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ANALYSIS OF ENTREPRENEURIAL DEVELOPMENT OF NATURAL COLORING BATIK: A CASE STUDY IN CENTRAL JAVA INDONESIA

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ABSTRACT

Currently, batik with natural coloring in various regions in Indonesia is much sought and developed. The ability of business management to be one of the keys to develop the business of natural staining batik. The natural coloring process is longer than synthetic coloring. The process of making the coloring compositions also requires a lot of trials to get the colors that match the desired ones. In the other side, natural coloring batik also has a specific market. This research will trace and reveal facts of the process of natural batik business management. The result is (1) Natural batik business has a progressive grow because the process of innovation done by owners in several ways. (2) The cultural development of batik is carried out by all types of entrepreneurship, and the process depends on the vision possessed by the business owner and his entrepreneurial spirit. The development of local and national culture was done through keeping the batik design and batik patterns of the ancestral heritage, Involving the expert craftsmen from generation to generation and developing batik motifs and patterns (3). Awareness of preserving the environment by batik entrepreneurs comes along with the processing of natural batik coloring itself.

Keywords: entrepreneurship, natural coloring, preserving the environment

Introduction

Batik is one of the masterpieces of Indonesia that has been recognized in the world. Batik entrepreneurs are always making innovations for the developed batik well. Batik development activities that are growing rapidly in Indonesia is the batik with natural staining. In this research batik with natural staining, we call "natural batik". Natural batik is one of the historical heritage of Indonesia which is to be developed and strived to contribute to preserving the natural and cultural. in various places in Indonesia, the natural batik has fanatic lovers, and now become a popular trend in the community.

The key to the successful development of batik lies in managerial ability. The ability of innovation becomes one of the requirements for batik to survive in competition with other batiks. The biggest challenge for the development of natural batik is competing in the market with synthetic batik. The other challenges of natural batik are the development of batik colors and the innovation of coloring materials that produce new colors better. The production process of natural batik takes a long time, on the other hand, a good opportunity to develop natural batik is the cheapness of raw materials of coloring, which is very easy to get from the environment around. This condition causes natural batik is more expensive than others. Therefore it is needed the ability of qualified business management to maintain the business going concern.

The name of Batik comes from a combination of two words of Javanese "amba" meaningful writing and "tick" meaning point. Batik in java conception contains more tangible spiritual in a symbol of philosophy that closely with the meaning. The characteristic of Central Java batik lies in its motive derived from Javanese culture, closely related to Hindu culture, Islamic culture and a blend of cultures between Chinese, Dutch, Arabian, Indian, Japanese and others who are philosophical have artistic value (Wahyuningsih et al, 2015). Batik development to the wider community increasingly prevalent and become one of expertise that can be developed continuously. This study focuses on entrepreneurial natural batik craftsmen to survive and even grow better in price competition, quality and taste of society. On the other hand, natural batik is also a cultural heritage in the community that must be maintained and developed to preserve the culture and more to ensure environmental safety from chemical contamination. This research will use a grounded theory approach to trace, reveal facts and processes of natural batik business management. Charmaz (2008) illustrates that a social constructivist approach to grounded theory provides an expansion of the complexities of social life. Grounded theory is not only a method for how to construct thoughts about interviews to what they do, how they do.

Literature Review

Indicator for entrepreneurship development

Entrepreneurs are the ones who face the risks in the future and earn profit by using their resources so that there is an increase in their business (Sukirman, (2014); Fijot (2012); Gandhi and Raina (2018)). Based on the description of the Sukirman (2014) that developed the description of Zimmerer and Scarborough (2005), it can be concluded that entrepreneurship is a condition of someone who can create an innovative product. This description was also consistent with Yaghoobi et al. (2010), Jong and Winnekers (2008). Yaghoobi et al. (2010) state that entrepreneurs are people who dare to open independent, productive activities. While Jong and Wennekers (2008) define entrepreneurship is risk-taking to run their own business by utilizing existing opportunities to create new ventures or innovative approaches so that the managed businesses grow big and independent in the face of challenges and competition.

Natural coloring

The development of the batik industry is growing and increasingly. Causing the use of these chemicals is increasing, so that pollutes the surrounding environment. Batik liquid waste can contaminate the river water ecosystem. The results of traditional batik handicrafts have a strong style, style, motifs and strong coloring, for example, Jogja batik, Surakarta batik, Cirebon batik Pekalongan batik, Bayat batik and Lasem batik. All of the Batik area when we look at differences, both on the pattern, motive, and coloring. In terms of motives, very diverse the names of his motives. The same motives with different regions will produce different batik works, as well as the differentiator for the peculiarities of each region's batik.

Many people who use wood products from the forest as home-making materials, and so forth. However, there are also many benefits of the forest. One of them is the utilization of certain woods as natural coloring materials in the manufacture of batik. With the availability of these materials then the craftsmen are trying to create a work of batik that is environmentally friendly.

Research methods

Collecting data

Collecting data done by three methods: a. The observation method is an excellent way to examine human behavior. Observations made on batik entrepreneurs with natural coloration in the Bayat area which has three different forms of entrepreneurship process. b. The interview method is communication techniques between interviewers and interviewees. c. A documentary method is a technique of collecting data and information through search and invention of evidence. The document is useful because it can provide a broader background on the subject matter of research.

Research phase

- a. Pre-field stage: the preparation of the research design.
- b. Phase of fieldwork: the researcher should be able to understand the situation and the conditions of the field research. In the implementation of data collection, research applying observation techniques (interviews), live in with artisans, focus group discussion.
- c. Analysis and Interpretation of data
- d. Understanding Components of Data Analysis and Interpretation: data analysis is interpreted as data processing activities, which consists of tabulation and recapitulation of data. Tabulation of data expressed as the process of integration or integration of some data and information obtained by researchers from each research objective.

The conclusion/verification is the process of formulating the meaning of the research, which is concise and easy to understand and is done by repeatedly reviewing the truth of the inference, especially about its relevance and consistency to the title, objectives, and problem formulation.

Results and Discussion

Some of the batik entrepreneurs specialize in natural batik coloring. The formation of batik business of natural coloring also vary, from the pressure of batik, some of the batik arts, and then develop their creations.

Development of entrepreneurial batik natural in Bayat Klaten Central Jawa

Based on observations made by researchers the emergence of entrepreneurial batik natural coloring in Bayat region and its developers, can be grouped in 3 forms, namely (1). Entrepreneurship is formed because in the family, there is a result of hereditary heritage 2. Entrepreneurship emerged because of economic insistence and chose a little ability to cough as its base capital. 3 entrepreneurs arising out of personal and independent desires based on artistic competence deepened through formal education and a strong desire to preserve the culture and economic development. Here is a picture of recognizing the development of marketing, business, production processes and human resource development processes of each form of entrepreneurship:

Based on our study, we have the following conclusions: (1). Natural batik business grows because of the process of continuous innovation done by the owner. (2). Innovation is done in several ways:

a. Innovation in product and market diversification b. Material for coloring innovation, batik style, and design innovation and market innovation (3). The production process supervised directly by the owner to make batik production best .(4). Marketing development.

We categorized entrepreneurship in 3 categories:

- a. Heritage entrepreneur: marketing is done by making a showroom, share information product through social media and keeping the existing market/customer with a discount for those who take a lot. Marketing developed more to the many types of goods sold following the market taste. In the showroom there is also sold batik instead of natural coloring only, the edge is also synthetic batik. The production of batik is also varied, they make printing batik, stamp batik, and handmade batik.
- b. Natural entrepreneurs built batik business by the insistence of door to door marketing, promotion batik through social media. They find the market share of special enthusiasts of natural batik becomes one of the keys to business success.
- c. The artistic entrepreneurs have a model of marketing by creating the uniqueness of art of batik, maintaining good quality both in coloring and in motives of batik.

Awareness of cultural development

Awareness of batik culture development by entrepreneurs can be examined based on the three types of entrepreneurs above. Cultural development is undertaken by entrepreneurs batik can be traced in three things: (1) maintain and develop business community (2) keep the relic style and color batik (3) keeping family business. The awareness of cultural development can be identified in three categories, in detail can be seen in table 2: (1). Entrepreneurship in all categories can encourage batik artisans to develop themselves, so the culture of batik was not extinct. The batik craftsmen developed their creativity and improved their economy. (2). Batik style according to their respective unique areas is maintained and continues to be developed and more widely known by the public. (3). Batik entrepreneurs develop well, and there is a regeneration process to keep the batik business, young people in the family equipped with the knowledge and participate actively to manage the business batik. Therefore batik culture in society continues to grow and will not be vanished.

Based on our study, it can be concluded that:

(1). Awareness of preserving nature owned by batik entrepreneurs is highly dependent on the interaction of an entrepreneur in the process of batik dyeing itself. When entrepreneurship is directly involved in the coloring process, the awareness of the importance of preserving the environment grows simultaneously with the process of creating new colors, obtained by itself by searching for materials from nature. Wondering about the importance of regenerating ingredients from the original nature, then developing an awareness of nature conservation. (2). Awareness of preserving nature is also very dependent on the insight of the entrepreneur about the impact of the industry on the environment. Therefore it is very necessary socialization from the government about the dangers of industrial pollution to nature and the importance of preserving nature for survival and safeguarding the future. (3). Strict regulations are required for industry to preserve nature.

Conclusion

Entrepreneurial batik thrives in the community of Bayat Klaten because of (1) the existence of hereditary business developed again by the next generation of business that has learned a lot from the surrounding environment and various regions and sees good business opportunities in

the future (2) The capability batik possessed creates creative entrepreneurs to develop new strategic marketing and production processes and they have innovative market penetration. They also involving batik craftsmen around the house. This condition is a very helpful local economy improved (3) an artist and educated person who can see the business opportunity of batik is very promising in the future. They developed a distinctive style of batik that characterizes their batik known by the public; they also develop a new style that improves the quality and prestige of batik itself.

The development of batik business that is done by full of innovation fostered the interest of the surrounding community who can make batik to join and develop themselves through the batik business. They have contributed indirectly to increase the creative economy in the community, and they maintain the potential of the village which is a cultural heritage. Batik became an industrial center that many other people in the other area visited. This business development makes batik culture not vanished.

Efforts to preserve the environment occur together with the involvement of batik entrepreneurs in search of basic materials of natural staining, dabbling directly in the production process and knowledge development of the impact of industrial waste to the surrounding environment. The basic material of natural staining does not cause environmental pollution, but instead, the factory waste can be used to fertilize the soil around because the dye materials come from the plants around.

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