

Batik Woodcraft of Jarum Village as the Core Potentials of Klaten Regency

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Abstract: This community service program in the form of developing wooden batik handicrafts in Jarum Village as one of the core potentials of the Klaten Regency was based on several problems including the degradation of traditional crafts, limited motives, less variation of colour, and limited marketing strategy which have resulted in stagnant product selling. Therefore, efforts to revitalize traditional crafts to push local people income and boost regional economy are needed. The objectives of this program were to: (1) diversify the product of wooden batik crafts, (2) improve motives, colour and design of wooden batik crafts, (3) develop marketing strategy and expand the target market, (4) develop business management, and (5) enhance the facilities and equipment to develop product and market. The methods used in this program include knowledge transfer, discussion, training, and advocacy. Results indicate that this community service activity has improved product diversification concerning design, motives, and colour), improved the number of product, expanded the market, improved product selling, support revitalization of local culture, and push local economy.

Keyword: batik, core potentials, Klaten, woodcraft.

Introduction

Indonesia is known for a variety of handicraft products, including batik crafts. Most batik crafts use cloth media. Along with the development and demands of the times, batik is not only embodied on fabric, but has been developed using various media, including wood, bamboo, leather, and others. Batik woodcraft is one of the manifestations of local wisdom possessed by Indonesian people. People know that batik woodcrafts function both as pure art and applied art. Batik woodcrafts as pure art serve as decoration, while batik woodcrafts as applied art is used as a practical or functional work, such as pencil case, tissue box, and the like.

One of the centers of batik woodcraft industry in Indonesia is Jarum Village of Bayat Klaten Central Java. In Jarum village there are several small medium enterprises (SMEs) that produce batik woodcrafts, including "Taruntum" Batik and "Jino" Batik. So far they have seized the opportunity to develop batik woodcrafts, but they still encounter a number of obstacles, including limited design and marketing strategy. Therefore, it is necessary to find a solution to develop batik woodcrafts as one of the regional cultural identities that have economic and social contributions such as creating job opportunities to reduce unemployment. On the other hand, batik woodcrafts is supported by the availability of materials from the surrounding environment. The availability of wood material which is renewable resources is the hope and optimism of craftsmen. The wood cut for the need to make crafts can be replaced by replanting new trees to be harvested again.

In order that batik woodcrafts as a manifestation of local wisdom can be maintained to be passed on to future generations, there needs to be a systematic effort to develop the crafts in various ways. One of the efforts that can be done to preserve the crafts as a regional core product is to strengthen its existence and develop it through strengthening innovation and creation.

The purpose of this activity is to: (1) increase the diversification of batik woodcrafts produced by “Taruntum” Batik and “Jino” Batik, (2) increase the variety of batik motifs produced by the two enterprises, (3) improve the results of coloring diversification, (4) develop marketing strategies to enhance target market, (5) develop business management applied by “Taruntum” Batik and “Jino” Batik, and (6) improve equipment for product development and marketing. The methods used in this service include knowledge transfer (counseling and lectures), discussions, question and answer, training and mentoring, and advocacy.

Method

The methods used in implementing the activities of developing regional core potentials include discussions, application of designs, workshops / studio work, as well as training and mentoring (groups and individuals). The steps in the implementing the activities are: (1) accompanying Taruntum Batik and Jino Batik to strive for continuous acquisition of raw materials through negotiations with suppliers. This is based on problems related to the availability of raw materials that are less reliable; (2) assisting Taruntum Batik and Jino Batik to innovate tools to diversify products of batik woodcraft. This is based on problems related to the limited innovation and engineering of production equipment, especially in creating new forms, new designs, and new motifs of batik woodcraft; (3) accompanying Taruntum Batik and Jino Batik to organize the layout of the production space according to the production flow so that the utilization of all equipments is more efficient and effective. This is based on problems related to the process that is still limited to making new and innovative types of products; (4) accompanying Taruntum Batik and Jino Batik to develop diversification of shapes, designs, motifs, and colors of batik woodcraft products as many as 5 basic masters to be re-created (redeveloped) into new shapes, designs, motifs, and colors of batik woodcraft products. This is based on problems related to the limited diversification of products that need improvement; (5) assisting Taruntum Batik and Jino Batik to develop professional management. Assistance is focused on production management (increasing competence in developing the shape, design, motives, and colors of batik woodcraft products as well as finance by making bookkeeping which consists of debit & credit, balance sheets, and cash flow) .This is based on issues related to professional management development which includes Human Resource management, production management, corporate financial management, and marketing management. At present management is still traditional and family-oriented. In the case of Human Resource management there is no cadre in the manufacture of shapes, designs, motifs and colors of batik woodcraft products. In the case of production management there is no specific competence / expertise in the production process starting from making shapes, motifs, designs, and color enrichment. In the case of financial management there is no professional bookkeeping in the business. In terms of marketing management there is no good marketing strategy (effective, efficient and co-operative); (6) assisting Taruntum Batik and Jino Batik to initiate the creation of database of batik craft products produced through the creation of data bases and photo albums of batik woodcraft products produced by the small medium enterprises. In addition, information and communication technology media were also developed to introduce and promote batik woodcraft products to potential markets. This is based on problems related to the manufacture of batik woodcraft product data bases and the limited use of information and communication technology media to improve overall small medium enterprises (SME) management; (7) assisting Taruntum Batik and Jino Batik to expand the market (coverage area and segment) with various promotion and marketing media including leaflets, websites,

exhibitions, packaging, and photo albums of batik woodcraft products). This is based on problems related to marketing limitations that are still concentrated in several regions (Yogyakarta and Jakarta). Therefore, market expansion must be carried out immediately through promotional media, development of marketing cooperation, development of packaging for media promotions, exhibitions and website creation; (8) accompanying Batik Taruntum and Jino Batik to improve Human Resource competencies in producing and marketing batik woodcraft, making motives, enriching colors, developing designs, utilizing technology for production, and utilizing various marketing media. This is based on problems related to competencies (knowledge and skills) that are still limited; (9) assisting Taruntum Batik and Jino Batik to obtain soft credit-based business capital from financial institutions. This is based on problems related to the existence of limited business capital.

Results and Discussion

One of the strategies that can be offered for the preservation and development of batik woodcrafts is through synergizing the crafts with tourism. On the one hand, tourism needs support in the form of a variety of tourist attractions including regional craft centers. Without such support, tourism products will not have diversification. On the other hand, tourism activities are an alternative that can support conservation efforts and the development of various regional arts including batik woodcrafts as a local craft. Tourism activities, especially special interest tourism, emphasize the importance of high appreciation for the wealth of local culture. Tourists prefer sites or attractions that have authentic, original, and unique values to be targeted for new experiences in tourist destinations. In connection with this, the traditional batik woodcraft and its unique manufacturing process can be used as a top tourist attraction to offer to travelers who have a special interest in traditional arts and other local cultures. Thus, tourism has a strategic role in the preservation and development of batik woodcraft as a regional core product.

To answer the above problems, the Team from the Tourism and Culture Research Center (PUSPARI) of Universitas Sebelas Maret cooperates with partners, namely "Taruntum" Batik and "Jino" Batik, to develop batik woodcrafts as the regional core potentials of Klaten Regency in order to strengthen local economy, support regional economic development, and at the same time preserve and maintain traditional arts and culture owned by the community in order that they can exist and be useful.

Most of the products of "Taruntum" Batik and "Jino" Batik function as souvenirs to support tourism development in the region. According to The Collins Cobuild Dictionary (2009), souvenir is a relatively small object with a relatively cheap price that is purchased to be given or stored as a memory of a place that has been visited, or an event that was witnessed. Souvenir is usually small and relatively inexpensive article given, kept, or purchased as a reminder of a place visited, an occasion, etc. According to Webster English Dictionary (2004) souvenir is "an object a traveler brings home to their memories". [Http://digilib.mercubuana.ac.id/](http://digilib.mercubuana.ac.id/). Another definition mentions that souvenirs are objects that tourists take home as mementos for the trip they did.

Perhaps in earlier times if someone traveled to a place outside his place of residence, their family or colleague often said "later, when you go home, don't forget to bring souvenirs or gifts". Souvenirs are closely related to one's travel activities. Therefore, it is not surprising that the term souvenir is attached to tourism activities, considering tourism is also a travel activity. In fact, souvenirs have become part of tourism products. This is because there is an influence of

"souvenir" on the motivation of a person's journey to a tourist destination. Souvenirs have an important role in introducing a tourist area because one of the souvenir functions is as a promotional tool or media. Souvenirs are an effective medium for disseminating information about a tourist spot.

Community service activities in the form of developing batik woodcrafts as regional core products of Klaten Regency was based on several problems, mainly the tendency of the increasingly popular traditional arts and crafts, including the art of batik woodcrafts as a noble work of art which is a cultural asset of the area that contains local wisdom. Therefore, an immediate effort is needed to save the traditional crafts.

The growing interest and appreciation of tourists towards the richness of local culture is an important moment to explore the potential of batik woodcrafts which function to support the development of regional tourism. The development of tourists' interest in batik woodcrafts will open greater opportunities to develop the crafts in a systematic and sustainable manner. The effort to develop the art of batik woodcrafts as the regional core potential of Klaten Regency will provide various benefits for local resources, community, private sector, and government.

The implementation of the activities has been successful. The problems faced by small-medium enterprises, both "Taruntum" Batik and "Jino" Batik can be resolved, among others through training and advocacy carried out by the team from Sebelas Maret University which includes several things such as company bookkeeping, unique product development, batik motif enrichment, marketing strategy development through various breakthroughs, among others; product exhibition, collaborating with several Travel Agencies, making *selfie* spots, and distributing leaflets.

The thing that needs to be developed in order to improve the quality of batik woodcraft is that the Klaten Regency Government needs to pay attention to the efforts of developing batik woodcraft enterprises because batik woodcraft has the potential to become the regional core product of Klaten. In addition, both "Taruntum" Batik and "Jino" Batik need to actively keep update with market trends or consumers' demand.

Conclusion

The activities to implement the program for developing regional core product have been successful. The problems faced by small medium enterprises, both "Taruntum" Batik and "Jino" Batik can be resolved. The strategies to overcome the problems include undertaking advocacy to develop batik woodcraft products, providing training to craftsmen and businessman who produce batik woodcrafts, enhancing knowledge and skill of the small medium enterprises about bookkeeping, doing training to enrich motifs of batik woodcrafts, enhancing marketing strategy, and giving equipment assistance to increase the quantity and quality of batik woodcraft products. It is recommended that the Government of Klaten Regency needs pay attention to develop small medium enterprises which produce batik woodcrafts because batik woodcrafts have the potentials to become regional core product of Klaten Regency. Both "Taruntum" Batik and "Jino" Batik need to actively follow market trends and expectation by developing products that have uniqueness which adjust and meet market demands.

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