

## Small And Medium Enterprises Batik Handycraft Industry Of Central Java In Indonesia

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### -----ABSTRACT-----

*Export product development program entrepreneurship training on the implementation of research and development conducted by surakarta batik university to increase the growth of export products produced by Small Business community. Small and medium enterprises Batik Tumaruntum using dyes from nature while batik Pandono and batik Cahaya Baru using painting techniques and stamp dyeing in making motifs. The uniqueness of these three Small and Medium Enterprises is due to its high artistic value. In order for products produced by the company, the company has quality products and services. In order for products produced by the company, the company has quality products and services. The first year (2017) focuses on solving raw material coloring problems, less effective and efficient production processes, production planning, adding to the expansion of product design and the provision of more modern equipment.*

**KEYWORDS** - *Small and Medium Enterprises Batik Export Products.*

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### I. INTRODUCTION

Development of Small and Medium Enterprises covers a variety of aspects, including: covering various aspects, including: Improving the quality of human resources in terms of management, organizational, and technology capabilities. , Entrepreneurial Competence, Wider Access to Capital, Transparent Market Information, other input input factors, and a healthy business climate that supports innovation, entrepreneurship and business practices and fair competition (Haeruman 2000). The most important small and medium industries in Surakarta are small and medium-scale batik and batik products, textiles and textile products as well as foods that produce various foods and snacks. These three types of products are trademarks for the city of Surakarta, in terms of production areas produced. Industry and trade office of the city of Surakarta the criteria of agreement there are seven superior priority products for the city of Surakarta, namely; Batik and products Batik, Textile and Textile Products, Food, Printing, Plastics, Furniture and metal / iron. Reasons why the product is superior; 1) can absorb a lot of labor, 2) high production value, 3) the image of the product is a trade-mark for the city of Solo. Seven priority products of the city of Surakarta priority scale priority into 3 main products in the form of superior core products Surakarta City, namely: Batik, batik products, textiles, Textile Products and Food, that the product that batik and batik products have the advantage of competence, among others; Characteristics, design, innovation power. This product is also considered to have relatively good added value both in the absorption of labor so that the development of efforts to increase the a In accordance with the problems of small and medium enterprises, the solutions / activities that have been implemented are: 1) improvement of export product quality and quantity 2) expansion of export marketing network, information system technology and internet media utilization: training of internet utilization as marketing medium. Add value of investment for the region and the absorption of local labor (Department of Industry and Trade, 2016).

Problem Identification. Export product development program in partnership with three Small and Medium Enterprises of industry Batik Industry in Semarang Regency and Surakarta City. Identification of the main problems in Small and Medium Enterprises Batik Truntum, Batik Bando and Batik Cahaya Baru is needed training on production technology, process and product: equipment and machinery, maintenance (maintenance) machine, work safety and health equipment, product design, machine structuring, management and Human resources including administration and bookkeeping are still very simple. Need to increase employee motivation, spatial administration and show room, the use of internet as a marketing medium is still lacking, the development of marketing strategy, pricing, still needed training and assistance in meeting about the administration of export management. This research applies to the sector of Small and Medium Enterprises batik having dynamic

environment full of uncertainty (such as competitors, customers, suppliers, regulator, and business association) and high competition intensity (such as price, product, technology, distribution, tablespoon and raw material), and requires good management skills, namely the business of batik SMEs in the center of batik Sragen, Central Java (Lukiastuti, 2012).

## II. THEORITICAL REVIEW

Lumpkin and Dess (1996) have made the distinction between entrepreneurship concepts (entrepreneurship) and entrepreneurial orientation (entrepreneurial orientation). Entrepreneurship is associated with new business players and is strongly related to the kind of question "what business are we entering?" While the entrepreneurial orientation is associated with the entrepreneurial process and is very much concerned with questions such as "how do we make new ventures work?" (Richard, Barnett, Dwyer, & Chadwick 2004). From the definition of this entrepreneurial orientation, it seems clear that the concept of entrepreneurship in general illustrates the main things undertaken by entrepreneurs. The entrepreneurship orientation actually deals with issues such as "How are entrepreneurial activities implemented?", "In what ways do entrepreneurs work through entrepreneurial processes?", and "How do entrepreneurs behave when trying to be entirely different from entrepreneurs with others in realizing their entrepreneurial ambitions?". In short, Lumpkin and Dess suggest that entrepreneurial orientation describes key entrepreneurial processes and with respect to how ventures are being carried out, whereas entrepreneurship leads to the level of decisions taken: what is run (Quince, 2003). The entrepreneur's orientation leads to a company's strategic orientation, including aspects of specific entrepreneurial styles, methods and practices (Lumpkin & Dess, 1996). McGrath, (1996) suggests that entrepreneurial orientation can be an important measurement of how a company is organized, and an important entrepreneurial contribution to the company's performance.

## III. METHODS IMPLEMENTATION EXPORT PRODUCT DEVELOPMENT PROGRAM

The methods used in implementing all the programs activities are: 1) Technology transfer. Modification This method is used to further maximize the capacity of a machine / tool to be transferred in accordance with the needs of partners. This method is used in the use of computer technology equipment and computer and application operators. Purchasing This method is used in the market with a wide selection of brands. 2) Transfer knowledge: Lecture Method. Lecture method is used in all training activities undertaken, ie in the process of delivering training material. Demonstration methods are used both in training activities and in the process of explaining how the operation of the machine / device has been transferred. The use of this method of demonstration makes it easier for the craftsmen to understand the material presented, so that the craftsmen more quickly to absorb / understand the material presented. Discussion methods are used in all training activities. With this discussion, as a medium of communication during the training took place in two-way communication between the presenters and the craftsmen. Besides, the craftsmen can just ask the things that have not understood to the speakers, so that the material described can be accepted or understood to the maximum by the craftsmen. Practice Method. As with demonstrations, direct practice methods are also used both in training activities and in the process of explaining how wood oven operations have been created. After the speakers explain and demonstrate the training materials, then the artisans are welcome to the direct material accompaniment that has been delivered. Thus the craftsmen can directly apply the material that has been obtained, of course, with the guidance of instructors. 3) Monitoring partner.

The **headings** and **subheadings**, starting with "**1. Introduction**", appear in upper and lower case letters and should be **set in bold and aligned flush left**. All headings from the Introduction to Acknowledgements are numbered sequentially using 1, 2, 3, etc. Subheadings are numbered 1.1, 1.2, etc. If a subsection must be further divided, the numbers 1.1.1, 1.1.2, etc.

The font size for **heading is 11 points bold face** and **subsections with 10 points and not bold**. Do not underline any of the headings, or add dashes, colons, etc.

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The first paragraph under each heading or subheading should be flush left, and subsequent paragraphs should have a five-space indentation. A colon is inserted before an equation is presented, but there is no punctuation following the equation. All equations are numbered and referred to in the text solely by a number enclosed in a round bracket (i.e., (3) reads as "equation 3"). Ensure that any miscellaneous numbering system you use in your paper cannot be confused with a reference [4] or an equation (3) designation.

## V. FIGURES AND TABLES

To ensure a high-quality product, diagrams and lettering MUST be either computer-drafted or drawn using India ink.

Figure captions appear below the figure, are flush left, and are in lower case letters. When referring to a figure in the body of the text, the abbreviation "Fig." is used. Figures should be numbered in the order they appear in the text.

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## VI. CONCLUSION

A conclusion section must be included and should indicate clearly the advantages, limitations, and possible applications of the paper. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

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