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Empowerment Of Dolly Localization Communities With Batik-Based Innovation And Export Potentials In Putat Jaya Area, Surabaya East Java

Suhud Wahyudi
School of Mathematics, ITS,
Surabaya, Indonesia

Muslichah Erma
School of Business and Economic,
Bhayangkara University, Surabaya, Indonesia;

Mahmudah Enny
School of Business and Economic,
Bhayangkara University, Surabaya, Indonesia

ABSTRACT

Community service program entitled Innovation of Batik Craftsmen by Empowering Human Resources "Ex-Dolly Localization" Based on High Competitiveness Science and Technology and Leading Export Potentials of Kel. Putat jaya barat, Surabaya East Java. Partners (1) Mrs. Kusmiati Putat Jaya Barat VIIIB-31 Surabaya. Partners (2) The Women of Putat Jaya Barat VIIIB and surrounding areas who have an interest as batik artisans. Partners are assisted by the City Government which is affected by the closure of the localization of the economy, then the City Government facilitated the establishment of the Jarak Arum. Problems: 1) The batik cloth produced starts from a monotonous design, so far it has been designed conventionally so it is not effective. 2) tools for stamped batik cloth have often been used so that the design does not vary. 3) The craftsmen to always be enthusiastic need to be motivated as craftsmen and so batik that is competitive and has a high selling value needs to be widely known. The solution: 1) Technology Application of the software for batik design and coloring so that new designs will always appear. 2) Stamped batik equipment consisting of a stamp and its stamp 3) Knowledge of entrepreneurial spirit and technology in conducting marketing activities. Methods: (1) Design, build, maintain the use of Technology Application of software for batik design and coloring so that new designs will always appear (2) Design, build, maintain the use of stamp equipment for partners1 and partners2 (3) Training, practice, and assistance transmits entrepreneurial mindset and behavior, e-marketing with smartphones for partners 1 and partners 2.

Keywords: Entrepreneur behavior, E-commerce, community empowerment

INTRODUCTION

Batik is a combination of art and craft on a piece of cloth using traditional wax coating techniques. Batik is a valuable heritage of the Indonesian nation that is worldwide. Batik in Indonesia is an overall technique, technology, and development of related motifs and culture, which UNESCO has designated as a Humanitarian Heritage for Oral and Non-Bendian Culture (Masterpieces of the Oral and Intangible Heritage of Humanity) since 9 October 2009 (Musman & Asti, 2011). Indonesia is a country famous for batik culture where almost every city in Indonesia has a batik culture, one of which is Batik Tulis Jarak Arum. The existence of Batik Tulis Jarak Arum is not too exposed so that many of the people of Surabaya themselves do not know of its existence as a product of local culture. To introduce a product that is only known by consumers requires tools to remember a product. Therefore, the purpose of this study is directed to design the Batik Tulis Jarak Arum Book of Ex-Localization Dolly with Watercolor Techniques to Increase Brand Awareness.

The tradition of making batik, in the beginning, was a tradition that went down so that sometimes a motif can be identified from a particular family batik. Some batik motifs can show someone's status. Even today, some traditional batik motifs are only worn by Yogyakarta and Surakarta palace families. Batik is a legacy of the ancestors of Indonesia (Java) which still exists today.

Surabaya is one of the cosmopolitan cities, where residents come from several areas as migrants so that there is a fusion of metropolis culture with Surabaya's native culture that makes Surabaya rich in culture. Batik Tulis Jarak Arum is one of the Batik Houses facilitated by the City Government with the largest localization in Southeast Asia that is closed, which is a collection of batik in the vicinity of the closure was scouted and trained for batik where their livelihoods were originally provided for their needs the location of the localization was opened such as a coffee shop, a grocery store, etc. Batik Tulis Jarak Arum House was established for the distance of the people affected by localization so that their economy continues to run. Various types of SMEs were established solely to increase the income of the residents of Jarak, where since the closure of the localization area the income of the residents has decreased dramatically.

According to Fitria Anggraini, a Batik craftsman and supervisor of Batik Tulis Jarak Arum, stated that the lack of media programs that provide an interesting and communicative picture of batik design, causes people to tend to be more oriented towards foreign cultures, especially among early adulthood. Whereas the values contained in the beauty of batik can be combined with designs that can follow the tastes of the market, which are packaged attractively and communicatively to be able to maintain the pride of Indonesian people.

This can open the opportunity of Batik Tulis Jarak Arum getting aware of the public especially the early adult circles and will encourage batik craftsmen to continue to be creative to target consumers. Batik designs that can follow the tastes of the market now can appeal batik to become a fashion mecca for early adolescents in Surabaya. Where most of them like to use clothes that are unique, classic, simple, elegant and also lightweight when used for everyday clothing. Educating early on through various kinds of batik designs that are presented as attractive as possible may be the right solution as an effort to introduce batik to young adults.

LITERATURE REVIEW

Theoretical Foundation

Small and medium-sized enterprises (SMEs)

Looking at the scale of its business, Tempe craftsmen can be categorized as small and home industries. The definition of small and household industries follows the definition of MSMEs based on Law No. 20 of 2008 article 6. Micro Business is a business entity that has a net asset of no more than Rp 50,000,000 (fifty million rupiahs) excluding land and buildings where it operates, or have annual sales results of at most Rp.300,000,000.00 (three hundred million rupiahs). Small Business is a business entity that has a net worth of more than Rp 50,000,000 (fifty million rupiahs) up to a maximum of Rp 500,000,000.00 (five hundred million rupiahs); excluding land and business premises; or has annual sales results of more than Rp.300,000,000.00 (three hundred million rupiah) up to a maximum of Rp2,500,000,000.00 (two billion five hundred million rupiah).

Mujiyadi and Gunawan (2007: 34) say that there are several steps in empowering the poor:

1. Community empowerment is a prerequisite for poverty alleviation efforts. A concrete step is to increase the people's critical awareness of their position in the socio-political structure in which the poor life.
2. Efforts to break the exploitative relationship with the poor. This means allowing critical awareness of the poor to reorganize to improve work productivity and quality of life.
3. Instill a sense of togetherness (egalitarian) and give a picture that poverty is not a destiny but as the embodiment of social constructions.
4. Realizing the formulation of development in full involvement of the poor.
5. The need for social and cultural development for the poor
6. The need for a more even redistribution of development infrastructure.

Local Culture

In general, the understanding of Local Wisdom is ideas, values or views of a place that has a wise and valuable nature that is followed and trusted by the people in that place and has been followed from generation to generation.

Local Wisdom has several characteristics, namely:

1. Have the ability to control.
2. It is a fortress to survive from the influence of outside culture.
3. Having the ability to accommodate outside cultures.
4. Having the ability to give direction to cultural development.
5. Has the ability to integrate or unite external cultures and native cultures.

Local Wisdom is explicit knowledge arising from a long period and evolving together with the community and the environment in the area based on what has been experienced. So it can be said, local wisdom in each region varies depending on the environment and living needs.

Local Wisdom-Based Community Economic Empowerment

Efforts to encourage stakeholder participation in social development can be done through (1) reorienting the bureaucracy towards effective relations with the community through a coalition of community networks; (2) an increase in the sense of responsibility in which people build themselves, awareness of understanding their needs, problems, abilities, and potential; and (3)

facilitate communication between various local stakeholders. It is necessary to apply the guiding principle of coming to the people, living together with the people, learning from the people, planning and cooperating with the people, starting with the people knowing, building and developing, teaching by example, introducing patterns rather than showing off, showing systems not creating obstacles, harmonizing perceptions, changing patterns creatively, and provides freedom of creation (Moeljarto, 1991).

The concept of people-centered development with a focus on community empowerment is a strategic approach, where the creative initiative of the people forms the basis of development policy. Building community welfare needs to involve the people in the process so that policymakers fully understand the real issues. The key success factors are (1) commitment of policymakers; (2) the ability of facilitators to assist the community; (3) the environment supports mutual change; and (4) there is a guarantee to be able to change and the results of the study as a source or reference in making policy. Interventions are needed in strengthening and understanding the community to know and develop certain sectors through a participatory approach. It can help the public to know and understand the process of resource management so that the implementation of development programs becomes more sustainable (Moeljarto, 1991).

Based on the information technology-based relational marketing model, local wisdom-based economic empowerment can be implemented more directed, so that the goals and objectives of development that take place in the regions can be achieved, namely:

1. Implementation of efforts to accelerate local economic development through involving the government, business world, local communities, and civil society organizations in a participatory process.
2. The development and development of partnerships and strategic alliances to accelerate the development of the local economy among stakeholders in synergy
3. The development of economic facilities and infrastructure that supports efforts to accelerate local economic development.
4. The realization of the development and growth of SMEs economically and sustainably.
5. The realization of an increase in community income, reduced unemployment, decreased poverty levels.
6. The realization of increased equality between community groups, between sectors and between regions.
7. The creation of resilience and economic independence of the local community.

E-commerce

Through this online marketing, the reach becomes wider and unlimited. Consumers can find products wherever they are as long as there is the internet to access them. This online marketing provides more convenience for consumers, including the ease of choosing goods, payments, and customers do not need to go far to come to the store. Customers simply sit at home with their gadgets and internet access to access the virtual store.

METHODS

Formulation of Concepts and Strategy Activities

Formulation of Concepts

The number of partner problems is that in terms of design production which is less varied, chasil batik stamped equipment used is less varied. In terms of batik marketing, the craftsmen who manage jatropha houses are not yet widely known in other cities or even outside the island, so other locations have time and cost constraints, so here the proposer and partner deliver the concept formulation:

Then the formulation of production and marketing problems can be conveyed as follows:

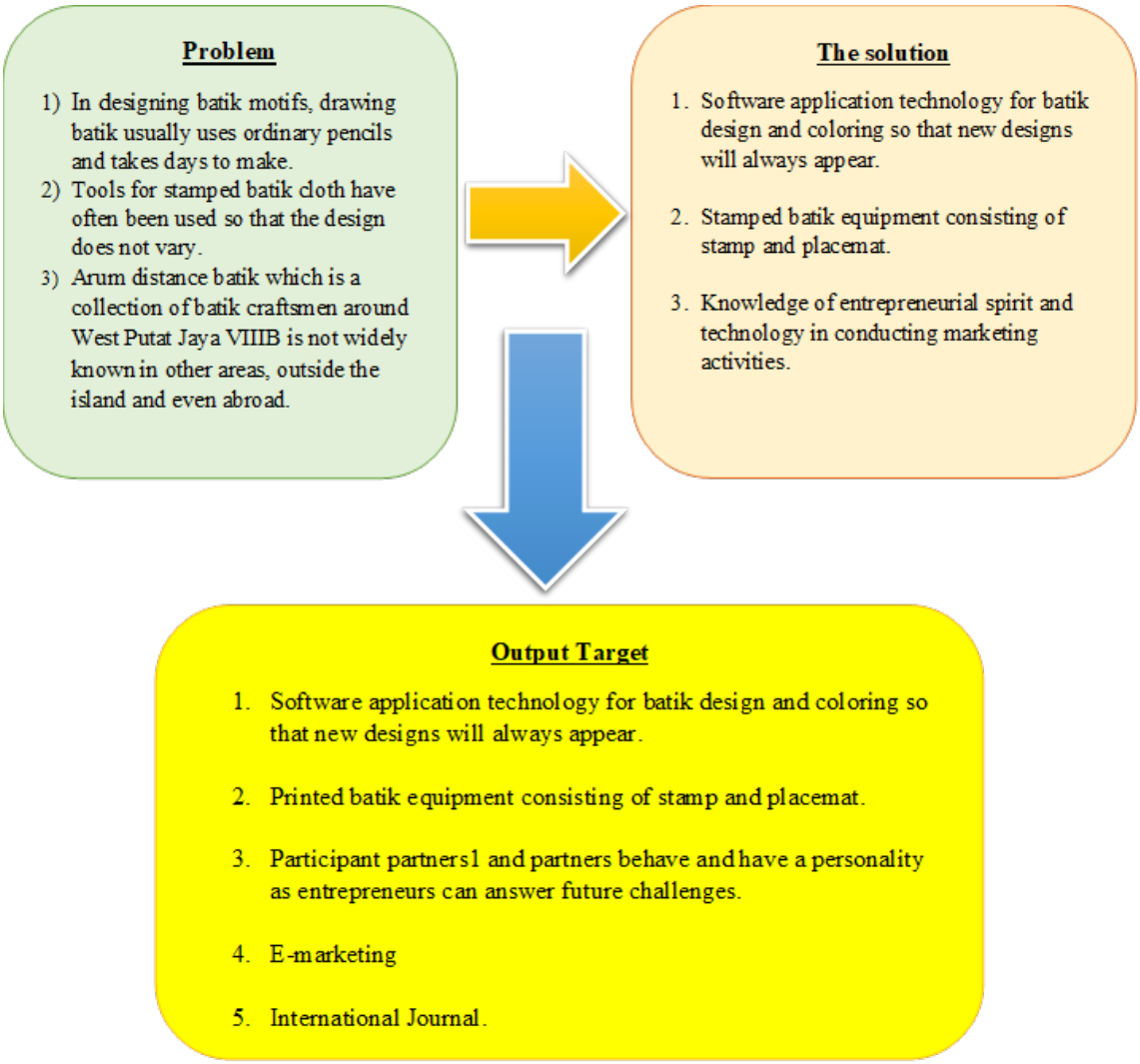
1. How can the partners be able to design innovative batik with fast time?
2. How can partners make more varied batik cloth stamps?
3. Considering that the profession as a craftsman was obtained because the ex localization land was closed replacing the initial profession of the surrounding community, then the entrepreneurial spirit needs to be constantly maintained and motivated and marketing is done by e-marketing.

Strategy Activities

Based on the agreement between the service team and partners namely Partners (1) Kusmiati Putat Jaya Barat VIIIB-31 Surabaya (2) West Putat Jaya VIIIB Women and their surroundings who have an interest as craftsmen, then the justification of priority issues agreed to be resolved during the program implementation The devotion is illustrated below:

a) Designing (designing and building), training, practice and assistance in using (including maintenance and care/troubleshooting) technology Technology Software applications for batik design and coloring so that new designs will always appear (1) Mrs. Kusmiati Putat Jaya Barat VIIIB-31 Surabaya (2) The Women of Putat Jaya Barat VIIIB and surrounding areas who have an interest as craftsmen.
b) Design, build, care for the use of stamp equipment for (1) Mrs. Kusmiati Putat Jaya Barat VIIIB-31 Surabaya (2) West Putat Jaya VIIIB Women and their surroundings who have an interest as craftsmen
c) Give enthusiasm and motivation as batik craftsmen who can answer future challenges and technology in conducting e-commerce marketing activities so that products are well known in East Java and even outside the island because they have competitiveness.

Based on the problems of partners in the production and marketing sectors that have been explained and the agreement of the proposing team's solution with the partners, the solutions and targets for the implementation of the service program based on the priority problems agreed upon previously are:



Strategy, Activities And Sustainability Plans

Strategy

Based on the agreement between the devotion team and Partners (1) Mrs. Kusmiati Putat Jaya Barat VIIIB-31 Surabaya. Partners (2) The Women of Putat Jaya Barat VIIIB and surrounding areas who have interests and expertise as batik artisans, the justification of priority issues agreed to be resolved during the implementation of the service program is illustrated as follows:

a) a) Design, build, care assistance training in the use of Technology Application software for batik design and coloring so that new designs will always appear.
b) b) Design, build and assist in training for the use of stamped batik equipment so that there are more facilities so that the results of the printed batik cloth always appear in the latest designs.
c) c) Design, build, care assistance training on the use of TTG batik equipment such as electric canting and electric stove so that more facilities so that high productivity when there are reservations can be quickly handled and received to be done with the completion according to the promised time.

d) d) Training in practical skills, and assistance in the updating of knowledge and information on management functions which includes planning, organizing, actuating and controlling; Operational management functions which include: HR management, marketing management, production management, information management, and financial management.
e) e) Training in practical skills, and mentoring the mindset and behavior of an entrepreneur and technology in conducting e-commerce marketing activities.
f) f) Providing props of batik cloth so that the spirit of batik appears higher and higher
g) g) Provides safety equipment when working, namely gloves so that the skin of the hands is not contaminated with chemicals during coloring.

Sustainability Plans

The activity plan that shows the steps for a solution to the problem agreed between the Dedication Team and Partners is as follows:

1. Preliminary visits to partner I and II preparations include:
   a) Conduct initial communication about the activity plan between the Implementation Team and the two Partners.
   b) Determine the schedule for the implementation of activities that have been mutually agreed between the Implementation Team and the two Partners with guidance following the schedule of ITS.
   c) Determine and discuss the type of partner participation to support each activity proposed by the Dedication Implementation Team.
2. Improving the production process for the quality of results using technology by design (engineering), training, practice, and mentoring by the problems of the two partners.
3. Conduct training, practice and mentoring, so that they have the ability of human resources (HR) knowledge and information knowledge concept knowledge and understanding of social-spiritual marketing and technology in conducting e-commerce marketing activities. As an entrepreneur who is ready to face the challenges of the future.
4. Conduct training in practical skills and mentoring on knowledge and information management functions covering planning, organizing, actuating and controlling; Operational management functions which include: HR management, marketing management, production management, information management, and financial management.
5. Conduct training on care maintenance using Technology Application Software for batik design and coloring so that new designs will always appear.
6. Conduct training on care assistance for the use of stamped batik equipment so that more facilities so that the results of printed batik cloth always appear the latest designs with distinctive of Batik Tulis Jarak Arum.
7. Conduct training on maintenance assistance for using TTG batik equipment such as electric canting and electric stove so that more facilities so that productivity is high when there are reservations can be quickly handled and accepted to be done with completion by the promised time.
8. Conduct training in practical skills and mentoring knowledge and information management functions covering planning, organizing, actuating and controlling; Operational management functions which include: HR management, marketing management, production management, information management, and financial management.

9. Training in practical skills, and mentoring the mindset and behavior of an entrepreneur and technology in conducting e-commerce marketing activities.
10. Providing props of batik cloth so that the spirit of batik appears higher and higher
11. Provides safety equipment when working, namely gloves so that the skin of the hands is not contaminated with chemicals during coloring.

Partner Participation in Program Implementation

1. Facilitating and providing a place for the implementation of training activities, practice, and community service assistance on:
   a) Improving the production process for the quality of results using technology by doing design (engineering), training, practice, and assistance by the problems of the two partners.
   b) Conduct training, practice and mentoring, to have the ability of human resources (HR) knowledge and information update of concept knowledge and understanding of social-spiritual marketing and technology in conducting e-commerce marketing activities. As an entrepreneur who is ready to face the challenges of the future.
   c) Conduct training in practical skills and assistance in the updating of knowledge and information on management functions which include planning, organizing, actuating and controlling; Operational management functions which include: HR management, marketing management, production management, information management, and financial management.
   d) Conduct training on maintenance assistance in using Technology Application Software for batik design and coloring so that new designs will always appear.
   e) Conduct training on care assistance for the use of stamped batik equipment so that more facilities so that the results of printed batik cloth constantly appear the latest designs with distinctive Batik Tulis Jarak Arum.
   f) Conduct training on maintenance assistance using batik TTG equipment such as electric canting and electric stove so that more facilities so that high productivity when there is order can be quickly handled and received to be done with completion by the promised time.
   g) Conduct training in practical skills and mentoring knowledge and information management functions covering planning, organizing, actuating and controlling; Operational management functions which include: HR management, marketing management, production management, information management, and financial management.
   h) Training in practical skills, and mentoring the mindset and behavior of an entrepreneur and technology in conducting e-commerce marketing activities.
   i) Providing props of batik cloth so that the spirit of batik appears higher and higher
   j) Provides safety equipment when working, namely gloves so that the skin of the hands is not contaminated with chemicals during coloring.
2. Socialization and mobilization to members of the two partners so that they participate in all training activities, practices, and community service assistance.
3. Facilitating the formation of an executive committee consisting of an implementation team and partners and tasked with providing guidance and information to Partner I (Mr. Subardi) and Partner II of PKK Keputih Timur Jaya III Rt-Rw 04-02 Surabaya on the implementation of community service activities.
4. Facilitating and providing input to the service team to make the activities successful following the target output of each service activity.

5. Help prepare the needs of supporting training, practice, and assistance activities include; banner; papers and training materials, providing electricity and internet connections, desk-chairs, sound system, and LCD projector screens.
6. Coordinate community service activities with Partners (1) Mrs. Kusmiati Putat Jaya Barat VIIIB-31 Surabaya. Partners (2) The Women of Putat Jaya Barat VIIIB and surrounding areas who have interests and expertise as batik artisans regarding the schedule determined by the service team.

CONCLUSION

Community service program entitled Innovation of Batik Craftsmen by Empowering Human Resources "Ex-Dolly Localization" Based on High Competitiveness Science and Technology and Leading Export Potentials show a positive impact for the community. The community service program help them to monitor and control batik production activities at the Batik Tulis Jarak Arum. Enhance and cultivating a cooperative spirit and help them with knowledge to manage waste from batik process so the pollution is reduced.

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