

# Innovation Strategy Through Financial Literacy Case Study on Handicraft Craftsmen in Lembang District, West Bandung Regency

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## ABSTRACT

Technological progress is something that cannot be avoided in today's life, because technological progress will run in accordance with scientific advances. Every innovation is created to provide positive benefits, provide many conveniences, and as a new way of doing activities for human life. This is also related to digital financial literacy as a technology that needs to be an understanding that needs to be mastered. The purpose of the study was to determine the implementation of innovation through digital financial literacy for Handicraft Craftsmen in Lembang District, West Bandung Regency. The research method used is qualitative with a case study approach. The data collection method used was literature study, in-depth interviews, and field observations (triangulation). As well as data analysis techniques used by using data analysis, namely reduction, data display, and conclusion drawing/verification. Targeted outputs in conducting research for mandatory national journals sinta 3 and other outsiders are in the form of book chapters. Based on the results of the research that has been done, it is found that the handicraft craftsmen in the Lembang sub-district are related to financial literacy as a whole do not understand the finances that are carried out correctly and well. The innovation strategy that needs to be done is to be proactive with concentration where it is necessary to increase the understanding of craftsmen. In addition, the government's role is to help conduct training, technical guidance and assistance which is carried out continuously and consistently. Suggestions that can be conveyed by researchers are that in conditions where there is still limited understanding of finance, the coaching activities carried out need to be carried out continuously and consistently. In addition, craftsmen are expected to have the desire to be able to improve their financial understanding.

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## I. Introduction

A business not only has the capital and ability to do business but has the ability to create an innovation strategy that attracts customers and maintains its business so as to increase profits. [1]. Innovation strategy is one of the policies used by companies to face business competition. Innovation strategies lead companies to prioritize improving product and process innovation rather than defeating by crushing their competitors [2].

This is also a challenge for business actors in running their businesses, especially faced with the era of advanced technology at this time. Technological progress is something that cannot be avoided in today's life, because technological progress will go according to the progress of science. Every innovation is created to provide positive benefits, provide many conveniences, and as a new way of doing activities for human life. Especially in the field of technology, society has enjoyed many benefits brought by the innovations that have been instigated in the last decade. [3].

Financial literacy is one of the important factors that MSME actors should have to make it easier to manage and develop their business [23]. Financial literacy is *absolutely* necessary. Moreover, financial literacy has played an increasingly prominent role in financial reforms in both

developed and developing countries [9]. The latest data presented by the OJK, as quoted by Soetiono (2013) revealed that only the den response from the banking sector has high financial literacy compared to other sectors. Meanwhile, a survey conducted by the Inclusive Financial Development Group (2014) found that accessibility was not the only factor that caused respondents to be unrelated to banks. Until now, there has been no research or survey in Indonesia that specifically looks at the level of financial literacy for companies from the point of view of the owner and or manager (manager) of the company. [4]

This is also experienced by handicraft craftsmen in the West Bandung Regency area, where the problems faced are related to business management, namely marketing, human resources, production, finance and many other problems faced. Things that until now have been difficult to be faced by business actors or in this case are related to understanding financial management. The craftsmen cannot adjust the situation to the financial statements, even though the financial statements are one of the important factors in supporting the success of the business being run. Based on this, the author is interested in doing research.

The purpose of this study is expected that bamboo handicraft craftsmen in the West Bandung Regency area can increase innovation, especially related to financial literacy which is one of the factors that affect the business being run.

## II. Methods

The research method used is a qualitative method, according to Sugiyono (2015) qualitative method: Defined as a research method based on the philosophy of *postpositivism*, used to examine the condition of natural objects, (as opposed to experiments) where the researcher as a key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative and qualitative research results emphasize meaning more than generalization.

In this qualitative research, the research approach used is a case study. According to [11] "Case Studies are an in-depth exploration of a bound system. It could also be activities, events, processes or individuals based on extensive data collection".

### A. Data Collection Techniques

In this study, researchers used a data collection method with the steps of literature study, in-depth interviews, and field observations (triangulation) explained as follows:

#### 1) Literature Studies

Literature engineering is a way of collecting data on various materials that are contained in the literature room, such as koran, buku-buku, magazines, naskah, documents and so on that are relevant to the research of [13] then [4] stated studi literature as follows: Research conducted by researchers using a number of books, magazines. A lyphlet relating to the problem and the purpose of the researcher. The book is considered a source of data to be processed and analyzed as many historians, literature and languages do.

The literature study method is carried out to support the interview and observation methods that have been carried out. Information data collection is carried out in search of references related to the research carried out. The benefits of this *literature review* according to Raco (2010) include:

- a. Identifying *identity gaps* from this study
- b. Avoiding *reinventing the wheel* so that it saves a lot of time and avoids mistakes that have been made by others.
- c. Identifying methods that have been carried out and that are relevant to this study
- d. Continuing what previous research has been achieved so that with this literature study, the research to be carried out can build on the foundation (*platform*) of existing knowledge or ideas.

In addition, by using a literature study researchers can obtain information on expected research techniques, so that research work is not a duplication.

#### 2) Field Observations

In addition to interviews, this study also conducted observation methods. Observation or observation is one of the most important research techniques. The observation was used for a variety of reasons. As the opinion expressed by [3] that observation is: The ability of a person to use his

observations through the work of the five senses of the eye and assisted by other five senses. In carrying out these observations, previously the researcher will hold an approach with the research subject so that there is familiarity between the researcher and the research subject.

### 3) Interview

Interviews in a qualitative approach are in-depth. Interviews can be used to dig deeper than the data obtained from observations. Thus no information is interrupted, between what is seen and heard and recorded.

that in-depth [11] interviews are an activity carried out to obtain information in a continuous manner by asking questions to the source (informant or key informant) to get in-depth information.

Interviews are used to hold communication with the research subjects so that the necessary data are obtained. This in-depth interview technique is obtained directly from the research subject through a series of Q&A with parties directly related to the subject matter.

The interview can be conducted by appointment in advance, or it can also be conducted spontaneously according to the opportunity given by the informant. To obtain the results of interviews with seizing informants, researchers can use tools in the form of notes and tape recorders. Some of the common steps to carry out in-depth interview activities are according to [11]

1. Determine the sample with purposive and identification of the consumers to be interviewed, especially character, culture and beliefs, political background and intellectual formation.
2. Make an appointment in advance with the source about the matter, plan, time and duration of the interview.
3. Determine the type of interview to be used in line with the problems and circumstances of the source.
4. Create the right atmosphere by looking for a comfortable, quiet, safe place to conduct an interview.
5. Record all the questions and answers obtained during the interview.
6. Make important notes in the interview by giving a bold line
7. Use time and techniques that are efficient but effective and flexible according to the situation.
8. Become a pleasant talking companion, by building an atmosphere of trust over the confidentiality of answers.
9. Become a professional person after the interview by giving a thank you, if necessary, give a hostage as an expression of gratitude for the information provided. When necessary also send a summary of the interviews that have been carried out.
10. Pay close attention to the technicalities that help the interview run smoothly

Applicatively, in this in-depth interview after the interview with the first informant is considered sufficient, then the researcher asks to be shown the next informant who is considered to have the required information and conducts an interview in moderation.

The interview technique carried out is to use *the funneling* technique by Poerwandari (2007), which is to start from common questions that are getting more and more special and more special.

### B. Data Analysis Techniques

Technical data analysis is an approach taken by the author to understand and interpret the collected data such as interview results, field observation notes or *focus group discussions* (FGD) (SAGEpub, 2019), one of the analytical methods in qualitative research as stated by [15], suggesting that the activities in qualitative data analysis are carried out interactively and last continuously until they are completed, so that the data is saturated. Activities in data analysis are *reduction, data display, and conclusion drawing/verification*.

1. Data Reduction (*data reduction*) Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary and organizes data, so that in this way the final conclusions can be drawn and verified.
2. Presentation of Data (*display data*). The presentation of data is carried out with the aim of presenting data in certain goals that are easy to grasp and presented in an easy-to-understand form. Data that has passed the reduction stage are immediately grouped into table form and

arranged by group according to operational parameters while taking into account the level of validity of the data.

3. Verification and Conclusion *drawing /verification*. Verification is carried out by asking the truth of the information that has been obtained from the key information to another data source. Furthermore, drawing conclusions by being verified during the study is intended to test the truth, suitability and validity of the data which is a process of data validity to obtain objective data. [15] argues that: data reduction, data presentation and conclusion drawing and verification as something that is intertwined at the time before, during and after data collection in an aligned form and this process is called "analysis"

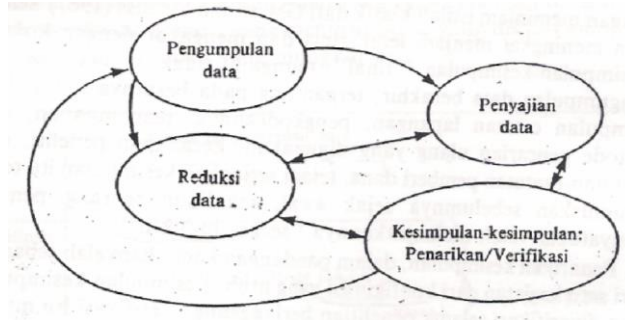
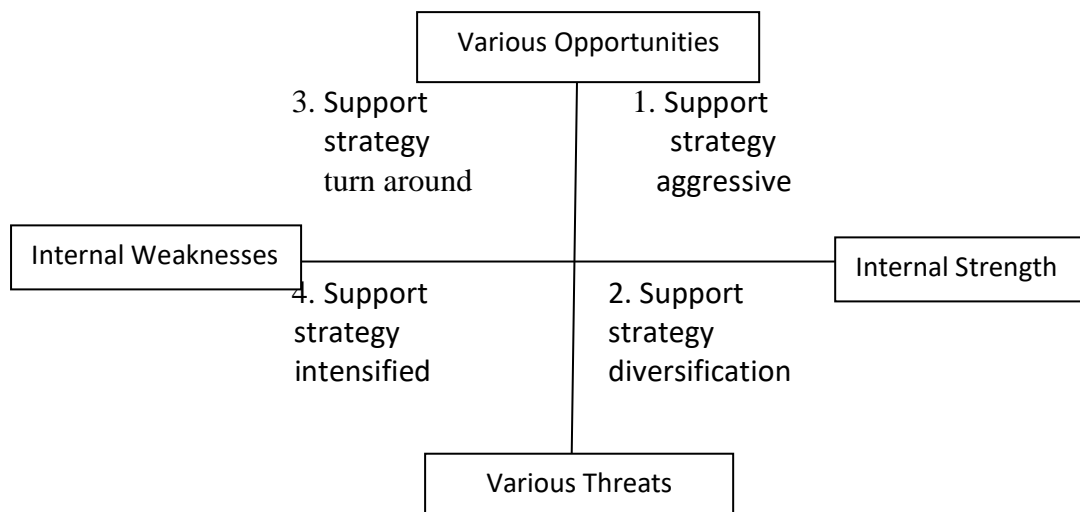


Figure 1 Components – components of data analysis; Interactive Model

According to diagram of relationships between components of the interactive model, qualitative data analysis is an ongoing, iterative and continuous effort. The problem of data reduction, in data presentation, and drawing conclusions / verifications become a picture of success in sequence as a series of analysis activities that follow each other.

1) *SWOT Analysis*

SWOT analysis is the systematic identification of various factors, to formulate a company's strategy. According to Freddy Rangkuti ( 2014: 20-21) SWOT stands for the internal environment of *Strength* and *Weaknesses* as well as the external environment of *Opportunities* and *Threats* that the business world faces. The SWOT analysis compares between external factors of opportunity (*opportunities*) and Threats (*threats*) with internal factors of strength (*strengths*) and weaknesses (*weaknesses*)



**III. Result and Discussion**

Based on the description of the observation results, research interviews in the field can be understood by obtaining the meaning of increasing innovation through financial literacy for handicraft craftsmen in Lembang District, West Bandung Regency. Based on the results of the analysis and discussion as well as research findings, the strategy carried out to increase innovation through financial literacy for handicraft craftsmen in Lembang District, West Bandung Regency can

be carried out using a SWOT analysis. With a SWOT analysis, strengths, weaknesses, opportunities and challenges / threats are known. To facilitate the assessment and understanding of the process of determining the strategy to be carried out, the following is inventoried data on internal and external factors of the state of innovation through the financial literacy of handicraft craftsmen in Lembang District in West Bandung Regency.

#### A. SWOT Analysis Matrix

Table 1 SWOT Analysis

No.	SWOT	Description
1.	Strength ( <i>Strength</i> )	1) Calculations based on experience 2) Self-understood record keeping. 3) The number of products is based on calculations 4) Each product is based on estimated calculations 5) Strong instink against the calculation of the resulting product
2.	Debilitation ( <i>Weakness</i> )	1) Recording is not carried out continuously. 2) Evidence of unfiled expenditure 3) Limited capital 4) There is no separation between business and personal finances 5) Unable to record finances properly 6) Decision making is not based on financial statements 7) Don't have savings 8) Determination of the cost of goods manufactured based on estimates
3.	Chance ( <i>Opportunity</i> )	1) The existence of recording through social media 2) Using other forces 3) Training and assistance facilitated by the government and other parties 4) Recording can be used as a guarantee 5) Financial records can be used as information material for outside parties 6) As decision making 7) Provide information on the profit and loss of the business being run
4.	Threat ( <i>Threats</i> )	1) Uncontrolled finances 2) Easy to be deceived by others 3) Not knowing how much profit or loss occurred 4) Business threatened with bankruptcy 5) Can't borrow money from the bank

Based on the table above, a description related to strengths (S) and weaknesses (W), the strengths and weaknesses are referred to, then given weight and ratification so that factors of strengths and weaknesses of innovation strategies are obtained through financial literacy in accordance with conditions in the field and at the same time the amount referred to to determine the quadrant magnitude. Based on this description, it is known its strategic location, also determining the position between or swot cells of the analysis.

To find out the internal strategy factors with weights, ratings and scores of strength (S) and find out the Internal strategy factors with weights, ratings and scores from weaknesses (W), for more details can be seen in the following table:

Table 2 Internal Factors

No.	Strength	Weight	Rating	Score
1.	Calculations based on experience	0,15	4	0,60
2.	Self-understood record keeping.	0,15	4	0,60
3.	The number of products is based on calculations	0,10	4	0,40
4.	Each product is based on estimated calculations	0,10	4	0,40
5.	Strong instink against the calculation of the resulting product	0,10	3	0,30
6.	Not easily tempted by Bank loans	0,10	3	0,30
		0,70		2,60
No.	Debilitation	Weight	Rating	Score
1	Recording is not carried out continuously.	0,05	2	0,10
2	Evidence of unfiled expenditure	0,05	2	0,10
3	Limited capital	0,05	2	0,10

4	There is no separation between business and personal finances	0,05	2	0,10
5	Unable to record finances properly	0,03	2	0,06
6	Decision making is not based on financial statements	0,02	1	0,02
7	Don't have savings	0,02	1	0,02
8	Determination of the cost of goods manufactured based on estimates	0,03	1	0,03
		0,30		0,53
		1		3,13

From the table above, the internal factors of innovation through financial literacy obtained from the strength factor (S) and also the weakness factor (W) were obtained, it turned out that the number of strength scores of 2.60 was obtained while in weakness (W) a total score of 0.53 was obtained. From the acquisition of this score, an x-axis quadrant value of 3.13 will be obtained. To find out the external factors that affect innovation through financial literacy, namely opportunities (O) and threats / challenges (T) which are also given weight, rating and aligned with existing conditions in the field that are tabulated as stated in the following table

Table 3 External Factors

No.	Chance	Weight	Rating	Score
1.	The existence of recording through social media applications	0,10	4	0,40
2.	Using other forces	0,10	3	0,30
3.	Training and assistance facilitated by the government and other parties	0,15	4	0,60
4.	Recording can be used as a guarantee	0,10	3	0,30
5.	Financial records can be used as information material for outside parties	0,10	4	0,30
6.	As decision making	0,10	4	0,40
7.	Provide information on the profit and loss of the business being run	0,10	4	0,40
		0,75		2,70

No.	Threat	Weight	Rating	Score
1	Uncontrolled finances	0,05	2	0,10
2	Easy to be deceived by others	0,05	2	0,10
3	Not knowing how much profit or loss occurred	0,05	1	0,05
4	Business threatened with bankruptcy	0,05	2	0,10
5	Can't borrow money from the bank	0,05	2	0,10
		0,25		0,45
		1		3,15

Source : Processed by Researchers 2022

Based on the external factors table data above, the innovation strategy through financial literacy for the opportunity factor (O) shows a total score of 2.70 . while the threat/challenge factor (T) shows a total score of 0.45. From the acquisition of the score, a quadrant value of the y axis of 3.15 will be obtained, then the coordinate point of the x,y function (3.13, 3.15) can be obtained so that the coordinate point can be determined to be in quadrant 1 (OS), namely between opportunity and strength, with the term aggressive strategy. For more details can be seen in the following curve

Based on the results of the weighting of the rating carried out through the SWOT analysis of IFAS and EFAS, the final value of internal and external factors or factors of strength, weakness, opportunity and ancama is obtained as in the following table:

Table 4 Recapitulation of IFAS and EFAS Calculation Results

No.	Description	Total Value
1	Internal Factors	
	1. Strength ( <i>Strenght</i> )	2,60
	2. <i>Weakness</i>	0,53
2	External Factors	
	1. Opportunity	2,70
	2. Threats	0,45

Source : Processed by Researchers

$$\text{Strength (Strenght) – Weakness} = 2.60 - 0.53 = 2.07$$

$$\text{Opportunity – Threats} = 2.70 - 0.45 = 2.25$$

For more details can be seen in the following curve.

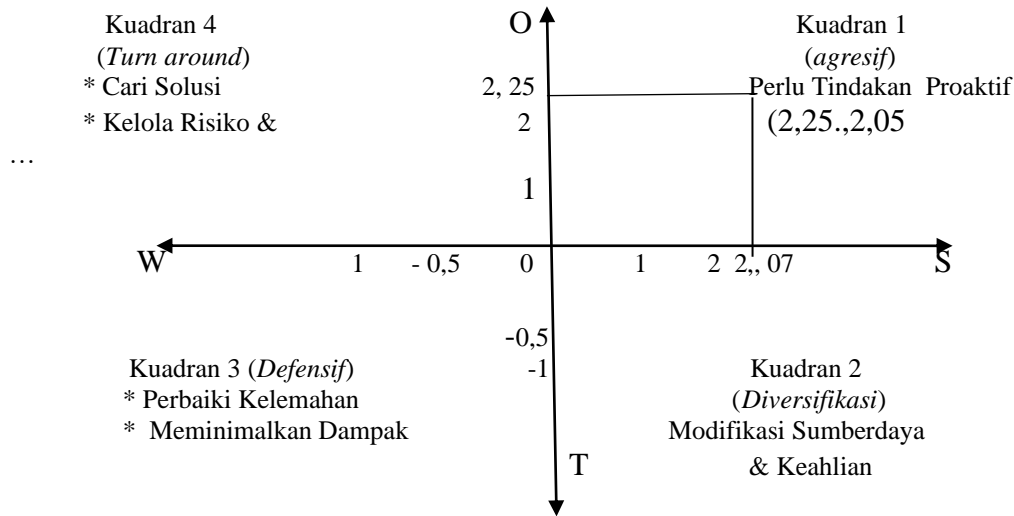


Figure 2 SWOT Analsis Diagram/Strategy Position Map

If interpreted from the results of this SWOT, it means that strengthening innovation through financial literacy is in a possible condition, has opportunities and strengths so that in this case it can make the most of the opportunities that exist. Then if it is in quadrant 1, it should implement a strategy that supports the policy of strengthening financial literacy. When the results of the analysis are in quadrant 1 (OS), the strength of innovation that exists now requires proactive action from all elements that support financial literacy in the Lembang district, West Bandung Regency, lest the capacity and potential of craftsmen are not accommodated or supported and involved in the implementation of innovation through financial literacy.

B. External Internal Matrix (IE)

The resulting strategy is to be more accurate, then the next step is to take steps using the Internal External analysis method or also called matrik IE. The test results are as follows:

IFAS Internal Overall Score = 3.13

EFAS External Overall Score = 3.15

	STRONG 3,0 – 4,0	KEEP 2,0 – 2,99	WEAK 1,0 – 1,99
4,0	3,0	2,0	1,0

Table 5 IE Matrix (Internal External)

I GROWTH Constituent constellations through vertical integration	li GROWTH Concentration through horizontal integration	lii RETREAT  <i>Turnaround</i>
iv STABILITY  Be careful	v GROWTH Concentration Through Horizontal Integration	Vi RETREAT  <i>Captive Company Or Divesment</i>

TALL	Vii GROWTH Concentric Difersification	VIII GROWTH Conglomerate Diversification	lx RETREAT Bankruptcy or liquidation
3,0 – 4,0			
3,0			
KEEP			
2,0 – 2,99			
2,0			
LOW			
1,0 – 1,99			
1,0			

Sumber : Hasil Penelitian 2022

Based on the results of the IE Matrix test mentioned above, the position of the Innovation Through Financial Literacy strategy in Lembang District in West Bandung Regency is in quadrant V with a total internal and external weight scores of 3.13 and 3.15 respectively, meaning that the condition of handicraft craftsmen in the Lembang District area, West Bandung Regency is in a lack of performance , the strategy listed pkanis concentration . The goal is to avoid the inability to manage finances and manage profits. businesses in this quadrant can expand knowledge by increasing financial understanding, production management by being able to allocate finances, and financial technology through internal and external development through improving the ability of craftsmen through financial literacy.

The concentration strategy carried out in order to improve business capabilities where it can continue to improve the self-craft craftsmen in the Lembang sub-district area.

To improve the concentration strategy the approach that can be done is

1 Financial Understanding

In the strategy of innovation through financial literacy, this strategy approach can be interpreted that the efforts that need to be made in improving the ability of handicraft craftsmen in the Lembang District, West Bandung Regency, are the strength between craftsmen and parties such as the government, entrepreneurs, academics, communities. Financial capability activities that can be carried out are training, bintek and continuous mentoring until craftsmen are really able to manage finances and understand them.

2 Production

Understanding is related to the allocation of needs in the production process, which is very important. Handicraft craftsmen in Lembang sub-district need to understand how to determine how to determine related to the production process, especially related to production financing, cost of goods produced. For this reason, the strategy that needs to be done is to increase the pmahaman which is carried out continuously for craftsmen in the form of training, bintek and mentoring.

3 Technology

This approach can be done with the improvement of Technology, especially with regard to Financial Technology. The situation where craftsmen in the Lembang District, West Bandung



Regency, in digital use is still very weak. Of course, this will affect financial and profit management. With the strength between several parties to be able to facilitate handicraft craftsmen in the Lembang Kabuapten Barat District area, it can facilitate related to understanding the most basic technology such as social media, such as cash stalls.

*C. SWOT Matrix Strategy Determination*

Based on the interaction between internal factors (in the form of strengths and weaknesses) and external factors (Opportunities and Threats), the Innovation Strategy through financial literacy can be carried out as illustrated in the table below:

*Table 6 Strategi Inovasi Berdasarkan Interaksi Antara Faktor Internal dan Eksternal*

<p><b>Internal Factors</b></p> <p><b>External Factors</b></p>	<p><b>POWER (S)</b></p> <ol style="list-style-type: none"> <li>1. Calculations are based on experience</li> <li>2. Self-understood record keeping.</li> <li>3. The number of products is based on the calculation of estimates</li> <li>4. Each product is based on estimated calculations</li> <li>5. Strong instink against the calculation of the resulting product</li> </ol>	<p><b>WEAKNESS (W)</b></p> <ol style="list-style-type: none"> <li>1. Recording is not carried out continuously.</li> <li>2. Evidence of unfiled expenditure</li> <li>3. Limited capital</li> <li>4. There is no separation between business and personal finances</li> <li>5. Unable to record finances properly</li> <li>6. Decision making is not based on financial statements</li> <li>6. Don't have savings</li> <li>7. Determination of the cost of goods of the product is based on estimates</li> </ol>
<p><b>OPPORTUNITY (O)</b></p> <ol style="list-style-type: none"> <li>1. The existence of recording through social media</li> <li>2. Using other forces</li> <li>3. Training and assistance facilitated by the government and other parties</li> <li>4. Recording can be used as collateral</li> <li>5. Financial records can be used as information material for outside parties</li> <li>6. As a decision-making</li> <li>7. Provide information on the profit and loss of the business being run</li> </ol>	<p><b>STRATEGY (SO)</b></p> <ol style="list-style-type: none"> <li>1. Recording based on experience can be continued on recording via social media</li> <li>2. Self-understood recording is also assisted by other personnel</li> <li>3. Training and assistance related to products facilitated by the government</li> <li>4. Have a strong instinct to calculations so that it can be used as information material for outsiders</li> <li>5. Estimates of the product can be used as decision making</li> <li>6. Estimates of products used as financial statements can be used as information on profits and losses for the business being run</li> </ol>	<p><b>STRATEGY (WO)</b></p> <ol style="list-style-type: none"> <li>1. Facilitates social media recording that is not done continuously.</li> <li>2. Maximizing the energy of others to</li> <li>3. Using the energy of others to archive evidence of expenditure</li> <li>4. Maximizing limited capital for financial records which is used as a basis for information material for outside parties.</li> <li>5. Decision making is based on financial statements</li> <li>6. Financial reporting can be used as collateral with savings as the basis for the loan</li> <li>7. Maximize the determination of cost of goods produced for profit and loss calculation</li> </ol>
<p><b>THREAT (T)</b></p> <ol style="list-style-type: none"> <li>1. Uncontrolled finances</li> <li>2. Easy to be deceived by others</li> <li>3. Not knowing how much profit or loss occurs</li> <li>4. Business threatened with bankruptcy</li> <li>5. Unable to borrow money from the bank</li> </ol>	<p><b>STRATEGY (ST)</b></p> <ol style="list-style-type: none"> <li>1. Improve experience-based abilities so that they are easily under control.</li> <li>2. Doing calculations that are better understood by oneself so as not to be deceived by others.</li> <li>3. Increased understanding based on calculations will be able to provide information regarding advantages and disadvantages</li> <li>4. Increased instink to the guidance in order to avoid the threat of bankruptcy.</li> <li>5. Self-understood recording will provide more information for guarantees to the bank.</li> </ol>	<p><b>STRATEGY (WT)</b></p> <ol style="list-style-type: none"> <li>1. Increase recording continuously so that it can be controlled.</li> <li>2. Archiving the evidence so as not to be deceived and able to prove it.</li> <li>3. Increase the ability for investment to provide information on profits and losses</li> <li>4. Separating personal and company finances so as not to be threatened with bankruptcy</li> <li>5. Increase financial capacity in order to increase capital by lending money to the bank.</li> </ol>

Source : Processed by Researchers 2022

Based on Table 4. in the position of the Innovation strategy through financial literacy in the Lembang Region, West Bandung Regency, namely in quadrant I which has a great opportunity for the realization of the innovation strategy through financial literacy but has internal constraints / weaknesses that must be overcome, so it requires a strategy to minimize these weaknesses and take advantage of opportunities (WO strategy) with the following strategic priorities:

1. Increasing the knowledge of Human Resources (society) to work in MSMEs because the demand for products both at home and abroad is high. Based on this, the existence of MSMEs is a job opportunity for the community to be able to be involved in available jobs. Where MSMEs, in this case are handicrafts with their markets are domestic and foreign, they really need manpower (HR) to be able to meet demand.
2. Improve financial and technological understanding,. One of the tasks of the government is to strive so that business actors, especially handicraft craftsmen, are able to manage their businesses. Among them is to always make financial statements

#### IV. Conclusion

Based on the results of research that researchers have done related to strategic through financial literacy, the following conclusions can be drawn

- 1 Handicraft craftsmen located in the Lembang sub-district area do not understand financial records. This is due to limitations and incomprehension in carrying out financial management. Nocraftsmen neglect financial records that should be done correctly and well. Craftsmen only carry out recording according to their own understanding
- 2 The factors that cause craftsmen not to manage finances properly and correctly are caused by factors of knowledge, motivation, awareness of oneself and consider it not very important. So that financial management is not carried out continuously and consistently.
- 3 Innovation strategies related to financial literacy that need to be carried out so that handicraft craftsmen in the Lembang sub-district area can manage finances properly and correctly is a proactive action strategy where it is necessary to carry out guidance for handicraft craft craftsmen carried out continuously and consistently. For this reason, it is necessary to concentrate on being able to better understand related to financial literacy.

#### Suggestion

- 1 In order for this innovation strategy through financial literacy to be realized, it is necessary for the role of the government to continue to carry out continuous and sustainable coaching in terms of coaching that is carried out evenly to all craftsmen carried out starting from the village stage. This is so that all craftsmen can be coordinated and can be informed about the importance of financial understanding for handicraft craftsmen.
- 2 It is better for handicraft craftsmen, especially those in the Lembang District area, to be able to continue to improve their abilities, especially in terms of financial understanding so that the business they run can run and develop.

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