

The Development Small Medium Enterprises of Weaving Troso of Weaving Troso Asotiation in Troso Village Sub-District Pecangaan District Jepara

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Abstract

Small medium enterprises of weaving Troso are the second popular industry of Jepara, after furniture. The problems of the research are the rising raw materials, decreasing selling price, decreasing production number, reducing skilled employments. The purpose of the research is to describe profile of Tenun Troso Cluster, analyze the cost and the benefit of Tenun Troso Cluster, and create development strategy to overcome some problems faced by small medium enterprises of Tenun Troso Cluster.

The research employs quantitative approach. Techniques to collect data are interview, documentation, and questionnaire. Percentage descriptive analysis, net B/C ratio, and SWOT analysis are used in the research.

The result of SWOT strategy in strength aspect is the ability to respond market demand fast, and in weakness aspect is the less market information that affects the decreasing market strategy, in opportunity aspect is the products accepted by wider people, and threat aspect is more competitive competitor product.

The research recommends that small medium enterprises of weaving troso in Tenun Troso Cluster is to keep cooperation among members of small medium of weaving troso in order to minimize several problems such as raw materials, production cost, and marketing, and to increase the ability to use social

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INTRODUCTION

Weaving troso is one of the products that are a livelihood to the citizens here. It is also a treasure culture that should be preserved. For the first time, weaving troso is used to certain groups of citizens. But now days it started to be used to

anyone, starting from various circles, artists until the government officials.

From central statistical data 2015, small medium enterprises weaving association has significantly developed, it can be seen from the number of business units from 2011 until 2015. This is including the number of associations here.

Table 1. The business unit, production volume and weaving troso production value 2013 – 2016

	2013	2014	2015	2016
Bussines Unit	517	698	724	756
Workers	7918	10689	11087	11577
Production Volume (Meter)	26076855	35203754	36515163	38129093
Production value (Rp.000.00)	481.698.724	650.428.277	570.932.805	596.167.404

Source : BPS Data

Weaving troso business unit has developed 35 % in 2014. This significantly increasing caused one of the citizens realize and used to this product even in public as well as in the government agencies. Overall this business increase 14,3 % from 2013 until 2016.

The employment here is also increased year after year. In 2014, it just increase 34,9 % but in 2015 it increase 3,7 %. Although the increasing employment is not significantly increase, in 2016 the employment that employed increase 4,4% it's 11.577 employment. The number of employed employment from 2013 until 2016 overall has increased 14,3%.

The production volume from 2013 until 2016 walk side by side with the number of business unit in troso and the employed employment. This is revealed from data that served. In 2014 the increasing production volume slows down 35% while in 2015 slows down 3,7%. Next in 2016 it increases 4,4%. Overall all the production volume increases 14,3% each year.

Indeed the production volume significantly increases in 2014 and it increases 35%. But in 2015 it decreases 12,2%. Next, in 2016 it increases 4,4%. Overall it increases 9% each year. The increasing production volume caused by one of the decreasing production price.

Along the high production value of weaving troso also the growth fabric areas in Jepara, it effects on the skillfull employment in troso. That factor will be a big problem in the future. In line with the result study of Nurul komariyatin and Rifqy Roosdhani (2015) that declare as another form of the small unit business, weaving troso

management faces a unique same problem, its about capital, marketing, product design, the efficiencies production cost, promotion, employment, technology, and others.

The raw material is the main factor in the production process. The raw material price relatively increase and not in line with the increasing of the price of selling product detrimental toward the craftsmans. The result of study of Budiana Setiawan (2014) shows that the strategy that apply the craftsmans to develop weaving Kupang start from the effort to suplay cheap raw material, easy to get, product disersification, developing technology maker, management organisation increasing, marketing, and everything that can develop their business.

Otherwise the researcher also observe onne of the raw material seller in Troso. He is Agus Supriyanto. The data shows as follows:

Table 2. The list price of raw material yarn in Troso.

types	Maret 2017 (Rp.)	Oktober 2017 (RP)
Cutton 16 s (per Kg)	24.000	24.000
Cutton 20 s color (per Kg)	29.000	29.000
Cutton 20 s white (per Kg)	33.000	34.000
Cutton 40 s (per Kg)	55.000	56.000
Kroto (per Kg)	53.000	54.000
CSM 80/2 (per Pack)	630.000	720.000
CSM 64/2 (per Pack)	550.000	590.000

Source : The interview 7th of October 2017

The business actor has same problem in selling and raw material. Many employment come and out and continuing their job in the factory

around sub-district Pecangaan, Kalinyamatan and Mayong.

The problem uttered about the increasing of price raw material and the the low of selling product. This will cause cost that use to produce weaving fabric trending predicted bigger than the benefit that recieved by the citizens. So, it's needed to analyse the benefit and cost. The result will determine strategy weaving Troso association development. If the result is succeed it will be the power of association, but in the contrary if it's not it will the weaness of association.

RESEARCH METHODS

This research includes in descriptive kuantitatif research. This type of the research try to analyse and evaluate processing weaving Troso phenomenon. This research focus in weaving Troso association that located in Troso sub-district Pecangaan District Jepara.

Focus of the research is the development Small Business Unit weaving Troso sub-district Pecangaan District Jepara that completely drawnd in the following problems of the research. The focus of the research is as follows:

1. The benefit and the cost Small Business Unit weaving Troso sub-district Pecangaan District Jepara

The proper analysis here is the indicator that shows Small Busiines Unit weaving Troso sub-district Pecangaan District Jepara is measured from the benefit and cost using benefit cost ratio. The target is all the member of business asociation.

2. The development strategy of Small Business Unit Unit weaving Troso sub-district Pecangaan District Jepara.

The collection data in this research is the coresponded data to focus of the research. It's

the Small Busiines Unit weaving Troso sub-district Pecangaan District Jepara strategy.

The technic of Analysis data used in this research is deskriptive analysis. It's to know and to explain detail profile and the mechanism of weaving small business unit in Weaving Troso Asociation.

RESULTS AND DISCUSSION

Business Eligibility

The project business is said if the economic benefits, and eligible to do if the resut $BCR > 1$. If the result $BCR < 1$ then it will come ecomic loss. Based on the calculation, it known that the average of BCR is $-0,22$. In this research, the researcher divides the groups into 7. This is done coresponding to the type of fabric that produced. So it can be known the detail eligible cotton fabric that will be produced. For further details it can be seen in table 3 follows.

Table 3. The calculation of Benefit Cost-Ratio

Type Of Weaving Fabric	BCR
Blanket	-0,44
Sekap	-0,67
CSM/Endek	0,34
Baron	-0,42
Lurik	-0,24
Misris/Filamen	-0,73
Sarung Goyor	-0,68

Source : Prime Data process 2018

Based on the table 1.2 above, it can be seen from all the type weaving fabric that produced by the business actor and weaving Troso asosiasi is a group CSM/ENDEK fabric with BCR value 0.34 although the BCR value < 1 . This can be concluded that the CSM/ENDEK fabric type is better than others although it is not uneligeble.

IFAS Matrix Analysis**Table 4.** IFAS Matrix Analysis

Internal Strategy Factor	Weight	Rating	Weight score
Strenght			
Motif Diversity	0.08	3.50	0.29
Weaving Atraction Tour	0.07	3.00	0.21
Businessman Cooperation	0.09	2.25	0.27
Fast Respond Market Order	0.10	3.75	0.39
Weaving Product Benefit	0.09	3.75	0.33
Bigger Benefit Than Production Cost	0.09	2.60	0.23
Weakness			
Using Import Raw Material	0.09	3.00	0.28
Reduction Of Skillfull Employment	0.07	3.00	0.22
Less Market Information	0.11	3.00	0.32
Bilyet Giro System (BGS)	0.09	3.25	0.29
Motife Copright Among Businessman	0.11	2.25	0.24
Total of Weight Score			3.01

Source : Pime Data process 2018

Based on the table 4 above, it known that the biggest strenght factor is the capability to respond market order as fast as possible. This shows that the citizens can give their idea and input in the production directly. In the weakness data above, it's konwn that the highest weakness is less market information. This effected on

market strategy. The fact, the citizens here just rely on big potencial cities. The second weaknes is billyet giro. This has happened for many years and effected on cash cirulation which BGS will be changed with raw material on the concequences reduction of the businessman saving.

EFAS Matrix Analysis**Table 5.** Efas Matrix Analysis

External Starategy Factor	Weight	Rating	Wheigt Score
Opportunities			
Acceptable Product Broad Citizens	0.13	3.75	0.48
Cheap Delivery Cost	0.11	3.50	0.37
Online Marketing	0.12	3.50	0.42
<i>Event Festival</i>	0.10	2.50	0.24
Government Training	0.09	2.00	0.17
Threatened			
The growing Industry areas	0.07	3.50	0.26
Government Regulations	0.10	3.50	0.34
Competitor Product	0.11	3.00	0.34
Inconsistent raw material suplier	0.08	3.00	0.23
Developing weaving another district	0.10	2.76	0.28
Total of weight score			3.14

Source : Prime Data process 2018

Based on data of table 5, it can be known that the highest uppotunities is acceptable product in broad areas with 0.48 score. This happen because in the modern era the fans of weaving fabric is not from the old generation but also from millenial generation. On the other side the

creative economic development affect to exploit weaving fabric to be such a bag, hat, and another else. The second change online marketing with 0,42 score. This because it's so easy to access information that can reach entire country even

world. Many online shop make easier to offer and to get weaving fabric even material or goods.

Based on table data 5 above, the highest treath is product competitor with 0.34 score. This caesed by the price of batik is cheaper, so many customers prefer to choose it than weaving fabric. Morover, many printing batik with weaving motife appears in the market. The second treathened is goverment regulations with 0.34 score. This because goverment regulations requiere wearing local weaving or special local batik each region, so it cause decresed desire to buy weaving Troso.

From each component in the SWOT element, the position condition Weaving small business association in Troso by determining, comparing the importance of each internal and external factors. An internal strategy factor of 3.01 and an external factor of 3.14 designate a point coordinte located in the growth area I as shown in image 1.5. in this case the problem-solving strategy should go through vertical integration (Rangkuty, 2006: 151)

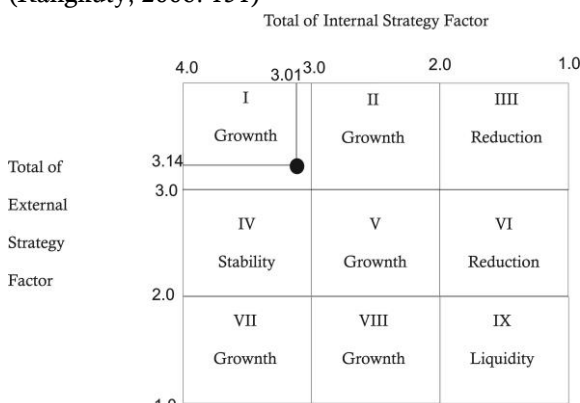


Figure 1. Strategy Factor

With the matrix above, the score for internal strategy is 3.01 and the score for external strategy is 3.14. It can be seen that the IE matrix is found in growth I, which is a growth area with a concentration of vertical integration. Based on information on growth I, the right strategy to use is a strategy of concentration through vertical integration, it means that the strategy applied focuses on the growth of the company itself. The design of this strategy is used to achieve growth, both in sales, assets, profits and a combination of the three. Entrepreneurs can reduce prices, develop new products, increase product quality, or increase access to a wider market.

Strategy Formula

SO strategy is as follows:

a) The Improved information services in order to increase public appeal

Delivering this information is very important for the citizens. With the title as a tourist weaving attractions village, it needs to be real action in improving information services for both tourists and prospective buyers. Clear information will give positive value for prospective buyers. At this time, some tour groups only come to businessmen they know without knowing what they need.

b) Make a good relationships with members to face market order quickly

Good cooperation between members can minimize the various obstacles faced by members of Troso Weaving Association in Troso Village, Pecangaan District, Jepara Regency, both in terms of raw materials, production costs, and even marketing.

SO strategy is as follows:

a) Establish cooperation with the government in the form of marketing coaching through social media and market information development

Government support is very important for entrepreneurs, especially for Weaving Troso Association. Coaching marketing through social media will open up new market information so that members can freely sell weaving fabrics in new areas and obtain an alternative payment system in cash payment system.

b) Establish cooperation with the government in employment training

The difficulty to find skilled employment is currently felt by entrepreneurs weaving in Troso. This is because people are more interested in working in factories than in the weaving business unit. This is a bad conditions. This needs fast actions. Government assistance is expected to give a solution to solve this problem.

ST Strategy is as follows :

a) Diversification of weaving products to increase product use value

Weaving products diversification is carried out in order to add the value. So far, prospective buyers are very confused and they only know that weaving fabric can only be made clothes and even

then must be a tailor who is familiar with troso weaving fabric. The diversification can increase the selling value and increase the attractiveness of using that fabrics.

b) Government attention in the form of regulations on the use of weaving uniform for students and government officials and private

The government attention, especially Jepara government, on weaving Troso Association in Troso is needed to develop the business. Only a few schools and private institutions wear weaving uniforms. The use of uniforms will increase the identity of Jepara residents in the presence of weaving troso and increase income continuously.

WT strategy is as follows :

c) The government's attention in regulating the industrial space

This time government of Jepara opened land for the establishment of industrial estates without any regarding to the Small Business Unit areas. Not only weaving, but also furniture and convection are affected. The right spatial arrangement of the industrial estate will really help the continuity of weaving business.

d) Establish good cooperation with raw materials suppliers to consistently get raw materials

Raw material is one of the determinants of the quality of production. The use of good quality yarn raw materials not only make easy the production process but can also produce good weaving fabrics, so that it can compete with competitors

CONCLUSION

Based on the research, it can be concluded:

1. Small Business Unit weaving troso association overall is in not good conditions because based on the calculations B/C ratio shows that the ratio value B/C on average -0,22 where this $B/C < 1$
2. SWOT analysis shows that the strategy that can be applied is concentration strategy through vertical integration that suits to the results of the analysis conducted using SWOT

and using strategy formulation. Strategies that can be applied in the Weaving small business unit in Weaving Troso Association, those are :

- a) Improved information services to increase public appeal
- b) Weaving product diversification to increase valuable product
- c) Government concern in the form wearing weaving uniform regulations and government officials and public.

Government concern in the form of spatial industry areas.

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