

ANALYSIS OF PROBLEMS AND DEVELOPMENT STRATEGIES OF WEAVE BANDAR KIDUL KEDIRI, EAST JAVA

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Abstract: This research aims to increase the income of the people of Kediri and seek to introduce the Bandar Kidul Kediri weaving to the community. The researcher used a quantitative approach by taking random purposive sampling of weaving craftsmen in Bandar Kidul Kediri and interviewing craftsmen. This study examines the effect of length of business, labor, total cost and capital on the total income level of bandar Kidul Kediri ikat weaving. The data used in the form of primary data and secondary data in the form of questionnaires and interviews. The results of the discussion that the age of the company has no effect on income because even though the age of the company is young, if it does the right strategy in doing business. The number of employees and the company's total costs have no significant effect on revenue. Business capital has a significant effect on the income of the ikat entrepreneur, the more capital the ikat entrepreneur spends, the more income will be received by the ikat entrepreneur. Ikat weaving craftsmen have obstacles in producing weaving, namely minimal business capital, not mastering the marketing strategy of ikat so that the distribution of ikat is less evenly distributed and lack of innovation in business development.

Keywords: Weaving, Economic Support, Income

INTRODUCTION

Indonesian woven fabric is one of the diversity of Indonesian cultural heritage which has high cultural and economic value. In this modernization era, the weaving industry must continue to be pursued to develop, because the weaving industry has very high economic potential, in addition to being a source of employment for the community, the weaving industry also has the opportunity to penetrate the world export market and can provide great profits. The exoticism of weaving can be seen in terms of color, decoration, and the types of materials and threads used. Indonesia now has various motifs and types of weaving. Based on the various advantages and characteristics of certain regional motifs, currently batik continues to grow and spread in various regions in Indonesia, especially on the island of Java, including East Java.

The Weave Bandar Kidul Kediri, East Java is a hereditary heritage. Weaving bandar Kidul is an Small, Micro and Medium Enterprises business. Small, Micro and Medium Enterprises are sustainable businesses that require creativity in developing the economy, an effort is needed to carry out and develop them in the form of ideas, ideas, talents or talents and human resources Departemen Perdagangan, (2008). The function of Small and Medium Enterprises is to provide an economic contribution that increases GDP, increase employment opportunities (2) a good business climate so that it affects other sectors, (3) builds the image and identity of the nation such as tourism,

national icons, builds culture, and local values (4) improve people's quality of life . Weave has several patterns and motifs that contain philosophy and meaning such as the blarak sempal motif which is taken from the coconut leaf motif, the mango podang motif, the rose jointly motif, which is adapted from the motif of flora and fauna and kawung motifs Wiguna & Permana, (2019). The Woven Bandar Kidul ikat weaving in the process uses a traditional loom called a Non-Machine Weaving Tool Ariyani, (2018). The manufacture of bandar Kidul Kediri weaving using traditional tools in the form of non-machine looms is a special attraction for tourists and consumers because they can witness firsthand the process of making woven fabrics, so it can also be an educational tour Wiguna & Permana, (2019). Weavecraftsmen in Kediri experience problems in establishing relationships with business partners, relationships, and the like, which are only done on a whim Blandina dkk, (2020)

Weave Bandar Kediri is a small and medium business where there is an economic driver for the people of Kediri. There are eight home industries in Bandar Kidul Kediri, namely Medali mas , Kodok Ngorek, Bandara, Sinar Barokah, Sempurna Sahabat Group, Mom Putra and Kurniawan Permana & Sumantri, (2017). Weave bandar Kidul Kediri is a hereditary business from the family where for its capital using personal capital or relying on credit from banks. The Weave industry of Bandar Kediri has a role in the absorption of labor and unemployment in the city of Kediri so it is very beneficial for the citizens of Kediri. The people of Kediri in particular began to develop and pursue Ikat Weaving. Weaving Ikat Bandar Kidul Kediri is a Small and Medium Enterprises (SME) industry which today can absorb workers. Agus (2020) Based on this phenomenon, the people of Kediri who were laid off turned to the craft of weaving bandar Kidul Kediri. Micro, Small and Medium Enterprises is a business that starts from the bottom, therefore, for funding it requires a struggle, because of the lack of capital from the weaving craftsmen of Bandar Kidul Kediri. Craftsmen experience problems related to capital because banks are reluctant to provide capital loans to micro, small and medium enterprises, children are reluctant because the administration of ikat craftsmen is incomplete which includes NPWP, business licenses Nuzil, (2017)

Weave Bandar Kidul Kediri is a craft that supports the economic life of the people of Kediri, especially residents of Bandar Kidul Kediri, who depend on this sector for their lives Rohmah, (2014). The impact of the COVID-19 pandemic has caused a decline in fans of ikat weaving in Bandar Kidul Kediri, where there has been a significant decrease in the number of visitors or customers. This resulted in a decline in sales. Then the weaving craft of Bandar Kidul Kediri is currently difficult to develop rapidly, even though Ikat weaving is a sector that supports the lives of the citizens of Kediri. The difficulty of developing bandar Kidul Kediri ikat weaving is caused by limited human resources in producing ikat cloth, a weaver can only produce 1.5 pieces of cloth measuring 250x90 cm Kediri, (2019). The people of Bandar Kidul, the city of Kediri who produce ikat weaving, are not very technology literate, even though technology has a high role in branding local products. The attention of the Bandar Kidul Kediri Ikat Weaving Industry towards packaging and branding as well as sounding is still on a simple method so that the Bandar Kediri Ikat Weaving product has not been heard by the wider community and has not been widely developed. productivity is the ratio of the

ratio of production to inputs. Productivity is said to increase when the same amount of input can produce a larger output. Productivity is a comparison between the results achieved (output) with the overall resources (inputs) used per unit of time. This work definition contains a method or method of measurement Basmar dkk., (2021). Income can be said as the amount of income from both individuals and families that is obtained in the form of money every month Maipita, (2014). Income is remuneration for the use of production factors from the corporate sector, households in the form of salary, rent or interest Sukirno, (2004). Context that research on the development of ikat has a high significance and urgency to be carried out. Based on these problems, the researchers tried to unravel the causes of the declining sales of bandar Kidul Kediri ikat weaving by analyzing and compiling marketing strategies. The author hopes that it can increase sales of Kediri ikat weaving and thereby increase the income of the Kediri community and seek to introduce Kediri bandar Kidul weaving to the community

METHODS

The research approach based on the nature of the research data to be carried out by the researcher includes a quantitative research approach in which the data collected are statistical figures. This study uses primary data sources conducted by interview and questionnaire methods as the main data sources, and uses secondary data sources to complete the research, namely researchers reading literature related to research to support research. Questionnaires were given to the Bandar Kidul Ikat Weaving craftsmen. Interviews were conducted with the head of the bandar Kidul weaving company covering marketing, control and the obstacles experienced.

Data processing is carried out using independent variables in the form of length of business, labor, total costs, capital while the dependent variable is income. If the statement is expressed in a function as below:

$$\text{Income} = \beta_0 + \beta_1 \text{ Long Effort} + \beta_2 \text{ Labor} + \beta_3 \text{ Total Cost} + \beta_4 \text{ Capital} + e$$

RESULT AND DISCUSSION

Weave Bandar Kidul is an Micro, Small and Medium Enterprises business located in Bandar Kidul, Kediri City, Kediri Ikat weaving village is used as a tourist village by the Mayor of Kediri, Mr. Abu Bakar Kediri, (2020). The Mayor of Kediri made the Bandar Kidul Kediri Weave Micro, Small and Medium Enterprises business as a tourism center for the Ikat weave village to encourage the economy of the citizens of Kediri, especially the residents of Bandar Kidul Kediri during the covid-19 pandemic. Weave is an family business that has been passed down from generation to generation, until now it has reached the third generation. The bandar Kediri Weave which was originally established in 1989 is the Medali Mas weave, until now there are 8 ikat weaving Micro, Small and Medium Enterprises business that have developed. Weave Bandar Kidul is an Micro, Small and Medium Enterprises business that acts to reduce abortions in the city of Kediri, especially in Bandar Kidul because with the Ikat

weaving business it absorbs workers, especially young people of productive age who need work. The following is the data for the Bandar Kidul Ikat Weaving Business.

Table 1. Company Name and Total Employees

No	Name	Total Of Employees
1	Medali Mas	60
2	Kurniawan	23
3	Bandara	20
4	Kodok Ngorek	30
5	Sinar Barokah	7
6	Sempurna	35
7	Aam Putra	15
8	Sahabat Grup	30

Source: Ikat weaving craftsmen

Descriptive Statistics

The Income of weave Bandar Kidul Micro Small and Medium Enterprises business is measured using the variables of length of business, labor, total costs, capital and income from the Tenun Ikat Micro Small and Medium Enterprises business in Bandar Kidul Kediri.

Table 2. Sample Data of weave Small, Micro and Medium Enterprises business in Bandar Kidul Kediri

	N	Minumum (Rp)	Maximum (Rp)	Mean
Income	9	10.000.000	110.000.000	Rp 42.000.000
Long Effort	9	23	32	28
Labor	9	5	60	25
Total Cost	9	7.000.000	70.000.000	Rp 28.600.000
Capital	9	8.000.000	80 000.000	Rp 32.000.000

Source: Ikat weaving craftsmen

The maximum monthly income of ikat weaving is IDR 110,000,000, this maximum income is obtained from the Medali Mas Ikat Weaving which is located on Jl KH Agus Salim gang VIII, No.54c. Medal Mas Tenun Ikat earns a large income because it has a strong product branding strategy. Medal Mas introduces its products through social media and participates in various exhibitions at regional, local and national levels. With these activities, the Medal Mas brand was formed. Medali Mas has not only been marketed for its marketing but has also controlled several areas in East Java such as Trenggalek, Tulungagung, Blitar, Nganjuk, Jombang, Mojokerto. It has even controlled the Kalimantan area. The minimum income is Rp. 10,000,000 per month, this is because the production of ikat weaving is not routine, it is only carried out for a few days, so the production is not optimal. The promotions carried out are also

maximal, so it is necessary to improve the promotion by participating in various exhibitions held by the government of the city of Kediri.

The Weave Bandar Kidul Kediri began to develop in 1989 but at that time the Bandar Kidul weaving was experiencing a difficult period due to the monetary crisis, so that many ikat weaving craftsmen could not continue their business. In 1989, the textile industry began to emerge using modern tools so that the existence of ikat was slightly shifted. The longest Ikat weaving at the Kidul Kediri city is 32 years and the shortest is 23 years. The maximum number of workers is 60 employees while the minimum is 5 employees. Tenun Ikat which has 60 employees has mastered the market outside Java and its production is routine every day, while the Ikat weave MSME which has 5 employees produces only a few days depending on the order, and this employee is on call if a job is called and if there is no work then vacation.

The total cost consists of the cost of raw materials, labor wages and promotion costs. The cost of raw materials consists of raw materials for making ikat in the form of purchases of cloth, dyes, and looms including non-machine looms. Labor wages. Promotion costs are needed by the MSME industry to increase sales so that they get large revenues. Ikat weaving entrepreneurs spend promotion fees for the costs of participating in exhibition events held by the city government, advertising costs on social media, banner printing costs for street promotions. Packaging costs are also needed to make the ikat products attractive to consumers, thereby increasing sales.

Small-scale Ikat Weaving SMEs in Bandar Kediri are usually fulfilled with their own capital. The smallest Tenun Ikat Micro Small and Medium Enterprises business capital is IDR 8,000,000 per month while the largest capital is IDR 80,000,000 per month. For large-scale business capital, the Ikat weaving entrepreneur in Bandar Kidul Kediri needs credit assistance from the bank, to disburse the bank fees it requires a business license, so the weaving entrepreneur must meet the administrative requirements in the form of a business license.

Quantitative Result

Total Micro Small Medium Tenun Ikat in Bandar Kidul Kediri is 9 Industries, researchers use these 9 industries for analysis. The Tenun Ikat Micro Small and Medium Enterprises business are Medali Mas, Kurniawan, Airport, Frog Ngorek, Sinar Barokah, Perfect, AAM Putra, Friends of the Group, Sekar Mayang. Respondents come from small-scale MSMEs to large-scale Micro Small and Medium Enterprises business. The respondent's profile ranges from an income of Rp. 110,000,000 per month to an income of Rp. 10,000,000 per month, so in this case the respondents are average from large incomes to ikat entrepreneurs with small turnover.

The results of the data normality test state that the data is normal because the image or pattern follows a diagonal line (Arikunto, 2002). The following are the results of the normality test. Based on the figure, it is known that the data is normal because it follows diagonal lines and does not spread, while the conditions for the auto-correlation test according to Arikunto (2002b) that there are no symptoms of auto-correlation if the Durbin Watson value lies between du to $4-du$. The results of the analysis state that the value of $Du < Dw < 4-Du$ is $0 < 1.478 < 4$. The following is the result of autocorrelation

analysis. Heteroscedasticity testing According to (Sujarweni, V.dan Endrayanto, 2002) that there is no heteroscedasticity symptom if there is no clear pattern (wavy, spreading and narrowing) in the staterplots image, and the points spread above and below the number 0 on the Y axis. The test results on this research instrument states that it is free from heteroscedasticity because the pattern is spread out.

Based on the classical assumption test where the results obtained are normal, then the significance test of the independent variables is carried out on the dependent variable, namely the age of the company, employees, total costs and capital to income.

**Table 3. Significance Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	7986509.132	10184105.594		.784	.477
	Standing Aloong labor	-203973.915	341192.097	-.032	-.598	.582
		1077222.253	1386299.678	.612	.777	.481
	Total cost	-3.546	1.741	-2.317	-2.036	.111
	Money capital	3.643	.898	2.698	4.059	.015

Sourch: The data was processed SPSS 24 2019

Age of the company describes the level of maturity of the company in managing the business of the company Prasetyoningrum, (2019). The age of the company reveals how big the company is in maintaining the age of the company Gustavson & Sundström, (2018). The age of the company is calculated from the establishment of the company. Based on the results of the analysis, it was found that the long standing of the bandar Kidul weaving company had no effect on the monthly income of ikat weaving because it was known that the significance value was 0.477 where the value was more than 0.05. The age of the company is young or old has no effect on the company's income because if the company has a good strategy, even though the company is still young, the income will be a lot.

The number of employees does not affect the income of the weaving entrepreneur, it is known that the significance is 0.481, the value is above 0.05, so it is said that the number of employees has no effect on income. If there is an increase in the number of workers in a company, it does not necessarily increase the company's income, on the contrary, a reduction in the number of employees does not reduce the company's income Polandos dkk, (2019).

Total costs consisting of marketing costs, raw material costs, wages costs, promotion costs, packaging costs have no significant effect on income, the value is 0.111, the value is more than 0.05 so it does not have a significant effect. This means

that every increase in costs will be followed by a decrease in revenue. Therefore, this cost is not optimal in giving a good influence on the income of each industry.

Companies in starting a business require initial capital that is used for operational costs, the amount of company capital depends on the size of the company's production Polandos dkk, (2019). Capital has a significant effect on income because the value of the significance of 0.015 is less than 0.05 so that it can be stated that the results are significant. Capital is the first form of financial planner that affects the running of the company. Capital plays a very important role, especially for small industries to support the sustainability of the Tenun Ikat Bandar Kidul Industry.

**Table 4. Anova Test
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34812997.917	4	8703249.479	55.992	.001 ^b
	Residual	621754.475	4	155438.619		
	Total	35434752.392	8			

Sourch: The data was processed SPSS 24 2019

The F test value is $0.001 < 0.0005$ meaning X1, X2, X3, X4 simultaneously affect Y and the calculated F value is $55.992 >$ from F table so it can be concluded that the hypothesis is accepted that the hypothesis has the effect of X1 and X2 simultaneously on Y

The Problems That Weave Bandar Kidul

Based on the results of interviews conducted by researchers with several owners of bandar Kidul weaving, information was obtained that there were obstacles experienced by craftsmen. Craftsmen are constrained by business capital, most craftsmen use capital in the form of loans from banks with very high interest rates, craftsmen need loans from the government with low interest rates. Craftsmen do not understand much about product marketing, because most of the craftsmen are already in their old age, so marketing is not qualified, craftsmen do not use social media platforms. The media city government facilitates the craftsmen by holding exhibitions but the exhibitions carried out by the Kediri city government are not sustainable. Bandar Kidul Weave is a hereditary effort from parents which is passed on to their children. The children feel that they are satisfied with the management of ikat weaving and do not make innovations in the development of tenun ikat.

CONCLUSION

Based on the research, it can be concluded that the age of the company has no effect on revenue because even though the age of the company is young, if it does the right strategy in doing business. The number of employees and the company's total costs have no significant effect on revenue. Business capital has a significant effect on the income of the ikat entrepreneur, the more capital the ikat entrepreneur spends, the

more income will be received by the ikat entrepreneur. Ikat weaving craftsmen in bandar Kidul Kediri in doing tenun ikat business experience several obstacles, namely constrained by minimal business capital, not mastering the marketing strategy so that the distribution of ikat weaving is uneven and lack of innovation in business development.

Cooperation in the procurement of capital for UMKM needs to be pursued to save the operation of small industries. Then also efforts to preserve Tenun Ikat bandar Kidul Kediri by empowering craftsmen, and also the Kediri City government also needs to participate in preserving it by holding exhibitions or to introduce Kediri's typical ikat woven fabrics at home or abroad. Woven fabrics can also be developed into role fashion by making clothes with models that adapt to current trends so that the development of woven fabrics in Kediri can be sought to propagate up.

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