

The Development of Batik Tajinan in District of Malang

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Abstract: In national development, small and medium industry (SMI) has a strategic role to the national growth, employment and the distribution of development outcomes. Batik is usually only known from solo, batik is now already exist throughout Indonesia, including Malang and has become part of the Small and Medium Industries. However, in Tajinan, Batik management looks like a single fighter. This study aims to determine: (1) the factors that influence the development of the batik industry in Tajinan (2) the efforts that have been made by the government in supporting the development of batik industry in Tajinan (3) The strategy that should be done by the government. The approach used in this study is a qualitative descriptive, type of research is a case study. Based on data analysis, the conclusion (1) The supporting factors affecting the development of industry in Pandanmulyo Tajinan is a factor of labor, capital, production system used, the materials and tools necessary production, markets, governments, and businesses themselves. Factors inhibiting the development of batik in Pandanmulyo Tajinan is a factor mindset of society, priority business owners, access to business, government and carrying capacity less than the maximum. (2) The role of government in supporting industries batik Pandanmulyo Tajinan include providing equipment assistance, venture capital, training, and marketing. (3) The strategic measures that the government should do, establish strategic alliances around Tajinan and create a cluster in Pandanmulyo Tajinan.

Keywords: Development, Batik, Strategic Alliances, Cluster

In 1998, Indonesia has experienced a crisis that shook the economy back then. Yet, big industries were out of business and many dismissed the employment relationship, SME precisely employed and run well in overcoming the crisis (setyawan, 2007). Due to the robustness, small and medium industry (SME) has been developed to be able to evolve independently, and eventually lead to the welfare of society. In its own national development, SMEs have a strategic role to the national growth, employment and the distribution of development outcomes.

Nowadays, SMEs batik has already existed everywhere. Batik is an Indonesia's cultural heritage which is originally a hand-crafted product that serves as a customs purposes or identical objects with sacred activity. Now batik increased functionality as disposable items everyday functions more practical, especially as clothing materials. Currently, batik has the function of profane (everyday) and the sacred (religious), (Masiswo, 2011). UNESCO has acknowledge batik as an Indonesian cultural heritage on October 2, 2009 (Detiknews, 2009). Pride in cultural heritage and diversity of functions, create more diverse batik motifs and patterns arising from typical of each region.

Furthermore, Malang regency has a wide range of batik motifs that attract the public interest. But when people hear batik Tajinan from District of Malang Regency, then known Batik Pandanarum assisted by Mrs. SitiAslamiah. Not because of her industrialscale is the greatest yet due to the persistence Mrs.Siti which makes the industry is better known. In this

case, Mrs. Siti appears as a single fighter in batik industry in Tajinan Malang since she is well-known as the only batik producer.

LITERATURE REVIEW

Industry Development

The words “pengembangan” in the Indonesian big dictionary is defined as "the process, ways, actions, developing" (the drafting team of Kamus Besar Bahasa Indonesian, 1997). According to (Pamuji, 1985), he suggested that development is: "a development that is changing something so that it becomes a new and owned a higher value. ..". The development of several definitions can be concluded that the development is any attempt or act to promote, improve, regularly and gradually in order to improve something that already exists as expected.

In the establishment of a field of small and large businesses, of course, is based on one specific goal to be achieved. The achievement will be able to run properly if the company has the ability to be able to optimally manage all the resources they have. As is the resources that are managed by the company in management science Sukarno (1986: 46) are:

- a. Man: human labor.
- b. Money: the needed money.
- c. Methods: method or system used
- d. Materials: the needed materials.
- e. Machines: required machines.
- f. Markets: markets, to sell the results of production.

Strategic Alliance

Cooperation network is closely related to the strategic alliance. According to (Suharto, 2006) is a strategic alliance "an agreement between two or more individuals or entities Stating that the Involved parties will act in a certain way in order to Achieve a common goal". So strategic alliances can be formed from two or more individuals or entities that possess aligned objectives. Thus, the strategic alliance needs members who complement each other, so that the desired goal is achieved. (Hestningsih 2010) General Characteristics of the Strategic Alliance are:

- a. The partners expect the concrete benefits (added value) for those of this cooperation.
- b. The partners focused on a variety of their strength in this cooperation. As anticipate that value-added can only be achieved through this strategic alliance
- c. The partners bring a variety of strengths, especially but not its businesses overall (net partially)
- d. The partners in the alliance maintain their autonomous functions
- e. New partnerships and organizational structures emerge from this cooperation

Cluster

Cluster is essentially an extension of the strategic alliance. Where more firms in an industry. Thus, the cluster is the incorporation of some alliance of several companies in a region adjacent. The notion cluster, According to Porter (2000) "A cluster is a group of companies sharing local resources, using Similar technologies, and forming linkages and alliances." Understanding cluster can also be viewed from different wider perspectives, in view of business strategy cluster is the extensive area surrounding the industrial linkage.

According to (Hestningsih, 2010) there are three typologies of clusters which are:

1. Bottom-up Typology: cluster formation is on the basis on local companies. The role of members aligned. Oriented to the pure business
2. Top-down Typology: The Role of Political is very strong. Centralized. Depending on political funding.
3. Core and Bars / Satellite Typology: Initiated large companies that want to establish cooperation with small companies. Spearheading the clusters are in great company.

METHOD

This study used a qualitative method that aims to examine the phenomenon referred to previously in depth. Researchers act as the main instrument at the same time collecting the data. The types and sources of data are obtained from the primary data. Stages of research conducted comprising the step of pre-course, phase Field Work, Data Analysis Phase (Moleong, 2013). Data analysis was performed through the steps of data reduction, display data, and verification. Validity and authenticity of data tested on a test of credibility, transferability, and dependability.

RESULTS AND DISCUSSION

Batik Pandanmulyo has established since 2008 through Mrs. Siti Aslamiah initiative. Mrs. Siti herself is an ordinary citizen who works as civil servant. The initiative arose because PKK Dasa Wisma community in the area wanted to supplement the family income to meet their needs. At that time, there were only a savings and credit activities of little help families make ends meet them. Seeing these conditions, Mrs. Siti started her business with training and inviting a batik tutor from Solo. From the results of the training, it was decided that the motif is "ijoroyo-royo" which has rural landscapes. In addition, there are three other motifs such as mask, pandansrimukti, and sugar cane motif. In terms of marketing, during this batik Pandanmulyo, there is no trouble for orders always come mainly from the agencies, both for uniforms or for souvenirs. Batik production itself is nothing written or printed. And most orders requested batik. Because the number of workers are not comparable with the order, it was decided not doing marketing through Social Media.

Factors Affecting the Development of Batik Tajinan

Supporting Factor

As mentioned by Soekarno (1986: 46), the industry's success can be achieved if the industry is able to optimally manage all the resources they have. These sources include:

1) Man: human labor.

Batik Industry owned by Mrs. Siti has 10 permanent employees and 20 freelancers so that if the order is received, the employees of Mrs. Siti are 30 people. Batik designs drawn and designed by Mrs. Siti-in-law and one permanent employee. While the waxing process and staining are done by other employees. Workforce owned by Mrs. Siti labor is not arbitrary, the workforce has attended training for agencies and is held on the invitation and Mrs. Siti own upbringing. Results of the fabric also looks good for a neat picture and color evenly.

2) Money: needed money

Venture capital which has been used is purely of private capital, and does not come from bank loans. Even, if no other funds are used, it is a government grant. The reason the owner of private funds is because the owners do not want being bothered with responsibility installments.

3) Methods: method or system used

So far, the business owners have to understand exactly how or immune system and bring in more income. The system is, if orders are being widely and employees of Mrs. Siti in Tajinan is not able to work, so most orders are delegated to craftsmen in Solo or Yogyakarta who have long worked with Mrs. Siti. Solo or Yogyakarta are chosen because the two areas have enough craftsmen known by Mrs. Siti and skilled in doing batik. Skilled in this case means neat and quick in drawing. The amount of charge to send and bring back ordered items that is still smaller than the processing time gains and advantages obtained funds. Moreover, in terms of coloring is also implementing a similar system. Mrs. Siti would send that have not been dyed batik Madura to the area and sends back a finished dyed batik. The reason for choosing Madura because the area has a hot weather and very fit, very well for dyeing batik. Staining batik become better and faster completion when it is done in Madura.

4) Materials: needed materials

The materials used for this directly brought from Solo. That is because the quality of materials originating Solo is better than the other place. These materials include cloth, wax, and textile dyes.

5) Machines: required machines

The production equipment is used for this using traditional tools. It was chosen because the results of batik nicer and more in demand by the market. Although it is possible also to produce batik business owners who use assistive devices 'cap'. Due to the high cost of tools 'cap' of this, business owners in order to obtain many motives, sometimes she exchanged cap with craftsmen in Solo.

6) Markets: markets, to sell the results of production.

Business owners have no trouble getting the market because it has been getting regular customers are from agencies and other agencies are often ordered to Mrs. Siti. In addition, marketing is also helped by an invitation from the department when there are exhibitions both regional and national levels. With the marketing system so any business owner admits sometimes still too much with the existing order. Because it's business owners are reluctant to heavily promoting through social media. Although it acknowledged the child and daughter sometimes helps marketing through social media, but the promotion through social media is not the main focus.

The sixth source has been fully utilized by Mrs. Siti so their batik business can survive and even grow. In addition to the six sources above, there is one more source who was instrumental in the development of batik Tajinan, namely the Government. The government has sought through funding, the provision of the means of production, entrepreneurship training, to join the initiative to invite regional and national exhibitions.

Another source who was instrumental in the development of batik Tajinan is Mrs. Siti herself as the business owner. Other job of Mrs. Siti is as a civil servant, Mrs. Siti greatly assists in building the business. In addition, Human Resources owned by Mrs. Siti is very good, business skills, willingness to learn, and the ability to absorb information better, makes Mrs. Siti the only single formidable fighter in Batik industry in Tajinan.

Obstacles

Internal barriers to the development of batik Pandanarum itself emerged from the public and business owners. Most of the population Pandanmulyo Tajinan dependent on agricultural produce both male and female. While young people Pandanmulyo choose to work outside the district hoping to improve the welfare of their families. This makes the development of batik Pandanmulyo in Tajinan and district districts looks stagnant.

Whereas if the commercial potential that exists, batik Pandanmulyo can become a promising industry in the village Pandanmulyo. Regrettably, however, the mindset of people who make batik as a side income makes them optimal in producing batik. The mindset was

formed because of the understanding that the velocity of money in the batik industry is considered old and did not immediately make a profit, so they pick on other business activities considered too fast gives them an advantage.

The resistance of the owner of their own business is because business owners still civil servants, because the development cannot be done optimally. With the finesse owned business today, Mrs. Siti actually be exporting batik result, but because there are other jobs that are the responsibility of Mrs. Siti, thus, she cannot be focused on the development of batik Pandanmulyo.

External barriers arise from the access to the manufacture and outlets Pandanmulyo own batik difficult. There is no direct public transport to reach the place in question. Road conditions there are some potholes and macadam increasingly difficult for newcomers to reach or find batik Pandanmulyo. Because it is no wonder if batik Pandanmulyo known for the exhibition, in other words batik Pandanmulyo brought "out" instead of consumers who "come".

Other external obstacles is the carrying capacity of the government. Because the government does not only take care of batik business Tajinan course, the government's attention was divided, so that the efforts made so far limited to the provision of support equipment, capital, and training. It is important to think of another strategic step in order to develop the business Batik in Tajinan optimally.

The Government Efforts in Developing Batik Tajinan Industry

In planning the construction of Malang Regency is reflected in Malang regency RPJMD 2010-2015, Tajinan District includes in the development area I circumference of Malang that during this and predicted they could achieve the greatest economic growth compared to the five other development areas in the district of Malang. Field of industry in Malang district itself can be said to be growing rapidly along with the ease of accessibility.

Many ease of accessibility that has been given by the government of Malang in this case to support the development of Batik Tajinan. One of these is the ease in terms of financing or funding. In RPJMD Malang 2010-2015 mentioned that "Spending Policy Directions 2011-2015 focused on shopping year to finance the obligatory functions and affairs of selection and distribution of stimulants or motivation for the development of SMEs, the reduction of unemployment and poverty and assistance to civil society organizations that synergies with development programs that have a significant impact on the achievement vision-mission and regional development policy. It is no less important in the region meet its financing needs is to do a partnership with government and non-government agencies in the form of synergy program including de-concentration program funds and grants / aid directly to the people. "

In other words, the statement indicates that the government since the beginning or in the planning step was prepared to provide significant funding for the development of SMEs. In the implementation of the discussion this time, it is manifested through the Department of Cooperatives and SMEs which provide capital assistance to Batik Pandanmulyo Tajinan in 2011 as well as the initiative of the authorities to apply batik Pandanmulyo Tajinan for a grant clearance Malang and from Bank Indonesia in 2014. On that occasion, Bank Indonesia looking batik industry which could potentially be developed for venture capital assistance, cooperative department initiated the proposal's batik industry Mrs. Siti to be supported in the form of venture capital because at that time, the business showed the most potential for development.

Ease of accessibility is the access to reach the market next. Both agencies Cooperatives and SMEs nor the Department of Industry and trade as well as other agencies, are equally often invite Mrs. Siti as a business owner Batik Pandanmulyo to participate in exhibitions both at the regional, provincial, and national levels. The purpose of this participation is that batik is

increasingly recognized by the public in the hope more people will know of the existence of batik, the greater the opportunity to gain more market share.

Ease of accessibility in terms of training can also be seen from seringnya department main department of cooperatives and SMEs and the Department of Industry and Commerce, invites Mrs. Sitifor training batik, informed the batik training and other training related to entrepreneurship, and does not limit Mrs. Sitifor training batik in other places.

In addition, the ease of access to the equipment were also obtained by this industry. Dinkop and Disperindag had served a useful tool for starting and developing businesses batik. The equipment provided in the form of grants, not loans and a batik tool manual.

Ease of accessibility is further of ease of administering licensing patents. In 2015, in collaboration with the Industry and Trade Ministry of Commerce, Mrs. Sitigot a chance to take care of licensing patents and brand design for free. Fourth-owned design and brand "Siasla" is in the process of patenting.

Basically, easiness is not intended only for personal Mrs. Sitias a business owner, but is intended also for the surrounding community. With these conveniences, batik TajinanPandanmulyo is now increasingly recognized by society, production was increased in line with demand. In addition business owners increasingly skilled in managing their business and provide prosperity for the surrounding community impact, minimal to their workers.

Strategic Steps which should be done by the Government

Seeing the condition of Batik Tajinan current developments, Mrs. Siti has made strategic alliances where Mrs. Siti with craftsmen from Solo, Yogyakarta and Madura have collaborated to achieve a better profit. Each craftsman involved contribute according to their ability or their respective expertise. The strategic alliance has been done is a good start to achieve production efficiency. It is regrettable that during this area involved a strategic alliance with Mrs. Siti is not an area of Malang anyway. Going forward, the government needs to prepare and develop the areas around Tajinan with characteristics that are almost the same as Solo, Yogyakarta and Madura, so that strategic alliances can be formed between regions in Malang so that public welfare in Malang was more evenly distributed.

If it is possible, Cluster Formation will give better results. As described in the previous chapter that the cluster is an extension of strategic alliance where more firms in an industry. The emphasis on the cluster is in geographical terms. Cluster has the tendency of some industries are clustered in a region. With the condition of Mrs. Siti who is currently single fighter does not give a better impact if formed clusters. Benefits of cluster formation in the Batik industry such as:

Better preparing batik industry to face global competition in general, the main rival traditional fabric from other countries and in particular the National competition. Clusters can improve competitiveness, new technologies, innovation, increased productivity is low, as well as increased market access and access to capital. Provision of cluster services will also facilitate members in their business development. Their cost optimization in the form of distribution of resources and bargaining power collectively. And more importantly, the cluster can improve production efficiency thereby increasing the profit received craftsmen impact on improving welfare.

CONCLUSION AND RECOMMENDATION

Supporting factors affecting the development of industry in PandanarumTajinan is a factor of labor, capital, production system used, the materials and tools necessary production,

markets, governments, and businesses themselves. Factors inhibiting the development of batik in PandanmulyoTajinan is a factor mindset of society, priority business owners, access to business, government and carrying capacity less than the maximum.

The Government is already taking part in the development of batik Pandanmulyo including cooperative department, department of trade and industry. The role of government in supporting industries batik PandanmulyoTajinan include providing equipment assistance, venture capital, training, and marketing.

The strategic measures that the government should do are in the form strategic alliances around Tajinan and create a cluster in the village or PandanmulyoTajinan.

What has been done by the government are good in supporting the development of batik PandanmulyoTajinan. Some things that can be recommended are:

1. In connection with the lack of public interest in the batik industry because of the public's view batik less profitable businesses, governments can motivate people by giving training, may be through a successful resource persons in their field.
2. In connection with the difficult access to the site so it is less known by prospective customers, can be overcome by cooperation with travel agencies or by. So, travel or service that had a visit can provide travel packages in which Malang districts are visited for its batik business locations in PandanmulyoTajinan districts. In addition, to providing the advantages they can bring a souvenir in the form of batik cloth, with a direct view the location in question may arouse consumers who buy to instinctively do the 'promotion'.
3. With regard to exports, the government can push Mrs. Siti to export. If time and effort are the constraints, Mrs. Siti can join Druju in exporting activities.
4. To form a cluster, it takes quite a long preparation and cost, therefore, before the cluster is formed then it should start with strategic alliances in advance. In connection with the formation of a strategic alliance, the government began surveying the area around Tajinan which is an area of hot climates and people can be nurtured to make batik. The government should evaluate the development assistance which has been given, he saw the potential of the new people are qualified to perform activities such as Bu Siti. These new people will be given assistance to develop their business so that the impact on the surrounding communities are also more.

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