

Empowerment of Lurik Woven Small and Medium Enterprises to Face the Global Market with Multi Disciplines

Edy Prayitno¹, Uyuunul Maudzoh², Wahyu Eka Priana Sukmawaty³, Nerys Lourensus L. Tarigan⁴

STMIK AKAKOM Yogyakarta, Indonesia¹

Jl. Janti No.143, Jaranan, Karang Jambe, Kec. Banguntapan, Bantul, Daerah Istimewa Yogyakarta 55918

STT Adisutjipto Yogyakarta, Indonesia²

Jalan Janti Blok. R, Lanud Adisutjipto, Karang Janbe, Banguntapan, Kec. Banguntapan, Bantul, Daerah Istimewa Yogyakarta 55198

AKS AKK Yogyakarta, Indonesia³

Jl. Nitikan Baru No.69, Sorosutan, Kec. Umbulharjo, Kota Yogyakarta, Daerah Istimewa Yogyakarta 55162

STIE IEU Yogyakarta, Indonesia⁴

Jl. Hayam Wuruk No.20, Bausasran, Kec. Danurejan, Kota Yogyakarta, Daerah Istimewa Yogyakarta 55212

Correspondence Email: edyprayitno@akakom.ac.id

ABSTRACT

Lurik fabrics, fabrics in the form of lines, are one of Indonesia's traditional woven fabrics that must get support to survive in competition with other fashion products, both nationally and globally. The complexity of the problems faced by small and medium industries engaged in weaving requires support from various scientific fields, namely industrial engineering, fashion, management, and information technology. In general, the support provided is to increase the quality and quantity of products produced, improve management, and expand the marketing network. Each of these divisions provides direct technical support in accordance with existing concrete problems. The industrial engineering division rearranged the production space so that it is more comfortable, safe and conducive to work. The Clothing Department provides training in the manufacture of derivative products from striated fabrics, so that derivative products with high economic value will be produced to be marketed. The Management Division improves the management of financial records and marketing planning, as well as the management of Intellectual Property Rights for their lurik motives. Information technology department, created a website for wider information dissemination, and created an online shop in several existing marketplaces. Some of the results of this assistance include a neatly arranged production room, a production machine with a production capacity of 2 times as much; 6 employees master the manufacture of derivative products with 3 product variants; 5 Intellectual Property Rights for lurik motives; 1 active website; 2 online shops. Overall, these activities have increased the quality and quantity of production produced, as well as market expansion.

Keywords: Lurik, Derivative Products, Lurik Motive, Business Management, Online Marketing

INTRODUCTION

Lurik is an Indonesian traditional craft made using a traditional tool called a non-machine loom (Irawan: 2019). Lurik is one of the traditional fabrics that has been around for a very long time, even since ancient times. This can be seen in the inscription of the time of the Mataram Hindu Kingdom (851-882 AD) which shows the existence of the poor striated cloth (Djoemena: 2000) Several regions in Indonesia produce lurik with different patterns, one of which is Klaten Regency in Central Java Province. The number of lurik weaving craftsmen in Klaten is around 1100 craftsmen spread across various areas involving around 2200 workers (bps: 2019).

In accordance with Central Java Governor Regulation Number 62 of 2018 concerning Service Clothing in the Environment of Central Java Province, weaving or lurik is one of the materials for Daily Service Clothing (PDH) that must be worn by the State Civil Apparatus (ASN) in the province of Central Java. Specifically, for the Klaten Regency area, there is a Regional Secretary Circular Number 00/069/2016 concerning the Schedule of Wearing Official Clothes in the Klaten Regency Government which stipulates that every Thursday the official clothing that must be worn is Traditional Weaving PDH (local product lurik). The routine agenda organized by the local government of Klaten district to preserve traditional lurik cloth is the lurik festival.

Responding to market opportunities related to government policies, lurik SMEs are trying to improve the quality and quantity of their production to meet the needs of striated fabrics, especially in the Central Java region. More than that, national and global markets are also wide open for products made from woven / lurik fabrics. One of the Small and Medium Enterprises (UKM) which is engaged in the production of lurik woven fabrics is Lurik ATBM Sumber Rejeki Tex, which is located in Mlese Village, Cawas District, Klaten Regency, Central Java Province.

The conditions and some of the partners' problems from the aspects of production, product, management, and marketing are (1) many assets in the form of machines / production equipment that are not used due to damage; (2) no derivative products have been produced; (3) financial records and business management are still carried out in a simple manner, so that business profits or losses cannot be ascertained with certainty; and (4) have not used information technology (internet) to conduct marketing, marketing is carried out with limited marketing areas around the cities of Klaten, Solo and Yogyakarta.

To improve the conditions and solve the partners' problems above, it is necessary to have a multi-scientific solution, namely Industrial Engineering, Clothing, Management, and Information Technology. The purpose of carrying out activities in this community service program is to improve the quality and production capacity produced by partners, so that they can develop to meet local and global market demands.

RESEARCH METHOD

The community service program was run for three years, with a focus on interrelated and sustainable activities, as shown in Figure 1. The first year focused on improving partner infrastructure, namely (1) increasing production capacity; (2) adding variants of lurik

motifs and derivative products; (3) financial management and marketing improvements; and (4) use of the internet for broader marketing.

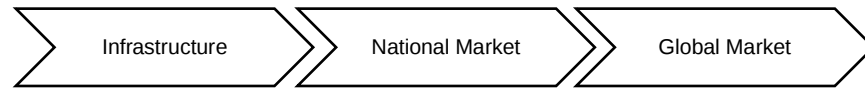


Figure 1. Focus of community service activities

In the second year, it is hoped that partners will have broader marketing capabilities nationally. Partners have been actively involved in various national scale events, in the form of marketing exhibitions, fashion shows, and others. Online marketing transactions using both the website and the marketplace are already in large numbers. At this stage also, the quality of the product is better and the quantity or production capacity is more.

The partners are expected to be ready to actively market their products to the global market in the third year of community service implementation. In addition to improving product quality, partners have also mastered the necessary administration related to the export process. To support the success of community service, a multi-disciplinary scientific approach is needed, namely Industrial Engineering, Clothing, Management, and Information Technology. Each scientific field has various programs of activities that support each other to solve partner problems.

Several program activities are carried out for each field. Some of the activities that are the responsibility of the Industrial Engineering sector are (1) restructuring and rearranging the production space to make it more comfortable and safer for employees; (2) improving production machines for labor efficiency, shortening production time, and increasing production capacity; and (3) making Occupational Safety and Health guidelines for employee safety.

The Dressmaking Department carries out activities related to (1) repairing sewing machines; (2) replacement of the sewing machine table; (3) sewing training for employees so that they can make derivative products of striated fabrics, so that derivative products with better economic value will be available; (4) processing of copyright IPR registration for lurik motives owned by partners; and (5) the addition of new lurik motifs is also carried out to add to the collection or variant of the motifs being sold.

Arrangement of financial books or records is very important, seeing as so far financial recording has been done very simply. This is the responsibility of management to improve. The management division also created a marketing master plan that is the target for partners in marketing their products in the next three years.

Industrial Engineering	Fashion	Management	Information Technology
Improvement of production space	Training in sewing derivative products	Financial management training	- Website development - Establishment of

• Repair of production machines • Making Occupational Safety and Health guidelines	• Making new motifs of lurik	• Creating a marketing master plan	an online shop in the marketplace
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Figure 2. Activity Program per Division

The Information Technology sector develops websites so that information about partners' existence can be accessed by anyone from all over the world. As well as the website is used as an online marketing medium. To maximize online sales, partners have also created online stores in several marketplaces in Indonesia. By having an online store in the marketplace, partners have a wider market share nationally, especially with the various variants of existing derivative products. In each activity implementation, each field involves students from the appropriate department to help and smoothen its implementation.

RESULTS AND DISCUSSION

Community service activities in the first year of 2020 were hampered by the global coronavirus (COVID-19) outbreak. In order to maintain the health and safety of all parties, physical activities will be temporarily suspended from April to May 2020. Coordination to discuss the course of service activities, both with partners and between service teams, is carried out online. New activities began to be active again in June, so not all program activities have been implemented properly. Some program activities are being implemented by each division.

To improve the functions of the agricultural machines and spools, 2 dynamos were provided. Previously, the hani machines and spools were run manually using two people. The hope is that with the addition of a dynamo to the two machines, it will increase labor efficiency and increase productivity.

Two of the sewing machines owned by the partner were damaged, so they cannot be used. Also, the condition of the sewing table that was damaged and warped resulted in the sewing machine not being used properly. The service team has helped the partners buy 5 sewing machine tables, and repair 2 sewing machines.

Other activities carried out are restructuring and rearranging the production space. Improvement was carried out by remodeling the walls of the production room, replacing the lower part of the bamboo walls with brick walls. The front wall of the production room, which previously used woven bamboo, was replaced with wooden doors to make it stronger.

Another activity program that is the responsibility of the Fashion Design division which is currently and being implemented is training in sewing derivative products with a total of 6 participants. This activity resulted in 6 new employees who were skilled in making

derivative products. The derivative products that have been produced are tissue containers, cloth masks, tote bags, and other products will be followed. 3 new lurik motifs have also been produced in this activity, and their IPR copyright has been processed.

As a marketing guide for the next 3 years, the management division created a marketing master plan that contained details of the marketing steps to be carried out, both offline and online. This long-term marketing plan is expected to facilitate entrepreneurs in making effective marketing strategies. Previously, product packaging that only used plastic as cloth wrapping was replaced with beautiful packaging and made the product packaging look more attractive.

Meanwhile, the information technology division develops a website that is not only used to convey product information, but is also used to conduct online sales transactions. With this website, customers can see the latest products available and buy immediately without having to come to the showroom. To increase the market area nationally, the information technology division has also created an online store in 2 marketplaces in Indonesia.

CONCLUSIONS

Implementation of community service in the first year of 2020 is hampered by COVID-19, so that some of the planned activities must be postponed. However, with the implementation time still available, and with the full support of partners, all activities will be well completed. So that the focus of the first-year activities, namely improvement of partner infrastructure, both improvements can be achieved in production space and machines, addition of derivative products, business management, and expansion of online marketing. This community service activity is ready to be continued at the next stage in the second and third years.

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