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Sumarno

THE COLLABORATED TRADE SHOWS AND COMMUNITY ENTREPRENEURS: HOW THEY BENEFIT SMALL MEDIUM-SIZED ENTERPRISES

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Abstract

The study aimed at exploring the characteristics and benefits of collaborated-trade shows and entrepreneur community for the development of SMEs. This qualitative approach research employed a case study design, as the group of SMEs in South Tangerang became the study unit. Data from observation, in-depth interviews, and documents were collected to obtain reliable results. The study had reported that participating in trade shows bring an economic impact which the sales turnover ranged from 20–80 percent and cost saving. In terms of the involvement of the entrepreneur community, entrepreneurs obtained educational, economic and social, and psychological impacts as well.

Keywords: Entrepreneurship, small and medium-sized enterprises, sales turnover, collaborated trade shows, community entrepreneur.

Introduction

The terms of trade fairs, trade show, and exhibitions are used interchangeably, which play a significant marketing tool in most businesses (Seringhaus & Rosson, 2001). However, Beier and Damböck (2006) differentiate the concept of trade fairs and exhibitions. In the words of their perspective, exhibitions were typically special, held in permanent facilities specially constructed for them, highly coordinated activities and originally designed with the goals of encouraging trade through government departments or committees. On the contrary, trade fairs were held for limited time, occasionally and not highly planned activities. Furthermore, commodities were purchased and sold at fairs, while the exchange or sale of the displayed goods was typically not involved at exhibitions. Kowalik (2012) emphasized that the trade fairs are generally distinguished by longevity and decent media coverage; the beneficial impact on the local economy often seem to be strongly embraced by the community. Aside from conceptual differences, trade fairs and exhibitions are the ultimate example of excellence in marketing (Blythe, 2010), which bring economic significance to the business (Beier & Damböck, 2006). In addition, the events of exhibitions, trade fairs, festivals and all activities usually offer advantages to the local community that is evident before, during and after the event. Exhibitions boost and share positive impacts in the social, economic, cultural and even political aspects (Ivkov *et al.*, 2015).

In many countries, entrepreneurship and SMEs have become one of the key issues, which are believed

to have a profound effect on the growth of the economy, job creation, and social development of the country. In Europe, for instance, SMEs are often portrayed as the backbone and the driving force of economic development (Wymenga, Spanikova, Derbyshire, & Barker, 2011). Thurik and Wennekers (2004) also emphasized that entrepreneurship developed in SMEs is the driver of the growth of economic. More than 95 % of OECD enterprises are SMEs, which represent 60–70 % of employment in many countries and create large shares of new jobs in OECD economies (OECD, 2000). Inclusive growth of agents and beneficiaries are micro, small, and medium enterprises (MSMEs), which are also central to equation. On top of that, MSMEs are regarded as one of the greatest instruments to meet the challenges of producing 600 million new employments by the year 2030, predominantly for the young people as they make available 60–70 percent of official employment in developing countries and 80% in Sub-Saharan Africa (Carpentier, Landveld, & Shahiar, 2019).

In Indonesia, MSMEs contribute 60 percent of GDP, provide 89 percent of the jobs of private sectors, and they account for 99 percent for businesses. Despite the possible economic volatility, GDP growth remains strong at a projected 5.3 percent between 2018 and 2019 (Asian Development Bank, 2018). In comparison, the central bureau of statistics pointed out that Indonesia's economy grew 5.7 percent in quarter I of 2019, and GDP reached IDR 3782.4 trillion (Badan Pusat Statistik, 2019). Besides, Indonesia along with China, India, Brazil Turkey, Mexico, and Russia as the leading emerging economies in "E7" will be about 50

percent greater than the present G7 (the USA, Japan, The UK, Germany, France, Canada, and Italy) by the year of 2050 (Hawksworth & Cookson, 2008). These data show that the economic outlook of Indonesia remains promising and brings a positive expectation to entrepreneurs and small and medium-sized enterprises as well on condition that the Indonesian government as the decision-maker must continue its efforts to catch up in terms of economic improvement, especially in terms of policies regarding SMEs. As it is mentioned that the government support policies are an essential factor for the performance of SMEs (Zaato, Ismail, Uthamaputran, & Owusu-ansah, 2020).

Under these circumstances, developing SMEs is highly important to boost not only the economic nation but also the social development of a community that brings global impact holistically. Previous research revealed some strategies to create innovation and develop SMEs. For instance, Hermawati (2020) revealed that to configure business processes to produce innovation, dynamic capabilities play a significant role. Other studies also found that the triple helix and penta helix model, which involve various elements of government, business, academic, community, and media, give a contribution to the innovation of SMEs (Brink & Madsen, 2016; Elof, Lindmark, & Markus, 2009; Herliana, 2015; Irawati, 2007; Ueasangkomsate & Jangkot, 2017). Besides, SMEs with sufficient organizational contexts for employee ambidexterity and employee engagement can improve their growth and survival potential (Ajayi, Odusanya, & Morton, 2017).

Due to significant contributions to the nation's economy, the Indonesian government, particularly the Ministry of Cooperatives and SMEs, has done several strategies and attempts to help SMEs improve the product quality of SMEs and introduce their products aiming to boost sales turnover. One of the attempts is by facilitating and organizing the trade shows or exhibitions for promoting the product and increasing the sales turnover. Agreeing with Hansen's opinion that even if trade fairs play a substantial part in the marketing practices of most companies, they were not systematically investigated in certain respects (Hansen, 1999). Furthermore, Situma (2012) asserted that trade fair and exhibitions offer a medium for companies, businesses and corporations to demonstrate their goods, especially to prospective buyers. In line with Situma, a big mechanism for building and expanding business networks is taking part in trade shows (Harris & Wheeler, 2005; Measson & Campbell-Hunt, 2015). In terms of international network, to expand the network that acquire invaluable internationalization resources, trade shows are a major vehicle for SMEs (Gerschewski, Evers, Nguyen, & Froese, 2020).

The exhibitors assume that the aim of a trade fair is to produce sales or at least to generate sales figures (Shipley, Egan, & Wong, 1993; Skerlos & Blythe, 2000). Thus, it is profoundly imperative to explore the benefits of trade shows more deeply, especially in the area of Tangerang City, which has many entrepreneurs. In terms of entrepreneur community, it was found that such community has benefits and a focal role to play in a smooth and sustainable business, the adaptability of entrepreneurial practices and high domestic tasks (Ekayani, Susrusa, Suardi, & Putra, 2018). The finding reported that participating in business incubator for university students as a part of entrepreneur community makes the business growth (Covelli, Morrisette, Lindee, & Mercier, 2020). Thus, in this study, we build on the research gap and explore how trade shows benefit the SMEs and how SME community, known as entrepreneur community plays roles on developing SMEs.

Research Method

Participants

South Tangerang city is a part of Banten Province, West Java, which is divided into fifty-four *kelurahan* (urban communities/village) and seven *kecamatan* (sub-districts), that is Ciputat, Pondok Aren, Ciputat Timur, Serpong Utara, Serpong, Pamulang, and Setu. According to the Central Statistics Agency for South Tangerang city in 2018, its population was 1,644,899 people and 419,313 heads of the family with 147.19 km² of total area. More than 23,000 MSMEs and more than 10,000 types of MSMEs spread in seven sub-districts where this number will continue to increase each year. In this city, there are around three types of SMEs or handicraft industries, which include 878 units of handicraft, 891 units of fashion, and 8,504 units of culinary (Suhartono, Murniasih, Astuti, Perdana, & Hartsisi, 2018). "Intelligent, modern and religious" is the slogan of this city, which is also called "The city of lifestyle gateway" since it has four functions: a housing city, education city, commercial city, and service city.

The study adopted a purposive sampling technique as it is defined as a process in which a researcher discovers main informants: individuals with some knowledge of the subject being investigated (Lodico, Spaulding, & Voegtler, 2006). Thus, the participants were selected on the account of the category of their superior products. Twenty-five (25) SMEs consisting of 22 female business owners and three male business owners in the category of platinum and gold participated in the research. The superior products of

SMEs in South Tangerang are categorized into two: platinum category and gold category based on “*Katalog Journey UMKM 2018*”, published by the Department of cooperatives, small and medium businesses (Suhartono *et al.*, 2018). For the category of platinum, the indicator includes the accuracy of product detail and perfect quality. These products are challenged to become the market leader not only in the domestic market but also in the international market, whereas, for the category of gold, the indicator includes high aesthetics of the product that take from the values of Indonesian tradition and the beauty, glamorous and style of its product.

Table 1
The Category of SMEs and Their Number

Platinum Category				Gold Category			
Fashion	Craft	Culinary	Total	Fashion	Craft	Culinary	Total
2	25	7	34	15	31	141	187

Research Design

The qualitative research approach was employed to gain insight into the development of SMEs, particularly in the economic aspect. As advice by Creswell about the characteristics of qualitative research, the data are collected based on words from a small number of individuals and the data analysis uses text analysis and interpretation instead of using statistics (Creswell, 2012). Thus, the focus of the study is the benefits of the trade shows or exhibitions, and community entrepreneur to the increasing of sales turnover of SMEs' products. Besides that, the study explored the benefits of taking parts in the entrepreneur community. A case study method as the research was adopted to conduct in the city of South Tangerang and the unit analysis or the case is the group of SMEs (Gillham, 2000; Yin, 2003). Also, this case is in a real-life sense and reflects the point of view of the people involving in the phenomenon (Gall, Gall, & Borg, 2007).

Data Collection

The data was gathered through observation, interviews, and document analysis and also to visit some places or stores to obtain more information. The study was drawn on knowledge from the qualitative short answer questionnaire since we decided to discuss certain points of view rather than to test particular variables, such as in quantitative approach analysis (Denzin & Lincoln, 2005). The main data were collected through interviews by using WhatsApp as one of the most well known social media platforms and telephone calls. Besides, the researcher also have direct interviews with some participants during the exhibition

held by the Department of Cooperatives, Small and Medium Enterprises on 17 July and 19 September 2019. Due to the personal request, two of the respondents asked to call them back. By doing this more information related to the focus of the topic can be obtained. One of the participants even asked more about identity to convince her. The list of seven questions was posed to obtain a single phenomenon from the participants' perspective. The 25 participants of SMEs were requested to answer seven questions sent by using WhatsApp. The demographic data of participants consists of nine platinum and sixteen gold categories of products; eighteen craft, one fashion, and six culinary; and three males and twenty-two female owners of SMEs.

Data Analysis

For data analysis, the researcher analyzed the data consisting of the texts to describe the central phenomenon under the study and interpreted the meaning of data. To interpret the meaning, the researcher did a personal reflection on how the findings are related to existing research as well.

Result and Discussion

The Characteristics of Collaborated Trade Shows

The interviews centered on the issues of SMEs including the characteristics of trade shows, the product category, sales turnover, and the contribution of the trade shows and community entrepreneur to the development of SMEs. Since 2018, the Municipality of South Tangerang, particularly the Department of Cooperative, Small, and Medium Enterprises has adopted a lot of strategies to assist SMEs to promote the products. It adopts the marketing strategy developed by Phillip Kotler (Kotler & Keller, 2016) as seen in Figure 1.



Figure 1. Marketing strategy of South Tangerang city from 2018

In addition to training, which collaborates with universities and the business and industrial world or a state-owned enterprise, one of the activities that strongly supports the development of SME products is by organizing trade shows, or exhibitions on a national or international scale. Thus, the focus of this study is such events as one of the marketing strategies either held by the government or other sectors in South Tangerang and its surrounding in the year of 2019. Table 1 shows two examples of the trade shows.

Table 1
The Characteristics of Collaborated Trade Shows

The Characteristics	Tangerang Expo	Harkopdar
Who took the initiative	Department of Industry, Trade, Cooperatives and SMEs (Indagkop) Tangerang city	Cooperative and Small Medium Enterprise Office Banten & Regional Indonesian Cooperative Council (Dekopinda) South Tangerang
Who was the organizer	Tangerang city Government	South Tangerang city Government
When was the event held	27–28 February and 1–3 March 2019	5–8 September 2019
The venue (an open or closed space)	Closed space in Tangerang city convention	Open space in District officer of Pamulang, Tangerang.
Permanent or not	Not Permanent	Not permanent
How long it was held	Five days	Four days
Routine or not routine program	Routine program	Routine program
Who was involved	MSMEs, community, association, Banten regency	MSMEs, community, association of South Tangerang City
Charged or free	Charge	Free
Subsidized or not	Subsidized	Subsidized
The number of participants	310 in 2019	Around 100 SMEs

The Category of Products.

The superior products of SMEs are categorized into two: Platinum and Gold. Based on the interviews, some of the reasons why their products are categorized into platinum include high quality, cliché product, handmade, up to date designs, reasonable price, unique, certified and licensed product, online selling, qualified stitches, simple product, neatness, sales and marketing outside the area and exported products. For instance, Sitarami, the owner of Cika Cika handmade and Asih Naomi, the owner of Naomi handmade said:

“Actually, I don’t have any idea about the category. But if the category is seen from my product, I think it is because my product is jewelry

from polymer clay and natural stones.” (Cika Cika Handmade-P).

“Well, in my opinion, besides the product is handmade, the quality is quite high and not commonly found in the market.” (Naomi handmade-P).

When the participants were asked about the category, 15 out of 25 respondents do not have any idea why their products are categorized into platinum or gold. However, after I asked them to guess the reasons why their products are categorized into the gold category. They inform it is probably due to the use of local food products and materials, unique, sales and marketing outside the area and exported products, the use of recycling products, practical design, and market trends. For examples, Olla Ariani, who has sold the products to almost all the cities in Indonesia, including Makasar, Medan, Garut said that:

“Maybe because my product uses Baduy weaving, it is unique and can be used every day, superior products that are qualified from models and stitches, unique products and products are from the recycling of dry waste.” (Olla collection-G)

Sandriana Sandra, the owner of Dkait craft, who has produced craft since 2016, mentioned that:

“Perhaps, I produce according to market trends favored by children and adults. The material we use is also the best choice of materials and high quality so it can last long and strong. Our products are not common and we do it with all my heart and always maintain quality. Because for us, customer satisfaction is number one.” (Dkait-Craft-G)

Leonardo CH Latumahina, who makes painting with eggshells as a means of painting stated,

“According to me, my product is from recycled dry waste and its unique shape and that’s why it has a high sale value.” (BSB-G)

The Benefits of Exhibitions

The main aims of participating in the events of trade shows, trade fairs, and exhibitions for business people are to obtain economic gains, introduce the products and expand the network. Yet, these findings elaborate on the benefits not only from the aspect of the economy, but also from other aspects such as the aspect of education, social, and culture. Based on the data from the interviews, we concluded 17 benefits

which include: 1) building brand image; 2) obtaining added income; 3) being more widely known; 4) getting a lot of inspiration; 5) networking; 6) doing maximal promotion; 6) marketing opportunity; 7) meeting with the same product owners and other business people; 8) selling and promoting the product; 9) getting opportunity to promote the product to other countries; 10) knowing market trends and needs; 11) being a marketing tool; 12) getting new perspectives and ideas; 13) sharing experience; 14) being more challenged to be creative and innovative; 15) being open-minded; 16) learning new things; and 17) obtaining facilities from the government. The below examples are several dialogues from the participants.

“The benefits gained from the exhibition can promote our product brand to the fullest, get attention from government and private agencies, and increase knowledge from other participants who took part. Thus, it adds more competitiveness.” (Desi Faradina, Shadrina craft –G).

“The benefits of participating in the exhibition, are, of course, to get product sales, opportunities. The products are widely known by the market and also the government or institutions in the hope that there are opportunities to receive training or sponsorship in various forms. Besides that, another benefit is the opportunity for me to learn from other similar SMEs, what consumers like, what makes other products unique or good, etc. Other benefits as a networking tool with fellow SMEs, consumers/markets, and government institutions.” (Cika Cika handmade-P).

“We can get opportunities in marketing and expand our business, for example, I get many customers because they know my product and get a lot of buyers.” (Yati Maemunah, Sambal teri bu erte, P).

“I got many benefits. More and more people know about my product. And besides being promoted in the journey catalog, my products are often promoted to other regions. My product has also been promoted to Moscow by the Industry and Trade Office.” (Supyarini Tini Handcraft –P).

Increasing sales turnover is basically the principal aim of business. Thus, central and local governments hold the events of trade fairs or exhibitions, either collaborated with other businesses, private sectors, or state-owned enterprises. Several large events in Indonesia include Inacraft, Trade Expo Indonesia (TEI), Kriya Nusa, Karya Kreatif Indonesia, Indonesia furniture expo. In 2018, The Ministry of Cooperatives and SMEs facilitated cooperatives, small and medium businesses for promotion and marketing in around 40 exhibition events in Indonesia and two overseas

exhibitions: Malaysia International Halal Showcase (Mihas) and Chibimart Summer in Italy or the Indonesia Fair Festival in Moscow with specific requirements (Yasa, 2018). According to I Wayan Dipta, Deputy of Production and Marketing at the Ministry of Cooperatives and SMEs, it is hoped that the facilitation of overseas exhibitions will be able to expand the market access of MSMEs products in Asia and Europe (Yasa, 2018). In Tangerang, the local government also holds some events such as Tangerang expo, Harkopdar, JFC 2019 Goes Digital, and NAKNIK Tangsel. During the five days of the implementation of the Tangerang Expo 2019, it is recorded a fairly large total transaction of IDR 739,776,288, 310 SMEs in Tangerang City, two Cooperative actors, and the rest from regional owned enterprises, Government Agencies, and several private companies took part in this exhibition (Yonavilbia, 2019). It implies that such events gain economic returns for the business, which brings profound impacts nationally as well.

The third point of the research is how much the turnover increases during the exhibition. Respondents' answers varied when asked about the increase in sales turnover. For example, some owners of the business said the increase ranged from 20–30%, 25–50%, and 60–70%. Some even stated that the amount was 80%, namely chili products (Sambal teri bu erte) belongs to Ms. Yati Maemunah. Some mentioned directly the amount of money that they earned. That every time they participate in an exhibition they earn between 3–5 million rupiahs each day. According to Nabila, the owner of the N3 collection, the turnover is different, depending on the type of exhibition, the venue, and the target market. For example, at the time of the ASEAN GAMES event, the turnover earned 5–7.5 million.

However, not all respondents just see from the sales turn over, some say that the most important thing is the promotion or after the exhibition, or just for product branding. For example, Siti Mahyumi stated that:

“The turnover is relative depending on some of the exhibitions/bazaars that we participated in, but the point and the most important thing is not only the turnover. In the exhibition/bazaar that we can promote quality products, have artistic value, and high selling values.” (Your me craft – G)

The findings are similar to what Hansen pointed out about some benefits of exhibitions. Hansen mentioned that exhibitions meet several business objectives including generate sales and leads, relationship building, motivating staff and business partners, build and promote the brand, and information gathering about your industries, customers, and supplier (Hansen, 1999). Furthermore, Gerald Böse

and Maria Martinez revealed the findings that trade fair stimulates innovation and connect business with consumers and cooperation partners globally both in Europe and in the target regions worldwide. Rafael Hierro also mentioned some benefits to participate in the trade show such as meet the supplier, get direct feedback, accelerate business, and trigger strategic thinking. Besides that, due to the trade fair, he collected 25% of sales and got 37% of new clients (EEIA, 2015).

Based on his research, it was found that trade shows and exhibitions are an effective marketing tool (Situma, 2012). The survey conducted in Europe concluded some findings: trade fairs are very imperative marketing, networking, and learning tool for SMEs; Trade fair industry develops special services and offers adjusted to the needs of SMEs; Trade fairs develop and create different services and programs to support SMEs to be more successful as exhibitors and visitors in the trade fairs worldwide; Trade fairs, conferences and matchmaking events play major roles to support export-oriented companies entering new international markets.; and SMEs are aware of the significance of the trade fair industry for internationalization and entering new markets; and both the industry of trade fairs and SMEs are partners who can work together to better explore (Čižmek, 2012). Cop and Kara also revealed that 97 percent of respondents regarded trade fairs as the most significant marketing tool (Cop & Kara, 2014).

The current findings show that trade fairs, exhibitions, or similar events which aim to promote the products of business owners ranging from micro, small, medium, and even large enterprises play several significant contributions. For instance, to increase the revenues of their sales, to introduce the new products, to meet the prospective buyers and as it is mentioned by Situma, to be an effective marketing tool to promote the products. The number of times participating in exhibitions for a year also varies from one SME to others. Some say twice, three to four times, five to six times, nine to ten times, ten times, and fourteen times. But at least, the main purpose is to introduce the products to the public. It can be implied that the more exhibitions, the greater the increase in product turnover.

The Role of the Community Entrepreneurs

In South Tangerang city, based on the official statement from Artito, an official of Department of Cooperatives and SMEs, there are at least four communities: Komunitas juragan kuliner, Komunitas Juragan Fashion, Galery 37 and Bir Pletok. But actually, after interviewing the entrepreneurs, other

communities include Komunitas Asosiasi Industri Kreatif dan Pelaku Usaha (ASIPA) Tangsel, Komunitas crafter Orang Tangerang (OTang), komunitas do it your self craft Indonesia, crafter space Indonesia, komunitas Koperasi Andalas Jaya, IPEMI, Naknik tangsel, Indag, Portal UMKM, DEKRANASDA, Tangerang Berkibar (TB) dan Koperasi Syariah TB, WPPI, PEPI, SPECTA, FPPI, PRASASTI, RSK, Asosiasi Rajut Indonesia, Griya Rajut Tangsel and many more. These communities also play imperative contributions to the SMEs development.

Based on the interviews' data, the contributions of community were classified into educational, economic and social and psychological benefits as seen in Table 2.

Table 2
The Benefits of Entrepreneur Community

Educational benefits	Economic and Social benefits	Psychological benefits
<ul style="list-style-type: none"> • Sharing knowledge • Learning and experiencing new things • Obtaining more information about the development of SMEs • Exchanging experience • knowing more update training and exhibition information • getting more information about the management of business legality, intellectual property, and certification such as Halal food, PIRT; • having the opportunity to attend training organized by the government; • learning a lot of things such as product packaging, online business, etc. 	<ul style="list-style-type: none"> • Increasing sales turnover • Having the chance to sell the products to other SMEs • Product branding • Having more well-known products • Having a partnership with other SMEs • Having more colleagues and friends • networking among fellow SMEs • introducing the brand of the product 	<ul style="list-style-type: none"> • Becoming more motivated to improve the products • Being more confident to join the activities held by the community. • Increasing self competitiveness • Having more positive effects on running the business

As an illustration below are some examples of the benefit of joining the SME community.

"Because I joined the ASIPA community, I had many opportunities to take part in exhibitions, both in hotels, malls, or other events. Besides that my sales turnover also rose between 60–70%." (Supyarini, Tini Handcraft Platinum).

"By joining the SME community, I am getting better at understanding what needs to be improved from the business and the process. Alhamdulillah, I got more good brothers who wanted to share." (Eka Agung Sulistyaningsih, VRen FM Gold)

"We only join a few communities, to open links for promotion and collaboration, because our mission is, Gallery 37 wants to be independent in the sense of being able to do business without having to ask for help from relevant parties, be able to contribute and be able to synergize with SMEs or other parties." (Siti Mahyumi, Your me craft Gold)

Prior studies have noted the importance of joining the community entrepreneur, which provide several tangible and intangible values for the members and institutions. Also, these current findings are in line with the previous study conducted by (Covelli *et al.*, 2020; Ekayani *et al.*, 2018) with somewhat different answers.

The SME community is one of the actors in the penta helix model, which aims to support the development of SMEs. One of the roles is to provide training and education about entrepreneurship. According to Gordon, Hamilton, and Jack (2012), entrepreneurship education contributes to economic benefits not only for SMEs but also for the region. As one of the elements in the penta helix model, based on this current finding, the community makes a great impact on SMEs, either product innovation or creativity. The model of the penta helix has its roots in Etzkowitz and Leyesdorff's triple helix, in which the synergy of three actors: academic, business and government plays an important role for innovation (Etzkowitz & Leydesdorff, 2000). So, the penta helix model is the extension of the triple helix by involving various elements of the community to interact synergistically to realize the innovation (Elof *et al.*, 2009).

The research showed that penta helix plays an essential role in supporting shared innovation goals and contributes to the progress of the socio-economic of the region (Halibas, Sibayan, & Maata, 2017; Rampersad, Quester, & Troshani, 2010). To achieve the capability of high innovation, developing a culture of innovation and practices is suggested for any organization (Lawson & Samson, 2001; Prajogo & Ahmed, 2006). Consequently, strong collaboration and partnership

among main players will achieve the innovation (Von Stamm, 2004). Since technology is inevitable in the modern world, technological innovation in any aspect will help the business. The study, which the samples from Chinese 494 SMEs revealed that technological innovation, could advance environmental performance together with employee initiatives, and it can also improve social image together with environmental practices and community engagement. Furthermore, innovation in marketing is required to achieve economic performance (Zhu, Zou, & Zhang, 2019).

Another role of the community is to provide pieces of training, which is considered beneficial for the survival of SMEs and its sustainability. Beaver and Hutchings (2005) even pointed out that it is "critical" for market issue to incorporate training and development programs into primary business determinations and doings. One of today's training aligned with the current condition of the advancement of technology, which is popular and essential to market the product is learning about digital technology. The report from the team of Deloitte mentions that the use of digital technology, especially for MSME players, can provide the necessary growth, which is two percent (Deloitte Access Economics, 2015).

The study conducted in SMEs Banyumas Regency, Indonesia has shown that integrated mentoring model from five actors in penta helix model consisting creative community, local government agency, the social media community, academics, and business actors will promote the flows of current experience, knowledge, and the spirit of enterprise into the creative economy of SMEs (Rosyadi, Kusuma, Fitrah, Haryanto, & Adawiyah, 2020). Agreeing with this finding, Clarke and MacDonald (2019) indicated that a multi-stakeholder collaboration can offer a variety of resources to the participants. It can be implied that mentoring, which is also a part of SMEs' community tasks, and the collaboration of a multi-stakeholder to help the development of SMEs bring beneficial impacts. The exhibitions, trade fairs, or such events that are organized by multi-stakeholder as one of the ways to develop SMEs are highly required.

Conclusion

This current research provides the new findings that the events of trade fairs and the involvement of the community entrepreneur result in many benefits to small-medium enterprises economically, educationally, and socially and psychologically to the improvement of entrepreneurship. These current findings suggest that continuous events of exhibitions held by the

government collaborated with private sectors; state-owned enterprises or locally owned enterprises need to be socialized actively to the members of community entrepreneurs. The previous research shows that the synergy of the collaboration of each actor either in the model of triple helix or penta helix brings enormous effect to economic and social development and innovation. As a part of the penta helix model, the SME community gives some contributions to the sustainability and the development of SMEs and it is proven in the current study. Thus, all parties are required to work hand in hand to support small and medium-sized enterprises to create innovation and increase their sales turnover.

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Sintha Wahjusaputri - THE COLLABORATED TRADE SHOWS AND COMMUNITY ENTREPRENEURS: HOW THEY BENEFIT SMALL MEDIUM-SIZED ENTERPRISES

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THE COLLABORATED TRADE SHOWS AND COMMUNITY ENTREPRENEURS: HOW THEY BENEFIT SMALL MEDIUM-SIZED ENTERPRISES

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Abstract

The study aimed at exploring the characteristics and benefits of collaborated-trade shows and entrepreneur community for the development of SMEs. This qualitative approach research employed a case study design, as the group of SMEs in South Tangerang became the study unit. Data from observation, in-depth interviews, and documents were collected to obtain reliable results. The study had reported that participating in trade shows bring an economic impact which the sales turnover ranged from 20–80 percent and cost saving. In terms of the involvement of the entrepreneur community, entrepreneurs obtained educational, economic and social, and psychological impacts as well.

Keywords: Entrepreneurship, small and medium-sized enterprises, sales turnover, collaborated trade shows, community entrepreneur.

Introduction

The terms of trade fairs, trade show, and exhibitions are used interchangeably, which play a significant marketing tool in most businesses (Serinhaus & Rosson, 2001). However, Beier and Damböck (2006) differentiate the concept of trade fairs and exhibitions. In the words of their perspective, exhibitions were typically special, held in permanent facilities specially constructed for them, highly coordinated activities and originally designed with the goals of encouraging trade through government departments or committees. On the contrary, trade fairs were held for limited time, occasionally and not highly planned activities. Furthermore, commodities were purchased and sold at fairs, while the exchange or sale of the displayed goods was typically not involved at exhibitions. Kowalik (2012) emphasized that the trade fairs are generally distinguished by longevity and decent media coverage; the beneficial impact on the local economy often seem to be strongly embraced by the community. Aside from conceptual differences, trade fairs and exhibitions are the ultimate example of excellence in marketing (Blythe, 2010), which bring economic significance to the business (Beier & Damböck, 2006). In addition, the events of exhibitions, trade fairs, festivals and all activities usually offer advantages to the local community that is evident before, during and after the event. Exhibitions boost and share positive impacts in the social, economic, cultural and even political aspects (Ivkov *et al.*, 2015).

In many countries, entrepreneurship and SMEs have become one of the key issues, which are believed

to have a profound effect on the growth of the economy, job creation, and social development of the country. In Europe, for instance, SMEs are often portrayed as the backbone and the driving force of economic development (Wymenga, Spanikova, Derbyshire, & Barker, 2011). Thurik and Wennekers (2004) also emphasized that entrepreneurship developed in SMEs as the driver of the growth of economic. More than 95 % of OECD enterprises are SMEs, which represent 60–70 % of employment in many countries and create large shares of new jobs in OECD economies (OECD, 2000). Inclusive growth of agents and beneficiaries are micro, small, and medium enterprises (MSMEs), which are also central to equation. On top of that, MSMEs are regarded as one of the greatest instruments to meet the challenges of producing 600 million new employments by the year 2030, predominantly for the young people as they make available 60–70 percent of official employment in developing countries and 80% in Sub-Saharan Africa (Carpentier, Landveld, & Shahiar, 2019).

In Indonesia, MSMEs contribute 60 percent of GDP, provide 89 percent of the jobs of private sectors, and they account for 99 percent for businesses. Despite the possible economic volatility, GDP growth remains strong at a projected 5.3 percent between 2018 and 2019 (Asian Development Bank, 2018). In comparison, the central bureau of statistics pointed out that Indonesia's economy grew 5.7 percent in quarter I of 2019, and GDP reached IDR 3782.4 trillion (Badan Pusat Statistik, 2019). Besides, Indonesia along with China, India, Brazil Turkey, Mexico, and Russia as the leading emerging economies in "E7" will be about 50

percent greater than the present G7 (the USA, Japan, The UK, Germany, France, Canada, and Italy) by the year of 2050 (Hawksworth & Cookson, 2008). These data show that the economic outlook of Indonesia remains promising and brings a positive expectation to entrepreneurs and small and medium-sized enterprises as well on condition that the Indonesian government as the decision-maker must continue its efforts to catch up in terms of economic improvement, especially in terms of policies regarding SMEs. As it is mentioned that the government support policies are an essential factor for the performance of SMEs (Zaato, Ismail, Uthamaputran, & Owusu-ansah, 2020).

Under these circumstances, developing SMEs is highly important to boost not only the economic nation but also the social development of a community that brings global impact holistically. Previous research revealed some strategies to create innovation and develop SMEs. For instance, Hermawati (2020) revealed that to configure business processes to produce innovation, dynamic capabilities play a significant role. Other studies also found that the triple helix and penta helix model, which involve various elements of government, business, academic, community, and media, give a contribution to the innovation of SMEs (Brink & Madsen, 2016; Elof, Lindmark, & Markus, 2009; Herliana, 2015; Irawati, 2007; Ueasangkomsate & Jangkot, 2017). Besides, SMEs with sufficient organizational contexts for employee ambidexterity and employee engagement can improve their growth and survival potential (Ajayi, Odusanya, & Morton, 2017).

Due to significant contributions to the nation's economy, the Indonesian government, particularly the Ministry of Cooperatives and SMEs, has done several strategies and attempts to help SMEs improve the product quality of SMEs and introduce their products aiming to boost sales turnover. One of the attempts is by facilitating and organizing the trade shows or exhibitions for promoting the product and increasing the sales turnover. Agreeing with Hansen's opinion that even if trade fairs play a substantial part in the marketing practices of most companies, they were not systematically investigated in certain respects (Hansen, 1999). Furthermore, Situma (2012) asserted that trade fair and exhibitions offer a medium for companies, businesses and corporations to demonstrate their goods, especially to prospective buyers. In line with Situma, a big mechanism for building and expanding business networks is taking part in trade shows (Harris & Wheeler, 2005; Measson & Campbell-Hunt, 2015). In terms of international network, to expand the network that acquire invaluable internationalization resources, trade shows are a major vehicle for SMEs (Gerschewski, Evers, Nguyen, & Froese, 2020).

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The exhibitors assume that the aim of a trade fair is to produce sales or at least to generate sales figures (Shipley, Egan, & Wong, 1993; Skerlos & Blythe, 2000). Thus, it is profoundly imperative to explore the benefits of trade shows more deeply, especially in the area of Tangerang City, which has many entrepreneurs. In terms of entrepreneur community, it was found that such community has benefits and a focal role to play in a smooth and sustainable business, the adaptability of entrepreneurial practices and high domestic tasks (Ekayani, Susrusa, Suardi, & Putra, 2018). The finding reported that participating in business incubator for university students as a part of entrepreneur community makes the business growth (Covelli, Morissette, Lindee, & Mercier, 2020). Thus, in this study, we build on the research gap and explore how trade shows benefit the SMEs and how SME community, known as entrepreneur community plays roles on developing SMEs.

Research Method

Participants

South Tangerang city is a part of Banten Province, West Java, which is divided into fifty-four *kelurahan* (urban communities/village) and seven *kecamatan* (sub-districts), that is Ciputat, Pondok Aren, Ciputat Timur, Serpong Utara, Serpong, Pamulang, and Setu. According to the Central Statistics Agency for South Tangerang city in 2018, its population was 1,644,899 people and 419,313 heads of the family with 147.19 km² of total area. More than 23,000 MSMEs and more than 10,000 types of MSMEs spread in seven sub-districts where this number will continue to increase each year. In this city, there are around three types of SMEs or handicraft industries, which include 878 units of handicraft, 891 units of fashion, and 8,504 units of culinary (Suhartono, Murniasih, Astuti, Perdana, & Hartsisi, 2018). "Intelligent, modern and religious" is the slogan of this city, which is also called "The city of lifestyle gateway" since it has four functions: a housing city, education city, commercial city, and service city.

The study adopted a purposive sampling technique as it is defined as a process in which a researcher discovers main informants: individuals with some knowledge of the subject being investigated (Lodico, Spaulding, & Voegtler, 2006). Thus, the participants were selected on the account of the category of their superior products. Twenty-five (25) SMEs consisting of 22 female business owners and three male business owners in the category of platinum and gold participated in the research. The superior products of

SMEs in South Tangerang are categorized into two: platinum category and gold category based on “*Katalog Journey UMKM 2018*”, published by the Department of cooperatives, small and medium businesses (Suhartono *et al.*, 2018). For the category of platinum, the indicator includes the accuracy of product detail and perfect quality. These products are challenged to become the market leader not only in the domestic market but also in the international market, whereas, for the category of gold, the indicator includes high aesthetics of the product that take from the values of Indonesian tradition and the beauty, glamorous and style of its product.

Table 1
The Category of SMEs and Their Number

Platinum Category				Gold Category			
Fashion	Craft	Culinary	Total	Fashion	Craft	Culinary	Total
2	25	7	34	15	31	141	187

Research Design

The qualitative research approach was employed to gain insight into the development of SMEs, particularly in the economic aspect. As advice by Creswell about the characteristics of qualitative research, the data are collected based on words from a small number of individuals and the data analysis uses text analysis and interpretation instead of using statistics (Creswell, 2012). Thus, the focus of the study is the benefits of the trade shows or exhibitions, and community entrepreneur to the increasing of sales turnover of SMEs' products. Besides that, the study explored the benefits of taking parts in the entrepreneur community. A case study method as the research was adopted to conduct in the city of South Tangerang and the unit analysis or the case is the group of SMEs (Gillham, 2000; Yin, 2003). Also, this case is in a real-life sense and reflects the point of view of the people involving in the phenomenon (Gall, Gall, & Borg, 2007).

Data Collection

The data was gathered through observation, interviews, and document analysis and also to visit some places or stores to obtain more information. The study was drawn on knowledge from the qualitative short answer questionnaire since we decided to discuss certain points of view rather than to test particular variables, such as in quantitative approach analysis (Denzin & Lincoln, 2005). The main data were collected through interviews by using WhatsApp as one of the most well known social media platforms and telephone calls. Besides, the researcher also have direct interviews with some participants during the exhibition

held by the Department of Cooperatives, Small and Medium Enterprises on 17 July and 19 September 2019. Due to the personal request, two of the respondents asked to call them back. By doing this more information related to the focus of the topic can be obtained. One of the participants even asked more about identity to convince her. The list of seven questions was posed to obtain a single phenomenon from the participants' perspective. The 25 participants of SMEs were requested to answer seven questions sent by using WhatsApp. The demographic data of participants consists of nine platinum and sixteen gold categories of products; eighteen craft, one fashion, and six culinary; and three males and twenty-two female owners of SMEs.

Data Analysis

For data analysis, the researcher analyzed the data consisting of the texts to describe the central phenomenon under the study and interpreted the meaning of data. To interpret the meaning, the researcher did a personal reflection on how the findings are related to existing research as well.

Result and Discussion

The Characteristics of Collaborated Trade Shows

The interviews centered on the issues of SMEs including the characteristics of trade shows, the product category, sales turnover, and the contribution of the trade shows and community entrepreneur to the development of SMEs. Since 2018, the Municipality of South Tangerang, particularly the Department of Cooperative, Small, and Medium Enterprises has adopted a lot of strategies to assist SMEs to promote the products. It adopts the marketing strategy developed by Phillip Kotler (Kotler & Keller, 2016) as seen in Figure 1.



Figure 1. Marketing strategy of South Tangerang city from 2018

In addition to training, which collaborates with universities and the business and industrial world or a state-owned enterprise, one of the activities that strongly supports the development of SME products is by organizing trade shows, or exhibitions on a national or international scale. Thus, the focus of this study is such events as one of the marketing strategies either held by the government or other sectors in South Tangerang and its surrounding in the year of 2019. Table 1 shows two examples of the trade shows.

Table 1
The Characteristics of Collaborated Trade Shows

The Characteristics	Tangerang Expo	Harkopdar
Who took the initiative	Department of Industry, Trade, Cooperatives and SMEs (Indagkop) Tangerang city	Cooperative and Small Medium Enterprise Office Banten & Regional Indonesian Cooperative Council (Dekopinda) South Tangerang
Who was the organizer	Tangerang city Government	South Tangerang city Government
When was the event held	27–28 February and 1–3 March 2019	5–8 September 2019
The venue (an open or closed space)	Closed space in Tangerang city convention	Open space in District officer of Pamulang, Tangerang.
Permanent or not	Not Permanent	Not permanent
How long it was held	Five days	Four days
Routine or not routine program	Routine program	Routine program
Who was involved	MSMEs, community, association, Banten regency	MSMEs, community, association of South Tangerang City
Charged or free	Charge	Free
Subsidized or not	Subsidized	Subsidized
The number of participants	310 in 2019	Around 100 SMEs

The Category of Products.

The superior products of SMEs are categorized into two: Platinum and Gold. Based on the interviews, some of the reasons why their products are categorized into platinum include high quality, cliché product, handmade, up to date designs, reasonable price, unique, certified and licensed product, online selling, qualified stitches, simple product, neatness, sales and marketing outside the area and exported products. For instance, Sitarami, the owner of Cika Cika handmade and Asih Naomi, the owner of Naomi handmade said:

“Actually, I don’t have any idea about the category. But if the category is seen from my product, I think it is because my product is jewelry

from polymer clay and natural stones.” (Cika Cika Handmade-P).

“Well, in my opinion, besides the product is handmade, the quality is quite high and not commonly found in the market.” (Naomi handmade-P).

When the participants were asked about the category, 15 out of 25 respondents do not have any idea why their products are categorized into platinum or gold. However, after I asked them to guess the reasons why their products are categorized into the gold category. They inform it is probably due to the use of local food products and materials, unique, sales and marketing outside the area and exported products, the use of recycling products, practical design, and market trends. For examples, Olla Ariani, who has sold the products to almost all the cities in Indonesia, including Makasar, Medan, Garut said that:

“Maybe because my product uses Baduy weaving, it is unique and can be used every day, superior products that are qualified from models and stitches, unique products and products are from the recycling of dry waste.” (Olla collection-G)

Sandriana Sandra, the owner of Dkai craft, who has produced craft since 2016, mentioned that:

“Perhaps, I produce according to market trends favored by children and adults. The material we use is also the best choice of materials and high quality so it can last long and strong. Our products are not common and we do it with all my heart and always maintain quality. Because for us, customer satisfaction is number one.” (Dkai-Craft-G)

Leonardo CH Latumahina, who makes painting with eggshells as a means of painting stated,

“According to me, my product is from recycled dry waste and its unique shape and that’s why it has a high sale value.” (BSB-G)

The Benefits of Exhibitions

The main aims of participating in the events of trade shows, trade fairs, and exhibitions for business people are to obtain economic gains, introduce the products and expand the network. Yet, these findings elaborate on the benefits not only from the aspect of the economy, but also from other aspects such as the aspect of education, social, and culture. Based on the data from the interviews, we concluded 17 benefits

which include: 1) building brand image; 2) obtaining added income; 3) being more widely known; 4) getting a lot of inspiration; 5) networking; 6) doing maximal promotion; 6) marketing opportunity; 7) meeting with the same product owners and other business people; 8) selling and promoting the product; 9) getting opportunity to promote the product to other countries; 10) knowing market trends and needs; 11) being a marketing tool; 12) getting new perspectives and ideas; 13) sharing experience; 14) being more challenged to be creative and innovative; 15) being open-minded; 16) learning new things; and 17) obtaining facilities from the government. The below examples are several dialogues from the participants.

"The benefits gained from the exhibition can promote our product brand to the fullest, get attention from government and private agencies, and increase knowledge from other participants who took part. Thus, it adds more competitiveness." (Desi Faradina, Shadrina craft-G).

"The benefits of participating in the exhibition, are, of course, to get product sales, opportunities. The products are widely known by the market and also the government or institutions in the hope that there are opportunities to receive training or sponsorship in various forms. Besides that, another benefit is the opportunity for me to learn from other similar SMEs, what consumers like, what makes other products unique or good, etc. Other benefits as a networking tool with fellow SMEs, consumers/markets, and government institutions." (Cika Cika handmade-P).

"We can get opportunities in marketing and expand our business, for example, I get many customers because they know my product and get a lot of buyers." (Yati Maemunah, Sambal teri bu erte, P).

"I got many benefits. More and more people know about my product. And besides being promoted in the journey catalog, my products are often promoted to other regions. My product has also been promoted to Moscow by the Industry and Trade Office." (Supyarini Tini Handcraft-P).

Increasing sales turnover is basically the principal aim of business. Thus, central and local governments hold the events of trade fairs or exhibitions, either collaborated with other businesses, private sectors, or state-owned enterprises. Several large events in Indonesia include Inacraft, Trade Expo Indonesia (TEI), Kriya Nusa, Karya Krif Indonesia, Indonesia furniture expo. In 2018, The Ministry of Cooperatives and SMEs facilitated cooperatives, small and medium businesses for promotion and marketing in around 40 exhibition events in Indonesia and two overseas

exhibitions: Malaysia International Halal Showcase (Mihas) and Chibimart Summer in Italy or the Indonesia Fair Festival in Moscow with specific requirements (Yasa, 2018). According to I Wayan Dipta, Deputy of Production and Marketing at the Ministry of Cooperatives and SMEs, it is hoped that the facilitation of overseas exhibitions will be able to expand the market access of MSMEs products in Asia and Europe (Yasa, 2018). In Tangerang, the local government also holds some events such as Tangerang expo, Harkopdar, JFC 2019 Goes Digital, and NAKNIK Tangsel. During the five days of the implementation of the Tangerang Expo 2019, it is recorded a fairly large total transaction of IDR 739,776,288, 310 SMEs in Tangerang City, two Cooperative actors, and the rest from regional owned enterprises, Government Agencies, and several private companies took part in this exhibition (Yonavilbia, 2019). It implies that such events gain economic returns for the business, which brings profound impacts nationally as well.

The third point of the research is how much the turnover increases during the exhibition. Respondents' answers varied when asked about the increase in sales turnover. For example, some owners of the business said the increase ranged from 20–30%, 25–50%, and 60–70%. Some even stated that the amount was 80%, namely chili products (Sambal teri bu erte) belongs to Ms. Yati Maemunah. Some mentioned directly the amount of money that they earned. That every time they participate in an exhibition they earn between 3–5 million rupiahs each day. According to Nabila, the owner of the N3 collection, the turnover is different, depending on the type of exhibition, the venue, and the target market. For example, at the time of the ASEAN GAMES event, the turnover earned 5–7.5 million.

However, not all respondents just see from the sales turn over, some say that the most important thing is the promotion or after the exhibition, or just for product branding. For example, Siti Mahyumi stated that:

"The turnover is relative depending on some of the exhibitions/bazaars that we participated in, but the point and the most important thing is not only the turnover. In the exhibition/bazaar that we can promote quality products, have artistic value, and high selling values." (Your me craft-G)

The findings are similar to what Hansen pointed out about some benefits of exhibitions. Hansen mentioned that exhibitions meet several business objectives including generate sales and leads, relationship building, motivating staff and business partners, build and promote the brand, and information gathering about your industries, customers, and supplier (Hansen, 1999). Furthermore, Gerald Böse

and Maria Martínez revealed the findings that trade fair stimulates innovation and connect business with consumers and cooperation partners globally both in Europe and in the target regions worldwide. Rafael Hierro also mentioned some benefits to participate in the trade show such as meet the supplier, get direct feedback, accelerate business, and trigger strategic thinking. Besides that, due to the trade fair, he collected 25% of sales and got 37% of new clients (EEIA, 2015).

Based on his research, it was found that trade shows and exhibitions are an effective marketing tool (Situma, 2012). The survey conducted in Europe concluded some findings: trade fairs are very imperative marketing, networking, and learning tool for SMEs; Trade fair industry develops special services and offers adjusted to the needs of SMEs; Trade fairs develop and create different services and programs to support SMEs to be more successful as exhibitors and visitors in the trade fairs worldwide; Trade fairs, conferences and matchmaking events play major roles to support export-oriented companies entering new international markets.; and SMEs are aware of the significance of the trade fair industry for internationalization and entering new markets; and both the industry of trade fairs and SMEs are partners who can work together to better explore (Čižmek, 2012). Cop and Kara also revealed that 97 percent of respondents regarded trade fairs as the most significant marketing tool (Cop & Kara, 2014).

The current findings show that trade fairs, exhibitions, or similar events which aim to promote the products of business owners ranging from micro, small, medium, and even large enterprises play several significant contributions. For instance, to increase the revenues of their sales, to introduce the new products, to meet the prospective buyers and as it is mentioned by Situma, to be an effective marketing tool to promote the products. The number of times participating in exhibitions for a year also varies from one SME to others. Some say twice, three to four times, five to six times, nine to ten times, ten times, and fourteen times. But at least, the main purpose is to introduce the products to the public. It can be implied that the more exhibitions, the greater the increase in product turnover.

The Role of the Community Entrepreneurs

In South Tangerang city, based on the official statement from Artito, an official of Department of Cooperatives and SMEs, there are at least four communities: Komunitas juragan kuliner, Komunitas Juragan Fashion, Galery 37 and Bir Pletok. But actually, after interviewing the entrepreneurs, other

communities include Komunitas Asosiasi Industri Kreatif dan Pelaku Usaha (ASIPA) Tangsel, Komunitas crafter Orang Tangerang (OTang), komunitas do it your self craft Indonesia, crafter space Indonesia, komunitas Koperasi Andalas Jaya, IPEMI, Naknik tangsel, Indag, Portal UMKM, DEKRANASDA, Tangerang Berkibar (TB) dan Koperasi Syariah TB, WPMI, PEPI, SPECTA, FPPI, PRASASTI, RSK, Asosiasi Rajut Indonesia, Griya Rajut Tangsel and many more. These communities also play imperative contributions to the SMEs development.

Based on the interviews' data, the contributions of community were classified into educational, economic and social and psychological benefits as seen in Table 2.

Table 2
The Benefits of Entrepreneur Community

Educational benefits	Economic and Social benefits	Psychological benefits
<ul style="list-style-type: none"> • Sharing knowledge • Learning and experiencing new things • Obtaining more information about the development of SMEs • Exchanging experience • knowing more update training and exhibition information • getting more information about the management of business legality, intellectual property, and certification such as Halal food, PIRT; • having the opportunity to attend training organized by the government; • learning a lot of things such as product packaging, online business, etc. 	<ul style="list-style-type: none"> • Increasing sales turnover • Having the chance to sell the products to other SMEs • Product branding • Having more well-known products • Having a partnership with other SMEs • Having more colleagues and friends • networking among fellow SMEs • introducing the brand of the product 	<ul style="list-style-type: none"> • Becoming more motivated to improve the products • Being more confident to join the activities held by the community. • Increasing self competitiveness • Having more positive effects on running the business

As an illustration below are some examples of the benefit of joining the SME community.

"Because I joined the ASIPA community, I had many opportunities to take part in exhibitions, both in hotels, malls, or other events. Besides that my sales turnover also rose between 60–70%." (Supyarini, Tini Handcraft Platinum).

"By joining the SME community, I am getting better at understanding what needs to be improved from the business and the process. Alhamdulillah, I got more good brothers who wanted to share." (Eka Agung Sulistyaningsih, VRen FM Gold)

"We only join a few communities, to open links for promotion and collaboration, because our mission is, Gallery 37 wants to be independent in the sense of being able to do business without having to ask for help from relevant parties, be able to contribute and be able to synergize with SMEs or other parties." (Siti Mahyumi, Your me craft Gold)

Prior studies have noted the importance of joining the community entrepreneur, which provide several tangible and intangible values for the members and institutions. Also, these current findings are in line with the previous study conducted by (Covelli *et al.*, 2020; Ekayani *et al.*, 2018) with somewhat different answers.

The SME community is one of the actors in the penta helix model, which aims to support the development of SMEs. One of the roles is to provide training and education about entrepreneurship. According to Gordon, Hamilton, and Jack (2012), entrepreneurship education contributes to economic benefits not only for SMEs but also for the region. As one of the elements in the penta helix model, based on this current finding, the community makes a great impact on SMEs, either product innovation or creativity. The model of the penta helix has its roots in Etzkowitz and Leydesdorff's triple helix, in which the synergy of three actors: academic, business and government plays an important role for innovation (Etzkowitz & Leydesdorff, 2000). So, the penta helix model is the extension of the triple helix by involving various elements of the community to interact synergistically to realize the innovation (Elof *et al.*, 2009).

The research showed that penta helix plays an essential role in supporting shared innovation goals and contributes to the progress of the socio-economic of the region (Halibas, Sibayan, & Maata, 2017; Rampersad, Quester, & Troshani, 2010). To achieve the capability of high innovation, developing a culture of innovation and practices is suggested for any organization (Lawson & Samson, 2001; Prajogo & Ahmed, 2006). Consequently, strong collaboration and partnership

among main players will achieve the innovation (Von Stamm, 2004). Since technology is inevitable in the modern world, technological innovation in any aspect will help the business. The study, which the samples from Chinese 494 SMEs revealed that technological innovation could advance environmental performance together with employee initiatives, and it can also improve social image together with environmental practices and community engagement. Furthermore, innovation in marketing is required to achieve economic performance (Zhu, Zou, & Zhang, 2019).

Another role of the community is to provide pieces of training, which is considered beneficial for the survival of SMEs and its sustainability. Beaver and Hutchings (2005) even pointed out that it is "critical" for market issue to incorporate training and development programs into primary business determinations and doings. One of today's training aligned with the current condition of the advancement of technology, which is popular and essential to market the product is learning about digital technology. The report from the team of Deloitte mentions that the use of digital technology, especially for MSME players, can provide the necessary growth, which is two percent (Deloitte Access Economics, 2015).

The study conducted in SMEs Banyumas Regency, Indonesia has shown that integrated mentoring model from five actors in penta helix model consisting creative community, local government agency, the social media community, academics, and business actors will promote the flows of current experience, knowledge, and the spirit of enterprise into the creative economy of SMEs (Rosyadi, Kusuma, Fitrah, Haryanto, & Adawiyah, 2020). Agreeing with this finding, Clarke and MacDonald (2019) indicated that a multi-stakeholder collaboration can offer a variety of resources to the participants. It can be implied that mentoring, which is also a part of SMEs' community tasks, and the collaboration of a multi-stakeholder to help the development of SMEs bring beneficial impacts. The exhibitions, trade fairs, or such events that are organized by multi-stakeholder as one of the ways to develop SMEs are highly required.

Conclusion

This current research provides the new findings that the events of trade fairs and the involvement of the community entrepreneur result in many benefits to small-medium enterprises economically, educationally, and socially and psychologically to the improvement of entrepreneurship. These current findings suggest that continuous events of exhibitions held by the

government collaborated with private sectors; state-owned enterprises or locally owned enterprises need to be socialized actively to the members of community entrepreneurs. The previous research shows that the synergy of the collaboration of each actor either in the model of triple helix or penta helix brings enormous effect to economic and social development and innovation. As a part of the penta helix model, the SME community gives some contributions to the sustainability and the development of SMEs and it is proven in the current study. Thus, all parties are required to work hand in hand to support small and medium-sized enterprises to create innovation and increase their sales turnover.

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