

TABLE OF CONTENTS

STATEMENT OF AUTHENTICITY	<i>i</i>
AUTHORIZATION.....	<i>ii</i>
LIST OF TABLES	<i>v</i>
LIST OF FIGURES.....	<i>vi</i>
LIST OF APPENDICES	<i>vii</i>
ABSTRAK.....	<i>viii</i>
ABSTRACT	<i>ix</i>
CHAPTER I.....	<i>1</i>
INTRODUCTION.....	<i>1</i>
1.1 Study Background	1
1.2 Problem Formulation	5
1.3 Research Questions.....	6
1.4 Research Objectives	6
1.5 Research Contribution	6
1.6 Systematic Writing	7
CHAPTER II.....	<i>9</i>
LITERATURE REVIEWS.....	<i>9</i>
2.1 Open Innovation	9
2.2 Open Innovation in SMEs.....	11
2.3 Open Innovation Activities and Commercialization in SMEs	12
2.4 Strategies for commercialization.....	15
2.5 Open Innovation in Indonesia SMEs	18
2.6 Craft Industry in Yogyakarta	19
CHAPTER III	<i>21</i>
RESEARCH METHODS.....	<i>21</i>
3.1 Research Design.....	21
3.2 Data Collection Methods.....	22
3.2.1 Primary Data.....	22
3.2.2 Secondary Data.....	24
3.3 Unit of Analysis.....	24
3.4 Data Analysis Method	25
CHAPTER IV.....	<i>28</i>
RESEARCH FINDINGS AND DISCUSSION	<i>28</i>

4.1 Data Description	28
4.1.1 Respondents Overview	28
4.1.2 Data Overview	29
4.2 Research Findings.....	31
4.2.1 Innovation Activities in Craft SMEs	31
4.2.2 Open Innovation in craft SMEs	34
4.2.3 Collaborative Strategies of commercialization in craft SMEs	40
4.3 Discussions.....	45
<i>CHAPTER V</i>	<i>50</i>
<i>CONCLUSIONS AND SUGGESTIONS</i>	<i>50</i>
5.1 Conclusions.....	50
5.2 Research Implications	52
5.3 Research Limitations & Suggestions	53
<i>BIBLIOGRAPHY.....</i>	<i>55</i>
<i>APPENDIX.....</i>	<i>63</i>

LIST OF TABLES

Table 3. 1 The Main Business Areas Of The Respondents.....	24
Table 4. 1 Respondent Overviews	29
Table 4. 2 Coding Category Of Data Analysis	30
Table 4. 3 Innovation Activities In Each Case Of Smes (See More Details In Appendix 1).....	33
Table 4. 4 Innovation Characteristics And Activities In Each Smes	37
Table 4. 5 Collaborative Strategies Of Commercialization Phase	41

LIST OF FIGURES

Figure 2. 1 Open Innovation Model For Smes.....	13
Figure 3. 1 Component Of Data Analysis - Interactive Model.....	25
Figure 4. 1 Collaboration Methods In Commercialization	45

LIST OF APPENDICES

Appendix 1. Interview Transcript (Perceiving Innovation)	63
Appendix 2. Interview Excerpts (Organizing Innovation)	65
Appendix 3. Interview Questions Guideline	67
Appendix 4. Interview Transcripts.....	68