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Application of the Sustainopreneurship Model in Creative Productive and Independent Women Songket Weaving Craftsman Smes in Sambas District

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Abstract

This research aims to explore and analyze the application of the sustainability model in an effort to increase the creativity, productivity and independence of women in Micro, Small and Medium Enterprises (MSMEs) who work in the field of songket weaving craftsmen in Sambas Regency, West Kalimantan. Songket Sambas has a rich cultural heritage, but resists the challenge of maintaining its curiosity. This study uses a qualitative approach with data collection techniques through in-depth interviews, observation, and document analysis. The main respondents are Sambas songket craftsmen who have implemented a sustainability model in their business. The data collected was then analyzed thematically. The research results show that the implementation of the sustainability model (sustainopreneurship) has had a positive impact on female songket craftsmen in Sambas. Some of the main results include increased environmental awareness, use of local materials, use of natural dyes, product diversification, and partnerships with local communities. Craftsmen who apply this model tend to produce more sustainable products, maintain cultural traditions, and have a positive economic impact on their communities. The research discussion illustrates the importance of the sustainability model as an effective approach in supporting the creativity, productivity and independence of female Sambas songket craftsmen. This model helps integrate desirable values into their business practices, which in turn provides long-term benefits to the environment, culture and local economy. This research produces a deeper understanding of the role of sustainability models in the context of the songket weaving industry and can serve as a guide for developing similar aspirations in the MSME sector. Policy implications and recommendations for local governments and related parties are also discussed in this research to support the sustainable development of MSMEs of songket weaving craftsmen in Sambas Regency.

Key words: *Sustainopreneurship, sociapreneurship, ecopreneurship, songket craftsman*

Pendahuluan

Talking about entrepreneurship is always related to the profits of a business. It is rare for MSME actors to get closer to the environment and culture. Therefore, it is time for entrepreneurs to think about the concept of mindset containing cultural and ecological elements. This research is motivated by the development of traditional songket businesses.

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However, it has not yet combined ecology and culture. It's still an old concept that only thinks about the moment and not the sustainability of entrepreneurship. It is feared that this will disappear in the future. This research is novelty. Culture departs from history, which forms local wisdom products. comes from humans with an understanding and mindset of society and the environment (1). The concept of sustainability is a new innovation concept in the future because it emerged from previous concepts, namely sociapreneurship and ecopreneurship (2). Environmental and social concepts will become entrepreneurial opportunities for innovative approaches (3).

The Creative Economy concept is an economic concept in the new economic era. Creativity is the main capital in facing global challenges to appear with unique added value to create its own "market" (4). Characteristics of the creative economy: (a) Collaboration is required; (b) Idea based. (c) Unlimited business development. (d) Concepts are built relatively. The development of the creative economy builds society, is not centralized and economic participation is not accumulated by certain groups (5). Sociopreneurship activities utilize resources optimally, not emphasizing profit but social and environmental impacts.

Suroto said that the creative economy must be built to create national independence and provide a multiplier effect, "Innovation must be encouraged and the use of technology, so that on a mass scale we can escape from dependency," (Suroto, 2014). The results of research by Yoeti (2015)(6) on sociopreneurship make new innovations still based on an attitude of social, economic, cultural and environmental care. Characteristics of sociopreneurship: a) Pay attention to business ethics; b) Uphold justice; c) Creativity studies empower new ideas; d) Creating a conducive environment; e) Implementing the social vision and mission; f) Revisiting the concept of value-free economics (7). Around 80% of women in Sumber Harapan Village in Sambas Regency have been songket craftsmen for generations as well as entrepreneurs. However, there are still many Sambas songket entrepreneurs who do not pay attention to ecological, social and cultural elements. Increasing the exclusivity of weaving as an effort to maintain ancestral cultural values, (8). Sambas, as an area located on the border, is actually very synonymous with culture and heritage which should be able to become a selling point to attract tourists to this area. Therefore, a number of cultural infrastructures should be a priority for development, the folk craft industry related to local culture must continue to be explored and optimized.

Based on the description above, the problems are: a) How is the productive creative diversification of the sociopreneurship and ecopenneurship models? b) How is the sustainability model implemented? c) How is the sustainability model tested? d) What is the prototype for the application of the sustainability model?

Tinjauan Teoretis

1. Sustaionpreneurship concept

Sustainopreneurship is a concept that combines two key words, namely "sustain" (sustainability) and "entrepreneurship" (entrepreneurship). This concept emphasizes that entrepreneurs or entrepreneurs can act as agents of change in creating sustainable economic value, while considering the positive impact on society and the environment. Some key points in the concept of sustainability are:

- a. Sustainability: This concept emphasizes the importance of sustainability in business practices. This includes economic, social and environmental aspects. Sustainopreneurship

aims to create sustainable economic value in the long term, without harming the environment and society.

- b. **Sustainable Innovation:** Sustainopreneurs focus on innovation and change in their efforts to achieve sustainability goals. They look for new ways to produce products or services that are more environmentally, socially or economically friendly.
- c. **Positive Social Impact:** Sustainopreneurs also consider the social impact of their business. They strive to create benefits for local communities, such as creating jobs, improving quality of life, and supporting local communities.
- d. **Environmental Considerations:** Environmental aspects are a major concern in sustainability. This includes sustainable use of natural resources, waste reduction, and environmentally friendly business practices.
- e. **Partnerships and Collaboration:** Sustainopreneurs often collaborate with various stakeholders, including governments, non-profit organizations, local communities, and customers, to achieve their sustainability goals. This partnership helps create more holistic solutions to sustainability challenges.
- f. **Awareness and Education:** Awareness of sustainability issues is the first step in sustainopreneurship. Sustainopreneurs often strive to increase public awareness of the importance of sustainability through education and advocacy.

The concept of sustainability shows that business and entrepreneurship can act as a positive force in creating change towards a more sustainable and just society. It is a response to increasingly pressing environmental and social challenges, and proposes a more holistic approach to running a business.

2. Creativity and Innovation

Creativity and innovation are two concepts that are often interrelated, but have different meanings and roles in the context of business and product or service development. The following is an explanation of creativity and innovation

a. Creativity

- 1) **Definition of Creativity:** Creativity is the ability to generate new ideas, concepts, or solutions that are unconventional or pre-existing. This involves a flexible thought process, imagination, and being open to various points of view.
- 2) **Sources of Creativity:** Creativity can come from various sources, including experience, knowledge, observation, reflection, and exploration of ideas. Often, inspiration comes from outside, such as the environment, art, culture, or collaborative thinking.
- 3) **Role of Creativity:** Creativity is important in the early stages of product or service development. This helps in generating new ideas that might not have been thought of before. Creativity also plays a role in solving complex problems and finding new approaches to existing tasks.

b. Innovation

- 1) **Definition of Innovation:** Innovation is the practical implementation of creative ideas into products, services or processes that can provide added value to consumers or stakeholders. It involves concrete steps to develop, test, and introduce a new product or service to the market.
- 2) **Types of Innovation:** Innovation can take many forms, including product innovation (development of new products), process innovation (improvement of production processes), marketing innovation (new marketing strategies), and organizational innovation (changes in company structure or culture).

- 3) **Role of Innovation:** Innovation is what brings creativity to the implementation stage. This is the process that turns creative ideas into solutions that can be sold or used. Innovation is the key to creating competitive advantage, business growth and meeting changing consumer needs.

3. Relationship between Creativity and Innovation:

Creativity is the first step in the innovation process. Without creative ideas, there would be nothing to innovate. However, innovation involves further steps such as planning, testing, developing, and implementing those creative ideas.

In business, it is important to understand how to manage and utilize creativity to create innovations that can provide added value to the company and customers. This involves a culture that supports creativity, a structured development process, and motivating leadership to deliver innovation.

1. Women's Empowerment

Women's empowerment is an effort to improve the status, quality of life and independence of women in various aspects of life, including social, economic, political and cultural. The main goal of women's empowerment is to provide women with the opportunities and resources necessary to control their own lives, make decisions, and participate actively in the development of society and the country. The following are several aspects and principles of women's empowerment;

- a. **Access to Education:** Education is one of the main foundations of women's empowerment. Providing women with equal access to formal and non-formal education helps them develop the skills, knowledge and capacity to take an active role in society.
- b. **Reproductive Health and Rights:** Women's empowerment includes fair and equal access to health services, including reproductive health care. This includes women's rights to make decisions regarding their bodies and their families.
- c. **Economy and Independence:** Economic empowerment is an important aspect of women's empowerment. This involves providing equal employment opportunities, access to capital and economic resources, and support for women who want to start or develop their own businesses.
- d. **Political Participation:** Women's empowerment also includes active participation in political processes and decision making. This involves the selection and appointment of women at various levels of government and support for women's leadership development.
- e. **Elimination of Violence Against Women:** One important element in empowering women is overcoming and reducing violence against women. This includes measures to protect women from domestic violence, sexual harassment, trafficking, and other forms of gender violence.
- f. **Education about Women's Rights:** Women's empowerment also involves education and awareness about women's rights, including their legal, social, and economic rights.
- g. **Gender Equality:** Gender equality is a basic principle in women's empowerment. This means giving women the same rights as men in all aspects of life, without discrimination.

Women's empowerment is recognized as the key to achieving sustainable development and overcoming various social and economic problems throughout the world. This not only benefits women as individuals, but also society and the country as a whole by creating a more equitable, sustainable and inclusive environment.

Research Methods

This research is in the form of applying a creative, productive sustainability model. Data collection techniques through direct observation, distribution of questionnaires and in-depth interviews, (8). The research approach used is Development Research which begins with testing the Sustainopreneurship model followed by the model implementation stage (9). The details of the research stages each year are as follows:

1. First Stage

This stage is the identification of a productive creative sustainability model. This step is carried out: (1) theoretical analysis of the concept of the productive creative sustainability model; (2) Identifying problems in the field regarding the productive creative sustainability model; (3) Study of the productive creative sustainability model

2. Second Stage

At this stage, steps are taken, including: (1) Completing the initial draft, preparing the design and discussing a creative, productive sustainability model with input from economic experts; (2) Conduct limited trials; (3) Evaluation and improvement; (4) Conducting wider trials; (5) Evaluation and improvement to find a creative, productive sustainability model

3. Third Stage

At this stage, we begin refining the previous stage and evaluating various aspects oriented towards a productive creative sustainability model with the following steps; (1) Revealing the effectiveness of implementing the productive creative sustainability model, (2) Responding to input from craftsmen; (3) Focus Group Discussion; (4) Empirical findings on the behavior of weaving craftsmen.

The flow of research activities each year can be explained as follows:

1. Planning and Design Preparation

After the team identified the problems in the field and formulated the sustainability model that would be used. The research team and village heads jointly formulated and discussed a creative, productive sustainability model for the diversification of songket weaving businesses.

2. Limited Model Testing

After the planning and drafting stages of the sustainability model, the research team carried out field trials on 2 industrialists. Data was obtained by observation, interviews and questionnaires as material for monitoring and evaluating the skills training design that had been prepared.

3. Revise the test results

The results of the evaluation of small group trials are used as a basis for researchers to perfect the sustainability model. The results of the first revision of the model were then tested on a wider group, namely 5 craftsmen.

4. Wider testing

Wider trials by distributing questionnaires. The results of improving the sustainability model were tested on a larger scope of 5 craftsmen. Testing is carried out through questionnaires, interviews, observation and analysis of the results.

This research was conducted using a qualitative and quantitative approach. through three stages, namely the development and design stage, the trial stage with a limited scope and the validation stage in the form of a more extensive experiment. The data analysis technique uses an interactive model of analysis which has three components, namely data reduction, data presentation, and drawing conclusions, (7). The detailed stages can be described as follows:

1. Identification of the development of a productive creative economy model and women's independence, including: (a) theoretical analysis of the concept of poverty alleviation, a productive creative economy model and independence; (b) Identify problems in the field; (c) Study of the productive creative sustainability model. (d) Study of the entrepreneurial behavior of songket craftsmen. Refining the initial draft, preparing the design and discussing the model, conducting limited trials; as well as evaluation and improvement; Carrying out wider trials; evaluate and improve until finding a model.
2. Refinement of the previous stage and evaluating various model-oriented aspects with the following steps: (a) Revealing the effectiveness of implementing the model (b) Responding to input from experts and the craft community; (c) conducting Focus Group Discussions (FGD); (d) Empirical findings on craftsmen's behavior.

Analysis and Discussion

The research results are as follows:

1. Exploring the potential for productive diversification of sociopreneurship and ecopenneurship models.

In this research, the research team succeeded in identifying several productive diversification potentials that can be implemented by female MSMEs who are songket weaving craftsmen in Sambas Regency:

a. Latest product development

One of the most promising productive diversification options is the development of new products. In the context of women MSMEs who are songket weaving craftsmen in Sambas Regency, developing new products can have a positive impact on their creativity, market and business sustainability. Based on the results of interviews conducted by the research team, respondents said that they saw the development of this product as a very important step in the business they were running. This helps them to stay relevant and attract the interests of diverse consumers. Songket craftsmen have also tried to develop scarves made from songket which have more modern designs and brighter colors so they have become very popular among tourists. When craftsmen see changes in market color and design trends, craftsmen feel the need to follow these trends so that the products they produce remain in demand by consumers. Another respondent said that developing new products was the key to remaining competitive in the songket weaving industry. They are always looking for ways to create products that are different from existing ones. An example of a new product that is being developed is a series of clothing that uses songket motifs in its design. This provides the opportunity and opportunity to sell to a wider market.

The main factors that encourage craftsmen to develop new products are changing consumer demands and our desire to create something unique. The conclusion from the interview results was that the majority of respondents viewed new product development as an important step in maintaining the sustainability of their business. They recognize that the market is constantly

changing and have new products that can help them stay relevant. Respondents revealed that factors such as changing market demands, increasing competition, and the desire to create something unique and interesting are the main motivations for developing new products. Several respondents explained that the new product development process begins with market research, gathering feedback from customers, and identifying ongoing trends.

a. This is supported by the innovation theory developed by Joseph Schumpeter which emphasizes the importance of innovation in economic growth. In this context, the development of new products is a form of innovation that can increase the independence and competitiveness of MSMEs, songket weaving craftsmen. Product innovation can involve changes in design, features, or even materials used in songket weaving, (¹Schumpeter, 2014). The main connection between sociopreneurship and ecopreneurship is the similarity of sustainable goals. Both focus on achieving goals that involve social and environmental considerations. Sociopreneurship pursues social benefits such as improving people's quality of life, while ecopreneurship emphasizes environmental protection and restoration, (²Armstrong, 2018). The results of exploring the potential for productive diversification related to new product development are in the form of design variations, product category expansion, seasonal collections and special collections.

b. Utilization of local materials

In this research regarding the use of local materials, researchers conducted an analysis of what local materials are used by sambas weaving craftsmen in making sambas songket. After interviews, the majority of craftsmen still use textile dyes as the basic coloring for making songket sambas. Because according to craftsmen, textile dyes are often easier to find and more consistent in producing precise and stable colors. In songket production, reliable color availability is very important to create a product with a consistent appearance. Textile dyes are often faster in the dyeing process than natural dyes. This can increase production efficiency and enable craftsmen to produce more songket in a shorter time. Textile dyes are often more economical than natural dyes. The price of textile dye chemicals is usually more affordable than natural ingredients such as plants or roots used in natural dyes.

Textile dyes are often easier to use. They can be applied more simply and have clearer guidelines for their use compared to natural dyes which may require special skills in selection, processing and application. The use of natural dyes in songket often requires special knowledge about the types of natural materials to be used, color extraction techniques, and the use of appropriate mordants (binding agents). This can be a technical challenge for some craftspeople who may not have access to the necessary knowledge and resources. Sometimes, market demand for songket with bright or specific colors may be easier to fulfill by using textile dyes that can produce more intense colors. So this is a challenge for researchers to provide reinforcement to craftsmen to want to use natural materials, because natural dyes can manage dye waste wisely so that they do not pollute the environment. Researchers are also considering developing more environmentally friendly dyes, such as organic dyes. This is a step we are considering for the future to remain sustainable. So the results of the researcher's meeting with the craftsmen can be concluded that the craftsmen are willing to move to make changes by reducing the use of textile dyes and switching to natural dyes. Researchers identified several types of local materials used in making Sambas songket, including natural fibers from local plants such as pandan, cotton, and the like. This local material has unique characteristics and gives songket a special aesthetic beauty. Research results show that Sambas songket craftsmen often use traditional motifs inspired by the surrounding nature and local culture. These motifs enrich the cultural

value of Sambas songket. Researchers underline the importance of using local materials in making Sambas songket in the context of cultural and environmental preservation. Using local materials not only creates unique products, but also supports environmental sustainability. Researchers highlight the role of craftsmen communities in maintaining the Sambas songket tradition and encouraging innovation in the use of local materials. They are the main agents in preserving traditional culture and skills. Researchers also discuss the challenges faced in using local materials, such as availability of materials, changes in market trends, and so on. In addition, we highlight opportunities to develop the Sambas songket market by highlighting aspects of sustainability and product uniqueness.

This is supported by theory, namely that sustainable use of natural resources and environmental conservation are the keys to achieving sustainable development for humans and the planet. In the context of natural dyes, their use can be associated with preserving plants and natural materials, reducing hazardous chemical waste, and maintaining a balanced ecosystem, (schmidKaplan, 2016). These principles, including economic, social, and environmental aspects of sustainability, support the use of natural dyes as part of environmentally friendly and sustainable practices. This includes reducing negative impacts on the environment and local communities. This theory focuses on human health and the environmental impacts of chemical products and materials used in industry. The use of natural dyes is considered safer for human health and the environment than synthetic dyes which may contain toxic ingredients (scheSchmid, 2019).

2. Applicability of the sustainability model

This research evaluates the applicability of the sustainability model to songket entrepreneurs in Sambas Regency. Here are some key results:

- a. Utilization of Local Materials: Research results show that Sambas songket craftsmen who apply the sustainopreneurship model now tend to use more local materials, such as natural fibers from pandan plants, cotton and local roots. This helps preserve traditional ingredients and supports the local economy.
- b. Use of Natural Dyes: Sambas songket craftsmen who now apply the sustainability model tend to use natural dyes rather than synthetic textile dyes. Natural dyes come from local natural resources and are more environmentally friendly than chemical dyes.
- c. Partnerships with Local Communities: Songket craftsmen who apply the sustainability model actively collaborate with local communities, such as natural fiber farmers and natural dye producers. This helps create a sustainable local economic circle.

These results indicate that Sambas songket craftsmen who apply the sustainopreneurship model tend to adopt more sustainable production practices. The use of local materials and natural dyes helps reduce negative impacts on the environment and supports local economic sustainability. The sustainability model provides a useful framework for songket craftsmen to integrate sustainability into their business. This model encourages the use of local resources and more environmentally friendly practices. These results emphasize the importance of collaboration with local communities. Through partnerships with natural fiber farmers and natural dye producers, songket entrepreneurs can support the local economy and maintain cultural traditions. Despite improvements in the implementation of the sustainability model, there are still several challenges, including consistent availability of local materials and sustainability-related education for craftspeople. Further support is needed to overcome these barriers. This theory focuses on how entrepreneurs can create economic value while considering social and environmental impacts. The application bhapplicability of the sustainability model.

The trial of applying the sustainability model to Sambas songket craftsmen in Sambas Regency has produced several significant results:

- a. **Utilization of Local Materials:** After implementing the sustainopreneurship model, most of the Sambas songket craftsmen began to be more active in using local materials, such as natural fibers from pandan plants, cotton and local roots. This helps maintain the sustainability of local natural resources and promotes the region's cultural heritage.
- b. **Use of Natural Dyes:** This trial shows that songket craftsmen who apply the sustainopreneurship model tend to switch from using synthetic textile dyes to natural dyes. Natural dyes produced from local resources such as plants and roots are becoming a more common choice. It supports sustainable and environmentally friendly practices.
- c. **Collaboration with Local Communities:** During the trial, many songket craftsmen actively collaborated with local communities, including natural fiber farmers and natural dye producers. This creates a local economic circle that supports community economic growth and maintains cultural traditions.
- d. **Sustainable Product Development:** Songket craftsmen who apply the sustainopreneurship model are also starting to develop sustainable products, such as organic songket and by-products from leftover production materials. This provides greater product variety and sustainable business opportunities.

The results of this trial underline the important role of the sustainability model in encouraging more sustainable songket production practices. The use of local materials and natural dyes helps reduce negative impacts on the environment. This trial proves that the sustainability model provides an effective framework for Sambas songket craftsmen to integrate sustainability into their business. This model encourages the use of local resources and more environmentally friendly practices. Collaboration with local communities has a positive impact in encouraging local economic growth and strengthening ties between craftsmen and local raw material producers. Despite improvements in the implementation of sustainability models, there are still challenges that must be overcome, including consistent availability of local materials and sustainability-related education for craftspeople. Further efforts are needed to overcome these barriers and ensure long-term sustainability. This is supported by behavior change theory. In the context of testing the applicability of the sustainopreneurship model, behavior change theories such as the Technology Acceptance Theory or the Theory of Planned Behavior can be used to understand and analyze how entrepreneurs adopt changes in their practices, (⁶Bhuyan, 2017). Testing the applicability of the sustainability model can be seen as a form of social innovation where entrepreneurs create new solutions to sustainable challenges in their communities. Social innovation theory supports this concept, (⁹Black, 2017). This theory is closely related to how businesses can incorporate sustainability into their business models. The trial of the sustainability model is part of efforts to make sustainability an integral component of business, (⁸Sarkar, 2018).

Conclusions and Suggestions

Research on the application of the sustainopreneurship model in the productive creativity and independence of women MSMEs, songket weaving craftsmen in Sambas Regency, produced important findings which can be concluded as follows:

1. **Implementation of the Sustainopreneurship Model Has a Positive Impact:** The implementation of the sustainopreneurship model has a positive impact on women

- songket craftsmen in Sambas. This can be seen in increasing environmental awareness, utilizing local materials, using natural dyes, product diversification, and partnerships with local communities.
2. Craftsmen who apply the sustainability model are more sustainable: Craftsmen who apply the sustainopreneurship model tend to produce products that are more environmentally sustainable, maintain cultural traditions, and provide a positive economic impact for their communities.
 3. Collaboration with Local Communities Increases Involvement: Collaboration with local communities, including natural fiber farmers and natural dye producers, is an important factor in increasing the involvement of craftsmen in sustainable practices.
 4. Challenges in Implementation Must Be Overcome: Although there has been an increase in the implementation of the sustainopreneurship model, there are still challenges that must be overcome, such as consistent availability of local materials and sustainability-related education to craftsmen.

Based on these conclusions, several suggestions that can be taken to support the implementation of the sustainopreneurship model in productive creativity and independence for women MSMEs who are songket weaving craftsmen in Sambas Regency are as follows:

1. Further Education and Training: The government and related institutions must provide further education and training to songket craftsmen regarding the concept of sustainability, use of local materials and natural dyes. This will increase their ability to adopt sustainable practices.
2. Support the Availability of Local Materials: Steps must be taken to ensure consistent availability of local materials, such as natural fibers and natural dyes, so that craftsmen can rely on these resources in their production.
3. Promotion of Sustainable Products: The government and related institutions can support the promotion of sustainable products from Sambas songket craftsmen, both in local and international markets. This will help increase demand and sales of their products.
4. Developing Collaboration: Developing collaboration between songket craftsmen and various stakeholders, such as government, non-profit institutions, and universities, can increase the support and resources available to craftsmen.
5. Continuous Monitoring and Evaluation: It is necessary to carry out continuous monitoring and evaluation of the implementation of the sustainability model to measure its long-term impact on the environment, culture and local economy.

This research provides valuable insight into how implementing the sustainability model can advance Sambas female songket craftsmen and support the sustainability of this industry. With concrete actions and the right support, empowering women in the MSME sector can be one of the keys to success in achieving sustainable development in Sambas Regency.

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