Household Industrial Analysis of Songket in Halaban Village

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Abstract
Development of rural areas is one of the targets in achieving national development. Industry has become a way to accelerate village development in an effort to improve people’s lives, one of which is through a local wisdom-based industry, the Halaban Songket industry. This industry is believed to have great potential for the economy in Nagari Halaban. The purpose of this study is to: (1) Describing the characteristics of the home industry of Songaban Halaban, (2) Describing the pattern of relations between entrepreneurs and craftsmen in the Halaban Songket Home Industry (3) Describing the role of the halaban songket industry as an alternative source of household income. This research was conducted in Nagari Halaban with quantitative methods, namely surveys supported by qualitative data. 35 respondents were chosen randomly by multistage sampling method. The results of this study indicate that 70 percent of women in Nagari Halaban are craftsmen with an average age of craftsmen of 37 years and junior high school education. Craftsmen and entrepreneurs form patron-client patterns in work relations and social relations activities. As well as the Halaban Songket Industry contributed 55.34 percent to the household income of songket craftsmen.

Keywords: Craftwomen, Home Industry, Household Income, Songket Halaban

Introduction
Economic development is a development process that occurs continuously and dynamically. Structural transformation is a prerequisite for continuous improvement and growth, and supports sustainable development itself (Todaro, 2006). The transformation of the agricultural sector to industry is a development challenge in developing countries including Indonesia. The development of the industrial sector has contributed to economic growth that exceeds the contribution of the agricultural sector. However, this dominance was not accompanied by changes in the employment structure which was still at 32.9%.

Poverty, unemployment and low standards of living are still issues of development, especially in rural areas. Agriculture as a support for the rural economy is in fact unable to improve the living standards of rural communities. This is due to low work productivity and productive asset control in the agricultural sector. This led to local initiatives to develop the non-agricultural sector in improving the village economy with rural industrialization. Tambunan (1990) revealed that rural industrialization aims to among others encourage rural growth by diversifying sources of income, increasing new employment opportunities, increasing labor and business productivity, bringing closer functional relations to the agricultural sector and business sector, controlling urbanization, and reducing rural poverty.

Lima Puluh Kota Regency is one of the districts in West Sumatra Province that has considerable industrial potential, one of which is the handicraft industry. Handicraft products that are quite famous in Lima Puluh Kota Regency are Halaban Songket Crafts. The existence of this industry is inseparable from
the strength of the traditional Minangkabau culture that has taken root in people's lives. This songket industry is driven by women who work and become a source of household income. Furthermore, this initiates the development of home industries that are carried out at home.

The business potential of the songket craft industry is expected to provide a role in providing economic benefits to the surrounding community, especially in developing the area in Nagari Halaban becoming the center of the Halaban songket industry. However, it is not yet known how much such a role can be played by the songket home industry. To get more detailed information and knowledge about potential role of the Halaban songket industry and the extent to which the role of this industry can be an income in Nagari Halaban, Lima Puluh Kota, a study on the analysis of the Halaban songket craft industry in Nagari Halaban.

Method

This research is a quantitative and qualitative descriptive study that combines survey methods and in-depth interviews with key informants. Quantitative descriptive analysis was used to analyze and describe the role of income of songket craft businesses on the income of craftsmen households. Meanwhile, qualitative descriptive analysis was used to describe the characteristics of the songket business industry and the relationship pattern of entrepreneurs with songket craftswomen with informants namely songket entrepreneurs, songket craftsmen, Chairmen of Tenun Halaban Association and Wali Nagari Halaban.

The sample in this study were craftsmen who were taken by quota multistage sampling method (Waridin, 1999; Susilowati et al., 2005) for 35 respondents of Halaban songket craftsmen. Meanwhile, the informants in this study were Chairperson of the Association of Tenun Halaban, songket entrepreneur and Wali Nagari Halaban. Informants from songket entrepreneurs use saturated samples with an unlimited number of people in this study, but the number of informants is sufficient if the answers received are saturated and uniform. Data collection and information was done through Interview with craftsmen who become respondent and informant. Technique of data collection is illustrated in table 1 as follows:

<table>
<thead>
<tr>
<th>Types of Data collected</th>
<th>Data Source</th>
<th>Technique Data Collection</th>
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<tbody>
<tr>
<td>1. Characteristics Individual and Household Respondents</td>
<td>Respondents</td>
<td>Questionnaire</td>
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<tr>
<td>2. Income data all over member Household (income craftsmen, income agriculture and non-agriculture)</td>
<td>Respondents</td>
<td>Questionnaire</td>
</tr>
<tr>
<td>3. Characteristics Industry Songket (Aspect Production, Marketing, Pattern Relationship Entrepreneur with craftswomen )</td>
<td>Respondents and Informant</td>
<td>Structured Interview</td>
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<td>4. Activity Craftsmen Songket</td>
<td>Informant</td>
<td>Observation Field</td>
</tr>
<tr>
<td>5. Description General Nagari Halaban</td>
<td>Informant</td>
<td>Analysis Document</td>
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</tbody>
</table>

Analysis of Income and Contributions

The income of craftsmen is calculated using the analysis of craftsmen's income and non-craftsmen income analysis (farming and non-farming). Craftsmen income analysis counters by multiplying the number of songket produced in 1 (one) year with wages received by the work craftsmen from each songket unit produced.

\[
\text{Craftsmen income} = \text{production units} \times \text{wages per unit}
\]
Non-songket business income is another income received from non-songket businesses in songket craftsmen households. This non-songket income consists of farming and non-farm business. Farming income is calculated from the number of harvests in a year multiplied by the harvest unit price, minus the production costs. Meanwhile for non-business income Songket from non-farming is income derived from work as Labor, Traders, PNS, Private and others. This income calculation is calculated from the accumulated estimated income received per month for 1 year.

\[ \text{Farmer's revenue} = \text{Revenue} - \text{Production cost} \]
\[ = (\text{Production units} \times \text{prices per unit}) - \text{production cost} \]

Calculation of the contribution of songket business revenue is calculated by dividing the income received by craftsmen from the songket business to the total household income in 1 year (accumulated income of songket and non-songket businesses). This income contribution analysis aims to find out how much percentage or proportion of income received by songket craftsmen from songket business activities for non-songket businesses. Contribution analysis can be calculated using the following formula:

\[ \frac{\text{Songket Revenue}}{\text{Total Revenue}} \times 100\% \]

Results and Discussion

Characteristics of Songket Craftsmen

Respondents in this study were Songket Craftsmen in Nagari Halaban. Thus, the characteristics of songket craftsmen are craftsmen who have a population of songket craftsmen. Identification of the characteristics of songket craftsmen is identifying activities related to how craftsmen in their craft industry activities include age, education level and length of handicraft business. In general, the characteristics of majority songket craftsmen are 25-33 years old with junior high school level and have been engaged in songket business for 11-20 years.

Characteristics of Songket Craftswomen Households

Songket craftsmen household is a unit of analysis in measuring how much the songket industry contributes to the income of household songket craftsmen. The characteristics of songket craftsmen household identify the work of the head of the household and the number of family dependents. It is known that the majority of the heads of household families of songket craftsmen are farmers with a percentage of 68.6%. Meanwhile, a small number of family heads work as traders, private and laborers. Meanwhile, the majority of the dependents of the family of craftsmen are 3-4 people, namely 60%. The lowest number of dependents is 1 person and the highest number of dependents is 5 people.

Characteristics of the Songket Craft Industry

Equipment, Raw Materials and Making Techniques

In the process of songket production, craftsmen use traditional weaving tools known as gedongan. Gedongan is a loom that is used to sit on the floor. Gedongan is practical to use because it does not need a large space but this loom is not so efficient because it requires a relatively long time for produce songket. Gedongan could be purchased in Bukittinggi or made at a cost amounting to IDR 600,000. In Nagari Halaban, generally every songket craftswomen has gedongan.
Besides gedongan, thread is important component to produce songket. There 3 types of songket, which is warp thread, suto thread, and makau thread. Braw cannot be produced in Halaban so must be purchased from other regions. The thread is supplied from Silungkang, suto is easily found in Bukittinggi and Payakumbuh. While for Macau yarn is supplied from Silungkang, Java and Palembang.

The process and techniques for making songket weaving are carried out in two stages. In the initial process of the first stage, weaving of basic fabrics is carried out with flat or plain woven construction. The second stage is the making of decorative items with gold thread. This process requires careful calculation from craftsmen because to put the thread into the base cloth is quite complicated.

**Capital, Production Costs and Processing Time**

The capital source of the Halaban songket Industry consists of materials from craftsmen. 70 percent of the capital of Halaban songket is from Songket Entrepreneurs. Capital sourced from employers consists of two forms, namely the loan system and the wage system. For the form of capital of the loan system, craftsmen borrow materials from entrepreneurs. After the fabric is finished, the craftsmen will sell to the entrepreneur and the money received has been reduced by the costs of the borrowed raw materials. The purchase price set by employers on fabrics produced by craftsmen ranges from 950,000 to 1,050,000.

Meanwhile, there is a system wages, craftsmen relationship with employers such as parent and child weaving. Craftsmen do not calculate the cost of raw materials in production, but craftsmen who produce songket receive remuneration in the form of wages. Generally many craftsmen in Nagari Halaban produce songket with a wage system. Wages received by craftsmen range from IDR 200,000 to IDR 600,000, depend on the type of songket produced. For Selendang (syal) is paid for IDR 200,000, Songket Sarong IDR 350,000 - 450,000 and for 1 set of songket (scarves and sarongs) are paid IDR 550,000 - 650,000. To produce 1 sarong songket with a size of 100 x 160 cm, it can be completed by craftsmen within a period of 4 - 7 days. Meanwhile, songket scarves measuring 50 x 180 cm can be completed by craftsmen within 2-3 days.

**Pattern Marketing Songket Halaban**

Share market Songket Halaban is not just inside the country however outside of countries, including Malaysia, Singapore and Brunei. Some stage distribution songket Halaban in hand consumers, that is songket produced craftsmen collected by businessman songket. Entrepreneur songket then through trader intermediary (agent) markets songket to galleries songket in various area. Entrepreneur songket to market songket through exhibition held by government or private sector. And between businessman songket, some businessman already start market songket through online media.

**Pattern Relationship Entrepreneurs with Craftsmen**

Interaction between Entrepreneur and craftsmen characterized on pattern relationship client patron, i.e. someone who is higher in socio-economic (patron) uses the influence of the resources that are owned to provide protection or profit to those who are lower in position (clients). More further, client play a role provide general support and assistance including personal services to patrons. In the songket craft industry, entrepreneurs act as patrons who have capital resources, marketing access and jobs for craftsmen. Meanwhile, the client, the craftswomen with his expertise and skills in producing songket, will help the work provided by the entrepreneur. So that the existence of an exchange relationship or patron-client will lead to work relations or social relations activities

**Role Industry Songket as Alternative Source for household income**

The role of the songket industry on the income of craftsmen households shows how much the songket industry contributes to increasing the income of craftsmen households. So that it can be seen whether the industry can be an alternative source of income for households in Nagari Halaban.
Craftswomen’s income

Songket craftsmen’s income is calculated based on the number of songket that can be produced in a month and accumulated in 1 (one) year then multiplied by the wages given by songket entrepreneurs per unit songket unit produced by craftsmen. The majority of songket craftsmen can produce 21-30 songket in 1 year with an average songket produced 25.89 or 26 songket in 1 year or 2-3 songket per month. Wage accepted standards craftsmen is IDR 400,000 per unit produced songket.

Songket Craftswomen’s Household Income

Household income from songket craftsmen from venue of songket and business non songket. On business songket, the majority of artisans earn in the range of IDR 7,000,000 to IDR 12,000,000 in 1 year. While that, income Non songket businesses are sourced from farming, trade, private and labor businesses. The majority of households are farmers, craftsmen income acquired less than IDR 7,000,000.

Songket Business Revenue Contributions to Songket Craftswomen’s Household Income

The contribution of non songket business income to the income of craftsmen households is obtained by dividing the income from the songket business to the total income of household songket craftsmen. Based on calculation structure income House stairs craftsmen songket known Songket’s business income contributes 56.41 percent to total household income craftsmen songket.

Table 2. Non Songket Business Income Contributions in Halaban songket Household Craftsmen

<table>
<thead>
<tr>
<th>No.</th>
<th>Revenue Sources</th>
<th>total</th>
<th>Average</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Songket business</td>
<td>358,400,000.00</td>
<td>10,240,000</td>
<td>56.41</td>
</tr>
<tr>
<td>2</td>
<td>Non Songket Business</td>
<td>277,736,000.00</td>
<td>7,935,250</td>
<td>43.59</td>
</tr>
<tr>
<td>3</td>
<td>Total Household Income</td>
<td>642,916,000.00</td>
<td>18,175,314</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Based on the above calculations, it shows that the income from the songket industry contributes more than 50 percent to the total income of craftsmen households. While non-songket businesses originating from agricultural, commercial, private and labor businesses are only able to add to the family’s production of 43.66 percent. The considerable contribution of the songket home industry to the income of the songket craftsmen household shows that the songket industry has a role in increasing household income and can be an alternative business opportunity for the community in Nagari Halaban.

The Role of the Songket Industry towards Rural Area Development

The Songket industry that developed in Nagari Halaban made Nagari Halaban Region the center of the development of the songket industry. The development of the craft industry has resulted in changes in various socio-economic aspects of society. The presence of the songket craft industry has an influence on the livelihoods of the previous residents majority population is the farmer. Halaban songket Industry also play a role as an organization in empowering women especially have access to financial resources. As well, the Halaban songket Industry has an impact on increasing facilities and infrastructure to make it easier for people to carry out daily activities as Construction of the Halaban Center Workshop Building that was built by the Regional Government.

Conclusions

Based on data that has been collected and processed, conclusions are formulated as follows:

1. Characteristics of Songket Business Industry craftsmen have an average age of 37 years with an educational background in the junior high school. The majority of craftsmen have worked as craftsmen for 11-20 years. Meanwhile, the majority of songket craftsmen households work as farmers,
this farming business is generally carried out by the head of the family. Besides that, some craftsmen households work as peddlers, laborers and the private sector. On average craftsmen households have a responsibility of 3-4 people.

2. Patterns Relationships between entrepreneurs and craftsmen form a pattern of *patron-client* relationships where entrepreneurs act as patrons who have capital resources, marketing access and jobs for craftsmen. Meanwhile, the client, the craftswomen with his expertise and skills in producing *songket*, will help the work provided by the entrepreneur. So that the existence of an exchange relationship or *patron-client* will lead to work relations or social relations activities.

3. The Halaban *songket* industry provides a higher average income compared to farming in the composition of craftswomen household income in one year with an average income of craftsmen of IDR 10,240,000 and farming is only IDR 5,586,000. The revenue contribution from the *Songket* handicraft business shows a fairly dominant percentage in the *songket* household income structure, which is 56.41 percent, while non *songket* business income including farming is only contributed 43.66. This shows that the *songket* industry has an important role in improving the household economy in Nagari Halaban.

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