

ENDEK CRAFT ON BALINESE WOMAN FOR LOCAL ECONOMIC EMPOWERMENT MODEL (KLUNGKUNG MSMEs GEOGRAPHICAL INDICATION PRODUCT)

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ABSTRACT

The aims of this study were to determine: (1) The efficiency of Endek craft on Balinese woman for local economic empowerment model as Klungkung MSMEs geographical indication product; (2) The strategy to enhance women's support in supporting qualified human resource of MSMEs; (3) The synergistic model between Klungkung MSMEs with regional stakeholders in the development of geographical indication product. The qualitative data obtained by observations and depth interviews of MSMEs and the community who participate in every institutional design of MSMEs. The results of this research were: (1) the art of tenun ikat product is developed to have economic value based on market needs; (2) Dinas Perindustrian dan Perdagangan in Klungkung regency held training for craftsman to create skilled craftsman; (3) stakeholders' involvement in the handicraft products legalization related to the Copyright.

Keywords: geographical indication, craft, women, MSMEs.

INTRODUCTION

The construction in Bali is based on the economic field which emphasized on small sectors industry and handicrafts that related to the tourism sector. The priority policies of these two sectors can be categorized into balanced growth which there is a relation of supply and demand between one sector and another or the development of those sectors can create their own demand. That means the efforts of tourism sector development in Bali will be able to create a market for small craft industry products. On the other hand, the development of small industries at the same time can support tourism sector development. That is because the development results of these two sectors were non-food products that can support the sustainability of tourism sector (Antara, et al, 2011: 1). One of the Local Government of Bali's roles is to provide protection for the unity of indigenous peoples including all local wisdom contained in it. In society, both complex and simple, there are number of cultural values that intertwined to one another into a system, and that system as the guideline of ideal concepts in culture which provides a powerful support for the direction of the citizens' lives, just like endek tenun ikat which is very closely to the tradition and culture of Klungkung (Hakim; Mubarak, 2006:28).

Micro, small and medium enterprises (MSMEs) of tenun ikat handicraft in the national economy has an important and strategic role. That condition can be seen from various datum which support MSMEs tenun ikat existence is dominant enough in Indonesian economic, especially the data from Kementrian Negara Koperasi dan UKM in 2008, which were (1) The number of big industry in every economic sector recorded that there were 51,3 Million units or 99.9% of the total business units; (2) The great potential for employment. Each investment unit in MSMEs sector can create more employment opportunities if compared with the large business in the same investment. The MSMEs sector selected 97.04% from the total of business units; (3) MSMEs contribution in forming GDP was significant, that was equal to 55.56% from the total GDP. Before 2008 MSMEs in Indonesia did not have legal frame work, before the Law no. 20 Year 2008 on Micro, Small and Medium Enterprises were enactment. The condition of MSMEs in Indonesia is very reliable but not empowered enough by the government. The government's support for MSMEs is still low. The fact that the MSMEs sector is able to provide 99.46% of new job vacancies, but the contribution is only 43.42% of the total Indonesia's economic transactions value each year. This is due to the many weaknesses, among others Lack of coordination between institutions that UMKM (www.kppu.go.id/MediaPeriodKPPUCompetition).

MSMEs in the endek tenun handicraft sector have not been synergized including advocacy and supervision of their own way. Other problems that plague MSMEs with the image of entrepreneurs, government MSMEs programs are considered less, the difficulty of starting a new business, the lack of consumer purchasing power, tax issues, the lack of local government support, less supportive policies, the management capabilities of SMEs, The lack of quality human resources, not the perpetrators of MSMEs about market information, actors of MSMEs do not have marketing skills, still lack of training programs to support competitiveness, the difficulty of MSMEs in accessing credit, in terms of capital capacity, Not bankable.

The survey of MSMEs business climate mapping in Klungkung district shows that 35% of micro and medium entrepreneurs have problems with market access, 25% have problems about improving the quality of their workforce and 60% have problems with access to capital. It shows that there are still many problems faced by MSMEs especially in building a good network that has been recorded in the survey or not, Survey conducted by GTZ Red (Regional Economic Development). Then it becomes strategic for KPPU to give role of supervision of MSMEs partnership and bigger company to avoid exploitation of MSMEs by big company because of its weak bargaining position. Moreover some Klungkung endek product design has not been registered as Geographical Indication product of Klungkung regency. This is certainly very vulnerable occurrence claim. Geographical Indications follow first to file system, registration is the main requirement to get protection.

The model of local economic strengthening for Balinese women on endek craft (Geographical Indication product of Klungkung MSMEs), the design can be the development of business partnership that includes synergy is the implementation of CSR (Corporate Social Responsibility), that is kind of concern or moral responsibility of big companies to give Assistance to the community or small and medium enterprises in developing their business.

The researcher examines the conditions of local economic strengthening models synergized with local institutions with the various dynamics of factors that affect the changes, the characteristics of local institutions that are empowered, and institutional. The important part is a description of local institutional strengthening and strategies. The specific targets are to explain the complexities of social structures and to formulate the concept of institutional simplification to support the development of the creative economy industries of endek and community-based endek crafts.

RESEARCH METHOD

This type of research leads to field research. The type of data that researchers have observed and conducted in the research is focused on human resources, namely the role of endek craftswomen who became members of MSMEs. This research is descriptive research with qualitative approach.

Informants in this research are Desperindag staff of Klungkung Regency, and some craftswomen of MSMEs who develop local economy.

Data sources that is used are primary data source and secondary data source. While the data collection techniques used are observation, interview, literature study and documentation.

In this research, the instruments that are used are the researchers themselves, field notes, and interview guidelines. While the validity of the used data has been through the Test of Credibility, Testability (Transferability), Reliability Test, Test Objectivity (Confirmability). And the last analysis of the data that is used is according to Miles and Huberman in Mafruhah (2014), which includes data collection, and data reduction. The model which is used in this study was developed by Miller and Noulas in Mafruhah (2014). Technical efficiency in micro small medium enterprise development model is to calculate ratio between input and output related to MSMEs development. DEA will calculate the development of small and medium micro businesses that use an inputs to produce different output. The analysis tool is formulated to be as follows:

h_s = is the technical efficiency of the provincial business development models in this case is the district
 y_s = is the number of output I produced by the business / company s
 x_{js} = is the number of input j used for business mining s
 u_i = is the output I weight generated by district s
 v_j = is the input weight j given by the enterprise in s and i is calculated from 1 to m and j is computed from 1 to n
 m n
 $h_s = \sum_{i=1}^m u_i y_{is} / \sum_{j=1}^n v_j x_{js} \dots \dots \dots (1)$
 $\sum_{i=1}^m u_i y_{ir} / \sum_{j=1}^n v_j x_{jr} \leq 1$ for $r = 1, \dots, N \dots \dots \dots (2)$
 $i = 1$ $j = 1$

Where N shows the number of MSMEs in Klungkung district in the sample. The first inequality shows an inefficiency for another UKE of no more than 1, while the second inequality is positively weighted. Figures ratio will vary from 0 to 1. Business development in a district is said to be efficient if having a ratio close to 0 which indicates the efficiency of business development in the lower districts. At DEA, each residency can determine their respective weights and ensure that the selected weights will produce the best business size.

RESULT OF DISCUSSION

Efficiency of Local Economic Strengthening Model for Bali Women in Endek Handicraft as Geographical Indication Product of Klungkung Regency. Improving the quality of traditional weaving products through development in Klungkung regency can be said that the traditional knowledge of ikat arts is owned, developed, and cultivated by community communities spread in villages belonging to Klungkung regency. The art of weaving as traditional knowledge in motive and design is developed in accordance with the needs of the market as well as in the effort as a business that has economic value, by making it happen not only in the form of sarong cloth but developed by making multi function product design.

The efficiency of the local economic strengthening model for Balinese women in Klungkung endek craft, is a community development program that is present in Klungkung District. The approach taken by both programs is participatory. The objectives of both programs are community empowerment, improving local governance, and local government institutions. Community empowerment is done on the economic side of the local community, which is one of business craft. Weaving handicraft business is seen as a local potential that can be developed according to the ability of the community. Form of empowerment through capital support and group formation. Craft business group. Indicators that are factually seen are the sustainability of the disbursed capital returns. That is, the smooth and not return of capital, for example weaving group in the efficiency of local women's economic strengthening model in endek craft, became one of the successful business group because it can develop the creative industry of angklung weaving craft typical of Klungkung Bali. The interventions of both programs

will foster sustainability, if it seems, a continuous change in the business of craftsmen, and the travel of existing groups. From the existing conditions in the community, then the overall and planned intervention is needed to support the direction of the intended change, namely empowerment of craftsmen.

A. Strategy to Increase the Carrying Capacity of Women in Supporting Human Resources Quality of MSMEs

In Klungkung Regency, endek ikat weaving craft has been able to absorb a lot of manpower. This weaving activity is generally done by the mothers, who have been the hereditary culture of the village since then. The weaving craft is among others done by people in Gelgel village, Sampalan, Sulang village, Klungkung. In addition, endek tenun crafts are also growing in several places such as District Gelgel, Klungkung, and Dawan. So do not be surprised if this endek craft has absorbed thousands of workers in Klungkung regency. Endek craft is also a superior product of Klungkung regency, which is done by hand using a loom instead of a machine and has a durable material properties. In addition, this product is environmentally friendly because the waste from this is easy to experience the process of recycling naturally so that it will not cause an environmental pollution. For Klungkung Regency itself, generally ikat handicraft work is done only to fill the spare time or distraction.

B. Synergy Model between Klungkung MSMEs with Region Stakeholder in Developing Geographical Indication Product

For the government of Klungkung Regency, especially to the Department of Industry and Trade to proactively provide socialization on an ongoing basis to provide understanding to the craftsmen in Klungkung District about the importance of legal protection. For village officials and staff, customary village officials, including craftsmen, are able to foster intensive coordination to work together to develop a proactive stance to make arrangements for the application of geographical indication to ensure legal protection against Klungkung's endek weaving product. Increase the alignment of knowledge and experience gained from aspects of intelligence, skills, social attitudes, and the religious attitudes of the background of the development of Klungkung endek tenun handicraft products. In the event that there is a party who is not good enough and wants to do the claim to the original product, strict action can be taken to follow up all forms of cheating with the local village customs consultation forum before being brought to the legal path further. Thus, there is an internal mediation forum that underpins the sustainability of the local handicraft product preservation.

CLOSING

A. Conclusion

1. The art of ikat weaving as the traditional knowledge in motive and design is developed in accordance with the needs of the market as well as in an effort that has economic value, by manifesting it not only in the form of sarong cloth but developed by making multi-function product design.
2. To support the creation of skilled craftsman resources, The Industrial and Trade Office of Klungkung Regency also implements the training for the craftsman, including the exhibition of Gema Santhi exhibition that supports the growth of the endek weaving creative industry.
3. The involvement of stakeholders in the legalization of handicraft products is closely related to the Copyright in the provisions of the law aims to protect the creation of the creators.

B. Suggestion

For the government of Klungkung Regency, especially to the Department of Industry and Trade in order to proactively provide socialization on an ongoing basis to provide understanding to the craftsmen in Klungkung District the importance of geographical indication guarantee to endek tenun handicraft products.

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