Economic Inclusiveness Program through the Development Center of Batik Pengkol

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Abstract. The economic inclusion program through the local wisdom of Pengkol Batik is an entrepreneurial literacy strategy and productive economy to empower community groups in Pengkol, Gulurejo, Lendah, Kulonprogo. Based on the long-term plan of the region, Pengkol is one of the targets for the development of the Batik industry. The village government places the development of batik centers as a program priority. This service program aims to accompany the establishment of the Pengkol Batik Center as a process of increasing the economic independence of residents. Methods of counseling, training, and mentoring carry out activities. The output of activities are Scientific Publications, Video activities, and HAKI.

Keywords: inclusiveness, HAKI, scientific publication

1 Introduction

Kulonprogo is one of the regencies in the Special Region of Yogyakarta, which has an area of 58,627.54 hectares and is administratively divided into 12 districts with 88 villages and 930 hamlets. The district government, in the last five years has encouraged the development of industrial centers throughout the region by prioritizing local wisdom in line with the development of Kulonprogo Airport “Yogyakarta International Airport.” One of the local wisdom developed is batik with a brand that was built, namely “Batik Renteng.” This idea has begun to be realized by the Regional Head in 2011 at the FORMI (Federation of Indonesian Community Recreational Sports) Audience, with the winner of the Kulon Progo Typical Batik Motif Design Competition, namely “Geblek Range Motif” which was subsequently used as a characteristic of Kulonprogo batik (Cultural Office/Kundha Kabudayan) Yogyakarta Special Region (jogjaprov.go.id).

One of the famous Kulonprogo batik industry points is located in Gulurejo Hamlet, Lendah Kulonprogo. Based on records from the Kulonprogo Industry and Trade Office, it is stated that the number of batik craftsmen in Gulurejo is 25 craftsmen, and their products have also flooded the batik market outside the area. Farras Batik, for example, has products that are in demand by customers from various regions in Indonesia, such as Jakarta, Samarinda, Banjarmasin, Makassar, and Bandung. In providing products, it has empowered 500 pecating (Batik traditional painters) spread across a number of villages in Lendah (https://budaya.jogjaprov.go.id/).

Based on an interview with the Village Head (Beja Santosa, Dec 2022), it was revealed that the Village Plan to develop the Batik Center to other Hamlets in the Gulurejo Region so that the batik industry expands and becomes a tourism attraction. One of the targets was Pengkol Hamlet. The village has a long-term plan to develop batik as a potential area that becomes a tourist attraction so as to bring tourists from various regions in Indonesia. Reflecting on the success of the Batik Industry that has been successfully

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developed in other hamlets, the Village Officials have high confidence. With the development of batik centers, it is expected to synergize with the improvement of BUMDES performance which is currently also still in the development stage.

This condition was confirmed by the Head of Pengkol Hamlet (Ngadino, December 2022). The development of batik centers will be a priority in the next five years as a solution to the economic problems faced. Pengkol Hamlet has 330 families, which are divided into 10 Pillars of Stairs and 4 Pillars of Residents. Currently, the livelihood of the majority of the community is labor, and some residents become laborers in batik craftsmen or batik centers in other hamlets such as Sembungan. Some residents, especially heads of families, seek livelihoods, mine sand in rivers, or raise livestock. The development of the center is expected to provide a gradual change in the economy of the hamlet, which is currently classified as a poor economic condition.

Results of an interview with batik workers (January 2023) stated, “The work of singing has been in the works for more than 25 years. However, they are only limited to being a labor or laborer because they do not have funds, and do not know how to start their own business because they do not have capital. I finish one piece of cloth in one and a half to two days with a salary between twenty thousand and fifty thousand, depending on the batik drawing or pattern. If there is a business group, then I will be happy.”

Based on the description above, several conclusions can be drawn about the potential of hamlets: 1). Knowledge of Batik is already possessed by a group of batik craftsmen (laborers) in Pengkol Hamlet; 2). Batik tourism points in Gulurejo already exist, with the development of batik business actors in Sembungan Hamlet, so they already have attractiveness and markets; 3). Government support to develop batik centers is quite high; 4). The majority of the population are laborers with minimal income, so the initiation of the development of the batik industry has the potential to help the community; 5). The motivation of craftsmen is quite high, as evidenced by the painstaking being batik workers from other batik industries/centers.

On the other hand, from the results of the author’s study, several problems that partners still face include: 1). There are no craftsmen (independent business actors) who produce batik to be used as a business venture; 2). The hamlet community has not seen knowledge of entrepreneurship; 3). The capital owned to run a batik business does not exist. The craftsmen only work in other SMEs batik hamlet; 4). Do not yet have a business or industrial development concept.

Economic development based on local wisdom is basically an effort made to improve the economic dignity and dignity of citizens. This effort requires a long time and must be done continuously. The solution provided in this Community Service Program is to accompany the embryonic formation of batik industry centers in Pengkol Hamlet, Gulurejo, Lendah, Kulonprogo, as expected by residents and stakeholders.

The solution to the problem is detailed in several assistance objectives, including 1). Assisting the preparation of the concept of Pengkol batik center development; 2). Conduct internal and external analysis of the potential of the Pengkol Batik industry center; 3). Increase awareness of running a business through entrepreneurship training; 4). Accompanying the batik canting process of a group of businesses as an initiation of the establishment of batik centers; 5). Accompany discussions with the Head of Hamlet, Village Head, about the Concept of Establishing Pengkol Batik Center; 6). Provide equipment grants and installation of business identity “Pengkol Batik Industry Center,” and 7). Accompanying the Branding Process through online business marketing.
Literature Review

Some of the references that form the basis for determining the solution of problems through this program are outlined as follows.

1. The development of batik centers (Wirawan and Purwadio, 2016) requires several priorities, including the development of labor quality, capital, sales networks, raw materials, completeness of infrastructure, location of centers for craftsmen, quantity of labor, location of centers for markets, business actors, cooperatives / financial institutions, government policies, completeness of facilities, raw material networks, turnover, location of centers for raw material providers, training programs, batik artisan organizations.


3. The dedication carried out by Siregar et al. (2020) concluded the importance of optimizing industrial development and the role of the Job Training Center (BLK) in improving workforce skills, socializing batik potential, building waste treatment, and increasing awareness of the batik industry regarding waste management, strengthening the batik tulis and batik cap brands, and advocacy and social marketing to consumers regarding batik tulis and batik cap.

4. The results of the assistance carried out by Damayanti and Latifah (2015) concluded that local governments have a role in the development of batik industry players, and creative tourism actors. Government support will encourage the community in the development of batik creative tourism.

5. Mudijjah Slamet, Anggraini Triana. (2021). Providing assistance to MSME actors in Ciledug District, Tangerang City and concluding the importance of entrepreneurship training that helps MSMEs identify business problems, especially in pricing and product quality, participants already have the knowledge to analyze their business feasibility, especially in market and legality aspects, participants’ motivation is increasing with the network in product sales, especially direct sales and resellers, The use of the Ciledug MSME Corner outlet is getting more optimal, MSME coordinators are increasingly motivated to advance MSME actors, especially in increasing awareness of business legality.

6. Prihatmaji (2016), in the results of the assistance carried out, concluded the importance of assisting the batik center in Sleman through a program to strengthen human resources and strengthen the extraction of regional potential.

7. Telagawathi et al. (2022) assisted MSMEs in Sidemen Village and concluded the importance of strengthening marketing management, including counseling on the importance of STP (Segmenting, Targeting, and Positioning) weaving craft businesses in the midst of increasingly fierce business competition, training, and mentoring in weaving knowledge management, which is related to the implementation of operational activities, simple financial management, management, and all knowledge related to excellent service (on time, serving well, prioritizing customer satisfaction), training and assistance in the use of social media for digital marketing for MSME actors.

8. Prasetyo and Mamengko (2020) assisted with the results of the importance of adapting the business incubation model for designing the Batik Industry Center Village Community Economic Assistance Model, using business incubation models, namely Pre-Incubation, Main-Incubation, and After -Incubation. Management/Business Training Assistance to expand networking, scale up business, and digitalization.
9. Ismail and Syafwandhinata (2020) concluded the importance of cooperation and literacy, as well as expertise, for members of craft centers to be able to manage businesses well.

10. Agusintadewi et al. (2022) concluded the concept of ecological architecture assistance based on Tri Hita Karana as a design approach to promote local wisdom and synergize with the surrounding environment, especially the use of bamboo as a building material.

11. Paramita et al (2023) revealed the importance of triggering creative ideas of groups, or residents to learn to manage businesses.

12. Digitalization of community group businesses is needed as a community empowerment strategy (Tiawan et al., 2023; Hananto and Sulistiyono, 2023).

13. The synergy between parties is needed in the development of MSMEs or centers with several assistance needs, including business license management, packaging innovation, product profiles, and village websites (Hananto and Sulistiyono, 2023).

14. Utomo et al. (2023) concluded the importance of empowerment and strengthening programs for groups.

2 Methodology

This mentoring program is carried out with the following methods and stages as presented in this figure:

3 Results and Discussion

Coaching

Coaching activities are carried out with the aim of opening public insight into the importance of developing community-based productive economic businesses that cultivate local potential. This method is also carried out to provide literacy to members about the importance of business group independence, the importance of entrepreneurship, the purpose of entrepreneurship, steps to run a business, manage a business, and organize. The implementation of the program involves community leaders, village heads, hamlet heads, and community groups. The stages carried out include conducting small group discussions with representatives of residents appointed by the head of the hamlet to identify the expectations and direction of productive efforts expected by residents. Furthermore, a Focus Group Discussion was carried out which resulted in an agreement to establish a Pengkol batik industry center, with a location at the house of one of the residents, namely
Mr. Dukuh. At this stage, leaders and change agents are needed, who are played by Napak Dukuh in providing direction and encouragement. The result of the assistance is the arrangement of the management of the center and the name of the business, namely, Pengkol Batik Center.

Training
The training was conducted using brainstorming methods to build awareness of the importance of running a business in groups for the betterment of society. In this technique, program implementers also provide awareness techniques by evaluating existing conditions, namely the livelihood of the population as laborers, with low-income conditions, while they have skills that can be developed. The training method continued using the class room method provides a brief understanding of the importance of entrepreneurship. The results of the training are motivations, interest in starting to build a batik business group. Entrepreneurship Training, conducted to provide increased knowledge and understanding of the important entrepreneurial ethos to build, organizational ethos, organizational benefits, courage to take risks, business leadership, see business opportunities, and Business Management Business. The management structure is seen in the picture of the organizational structure:

Mentoring
Mentoring activities are carried out directly by group leaders who have expertise in designing batik patterns. This activity was carried out for one week in advance of making batik patterns, the process of coloring, dyeing and drying. Based on group agreement, the batik pattern chosen is a batik pattern with natural nuances with a different image from batik in the market. The group also makes tablecloths as a stage of production, as well as calculating the cost of goods produced or conducting product research.
Grants
This mentoring program is continued by providing working capital grants to buy batik equipment, including pots, stoves, and cantiing (tool to paint batik pattern). In addition, funds were also provided to create a business logo installed on the side of the road entering Pengkol Hamlet. Working capital assistance is also provided to purchase raw materials for initial production.

4 Conclusions and Implications, Limitations
Based on the results of the implementation of a series of activities of the KKN PPM program, it can Conclusions, implications, and limitations are drawn. First, the residents of Pengkol Hamlet, Jatirejo have the spirit to start running a productive economic group, which in this program is specific to the Pengkol Batik Industry Center Establishment program. Assistance is proven to accelerate the motivation that has been owned so as to accelerate the inauguration of the batik center. Second, the support of the Gulurejo Village government and the Head of Pengkol Hamlet is very high in encouraging residents to realize the establishment of the center. Third, the motivation of the residents is very grounded, because many residents of Pengkol live who work as batik workers. In fact, there are community leaders who are currently elected as heads of centers, previously being key in designing batik patterns in several industries. Fourth, assistance in the initiation of new centers is needed for the next few periods so that the center group has independence. Partnerships between community groups, universities, and institutions need to be built in a sustainable manner to realize economic empowerment, especially centers in this program.

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