

Policy on Craft Woven Purun Business to Remain Eksis and Able to Compete at National and International

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Abstract— This research titled Policy on Craft Woven Purun Business to Remain Eksis and Able to Compete at National and International held at tanjung atap village, tanjung batu, ogan ilir, south sumatra. This research activity aims to analyze the SWOT (Strength, Weakness, Opportunity and Threat) of Craft Woven Purun Business Tanjung Atap Village, Tanjung Batu, Ogan Ilir and formulate strategies for the products of woven purun Tanjung Atap Village still exist and are able to compete nationally and internationally compiled through the SWOT matrix

In analyzing the SWOT of Craft Woven Purun Business based on the results of questionnaires and interviews to respondents were selected randomly and observation of researchers to the state in Tanjung Atap Village was then issued in the form of strength and opportunities, weaknesses and threats of Craft Woven Purun Business

Keywords— Crafts, Woven Purun, SWOT Analysis, Exist, Able to Compete

I. INTRODUCTION

A. Background

Purun is a wild plant that is widely available in the tidal wetlands of acid sulfate. Plants of this type of grass has a short rhizome with elongated stolon tipped round the flat, brownish to black. Although wild plants, purun has many benefits one of them utilized as raw material woven.

Purun can be processed into woven crafts like mats, slippers, handbags and so on. Craft woven purun marketing opportunities at the village, district, county, national and even international is still quite large. Handicraft purun can be one source of income in rural communities

One of the areas that utilize plants as raw material woven rushes namely Tanjung Atap Village, Tanjung Batu, Ogan Ilir. Most people in this village is a cozy craftsman rushes, especially the women / housewives in the village. The work as a craftsman woven rushes been cultivated from the time of our ancestors to the present. In addition to filling their spare time, by weaving purun can also increase their income.

Current development that keeps going, require the craftsmen innovations to their woven products. Besides the presence of competitors from other areas require the craftsmen to improve

their skills both from plaiting technique and the design of woven purun. Therefore, the need for a strategy to help the craftsmen so their products can still exist and be able to compete both nationally and internationally.

B. Research Purposes

The purpose of this research are as follows;

1. To analyze the SWOT (Strength, Weakness, Opportunity and Threat) of Craft Woven Purun Business Tanjung Atap Village, Tanjung Batu, Ogan Ilir.
2. Formulate strategies for the products of woven purun Tanjung Atap Village still exist and are able to compete nationally and internationally compiled through the SWOT matrix.

II. RESEARCH METHODOLOGY

A. Place and Time Research

This research was conducted in June- July 2016, located in Tanjung Atap Village, Tanjung Batu, Ogan Ilir which is the area craftsmen of woven purun.

B. Data Collection Methods

The data used in this research are primary data and secondary data. Primary data is data obtained from direct interviews and filling the questionnaire by the craftsmen of woven purun samples and observations conducted by researchers to gain a real picture of the Craft Woven Purun Business Tanjung Atap Village. Craftsmen woven purun that the research sample are the women of the local villagers. While secondary data is data obtained from the agency such as literature and other data sources related to this research.

C. Method of Sampling

The sampling method used in this research is the method of random sampling on the population of woven purun craftsmen. Respondents studied were woven purun craftsmen Tanjung Atap Village. The population in this research are all craftsmen of woven purun. But just taken as many as 30 respondents sampled.

D. Data Processing Methods

To answer the first goal of the SWOT analysis of the Craft Woven Purun Business of Tanjung Atap Village, Tanjung Batu, Ogan Ilir is based on the results of questionnaires, interviews and observations of researchers to the state in Tanjung Atap Village was then issued in the form of strength, opportunities, weaknesses (weaknesses) and threats (Treaths) of woven purun .

To answer the second objective of the strategy strategies for the products of woven purun Tanjung Atap Village still exist and are able to compete nationally and internationally compiled through the SWOT matrix

SWOT matrix can be used to clearly describe how the opportunities and threats as well as strengths and weaknesses can be seen in Table 2.1.

TABLE 2.1.
SWOT MATRIKS

Internal	<i>Strenght (S)</i> Determine the factors of internal strength	<i>Weaknesses (W)</i> Determine the factors of internal weaknesses
	<i>Opportunities (O)</i> Determine the factors of external opportunities	<i>W-O Strategy</i> Create a strategy that minimizes weaknesses to exploit opportunities
Exsternal	<i>S-T Strategy</i> Create a strategy that uses the power of the team to cope with the threat	<i>W-T Strategy</i> Create strategies that minimize weaknesses and avoid threats
	<i>Threats (T)</i> Determine the factors of exsternal threats	<i>S-O Strategy</i> Create a strategy that uses the power and take advantage of opportunities

Source: Rangkuti (2009: 31)

III. RESULTS AND DISCUSSION

A. General Situation of Regional Research

Tanjung Batu subdistrict formed since they joined Ogan Ogan Ilir, ie since 1950. Then, through the expansion of Ogan Ilir regency in 2004 in accordance with Law No. 37 of 2003, the district of Tanjung Batu are set back as the District pursuant to Ogan Ilir Law UU No. 22 2005. The number of villages in the district of Tanjung Batu is 19 village. One of the villages in the district of Tanjung Batu is Tanjung Atap.

Tanjung Atap Village is an old village located in the district of Tanjung Batu, Ogan Ilir, South Sematera. The total area of Tanjung Atap Village is 3338 ha. Land area / dry is 2587 ha and lowland is 751 ha. Boundaries of the village of Tanjung Atap ;

- West : bordering the village of Tanjung Batu
- South : bordering Tanjung Pinang
- East : bordering the Village Ketiau / PTPN 7 Cinta Manis
- North : bordering the Village Series Bandung / PTPN 7 Cinta Manis

Livelihoods of villagers promontory roof is home maker / carpenter / rock, making crafts such as household appliances

made alumanium, made of woven purun, fishing, gardening and cattle (cattle and buffalo).

B. SWOT Analysis of Craft Woven Purun Business Tanjung Atap Village, Tanjung Batu, Ogan Ilir, South Sumatra

SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weakness, Opportunities, and Threats of a project or a business venture. It involves specifying the objective business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. This technique was created by Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies (Grewal & Levy, 2008).

In the SWOT analysis is based on the logic that maximizes strength and opportunities and together can minimize weakness and threats. In the SWOT analysis is done in advance the identification and analysis of factors internal and external to formulate a strategy for the product made of woven purun craftsmen Tanjung Atap Village, Tanjung Batu, Ogan Ilir, South Sumatra still exist and are able to compete nationally and internationally.

1. Internal Factors

Internal factors include the strengths and weaknesses found in an effort to make the product are made of woven purun craftsmen Tanjung Atap Village, Tanjung Batu, Ogan Ilir, South Sumatra still exist and are able to compete nationally and internationally. Tanjung Atap Village is a village that the majority of communities are already cultivated craftsmen of purun from the time of the ancestors. Identification and analysis of internal factors was conducted to determine the conditions for internal craft woven purun business Tanjung Atap Village. The internal identification can be explained as follows:

a. Strenght

1) Purun Craft Environmentally Friendly

Purun craft are handicrafts made from plants purun. The plant thrives along Tanjung Batu subdistrict area which is a swampy bog land. Surrounding communities, especially people in the village of Tanjung Atap use it to serve purun craft. Because the raw materials available from nature, it can be said that this craft is environmentally friendly and does not have long-term negative impacts to the environment or the people using them.

2) The Price is Affordable

Price of craft woven purun Tanjung Atap Village are Rp. 25000 according to the size and desaign made. With such a price range, still accessible to all people.

3) Quality than the Products of Synthetic

In general, industrial production is made from synthetically produced in large quantities and in a short time so that when

compared with the quality of handmade purun created will be much different. Purun made with prudence and selected quality raw materials. Only purun plant about 40-60 cm long that can be used for weaving rushes.

4) Varies According Orders

Woven purun made in accordance with orders received in terms of color and design. Some people feel satisfied when they had a different product from other products in accordance with their own desires. Even now woven purun is not only used as a mat, but a variety of other products such as bags, sandals, trash and so forth.

5) Durability

Unlike the factory's products are made in large quantities, woven purun of Tanjung Atap Village made based on orders received. In the production of woven purun using the best raw materials, are made one by one by the hand of the craftsman who is an expert and experienced precisely and carefully so as to produce the best quality and durable.

b. Weaknesses (W)

1) Takes a long time in the Manufacturing Process

Making purun requires several stages, from harvesting crops Purun, drying, pulverization, dyeing, drying and then plaiting certainly takes a long time plus handmade manufacturing process is made with a prudent.

2) The Equipment used is Still Traditional

In the manufacturing process is still simple to use tools and depend on the weather for the drying process. It could be said in the village of Tanjung Atap still lack equipment to make webbing, especially like a sewing machine.

3) Raw Material Decreases

Looks like we know now, many going over the land in the district of Tanjung Batu either made for housing, road widening or so. This leads to loss of natural habitat of the plant so that the craftsmen purun difficulty in obtaining raw materials webbing. In addition, the lack of awareness of the society, especially artisans to start cultivating this plant.

4) The Design is Still Limit

Limitations of skill and age of woven purun craftsmen who already elderly cause made a simple designs, it so different with woven purun from the region / other cities. So that the craftsmen needed a counselor to provide training about new design for woven purun.

5) Artisans's Skills of Sewing Still Low

Judging from the results of the production, the craftsmen woven Purun is still low in the ability to sew, there is less neat stitches, especially on the edges of purun.

6) Capital of Craftsmen Still Low

Capital is one of the problems of the craftsmen, low capital, rendering them unable to stock the products webbing so that when there is a buyer from out of town who want to have a look the finished product, they can only show pictures of existing products.

2. External Factors

Identification and analysis external factors to determine the factors of the opportunities and threats that come from outside the craft woven purun business. Identification and analysis of external factors can be explained as follows:

a. Opportunities

1) The Handicraft Purun Products are Still in Demand Today

The work as craftsmen woven purun been cultivated villagers of Tanjung Atap of a common ancestor to the present. This proves that the interest of the webbing Purun is still high, but it is also the innovations that are now not just made a mat but made into other products, woven purun still exist in the market both nationally and internationally.

2) Awareness of the Community to use Natural Ingredients

The current trend is known as back to nature or if in bahasa be returned to nature. Public awareness of the importance of protecting nature, making the community both producers and consumers prefer products made from naturally derived from nature. By then, woven crafts made from rushes still have a chance to exist.

3) The Existence of a Relationship that helps in the Marketing Process

Marketing process of woven purun depends on the number of relationships that are owned artisan woven purun because the relationship will help webbing products produced many well-known people.

4) The Existence of a Business Group of Craftsmen Purun

In the village of Tanjung Atap has created a business group with the name of the Joint Business Group consisting of 30 craftsmens woven purun. Besides already established village savings and loan cooperatives that its legal entity is being processed. The existence of these cooperatives is expected to help producers obtain more capital.

b. Threat

1) Competitors

Woven purun products already exist from ancient times to the present. Demand is high enough to have woven to make the producers continue to make innovations to its products. With more and more innovation, of course, will be a major competitor for the results of webbing products Tanjung Atap Village because the plants are not only utilized in this area but in several regions in Indonesia.

2) The Existence Of Raw Materials Unstabilized

Land use changes and more incentive to do, making the original habitat of purun disappearing bit by bit, so sometimes the craftsmen ran out of raw materials for making woven purun.

3) Lack of Capital

Economic limitation and assistance from the government and other parties, make the craftsmen of woven purun Tanjung Atap Village work in accordance with the existing capital. If no attention from related parties, gradually artisans will be a shortage of capital even run out of capital.

A. Strategies For The Products of Woven Purun Tanjung Atap Village Still Exist And Are Able To Compete Nationally And Internationally Compiled Through The SWOT Matrix

After the identification and analysis of factors internal and external then the results will be used in the next step is to formulate a strategy that will be compiled on the SWOT matrix. SWOT matrix is a tool that is used to construct the factors of corporate strategy. This matrix can clearly describe how external opportunities and threats facing the company adapted to the strengths and weaknesses of the (Rangkuti, 2009).

Based on the results obtained, the SWOT matrix can be seen in Table 3.1 below;

TABLE 3.1.
SWOT MATRIKS CRAFT WOVEN PURUN BUSINESS TANJUNG ATAP VILLAGE TANJUNG BATU, OGAN ILIR, SUMATERA SELATAN.

Internal	<i>Strenght (S)</i>	<i>Weaknesses (W)</i>
	1). Purun craft environmentally friendly 2). The price is affordable 3). Quality than the products of synthetic 4). Varies according orders 5). Durability	1). Takes a long time in the manufacturing process 2). The equipment used is still traditional 3). Raw material decreases 4). The design is still limit 5). Artisans’s skills of sewing still low 6). Capital of craftsmen still low
Exsternal	<i>Opportunities (O)</i>	<i>Strategy W-O</i>
	1). The handicraft purun products are still in demand today 2). Awareness of the community to use natural ingredients 3). The existence of a relationship that helps in the marketing process 4). The existence of a business group of craftsmen purun	1). Increasing production capacity craft woven rushes. 2). Innovate on products of woven rushes both design and coloring. 3). Multiply the number of members of the business group of craftsmen woven rushes. 4). Maintaining the quality of the products of woven rushes.
	<i>Threats (T)</i>	<i>Strategy S-T</i>
	1). Competitors 2). The existence of raw materials unstabilized 3). Lack of capital	1). Assuring the quality of woven rushes at competitive prices as well as developing the opportunities that exist. 2). The existence of good management in a business group of craftsmen woven rushes, especially regarding finances.
		<i>Strategy W-T</i>
		1). Improve facilities and infrastructure owned 2). Improve the skills of artisans through counseling. 3). Improving craftsmen knowledge about capitalization.

1. S-O Strategy

S-O strategy is a strategy that uses Strength to take advantage of Opportunities. Strategies that can be done is:

a. Increasing Production Capacity Craft Woven Rushes.

Public awareness for the re-use of products derived from nature made of woven handicraft purun still in demand by most people because of its uniqueness and quality. Therefore, the craftsmen in the Tanjung Atap village of woven purun should increase its production capacity because of the interest of the webbing coming from purun remains high.

b. Innovate on Products of Woven Rushes both Design and Coloring.

Progress of science and technology is increasingly sophisticated, diverse desires of consumers and competition in the marketing world to force the artisans to continue to innovate the products what they make. This is caused by that product of craftsmen in Tanjung Atap Village able to compete both domestically and overseas

c. Multiply the Number of Members of the Business Group of Craftsmen

Their joint venture group of craftsmen woven rushes can be used as a forum for the development of this business. By expanding the number of members, will facilitate exchange ideas or to share knowledge about this purun plaiting technique. Moreover, it can help in increasing production capacity and increase income of residents in the village of Tanjung Atap itself.

d. Maintaining the Quality of the Products of Woven Rushes.

To produce a quality product must come from quality materials and requires someone who is an expert in the manufacturing process. In addition to produce a quality product, the main task of an entrepreneur to maintain the quality of products that have been created. This is so that the product can still exist in the world of marketing.

Maintaining the quality of the products of woven rushes can be done by selecting the best raw materials ie plants that fit the criteria rushes into raw materials, carry out each stage of manufacture of woven rushes and weave with great caution.

2. W-O Strategy

W-O strategy is a strategy that assesses Weakness and take advantage of Opportunities . Strategies that can be done is as follows:

a. Following the Extension of the Weaving Techniques with Modern Tools

Characteristics of woven rushes artisans who are the ordinary housewives and the elderly lead to difficulties in using the tools of modern. With capitalization simple and the tools are simple, the craftsmen weave purun according to stages. However, if it is maintained will lead to the craftsmen outdated and lose in the competition. Therefore, despite being elderly, but the craftsmen have to keep abreast of counseling about weaving techniques using modern equipment.

The use of modern equipment is not only easier for the craftsmen to produce in large quantities and with the times, but can also shorten the time of making wicker, given in producing woven takes a long time.

b. Culturing raw materials.

The biggest dilemma for craftsmen woven Purun is the availability of raw materials. Until now, the craftsmen supplying raw materials from outside the village of Tanjung

Atap and require additional costs in acquiring. In addition, the availability of the wild are becoming increasingly depleted, requiring the craftsmen do purun crop cultivation. This would require outside assistance well as in the form of counseling and guidance in raising crops such purun.

c. The existence of external support such as administration in the capital.

In addition to the raw materials into the dilemma of the craftsmen of the village of Tanjung roof, another dilemma is regarding the capitalization of doing business. For this problem, the need for government assistance in the form of capitalization assistance to the artisans that craft business is still running and welfare of artisans in the village of Tanjung Atap.

3. S-T Strategy

S-T strategy is a strategy that utilizes strenght to control the threat. S-T strategy that can be done is as follows:

a. Assuring the quality of woven rushes at competitive prices as well as developing the opportunities that exist.

Quality must be maintained woven Purun has a unique design and quality raw material, but the selling price has to compete with other producers that the price is affordable and does not change despite changes in raw material prices or availability of raw materials lost.

b. The Existence of Good Management in a Business Group of Craftsmen Woven Rushes, Especially Regarding Finances

The experience of the craftsmen on financial management makes them difficult to play the capital. The price of the finished product cost, raw materials must be purchased from outside the village and some other additives to make them just earn a small profit even sometimes just can overturn the capital alone. Therefore, it is necessary auxiliaries to the craftsmen who manage business groups, especially in financial management related to capital playback.

4. W-T Strategy

W-T strategy is a strategy that assesses weakness (weakness) and predict threats (threats) that may occur. S-T strategy that can be done is as follows:

a. Improving Facilities and Infrastructure Owned

Facilities and infrastructure needs to be improved in the process of weaving rushes like a sewing machine, dyes for coloring Purun, Purun knickknacks that beautify and so on.

b. Improving the Skills of the Craftsmen through Counseling

Age continues to grow, so does the desire of customers continues to grow requires the artisans village of Tanjung Atap to always improve his skills in weaving. With increasing expertise, will produce products that can compete in the marketing world.

c. Increase Craftsmen Knowledge about Capitalization

Knowledge of capitalization is required by the craftsmen of woven rushes. Calculation of the costs of production, selling price and profit should be understood by the craftsmen or business groups in the village of Tanjung Atap so they make a profit and not a lack of capital.

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

The conclusions of this study are as follows;

1. SWOT Analysis for craft woven purun business Tanjung Atap Village, Tanjung Batu, Ogan Ilir consists of internal factors and external factor. Internal factor are strength and weaknesses while external factors are oppornuties and theart.
2. Strenght for craft woven purun business are purun craft environmentally friendly, the price is affordable, quality than the products of synthetic, varies according orders and durability while weaknesses are takes a long time in the manufacturing process, the equipment used is still traditional, raw material decreases, the design is still limit, artisans's skills of sewing still low and capital of craftsmen still low.
3. Opportunities craft woven purun business are the handicraft purun products are still in demand today, awareness of the community to use natural ingredients, the existence of a relationship that helps in the marketing process and the existence of a business group of craftsmen purun. Threats are competitors, the existence of raw materials unstabilized and lack of capital
4. Strategies for the products of woven purun Tanjung Atap Village still exist and are able to compete nationally and internationally are ;
 - a. Increasing production capacity craft woven rushes.
 - b. Innovate on products of woven rushes both design and coloring.
 - c. Multiply the number of members of the business group of craftsmen woven rushes.
 - d. Maintaining the quality of the products of woven rushes.
 - e. Following counseling about weaving techniques with modern tools.
 - f. Culturing of raw materials.
 - g. The assistance of outside parties such as government in the capital.
 - h. Assuring the quality of woven rushes at competitive prices as well as developing the opportunities that exist.
 - i. The existence of good management in a business group of craftsmen woven rushes, especially regarding finances.
 - j. Improve facilities and infrastructure owned
 - k. Improve the skills of artisans through counseling.
 - l. Improving craftsmen knowledge about capitalization.

B. Recommendations

The recommendation from this study are sebaga follows:

1. Should at Tanjung Atap Village held counseling about weaving techniques and design woven so that the craftsmen can learn and practice improve their weaving.
2. Should the villagers of Tanjung Atap particularly the craftsmen learned to cultivate crops purun that the raw materials to be available always in their village.
3. Should the government and the parties concerned can help in the form of counseling or assistance in venture capital in craft woven purun business at Tanjung Atap Village.

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