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THE ROLE OF GOVERNMENT TO IMPROVE BATIK BAKARAN COMPETITIVENESS THROUGH CREATIVE ECONOMIC PROGRAM IN KABUPATEN PATI JAWA TENGAH

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ABSTRACT

The purpose of this paper is to see the potential of Batik Bakaran in Pati regency, Central Java, in its development through a program of creative economy promoted by the government. Batik Bakaran is one of the products that re-encouraged through creative economic programs in order to promote local values and to be able to compete in the global level. Batik Bakaran development experienced ups and downs and has not been able to compete with other batik areas. Through the creative economy program, it is expected to improve the development of batik bakaran which then can increase the local employment through the science and creativity of the community. Because most of the people of Bakaran Village are live as batik producer. This paper is analytical descriptive, using qualitative methods, with data collection techniques, using "library research" and "interview" techniques. The data were collected from various sources such as books, journals, newspapers, magazines, as well as data sourced from the internet, and conduct in-depth interviews with related parties.

The findings in this study indicates that the government has provided support to batik bakaran craftsmen to develop and innovate in terms of motives and colors through the development of human resources. But apparently it has not been able to improve the competitiveness of batik Bakaran in the domestic and international markets. Solutions to overcome these problems is to apply the concept of competitiveness through the development of the capabilities of the batik Bakaran industry players include: (1) ability to strengthen its market position, (2) ability to connect with its environment, (3) ability to improve nonstop performance, and (4) ability to establish favorable position. If the government is committed to assisting the community in the development of batik bakaran to compete in the domestic or international market then it must apply the concept of competitive development.

Keywords: Batik Bakaran, Competitiveness, Creative Economy, Government

1. INTRODUCTION

Batik is a cultural heritage of the Indonesia that has a high value of art. Batik can strengthen the identity of the Indonesian and it is not owned by other nations. Batik development proves that batik is very dynamic art which can follow the fashion trend and

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can adapt well in every dimension of space, time and form (Timbul, 2008). Batik values are not only as the satisfaction of the beauty of the eye, but intergrated with moral values, customs and culture in societies (Aep, 2010).

Currently, batik has received recognition from United Nations Educational, Scientific, and Cultural Organizational (UNESCO). Batik has been recognized as one of the products that developed in Indonesia as a manifestation of the cultural richness from different regions, such as Solo batik, Batik Bakaran Pati, Cirebon, Madura, Lasem, Pekalongan and Yogyakarta, and there are also batik from Java and outside Java. The mention of batik could not associate to one region only, it is because of batik is part of people's identities in every different regions.

Areas that produce batik has its own type of patterns and motifs. Batik-making process maintains its traditional characteristics, techniques, and consumers' preferences. People can see the factors that influence the development of batik from its patterns, colors, arrangements, and many more. With a distinctive motif, batik in each area develops as a cultural tradition.

Batik is one of the products developed in the creative economy. This creative economy agenda is a good space for batik development in Indonesia. The creative economy is a new economic agenda that focuses on creativity and information. In the creative economy, broad insight and ideas are necessary as the main capitals for its human recourses. Both capitals are the main factor used in batik for facing the era of creative economy.

The concept of creative economy was able to make a real contribution to the economy in some countries. One of them in Indonesia, the development of creative economy starts from the awareness of the importance of increasing the competitiveness of national products to face the global market. One of the objectives of the creative economy is to put Indonesian products, such as batik with an international standard yet, it still have its national character. The Ministry of Industry includes fashion, craft, computer service, and software as part of creative industries. Fashion and craft are the dominant sub-sectors in giving economical contribution. One of the batik industries in Indonesia is located in Bakaran Kulon village, Kec. Juwana, Kabupaten Pati, Central Java. This area produces fashion product named Batik Bakaran.

Batik Bakaran has its local uniqueness which contribute to the diversity of crafts markets. Bakaran village became icon of Pati Regency as the center of Batik Bakaran



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production. The production involves the cultural aspect of the local community, and famous for its hand-painted batik.

Before the Indonesia political reform and economic crisis, Batik Bakaran were able to grow and quite competitive to other batik products such as Batik Yogyakarta and Solo. The changing of economic conditions and the weakening of batik industry and craftsmen, made Batik Bakaran suffered a decline in its development, so there were no choice for the Batik Bakaran industry to reduce its production and disappear from the market. In 2007 Batik Bakaran has started to develop again as any local batik industry in other areas, such as in Solo, Yogyakarta, Pekalongan, Madura and Lasem. In additional, Batik Bakaran craftsmen have to develop their creativity in order to compete in crafts market as before.

So far, Batik Bakaran has not shown any significant development. Batik design is also limited to typical local design. The limited variety of design made Kabupaten Pati as the least creative regency in contributing Batik design to meet the market expectation.

The lack of creativity in designing Batik Bakaran made it lose in the competition with other Batik production cities in Central Java such as Solo, Pekalongan, and Jepara. These cities have developed their local batik production, so that the public are more familiar with the products such as Batik Solo, Batik Pekalongan, and Jepara wood carving.

Batik is one of the industries that re-encouraged through the creative economy program. The program aimed to encourage the development of local culture so it can compete in global level. Through the creative economy, batik craftsmen begin to enjoy their golden age. In the past, many craftsmen lost their capitals because they could not compete in global level. Currently, batik craftsmen began to be passionate, and batik training was encouraged to give birth to new batik and create new motifs and designs in improving societies' prosperity (www.harianjogja, 2015). Government of Kabupaten Pati need to give more attention to Batik Bakaran, thus the batik industry could develop its competitiveness with other batik industries.

2. RESEARCH METHODS

This writing is qualitative where the data used will indicate phenomenon about (situation, process, event, etc) that will be described in the form of words or sentences so that it will be understood well.



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This paper is analytical descriptive, with data collection techniques, using "library research" and "interview" techniques. The data were collected from various sources such as books, journals, newspapers, magazines, as well as data sourced from the internet, and conduct in-depth interviews with related parties.

3. RESULT AND ANALYSIS

Creative Economy

The creative economy was first conceived in England by (John Howkins, 2001) in his book "Creative Economy, How People Make Money From Ideas". According to Howkins creative economy is an economic activity that relies more on idea or creative ideas to manage materials from the surrounding environment and add economic value to it.

United Nations Conference on Trade and Development (UNCTAD) in "Creative Economy Report 2010" (2010: 10) defines creative economy as "The "creative economy" is an evolving concept based on creative assets potentially generating economic growth and development. It can foster income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development. It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives. It is a set of knowledge based economic activities with a development dimension and cross cutting linkages at macro and micro levels to the overall economy. It is a feasible development option calling for innovative, multidisciplinary policy responses and interministerial action. At the heart of the creative economy are the creative industries."

According to Saksono (2012), the concept and understanding of creative economy is realistically simple. Creative economy is defined as a talent (creative-innovative idea) with economic value that can change the quality of human life to be more prosperous. Creative economy relies more on individual creativity through ideas, creativity, and creative power to increase the economic added value of their work, thereby creating jobs and welfare.

Broadly speaking, the creative economy discusses a very broad spectrum, is all aspects that aim to enhance competitiveness by using the creativity of individuals who are viewed with the eyes of the economy. The creative industry is part of the creative economy and focuses on its respective industries. Based on data obtained through BPS,

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the creative economy industry consists of 15 categories, but there are only three categories that contribute significantly to the gross domestic product of fashion industry, handicraft and advertising industry.

3.1 Stages of Development of Indonesia's Creative Economy

Stage One (2005-2009) MILESTONE	The Second Stage (2010-2014)	Third Phase (2015-2019)	The Fourth Stage (2020-2024)
Reorganize and raise awareness and appreciation of the creative economy in all areas aimed at enhancing value-added cultural-based creation efforts	Reorganize the development of creative economy and strengthen human resources and institutional development of creative economy aimed at creating conducive business climate for creative economy development	Strengthen the development of creative economy by emphasizing the achievement of competitive competitiveness based on the advantages of natural resources and human resources quality human with the ability of development and utilization of science and technology is increasing	Prioritizing creativity and realizing global competitiveness based on competitive advantage throughout Indonesia supported by qualified human resources, natural resources and local culture, industry competitiveness, dynamic, diverse and sustainable and conducive business climate.

Source: <http://www.program.indonesiakreatif.net>

The Role of Government Increases the Competitiveness of Batik Bakaran Through the Creative Economy Program.

The development of Batik Bakaran through creative economy program should refer to Presidential Instruction No. 6 of 2009 on creative economic development in 2009 – 2015. Creative economy is needed to encourage the competitiveness of Batik Bakaran, in order to be stronger and better in quality to compete in the global level. Batik Bakaran is the featured product of Kabupaten Pati, which is emphasizing on the characteristic and uniqueness of this region shown through batik motif and patterns. Through the inclusion of Batik Bakaran in the creative economy program, it is expected to improve the competitiveness of batik in the international arena and can also improve the welfare of other batik communities such as in Solo, Pekalongan and Jepara.

Batik Bakaran development since 2007 has been experiencing a pretty good development compared with the previous year. Moreover, since Batik Bakaran was in



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the list of creative economy, government of Kabupaten Pati support the increasing sales of Batik Bakaran through several programs such as batik exhibition which held once a year. As the expression of Mrs. Juwati as Batik Bakaran businesswoman:

".....Batik Bakaran exhibition was held by Dinas Koperasi dan UMKM Kabupaten Pati, annually in a regular bases. The presence of Pragolo Market also encourages batik craftsmen to increase batik stock, so the production also slightly increased than usual ..."(Interview, 22 June 2017).

The existence of Batik Bakaran exhibition is a form of government support to increase the production of batik and to improve the welfare of the batik craftsmen. Not only batik exhibition, but the government also provides free booth for business actors to market their batik. Batik Bakaran are sold at varying prices, for Batik Bakaran's price range between Rp. 100.000 – Rp. 400.000, according to the type and quality. For the type of batik itself has two types: the classical batik usually is the most expensive since it has a complicated motif and long process of procuction. The time required to produce Batik Bakaran classic type is between 1-2 weeks, and the type of contemporary batik such as *druju tree* motif (*Juwana*), *gelombang cinta*, *kedele kecer*, *jambu alas*, and *blebak urang* takes 5 - 7 day of production.

Government support to increase productivity Batik Bakaran not only by providing sales facilities for the business of batik but also by improving the quality of human resources of the batik craftsmen. There are some supports from the Kabupaten Pati according to Mrs. Juwati, in the form of sales management training aid, promotion training, Batik Bakaran coloring.

First, the government support through business management training is expected to increase Batik Bakaran's market share, as demand for batik is increasing. This is also accompanied by the support of Kabupaten Pati by requiring the civil servants to wear local batik uniforms to support batik craftsmen. The batik pattern worn by the civil servant called batik *pati bumi mina tani*. According to Mrs. Juwati the reason for the government requires their civil servants to wear Batik Bakaran is in accordance with local wisdom according to their respective regions. Batik craftsmen also feel the increasing of income with through this program.

Second, the success in promoting Batik Bakaran is one of the most important things in increasing sales Batik Bakaran. Promotion can be done through online base promotion thus it can reach not only local market, but also beyond. One of the entrepreneurs of Batik Bakaran, Ibu Yahyu, is markets her Batik Bakaran through

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instagram. According to her it is one of the provitable online media to promote Batik Bakaran to the outside area. Online media is a cheap medium of promotion and can reach all areas. Skills of how to communicate with the buyer and operating the communication technology by using Phone (HP) and computers are needed to enhance the promotion.

The third support is the batik coloring technic. Batik Bakaran is one of traditional batik with simple ornamental visuals. According to Mrs. Juwati as a batik entrepreneur, explained that characteristic of Batik Bakaran contained a lot of cracks in its motif. Batik Bakaran coloring is still limited the using of dark colors. Batik Bakaran coloring also uses a mature and striking color because of the influence brought by Nyai Ageng Danowati in Bakaran Village. It was only able to make that color at that time. Blue color was prohibited because the process of mixing dyes using a piece of chicken meat. Now there is a training of coloring technology which is developed in the Village Bakaran, thus the coloring techniques become diverse. Training of coloring techniques that are accompanied by skills and talent training, makes Batik Bakaran begun its development of motifs and colors which similar to other coastal batik, with bright, strong and diverse colors.

Factors Inhibiting The Development of Batik Bakaran in the Market Competition.

Batik Bakaran really needs attention from government and society through creative economy program in order to compete along with other batik from different regions. The development of Batik Bakaran through the creative economy program has not been oriented on the quality of human resources (lack of innovation), its economic activity is still limited to the difficulty of Batik Bakaran craftsmen in (1) the ability to strengthen its market position, (2) the ability to connect with its environment, (3) Nonstop performance, and (4) the ability to enforce a favorable position.e international arena.

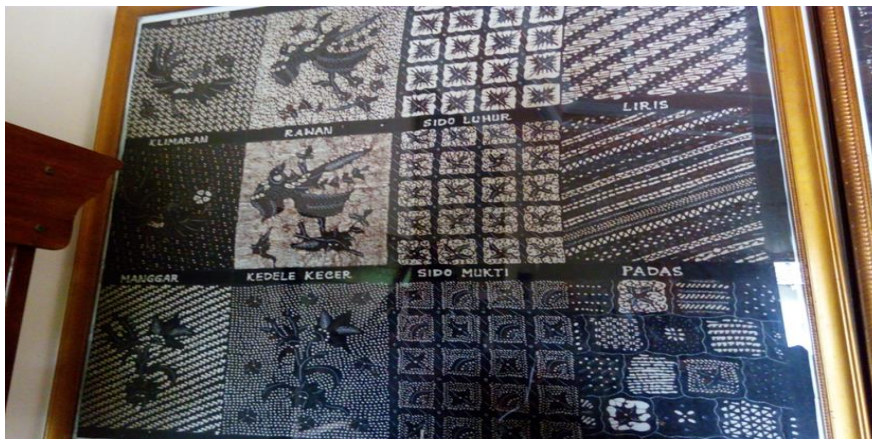
Batik Bakaran development program through creative economy has not fully optimize the competence of local human resources. Improving competitiveness through the creative economy is very necessary to broad the insight and ideas of batik craftsmen in making batik motifs in accordance with the color of the market demand. The lack of creativity is due to the limited innovation of batik craftsmen and the lack of training in batik production. The human resources involved must be able to creat ideas or trigger the idea of creativity. That is the form or action on the creative economy programs

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promoted by the government to build the community through improving the quality of human resources that can improve the welfare of the community.

Weak human resources Batik Bakaran craftsmen are very visible from the way they market the products. Batik sales are still waiting for the average buyers to come, they rarely take advantage of technology in expanding market access for batik bakaran. Batik Bakaran craftsmen are also less aware of the constraints or weaknesses they face to develop their batik industry. The researcher conducted an interview with one of Batik Bakaran business actor, Mrs. Yahyu. We asked about the constraints faced in developing Batik Bakaran industry, Mrs. Yahyu could not explain it comprehensively. It indicates that the level of human resources ability to analyze the related advantages and disadvantages of Batik Bakaran industry are still very low. That means the development of human resources is absolutely necessary if the government is serious about developing the Batik Bakaran industry.

Weak human resource of Batik Bakaran craftsmen made the lack of innovation. Batik Bakaran craftsmen is still oriented to the utilization of natural resources, this can be seen in mostly dark-colored motifs produced by the craftsmen. Here is an example of the type of Batik Bakaran motif:



Picture 1. Batik Bakar motif

Image Source: Photo of research documentation (taken during Cooperative Expo and Gelar Bazar Batik Pati dated 22 June 2017).

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Picture 2. Batik Bakar motif

Image Source: Photo of research documentation (taken during Cooperative Expo and Gelar Bazar Batik Pati dated 22 June 2017).

The color production which is limited to the dark ones due to utilization of plant-based colors only. Batik Bakaran use root, bark, stem, leaf, flower or plant sap, for the coloring process. The bark of a *tinggi* tree produces dark brown color, *togoran* wood produces yellow, and *kudu* root produces light brown color. The dye materials are hard to find. It caused the difficulty in innovating new motifs and colors. Thus made Batik Bakaran cannot keep up with the current trend in batik market, thus it attract few buyers among the society.

4. CONCLUSION

Batik Bakaran is the leading batik of Pati Regency and quite famous for its quality. However, the batik craftsmen have not processed the potential to the fullest. Batik bakaran still limited to be used for souvenirs, which has not shown good development in national and global industries. In 2009, there was a government program of creative economy which included Batik Bakaran to develop its economic scale and output. The development of Batik Bakaran through the creative economy program refers to Presidential Instruction No. 6 of 2009 on creative economic development in 2009 – 2015. Creative economy is needed to encourage the competitiveness of Batik Bakaran stronger and better quality so as to compete in national and global level. Batik Bakaran has started to show good development in the national market with high demand and can compete with national batik such as batik Yogyakarta, Solo, Pekalongan and Lasem. Although not all batik craftsmen can develop innovation and create new motives that





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match the interests of consumers. The ability of batik craftsmen to innovate is highly influenced by the quality of human resources.

Creative economy relies on creative idea. Through ideas, creativity and innovation would potentially be able to improve the ability of batik craftsmen. There are some supports from Pati Regency government in the form of sales management training aid, promotion training, Batik Bakaran coloring. Government support through creative economy program can increase productivity of Batik Bakaran. In addition, the government also provides promotional and sales facilities for craftsmen and batik business actors in the form of booths or batik bazaars.

The development of Batik Bakaran has shown an increase in production and sales. However, every batik craftsman has the ability in marketing as well as different marketing areas, because every business actors and batik craftsmen compete with each other.

Barriers in the development of Batik Bakaran through the creative economy program have not been oriented to the quality of human resources (lack of innovation), its economic activity is still limited to the difficulty of Batik Bakaran craftsmen in (1) the ability to strengthen its market position, (2) the ability to connect with its environment, Ability to improve endless performance, and (4) ability to enforce a favorable position.



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