

Batik Cimahi: An Opportunity Of People's Economic Movement

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Abstract - Batik is one of the nation's works that are recognized by the world as one of Indonesia's cultural identity. Every city in Indonesia, especially in West Java has the typical batik characterized by the identity of the city, including Cimahi city. The popularity of batik Cimahi, not as famous as the popularity of Batik Garut, Cirebon, or other cities in West Java. Apart from the age of history Batik Cimahi that is relatively still young, which also affects is caused by the regional values in Cimahi not affect the culture of the people who become residents of the city. But it does not dampen the spirit of business people to cultivate a typical Cimahi batik industry. In addition to the business goals which indeed show a business opportunity that generates the profit, there is also idealist purpose that is based on a love of businessmen on batik, art, and areas. There are a number of other problems that caused Batik Cimahi hasn't been able to completely become a driving force in the economy of the region. However, the businessman in this field is optimistic that Cimahi Batik has it owns the potential market. Therefore, this research aims to map out a number of problems that become the obstacle, and at the same time recommending alternative solutions for solving encountered problems. This research method using case studies with the techniques of data collection in the form of interviews and observations to a number of batik typical Cimahi business. As for the results obtained shows that the need of attention and support from the Government to make Batik industry as the driving force of the economy of the region, as well as the collaboration among the businessmen for the sake to achieve the same vision, namely to make Batik as one product that can improve people's economy.

Keywords: Batik, Cimahi Batik, Typical Batik Industry, SMEs, Economic Growth

I. INTRODUCTION

Batik Indonesia, is one of the works of the country child's work who become one of the nation's culture and has gained recognition by the world through the UNESCO as the world cultural heritage (intangible world heritage) [1]. As one of the world's heritage, batik has important values to be developed, both from the art and culture aspect, as well as the industry. On the cultural aspects, batik demands high artistic taste, from either side of the manufacturer, as well as consumers. Batik is designed and processed by the batik craftsmen who have high artistic value, will have aesthetically valued. But the aesthetic value of a batik work will not get a high appreciation, when dealing with consumers who do not have high artistic taste, so often the price of a piece of batik that have intricate designs and requires a long

period of the completion, considered too expensive for the price of a piece of cloth.

Indeed, batik making is inseparable from the cultural identity that emanated from the motives design. This means that not just anyone can design batik motives, due to design batik requires certain references. This is in accordance with the statement that: the craft of batik cannot be separated with the cultural identity of the Indonesian people. Identity can be seen through the symbolic meanings of its colors and designs that express their creativity and spirituality [2]

According to the Ministry of Industry, in 2005 there were 31,007 of batik business unit, with a production value reaching Rp3,3 trillions, as well as the export with the number of revenues amounting to USD105 million. In 2009, an increase in the number of business units to become as much as 48,300 units, and able to absorb the workforce as much as 792,300 people, with a production value reached Rp 3.9 trillion, as well as the foreign export, reached USD 120 million [1]. This is means that batik has become business opportunities to drive the economy of the community. Batik industry at this moment more engaged in the small and medium enterprises (SMEs) units, but instead Indonesian Bank (BI) records the economic in Indonesia, one of which is supported by Small Medium Enterprise that provides contribution until 99% for Indonesia economic development [3]

The movement of the economy through the batik industry cannot be separated from the government efforts and various related elements to make batik as one of the commodities that should get some attention. One of them contained a variety of government programs that encouraged the use of batik as the required clothing to be used on certain days as work clothes. Moreover, every year on 2nd October, Indonesians celebrate the "Batik Day". The day was created to mark the date when Indonesian Batik was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity [4]

In addition, the declaration to use batik in the workplace has been enforced for two working days of the week in various cities. There is also the development of batik creations as casual clothing materials by targeting the youth segment. This is done in an effort to prevent the prestige of batik become dimmed especially the younger generation, which some still consider batik as clothing that is an old fashion.

To support government programs in the preservation of batik as one of the cultural heritage, the Government of Cimahi city actively initiated the making and development of typical batik

motifs that characterize the identity of Cimahi. One of them held a contest with the theme of batik conducted on the activities of the special cultural competition organized by the local government that produced five major theme motifs typical of Cimahi, namely Cireundeu Motif, Ciawitali Motif, Kujang Motif, Curug Cimahi Motif and Pusedik Motif. Based on data from 2016, SMEs in Cimahi reaches 3,000 businesses. Starting from production of food, drinks to craft products, with one of their products is typical Batik Cimahi.[5]

However, it can be said that Batik industry development in Cimahi not yet optimal. Currently Cimahi has not become a city of tourist visits destined for local tourists as well as foreign tourists who special travel caused by the appeal of batik, this is due to the lack of centralized batik in Cimahi, such as in Cirebon, Yogyakarta, Pekalongan, or Solo, and other cities, where batik industrial centers have become the main purpose of tourist visits. Therefore this research is intended to describe and map the problems faced by typical batik industry Cimahi in performing its role as the driving wheel of the regional economy.

II. RESEARCH METHOD

This research use case study method which has a multi-case in nature with two cases involving issues which are faced by two batik industries that engaged in batik industry in Cimahi. Data collection techniques were conducted through in-depth interviews with resource persons, namely batik Cimahi business people, by visiting the business location directly from the business people dig up the necessary data as deep as possible, equipped with an observation with observation records toward the conditions of business location, the place of production, space gallery and business support infrastructures, as well as the interaction between buyer and seller. The process of data extracting also features a similar literary for supporting data enrichment of further analysis into several important findings to provide input for problem-solving which become the research purpose and usability. Determination of the resource persons is done by way of snowball, considering the typical batik industries in Cimahi is still comparatively few compared with the number of similar businesses in other cities. Data search based on the problem of familiarization of Cimahi typical batik motif can be one of the drivers of the regional economy, at the same time become one of the cultural products that can be recognized internationally.

III. RESULT AND DISCUSSION

Based on the data obtained from interviews and field observations, it is known that the number of producers or batik business in Cimahi is still limited in quantity, currently, there are only three business entrepreneurs who produce batik which specialized in producing Cimahi typical batik. This is caused by a geographical area of Cimahi City that only got 40.25 km² of area, compared to the closest neighbors cities like Bandung City which have 167,7 km² of area, Kabupaten Bandung (Bandung District) which have 1,768 thousand km² of area, and Kabupaten Bandung Barat (West Bandung District) which have 1,311 thousand km² of area. The total area of West Java Province reached 37,174,000 km².

Allocation of Land use in Cimahi City, for Settlement reached 1,609 Ha (39,21%), Military Land 375 Ha (9.14%), Industry 700 Ha (17.06%), Rice Fields 326 Ha (7.94%), Field 382 Ha (9.31%), Mixed Farm 367 Ha (8.94%), Trade Center 140 Ha (3.41%) and Land used for other purposes 204.73 Ha (4.99%). Based on the function of the city in general, the type of activities in sub-district of North Cimahi region directed for housing, education, and public services. The types of activities in sub-district of Central Cimahi region directed for trade and services, government and education. The types of activities in sub-district of South Cimahi region directed for Industry, housing, education and public services [6]. There are three locations from Cimahi batik industry, namely Batik Sekar Putri located in Padasuka, Central Cimahi, Lembur Batik located in Cibabat, Central Cimahi, and Batik Anggraeni located in Pasir Kaliki, North Cimahi. This article will be presented the data field from two industry locations that could serve as an initial description. On table 1 presented the number of the data field obtained to show the description of Cimahi typical batik industry.

Table 1 Business Comparison on Cimahi Batik Industry

BUSINESS ELEMENTS	BATIK SEKAR PUTRI	BATIK LEMBUR KURING
Initial business field	Muslim kids clothing	Muslim clothing
The quantity of production per month	-/+ 200-500	500
The number of monthly sales	100-300	400
The lowest product prices	130.000	80,000
The highest product price	3.000.000	1.5 million
Number of employees	10	10
Target consumers	<ul style="list-style-type: none"> • Agency • Tourist • Local people 	<ul style="list-style-type: none"> • Agency • Tourist • Local people
Business support	<ul style="list-style-type: none"> • Batik training • Plan: cafe, batik museum 	Batik training
Business services	<ul style="list-style-type: none"> • Direct purchase at gallery • Tourist travel visits • Training and education visits for students 	<ul style="list-style-type: none"> • Direct purchase at gallery • Tourist travel visits • Training and education visits for students
Business cooperation	Transmart	Fellow Cimahi featured batik entrepreneur

Every business communities always faced with the question of innovation. Including business communities engaged in batik industry. To generate innovation, batik industry communities must have high creativity, sufficient capital, and unique ideas to produce new designs, the technology which can act as a support in order to face the unpredictable business climate [7]. The batik Cimahi industry entrepreneur who became the interviewees state that the business they do now was started from a business which still associated with the clothing industry, namely the Muslim fashion business and the special Muslim fashion business that is intended for children. This means, the desire to develop batik Cimahi business, not apart from their competence in understanding the apparel industry. For Indonesian society batik still associated with clothing material.

Based on the amount of batik produced and sold in every month, it can be seen that the interest of the community to buy batik material for the purpose of being used, either as clothing material or for the use of other uses is still minimal. In fact, as a clothing material, batik can be created into clothing that can be used for various purposes, ranging from uniforms to party dress; therefore the Indonesian consumer society should be encouraged to love the domestic product [8], especially the products that reflect the national identity. The price ranges per sheet for batik, either for the highest or lowest price produced by two batik industries in Cimahi. The figures show that the price is relatively high compared with the price of batik produced by the batik industry in another city, for example, batik Yogya or batik Solo. In addition, the batik production relatively still low in the amount which makes it difficult to reduce the selling price, there are other factors namely the need to imports the raw materials that needed to make batik, especially cotton and dye that had to be imported from abroad. The dependence towards imported raw materials implies to batik industry. The industry is very vulnerable to fluctuations of the rupiah exchange rate [9] that makes the sale price becomes difficult to be pressed and adjusted to the purchasing power of the consumers. To produce batik with the cheap price that is affordable with consumer purchasing power requires complex business strategies, because some base material used to produce batik, still have to be imported, especially if the producers want to produce batik with excellent quality. [10]

In 2011, the unemployment rate in Cimahi had reached 44,000 people. Therefore, efforts are needed to solve this unemployment problem. One effort that made to suppress unemployment in Cimahi City is in the field of batik handicraft. [5]. Based on this, there appear to be great expectations that batik industry will be able to absorb labor optimally. But in reality, the number of employees employed in the batik industry, which became the location of the study, only about 10 people. Nevertheless, there is research that says that: "the target market and economic growth still open widely. It would be increased in the future for enhancing labor market and to strengthen the infrastructure, and community empowerment would improve the batik handicraft industry. At the same time, it would strengthen cultural and heritage tourism, and job opportunity as well" [11]. Essentially, the batik industry is still expected to be developed to become one of the pillars of economic growth and tourism, employment, and development of local culture.

In conducting sales, the business style that used by Cimahi batik business communities is still based on a moral strategy. This strategy is characterized by considering buyer conditions [12]. This can be observed when there are numbers of interactions between sellers and buyers in the sales location or in the batik gallery, which still opens with the opportunities for talks containing bargains or discounts and bonuses. Although in the end, the price will still apply according to the price tag listed, the seller must first attempt to explain the reason for determining the price for several items of sales product. This includes one of the efforts that are educating people about batik, the process of making batik, batik base material, the advantages and disadvantages of each type of batik production. The granting of this understanding to the consumer can be regarded as an attempt to empower the community through the dissemination of information to increase the knowledge and love of society for batik as one of the nation's work results.

Community empowerment is an important step and agenda for CSR program implementation. The five pillars cover the aspects of the economy, education, health, social infrastructure and security [13]. Business communities in batik industry sometimes become subject to activity as well as being the target object of CSR activities. They are used to providing comprehension to the community about batik, as well as participating in community empowerment activities such as training and guidance from various agencies, such as how to control residual waste production. This is important considering that most of the small and medium entrepreneurs' understanding about the environment is still limited [14]. There is an opinion stating that "the important contribution given by the SME sector is the improvement of the nation's economic growth through a better understanding about behavior and financial and non-financial practices of entrepreneurs" [15][16]. The active participation of MSMEs in community empowerment activities shows the contribution of MSMEs to non-financial practices.

Empowerment of and for SME business entrepreneur is necessary to enable them to capture the social and economic conditions around the use of resources and production mechanisms [17]. This is important to remember that every entrepreneur is required to have orientation in the business, and entrepreneurial orientation is allegedly a direct impact on business performance [18]. The entrepreneurship orientation owned by Cimahi batik industry entrepreneurs leads to a collaborative effort to improve business capability. Capacity building can be achieved through subcontracting strategies with competitors when getting orders that exceed capacity as well as through collaborative supply of raw materials [19]. This can be seen from the collaboration which is conducted by Lembur Batik that opted in Batik Anggraeni which essentially is their competitors; to fill the stock of batik at the time of Lembur Batik got a visit from tourists at certain moments. Based on the depiction, obtained an overview of the problem mapping faced by Cimahi batik industry entrepreneurs are:

Table 2 Alternative Solutions for the Problems of the Cimahi Batik Industry

Problem Mapping	Constraints	Efforts That Can Be Made
number of Cimahi batik business	Relatively large capital from financial aspects	Outlining the opportunities for profit and benefit through the construction of a Government that is conducted exclusively and intensive
The popularity of Cimahi batik	The age and history of batik Cimahi is still young	Batik Cimahi socialization program by the city government as part of a policy
Development of batik as a local cultural identity	The specificity of the relatively batik motifs have similarities with typical batik from other cities	Refinements characteristic of the feature batik which will be a trademark, as well as branding strengthening in various aspects of development programs
Development of batik as an economic activator	Location of batik industry and marketing that have not been centralized in business centers	Planting area of Cimahi batik industry centers initiated by one of the government programs
Development of batik as a tourist attraction	Optimization of business collaboration that has not been directed	Collaboration and synergy between business entrepreneur from the field of batik industry, tourism, restaurant, education, supported by government policies.

The limited number of the business entrepreneur in batik Cimahi industry is caused by the high capital that must be prepared by the business in this field. One of the needs to be prepared includes production sites and galleries. For the gallery, from some observations, there is a cost that must be prepared to make the selling place look have artistic value, either from interior design and exterior aspect, considering that batik is identical with art and culture, so the packaging of sales appearance also requires the power of art and certain tech skills. This is in line with the thinking that says the inhibiting factors

for SMEs to grow, including to adopt information technology, are cost constraints, human resources and the complexity of information technology. [20]

The aspect of the popularity of batik Cimahi which is considered not as popular as batik from Central Java, East Java, and other areas in West Java which has a long history and known by various layers of society, became one of the things that was allegedly the cause of the low demand from the community towards batik with Cimahi typical patterned. In fact, many of the Cimahi community who do not know the types of motives that characterize their area. This impacts on the lack of introduction, interest, and Cimahi community actions to buy, and wearing their own unique batik.

Although there are many events organized by the government both central and regional to support the socialization of batik to the community, as well as providing opportunities for SMEs to introduce their products to the international world [21], the existence of batik Cimahi not much known to the common people. This is due to the age of the Cimahi batik is still relatively young, considering that batik Cimahi, just set in 2009. Therefore, it takes the collaboration of all stakeholders to be together to solve the problems faced by business communities [8], including the problems faced by batik Cimahi entrepreneurs.

IV. CONCLUSION

It is time for pioneering territories of Cimahi typical batik industrial center to become one of the important agenda initiated by the city government through one of the government programs. This pioneering needs to be in line with the collaboration activities and business synergy of the batik industry, tourism, restaurant, education, and other related fields. Therefore, it is also necessary to do the translation of profit and benefit opportunities as well as exclusive and intensive government coaching to prospective business people who will be involved in a typical batik development program as a driver of the local community's economy. In addition, it is also necessary to socialize batik Cimahi and sharpening characteristic of featured batik which will become a trademark, as well as strengthening branding in various aspects of the development program in Cimahi city area simultaneously by utilizing certain moments, but still maintained its operation on the sustainable basis.

Association of batik Cimahi entrepreneurs also needs to be driven to accelerate the development of business and batik Cimahi industry. In addition to accommodating business interests as well as to develop strategies for the promotion and dissemination batik cooperation with various parties which has a common vision to make batik Cimahi as one of the cultural richness that is recognized nationally and internationally.

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