

Green Entrepreneurship Batik Wijaya, a Strategy to Increase the Income of Pungsari Village Community, Plupuh Subdistrict, Sragen Regency

Rahmawati¹, Endang Dwi Amperawati², Siti Nurlaela³, Mahameru Rosy Rochmatullah⁴, Siti Arifah⁵

Department Of Economics Doctoral Programme, Universitas Sebelas Maret, Surakarta, Indonesia¹³⁵

Departemen Of Management, Universitas Primagraha, Serang, Banten, Indonesia²

Departemen Of Accounting, Universitas Muhammadiyah Surakarta, Indonesia⁴

Corresponding Author: rahmaw2005@yahoo.com

ARTICLE INFO

Date of entry:

29 January 2023

Revision Date:

26 February 2024

Date Received:

28 February 2024

ABSTRACT

This community service activity was carried out in the Pungsari area, Plupuh District, Sragen Regency, in collaboration with UKM Batik Wijaya and the Sragen Regency Government. The purpose of this activity is to foster green entrepreneurship at a UKM Batik Wijaya so that it can increase the income of the surrounding community while still paying attention to the concept of environmentally sound business sustainability. Broadly speaking, the methods used in the implementation of this activation include: training and mentoring and establishing cooperation with the District / Regency level government. UKM Batik Wijaya produces batik products that are not inferior when compared to other SMEs. Participation of participants in this activity shows high enthusiasm in an effort to increase creativity and innovation in the production of UKM Wijaya. After the implementation of this activity, it is hoped that it can increase the income of the community, especially those who are members of UKM Wijaya and create a healthier environment in Pungsari Village

Keywords: Batik Wijaya, Green Entrepreneurship, Pungsari, Strategy



Cite this as: Rahmawati, R., Amperawati, E. D., Nurlaela, S., & Rochmatullah, M. R. (2024). Green Entrepreneurship Batik Wijaya, a Strategy to Increase the Income of Pungsari Village Community, Plupuh Subdistrict, Sragen Regency. *Empowerment Society*, 7(1), 39–45. <https://doi.org/10.30741/eps.v7i1.1283>

INTRODUCTION

Sustainable economic development not only demands the achievement of profitability but must be able to maintain environmental balance (Nugraha et.al., 2024). The government's commitment to accelerate sustainable development with the issuance of Presidential Regulation Number 59 of 2017 concerning the implementation of achieving sustainable development goals. At the level of implementation, the achievement of SDGs requires harmonization of participation that requires contributions from all parties (Engkus, 2018). SMEs are one of the parties that are also required to contribute to realizing a sustainable economy (Asmara & Murwadji, 2020; Atlantika et.al., 2023)). In line with the acceleration of sustainable development (SDGs), SMEs are one of the parties that contribute to the realization of SDGs. At the practical level, the contribution of SMEs is still difficult to realize given the limitations of knowledge, skills and accessibility (Budiarto et.al., 2018;

ekon.go.id). Support from universities is realized with PKM activities, including those that focus on developing environmentally friendly batik product innovations. Innovation development is not only on natural colors but also on production capacity to meet local, domestic, and international (export) market demands. The development of production capacity is expected to improve the welfare of batik craftsmen to maintain the consistency of sustainable production (Nugraha, 2015; Luaylik et.al., 2022; Sulaiman et.al., 2023).

Sragen Regency is one of the world's batik producing areas (marketing.sragenkab.go.id). Currently, both the technology and design have developed. Limited knowledge, skills and access to information make batik craftsmen's awareness to develop environmentally friendly batik and regional protection development is still limited. Currently, most batik craftsmen in Sragen Regency still depend on using synthetic colors which have an impact on environmental pollution. Development of environmentally friendly batik products can be started with the use of natural colors. Natural color raw materials are easily obtained from the surrounding environment.

Plupuh is one of the batik centers in Sragen Regency but has not developed optimally (sipelangi.sragenkab.go.id). In Plupuh Sub-district, there are only a few Batik MSMEs but with a marketing level that has not been maximized. Plupuh sub-district has batik craft potential that is not inferior to other sub-districts. So that Plupuh sub-district needs special attention from both the Regional Government and the University as an educational institution that has a responsibility in community service activities. The development of batik potential in Plupuh Sub-district encouraged the birth of batik villages. The batik village can be developed into a tourist village so that it is more popular among the local, national and international levels of society.

Batik Wijaya in Pungsari Village, Plupuh Subdistrict, Sragen Regency has four problems that must be solved immediately, namely: limited production capabilities due to the lack of production equipment, especially equipment for cold night printing, still depending on the use of synthetic colors that are not environmentally friendly, unmanaged production waste that pollutes the environment, limited SME management, and the limited role of the village government in developing batik potential.

The purpose of this community service program is to develop green entrepreneurship by using natural colors, managing batik waste into souvenirs that have high value and developing the potential of environmentally friendly areas. This is intended to increase the contribution of SMEs in the realization of accelerating SDGs. In addition, it is also a concrete effort to accelerate the diffusion between university technology and the industrial community and develop a link & match process between universities, industry, local governments, and society at large.

METHODS

This community service activity involves several institutions and universities as implementers and supporters of activities.

1. Training

Training is conducted in the context of science and technology transfer (Maulyan, 2019; Irianto, 2022). In this activity, the training materials were delivered by competent personnel in their fields regarding natural dyeing innovation, SME management, and green entrepreneurship.

2. Assistance

UKM Batik Wijaya is still limited in using natural colors and depends on using synthetic dyes that are not environmentally friendly due to the minimal ability/skills of craftsmen. The assistance carried out in this activity is in the form of introduction and practice of natural coloring and assistance in making innovations in batik production.

3. Cooperation with relevant local governments



The cooperation carried out in this activity is in the form of discussions with various parties from the relevant Regional Government, especially in order to provide solutions to the limited production capabilities due to the lack of production equipment, especially tools to support the batik color process.

RESULTS AND DISCUSSION

This community service activity was carried out from January to February 2024. The series of activities carried out include:

- ✓ Licensing and coordination, at this stage the team communicates with various related parties in preparation for the implementation of community service activities that will be held at UKM Batik Wijaya, Pungsari Village, Plupuh District, Sragen Regency.
- ✓ Implementation of training and mentoring, at this stage the activities are carried out by the team with UKM Batik Wijaya partners with the place of activity at the Wijaya batik center, Pungsari Village, Plupuh District, Sragen Regency.
- ✓ Coordination of cooperation, at this stage the team communicates with the relevant local governments, namely the Pungsari Village Government and the Plupuh District Government in order to improve and develop the potential of Batik Wijaya SMEs.

The description of the activities carried out is outlined as follows:

1. Training activities were held on February 11, 2024. The training materials delivered to Batik Wijaya SME participants were related to SME management and green entrepreneurship. In brief, the materials presented include:
 - a. Implementation of the triple bottom line concept
 - The Triple Bottom Line (TBL) concept encompasses environmental sustainability, social welfare, and economic profit.
 - The application of the TBL concept can improve the performance and sustainability of the batik industry.
 - The importance of maintaining a balance between economic profit, environmental sustainability and social welfare in every business activity.
 - b. Use of natural colors in batik
 - The importance of using natural dyes in the batik industry as part of a green entrepreneurship strategy.
 - The diversity and beauty of natural colors that can be produced from materials such as teak leaves, secang, or turmeric.
 - There are many environmental and human health benefits of using eco-friendly natural colors.
 - c. Management of batik waste into valuable souvenirs
 - Efficient and creative batik waste management strategies to produce souvenirs or other value-added products.
 - The importance of waste management as part of green entrepreneurship practices in the batik industry.
 - Examples of souvenir products made from batik waste that have aesthetic value and high selling value.
 - d. Development of environmentally friendly regional potential
 - Sustainable and environmentally friendly batik-based regional development strategies, such as the development of batik tourism villages.
 - The important role of local governments, SMEs and communities in developing the potential of the region in a sustainable manner.
 - Economic, social and environmental benefits of sustainable regional development.
 - e. Online marketing strategy
 - The importance of online marketing as a tool to increase market accessibility and expand the reach of batik products.

- Effective online marketing strategies, such as website creation, presence on social media platforms, and digital promotion campaigns.
- The benefits of online marketing in achieving goals such as publications in mass media, as well as local/national batik exhibitions for offline and online marketing.

The following is an overview of the training activities conducted:



Figure 1. Green entrepreneurship training for Batik Wijaya SMEs

Source: Data Processed

The training activities as presented in Figure 1 were attended by participants from UKM Batik Wijaya. Material delivery was conducted both offline and online. Some team members came directly to SME Batik Wijaya to deliver the training in person, and some delivered the materials online due to time and distance constraints.

- The mentoring was held in February 2024. Mentoring is carried out in several stages including:
 - The PKM team conducted an evaluation and constraints/weaknesses in making natural colors in the environment of Pungsari Village, Plupuh District, Sragen Regency.
 - The PKM team assisted the batik coloring process using natural colors manually.
 - The PKM team provides assistance on how to make creations and innovations from batik materials that are no longer used as a combination of clothes or fashion.



Figure 2. Mentoring activities at UKM Batik Wijaya

Source: Data Processed



Figure 3. Natural coloring products at UKM Batik Wijaya

Source: Data Processed

3. Establish cooperation with relevant local governments.
Cooperation in this case is intended so that the development of Batik Wijaya SMEs gets support and facilitation from the relevant local government. Some of the things coordinated by the team include:
 - a. The obstacles faced by UKM Batik Wijaya when using natural colors from the identification of equipment needs and natural colors needed.
 - b. Constraints related to limited production tools.
 - c. Obstacles related to digital marketing.

Discussion

Batik Wijaya SMEs are still limited in using natural colors and depend on using synthetic dyes that are not environmentally friendly due to the minimal skills of the craftsmen. Considerations of low prices, easy to obtain, fast and durable are the basis for craftsmen to faithfully use synthetic colors. But the long-term impact on environmental sustainability is very worrying. The innovation offered in this PKM activity is the development of natural colors, eco prints and night batik that are more varied and environmentally friendly. The advantages of environmentally friendly products will make Plupuh Region Batik have artistic value and high selling value. The innovation of natural coloring by mixing cow bone powder can also improve the quality of natural colors. Natural materials that are cheap, easy to obtain and do not pollute the environment will certainly increase the profit of craftsmen. The use of natural colors in addition to being easily obtained from the surrounding environment also contributes to accelerating the realization of SDGs.

Production waste that has not been managed properly because it does not have an adequate WWTP. Environmental pollution in the long run not only threatens the environment but also human survival. PKM activities will innovate by making a simple WWTP that is adequate to support the disposal of batik production waste. The WWTP will be very useful for SMEs in managing their production waste. The WWTP is intended so that batik waste is not directly channeled into the river, but will be accommodated in a special tub so as to reduce environmental pollution.

Limited production capability due to the lack of production equipment, especially tools to support the batik color process. The limited equipment owned by Batik Wijaya is an obstacle to increasing the quantity and quality of batik production. Batik Wijaya has some simple production equipment such as mordant tubs, color tubs, and lorot tubs. But UKM Wijaya still has obstacles in increasing the capacity and quality of coloring. So far, the results of coloring on batik cloth are not optimal, the fabric still looks uneven color. So that equipment is still needed that supports coloring. Moreover, the innovation in this service activity also uses natural dyes that require special treatment, namely mixed with cow bone powder.

SMEs' limitations in management and developing the potential of the Plupuh region into a tourist village in terms of direct and digital marketing. The Plupuh region has regional potential in the form of batik that has special characteristics in its motifs. But the Plupuh area is not yet widely known as a batik center, so the accessibility of information and marketing is still limited to local

consumers. In contrast, the Kliwonan area is known as another batik center in Masaran sub-district. The Kliwonan batik center has developed into a batik village and a tourism village with batik as its flagship product. The development of the Plupuh area into a tourism village can be one solution to introduce the potential of batik. It is hoped that by cooperating with the local government, Plupuh can develop into a batik tourism village. The elevation of Plupuh into a batik center can be an effective promotional medium. Increasing the accessibility of local, national and international communities to the Plupuh batik center will certainly lead to an increase in the welfare of batik craftsmen.

Based on the results of the evaluation and sustainability of the program carried out by the PKM team together with various related parties, it resulted in several things to be followed up, as follows:

- 1) Batik Wijaya SMEs agreed that after the community partnership program, they still cooperate to evaluate the program and form a sustainable business network.
- 2) SME Batik Wijaya participates in developing new designs in the community partnership program.
- 3) UKM Batik Wijaya increases its participation in program planning, implementation, and evaluation.
- 4) The relevant local governments are ready to support Batik SMEs, one of which is UKM Batik Wijaya for further development, in accordance with applicable regulations and policies.

CONCLUSION

UKM Batik Wijaya produces batik products that have high potential when compared to other SMEs. The development of SME Batik Wijaya becomes a necessity in order to increase the income of the surrounding community in Pungsari Village, Plupuh Subdistrict, Sragen Regency. Participation of participants in this activity showed high enthusiasm both in training activities and mentoring activities. This is a positive signal of the efforts of UKM Batik Wijaya to increase creativity and innovation in its production. After the implementation of this activity, it is expected to increase the income of UKM Batik Wijaya and the surrounding community, as well as the creation of a healthier Pungsari Village environment.

REFERENCES

- Asmara, T. T. P., & Murwadi, T. (2020). Juridical Review of the Application of the Quadruplehelix Concept in the Implementation of CSR for MSMEs. *Journal of Indonesian Legislation*, 17(1), 38-50.
- Atlantika, Y. N., Manggu, B., & Magdalena, Y. (2023). Analysis of the Level of Environmental Knowledge, Perception, and Behavior of MSMEs in Border Areas in an Effort to Implement Green Economy. *Sebatik*, 27(1), 87-96.
- Budiarto, R., Putero, S. H., Suyatna, H., Astuti, P., Saptoadi, H., Ridwan, M. M., & Susilo, B. (2018). *MSME development between conceptual and practical experience*. Ugm Press.
- Engkus, E. (2018, November). Optimizing Government-Business Partnership (Gbps) in the Disruptive Era and Digital Governance to Achieve Sustainable National Goals. In Proceeding of the National Seminar on Business, Government, And The Public: Optimizing Government-Business Partnerships (Gbps) in the Disruptive Era and Digital Governance to Realize Sustainable National Goals (Vol. 1, No. 1, pp. 1-20). <http://digilib.uinsgd.ac.id>.
- Irianto, J. (2022). Small and Medium Enterprise Development: Concept Overview of Stakeholder Engagement, Business Coaching, and the ADDIE Model in Training. *JKMP (Journal of Public Policy and Management)*, 10(2), 7-15.
- Luaylik, N. F., Azizah, R. N., & Saputri, E. (2022). Empowerment Strategy of Umkm Batik Klampar Village, Pamekasan Regency in the Perspective of Sustainable Policy. *Journal of Mediasosian:*

Journal of Social Science and Public Administration, 6(2), 315-332.

Maulyan, F. F. (2019). The Role of Training to Improve the Quality of Human Resources and Career Development: A Theoretical Review. *Journal of Management Science*, 1(1), 40-50.

Nugraha, A. R. (2015). Implementation of corporate social responsibility activities "go green economy" based on local wisdom. *Journal of Communication*, 7(2), 118-128.

Nugraha, R., Varlitya, C. R., Judijanto, L., Adiwijaya, S., Suryahani, I., Murwani, I. A., ... & Basbeth, F. (2024). *Green Economy: Theories, Concepts, Ideas for the Future Application of Green Economy in Various Fields*. Sonpedia Publishing Indonesia.

Sulaiman, S., Nengsih, T. A., & Agusriandi, A. (2023). Analysis of Innovation Through Technological Progress in Batik Production and Marketing in Danau Teluk District, Jambi City. *Scientific Journal of Management, Business and Entrepreneurship*, 3(3), 180-200.