

# **“THE OPERATION OF ENTREPRENEURIAL ART SHOPS AS A TRADE IN DIPOLOG CITY AND SUBURBS: IMPLICATION TO CURRICULAR INNOVATION IN JRMSU, ZAMBOANGA DEL NORTE”**

**ULYSSES S. SILLERO**  
**JOSE RIZAL MEMORIAL STATE UNIVERSITY**

## **ABSTRACT**

This study entitled, “THE OPERATION OF ENTREPRENEURIAL ART SHOPS AS A TRADE IN DIPOLOG CITY AND SUBURBS: IMPLICATION TO CURRICULAR INNOVATION IN JOSE RIZAL MEMORIAL STATE UNIVERSITY, ZAMBOANGA DEL NORTE” was conducted on the first quarter of 2016, to ascertain the actual condition of the different entrepreneurial art shops and to determine its implication to Jose Rizal Memorial State University’s present curricular offerings.

The method used in this study was descriptive using the survey questionnaires. The respondents of the study were the different artists who were also the manager workers of entrepreneurial art shops operating in Dipolog City and its suburbs together with their workers/ apprentices. There was a total of thirty eight (38) manager – workers and forty (40) workers / apprentices but only thirty seven(37) responded or returned the given questionnaires because some of them were prohibited by their manager – workers for reasons unknown to the researcher. Interviews and actual visits were also conducted at the premises of their shops before and after the questionnaires were personally administered. Majority of the respondents were married particularly on the part of the manager -workers whose ages belong to thirty – five and above bracket. However, there were many unmarried or single on the part of worker/ apprentices respondents whose age bracket ranged from twenty and above. Other artists who were both manager- workers have no workers / apprentices helping them. They were what call solo – flight manager – workers. Majority of them were males and only very few were females who served either as manager or workers. Frequency counts percentage, weighted mean, four – point’s likert scale and Pearson product moment coefficient of correlation were the statistical tools used in this study.

To obtain the vista of the study with emphasis on the present status, jobs accepted and the extent of problems encountered the over- all status of the entrepreneurial arts shops in Dipolog City and suburbs can be appraised as good and profitable. With the Jobs accepted particularly in tarpaulin making, silk screening jobs, lettering jobs, rubber stamp or linoleum block printing jobs. Each was declared as moderately high, high, moderately low and very low in extent respectively. However, if analyzed individually, some of these jobs are very high in other shops particularly in tarpaulin making and silk – screening jobs. Problems in shop operation were definitely present but not very serious. Those listed under serious can definitely be solved. The study revealed no major problems encountered by the manager workers. The entrepreneurial art shops as a trade was regarded as a privilege rather than a burden in their day to day operation . The null hypothesis posted in this study was rejected based upon the computed t- test of person r of 2.620 against its critical or

tabular value of 1.943 at .05 level of significance relationship between the entrepreneurial art shops operating in Dipolog City and suburbs and its implication to JRMSU curricular innovation.

Key words: Operation, Entrepreneurial, Art shops, Trade, Curricular Innovation, Unemployed, Underemployed, Apprentice, Manager – Worker.

## Introduction

The pressing and rising unemployment rate coupled with gradually growing inflation rate be setting the country has immensely contributed to the decrease of productive economic output both in the national and local level and have greatly affected everyone at present particularly, the unemployed and under employed sector. However, the government is trying to find ways and means in order the lesser the gap by creating job opportunities for the job seekers who join the labor market every year.

Cogently, the country is producing graduates to become domestic helpers, laborers and baby sitters. Education has become irrelevant which needs a major overhaul to realign it.

The creation and proliferation of young , small and dynamic enterprises have been positively identified as an important strategy by creating new jobs and hastening the economic recovery and growth of the country. Thus , various sectors of society- including government, private business, civic organization and even church –based groups, have allocated a substantial part of their resources for entrepreneurs development and the promotion of small – scale enterprises ( Small Enterprises Research and Development Foundation, 2000). Meanwhile, our educational system continues to turn out graduates who, generally speaking, actively seek out employment rather than aspire to set up their own business and, thus, create employment for themselves and for others. Many colleges and Universities both public and private have scarcely been successful at the task of preparing young people for future entrepreneurial careers. Rather than desire to be their own boss, most graduates are eyeing to be hired either in the junior Managerial position or as workers (U.P. Institute for Small Scale Industries, Revised Edition , 2005).

Today, and to a large extent, there is a heightened awareness among secondary and higher education institution in the country for the need to develop new skills and approaches that can build competencies and capability requirements to address the unemployment problem of the country. One possible solution to solve the problem is through curricular innovation which will gear the students towards self- employment.

It is in this context that the researcher a commercial artist himself endeavored to determine and proposed that entrepreneurial arts like tarpaulin. Making, silk – screening, lettering jobs, and other related art works be offered not only in TESDA but also in the secondary and tertiary education as a separate course, specifically, in the Jose Rizal Memorial State University – the only state university in the province of Zamboanga del Norte. It is also in this reason, that the researchers endeavored to find out the need to provide the youths with livelihood skills for income generating activities- through skill development trainings or programs in terms of entrepreneurial arts, thus, this study was conducted.

## Theoretical / Conceptual Framework

This study was anchored on the economic growth theory. This theory explains economic development as a rational process brought about when men respond to opportunities in the environment so as to promote their own self – interest of material welfare. The said theory also views economic development as a result of seemingly irrational yet psychologically and sociologically satisfying activities of enterprising men.

According to Castro (2004) as cited by Nantes G. (2009) averred, that attitudes, personal knowledge and skills, educational trainings and employment opportunities in the area and availability or accessibility to capital is correlated to employment of self – employability.

From the basic idea of employment, it is based on the competencies of the graduates that is being learned by the students from the school. It is always emphasized by some educators that educational qualification, skills learned and the liked be prepared.

In like manner, Brown, P. et.al., (2003) pointed out, that manipulative skills, physical skills by which a task is perform, requires practice and being measured in terms of speed, precision, distance, procedures and techniques in the execution of the job.

Another theory that has relationship and being linked to the present study was the socio-psychological theory. This theory supplement economic explanations in that it views man's actions as not entirely based on rational (or monetary) considerations. Rather, man is seen as having the need to conform to certain culture/ social values, and the need to satisfy certain psychological needs. To hasten development, therefore, a specific set of values or needs associated with entrepreneurship has to be cultivated in the culture. It is assumed that the more individuals there are who are predisposed to entrepreneurship, the more the society is responsive to opportunities in the government, and therefore, the faster the rate of economic development (Dela Peña, revised ed. 2000).

The present study is also guided by the concept that the operation of a business is one of the responsibilities of the management. The manager sees to it that the business operation is provided with necessary equipment personnel and other materials needed for the success of the business. The operation of the entrepreneurial art shops in Dipolog City and suburbs can be seen as the manager's responsibility. The managers of the shops were the focused in this study together with their respective workers/ apprentices. In this study, the artist manager usually is the one who does the job, such as tarpaulin making, lettering, printing t- shirts and streamers, engraving or cutting the linoleum for rubber stamp and other related art works such as portrait, still life and scenery paintings, charcoal painting and other arts and signs activity. These artist managers were aided by their worker (s)/ apprentice (s) working either fulltime or part time in their shops.

The conceptual paradigm of the study consisted of three main variables. The independent variable was the entrepreneurial art shops operating in Dipolog City and suburbs. The sub – variables considered were status of the shop such as; ownership, shop structure, industrial orientation, mode of the shop, business peak, size of labor force, profitability, supplies and materials, capitalization and income. The second variables that serves as the moderator were the managers and workers in the shop and job accepted during their operation. The dependent variables were the possible problems that may or may not be present, its solutions and corresponding recommendations and lastly, the JRMSU possible curricular innovation.

## **Research Design and Methods**

This study made used of the descriptive – survey design. According to Best (2001), A descriptive research describes and interprets what is. It is concerned with conditions or relationship that exist practices that prevail, beliefs and processes that are going on effects that are being felt or trends that are developing. In this study, it also utilized the survey questionnaire – checklist developed by the researcher. These were supplemented with actual visits and interviews in their respective premises in order to obtain additional information. A total of thirty eight (38) manager – workers and forty workers/ apprentices were involved as respondents of the study. The study determined not only its over – all status which includes their ownership, industrial orientation, shop structure, mode of the shop, business peak, size of labor force, profitability, supplies and materials, starting capital and the shops monthly income, but also, the possibility or feasibility

of the art trade to be offered as a course in the Jose Rizal Memorial State University or in the Senior High School as a track or strand.

## Results and Discussion

Table1. Types of Ownerships

Types of Ownership	Frequency	Percentage (%)	Rank
Sole Ownership	33	86.84	1
Partnership	5	13.16	2
Corporation	0	0	3
Grand Total	38	100.00	

Table 1, Above, reveals that the sole ownership type is strikingly pre – dominant with thirty – three or 86.84 percent out of the thirty – eight (38) manager – workers who responded in the survey. Only five or 13.16 percent indicated or declared a partnership type and none in a corporation type. The intensity or indication as revealed in the data presented shows, that the entrepreneurial art trade is really geared for self – employment. The result obtained can be explained by the mu- application of the socio- psychological theory which views man’s actions as not entirely based on monetary considerations, rather, man is seen as having the needs to satisfy his own needs and development and who are pre- disposed to entrepreneurship.

Table 2. Business Peaks of the art trade as declared by manager- workers

Business Peaks	Frequency	Percentage (%)	Rank
Summer Vacation	7	18.42	3
School Days	20	52.64	1
Special Occasion	9	23.68	2
Others	2	5.26	4
Total	38	100.00	

Tables 2, Above, reveals that school days is considered as the business peak of the art trade. This is followed by special occasion like birthdays, anniversaries and the liked while summer vacation is tailing with seven (7) or 18.42 percent, whereas others received only two (2) or 5.26 percent obviously, the business peak is high during school days where different schools and local activities are being made or done. The data can also be interpreted that some entrepreneurial art trades are already been known while others need more exposure in order to be recognized. This can be done by advertising their products and services to the people.

Table 3. Opinion of the manager – workers as to the profitability of the art trade.

Opinions	Frequency	Percentage (%)	Rank
Very Profitable	11	28.95	2
Profitable	22	57.89	1
Just Enough	4	10.53	3
Not Profitable	1	2.63	4
Total	38	100.00	

Data presented on table 3 as declared by the majority of the manager – workers reveal that the art trade is profitable with twenty – two (22) or fifty – seven (57) percent of the total respondents ( manager - workers). This is followed by responses of eleven (11) or 28.95 percent as very profitable. While four (4) or 10.53 said that the trades income is just enough for them. Whereas, only one(1) declared that the trade is not profitable, maybe because they are still not well – known in the community in terms of their art services.

The main problems encountered by the manager – workers are, rising prices of supplies and materials, lack of capital and strong competition. However, these are listed as not very serious. Those listed as serious can definitely be solved.

Table 4. Significant Relationship between the Operation of Entrepreneurial Art Trade and Curricular Innovation.

Variables	Computed t	df	Critical / tabular value 45.05	Interpretation	Decision
Operation of entrepreneurial art trade and curricular innovation	2.620	6	1.943	Significant	Reject $H_0$

Result in table 4 shows, that the computed t of pearson r of 2.620 is higher than the critical or tabular value of 1.943 at .05 level of significance with 2 degrees of freedom. This means that there is a significant relationship between the two variables considered in this study thus, the null hypothesis posted is hereby rejected and the alternative hypothesis is accepted. This can also interpreted that the art trade can be offered as a course due to its contribution to the unemployment problem of the country.

### Conclusion:

1. Among the type of ownership, the sole or single ownership is declared as pre- dominant over the others.
2. School days are considered as the business peak of the entrepreneurial art trade.
3. The operation of entrepreneurial art shop as opined by the majority of the manager – workers is considered as profitable.
4. There is a possibility/ feasibility at the art trade to be offered as a course in the Jose Rizal Memorial State University or in the Senior High School as a track or strand considering its contribution to the unemployment problem of our country.

The entrepreneurial art as a trade was regarded as a privilege rather than a burden in the manager’s day to day operation. The dexterity of becoming an entrepreneur if possessed with enough as skills is obvious. The entrepreneurial arts trade in Dipolog City and suburbs is still on the threshold stage, as such, there is a need for further development since the trade is one of the solutions in solving the unemployment problem that besets our country today.

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