



The Role Of Community Intervention In Creative Economy Industry Players In Improving Social Welfare Study on the "Jarpuk Rindang" Community, Central Lombok Regency, West Nusa Tenggara Province

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Abstract

The purpose of this study is to determine the current conditions experienced by weaving craftsmen in Central Lombok, especially in the "Jarpuk Rindang" community. The research that will be carried out is an empowerment intervention for the community. This community consists of women who produce weaving with Lombok motifs. Weaving produced by this community has been introduced and sold throughout Indonesia and even abroad. The problem to be discussed in this research is that this community has received intervention from the government as well as the private sector for product development, but the results have not been maximized in the market. Competition with products produced using technology such as print or online sales competition is still not optimal. This research looks at the current condition of the welfare of the craftsmen and what interventions have been carried out in this community and how the quality of the products that have been produced. This research will also be deepened by looking at what other potentials this community has and whether this potential can be utilized optimally. This research will be conducted using a qualitative method where this research will involve community administrators and 50 craftsmen as data representatives from the community with criteria that include age, status, and experience as weavers by collecting data which is carried out through surveys and observations. Data collection techniques used





are Questionnaire, in-depth interviews, direct observation. The tools used in this research are face to face and data analysis techniques with narrative analysis. The results of the analysis found that this community lacked proper empowerment intervention programs according to the needs of the weavers so that product quality was still not optimal and marketing assistance was needed to maximize it. The ability of the craftsmen in this community has great potential if managed properly so that it will have a real impact on the income of the weavers and will improve the welfare of the weavers. Based on the results of the analysis, it can be concluded that a prior approach is needed in carrying out community interventions to dig deeper into what interventions are needed for the community, besides that it is also necessary to analyze the possibilities of the skills and potential of the community that can be developed to promote members in the community as possible in the form of collaboration, innovation, and the addition of skills that support this potential. In an empowering role, people with social entrepreneurship who are truly able to analyze the needs of weavers and pay attention to the impact on their welfare are needed.

Keywords—social welfare, innovation, community, intervention, empowerment, social entrepreneurship.

1. INTRODUCTION

Every countries of course wants to have a prosperous citizens and minimize poverty. One of the procedures to overcome poverty problem is by minimizing inequality existed in the community. Inequality beforementioned here is how the community obtain equal chances by utilizing resources existed in order to achieve social welfare. A welfare is of course becomes the aim of everyone in their life. According to (Suud, 2006) in achieving a welfare there are many programs that can be implemented either by the community or local governments so that the community who are powerless become empowered and achieve the welfare wanted. Meanwhile according to Suharto (2006), the main objective of a development program is to become independent individually and collectively (Suharto, 2006). Independent is able to behave freely in thinking and control desires in deciding the correct vaue for the purpose his/ her interest or collectively in order to seek for solution of a prolem encountered by using existing resources. In Adi (2008) the objective of empowerment is how to assist clients to have power and ability in selecting solution and decision for themselves and minimize problems that may occur in selecting decision done by





increasing confidence using his/ her confidence and also using sources around him/ her (Adi, 2008). Empowerment is needed by the community who are powerless and not having power and access in maximizing potential from resources available around him/ her mainly for the community not involved in the development.

Improving the social welfare of the community is often associated with economic problems which are the focus of various parties. The goal of development economics is to achieve economic growth with explicit reasons, namely economic growth that reflects the welfare of the country (Islam. Sardar M. N; Clarke, 2002). One of the potentials of a country is an economic that is able to be developed from creative economic sector culturally in order to increase a state economics. Areas with less welfare could counter its issue by looking at the potential existed in its area. Sometimes particular industry is targetted to increase economic activity in an area oppressed. (Porter, 1980). Creative economic in reality is able to generate working field formation and income source for the community. In the UN Conference, UNCTAD 20210 about Trade and Development argued that the creative economy transforms the labor market and facilitates employability as well as promotes productive strength qualifications and social and gender inclusion to strengthen education, culture and arts (Fachinelli et al., 2014).

Departing from the potential of the creative economy, it is necessary to support economic development policies to continue to grow. In local economic development what is being done is maximizing existing local resources with the collaboration of parties in it, namely businesses in the area, ease of bureaucracy from the government, organizations or communities in the area and the community so that the goals of economic development in a region can be achieved. (Blakely, 1994). In Indonesia this is also supported by the Presidential Regulation of the Republic of Indonesia Number 28 of 2008 concerning National Industrial Policy with the vision and mission of long-term industrial development with the concept of sustainable development. This regulation is based on three aspects, firstly economic development, secondly social development and the third is the development of the environment (PERPRES, 2008).

In the 2009-2015 Creative Economy Development Convention, it was explained that Indonesia is a country that needs to develop creative industries because they are considered capable of making a contribution, as shown in Figure 1.1 which illustrates the positive impact of economic development through creative industries. The creative industry is able to



develop innovation and creativity for Indonesia's competitive advantage, and finally the creative industry contributes to a positive social impact.

The strategy of empowerment focuses on the development of a product in a particular area is urgently needed in order to add knowledge and support the development of creative industry. In addition to the government, this intervention support is also obtained from CSR activities. Law of the Republic of Indonesia Number 40 of 2017 concerning Limited Liability Companies, in article one point three discussing social and environmental responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and a beneficial environment, both for the Company itself, local community, and society in general (PP no 40, 2017). This regulation makes many companies carry out CSR activities by providing support for creative products and the company's concern for communities that need empowerment. Many craftsmen in Indonesia have received empowerment facilities that can be used to develop product quality and open markets.



Figure Error! No text of specified style in document.. Impact of Creative Economy Development in Indonesia.

Source: Mari Elka Pangestu, 2008.

One of the provinces in Indonesia where there are creative economy actors in IMK, namely West Nusa Tenggara Province (NTB). Based on the results of the 2018 Annual IMK Survey, there were 96,205 businesses/companies in the creative economy for IMK in the



Province of NTB. A total of 86,213 (89.61%) consisted of micro industries. The following is the distribution of IMK in the Province of NTB. This makes Central Lombok Regency the area with the highest number of creative economic enterprises at IMK. Judging from the level of education, most of the creative economy workforce at IMK in the Province of NTB (79.88 percent) are junior high school graduates and below. This indicates that IMK is able to absorb a large number of workers from all walks of life, even those with low education. Apart from that, it seems that there are still other obstacles faced by creative economy actors at IMK in the Province of NTB. Based on the results of a survey by the BPS NTB Province (2019), 60.96 percent of IMK practitioners in NTB Province admitted that they experienced difficulties in running their businesses. In addition to the obstacles above, there are 62.54 percent of creative economy businesses at IMK in the NTB Province that have problems in terms of capital. The constraints/difficulties experienced by creative economy businesses in the second IMK are marketing, which is 14.75 percent. Which includes the creative economy business at IMK not only in the production process but also in a marketing strategy to create a large, broad and growing market. The type of constraint that many experienced was the availability of raw materials. Raw materials make all industrial businesses dependent on both raw materials that can be purchased and raw materials available in the environment, which have limitations.

The research location was conducted in Central Lombok, West Nusa Tenggara, Indonesia. This location was chosen because one of the IMK in Central Lombok is a weaving craftsman. Craftsmen in this area have been recorded and have formed a community that has a network that is fairly wide to penetrate local and international markets. This community of weaving artisans is called "Jarpuk Rindang". Craftsmen in this area have received training to improve the quality of the products they produce. The ability of the craftsmen in this area also has advantages compared to craftsmen in other areas, including craftsmen in Central Lombok having the potential to adapt woven motifs from other regions and the number of craftsmen in this community is very large making it possible to produce large quantities of woven at one time to meet market demand.

This paper will discuss the current condition of the weaving craftsman community in Central Lombok, namely the "Jarpuk Rindang" community. In this study, the empowerment that has been carried out in the community will be discussed and how this has a real impact on product quality and has a direct impact on increasing product sales in general. It is expected that this study is able to see in more detail whether the empowerment that has





been carried out has been appropriate so far and is sustainable. Furthermore, in the future is expected that the empowerment carried out is in accordance with the needs that are really needed by the community to be able to compete in a wider market.

2. METHODS

This research will use a qualitative research approach by carrying out a direct approach where in this research it will be seen what empowerment has been carried out and how the impact has been felt by the "Jarpuk Rindang" community of weaving craftsmen in Central Lombok. This type of research will be Action Research.

The research process that will be carried out includes what empowerment has been obtained by this community and looking at the results of empowerment including the current economic conditions of the craftsmen in the community, the quality of the craftsman's products and the resulting derivative products, the level of product sales produced and the size of the current market.

3. RESULT AND DISCUSSION

The community of weaving craftsmen in Central Lombok "Jarpuk Rindang" has received various empowerment interventions from various private and government parties. Empowerment that has been obtained by this community includes training in making motifs, natural colouring, entrepreneurship, marketing, and organizing. From the development of basic natural colouring products and new motifs have been carried out. This community also produced 2 new motifs with legal copyrights making these two motifs cannot be used carelessly by outsiders. The copyright of regional motifs like this is very rarely done by other regions therefore regional motifs are often made freely in printing or in production by weavers in other regions. Of the 75 members of the empowerment community, usually only 30 people do it because of the available budget and the community administrators think that if too much empowerment is done, the results will not be optimal. Empowerment is also often carried out in 2 waves to overcome this problem. The products produced by this community are still in the form of cloth, like other areas, which are usually processed again by third parties in the form of fashion products, bags and clothing. This community should also be able to maximize the ability of its members to be able to make derivative products that can be directly used by the market so that the profits obtained are also maximized. The potential of this community is quite good because besides being able to produce Lombok





woven products, the brand is also able to adapt to weaving Sumbawa regional motifs. The economic level of the community members is on average able to meet the minimum needs of household expenses. In addition, the members of this community are on average able to pay for their children's education up to high school. The age range of this community is from 20 to 55 years old with education from not graduating from elementary school to graduating from high school, where the majority is female. Seeing the current conditions with the difference in the educational level of the members of the "Jarpuk Rindang" community, the empowerment that is carried out should be in accordance with the capabilities of the craftsmen.

Some illiterate craftsmen certainly have difficulty understanding the material delivered in writing. Some members with less education also find it difficult to understand empowerment materials if the material is delivered in an unfamiliar language. The division of groups within this community needs to be in accordance with the abilities of community members. This division can also be grouped based on the outstanding abilities of each member of the community so that these advantages can be directed to the right empowerment therefore abilities can be maximized. In the production of an item, such as in a large factory, it is divided into several process parts which continue to the next process. In the manufacture of woven products it can also be divided into several processes where each process is carried out by members of the community who have maximum capabilities in each of these processes, this is done to minimize the required production time so that the demand for products in large quantities can be fulfilled and with good quality control. This community has received requests from big brands in the production of natural colours but has limited experience and inadequate facilities so that the results of product trials that are produced do not meet the brand's standards. This should be anticipated with empowerment that directs this community to be able to produce products in large quantities with good results so that existing market opportunities can be fulfilled.

4. CONCLUSION

In implementing empowerment to a community, it must plan the correct program by understanding the condition of every member of the community. The grouping from members of community must be done before an intervention of empowerment is done so that the empowerment can be maximized according to the skills of every member. The need required either raw materials, facilities, and knowledge must be correct and according to





the need of community to generate quality products and minimum expenses therefore profits would increase and could support the economy of community members which in reality would also impact the increase of their social welfare.

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