

A. Title of research:

MODEL OF ENTERPRENUERSHIP EFFORTS FOR IMPROVING PERFORMANCE
OF
BAMBOO CRAFTSMAN HANDYCRAFF WITH BATIK DESIGN IN VILLAGE
SUMBER TRUCUK, KLATEN
DISTRICT

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B. Abstract

The problem that then faced is how the Innovation Design handicraft batik bamboo craftsman can improve performance in the village of district Sumber Trucuk, Klaten district?

Innovation analysis of study results by using the concept of batik designs enterprising produce the following findings: 1) There is a need handicraft bamboo artisans to get training on entrepreneurship with the potential demand caused enterprising standards are not achieved an average of 68, 68%, which means that 69% of perpetrators small business does not yet have an entrepreneurial spirit and principles of business management has not applied properly. 2) Specification of the needs of their respective views and sequences problem aspects are: a) 80% small businesses need training to develop entrepreneurial attitudes and personality, among others, the ability to lead, motivate themselves to become human learning and achievement orientation. b) 83% small business training needs, especially in the field of organizational management is about understanding the needs of the business permit, how to organize activities (description of duties and directives) and business plan. c) 83% small business management training needs Marketing and provides the knowledge to develop a marketing plan as well as skills in selling. d) 87% Potential training needs in the field of production especially focused on including the following: the development of batik design/product design, product administration, quality control and production of knowledge about occupational safety and health. e) 83% small business training needs of small businesses on financial management is in the field of business planning and control skills of how to make profits as well as the separation between personal and business wealth.

Keyword: Bamboo Batik design Innovation, Creative Industries and Performance

C. Introduction

This article contains research results Batik Creative Industry Design Innovation For Handycraff Bamboo Craftsmen Village Sumber Trucuk, Klaten district. "Amabile

(1983,1997) defines innovation as a new idea and implementation of appropriate. Entrepreneurship is usually understood in terms of innovation. Schumper (in Amabile, 1997), innovation is an important factor that is implementation creative ideas in business. Individual efforts are required to be innovative because he must make every effort to keep their business running and successful (Miner, 1996). Design is the creation of design by enabling the creation of decorative motifs and colors on the surface after the woven fabric. Pleasing appearance and color became the main roles associated with aesthetic appeal. In batik, motifs and colors are the two principal elements in determining the success of the marketability of products, because these two elements is the "driving force" and the first dance of attention. Surakarta and Yogyakarta is the cultural center of Java since the first. One of the cultural richness and distinctiveness of art can be seen in the batik art. Batik Surakarta have characterized, in addition to a reddish brown color also soya motives size and relatively large batik is one manifestation of surface design on textiles as well as woven and dyed (tie and dye) with techniques, rainbow, bundles (Robinson & Robinson, 1980).

According to the National Consensus is the batik is: Works of Art on cloth stained with hurdles, which uses wax batik as the color barrier (RJ, Vishnu P and Muh Amin Jafar, 1977). By Sarah Rum Hadayani Research, 2008, On February 12, 2006, (Mataya, 2006) Batik Festival held in Surakarta, aims to evoke the spirit of the young generation of this batik was getting the most attention, followed by a younger generation of Surakarta. This is a phenomenon that batik still exists in society and have bright prospects for the future. Surakarta and Yogyakarta is the cultural center of Java since the first. One of the cultural richness and distinctiveness of art can be seen in the batik art. Batik Surakarta have characterized, in addition to a reddish brown color also soya motives size and relatively large batik is one manifestation of surface design on textiles as well as woven and dyed (tie and dye) with techniques, rainbow, bundles (Robinson & Robinson, 1980). Research conducted by Usman fuel and Musfiari Haridhi (2003) to the embroidery industry craftsman motif Aceh Proving the existence of influence on the productivity of craftsmen training in an effort to improve business performance. Performance or the performance of its foreign language is a measure of the success of a business for small industries is usually measured by the volume of production or sales. Specialized competencies are created through Michael porter generic strategies, namely: 1) differentiation which focuses on the advantages of quality, 2) overall cost leadership focuses on the price cheap and, 3) differentiation which concentrate on a smaller market share to avoid direct confrontation with competitors. Entrepreneurial attitude plays an important role, the study of Harvad University mentioned that determining entrepreneurial success is determined by the prepared 85% mental and only 15% determined the technical expertise (Genovena, 2002).

Klaten Regency, also known by the name "District Thousand Temple" is one of 35 districts in Central Java province. The location is quite strategic because Klaten district directly adjacent to the Special Region of Yogyakarta is known as one tourism destination. Klaten regency has an area of 65 556 hectares consisting and 401 villages with a population of the Village in 2009. 1.972.740 soul, Klaten Economy Agriculture 46.95%, an economy which is shown by the use of land amounting to 30 779 ha. For rice cultivation areas and 53.05% (34.777 ha) is not a wetland.

In general, a very large number of small businesses throughout the State but its contribution to GDP is very small value because of the problems that linger among others, the average education level and skills of small businesses are generally low and therefore low productivity and business performance (Glendoh, 2001). Some of the constraints faced by farmers is the limited field of capital, access to applied technology as well as his lack of work ethic of entrepreneurship among small businesses. Habit and tradition, quality and style motifs, handycraft bamboo craftsmen produced far less able to meet changing consumer demand and thus unable to compete in the market.

One alternative to improve competitiveness and create added value with innovative products is through the development of bamboo batik handycraft among craftsmen. Batik development is expected to provide added value in terms of product quality and marketing of the commercial side considering its market potential is still very bright. Besides it is also supported by the ease in obtaining raw materials, available tools and skills they have craftsmen. Effectiveness of the successful development of batik design in improving business performance craftsmen are expected to be achieved by improving the work ethic and entrepreneurial businesses that they have competence in managing the business professionally through entrepreneurship training media.

Entrepreneurship training in addition to providing technical material production such as batik design development also provides knowledge about business management and development of entrepreneurial spirit of businesses that have creative and innovative personality. The problem that then faced is how the Innovation Design handycraft batik bamboo craftsman can improve performance in the village of district Sumber Trucuk Klaten district?

B. Literature Review

1. Creative Industry

Entrepreneurship is something that proceeds (Thoby, 1995) here is the most important part of the learning process, Adi Nugroho (2002) argued that entrepreneurship is the entrepreneurial process and not a stand-alone activity but a continuous ongoing activity. Entrepreneurship education has been taught as an independent discipline, has a theory, concepts and scientific method that is complete with instructional media in the form of training can be provided by external parties or from experience (Yohnson, 2003). An entrepreneur must have science provisions include: knowledge of business owned business environment, the roles and responsibilities, personality and knowledge about management and business organization. In addition to general knowledge that there are some skills that need to be owned by the entrepreneurial skills of conceptual, creative skills, leadership and management skills, communication skills and technical skills of business. Entrepreneurial attitude plays an important role, the study of Harvard University mentioned that determining entrepreneurial success is determined by the prepared 85% mental and only 15% determined the technical expertise (Genovena, 2002). Six characteristics of an entrepreneurial attitude by Meredith (in Suryana 2001) are: confidence, task-oriented and results, risk taking, leadership, originality and backwards.

Oriented entrepreneurship is a driving factor through entrepreneurship training. Training is an activity undertaken to enhance knowledge, skills and attitude to raise the performance of current and future (Mondy & Noe in Suhartono and Raharso, 2003). Schuler (1992) and Anju (2004) formulate an integrated training into three stages namely the assessment phase, implementation phase and evaluation phase. The first stage of the assessment phase is the phase to determine what needs should be accommodated in the training included how to format and design of training that will be implemented. The second phase of training is to implement all the decisions about training resulting from the stage of translating any information the first stage in this stage also made the strategy of how the training will be done technically. The third phase of training is the evaluation phase is to ensure that the training conducted achieved the target set so that the main activity in this phase is to conduct measurements to what extent the effectiveness of training can be achieved. Correlation of these three stages integration explained that the determination of the substance of the training and transformation of needs into the implementation phase will produce a program to produce effective results based on the results of measurement.

Research Storey (in Parmono, 2001) increasingly clear that small businesses are capable of developing a viable small businesses in developing new products, strengthen market development services based on customer satisfaction motives.

Continue corporate life is very dependent on the resilience of the entrepreneurs in gaining competitive most through the ability to think and behave innovative creative (Zimmerer, 1996). Thought about how companies can gain competitive advantage by Michael Porter (1980) which states that companies must create an special competitiveness in order to have a strong bargaining position in the competition.

2. Improving Performance

Performance or the performance of its foreign language is a measure of the success of a business for small industries is usually measured by the volume of production or sales. Specialized competencies are created through Michael porter generic strategies, namely: 1) differentiation which focuses on the advantages of quality, 2) overall cost leadership focuses on the price cheap and, 3) differentiation which concentrate on a smaller market share to avoid direct confrontation with competitors. Entrepreneurial attitude plays an important role, the study of Harvard University mentioned that determining entrepreneurial success is determined by the prepared 85% mental and only 15% determined the technical expertise (Genovena, 2002).

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training is the evaluation phase is to ensure that the training conducted achieved the target set so that the main activity in this phase is to conduct measurements to what extent the effectiveness of training can be achieved. Correlation of these three stages integration explained that the determination of the substance of the training and transformation of needs into the implementation phase will produce a program to produce effective results based on the results of measurement.

Research conducted by Fuel

and Haridhi (2003) against motif embroidery industry craftsmen in Aceh proving the existence of influence on the productivity of craftsmen training in an effort to improve business performance. Performance or the performance of its foreign language is a measure of the success of a business for small industries is usually measured by the volume of production or sales. From the research results of Storey (in Parmono, 2001) found that small businesses that have good business performance is usually always in linking business strategy with market conditions, product properties, production process. Human resources and environmental have changes.

Smallbone et al. (in Parmono, 2001) states that small businesses that would survive are small businesses that have oriented business strategies with market needs. This is evident from the commitment and courage to change their production processes according to business strategy to take. Research Storey (in Parmono, 2001) increasingly clear that small businesses are capable of developing a viable small businesses in developing new products, strengthen market development services based on customer satisfaction motives. Continue corporate life is very dependent on the resilience of the entrepreneurs in gaining compete through creative thinking skills and innovative (Zimmerer, 1996), Mintzberg (1990). Specialized competencies are created through Michael porter generic strategies, namely: 1) differentiation which focuses on the advantages of quality, 2) overall cost leadership focuses on the price cheap and, 3) differentiation which concentrate on a smaller market share to avoid direct confrontation with competitors. Entrepreneurial attitude plays an important role, the study of Harvard University mentioned that determining entrepreneurial success is determined by the prepared 85% mental and only 15% determined the technical expertise (Genovena, 2002).

D. Research Methods

1. Sample

The method used in this research is survey method using 30 bamboo craftsman handicraft people as the specimen was considered adequate preventative of the overall population handicraft bamboo artisans in central java. Non-random sample was collected by using certain criteria specified (purposive sampling).

2. Data Collector tool

Data required in this study were collected using a questionnaire as the main techniques and observation and interviews as support techniques. There are five questionnaires used were

questionnaires entrepreneurship, business management, production, marketing and financial management questionnaire is enclosed. Observation and interview is a technique that helps support the respondent to answer the questionnaire accurately and according to the conditions, because its level of junior high education level of respondents who so often have difficulty in answering questions. Data collected in January 2010 by four researchers at the village location of Sumber Trucuk Klaten district.

3. Analysis Techniques

Research needs analysis

techniques to the data descriptive qualitative objective conditions companies to identify whether training is needed to improve performance. Analysis was performed with small business enterprising approach is the application of management functions in production activities, marketing, finance, management organizations and entrepreneurial qualifications of small businesses.

There are five variables

measuring the objective conditions are variable aspects of small business entrepreneurship (X1), variable aspect of business management (X2), variable production aspects (X3), marketing variable (X4) and financial aspects of variable (X5).

There are several analysis steps:

1. Assessment of each Indicator

Variable by giving Guttman scale is a score based on negative answers were scored 0, positive answer "less" were scored 1, the answer is "reasonably" be given a score of two, and positive answers 'excellent' is given a score of 3.

2. Calculate

the average score of each variable

3. Determining to the ideal score enterprising

standards for each variable and calculate the score gap between the difference score with the score riel ideal

4. Define the potential needs of each variable.

E. Results and Discussion

Review

results of the objective conditions of small scale business seen from the standard enterprising with five variables that measured the aspect of entrepreneurship, organizational management, marketing, production and finance are illustrated in the following table:

NO	Aspect Measured	Ideal Score	Score%	Achieved%	Gaps
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- 1 Entrepreneurship 30 7,05 20,50 22,95 76,50
- 2 Organization Management 24 9.25 38,54 14,75 61,46
- 3 Marketing 33 8.95 27,13 24,05 72,87
- 4 Production 21 7.82 37,24 13,18 62,76
- 5 Financial 24 7.25 30,21 16,75 69,79

Entrepreneurship

The average score of an entrepreneurial spirit who owned small businesses with 10 indicator variables are in a position of 7.05 or 20.50% with the potential need to reach the ideal position for 76.50%, which was approved by 80% of respondents. Potential needs of small businesses primarily in the field of entrepreneurship training is the attitude of the leadership, willingness to learn and motivate yourself for to pursue the achievement orientation.

Organizational Management

In general, business profile is a small-scale, small scale industry category of households with bamboo handicraft business type handicraft. Business formation is largely of his own business with an average operating time over five years. Although the business is largely a side job but the goal is the establishment of a majority of business to make profits.

The average score of eight indicators organization management variable of 9.25 or 38.54% in position so that there is a potential requirement to achieve the ideal position for 61.46% of demand by 83% of respondents. Training needs, especially in the field of organizational management is about understanding the needs of the business permit, how to organize activities (description of duties and directives) and business plan.

Marketing

General description of the activities of small business marketing is still a local market area with the distribution of most products made through collecting. In general, during the last three years of business performance declined due to global competition. The average score of the management of marketing activities with 11 indicator variables amounted to 8.95 or 27.13% in position with the potential need to reach the ideal position for 62.76% of demand by 83% of respondents. Potential training needs in marketing primarily focused on the preparation of marketing plan including the following: product positioning, distribution channel, forecast demand and determine target markets and technical selling skills.

Production

Small production system is based on order and most of the craftsmen had difficulty supplying high quality raw materials. The average score of production management with seven indicators are variables in position at 7.82 or 37.24%, with the potential need to reach the ideal position for 62.76% of demand by 87% of respondents. Although the situation was quite intense market competition and there are difficulties in selling, respondents have the

motivation to have the design skills of batik. Potential training needs in the field of production, especially focused on including the following: the development of batik design/product design, product administration, quality control and production of knowledge about occupational safety and health.

Finance

Capitalization small business owners mostly from savings to financial management is handled absolute majority of the owners and they do not have accounts at the bank. Although most of the business claims in the fluent condition, operating performance of the gain over the last three years has declined. The average score of the financial management of the business with eight indicator variables are in a position of 7.25 or 30.21%, with the potential requirement to achieve the ideal position for 69.79% of demand by 83% of respondents. Training needs of small businesses on financial management is in the field of business planning and control advantages as well as the skills how to do the separation between personal and business wealth.

F. Conclusions and Suggestions

1. Conclusion

Results of training needs analysis study batik design development using the concept Enterprising produce the following results:

a. There needs handicraft of bamboo artisans to get training on entrepreneurship with the potential demand caused enterprising standards are not achieved an average of 68, 68%, which means that 69% of small businesses do not have an entrepreneurial spirit and principles of business management has not applied properly.

b. Specification requirements of their respective views and aspects problem sequence is:

a) 80% small businesses need training to develop entrepreneurial attitudes and personality, among others, the ability to lead, motivate them to become human learning and achievement orientation. b) 83% small business training needs, especially in the field of organizational management is about understanding the needs of the business permit, how to organize activities (description of duties and directives) and business plan. c) 83% small business requires production and management training provides the knowledge to develop a marketing plan as well as skills in selling. d) 87% Potential training needs in the field of production, especially focused on including the following: the development of batik design / product design, product administration, quality control and production of knowledge about occupational safety and health's) by 83% small business training needs of small businesses on financial management is in the field of business planning and control skills of how to make profits as well as the separation between personal and business wealth.

2.

Suggestion

As a continuation of research is expected to come:

a) Training on entrepreneurship should be held to remember 80% of the craftsmen needed.

b) As many as 83% craftsmen need management training organization.

- c) Keep the training held in the marketing field since 83% of the craftsmen needed.
- d) A total of 87% artisans need training in production, especially the development of batik design.
- e) A total of 83% craftsmen financial management training needs of business.

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