

# THE TRAINING OF DEVELOPMENT DESIGN AND DIVERSIFICATION PRODUCT TO STRENGTHENING EXPORT SARUNG GOYOR BASED OVOP IN SRAGEN

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## Abstract

SarunggoyorSragen is an excellent product that is grown will be given the availability of potential and existing resources and has a clear market opportunity. In developing superior products mentioned, SME centers incorporated in the local Cooperative containers. In connection with this, the development of superior products sarung Goyorbased One Village One Product (OVOP) support, both from the Government of Central Java Province, as well as the Central Government and the Higher Education scheme Hi Link.

Research for the improvement of the technology applied. Technology selection methods used in the implementation of activities, namely: observation intended to observe goyorsarung woven products, manufacturing process innovation goyor woven sarung, equipment manufacture of loom machinesnew models, KalijambeSragen.

Assistance on an individual basis is intended to determine the potential of individual craftsmen to be developed optimally. Training is needed in order to export and import of cooperatives and community groups can export its own without the help of wholesalers.

**Keywords:** woven sarunggoyor, KalijambeSragen, strengthening exports, OVOP.

## INTRODUCTION

Sragen has the potential for some excellent products that are being developed. One of the featured products is SarungGoyor, located in Sambirembe, Kalijambe. The commodity is developed because it has several advantages, including Sarong Goyorhas appeal and historical value. It is a hand made product, using a loom machines (Lurik), which produced for generations, so it is a potential heritage that should be preserved. SarungGoyorhave export market share, it is much popular in Middle Eastern countries such as the Republic of Somalia, because the quality of the material is typical, can make a sense of "cool" or cold

To improve the efficiency, effectiveness, and competitiveness for craftsmen of Sarunggoyor, has formed KoperasiIndustriDanKerajinan (Kopinkra) AGAWE MAKMUR, as the place to joint economic activities, particularly with the purchase, processing and sale together. SMEs need to develop craftsmen of Sarong

Goyorgroup, as prospective member of AGAWE MAKMUR, to fulfill the market's demand is still highly potential export.

The purpose of the Regional Superior Product Development by Cooperatives are:

- a. SMEs cultivate SarungGoyor craftsmen with loom machines (not woven machine/ATBM) for a member /prospective member of AGAWE MAKMUR in Kalijambe.
- b. Increasing production capacity, so as to meet both local and export orders.
- c. Increase the value added and selling with a higher prices, affect the increase of income for craftsmen of Sarong Goyor inKalijambeSragen.
- d. Growth of new entrepreneurs.
- e. Create jobs, reduce unemployment and alleviate poverty.

Sambirembe has 250 SMEs loom machines (Lurik), Sarong Goyor, with an average production of 1,500 pieces, worth Rp. 300,000,000. Follow up visiting Bp.

Halim Mintardjo, Textile Import Export Chamber of Commerce of Southern African Region on dated July 21, 2010, with the General Director of Trade Ministry of Commerce of the Republic of Indonesia, and then on August 6, 2010 by the Somali Ambassador with The State Minister of Trade of the Republic of Indonesia and their export's plans Sarong Goyor, to various Middle East countries, especially Somalia it is necessary to develop this proposals of HI-LINK.

The Governor of Central Java said in Instruction number 518/23546 in 2012 on the Development of Rural Regions Production, by OVOP Approach Based Cooperative. Regional Development Featured Products Sragen approach the OVOP by cooperative Commodities:

- a. Sarong Goyor
- b. Organic rice

Constraints faced over the years is:

- a. Lack of experts in the field of product design and staining techniques
- b. Lack of competent personnel in the management of Cooperatives
- c. Lack of diversification product
- d. Lack of packaging products quality
- e. Lack of access to markets and networks businesses.

## GOAL

### Common Goal

This program's goal is enhance capacity building in the application of university's technology that required by the industry and the public on an ongoing basis and institutional, in order to strengthen the competitiveness of industry partners and the public welfare. Craftsmen can improve their knowledge skills and attitudes in the field of Sarong Goyor with batik designs according to their interests so that they would get the ability to work independently or trying to conform with the potential resources and employment opportunities in the industry the company can ultimately improve their quality of life.

### Special Goal

The specific's goal of this program is the institutional strengthening (capacity building). DP2M-Higher Education develop a model of cooperation programs between University-Industry-Government is

implementing the required technology industry and society, and is derived from the research. Benefits for Higher Education Institution:

- a. Existence encourages of Universitas Sebelas Maret Surakarta (UNS) and UNY predict and provide alternative solutions to local and global issues in order to support social and economic activities that are highly competitive science and technology based.
- b. Creating potential synergies between communities, government and university, UNS Surakarta and UNY, as basic integration and alignment (link and match) and provide input for adjustment of curriculum materials.

The road map research are:

- a. Bintek Cooperatives.
- b. Cooperative's Management and Development Assistance Proposal, as well as marketing information via the Internet by BDS Blooms Commerce.
- c. Socialization Scheme for SME's credit.
- d. Coordination and synchronization program by Activity Group Discussion (FGD), based OVOP Development Cooperative.
- e. Improved Product Quality and human resources's skills in Kopinkra Planting Activity Sector Sarong Goyor by OVOP in Sragen system.
- f. Comparative study in Pemalang and Tegal.
- g. Technical Application SME's Development through Value Chain Approach.
- h. M & E implementation of OVOP.

## ASSESSMENT SYSTEM

### Performance Indicators

- **The first year (2104):** (a) increasing the office facilities for Kopinkra Agawe Makmur as OVOP cooperatives embody Sarong Goyor, (b) increasing transportation and production facilities for Sarong Goyor, (c) increasing the quality of human resources by import-export training for craftsmen's of Sarong

Goyor, (d) Sarong Goyorwoven's module, accounting module, marketing management module (e) a national or an international seminar.

- **The second year (2015):** (a) increasing the number of KopinkraAgaweMakmur, 27 people to 72 people, (b) increasing production capacity of 1,125 pieces goyorsarung/month to 2,280 pieces/ month, (c) Increasing KopinkraAgaweMakmur's turnover of Rp. 385 790 000, - to Rp. 771 580 000, -, (d) accredited national journal.
- **The third year (2016):** (a) increasing the assets from Rp.160.812.000 KopinkraAgaweMakmur,- to be Rp.409.926.000, -, (b) the realization of a new plant (enterprises) with local government land, (c) export without another broker, (d) publication in reputable international journals, (e) there is a batik design patented innovations

#### **Qualitative Indicators**

- **First Year (2014):** (a) Develop and establish potential areas through people's productive economic sectors , (b) Conducting the process of transformation of economic development of the people in a professional sector . Improving the quality of human resources is critical following her being a dynamic and constructive , (c) Developing a culture of learning , working and trying to sound "berkewirausahaan for citizens , (d) to develop educational programs and life skills in efforts to develop the small business sector , micro-enterprises and the informal sector, (e) Providing training to new technology for weaving.
- **Year II (2015):** (a) to provide business mentoring and business development consulting services, (b) to develop alliances with governmental and non-governmental organizations in the fields of entrepreneurship and business development both within

and outside the country, (c) to develop acceleration other new entrepreneurs in the community, (d)to develop programs of study in the field of entrepreneurship studies and small businesses.

- **Year III (2016):** (a) establishing and developing a business meeting programs, exhibitions and facilitate intellectual property rights to the craftsmen Small Business, (b) holding a productive unit and facilitates financing for microenterprise sector, (c) to develop other new entrepreneurs acceleration among the public , (d) developing Competence and professionalism in providing services institution entrepreneurship and small business development, (e) to develop and implement the findings of science and technology through productive efforts to support self - financing, (f) International Journal. After HI-LINK program is completed, it will be published in the International Journal of indexed proquest/scopus.

#### **METHOD OF EXECUTION**

The method that will be done is the training: systems woven technology of Sarong Goyor material, the development of mental attitudes to entrepreneurship, financial management for participants, preparation of the business plan for the participants, the management of business, success story by presenting business-related practitioners. The design implementation, evaluating and implementing the following activities:

##### **1. Draft Implementation Activities**

- **Preparation.** Activities undertaken include: (a) prepare the materials and instruments for selection and recruitment for trainees, (b) coordination with relevant stakeholders, such as government agencies or private organizations and rural planning/craftsman of Sarong Goyor, (c) coordination the teaching team includes professors from UNS who

related technical practitioners, (d) preparation of materials/modules/training materials.

- **Provision of training.** The training is given in the form, in-house training and out house training, include: (a) training of entrepreneurship: Lecturer awarded by UNS in the form of in-house training and out house training, (b) the technical training, product manufacture sarong's woven with new design batik, which was given by Mrs. Sarah Rum H, (c) financial management training in the form of practical training, business plan preparation, business management in-house training, by the Faculty of Economics, UNS, (d) success story speakers practitioners in fields related business, (e) production of technical assistance, business management, financial management, as well as undertake the establishment of a network marketing business to the next production.
- **Evaluation activities.** After attending training activities, participants will be evaluated. At this stage, participants must: (a) the individual is required to make products of training, (b) shows the results of the practice of preparation of financial statements, business management, (c) submit a business plan/ business plan that will be made in writing and delivered orally, (d) presenting entrepreneurs related to the scope of business partners locally, regionally, and export.Oriented production to see the result of participants in order to form a network of businesses that will be done.

## 2. Implementing Activity

- Lecturers related material from the Faculty of Economics and from the University, UNS, Mrs. Sarah technical practitioners, and

practitioners from related industries of Pematang and Tegal.

## 3. Implementation of program activities in detail in three (3) year

- **Year I (2014) include:** (a) Training Need Analysis for weaving Sarong GoyorATBM craftsmen. (b) develop a model and training modules Batik Design Innovation In Lurik Weaving. (c) implementation of loom machines with new technology and mordant bath. (d). import export training.
- **Year II (2015) include:**(a) validation of training modules and limited field trials,(b) implementation of appropriate models of entrepreneurship training modules that have been validated,(c) evaluation and improvement of the module.
- **Year III (2016) include:**(a) validation and confined field trials after using the new machine, (b) implementation of a New Machine models have been validated, (c) evaluation and improvement of a New Machine Implementation.

## IMPLEMENTATION

### 1. Completion of the technology applied in the first year (2014)

Through science and technology selection methods used in the implementation of activities, such as:

- a. Observations intended to observe product sarung goyor woven sarongs and batik design and manufacture of process equipment in KalijambeSragen.
- b. Discussions with craftsmen determining the right concept in the determination of the design so that it knows that many designs that consumers demand, also determines the new colors that will be created.

### 2. Applying Technology to a second year (2015).

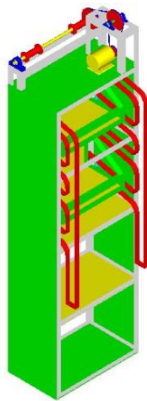
The use of touch technology, as well as the craftsmen in the process goyor woven sarongs extortion and drying the fabric after washing and then dried for design. In connection with the development of these technologies, the world of education is supposed to develop appropriate methods

of planning one of them with a rolling machine press fabrics. So in addition to encouraging us to apply the technology/tools, machines can also create a concept that can help save human labor.

### 3. Application of new technologies such as Elevator Shelf Machine in third year (2016).

In the era of globalization, people are required in order to develop their creativity, because in times like these free competition has spread throughout the world. With this positive competition will be created a product that can treat and alleviate human hardship, particularly in the field of technology.

One of them is the lift machine on the showroom shelf or display case. This tool has a simple construction, but has great functionality, which has been equipped with propulsion machinery and power transfer systems. In this plan also accompanied calculations can refer to the power of these tools.



The purpose of this tool is the plan:

(a) determine the appropriate construction material strength and load received,(b) maximizing the capacity of the room because it utilizes the space above the range of normal grasping the storefront or showroom space,(c) streamline the material so that the data is in the showroom or storefront space, according systematics interior showroom.

Benefits of planning tools: (a) we feel safe and comfortable when making materials at a certain height,(b) make it easier to streamline store pickup or above

range of the human hand, (c) shorten and lighten the work.

## RESULTS AND DISCUSSION

### 1. ContributionsPT-Industry-Government

HI-LINK program that operates smoothly and institutionalized (standalone prospects and ongoing) by the Learning Enterprises Group and continuous course of BDS. So that would be obtained by craftsmen Enterprise Capabilities include: ability to manage and develop the business plan , ability to conduct business through the development of creative and innovative thinking skills, ability to conduct business professionally and independently.

Intensive involvement with the partnership to be involved in the planning , implementation and supervision of HI-LINK: (a) Government Institutions Rural/ District Head for recruitment craftsmen,(b ) Department of Education and Culture PLS Sragen and Central Java Province for advocacy and consultation,(c) Department of industrial cooperatives and SMEs to capital, (d) Department of Tourism Sragen, (e) UNS research team, (f)KopinkraAgaweMakmurSragen.

Benefits for Development: (1) Poverty Reduction. Improve business performance and socio-economic life of the community through increased potential for community of craftsmen in the long term will accelerate the recovery of the Indonesian economy,(2)Provision of Employment, expand employment opportunities for the wider community through the growth of new entrepreneurs in the field of craft woven sarongs goyor.

### 2. Application of Industrial Technology in 2014 (First Year)

#### a. Introduction loom machines (Lurik)

The purpose of the introduction of loom machines is to know the machine tool parts and know the function and number of aids used to facilitate the processes involved in making cloth. For recognition phase looms discussed are limited to loom machines (Lurik) because gedagan loom is rarely used because it is not effective for users, given the size and

made serbalos, while non loom machines are more likely to lead to the textile industry which requires working speed and able to produce fabrics that are much faster. Framework introduction loom machines are considered adequate and loom machines can be made by using a metal or wood

**c. Research for the improvement of the technology applied**

Science and technology selection methods used in the implementation of activities, namely: Observations intended to observe product innovation Lurik weaving loom Sarong Goyor and equipment in the manufacturing process as well as Kalijambe. Team of researchers with the craftsman determine the right concept in the determination of the design so that it knows that many designs that consumers demand, also determines the new colors that will be created. Observations in order to find weaknesses and strengths: Lurik application with new technology, the manufacture of mordant bath, rolling press machine, making machine rack lift and see the advantages and disadvantages are also revamping financial management, work stations, operations business and individual assistance, intended to determine the potential individual craftsmen to be developed optimally.

**3. Targets**

- **Criteria Target Students:** (a) has interest in learning/trying, (b) the productive age population (18-35 years) women and men, (c) minimum high school education, (d) domiciled location in the village of Kalijambe.
- **Students Recruitment Method:** socializing, registration, selection, training
- **Learning Strategies,** learning process implemented in the following manner:
  - a. Group.
    - For purposes of efficiency and effectiveness of learning strategies do with the model group approach through the

establishment of four (4) groups of 5 people each, total enrollment of 20.

**b. Andralogi approach.**

Personal approach according to the needs and abilities of learners with a personal approach that minimizes lead instructional approach.

**c. The ratio of theory and practical subjects was 20% compared to 80%.**

• **The implementation**

Place in the implementation of Community Services in Kalijambe and the Faculty of Economics and business UNS.

**CONCLUSION**

Results of the first year (2014) include: (a) Conducting Training Need Analysis for weaving sarunggoyor ATBM (loom woven) craftsmen,(b) Developing a model and training modules of Batik Design Innovation In satung goyor Weaving, (c) Implementation of loom machines with new technology and mordant bath (to be colored yarn dyeing), (d) Import export training.

Qualitative indicators of the First Year ( 2014 ) which has been reached is: (a) Developing and establish potential areas through productive economic sector people, (b) Process of transformation of economic development of the people in a professional sector, (c)Improving the quality of human resources is critical following her being a dynamic and constructive, (d) Developing a culture of learning, working and trying to sound entrepreneurship for citizens, (e) Developing educational programs and life skills in efforts to develop the small business sector, micro enterprises and sectors informal, (f) Training with new technology for weaving.

**Acknowledgement: this research have been funded DIKTI skim Hi Link 2014.**



