

EMPOWERMENT OF BATIK SMALL AND MEDIUM INDUSTRIES BY THE TRADE AND INDUSTRY OFFICE IN JATIPELEM VILLAGE JOMBANG REGENCY

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Abstract. Indonesia is one of the developing countries that has a national commitment to improve development in the economic sector. Small and medium industries are an alternative designed by the government as one of the programs that aims to help national economic growth with the help of the business sector in order to strengthen the local economy so that it can absorb labor. One of the small and medium industries that has always been the talk of the town is Batik. This is because besides being a work of art, batik is also a promising industry to be developed. Jombang Regency has a distinctive batik that has become an icon of Jombang Regency itself. The purpose of the research is to find out how the process of empowering small and medium batik industries by the Trade and Industry Office in Jatipelem Village, Jombang Regency. The research method used is descriptive qualitative with an observation and interview approach. The results showed that there were empowerment efforts made by the Jombang Regency Trade and Industry Office in supporting the batik business in Jatipelem Village. This empowerment is in the form of coaching, providing access to capital, marketing, and providing protection for the batik business. From the results of the study, it can be concluded that there is empowerment of batik small and medium industries carried out by the Jombang Regency Trade and Industry Office, but there are still several obstacles so that this empowerment has not run optimally.

Keywords: empowerment; small and medium industry; batik

I. INTRODUCTION

Development is essentially a series of sustainable steps that occur continuously and are carried out in a deliberate and planned manner (Sutrisno [1]). Indonesia is one of the developing countries that has a national commitment to improve development in the political, economic, social, cultural and defense and security sectors (Hafidha [2]). The goal of the 2020-2024 National Medium-Term Development Plan (RPJMN) is to create an independent, developed, just and prosperous Indonesian society by encouraging growth in various sectors, especially in building a solid economic foundation based on competitive advantages in various regions supported by superior and competitive human resources (Bappenas [3]). Development in order to fulfill the principles of justice and equality requires the role of both the central and local governments (Marantika [4]). This is in accordance with Law Number 23 of 2014 Article 31 concerning Regional Government, so that local governments have the authority to manage their regions by carrying out various kinds of development both physical and non-physical based on the potential that exists in their regions by aiming at one of the main objectives, namely to advance the regional economy and realize prosperity for their people. The industrial sector is one of the potential areas that need to be

improved because it can help the community's economy. The alternative referred to here is small and medium scale industrialization, this is because small and medium industries are considered capable of absorbing labor with minimal capital (Teja [5]). Small and medium industries are designed by the government as one of the programs that aims to help national economic growth with the help of the business sector in order to strengthen the local economy so that it can absorb labor. Small and Medium Industries (SMI) need to be improved because they do not require large capital (Widodo [6]).

For this reason, empowerment is needed to increase the productivity of Small and Medium Industry (SMI) actors. Empowerment can be in the form of motivation, capital, and marketing assistance. This empowerment is needed so that Small and Medium Industries (SMI) develop and can absorb labor, especially in the surrounding environment. In line with that, according to Mardikanto (2019: 28) "Empowerment is one way so that the ability of the community (unemployed, poor, marginalized, and marginalized) to express their opinions and needs can increase in order to improve their lives" (Mardikanto [7]).

One of the Small and Medium Industries (SMI) that has always been a topic of conversation is Batik. This is because

besides being a work of art, batik is also a promising industry to be developed (Iriani et al., [8]). In addition, Batik is an Indonesian cultural heritage that must be preserved. On October 2, 2009 UNESCO designated batik as the Masterpieces of the Oral and Intangible Heritage of Humanity. This was obtained because batik is unique with rich Indonesian folklore both in terms of meaning and symbols. For this reason, through Presidential Decree Number 33 of 2009, the Indonesian government established National Batik Day on October 2. Many people admire batik artwork because batik is unique, has a story and has its own characteristics both in terms of coloring and in terms of motifs.

Jombang Regency has a distinctive batik with a motif taken from one of the reliefs of Arimbi temple located in Ngrimbi Village, Bareng District, Jombang Regency and batik with a characteristic ringin contong motif which is the icon of Jombang Regency itself. Historically, the batik center in Jombang Regency only developed in the 2000s, introduced by Mrs. Hj. Maniati, a resident of Jatipelem Village, Diwek District, Jombang Regency. At that time, the batik industry in this region experienced rapid development with an increasing number of craftsmen. In this case, the government fully supports the potential possessed by the Jatipelem Village community for the batik business that is being pursued in the area. Efforts made by the Jombang Regency Trade and Industry Office in supporting the batik business are by empowering it to increase sales results and can absorb labor in Jombang Regency.

Based on the above phenomenon, researchers are interested in conducting deeper research on empowerment carried out by the Trade and Industry Office of Jombang Regency with the title "Empowerment of Batik Small and Medium Industries by the Trade and Industry Office in Jatipelem Village Jombang Regency".

II. RESEARCH METHODS

This research uses a qualitative approach with descriptive methods with the aim of providing an in-depth description of the empowerment of small and medium batik industries by the Department of Trade and Industry in Jatipelem Village, Jombang Regency (Moleong [9]). According to Denzin & Lincoln (1994) in Moleong (2016), qualitative research is a type of research that utilizes a natural environment to interpret phenomena that occur through the use of various relevant methods (Moleong [10]). In this study, in accordance with the formulation of research problems and research objectives, the focus of the research is to find out how the empowerment of small and medium batik industries by the Department of Trade and Industry in Jatipelem Village, Jombang Regency.

The research site is the location chosen by the researcher to observe the actual situation of the object under study with the aim of obtaining truly accurate data (Sugiyono [11]). Researchers chose and determined the research location in Jombang Regency, precisely in Jatipelem Village and the Trade and Industry Office of Jombang Regency. The theory used to analyze empowerment in this study is to use the theory

of empowerment aspects according to Kartasasmita in Mardikanto (2019), namely: Enabling, Empowering, and Protecting. Data were collected through interview techniques, observation, and documentation of activities that all contributed to this research (Moloeng [12]).

III. RESULTS AND DISCUSSION

To be able to realize the empowerment of Batik Small and Medium Industries (IKM) in Jombang Regency, the Trade and Industry Office of Jombang Regency as an extension of the local government designs and implements empowerment programs in Jatipelem Village, considering that this village is a batik pioneer village in Jombang Regency which is already famous for its distinctive motifs. Through the preparation of policies, techniques in the development and development of SMEs will get assistance in the form of supervision of cooperation in the framework of business coaching, small and medium industrial business management and implementation as well as facilitating financing and financial services.

1. Enabling

Enabling is defined as an effort to create the potential of the Batik Small and Medium Industry (SMI) in Jatipelem Village so that it can develop and be competitive so that SMI actors in Jatipelem Village can have a better mindset to improve the potential that exists in Jatipelem Village. The Department of Trade and Industry of Jombang Regency as the agency responsible for empowering Batik SMEs in Jombang Regency makes enabling efforts by encouraging Batik SMEs in Jatipelem Village to compete with other SMEs. The encouragement is in the form of motivation provided by the relevant agencies so that Batik IKM players continue to produce and there are additional product variations produced by the craftsmen (Uswatun [13]). The encouragement or motivation is through coaching in developing Batik IKM products (Suharto [14]).

The Trade and Industry Office of Jombang Regency as the government responsible for the empowerment of Batik SMEs also created a community or association that aims to help the craftsmen in increasing their production. The association formed by the Trade and Industry Office of Jombang Regency is called PBAJ (Persatuan Batik Arum Jombang). With the association, the craftsmen will be closer to each other and help each other. also with the association, it makes it easier for the agency to manage and empower IKM Batik because all information will be shared through the association which will be forwarded to all batik craftsmen in Jombang Regency.

However, in its formation there are several problems in it such as jealousy due to injustice between craftsmen. Where it was found in the research results that there was injustice in the distribution of batik orders so that craftsmen who did not get the order had to look for orders from outside again because if they only relied on orders in the association, they felt less than optimal (Andayani [15]).

2. Empowering

Empowering is an effort made to strengthen the skills and encourage the Batik Small and Medium Industry (IKM) in Jatipelem Village by providing access through various activities in supporting the skills of Batik IKM so that the opportunities that will make Batik IKM actors more competitive show that efforts to help Batik IKM actors regarding the provision of skills training or new batik skills, as well as managerial training on financial management aimed at helping craftsmen in managing their bookkeeping (Ekonomi [16]).

In addition to these trainings, the Trade and Industry Office of Jombang Regency also provides capital assistance through banking at Bank Jatim. However, most Batik business owners in Jatipelem Village do not make loans to the cooperating bank. This is because SMEs (Small and Medium Industries) find it difficult later when the verification and credit process from the bank is considered quite complicated so that it becomes a consideration for Batik SMEs in Jatipelem Village not to use the capital assistance fund.

Empowering is an effort made to strengthen the skills and support the Batik Small and Medium Industry (IKM) in Jatipelem Village by providing access through various activities to make Batik IKM players more competitive. Providing access to marketing batik products in Jatipelem Village is done by the government through offline marketing. Offline marketing is carried out with public market exhibitions and cooperation with other parties in increasing the productivity and marketing of batik products in Jatipelem Village. Marketing cooperation has been carried out with one of the malls in Surabaya, Grand City, where Batik IKM players exhibit and sell their handicrafts. Unfortunately, the government only provides offline marketing, whereas in the current era of globalization online marketing is also needed because it is more effective and efficient (Ratnasari [17]). So that Batik SMI players in Jatipelem Village do online marketing independently by exhibiting their products through their respective social media such as WhatsApp, Instagram, Facebook, and other marketplaces.

3. Protecting

Protecting is providing protection for people who have businesses, especially Batik Small and Medium Industries (SMI) actors in Jatipelem Village, Jombang Regency. Protecting in this study is seen from the clarity of regulations governing the plagiarism of batik motifs in Jatipelem Village and the clarity of batik copyright in Jatipelem Village, Jombang Regency to provide protection for people who have businesses, especially businesses in the field of Small and Medium Industries (SMI) Batik in Jatipelem Village (Brawijaya [18]). The results of this study show that the clarity governing the plagiarism of batik motifs for Batik SMEs in Jatipelem Village, Jombang Regency has been carried out by the government nationally but the local government has not clearly regulated the regulations regarding the plagiarism of batik motifs for Batik SMEs in Jatipelem Village, Jombang Regency.

This of course results in the vulnerability of batik motifs in Jatipelem Village to plagiarism by others on existing

batik. (Al'afghani & Bisariyadi, [19]) said that without clarity of regulatory objectives, empowerment is difficult to do so that it can be as expected. Then regarding the clarity of batik copyright regulations in Jatipelem Village, Jombang Regency nationally based on Law Number 28 of 2014 concerning Copyright which explains that batik artwork is one of the copyrights for the state (Haryanti [20]).

IV. CONCLUSIONS

Based on the description of the results described earlier regarding the Empowerment of Batik Small and Medium Industries by the Trade and Industry Office in Jatipelem Village, Jombang Regency, it can be concluded as follows: Enabling has not been done optimally by the government in empowering Batik SMEs in Jatipelem Village. This can be seen from the products produced by business actors are still stagnant and there are still some internal obstacles in the association made by the local government. Empowering has not been done optimally by the government in empowering the Batik SMEs in Jatipelem Village because the skill improvement has not been done continuously and the SMEs have not implemented managerial training in their business. In addition, the capital assistance provided is not utilized by the Batik SMI players because of the complicated requirements. Also, the marketing access provided has not been implemented optimally because the government still relies on offline marketing only, no online marketing access has been provided. Protecting has not been done optimally by the government in empowering Batik SMEs in Jatipelem Village, Jombang Regency. This can be seen from the absence of regulations regarding plagiarism of batik in Jatipelem Village and the absence of batik copyrights made by the local government.

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