Identifying The Economic Potential and Improving The Competitiveness of Lontong Artisans (Case Study of Banyu Urip Lor Lontong Village in Surabaya City)

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A B S T R A C T

The general objective of this research is the existence of targeted strategies and policies related to efforts to increase competitiveness so that lontong craftsmen, especially Kampung Lontong MSEs in Kupang Krajan Surabaya, are able to compete and enter the Surabaya City culinary industry supply chain so as to increase economic growth in Surabaya City. The research method used is descriptive research using a survey. The population in this study were all lontong craftsmen in Kampung Lontong RW 6 Kupang Krajan Village, namely 30 craftsmen and 17 people who were willing and able to be interviewed. The results showed that to increase competitiveness in terms of Assets is the need for training for entrepreneurs to increase their competence by mastering financial management and human resource management, while in terms of Process is to collaborate with academics in utilizing the results of research and development in orderly administration of human resources and organization even though the scale of business is still MSEs, include themselves and their employees when there is training and improve the ability to cooperate with lontong entrepreneurs in the fulfillment of material supply and marketing, finally in terms of Performance is the need for integration of the role of entrepreneurs, government and academics in research and development of technological innovation and new products.

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INTRODUCTION

It is now recognized that small and medium-sized enterprises have a vital and strategic role in development in both developed and developing countries. This important role is especially in the perspective of employment opportunities and sources of income for the poor, income distribution and poverty reduction, as well as in economic development (Duan et al., 2021). The problem is that even in the domestic market, MSEs have many difficulties in developing, let alone at the global market level. This is allegedly due to the low competitiveness of domestic MSEs. In fact, in the current global era, the success or failure of a business venture will depend on the competitiveness of the business (Larrinaga et al., 2021).

In order to realize MSEs that are able to grow and develop as resilient and independent businesses, it has been mandated in Law Number 20 of 2008 concerning micro, small and medium enterprises, that empowerment measures are needed for MSEs. To carry out this mandate, the Surabaya City Government in the 2021-2026 Regional Medium-Term Development Plan of Surabaya City has stipulated Realizing an inclusive economy to improve people's welfare and opening new jobs through strengthening local economic independence, conduciveness to the investment climate, strengthening Surabaya's competitiveness as a hub for inter-island and international trade and services; to realize the Vision of Gotong Royong Towards an Advanced, Humanist and Sustainable World City.

The Surabaya City SME Cooperative and Trade Office strives hard and seriously implements the mission in the 2016-2021 RPJMD of Surabaya City and also the mandate of Law No. 20 of 2008, namely to empower the community through increasing the competitiveness of MSEs in Surabaya City. In order for the intervention to be effective and truly based on performance-based budgeting, as a first step, it is necessary to know what exactly are the indicators of small business competitiveness in Surabaya City. For this reason, the author will take a research sample in Kampung Lontong, Kupang Krajan Village, Sawahan Subdistrict. The results of the study can be used as a reference and as a consideration in determining the right strategy for community empowerment, especially increasing the competitiveness of Lontong craftsmen businesses in Surabaya City, especially in Sawahan District.

Economic potential can use a non-base theoretical approach. If a region has economic potential, it can be said to be a sector basis (Alshammari et al., 2023). This means that the region has the ability to compete and has great potential for improving the economy. Development of the potential of the largest economic sector that contributes to regional economic development is a priority policy that must be implemented. The economic basis theory divides the production sector or types of work in an area on the basis of work (basic) and job services (non-base) (Qin et al., 2021). Base activities are activities that are exogenous, meaning that they are not tied t the internal conditions of the region's economy and at the same time function to encourage the growth of other types of work. Non-base activities are activities to meet the needs of the community in the area itself. In addition to economic basis theory, production theory is also related to this study, because it correlates with production process activities (Spaggiari, 2023). In microeconomics, the theory of production is an attempt to explain the principles used by companies in their business in determining the quantity of

products to be produced and sold, as well as how much input is needed in carrying out production activities. The theory of production includes fundamental economic concepts, such as product prices and prices—wages or rents—of factors of production. In carrying out their production activities, companies can do it with various combinations of production factors. The relationship between input combinations in a production process that produces output can be shown by the production function (An et al., 2023). According to economists, the production function describes the quantity of output (q) that can be produced from each particular combination of inputs.

The decisions companies make in the short term are different long term. If sales decline, do they have to reduce production? If production decreases, does it have to close? one factory or all factory operating hours reduced? These decisions regarding the maximum utilization of capital such as factories and machines exist today. However, when the company wants to expand, is it necessary to buy a new, sophisticated machine that can reduce wage costs? Or build a new factory by the way the same operations that are currently being carried out? Decision like this requires a longer period of time and is subject to change in all factors of production. In the short term, companies take advantage of existing factories and machines by changing their intensity. However, when the company is in the long run, the factory capacity can be changed (Yin et al., 2021). Thus, when talking about production, it must be distinguished between the short term and the long term economically. Short-term refers to the time span within it there is at least one input whose quantity cannot change. Inputs This is called fixed input. This fixed input is usually in the form of capital such as factories, machinery, equipment, and land (van der Ploeg et al., 2019). Capital

in this period amount fixed and does not affect the amount of production output. The long run refers to the period of time in which all inputs change. All inputs, in the long run, are variable inputs. Period the length refers to the situation the company is planning to create a business, develop a new product, expand the scale business, or change production techniques. In the long term, it is possible for a firm to change all of its inputs with the goal of reducing costs (Noori et al., 2021).

Momaya (2019) study is to longitudinally review literature on competitiveness and innovation to identify future sustainable directions. We adapt a systematic literature review approach to discern patterns in individual felds and at the intersection. This, complemented by review of patterns of trends in contributions by select countries and longitudinal experiential view of more than a quarter century of journey of author across select countries, provided new insights. We use the insights to evolve high-potential future topics for research, clustered by contexts, theory, and practices. This review at the interfaces of theory and practice, and felds across disciplines will help readers understand the gaps and explore opportunities for research projects in new directions. Synthesis of fndings at the interface would facilitate pathways to further research and practice to enhance competitiveness across levels and sustainability.

Ubaydullaevich (2021) said that the experience of many developed and leading countries in the world economy proves that achieving competitiveness and access to world markets, first of all, consistent economic reform, deepening structural transformation and diversification, rapid development of new high-tech enterprises and industries supply, modernization of existing facilities and acceleration of the process of modernization of equipment. Moon (2016) and associates has high

relevance for frms. While their contributions span across levels (e.g., NCR at country level), their fndings based on decades of work on efcient catch-up by Korean frms and industrial houses are perhaps most insightful. After several extensions to diamond framework, Moon proposed the "ABCD" model based on four key factors: agility, benchmarking, convergence, and dedication. Productivity of the people who produce, exchange, and manage technological and other resources is very important for competitiveness of frms.

Jaya et al., (2020) study aims to examine and analyze the effect of Human Resources Quality, Product performance, and local culture on Competitiveness and welfare of small and medium-sized businesses. The study was conducted at the Small and Medium Enterprises in Denpasar-Bali-Indonesia which collected 126 business owner. The research was conducted by census, where all participation was used as research respondents. Data collection was carried out through interviews related to the prepared questionnaire. Questionnaires that were asked by respondents then tabulated and processed with the SmartPLS 3.0 program. The results found that the quality of human resources, product performance, and local culture showed a significant positive effect on competitiveness. Competitiveness shows a significant positive effect on the competitiveness of small and medium businesses. The results of the study prove that product performance and competitiveness together mediate the relationship between Human Resources Quality and Welfare.

Wauran (2019) essentially economic development is a series of businesses and policies aimed at improving the standard of living of the community, expanding employment, equitable distribution of income, increasing regional economic relations and striving to shift the economic structure towards the higher of each sector.

But in this case, development planners are faced with limited resources both in terms of the government budget, domestic savings, and ownership of other resources such as; agricultural land, irrigation systems, minerals, and labor availability. Therefore, all limited resources should be invested effectively and efficiently in order to achieve the maximum rate of economic growth and welfare. The purpose of this study is to analyze the analysis of potential economic sectors in Southeast Minahasa Regency. The analysis technique used is the Location Quetiont (LQ) analysis. The results obtained by the leading sectors in Southeast Minahasa Regency are the Construction Sector, Real Estate Sector, Agriculture Sector, Mining Sector, Electricity Supply Sector, Government Administration Sector and Transportation and Warehousing Sector.

Tandusang et al., (2021) economic competitiveness shows the ability of a region to create added value to achieve high and sustainable prosperity while remaining open to domestic competition. The ability to increase regional competitiveness depends very much on the ability of the regions to determine factors that can be used as a measure of regional competitiveness. The purpose of this research is to analyze which sectors have the potential and how the economic competitiveness in increasing economic growth in Manado City. The analysis technique used is the Shift Share analysis and Klassen Typology. The results of the calculation of Klassen Typology analysis with the PDRB approach where to see the potential sectors in Manado City, there are four sectors which are potential sectors, namely the Agriculture, Forestry and Fisheries Sector, the Electricity and Gas Procurement Sector, the Water Supply Sector, Waste Management, Waste and Recycling and Real Estate Sector. The results of the Shift Share calculation, where to see how the economic competitiveness

of Manado City is, the results obtained as a whole or the total economy of Manado City have strong or high or strong regional competitive advantages against the North Sulawesi economy By sector, almost all economic sectors in Manado City have positive Differential Shift values.

Rohma & Cahyono (2021), potential economic sectors are sectors that have a greater production value compared to other sectors. This study aims to analyze the economic sectors which are the basic sectors, to analyze the leading sectors that can be developed, and to analyze the economic sectors that support economic growth in Bangkalan Regency. The method used in this research is quantitative descriptive method. The data used in this study is secondary data, namely in the form of time series data with a time period of 2015-2019 which is sourced from BPS East Java and BPS Bangkalan Regency. The analysis method used is Shift Share Analysis, Location Quentient (LQ) Analysis and Klassen Typology Analysis. The results of this study indicate that there are four basic sectors, namely, the agricultural sector, the mining sector, the construction sector and the transportation sector. can be developed, namely the agricultural sector, construction sector, transportation sector and education services sector, while the sectors that support economic growth in Bangkalan Regency are the agricultural sector, construction sector, administration sector and education service sector. Based on the research results, it can be concluded that the basic sectors are agriculture, mining, construction and transportation. And the leading sectors are agriculture, construction, transportation, and education services. And the sectors that support economic growth are agriculture, construction, administration and education services.

Karismawan et al., (2020), identifiction of ecocomic potentiallity of sub districts of District North Lombok most important as base of acurate development planning, so the growth of development of District North Lombok can be faster. Base on this so the objectives of this research is to know economic potentiality of each sub district by sectoral in District North Lombok base on three criteria: fisrstly is economic sectors that fulfill as sectotral base ecocomic; secondly is sectors that have economic advantages or competitivness, and thirdly is sectors that have criteria as developed and fastest growth sectors relatively in District North Lombok.

To reach of these objective of this research Gross Domestic Regional Product all of the ecocnomic sectors each sub district of District North Lombok will be anlyze by Location Quotient (LQ), Shift-Share and Klassen Typology simultaneously.The criteria of the Economic potensial Sectors are the sectors have LQ>1, developed and have faster growth with comparative or competitive advantages. The result are as follow: The potencial sectors of Gangga Sub District are Agricultural sector, suport by livestock sub sectors and forestry. Next, Minning, Trade, sevices sectors. The potencial sector of Pemenang Sub District are plantation, Fishery, water supply, construction, , Hotel and Restaurant, Taransport and communication, Financial and services sectors. The potencial sectors of Tanjung Sub Dsitrict are Plantation, and Fishery,water supply, Construction, Hotel and Restauitrant, Transportation and Communication, Financial and ownership Business services. The potencial sectors of Bayan Sub District are Agricultural, Plantation, Livestock and Fishery, Construction sectors. The potencial sectors of Kayangan sub district are Agricultral: such as Livesstock, next Tarde, Hotel and Restaurant sectors. Recommendation of this result to development policy maker

of sub and district North Lombok are that in development planning have to consider the potential sector and in develpment of industry have to corespond with economic potentiality of each sub district.

Aries et al., (2016), the aim of this research was to analyses the economic structure and determined development strategy depend PDRB growth and labour absorption of Samarinda City compared with PDRB and Labour absorption in East Kalimantan Province. The analysis method in this research was the analysis of Shift Share that aimed at knowing the economy structure and how achievement productivity economy with compared with province economy. The economy structure of Samarinda City based development growth strategy with in growth or IMG and competivness effect or RSG analysis showed that trade, hotel and restaurant sector is the main economy sector could gave highest for PDRB and transportation and communication sectors is the best categories contribution at labour absorption.

Muhertenti (2022), the purpose of this study is to determine the leading economic sector and the value of the income multiplier effect, shifting economic structure in Meranti Islands Regency. This type of research is descriptive quantitative. The data used secondary data is time series data obtained from BPS. The analytical tools used are Location Quotient (LQ) and shift share. The results of the LQ analysis show that the leading sectors are agriculture, forestry and fisheries, the transportation and warehousing sector, the government administration sector,defense and mandatory social security. The results of the shift share analysis that are included in the competitive advantage are agriculture, forestry and fisheries. From the results of the analysis using two tools, namely LQ and shift share, which are included in the leading economic sectors in the Meranti Islands Regency, namely: the agricultural, forestry, and fishery sectors. These sectors include basic and competitive sectors.

METHODOLOGY

The research identification of economic potential and improvement of competitiveness of lontong crafters stems from concepts derived from theoretical studies which are then tested in the empirical realm. The theoretical concept that corresponds to the empirical realm in a valid and reliable manner will be referred to as an indicator of small business competitiveness in Surabaya City. This questionnaire uses a 5-point Likert scale.

The analytical factors used, cost, labor, and time are considerations in determining the sample size. According to the central limit postulate, the sample mean obtained will spread normally when a large enough sample size is used (i.e. n > 30). The assumption of normal distribution of data is important because some statistical analyses are based on normal distribution. Based on this, a minimum of 50 respondents was decided for this study. Because this research seeks to obtain both a partial and holistic picture, respondents must fully understand the detailed internal and external conditions of business activities. For this reason, owners of small businesses were designated as respondents in this study. Data collection was carried out using questionnaires filled out by respondents. In order for respondents to really understand the contents of the questions appropriately, the survey team explained the purpose of the questions one by one. Data processing is verification of questionnaire results. Data entry is the data from the questionnaire distribution was entered in the data base file that had been prepared previously. Data processing is data transformation and validity and reliability analysis. Establishment of small business competitiveness indicator

model is the question items that proved to be valid as indicators of small business competitiveness were rearranged in the conceptual framework so that the model of competitiveness indicators of MSES of kampung lontong in surabaya city was formed. Value interpretation consists of 5 competitiveness positions namely score 1 is very lack of competitiveness, score 2 is not competitive, score 3 is moderately competitive, score 4 is competitiveness, score 5 is highly competitive / independent. The final value for the acquisition of competitiveness is the total value of all variables, the higher the value obtained indicates that the mses are more competitive.

RESULTS AND DISCUSSION
Economic Potential of Kampung Lontong

Identification of Economic Potential is to see the economic capabilities that exist in the lontong village by identifying all the outputs and needs needed in making lontong then converting them into rupiah values and accumulated by 30 members of the lontong village and calculated based on daily, monthly and annual needs. The production output or lontong produced by 30 members is an average of 30,000 lontong per day with a selling price of Rp. 1500-2000, - / seeds, resulting in a daily turnover of Rp. 45,000,000, equal to Rp. 1,350,000,000 / month or Rp. 16,200,000,000 in a year.

Table 1.
Economic Potential Based on Operational Needs

NO	DESCRIPTION	DAILY (IDR)	MONTHLY (IDR)	ANNUAL (IDR)
1	Average daily rice requirement of 1 ton	8.800.000,-	264.000.000,-	3.168.000.000.-
2	Banana leaf requirement	3.600.000,-	108.000.000,-	1.296.000.000,-
3	The need for sticks	300.000,-	9.000.000,-	108.000.000,-
4	LPG needs 2-3 cylinders per day	1.800.000,-	54.000.000,-	648.000.000,-
5	Leaf Lonsong Service	450.000,-	13.500.000,-	162.000.000,-
	TOTAL	14.950.000,-	448.500.000	5.382.000.000,-

Source: Source: Primary data processed

Based on the results of the calculation, the economic potential of the lontong village is quite large, amounting to 14,950,00 / day, or 448,500,00 / month or 5,383,000,000 / year. Lontong production activities also absorb 2-3 workers per lontong craftsman, although most of those involved are from their own families. Total time used for business also takes a lot of time on average 10-12 hours per day, from preparation, production to selling. Based on the survey results for the competitiveness of Lontong entrepreneurs in Kampung Lontong RW 6 Kupang Krajan Surabaya Village seen from the Asset, Procces and Performance indicators, the competitiveness position.

The Asset Aspect are consist from Human Resources, Technology and Financial Variables and every variabels has sub variables. The Human Resources variable has 3 indicators likes Company Leader Skill, Emproyee Skill and Motivation. The Technology varible have one and The Financial variable have two indicator. Human resource, company leader, Management ability (company leaders) in managing the company (mastering marketing management, production management, HR management & financial management) (Chen & Guo, 2023). The level of competitivenes is moderately competitive because on average they master 2 management skills, namely

production and marketing. Employees Skill, employees' technical skills are in accordance with their field of work.The level of competitivenes is very competitive because the average technical ability of employees is in accordance with their field of work. Motivation of employees at work, motivation of employees at work (Yeo et al., 2022). The level of competitivenes is very uncompetitive as employees do not believe their goals will be realized. Technology, production technology used compared to the production technology used by the market leader The level of competitivenes is competitive, because they use the same technology. Financial, financial strength compared to the average financial strength of competitors, The level of competitivenes is competitive as financial strength increases by 50-75%. Financial ability to fund working capital this year compared to last year, The level of competitivenes is competitive as financial strength to fund working capital increased by 50-75%

The Process Aspect are consist from Management, Human Resources, Technology, Marketing, Quality, Management Relationship, Financial Record, also Demand and Supply side.. The Strategic Management variable has 2 indicators likes business forecast, evaluation, flexibilities and adaptabilities. The Human Resources varible have six indicators. The Managing Relationship have 4 indicators, The Technology variable have two indicator. The Marketing. Strategic Management, business forecast and evaluation, the ability of company management (leaders) to make precise business forecasts.. the level of competitivenes is competitive as business forecasts are correct 50%-75% of the time. The company conducts an evaluation as soon as possible of each activity carried out. the level of competitivenes is not competitive the company evaluates when there are problems.

Flexibility and Adaptability, management speed in decision making The level of competitivenes is highly competitive because decision-making happens on the spot. The company's ability to utilize the results of research and development (An et al., 2023).

The level of competitivenes is very uncompetitive the average company is unable to utilize the results of research and development. Human Resources, the company has a clear job description for each employee. The level of competitivenes is not competitive as most companies do not have clear job descriptions. The company has a clear organizational structure. The level of competitivenes is not competitive the average company does not have an organizational structure. Everyone in this company knows exactly what their duties, rights and responsibilities are. The level of competitivenes is not competitive, because the average company does not know exactly what their duties, rights and responsibilities are. Participation of technical employees in training according to their field of work. The level of competitivenes is very uncompetitive because most companies do not have technical employees who have participated in training. Percentage of employees who have participated in skills training according to their field of work. The level of competitivenes is very uncompetitive because the average company does not have any employees who participate in training. Company's ability to fund employee training. The level of competitivenes is very uncompetitive as most companies cannot afford to fund training for their employees. Technological, innovation, production technology used in the last 2 (two) years. the level of competitivenes is competitive because it uses current technology. The sophistication of communication, information and administrative technologies used by the company compared to those used by the average competitor. the level of

competitivenes is competitive, because it uses current technology. The sophistication of communication, information and administrative technology used compared to that used by market leaders. the level of competitivenes is competitive, because it uses current technology. The sophistication of information communication and administration technology used in the last 2 (two) years. the level of competitivenes is competitive, because it uses current technology. Quality of raw materials used in the last two years. the level of competitivenes is moderately competitive because no improvement in raw material quality. The company's ability to identify market opportunities (mastery of marketing strategies: product, price, place, promotion). the level of competitivenes is competitive average mastering 3 marketing strategies product, price and place.

Cooperation carried out by the company in order to supply raw materials. The level of competitivenes is moderately competitive, because the average entrepreneur relies on 2-3 suppliers cooperation carried out by the company in order to market products. the level of competitivenes is moderately competitive, because the average entrepreneur cooperates with 2-3 partners. Cooperation with other companies for product innovation. the level of competitivenes is very uncompetitive, because the average entrepreneur does not collaborate for product innovation. Cooperation between companies in order to prevent unfair competition. the level of competitivenes is very uncompetitive, because the average entrepreneur does not cooperate in order to prevent unfair competition. Cooperation carried out by the company in the framework of capital/funding assistance. the level of competitivenes is very uncompetitive, because the average entrepreneur does not cooperate in the framework of capital / funding assistance. The company has neat and correct financial

records. the level of competitivenes is very uncompetitive, because the average entrepreneur does not have neat and correct financial records. Our products are very popular with consumers / customer intervals in buying products. the level of competitivenes is highly competitive, because of frequency of purchase < 1 week at a time. Compared to product innovations from competitors, our product innovations are more accepted by consumers. the level of competitivenes is very uncompetitive, because there is no innovation. The geographical distribution of our product consumers is very wide. the level of competitivenes is very uncompetitive, because the average consumer is still in one city. In the last two (2) years there have been very few new competitors. The level of competitivenes is very uncompetitive, because market growth in this business tends to be stagnant due to the large number of players (>20 competitors). Very few competitors are doing product innovation. the level of competitivenes is very uncompetitive, because many competitors make product innovations and take place very quickly and continuously (> 20 competitors).

The Performance Aspect are consist from Financial, Marketshare, Profitability, Price and New Product Development. The Market Share varible have four indicators. The Financial, Profitability and New Product Development each have three indicator . The Price have inly one indicator. Financial strength (finance) in the last 2 (two) years. The level of competitivenes is competitive because Financial strength increased < 50%. The ability of the company to provide income for employees compared to the average competitor. The level of competitivenes is moderatly competitive, because The company's ability to provide income for employees compared to the average competitor is the same. Fund allocation for new product development. The level

of competitivenes is very uncompetitive, because there is no allocation of funds for new product development. The level of the company's ability to meet market demand this year compared to last year. The level of competitivenes is moderatly competitive, because average with the same ability level. Market demand this year compared to last year. The level of competitivenes is moderatly competitive, because market demand increased by 50-75%. Sales turnover in the last 2 (two) years. The level of competitivenes is moderatly competitive, because turnover increased by 50-75%.

Sales turnover this year compared to last year. The level of competitivenes is moderatly competitive, because turnover increased by 50-75%. The level of the company's ability to meet market demand this year compared to last year. The level of competitivenes is moderatly competitive, because the average entrepreneur has the same level of ability. The level of profit earned by the company compared to the average profit of competitorsThe level of competitivenes is moderatly competitive, because the average entrepreneur has the same profit level. Profit level this year compared to last year. The level of competitivenes is moderatly competitive, because the average entrepreneur has the same profit level. The selling price of our company's products compared to similar products from competitors. The level of competitivenes is competitive, because the selling price is the same. The company's ability to create new products that are marketable The level of competitivenes is very uncompetitive, because the average entrepreneur does not make new products. Development of new methods in production activities to produce product innovations in the last 2 (two) years. The level of competitivenes is very uncompetitive, because average entrepreneur has no new method development. The company's ability to innovate products compared to the average competitor. The level of

competitivenes is very uncompetitive, because the average entrepreneur has no innovation.

CONCLUSION

Based The average entrepreneur is not yet competent in mastering complete business management, especially financial management and human resource management. It is difficult to increase employee motivation in this lontong business because of the small scale of the business. On average, Lontong entrepreneurs have not carried out the orderly administration of the company in running their business, they also have never or rarely attended business management training. They have not been able to cooperate with the fulfillment of material supply and marketing, also they have not been able to establish cooperation with academics and utilize the results of research and development of lontong businesses. Fortunately, entrepreneurs are able to use communication technology, but have not been able to make full use of it, such as social media as a marketing tool.

Competitiveness Enhancement Solution. Training is needed for entrepreneurs to increase their competence by mastering financial management and human resource management. For motivation, it is rather difficult for employees because the scale of the business is not large, what can be done is to increase their status to become lontong entrepreneurs. For the Process Indicator group: conduct regular evaluations by means of orderly company administration, collaborating with academics in utilizing the results of research and development, conducting orderly administration of HR and its organizations even though the scale of business is still MSEs, include themselves & their employees when there is training, integration of the roles of entrepreneurs, government and academia in research and

development of production technology, for the use of communication technology, we are currently able to use it but have not been able to utilize it optimally, such as social media as a marketing tool. Improved cooperation ability of lontong entrepreneurs in fulfilling the supply of ingredients and marketing. Policy and action to integrate the roles of entrepreneurs, government and academia in research and development of technological innovations and new products is needed to improve competitiveness of Lontong Artisan.

Research Limitations From this study there are several limitations that cause interference and lack of results of this study. The limitations contained in this study include the following: 1. Limited literature from previous research results that researchers still lack. So that this research has many weaknesses, both in terms of research results and analysis. 2. Time, cost and manpower limitations made this research less than optimal. 3. Limited knowledge of the author in making and compiling this paper, so it needs to be re-tested for reliability in the future. 4. The limited data used in this study makes the results less than optimal. 5. This research is far from perfect, so the next research is expected to be better than the previous one.

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