



Needs Analysis of Mentoring Furniture Industry Craftsmen in Kampoeng Sembada Ukir, Petekeyan, Tahunan, Jepara

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ABSTRACT

Kampoeng Sembada Ukir Petekeyan is located in Petekeyan Village, Jepara Regency. Most of the people in Petekeyan Village earn a living as craftsmen in the furniture/carved furniture industry. The commodities are interior products (cabinets, dining chairs, guest chairs, tolets) and exterior products (garden chairs, patio chairs). The cultural identity of the craft-producing community is inherited by the soft skills enculturation process. The purpose of this study is to determine the ability of crafters to manage the furniture industry business, the problems faced so that a mentoring solution can be determined that is tailored to the needs of crafters. The data in the study were collected through questionnaires by taking a sample of fifteen furniture industry crafters. The research data was analyzed using descriptive techniques. The results showed that carved furniture crafters have not managed their business optimally. This can be seen from the aspects of production, product innovation, marketing management and financial management. Thus, there is a need for various assistance in the aspects of production, product innovation, marketing management, the use of appropriate technology and financial management so that the knowledge and skills of craftsmen in managing the carved furniture business increase and there is an increase in the quality of carved furniture that has high competitiveness for domestic and global markets. In addition, there is also an increase in skills and competence in marketing management patterns and technology-based financial management.

Keywords: *carving, furniture, industry, mentoring, needs.*

1. INTRODUCTION

As The World Carving Center of the furniture industry, the carved furniture industry is one of the most famous centers in Jepara Regency [1]. The art of carving has been a part of the life of the people of Jepara for hundreds of years. In addition, as part of the skills possessed by the people of Jepara, the art of carving eventually found a way to be able to raise the standard of living of the community at large[2]. The Jepara carved

furniture industry has a very long historical journey. The expertise, talents, and skills of Jepara craftsmen are not only obtained from the learning process, but also obtained from a tradition of inheriting carving skills from the ancestors of the Jepara community since the 8th century [3].

Based on the Jepara Regency Statistics report in 2016, there were 5,993 business units engaged in the furniture sector. The number of business units was able to absorb a workforce of 77,187 people [4].

Table 1. Furniture Industry Profile of Jepara Regency 2016

Number of business units (unit)	Total Labor (people)	Production Volume (pieces/set)	Production Value (IDR)
5.993	77.187	4.184.037	2.008.359.38

The following BPS data is related to the development of the number of business units and the volume and development of the production value of the Jepara Regency furniture industry[5].

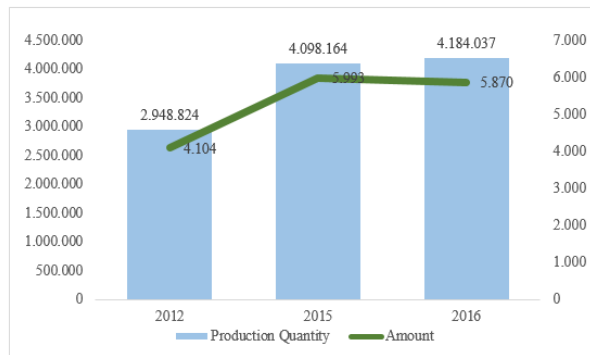


Figure 1. Development of the Number of Business Units and Production Volume of the Furniture Industry in Jepara Regency

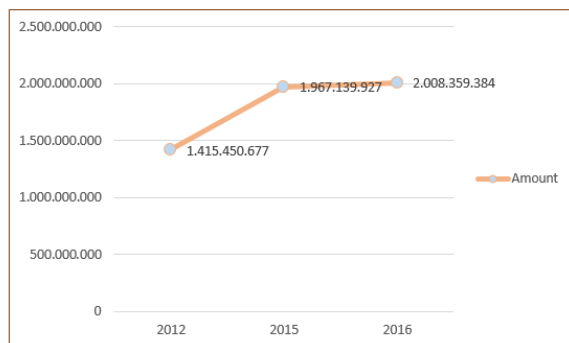


Figure 2. Development of Production Value of Wood Furniture Industry in Jepara Regency

The diversity of Jepara's carved furniture industry products has developed very dynamically. The blending of carving artworks with influences from other regions and even countries has made Jepara very rich in a variety of carved furniture industry products. One of the carving communities that continues to innovate is the group of craftsmen in Petekeyan Village. Petekeyan Village is one of the villages dominated by the furniture industry with its superior product being the carved furniture industry [6]. Petekeyan Village is located in Tahunan Sub-district and is still a suburban area of Jepara Regency.

Because of the large number of carving craftsmen in Petekeyan Village, in 2012 the village declared itself as Kampoeng Sembada Ukir[3]. In Kampoeng Sembada Ukir Petekeyan there are around 200 artisans. In general, they target the local market and work on semi-finished goods. They make various kinds of household utensils, such as chairs, cupboards, buffets and dressing tables. The artisans choose minimalist motifs in order to reach the local market. However, they still maintain the quality

of their work. The goods are usually sold raw and sent to other cities for finishing.

Despite having a regional superior product with great potential, the development of the carved furniture business in Petekeyan Village still faces several obstacles. The results of interviews with several craftsmen show that currently the next generation who are interested in learning or working as carvers is decreasing. The increasingly diverse choices of jobs make young people choose the type of work with various considerations which will provide benefits for young people. Economic factors are one of the considerations for youth in choosing a job. The income of being an engraver is considered insufficient to meet the needs of life, especially for young people who are married. Moreover, the income of carvers has decreased due to the lack of carving orders. This situation resulted in a shortage of carving craftsmen, which resulted in the absence of the next generation to continue the carving business. This is in line with the study conducted by Rohmah et al[7]. There are various problems that threaten the sustainability of the Jepara carving industry, such as the diminishing regeneration of carving craftsmen. If intensive regeneration is not carried out, there will be no next generation of carving craftsmen, which will result in the extinction of the carving industry. This condition is of course quite alarming and can even threaten the preservation of the carving tradition in the Jepara community which is a very valuable local cultural wisdom [7], [8].

Another problem occurs due to air pollution caused by dust or wood powder from the production process which can cause lung disease. In addition, the unplanned disposal of industrial waste makes the residential environment slum and some supporting facilities and infrastructure become less functional, such as disposal of wood waste on the shoulder of the road and drainage channels that block the flow of water so that it overflows into the road and the road becomes damaged [9]. Thus, it is necessary to organize the settlement environment in Petekeyan Village, considering that the community needs a healthy and livable settlement environment and quality, as stated in Law No. 4 of 1999 which states that one of the objectives of structuring the settlement environment is to improve people's welfare.

Based on the problems above, a study is needed to analyze strategic steps to find out the right assistance program for furniture industry craftsmen in Petekeyan Village. This activity is important to do because it is a means of providing information about the competence and skills of crafters [10]. This research activity aims to determine the gap between industry needs and human resource capacity. The formulation of this research is (1) how is the business management of the furniture industry

in Petekeyanan Village? (2) What are the obstacles faced by furniture industry craftsmen in Petekeyanan Village in managing their business?

2. METHODOLOGY

This research activity was conducted in Petekeyan Village, Tahunan Subdistrict, Jepara Regency, Central Java with the population being furniture industry crafters and the sample being fifteen crafters. The data collection techniques used were as follows.

1. Observation

This activity is carried out to see directly the facts in the field to confirm between the results of interviews and observations conducted by researchers so that valid and comprehensive data is obtained.

2. Interview

This activity was carried out by asking several questions in accordance with the interview guidelines that had been prepared previously. The purpose of this activity is to explore in-depth information and clarify the data collected as well

as confirm when there are errors or unclear data collected.

3. Questionnaire

This instrument was given to the research sample, namely fifteen furniture industry crafters..

The data processing techniques used in this research are (1) grouping data and classifying it based on the accuracy and completeness of the data from the research instrument; (2) organizing and classifying data to facilitate analysis and interpretation of the data. Data analysis activities carried out in the form of describing data obtained from interviews, observations and questionnaires. All data is processed and triangulated to ensure the validity of the data

3. RESULTS AND DISCUSSION

Based on the results of the research, it was found that the conditions of the carved furniture crafters' partners in Petekeyan Village, Tahunan, Jepara Regency are as follows.

Table 1. Description of the Condition of Carved Furniture Crafters in Petekeyan Village, Tahunan, Jepara Regency

No	Partner Business Sector	Conditions in the Field
1	Raw materials	<ul style="list-style-type: none"> a. Raw materials are TPK Teak wood (legal wood from Perhutani), kampong teak / kampong forest teak, mahogany wood from Blora, Purwodadi, and surrounding areas and sometimes even from West Java and Sulawesi. b. There has been no study of alternative raw materials for carving products other than wood. So that the quality of raw material comparisons has never been carried out, which can be measured in terms of quality and in terms of economic business. c. Sometimes the raw materials used in the production process are wet wood, which tends to be unstable in terms of shrinkage, as a result, if it is forced to make Jepara furniture, the results will damage the construction, such as cracking joints, breaking, or glue is easily removed. d. Wet wood is at risk of mold growth. This is especially frightening for exporters who ship through closed containers, crossing vast oceans for weeks. Humid and hot air, suitable for mold cultivation.
	Production	<ul style="list-style-type: none"> a. The production machines owned are sanders, bandsaws, tablesaws, planers, and joiners. b. There is no industrial waste processing equipment, making the settlement slum. c. Does not yet have a wood oven which is used as a production tool for the manufacturing process. Finishing results are less than optimal if applied to wood that is still wet. Risks such as peeling, color damage due to sap, to rough finishing results are very likely to occur if the workpiece is still wet. d. Do not have a press machine yet. e. Sometimes partners dispose of waste on the shoulder of the road so that it clogs the water in the drainage channel. This results in damage to the road when the water overflows onto the road. f. Not yet having a finishing machine so that the product quality is not maximized according to consumer demand. The impact of this is that the quality of the product cannot be used as a benchmark for profit in the sustainability of the next production.
	Process	<ul style="list-style-type: none"> a. There is no raw material that has a minimum moisture level. b. The quality of raw materials is determined by natural conditions. c. There is no alternative utilization of raw materials that leads to product quality in other fields, such as educational media for local culture based on digital creative economy. d. Product quality assurance still follows market demand, prevailing trends, and consumer requests. e. Product commodities are determined by a group of entrepreneurs
	Product	<ul style="list-style-type: none"> a. Featured products are exterior furniture/furniture, such as garden chairs, patio chairs and others. b. Total production is 2-3 sets per day (depending on the complexity of the product).

No	Partner Business Sector	Conditions in the Field
		<ul style="list-style-type: none"> c. Partners do not yet have a product catalog. d. Products are sold raw without finishing process
	Product Distribution to consumers	<ul style="list-style-type: none"> a. Sales are still based on a single distributor approach. b. Sales are made by consumer requests that come directly to the premises. c. Picked up directly by the buyer d. Taken by traders from out of town who come directly to take goods to craftsmen.
	Management	Management is manual and has not been administered in financial reports
	Marketing	<ul style="list-style-type: none"> a. Consumers visit industry venues that are not representative. b. Marketing through a single distributor approach. c. Partners do not yet have an online store or official trade website. d. Home industry, simple product showroom attached to the production site.
	Human Resources	<ul style="list-style-type: none"> a. Have the skills to make carving art but need to innovate in making designs and product variations. b. Have skills in producing conventional furniture and carving.
	Facilite	<ul style="list-style-type: none"> a. Home Industry, where the house is the workplace and there is no administrative space. b. A place to display goods is available but the arrangement is not yet attractive to the eye, has not been optimally utilized and is still based on business arrangements. c. Production activities are carried out on the terrace and yard. d. Access to transportation and telecommunications is affordable but requires an internet network to support product marketing.

Based on the description of partner conditions in Table 1, the results show that there is a need for assistance in managing the Jepara carved furniture industry business

both in the product improvement sector, production improvement and management improvement. The description of the solution is described in Table 2 below.

Table 2. Description of Problem-Based Solutions from Furniture Carving Industry Crafters

No	Partner Business Sector	Product Standardization	Solution
1	Raw materials	<ul style="list-style-type: none"> 1. Availability of alternative raw materials. 2. Ease of obtaining alternative raw materials. 3. Affordability of raw material prices. 4. Quality of raw materials. 5. Raw material procurement system. 	Finding alternative raw materials.
2	Process	<ul style="list-style-type: none"> 1. Utilization of production process technology used in the creative industry. 2. Empowering the surrounding community. 3. Providing specialized skills. 	<ul style="list-style-type: none"> 1. Use of appropriate technology in furniture production. 2. Assistance Assistance to partners as an environmentally friendly industry.
3	Product	<ul style="list-style-type: none"> 1. Product Catalog. 2. Finishing process. 3. Diversity of product design. 4. Diversity of product innovation. 5. Alternative digital-based creative economy creations with educational value. 	<ul style="list-style-type: none"> 1. Product innovation assistance 2. Assistance in furniture design variance
4	Management	<ul style="list-style-type: none"> 1. Use of accounting software 2. TIN and tax reporting 	Business management and taxation training.
5	Marketing	<ul style="list-style-type: none"> 1. Knowledge of the market 2. Intensity of online and offline promotion 	<ul style="list-style-type: none"> 1. Apply technology to support market information and promotional intensity. 2. Availability of online stores and official trade websites as an effort to expand the global market. 3. Availability of product catalog
6	Human Resources	<ul style="list-style-type: none"> 1. Employment opportunities 2. Division of labor 3. HR development 4. Quality of workforce 	HR management training of labor potential according to HR competency standards and Indonesian National Work Competency standards.

No	Partner Business Sector	Product Standardization	Solution
7	Facilitated	<ol style="list-style-type: none"> 1. Production room 2. Storage room 3. Display of goods 4. Communication and transportation network support 	Activate the gallery as a place for village showrooms so that it becomes a center for furniture industry visits

Thus, based on the questionnaire data, the need for assistance includes assistance in managing management and marketing, product innovation, managing finances,

and using appropriate technology. The following is a recap of the questionnaire.

Table 3. The Recap of Questionnaire

No	Aspects	Mentoring Needs		Answer		
		Description	Very Needs	Needs	No need	
1	Management and marketing	Promotion strategy	86,67%	13,33%	0%	
		Reading business opportunities	100%	0%	0%	
		Selling techniques	80%	20%	0%	
		Digital Marketing	80%	20%	0%	
2	Product innovation	Product design	93,33%	6,67%	0%	
		Product innovation	100%	0%	0%	
		Product finishing	73,33%	26,67%	0%	
		Product quality	73,33%	26,67%	0%	
3	Managing finances	Bookkeeping	80%	20%	0%	
		Preparation of financial reports	73,33%	26,67%	0%	
		Financing management	73,33%	26,67%	0%	
4	Use of appropriate technology	Use of production machinery	93,33%	6,67%	0%	

Based on the results of the research, it was found that various assistance is needed to support the business management of the carved furniture industry. In the management and marketing aspects, craftsmen need knowledge and competence on how to have the right promotion strategy, reading business opportunities and others so that they can compete in the national and international arena. The use of e-commerce can be used as an alternative solution in increasing market reach and product sales[11]–[13].

In order for crafters' products to be sold according to market demand, product innovation is needed, improving product quality and others so that product quality is also guaranteed and the furniture industry becomes a superior product for furniture craftsmen in Petekeyan Village, Tahunan, Jepara. In addition, financial management assistance can make business management more neat and directed so that crafters can very easily find out the development of the business quickly, both profits and losses [14]. The use of appropriate technology, namely production machines, can improve quality, production quantities, etc. so that

product production becomes faster and products also have good quality.

4. CONCLUSIONS

The conclusion of this research activity is that the furniture industry craftsmen of Petekeyan Village, Tahunan Subdistrict, Jepara Regency have not been maximized in managing their business. There are various obstacles faced in the aspects of providing raw materials, using technology in production equipment, product design, product distribution, management and marketing, facilities, and human resources. Thus, various business management assistance is needed such as promotion strategies, reading business opportunities, digital marketing, selling techniques, product innovation design, financial opening, financing management and use of production machinery. The results of this research can be followed up by academics as community service to provide assistance to the creative industry of carved wood furniture.

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