and exploit their entrepreneurial network as an effort to support entrepreneurial actions in maintaining business sustainability and preserving their competitive advantage. The results of this study would bring benefits to creative industry entrepreneurs in the Priangan Timur Region, West Java, and other stakeholders in making policies that foster the creative industry progress and strengthening local and regional competitiveness.

2. LITERATURE REVIEW

2.1. Entrepreneurial Networking

Over a decade ago, network research emerged as an influential new field of research in entrepreneurship (Hoang & Antonci., 2003). Networking is remarkably acknowledged as a dominant factor in the entrepreneurial process and since the 1990s, according to Neergaard et al. (2005), has become a major theme in entrepreneurship studies (Hansen, 1995; Chell & Baines, 2000; Dodd & Patra, 2002; Jack, Dodd, & Anderson, 2008). In the entrepreneurship literature, networking is perceived as an approach to expand the potential resource base of entrepreneurs (Johannisson et al., 1996; Shaw, 2006). Entrepreneurial network is defined as a group of actors and sets of relationships that connect them (Hoang & Antoncic, 2003). Meanwhile, to Dodd & Patra (2002), entrepreneurial network is the total of networks in which entrepreneurs participate and others provide important resources for them. Entrepreneurs continue to rely on networks for business information, advice, and problem solving with several networks providing many resources (Hoang & Antonci., 2003). This network can be the relationship between entrepreneurs and suppliers, distributors and customers, or social contact use, comprising acquaintances, friends, family, and relatives (SD Dodd & E Patra, 2002). Entrepreneurial networks are publicly known for contributing to entrepreneurial capacity by expanding the individual asset base of human, social, market, financial and technical capacities. Moreover, entrepreneurial practice, perception, and exploitation of opportunities can occur through networks (Hills et al. 1997, De Koning, 1999, Singh et al. 1999; Jack, Dodd, & Anderson, 2008).

Network-based research in entrepreneurship is evaluated based on three components; network content, network governance, and network structure or patterns. These components emerge as a key role in a model that attempts to explain the network development process

during entrepreneurial activity and the impact of the network on entrepreneurial outcomes. Explanation of each component (Hoang & Antonci., 2003) is provided as follows:

1. Network content or content exchange between actors; Interpersonal and inter-organizational relationships are understood as a medium in which actors gain access to various resources of other actors. The main benefit of a network for entrepreneurship is the access leading to information and advice. A number of studies document that entrepreneurs consistently use networks to generate ideas and gather information to identify entrepreneurial opportunities (Hoang & Young, 2000).
2. Network governance or network governance mechanism; governance mechanism that supports and coordinates network exchanges. Trust between partners is often considered an essential element of network exchange which in turn improves the quality of resource flows (Larson, 1992; Lorenzoni & Lipparini, 1999). Notably, mutual trust as a governance mechanism is established on the trust of other partners' reliability in fulfilling their obligations in the exchange process (Pruitt, 1981). Trust allows both parties to assume that each will take predictable and mutually acceptable actions (Powell, 1990; Uzzi, 1997; Das & Teng, 1998). Trust also affects the profoundness and richness of network exchange, especially those related to information exchange (Saxenian, 1991; Lorenzoni & Lipparini, 1999; Hite, 2000; Hoang & Antonci, 2003).
3. Network structure or pattern created by cross-sectoral relationships between actors; network patterns as a result from direct and indirect relationships between actors. Network size is defined as the number of direct relationships between the main actor and other actors. Network size analysis measures the extent to which resources can be accessed at the entrepreneurial level (Hansen, 1995) and organization (Katila, 1997; Katila & Mang, 1999; Freeman, 1999; Baum et al., 2000; Hoang & Antonci, 2003).

2.2 Entrepreneurial Action

Shane (2003) expresses that entrepreneurship is activities that involve discovering, evaluating, and exploiting opportunities to introduce new goods and services, approaches to organizing, marketing, processing, and raw materials through previously non-existent organizational efforts (Shane & Venkataraman, 2000; Klein, 2008). In addition, entrepreneurship can also be understood as a purposeful and consequential social action (Granovetter, 1985). Besides, an individual requires to form a belief that opportunities offer appropriate and desirable actions for himself, or otherwise, the individual will remain still (Autio, E., Dahlander, L., & Frederiksen, L., 2013). The shifting of entrepreneurship research focus from opportunity discovery to entrepreneurial action suggests several issues and new directions for entrepreneurship research (Klein, 2008). Opportunity discovery and entrepreneurial action are the core of modern entrepreneurship theory (McMullen & Shepherd, 2006; Shane & Venkataraman, 2000).

Entrepreneurial action is defined as any activity performed by entrepreneurs to form, exploit and take opportunities (Shane, 2003; Shane and Venkataraman, 2000; Alvarez & Barney, 2007). Entrepreneurial action is a behavior in which the entrepreneurs exploit opportunities that are unaware of or to be exploited by other parties. The characteristic that determines entrepreneurial action is "novelty". Entrepreneurial action displays originality in

no less than one of the four dimensions consisting of new resource, new customer, new market, and/or a new combination of available resource, customer, and market. The novelty of entrepreneurial action follows the nature of the information that is analyzed and integrated into the entrepreneur's thought process of bisociative (Ken G. Smith & Dante Di Gregorio, 2017).

2.3. Craft Sub-Sector of Creative Industry in East Priangan Region, West Java

The concept of the creative industry has been an intriguing study in the academic and policy literature for over a decade. Howkins (2001) argues that creative industry activities depend on individual creativity, skills, and talents, and the main product is intellectual property rather than material goods or services (Müller, Rammer, & Trüby, 2009). The characteristics of the creative industry encompass the innovation centrality activities in organizational, product, and service markets, where consumer demand is highly subjective, changing, and often associates with ambiguous boundaries between attributes, and a focuses on identifying opportunities to create value (economic and social) (Purbasari, Wijaya, & Rahayu, 2019).

Based on the results of the MSMEs Creative Industry mapping study in the Priangan Region conducted by R. Purbasari et al (2018), it revealed that the potential of the creative industry in the East Priangan Region is shown by regions that meet the criteria as those with competitive advantages compared to other regions, including:

1. Garut Regency (Sub-sector of *Akar Wangi* Craft)
2. Kota Tasikmalaya (Sub-sector of Mendong Woven Craft)
3. Ciamis Regency (Sub-sector of Coconut Leaf Sticks Woven Craft)

Each of these regions meets specified standards as industrial areas that possess competitive advantages according to the following considerations (R. Purbasari et al, 2018):

1. Each industry has a higher and broader turnover value, labor, investment, and marketing area compared to other industries.
2. Each industry has raw materials originated from local resource and is protected by government policies for efforts to foster these resources by issuing Regent Decree and a circular letter of Mayor that order to protect raw material resources for its excellent industry as an endeavor to protect and conserve unique, rare and inimitable resources.
3. Each industry cannot be imitated into perfection by other regions as it uses the expertise and creativity of its human resources due to the complexity of skill interaction and products are made by handcrafted with special skills passed down from generation to generation as well as raise the social values that exist in that region.
4. Each industry has an innovation value the modification of its function, quality, and aesthetics so as to provide high added value, as well as recognition in the form of a national innovation award.
5. The manufacturing process is rather complicated and relies on hand skills, in other words, no technology can match its value (using traditional tools)

3. RESEARCH METHOD

This study aims to analyze the entrepreneurial networking and entrepreneurial action of creative industry entrepreneurs in East Priangan, West Java under the knowledge transfer context. It is expected that this research provides an explanation of how creative industry entrepreneurs explore and exploit their entrepreneurial network as an effort to support entrepreneurial actions in maintaining business sustainability and preserving their competitive advantage. The locus of this research consists of Tasikmalaya (Mendong woven craft industry), Garut Regency (*Akar Wangi* craft industry), and Ciamis Regency (Coconut leaf sticks craft industry) under the consideration that each industry meets the criteria as an Industry with competitive advantage (R. Purbasari et al, 2018).

The theory used to analyze entrepreneurial networking variables refers to Hoang & Antonci (2003) which defines entrepreneurial networking as a group of actors and sets of networks that connect them. According to Hoang & Antonci (2003), network-based research in entrepreneurship is critically reviewed and examined in terms of three components; network content, network governance, and network structure or network patterns arising from these components. The theory employed for entrepreneurial action variable refers to Ken G. Smith & Dante Di Gregorio (2017) which defines entrepreneurial action as behavior in which entrepreneurs exploit opportunities that are not aware of or to be exploited by other parties. The characteristic that determines entrepreneurial action is "novelty". Entrepreneurial action has originality in no less than one of the following four dimensions, comprising new resource, new customer, new market, and/or new combinations of available resource, customer, and market.

This study applied qualitative research methods. The data collected are primary data taken from in-depth interviews, while secondary data were sourced from literature studies and documentation of journals, government documents, books, online news, and websites related to the concept of this study. In-depth interviews were conducted with 27 creative industry entrepreneurs in the East Priangan region (creative industries in Garut Regency, Tasikmalaya, and Ciamis Regency). Informants were sampled using snowball. Then, data were analyzed in a descriptive approach. Descriptive research is a type of research that is to create a picture of a situation or event, as is according to the research questions, then is analyzed with verbal that motivate respondents' behavior (thinking, feeling, and acting), reduced, triangulated, concluded (embedded with meaning by the researcher), and verified, while the goal is to describe an accurate situation, individual characteristics or symptoms that occur in a certain group (Nazir, 2005).

4. RESULTS AND DISCUSSION

4.1. Entrepreneurial Networking and Entrepreneurial Action in Crafts Sub-Sector of Creative Industry in the East Priangan Region, West Java

In analyzing entrepreneurial networking and entrepreneurial action in the Craft Sub-Sector of Creative Industry in the East Priangan Region, West Java, researchers will describe the importance of creative industry entrepreneurial efforts to explore and exploit their business networks and how these efforts direct or influence their entrepreneurial actions. The entrepreneurial network will be analyzed given the components of network content, network governance, and network structure or pattern (Hoang & Antonci., 2003), which the effect will be reviewed on the dimensions of entrepreneurial action in creative industry

entrepreneurs in the East Priangan Region, West Java. These dimensions comprise resource, customer, market, and/or a combination of available resource, customer, and market (Ken G. Smith & Dante Di Gregorio, 2017).

4.2. Network Content

Network content or the content exchanged between actors is interpersonal and inter-organizational relationships perceived as a medium in which actors gain access to various resources of other actors (Birley, 1985; Smeltzer et al., 1991; Singh et al., 1999; Hoang & Young, 2000).

Departing from the results of interviews with creative industry entrepreneurs, interpersonal and inter-organizational relationships constructed by creative industry entrepreneurs include actors involved within the industry. These actors are other entrepreneurs, government, academics, banking, market, and community. Each actor provides access to different resources.

There are various contents of creative industry entrepreneurs can obtain from their networks. Therefore, the most important aspect is knowledge and expertise in weaving handicraft products. In this matter, entrepreneurs attain knowledge from senior entrepreneurs or craftsmen since they started their business by learning from other craftsmen or working from entrepreneurs, who are craftsmen, in respective fields. The senior entrepreneur will teach weaving techniques and produce a variety of handicraft products, such as fruit baskets, cup holders, pencil cases, and decorative lights.

In addition to the knowledge and expertise of weaving, creative industry entrepreneurs in the East Priangan Region also access knowledge about creative ideas for product design development, understand the process of obtaining and utilizing raw materials, maintaining product quality and business management and marketing strategies from other entrepreneurial actors, the government, academic, and market. Additionally, market actors, particularly, are a source of information for creative industry entrepreneurs as for in-demand trend models and product designs. With respect to human resource information, most of the creative industry entrepreneurs access it from the social community and fellow entrepreneurs.

Creative industry entrepreneurs explore and exploit their business networks by transferring knowledge to other actors as an effort to improve entrepreneurial skills, change people's mindsets to innovate products they produce, and mutually encourage as a support to create a sustainable and developed industry. Knowledge and information are disseminated by entrepreneurs to their families and surrounding community (social community) who are involved in their business activities. However, family is the main actor benefitting from entrepreneurs' knowledge due to the closeness and straightforward delivery of knowledge and information.

The network content condition of creative industry entrepreneurs in the East Priangan Region is also endorsed by Liyanage, et al. (2009) stating that the process of knowledge transfer and knowledge absorption shows the process of interaction between individuals and groups; within, between, and across groups; and from groups to organizations so that knowledge recipients will gain cognitive understanding and the ability to apply knowledge alone or in order to optimize innovation outcomes (Liyanage, et al., 2009). Schumpeter

(1934) defines innovation as a process of knowledge exploration (recognition and development) and a stage of knowledge exploitation (production and commercialization).

Given the explanation of the knowledge and information exploitation on the content network component that fosters the transfer of knowledge, it denotes that creative industry entrepreneurs possess entrepreneurial characters and are aware of the need to keep innovating on behalf of business continuity. Innovation should be deemed as an interactive, networking, and collaborative process (Zhang & Guan, 2017). Principally, entrepreneurship and innovation are development drives. The combination of these two can lead to an unprecedented product, service, or business model, as well as the innovation of a brand new sector or segment (Hult, Snow, & Kandemir, 2003; Hnyilicza, 2008; Araya & Peters, 2010; Diego Alex Gazaro dos Santos, Aurora Carneiro Zen, & Vitor Klein Schmidt, 2017). Innovation creates social value (through available or new product, process or service) and entrepreneurship accomplishes the market value of opportunities, it might not be the innovation only but also preparing it for feasible commercial or social (De Jager, HJ, Mthembu, TZ Ngowi, AB & Chipunza, 2017).

4.3. Network governance

Network governance or network governance mechanism is a distinctive governance mechanism to support and coordinate network exchanges. Trust between partners is often cited as a critical element of network exchange that in turn enhances the quality of resource flows (Larson, 1992; Lorenzoni and Lipparini, 1999) and allows both parties to assume that each will take predictable and mutually acceptable actions (Powell, 1990; Uzzi, 1997; Das & Teng, 1998; Hoang & Antonci., 2003).

According to interviews with creative industry entrepreneurs, to access information and knowledge regarding resources their business requires while exploring and exploiting their business networks, creative industry entrepreneurs often discuss and exchange ideas with other creative industry entrepreneurs and market actors related to the development of the handicraft creative industry. The use of internet technology is also conducted to find the latest information on developments, especially product design trends. Further, creative industry entrepreneurs have participated in various training activities and exhibitions organized by the government, academics, and the collaboration of two. They are admitted to government training to improve their business management skills, strengthen innovation and motivation in entrepreneurship. Meanwhile, academic training is generally followed to study design models, coloring techniques, and diversification of handicraft products. From exhibition activities, entrepreneurs can promote, broaden their horizons, gain business relations, experience, and knowledge about the variety of designs and models of similar handicraft products and other types of handicrafts.

Creative industry entrepreneurs in the East Priangan Region expressed a great sense of trust in other creative industry entrepreneurs. Creative industry entrepreneurs are one of the most trusted actors because they generally start their business as a venture so they understand their respective characters. Problems arising in business are often discussed together because the majority of creative industry entrepreneurs partner with others colleagues, thus all business risks will only impact the respective party. On top of that, another reason that fosters a strong trust between creative industry entrepreneurs is that creative industry entrepreneurs share knowledge and information, as well as a sense of

togetherness and the need for mutual assistance for business sustainability. Entrepreneurs in the creative industry have come to realize the importance of sharing knowledge for their business progress. Craft entrepreneurs in the creative industry also revealed that they are frequently asked for advice, especially those related to production problems, pricing, and marketing.

Creative industry entrepreneurs also trust academics, markets, and the social community. Creative industry entrepreneurs believe in academics as they are regarded to have constructive activity programs and are proven to provide practical assistance. Meanwhile, market actors are accounted to have a role in the creative industry by establishing good relationships with entrepreneurs, becoming business partners, and facilitating sales, thereby fostering the trust of business actors in market actors within the industry. Social community actors are appreciated for their continuous support for business progress, interaction with entrepreneurs. Those involved in the creative industry in the East Priangan Region are mostly locals.

Unfortunately, creative industry entrepreneurs admitted that they lack trust in government and banking actors. It occurs as a consequence of the lack of activities and training socialization by the government for the development of the craft creative industry in the East Priangan Region. Besides, according to creative industry entrepreneurs, the training activities provided are often off the target and not sustainable. As for banking actors, the reason that may cause such an issue is that the risk of loans borne to the entrepreneurs.

4.4. Network structure or network pattern

Network structure or network pattern created by cross-sectoral relationships between actors is defined as patterns arising from direct and indirect ties between actors. The general proposition regarding network structure is that differential network positioning has an important impact on resource flows, and hence on, entrepreneurial outcomes (Hoang & Antonci., 2003).

As aforementioned, the creative industry entrepreneurs' activities in the East Priangan Region are interconnected with other entrepreneurial actors. Every entrepreneur in the creative industry has its own advantages that other entrepreneurs may not possess. Other creative industry entrepreneurs are a source of knowledge in their business activities. Other entrepreneurs have created a culture of mutual assistance, mainly in terms of production, procurement of raw materials, marketing, product design, and more. Creative industry entrepreneurs are also aware of the need to discuss with others, exchange ideas and thoughts. Also, some entrepreneurs distribute a huge order to others so that production can be carried out quickly. Hence, this relationship creates a certain tie between the entrepreneurial actors. In business activities, creative industry entrepreneurs are required to use high conceptual abilities, be able to create new variations, be savvy in organizational, collaboration, and diplomacy (collaboration and orchestration ethics), be able to overcome failures, and master the technical context and financial planning skills. Under the presence of relationships between creative industry entrepreneurs, especially in the process of knowledge and information transfer, indeed helps these endeavors. The interaction between entrepreneurs in knowledge sharing within the creative industry in the East Priangan Region occurs in a high frequency. Entrepreneurs interact with other entrepreneurs in creative industry activities in the East Priangan Region.

Creative industry entrepreneurs expressed that they are connected directly to the government through a program organized by government actors. Some entrepreneurs are involved as instructors in those activities to teach other entrepreneurs, especially beginners. Moreover, entrepreneurs are also connected with government actors through exhibition activities facilitated by the government. That being said, these activities cannot involve all entrepreneurs due to the limited information accessed by entrepreneurs. Those who have participated in activities organized by the government considered that the training program was ineffective because the government merely implemented an activity program, without paying attention to the sustainability of the outcomes, thus making an insignificant impact on the development of industrial entrepreneurs. Also, most entrepreneurs reckoned the attention from the government was not optimal to the progress of the creative handicraft industry and rarely visited industrial centers. It eventually caused most entrepreneurs to think that they only contact the government for certain activities and show a low frequency of interaction with the government. Likewise, most of the creative industry entrepreneurs in the East Priangan Region claimed to have no relationships and rarely interact with banking actors. Entrepreneurs revealed that they preferred to use personal loans due to unfulfilled requirements for business capital loans from banks, especially those related to business licensing.

According to the interviews, entrepreneurs affirmed that they have direct and indirect ties with academics. In this case, academics play a role in providing training, conducting research activities, and community service. A direct relationship will be established if the training, research, and community service activities are carried out directly by the academics. Meanwhile, an indirect relationship occurs when various activities are conducted by academics through other actors. For instance, academics are invited as speakers for training activities by the local government so there is no continuity of relationships with other entrepreneurs. Most of the academics' activities only reach a small number of entrepreneurs in the creative industry. It is due to the lack of program activities implemented as a result of limited funds therefore it cannot facilitate all entrepreneurs. The interaction frequency between entrepreneurs and academics was rarely.

According to creative industry entrepreneurs, market actors are those who are directly connected to creative industry entrepreneurs in the East Priangan Region. Market actors contribute in buying, marketing, and selling entrepreneurial products, even providing in-demand model ideas and product designs. In addition, market actors also often provide input to entrepreneurs to improve quality for better activities and progress of their business. Creative industry entrepreneurs revealed that they had a high frequency of interaction with market actors and often interacted with market actors.

From the results of the interview, creative industry entrepreneurs in the East Priangan Region have a direct relationship with community actors. In carrying out their business, entrepreneurs need a human resource that can be directly employed from the surrounding community. The community functions as a human resource for creative industry entrepreneurs who are employed both as employees and craftsmen. It comprises housewives, unemployed young people, and school dropouts. The community actors are an inseparable part of the creative industry in the East Priangan Region. As is the case with market actors, creative industry entrepreneurs claimed that they have a high frequency of interaction and often interact with social community actors. With all creative industry actors in the East

Priangan Region described above, it shows the importance of good collaboration between actors who will form an innovation system, especially a regional innovation system (Carayannis E.G., & Campbell D.F.J., 2011).

From the explanation of the Entrepreneurial Networking components, it will direct the actions of creative industry entrepreneurs in exploiting opportunities and implementing knowledge to produce new products and be accepted by the market. From the network content, various types of information and knowledge content are received by creative industry entrepreneurs which in turn lead their actions to transfer knowledge and expertise to families and surrounding community (social community) within their business. This is a form of creative industry entrepreneurial support for the development of the craft industry, which is empowering the community by providing the knowledge through training and work involvement. Hence, the surrounding community will have skills in weaving handicraft products. Moreover, this effort is also to facilitate creative industry entrepreneurs to produce handicraft products that exhibit novelty or innovation, especially in terms of resources and new products.

Implementing knowledge received by entrepreneurs is noteworthy because entrepreneurial action is required to transform knowledge investments from possessing the potential to create value into a form that enables its appropriation (Hitt et al., 2001; Agarwal, Audretsch, & Sarkar, 2010). Entrepreneurial action is a key element of the entrepreneurial process (Acs, Autio & Sczerb, 2014), as it often results in innovation (Bird, Schjloedt, & Baum, 2012).

Meanwhile, in network governance, various activities that creative industry entrepreneurs participate in to obtain information and knowledge and the level of trust they have in each actor, leading the entrepreneurial actions of these entrepreneurs to exploit the opportunities that exist in each activity. It can be observed from entrepreneurs' enthusiasm to participate in every activity, especially those facilitated by academics as it can assist them to produce more innovative handicraft products with new models and designs as well as new raw materials, or modification of previous products. Departing from these activities, entrepreneurs can expand their business relations, especially their market reach.

As for network structure, it depicts that various relationships between actors within creative industry entrepreneurs will direct their entrepreneurial actions to exploit information and knowledge of other related actors. This action is manifested by maintaining and developing the entrepreneurial network of these actors, for instance, continuous interactions especially with market actors and social community. However, interactions with government and academics are rarely shown, every opportunity to participate in the activity program of these two actors still attracts creative industry entrepreneurs. The results of interactions with these actors lead creative industry entrepreneurs to produce novelty, especially in handicraft products that are unique, creative, and acceptable in the market. This explanation is in accordance with Anderson and Miller's (2003) views that entrepreneurs are increasingly recognized as social beings, operate in social, engage within social, to become part and processes of the social environment. Even more, there is a perception that entrepreneurs are a product of their social environment, and how they perceive opportunities is influenced by social interactions and social backgrounds of individuals (Jack, Dodd, & Anderson, 2008).

5. CONCLUSION & RECOMMENDATIONS

Based on the results of entrepreneurial networking and entrepreneurial action analysis in the Craft Sub-Sector in the East Priangan Region, West Java, it can be determined that network content contains several actors involved in the creative industry including entrepreneurial actors, government, academics, banking, market, and surrounding community. Each actor provides access to different resources. There is a variety of content that creative industry entrepreneurs obtain from their networks, such as knowledge and expertise regarding weaving of handicraft products as well as in-demand models and product designs. In addition, other content includes information about human resources, obtaining and utilizing raw materials, maintaining product quality and business management, and marketing strategies.

Network governance in the creative industry is established through media discussions, idea exchange, internet technology, training activities, and handicraft product exhibitions. This component illustrates that creative industry entrepreneurs have a great sense of trust towards other entrepreneurial actors, academics, market, and community, but only a little given to government and banking actors.

In network structure or network pattern, creative industry entrepreneurs are connected directly and have the closest proximity as well as the highest frequency of interaction with community actors, other entrepreneurs, and the market. As for government, academics, and banking actors, creative industry entrepreneurs are connected with a low frequency of interaction, be it directly or indirectly.

Concerning entrepreneurial actions, entrepreneurial networking directs the entrepreneurial actions in the craft creative industry in the East Priangan Region to exploit the information and knowledge possessed by the actors involved within. The results of interactions with these actors lead creative industry entrepreneurs to produce novelty, especially in the aspects of new resources and craft products that are unique, creative, and acceptable in the market.

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