

Development Of Digital Marketing, Natural Dyeing, And Heating Machine Utilisation At Putri Kawung Bayat SMEs

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ABSTRACT

This community service activity in Putri Kawung KUBE, Jarum Village, Bayat District, Klaten Regency aimed to enhance environmentally friendly production processes, IT-based marketing, institutional strengthening, and the adoption of appropriate technology to improve the quality of batik products with natural colors. The methods carried out in this service activity include: education about brand awareness and a number of business management skills such as financial management, marketable packaging and promotion; practice of environmentally friendly production processes with natural colours mixed with cow bone powder; adoption of TTG heating machines; strengthening diversification capacity both diversification of Klaten characteristic motifs and batik derivative products; quality testing and quality certification of batik marks, especially for natural colour written batik products; TTG on the use of cow bone material in the natural dyeing process in order to improve the quality of anti-fade products ; and information technology-based business management practices through digital marketing. The result of this activity is the increased knowledge of business actors in Putri Kawung KUBE in order to increase product innovation which in turn can encourage the optimisation of community income and economy in the Bayat area of Klaten Regency. The abstract contains a summary, introduction, problems, methods, results, and conclusions.

Keywords: Batik, Eco-Friendly, Natural Colours, SDGs, Tourism Village.



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INTRODUCTION

The fact of the existence of SMEs has provided evidence of being able to reduce social turmoil due to the growing unemployment rate, even SMEs at a macro level help equalise economic growth in Indonesia, especially the micro economy in rural areas (Aliyah, 2022; Ananda, 2018). One of the business fields that has become a trend in the SME environment today is the batik industry. In general, batik is still highly valued as Indonesia's cultural heritage and has gained international

recognition as a valuable textile artwork (Hakim, 2018; Kusrianto, 2021). Some trends that influence the development of batik businesses today include innovation of design, online marketing, the use of batik in contemporary fashion, collaboration between batik designers, and conservation of culture (Wening & Kusumadewi, 2023). However, challenges faced by the batik industry also need to be considered, such as competition with imported textile products, high production costs, and the need for constant innovation to remain relevant in a rapidly changing market (Riswanto et al., 2023; Sharmistha & Sinambela, 2023). Nonetheless, by continuously adapting to trends and combining traditional values with modern innovations, batik businesses have the potential to continue to thrive in the future (Utami & Saksono, 2023).

In Klaten Regency, the shift in regional economic growth from the agricultural sector to the industrial sector (Nurelawati et al., 2016). Industrial growth in Bayat sub-district, especially in Jarum village, is driven by the fact that people cannot expect much from the condition of rain-fed agricultural land (klatenkab.go.id). Some areas of the village experience minimal water discharge has fostered the creativity of the community to develop a batik business (Aryani et al., 2022). The government of Klaten Regency, both the Bappeda, the Tourism Office, and the Industry and Trade Office coordinate their programmes through priority decisions on micro-enterprise development programmes, especially in rural areas. Meanwhile, the Tourism Office, in order to support the village's economic growth, has made a policy to establish Jarum Village as a culture-based tourism village, considering that the village has a speciality as a centre for batik handicrafts, both written batik with cloth, wood, and leather media. The government's partiality has disbursed a budget for road infrastructure improvements as well as infrastructure facilities as a tourist village such as outlets or showrooms for batik craftsmen in Jarum Village. The Klaten Regency Industry and Trade Office actively facilitates batik artisans to various exhibition events at both national and international levels (Nugroho et al., 2018).

Based on the results of the team's initial need and assessment, the current condition of the number of batik artisans in Jarum Village is the highest compared to 16 other villages in Bayat Sub-district. The exact number recorded as members of Paguyuban Taruntum is almost 60 SMEs, although batik products have been recognised both in the national and international markets, the ability of SMEs to market independently and based on e-marketing is still limited. This is also experienced by the partner SMEs, which are a collection of labourers and are currently doing business together by giving their business name to the Joint Business Group (KUBE) "Putri Kawung". From year to year, the partners' production capacity has grown as a result of the expansion of their market segment. However, the increase in margins is less significant because it is not matched by good marketing capabilities, a condition also faced by other SMEs in the village.

The policy of establishing Jarum village as a tourist village so far has not optimally created value for the community (web.dpmpstsp.klaten.go.id). Although a tourism awareness group has been formed, a batik crafters association and supporting infrastructure is available that has not been utilised maximally due to limited human resources. The local government's long-term plan is to have a vision of creating Klaten Makmur, Mandiri and Berdaya Saing has a priority cluster-based regional development programme (esakip.klaten.go.id). In the development of micro, small and medium enterprise clusters in Klaten Regency has set 11 clusters that are the priority of the medium-term programme, the 11 clusters include clusters: lurik, batik, ceramics, processed food, merapi slopes, minopolitan, metal, furniture, convection, village tourism and handycraft. Bayat Sub-district is one of the main targets of the micro, small and medium enterprise empowerment programme, for reasons such as the poverty index in the area is the highest in Klaten Regency, with 9,638 families still below the poverty line, the education index is also low, but business development, especially women's businesses in the area, is increasing from year to year. The types of businesses that grow in the area are quite diverse, such as batik, lurik, ceramics and processed food industries. However, the batik business is growing rapidly and has the potential to become a flagship product in several villages, especially in Jarum village (ppid.klaten.go.id).

The limitations and constraints faced by industrial partners, namely Putri Kawung KUBE, in order to popularise the batik potential in Jarum village more widely need to be pursued through a number of strategic activities supported by various parties. The orientation of the activities is aimed at expanding the capacity of environmentally friendly production process practices, strengthening the association's institutions, and expanding integrated marketing networks. Community service activities in the batik industry centreDVillage of JarumSub-district of BayatDistrict of Klatenare conductedwith the aim toimprove the economic welfare of the community in the Village of JarumSub-district of BayatDistrict of Klaten Regency.

METHODS

The activities carried out to increase the capacity of batik businesses in Jarum Village, Bayat District, included education on brand awareness and various business management skills, such as financial management, marketable packaging, and promotion. These efforts also involved practicing environmentally friendly production processes using natural colors mixed with cow bone powder, adopting TTG heating machines, and strengthening diversification capacity for Klaten's characteristic motifs and batik derivative products. Additionally, quality testing and certification of batik marks, particularly for natural color batik products, were emphasized. The utilization of TTG involving cow bone material in the natural coloring process aimed to enhance the quality of anti-fade products. Lastly, information technology-based business management practices through digital marketing were implemented to further support these initiatives.

Support from universities includes the support of a team of experts, especially those with appropriate technology (TTG) for heating machines. The independence of the association in the long term is facilitated by the UNS expert team through assistance in strengthening the association's institutions with sharia cooperative incubation. In the long term, this team also provides assistance by providing support to the association in managing the upstream-downstream business in an integrated manner in order to improve the welfare of the community.

RESULTS AND DISCUSSION

In order to provide support and resolution in accordance with the problems faced by the KUBE Putri Kawung, the team conducted a mapping of need and assessment using the in-deph interview technique. Problems faced by partners and prioritisation of problems that are considered urgent to solve. The activity is designed to improve the prospects of written batik products as the icon of Klaten Regency in general and specifically as a jargon in Jarum Village. Strengthening the upstream to downstream potential needs to be done, in the first year (2023) the team strengthened the ability of batik tulis SMEs to produce clean production practices and high quality standards. Furthermore, the capacity of downstream products is strengthened through cooperation with retailers and distribution agents to increase the potential for commercialisation. Strengthening at the upstream level is to increase the ability to independently encourage the sustainability of raw material supply, as well as encouraging other batik SMEs besides partners who are also members of the association to have the awareness to ensure the availability of natural colour raw materials independently. Institutional strengthening of the association into a cooperative pilot is directed at improving the success of the natural-colour raw material supply as well as the downstream product process. The following picture shows the delivery of the training materials by the resource persons.



Figure 1: Delivery of Training Materials

The training materials in this community service activity include materials on innovation and strengthening of batik products, practice production friendly environment, and the introduction of digital marketing. The commitment of partners to actively participate in the process of receiving and implementing the transferred science and technology is very high because both parties benefit from the application of science and technology for the community (IbM). In this activity, the partner involved was KUBE Batik "Putri Kawung". The forms of participation in this activity are as follows: 1) Become a discussion partner in discussing problems and finding solutions. 2) Willing to receive additional education and assistance with the solution. 3) Willing to provide facilities for meetings, providing education and practice, such as providing a place and the materials needed (e.g. leftover mori cloth, leather, wood, yarn, etc.). 4) Willingness to share costs for the procurement of batik waste treatment equipment, either solid or liquid waste on a household scale, and 5) Willingness to provide natural colour batik cloth mixed with cow bone powder for testing the quality certification of Batikmark at the Batik Center.

The dyeing process using natural materials supports the government's efforts to preserve the environment. The natural materials used in the dyeing process in this training use various types of flowers and leaves, as well as branches or roots of certain trees. With this training activity, participants become more aware of efforts to preserve the environment, so that they do not only use chemicals as dyes. Furthermore, the following are the results of batik products resulting from natural colouring.



Figure 2. Product results of training on the use of natural colours

The training on batik innovation and colouring using natural materials is expected to be further developed into a superior product in Bayat MSMEs. Furthermore, the dyed cloth will be put into a heating machine so that the drying process can be done more quickly. In general, batik craftsmen experience problems related to the drying process of this cloth during the rainy season. With this heating machine, the drying process can be done faster and more stable so that it can maintain the quality of the batik cloth material produced. The following is a picture of the heating machine that was handed over to KUBE Batik Putri Kawung.



Figure 3. Batik Fabric Heating Machine

Figure 3. is a heating machine that is expected to facilitate and assist partners in the batik cloth drying process. The expected work efficiency of the batik cloth drying process is expected to have an impact on the stability of production results without worrying about facing erratic weather changes, but still maintaining the quality of the batik cloth itself. This machine is also used to speed up the drying of batik cloth and improve the quality of batik cloth colouring to be more evenly distributed. The following is a picture of the participants in this community service activity.



Figure 4. Training participants from Putri Kawung Batik KUBE

This community service activity is designed in such a way that it provides benefits for all parties. For Putri Kawung Batik KUBE, this activity provides experience for further product quality improvement. For academic lecturers, it is a form of implementation of Tri Dharma Perguruan

Tinggi activities. For students who help as additional knowledge for direct learning about the problems that exist in society and the solutions that can be taken.

Other support that has fostered the motivation of crafters in D Jarum Village is the assistance of the village government in the form of a showroom to display products produced by members of the association; assistance of 6 sewing machines from the Department of Industry and Trade which has not been utilised optimally by Putri Kawung KUBE. There is also support from the local government through the village administration, Bappeda and the Klaten Regency Industry and Trade Office. The process of self-reliance of the hand-written batik industry in Jarum village, especially the partner SMEs of Putri Kawung KUBE, also applies for support from the Ministry of Research, Technology and Higher Education in the form of infrastructure support for the development of information technology-based supply and marketing networks, facilities and infrastructure to support marketing outlets for the association as well as the development of managerial skills for SME partners as well as association administrators.

CONCLUSION

The mentoring activity of the batik industry centre in Jarum Village, Klaten Regency is considered strategic and needs to be done in order to improve the economic welfare of the community in the Jarum Village, Bayat District, Klaten Regency. This is done by considering the condition of nature which is barren so that it requires the community to be more creative. In line with regional development priorities in Bayat sub-district, which focuses on micro-economic empowerment based on village superior products and batik products have significant business development. Some of the problems that arose after the pandemic of COVID 19, making Jarum Village require support from both the government of Klaten Regency, the support of the University (University). Methods carried out in this service activity include: education on brand awareness and a number of business management skills such as financial management, marketable packaging and promotion; practice of environmentally friendly production processes with natural colours mixed with cow bone powder; adoption of TTG heating machines; strengthening diversification capacity both diversification of Klaten characteristic motifs and batik derivative products; quality testing and quality certification of batik marks especially for natural colour written batik products; TTG on the use of cow bone material in the natural dyeing process in order to improve the quality of anti-fade products; and information technology-based business management practices through digital marketing. This community service activity can increase the knowledge of business actors in Putri Kawung KUBE in order to increase product innovation which in turn can encourage the optimisation of community income and economy in the Bayat area of Klaten Regency.

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