

Paradoks dalam jejaring: studi pada distrik industrial logam di Tegal

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Abstrak

Ketidakpastian lingkungan menuntut perusahaan untuk senantiasa menyesuaikan diri (adaptabel) terhadap perubahan lingkungan; terutama bagi perusahaan kecil dan menengah yang memiliki keterbatasan sumber daya. Pada perusahaan kecil dan menengah, upaya menyesuaikan diri merupakan cerminan sikap pimpinan atau pengusahanya.

Penelitian ini mengkaji pengaruh modal sosial yang terbentuk dari interaksi sosial antar pengusaha di dalam suatu distrik industrial horisontal terhadap pengembangan sikap adaptabilitas stratejik. Pengaruh tersebut dilihat dari tiga dimensi modal sosial (keterikatan struktural, keterbukaan hubungan, dan kebersamaan kognitif yang terjadi secara tidak langsung, yaitu melalui perilaku berwirausaha dan pertukaran sosial pengetahuan. Selain itu, penelitian ini mengkaji efek moderasi persepsi pengusaha terhadap ketidakpastian lingkungan atas hubungan antara perilaku berwirausaha dan pertukaran sosial pengetahuan terhadap sikap adaptabilitas stratejik.

Dengan partisipasi 201 responden pengusaha kecil dan menengah pada distrik industrial logam di Tegal, Jawa Tengah terungkap bahwa perilaku berwirausaha dan pertukaran sosial pengetahuan (perilaku paradoks) berpengaruh terhadap pengembangan sikap adaptabilitas stratejik. Namun, hanya keterikatan struktural yang berpengaruh terhadap perilaku berwirausaha dan hanya keterbukaan hubungan yang berpengaruh terhadap pertukaran sosial pengetahuan.

Dari temuan tersebut, peneliti menduga adanya efek koeksistensi ikatan yang kuat dan ikatan yang lemah terhadap pengembangan perilaku paradoks. Dugaan ini perlu ditindaklanjuti dalam penelitian di masa mendatang.

.....Various uncertainties require any company to be adaptable to any possible environmental changes, and this will be even more so for the smaller companies which have limited resources and facing various constraints. That ability of smaller companies to continually adjust to their changing environment to a large extent reflects, as well as a reflection of, the attitude of their managers or the owners.

This research investigates the impact of social capital which results from social interaction within a horizontal industrial district on the attitude-related aspects of strategic adaptability. Such foreseen impacts are studied from three dimensions of social capital (namely structural embeddedness, relational embeddedness, and cognitive embeddedness) which occurs indirectly through entrepreneurial behavior and social exchange of knowledge. Besides, this research also explores the moderation effect from the perception of entrepreneurs toward uncertainty on the influences between entrepreneurial behavior and social exchange of knowledge to their strategic adaptability.

With the participation from 201 respondents, taken from metal industrial district in Tegal Regency, Central Java, this study reveals that entrepreneurial behavior and social exchange of knowledge, which are paradoxical in nature, have the influences on the attitude-related aspects of strategic adaptability. However, surprisingly enough, only structural embeddedness has the significant influence on entrepreneurial behavior, and only relational embeddedness has the disproportionately sizable impact on the social exchange of

knowledge.

In view of such findings, apparently there is simultaneous influence from the coexistence between strong ties and weak ties on paradoxical entrepreneurial behavior, Further research to this direction is needed and worth taking in the future.