

Household Industrial Analysis of *Songket* in Halaban Village

Herlina Effendi^{1(*)}, Osmet², Ifdal³

^{1,2,3} Universitas Andalas, Padang, Indonesia,

(*)✉ (e-mail) herlinafariz@gmail.com

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 Pulu 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 Pulu 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:

Table1. Type and Technique Data Collection

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

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.

$$\begin{aligned} \text{Farmer's revenue} &= \text{Revenue} - \text{Production cost} \\ &= (\text{Production units} \times \text{prices per unit}) - \text{production cost} \end{aligned}$$

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 craftsmen 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

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

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 craftsmen 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 craftsmen 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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