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## Empowerment of Entrepreneurs “Batik” In Masaran Sragen

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**Abstract** The purpose of this research to develop the independence entrepreneurs “batik” through mentoring. Among the entrepreneurial mentoring it emphasizes a set of models that contains the characteristics of a facilitator with the nature of grindstones, and foster compassion. Among the model is a model that emphasizes family values, emotional and physical well-being and independence of tenants. Has three elements, namely latent entrepreneurs, mentors and the achievements of each criteria. Criteria participants (batik entrepreneurs) originally should have: mental entrepreneurs, willing effort, the work ethic, the courage to start a business, open to technology, managerial. While the criteria companion based Among applied for 2 months in a pre-study has the characteristics: a more open insight into the business, have a service mentality, intelligence communication, work ethic, managerial, competence, networking, facilitation, technology mastery, mastery of production, the characters wait, compassion, humility, example and encouragement. The target of the final outcome models Among is the independence of the tenants, namely: have the technical ability batik business, business awareness, motivation, effort, managerial, access to other parties, networking in sales, more confident, independent, tenacious and persevering, unyielding, creative, more capable who have both mental spiritual and physical freedom, courage and mastery of technology product diversification. Objects in the study was 10 batik entrepreneurs modeled among methods of data collection in this research through observation, experimentation, interviews, documentation, library research and direct action entrepreneurship. Methods of data analysis in this study using a hypothetical model concepts and inferential statistical techniques to analyze the data population. Analyzing the trend behavior of participants who are subject advisory models Among. Preliminary results through among models have increased the independence of batik entrepreneurs, is evident from the development trend in the behavior of independence.

**Keywords** Mentoring, Empowering, Among, Independence, Entrepreneur

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### Introduction

Talking about the “batik” we have to be proud, since October 2, 2009 has been used as the momentum of the national “batik”. “Batik” is the cultural heritage of indigenous peoples in Indonesia, often discussed and used as part of the community of fashion trends, the existence of batik has been recognized by the world, it only reinforced the existence of Indonesian batik internationally. President Joko Widodo had the idea to develop a variety of creative industries and promote the products of national pride, as an economic populist support for the people's welfare. The policy is expected to make the creative industry (batik) will grow faster so that it supports the economy.

The existence of batik creative industries as one of a wide range of products Indonesian national pride into the power and potential of creative industries based on art and culture. Masiswo (2014) Small and Medium



Industries in batik around 50,000 units spread in various parts of Central Java, Yogyakarta, West Java, East Java, Madura, Kalimantan, Sumatra, Sulawesi, Maluku, West Nusa Tenggara and Papua. The proliferation of creative industries in the field of batik in Indonesia, is enrich cultural diversity, uniqueness of the potential of local/regional distinctiveness regional art, so the variety of all motives, style, design and characteristics of its. Batik as handicrafts written with canting or cap forming certain motifs that have a meaning that has three types of batik is batik, printed batik and batik combination (stationery and stamp). Through the creative industries batik (Yuwono. B. Pratiknyo, in Masiswo, 2014) batik is expected to host in their own country, were able to make a significant contribution to the improvement of the economic, employment, for employers and a number of actors distribution business is well managed and friendly environment [1].

Internationally UNESCO recognizes Indonesian batik has met the criteria, both the techniques and styles, as well as the philosophical culture of Indonesian life, contributes to the culture of the future and passed down from generation to generation to support the well-being of the people. While in Sragen place made the object of this study, in the District Masaran, that batik has lasted more than 100 years [2].

At first the actors entrepreneur by male and female workers who work in Surakarta batik company. Furthermore, workers batik and batik open businesses in their homes. The development of batik business Sragen region officially started in 1985, as the industrial sector in the regions which are expected to boost the economy. The development of batik industry quite rapidly, as many as nine companies of the textile industry and 4,795 business units batik [2]. Significant results from Sragen government support in collaboration with the Center for Batik (BBKB) Yogyakarta has held entrepreneurship training and forming 85 batik SMEs, which are able to absorb the labor of men and women 8544 people.

The District Masaran having 16 SME Batik and managed by women. The reason why this study discusses the batik industry, because (a) the majority of businessmen and actors batik are women, (b) labor batik is still low so the less desirable younger generation, (c) the need for innovation and encouragement for start a batik business, (d) training and non-formal education is also rare in the batik industry. This theme was selected because (a) there has never been researching on models Among empowerment batik, (b) the issue urgently investigated to improve the spirit of batik entrepreneurs, (c) researchers have conducted a model but untested good of fit test, so the models this needs to be tested, (d) an increase in the number of entrepreneur batik and batik entrepreneurs increased welfare. This study aims in the development of the model-based mentoring Among that enhance self-sufficiency batik entrepreneurs in the region and the impact of mentoring models Among developed.

## Theory

### 1. Philosophical of AMONG Model

Model used in this assistance is Among new models carried out for 2 months, as a pre-study (preliminary research). Among the model as a way or strategy to achieve the goal, it is used as a mentoring approach in order to address the matter with a direct approach to the tenant (batik entrepreneurs) through the concept of doing (direct action), empowering (strengthening empowerment) and facilitating (facilitate the existing constraints). Researchers used a more interactive model of mentoring participatory part of the process of doing, which is able to increase tenants (employers) have the passion, do not hesitate and be more open to run the batik industry. According Fudyartanta in Istiningsih (2008), mentoring based Among have philosophical heights in pedagogic, namely the principle of educational freedom, spiritual and physical, humanize, grindstones, compassion and foster the implement “**ingNgarsoSung Tulodho, IngMadyoMangunKarso, Tut WuriHandayani**”, which put participants (entrepreneurs) as object and subject. Among based mentoring (Istiningsih, 2008) put forward the grindstone nature, love, care and away from the nature of anger, tempered patient, loving, never sad, always humble, sociable and maintain peace of heart attendees (batik entrepreneurs). Among mentoring prioritize solving problems faced by the participants (batik entrepreneurs) [3-4].

### 2. Concept Model

Among mentoring concept model has three elements, namely the tenant (batik entrepreneurs) which has its own criteria. Among the model is a model that emphasizes family values, emotional and physical well-being and independence of tenants. Has three elements, namely latent entrepreneurs, mentors and the achievements of each



criteria [5]. Criteria participants (batik entrepreneurs) originally should have: mental entrepreneurs, willing effort, the work ethic, the courage to start a business, open to technology, managerial [5]. While the criteria companion based Among applied for 2 months in a pre-study (preliminary research) has the characteristics: a more open insight into the business, have a service mentality, smarter in communication, work ethic, managerial, competence, networking, facilitation, technology mastery, mastery of production, have character patience, compassion, humility, example and encouragement. The target of the final outcome models Among is the independence of the tenant: has the technical capability batik business, business awareness, motivation, effort, managerial, access to other parties, networking in sales, more confident, independent, tenacious and persevering, unyielding, creative, more able to have both mental spiritual and physical independence, courage diversification of products, technology mastery.

### 3. Independence Enterprises

Independence in running the business and marketing batik is an expectation and output characteristics Among models. The output of this model will have a mental one does not wait for orders from the companion, but dare to sell itself to consumers, capable of making and marketing its own products, capable of completing tasks well and try to improve the knowledge of the business batik. Thompson (1993) independence "*Independent entrepreneur are intent on creating and developing their own organization and retaining control, as they are more concerned with independence than power*" as one of the key person to be an entrepreneur [6]. According Mudjiman (2009) "independence is an attitude not want to depend on other parties characterized by freedom and stand alone" [7]. Sharma (2010) explains "*the concept of independent entrepreneurship has been defined as the process whereby an individual or group of individuals, acting independently of any association with an existing organization*" [8]. Self-reliance is a situation where a person has the desire to compete for advanced, capable of taking decisions, and initiatives to address the problem, confident, and responsible for what was done and encourage people to excel, be creative, powerful and professional. Someone who has the self-sufficiency will be more willing to actualize the things concerning, free from the influence of others, able to take the initiative and develop creativity and stimulate the achievement well.

### Research Method

This research was conducted for two months as the initial research in the area of the sample 10 batik entrepreneurs. The technique of collecting primary and secondary data through direct observation, interviews, documentation and survey. The research sample used to determine the trend of entrepreneurial behavior according achievement of targeted results and conduct trend analysis using the statistical method of time series.

### Results of Mentoring

#### A. Stages Mentoring

The implementation of this assistance is still running in two months as a pre-study (preliminary research), have some initial phases, namely: recruitment, training, empowerment, mastery of technology mentoring, evaluation of the results of the tenants in more detail as follows:

#### 1. Phase I

The first phase of this activity are: tenant recruitment, data verification efforts of participants (tenants) to follow Among models.

#### 2. Phase II

The second phase of activities provide insight, entrepreneurial mindset batik. Motivation, produce a business plan, seize opportunities and business ideas batik, understand that the best business ideas come from potential/talent, talent-based entrepreneur will produce 4E (enjoy, easy, excellent, earn).

#### 3. Phase III



The third phase of each participant to discuss business, SWOT analysis (Strength, Weakness, Opportunity, Threat), researchers create a profile, as well as the analysis of the problems that arise. This stage requires management skills (business management) through real business plan. Companion provides managerial training and business knowledge as well as technical coaching start batik, learning by doing a business plan, marketing the product.

#### 4. Phase IV

Every effort is made mentoring and solutions that businesses run more smoothly, employee motivation, plus materials shop online internet marketing, settlement difficulties selling their products.

#### 5. Phase V

Monitoring and observation of participants who have received training online shop marketing, and assistance in every business tenant, each participant has the products are sold both online and off-line.

#### 6. Phase VI

This stage is used to continuously evaluating, monitoring, observation of behavior or tendencies tenants viewed and evaluated from the achievements of originally targeted.

#### 7. Phase VII

Participants were evaluated through various activities undertaken, namely: making real business plan (doing), start and run his own business (empowering), business assistance (facilitating) and the motivation of entrepreneurial success (evaluating).

### B. Trends Business Mental Tenant

Implementation of the mentoring is done periodically twice a week (days to adjust) and continued evaluation and class outing a business visit for 1-2 hours as needed contains services and assistance to tenants for two months as a pre-research, are: motivation, consulting, coaching, training and a meeting of 10 members. Figure - 2 development of the entrepreneurial spirit behavior.

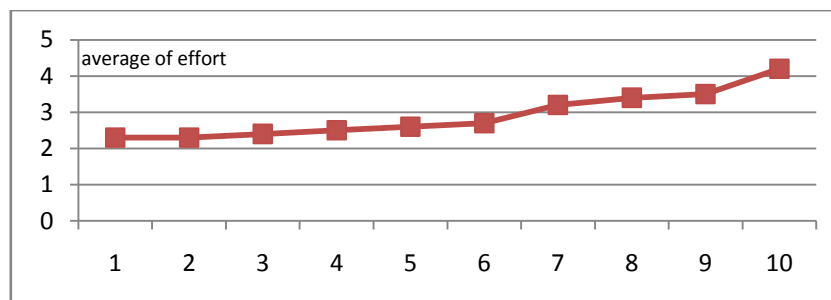


Figure 1: Average of Efforts of employee

### Conclusion

Based on the results of this study concluded that the model based Among to mentor able to increase the independence of batik entrepreneurs, it is seen from the trend behavior tendency of tenants (employers batik) taken 10 participants in this trial has not applied the model to the maximum, the new conduct initial research.

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