

ABSTRACT

Small bakeries and medium enterprises (SMEs), on the one hand, there are still many other problems facing the problems of human resources and marketing. On the other hand, SMEs have the power not only on its ability to absorb labor, but also have a role in national economic development. The purpose of this research is to develop culture-based generative learning to improve the innovation of acculturation and marketing performance of bakery business in the province of Central Java.

This study took a sample of 131 respondents bread entrepreneurs in Central Java province. Sampling technique used was purposive sampling, with samples of SMEs bread criteria that has been registered in Disperindag, Having at least one labor workforce; With a minimal investment of Rp 1 million; The analytical method used is the analysis of full model (SEM).

The results showed that the portfolio of product knowledge acculturation, with dimensions of realizing creative ideas, aspirations and produce products acculturative influenced on acculturation product innovation. Furthermore, acculturation product innovation affected competitive advantage, competitive advantage ultimately affected the performance of marketing. Generative learning culture based only discuss creative ideas, explore and aspirations, so the ability to explain was still low, therefore it is necessary to add other indicators such as commitment or vision.

Keywords : portfolio product knowledge acculturation, acculturation product innovation, competitive advantage, performance marketing, bakery

