

# ENTREPRENEURIAL INNOVATION IN TRADITIONAL WEAVING CRAFTSMEN DESIGNED BATIK FOR IMPROVING THE TOURISM INDUSTRY IN KLATEN

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**Abstract:** The target of this study is to improve skilled knowledge and attitude worker of weave fasten as that self-supporting as according to potency and also opportunity work at industrial company, which is on finally can improve the quality of its life. Special target of this study give the knowledge of entrepreneurship among worker of weave fasten so that have high job ethos and also can yield pre-eminent masterpieces capable to compete in global market. The implementation take place to start 16 July until 23 July 2010, what consist of three phase that is activity early stage cover preparation phase, middle phase of activity which phase execution of training and also final phase of activity covering phase handling of post training. This training assign value added because there is skilled of batik design innovation at weave fastens affecting at make-up of production addition. The next study shall earn to measure effectiveness of “transfer training” on so that will be able to know how far done training can alter behavior of educative participant plunging in corporate world and industrial world and also trying self-supporting.

**Keywords:** designing batik, training, entrepreneurship innovative method, weave fasten.

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## Introduction

### Analysis of Situation

In recent, bussiness grows and changes rapidly, because human character tends to change along with individual changes from era to era. The growth also follows the growth of the human need. The changing and growing of the world mostly in knowledge and information technology.

The changing in knowledge and information technology (IPTEC) influences all of living aspects of human being. In other word, IPTEC is one of important things for our living. It is no wonder, if the expert says that kowledge is foundation for technology while technology is backbone of development. Mixing IPTEK and capability of human in kowlegde, and added a little of “sense of art” will create a creative industry in the world.

Central Java expand because it suces to coordinize cities in around the area, namely are Yogyakarta, Solo, Magelang, and Sragen. The cities are well-known because batik. Meanwhile, Bali is known because of handicraft and also is supported by international network. Therefore, this devotion of society will link cities of Solo and Yogyakarta.

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Based on statistical data in Indonesia in 2003, total number of Small and Middle Enterprise (SME) is 42.4 million and they gave contribution to product domestic broto (PDB) equal to 56.7%. They also contributed to export 19,4% and provided jobs to labour equal to 79 million (BPS, 2003).

Another data shows that SME could provide 99,9% jobs for people from total labours in Indonesia (Urata, 2000 as cited by Dwiriyanti, 2003). Beside that, SME can be developed in their productivity and competitiveness. They also have function to create technology, product, new service, support to economy growth, and create 750 changes and market competition (Stoner, 1995 as referred by Lupiyoadi, 2004).

Based on the fact, it can be concluded that successfulness of SME has big influence to economy in Indonesia. Existency of the SME can be used to main activator to recover economy condition in Indonesia. They also can be used as a supporting to export activities and increasing in people welfare, including the entrepreneur's welfare.

Based on the previous research in Jogjakarta (Indrarti and Langenberg, 2004) indicates that successfulness of SME is influenced by some of factors. Result of the research shows that marketing, technology, and capital influence to successfulness in bussiness positively, while legally influences to successfulness in bussiness negatively. The other interesting finding in the research is that educated entrepreneur (graduated from university) is less success than entrepreneur who has degree in elementary until senior high school.

Klaten Regency has 65,556 hectare consists of 26 district (kecamatan), 401 countryside (desa dan kalurahan), and 1,972,740 recidents in 2007. It is a agrarian area consists of 30,779 hectares of rice field and 34,777 hectares of non-rice field.

BPS data indicates that the number of labor force in Indonesia in 2008 is 111.4 million. From the number, 9.42 million (8.48%) is unemployed who living in rural (4,186,703 or 44.4%) and urban (5,240,887 or 55,6%). While, compositon of education level of the unemployed are: (1) 27.09% elementary degree; (2) 22.62% junior high school degree; (3) 25.29% high school degree; 15.37% vocational school; and (4) 9.63% diploma until udergraduat degree. In this time, impecunious resident in Indonesia is 34.96 million (15,42%) divided into two compositon, resident who live in rural 22,189,122 (63%) and urban resident is 12,770,888 (37%).

Unemployment in Indonesia is caused by lag of suply and demand of labor force, lag of job seeker and competency, unskilled labour, and job fired because of global crisis.

Based on the data above, there are opportunity to academician in university to create activies to solve the problem in Indonesia, especially solving about unemployment. One of the activities is helping the society by giving skill and knowledge by training to prepare the people have ability to compete in global market labor through devotion of society.

The main problem in Klaten regency is there are loot of poor resident. Pavoraty must be handlld because it will be ended in disintegration and social problem. Resident in Klaten face the problem (pavoraty problem) because of less in education, knowledge, and skill to be enterprenour.

Activities of devotion of society by academician are done through: (1) analysis training needs; (2) training-base enterprenourship; and (3) placement job. Objective of these activities is to transfer batik design to people who have no job through: (1) making linkage to facilitate the people to know batik design; and (2) trianing the people to know about practice skill for used in job opportunities weather formal or informal sector.

## **Objective and Benefit**

### **For The trainees**

To increase knowledge, skill, and attitude in batik design to the trainees, so they will have ability to work or be independent suitable with their potencies and job opportunities in industry, and finally it will rise quality of their life.

### **For the society**

To create job opportunities and reduce lag of social life so that it will minimize negative impact of kerawanan social.

### **Output Target**

1. All of the trainees can make “weave faster” designed batik.
2. Activities of training is designed to work in group (there are four group).

### **Method and Planning of Activities**

The training activity is done through some of ways:

1. Work in Group. There are 20 trainees and divided into four groups
2. Andrology Approach. It is a personal approach to suit the needs and abilities of the trainee and minimalizes instructional approach.
3. Ratio of theory to practice is 20% vs 80%

### **The Activities**

The content of subject consist of theory (general and supporting subject) and practice (skill). The training activity is done during a week (six times @ 100 minutes) at July, 16 until July, 23 in 2010, Allocation of the each subject are described in table 1.

### **Result Of The Activity**

#### **Objective of the activity**

1. To increase the trainee's skill in planning and managing business of batik design, so that the trainee will get income properly to their life.
2. To grow of enterprenour knowlegde to increase work etos and result excelent product to compete in market.
3. To increase the trainee's ability to manage resourches, social, culture, and environment. They also can use both of technology and design in batik handycraft.
4. To have ability to understand themselfe, other, and environtment. Beside that the trainee can wotk in team professionally weather in formal or informal sector.

#### **Assistance Activity**

1. Objective: To give advocation and technical instraction especially knowledge and skill to the trainees, so they can use them in bussiness.
2. Content
  - a. Batik Design on Weave faster
  - b. Planning and managing enterprenourship
  - c. Priciple of Management and Bookeeping
3. Trainer. The trainers consist of three academicians (lecturers) of Economic Faculty of Sebelas Maret University and three experts
4. Model (Approach). Using participation model through full participation of the trainees. The trainees are devided into four groups and each group consists of five person. One person becomes a leaders and the others as member of group.

5. Time and Place. The training of batik design on weave fasten is done in Sumber Countryside, Trucuk District, Klaten Regency on July, 2010 through six times training and once evaluation.

Table 1. Allocation of the research subject

No	Substance of Content	Content of Subject	Type of Content	Time Allocation (Minute)	Result
1	Content of skill	Preparation of material	Theory	1 x 50	a. The trainee can compare materials used and prepare the equipment to make batik
		Planning of Design I	Practice	1 x 50	b. Planning of design using paper (practicing to batik design)
		Planning of Design II	Practice	1 x 50	c. Planning to material design
		Coloring	Practice	1 x 50	d. Practicing to make batik on material
		Batik Process and Finishing	Practice	1 x 50	e. Coloring practice f. Batik Process g. Batik Finishing
2	Academic/ Content Support	Principle of Management	Theory	1 x 50	a. The trainees will have ability to understand themselves, other, and environment. They also can work in team weather at formal or informal sector.
		Bookkeeping	Practice	1 x 50	b. To increase the trainer's skill to manage their business, so that they will get income properly to their life.
		Business Planning	Practice	1 x 50	c. To increase skill and behavior's the trainees in business planning and to have ability to work or own business suitable to potencies and opportunities or work in industry to increase their quality of life.

### Implementation of assistance

The trainers team visited each group, identified problem, and gave solution of the problem through giving some explanations about the difficulty in weaving and batik designing, also in batik process on weave fasten.

The team also gave instruction and guidance to get good material by giving example of the material, applying and using the material in production process.

In the end of training, the team made evaluation for the trainees. The objective of the evaluation is to know that the trainees could produce standard product. This step was used to select the product to enter the market or to select the trainees who ready to work.

If the result of evaluation indicated that the objective of the training was not reached, the team would extend the time of training until the trainee could produce standard product or they were ready to work.

## **Conclusion**

### **Activity the program**

1. Preparation Phase. This phase consists of process of selection and recruitment the trainee. The selected trainee has fulfilled the stated criterion. It is done timeliness suitable with the schedule in June - July, 2010.
2. Training Phase. The training activity is done in July 2010. The fund is accorded to the budget. Based on the result of evaluation data, the trainee's ability in knowledge and skill especially skill of Batik Design on Weave fasten is increase significantly.

### **Institutional Benefit**

Increasing role of Economic Faculty of Sebelas Maret University in implementation of knowledge and technology to increase quality of poor society life in rural, especially in education, economic, social, and culture.

### **Social Benefit**

The training activity give contribution to develop and increase ability human resource in Sumber Contryside, Trucuk District, Klaten Regency, so the activity is going to change the society of resident to become a professional entrepreneur.

### **Economic Benefit**

This activity increases value added of the trainee's skill, especially Batik Design on Weave fasten. The impact is increasing in income of the resident.

## **Suggestion**

1. Increasing input quality (society) by entering certain criterion to selection the trainee, namely are: (1) ability the trainee in entrepreneurship; (2) the trainee has strong willingness to become entrepreneur of Batik Design on Weave fasten.
2. The training design is developed to participative training through adjustment of content, the trainee's needs, capacity of the trainee.
3. Developing training design model consists of training analysis, implementation, and evaluation, so that the trainees can get knowledge, skill, and new attitude, also they can implementate their ability in working.

## **Expectation**

1. The training of Batik Design on Weave fasten in Sumber Contryside, Trucuk District, Klaten Regency is expected changing the trainees's attitude in working, so that the transfer of training can done well. The transfer of training means that activities continuesly to implementate knowledge, skill, and attitude which gotten in the training.
2. The program can replicate to residents who have gotten job yet or unemployment resident, because the program pushes the resident (trainee) to work professionally.
3. It is needed to study (research) to measure effectiveness of transfer on training, and study to identify the factors effecting efficacy of learning.

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