

## POTENSI PERTUMBUHAN INDUSTRI BATIK DI KAMPUNG BATIK LAWEYAN

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### ABSTRACT

*All along, batik industry seems to be ignored in the world of university education because until now the study that offers outcome correlating with batik industry has been very limited. Not only in Surakarta, but also in other part of Indonesia. Even the four studies that UNIBA (Islamic Batik University) of Surakarta offers, are not related directly with batik industry.*

*This situation has also faced by other universities. Sensing this opportunity, UNIBA has an intention to improve itself so that it is able to develop a study that has direct relation with batik industry by doing research, collecting statistics about batik industry in Surakarta and Sragen.*

### A. THE BACKGROUND OF THIS ACTIVITY

Some informations and statistics about this batik industry have been collected by few other institutions for example: BPS, Diperindag, Pemda, GKBI, and other sources, however these informations are very limited. Other than the

limitedness, the informations that gathered by these institutions only state the name of batik entrepreneurs, their address, their production turn over, types of industry, and rough estimation of the early capital used. This limitedness has unabled us to explore these informations further. Thus collecting new sets

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of data about this batik industry, especially about the labour force, their wage rate and education level, marketing strategies, the price and types of the products, production steps, capital turn over and its sources, the legal form of the batik firms, et cetera. Seeing this, UNIBA means to do the data collection of the potential growth of batik industry in Surakarta and Sragen. The reason why these two towns become the main study for this is because batik industry is the main industry in these two towns.

The fact that these two towns are very big (Surakarta is divided into 5 kecamatan and Sragen is to 20) and the possibility of facing a more complex problem in doing the data collection, thus the research team feels a need to do a data collection trial before hand. This trial that is planned to be done to the actual sources in certain region has a mean to try on the validity and reliability of the questionnaire that will be used in the actual data collection. The questionnaire used in this trial will be the master instruments, and its replica will be used to collect data in the real research.

This questionnaire will have questions related to the five aspects that will be marked, and this will be used in the first region which is kelurahan Laweyan. The reason why Laweyan is chosen as the trial region is because Laweyan is already made as Batik Village Laweyan in the mid 2004 by Surakarta governor. Other than that, Laweyan has a historical batik value and at this time there are still 22 batik entrepreneurs in this region.

The early plan of this research was only limited to the collection of data that can be used by institutions that are in need of these informations, whether it is UNIBA itself, or others like PEMDA, GKBI, the entrepreneurs, university students, researchers, et cetera. This research that actually is still a continuity of the previous data collection, which schedule will only be decided after the collection of data has finished. As there are serious difficulties faced by this industry in regeneration, in increasing production capacity, which theoretically are related directly to the inspected aspects, the research team has agreed on

interpreting data as soon as possible.

#### **B. THE MAIN PROBLEM IN LAW EY A N B A T I K INDUSTRY**

The data gathered has shown that the regeneration process has faces some obstacles, especially the increasing number of youngsters whose parents are batik entrepreneurs who do not want to continue their parents business. These youngsters prefer to work on non-batik related business and to work as professionals (doctors, lecturers, lawyer). This trend of not wanting to work in batik business has developed not only in youngsters whose parents are batik entrepreneurs but also in youngsters that have not came from a family that make a living from batik, more over the ones with higher education level. This is seen from complains we have got from some of batik entrepreneurs regarding difficulty in getting skillful and experienced workers.

The reluctance of the youngsters to pursue batik industry further has a correlation

with the existence of today's batik entrepreneurs. Some of the reasons are: *firstly*, if we draw a connection between all the people who make a living from batik industry, most of them are aged above 50 years old, and have been working in this sector for more than 20 years, even there are some who have done this for around 35 years, however it is very hard to say that the regeneration process has took place smoothly. *Secondly*, even though batik has been known for a very long time in Laweyan, but there is no addition in the number of batik entrepreneurs there, even if we compare this number with what we had in the past (in a decade or two decades ago). *Thirdly*, there are not any distinctive improvements in this industry in this area. Even it is mentioned in *Republika* daily paper on Tuesday, 29 July 2003 at page 4 that the glory of Laweyan as a batik centre has long ago diminished. A lot of the entrepreneurs went bankrupt. *The forth one* is most of the remaining batik entrepreneurs have monthly profits of around 10 to 15 millions rupiah, even though there are some that have income of few

billions rupiahs per year. Still, there are others that have income less than the standard of 10 to 15 millions per month due to the difficulty in finding skillful and experienced workers thus a difficulty in increasing their production capacity. *The fifth* reason is that regarding the number of workers that the batik entrepreneurs have employed, all of them are still seen as small scale business, because none of them has employed more than 100 workers. According to the business classification of BPS, there are 4 types of them, 1) the big scale business which is employing more than 100 workers, 2) the medium scale has around 20 to 99 workers, 3) the small scale has 5 to 19 workers, and 4) family scale which has less than 5 workers. On top of the above complaints, there is a problem of improving their production capacity. This difficulty has a tight connection with the production aspect itself, the marketing aspect, finance and also labour force aspect. Other than those aspects it also has a less direct connection with the slow regeneration process.

This has also been addressed by

Soelaiman and Bambang Slameto (two of Laweyan batik entrepreneurs which can be said are successful), they said that the common bankruptcy in Laweyan happened because there is no regeneration, or poor management strategies used, lack of innovation and production creativity as a mean to face a competition by *batik print* and *batik sablon*. These difficulties obviously can not be seen as individual or partial problems, thus these had to be observed as a whole to find out what are the real factors that obstruct the development of batik industry in Laweyan.

### C. BATIK ENTREPRENEURS PROFILE IN LAWEYAN

Batik industry in Kampung Laweyan has been existing since sometimes in the past. Most of batik entrepreneurs in Laweyan nowadays have related with batik makers in the past. The relation can be bussiness relation for example between the workers and the entrepreneurs, the suppliers of raw materials, the sellers, or the batik distributors et cetera. While another type of relation is family relation such as: grand parents,

parents, children, grand children, great grand children and so on. This industry has been inherited continually until now, thus it is one of the reason to name Laweyan, *Kampung Batik Laweyan*.

Apart from the inheritance or the family relation, most of these Laweyan Batik entrepreneurs have managed their business independently for roughly 4 decades or since 1960-ies. While around 9% ran their business for 30 years, 11% for 20 years, 4% for around 10 to 20 years, and 5% for those who ran their business for less than 10 years, which all of them are still in the form of individual business, not in legal corporations form.

Even though they work in the same sector, their areas of expertise are different, those are batik makers only, the batik garments, batik distributors, or the entrepreneurs (which apart than providing the capital, also making and distributing batik). Batik entrepreneurs made up to 77,3% of total number of labour force working on this area, while the batik craftsmen made 4,5% of the total, batik manufacturers 9,1% and the distributors made up

to 9,1%.

Most of batik entrepreneurs in kampung Laweyan have their own brands, some even have 2 or 3 brands. However 30% of them has no brands for themselves. Usually, these are the entrepreneurs who specify on making batik. This is normal as their work is only limited to batik processing according to the order they have got, however the product will have the brand of the purchasers. These entrepreneurs is categorized as the batik craftsmen.

According to the categorizing of the entrepreneurs as the craftsmen, the manufacturers, the capital providers will make it easier to identify their activities and those who are connected to them like the raw materials suppliers, their consumers, or their workers. The craftsmen usually have their main supplier which are: 1) seller of their main raw materials like wax, dying agent, and batik chemicals, 2) seller of the raw cloth (mori prima, primisima, santung, chiffon, silk, et cetera), 3) the purchasers (the distributors, or other consumers). While their purchasers includes the batik

seller, manufacturers or the direct user.

While the batik garments manufacturers have their main suppliers which are 1) the batik craftsmen, 2) the complimentary materials suppliers like thread, button, ribbon, accessory, and so on. (mostly are shops), 3) other businessmen with partnerships (especially the ones with showrooms). While their consumers usually are: 1) the seller in batik market, 2) their distributors in other towns, 3) or the direct users. These garments consumers are almost the same with the batik entrepreneurs' consumers. However their suppliers are slightly different, because the batik entrepreneurs do not have relation with the complimentary materials suppliers like the batik garments businessmen. While their two other suppliers are the craftsmen and the garments factory are batik entrepreneurs' main suppliers. The big batik businessmen have a rather bigger business, from the early process of making batik until distributing the products by themselves thus the suppliers and the consumers of the previous

three categories are also the big batik businessmen's.

#### **D. COMPONENT MANAGEMENT BATIK**

##### **1. The Labour Component**

In this batik industry, the job vacations are mainly concentrated on 1) batik making process, which is in need of labours to: making the patterns, applying the wax, dyeing, applying the *cap*, *nglorot* (a way of scraping the wax from the cloth), *mbabar* (boiling the cloth after some chemicals are applied to it). 2) garment factory is in need of labours with skills like: sewing, putting beads on clothes, embroidering, ironing, desaining pattern, and modelling. 3) batik distributor is in need of labours as the salesmen, distributors, and agents.

Those job vacations mentioned above, basically have already taken, however this industry still have a great need of labours who are willing to work in this area. This is happened because the labour quality at the moment is very low, so that it has not been able to satisfy the need of the people who employed them. The most heard complain is that it

is very difficult to find a ready to work employees. The available workers usually do not have the skills needed in this area, most of them are offering their strength instead of their skills. This characteristic of the workers available has forced the employers to train them before hand.

From the observation taken, a lot of workers have a pay rate of Rp 7000,- per day. This kind of workers usually are the starters that has no prior skill. This low pay rate actually has caused the already skillful workers to feel reluctant to work as it is not worthed. Some of them prefer taking jobs in big number like sewing, putting beads on clothes, et cetera, even though the pay is not much better. For example, to sew one night gown, the pay rate will be around Rp500,- to Rp600,- depending on who is the one providing the threads and the needles. If the needles and the threads provided by the worker, the rate will not be less than Rp 500,- to Rp 600,- , however when the providers are the one providing the needles and the threads the pay will be as low as

Rp 200,- to Rp 300,- per piece. More over if the worker does not get the order straight from the purchaser, his or her maximum pay can be as low as Rp 200,-. This low pay rate is the main reason why the workers usually do not stay long in this business (most of them stay for 15 days to 3 months).

This is not the only reason why it is hard to get a loyal employees. The other one is that the hard work that they have to put can not be compared to the low pay they get. The difficulty lays in the fact that batik industry is an industry in which in the process, the purchasers usually want the product to be readily used, no revision or repeating the work, because revision means a risk of great loss. And seeing from the characteristic of the process of making batik, applying the cap is the process that has the greatest risk. A small mistake can lower down its quality. Even though other processes can not be said are free from this kind of risks, the application of cap is the one with the greatest risk. Thus this process is not that popular aong the workers, so it is hard to get workers that have the needed skill

to work on this process, further more the low pay rate does not appeal to the workers.

Workers who only work for certain employer for a short period obviously have not had the chance to get a pay rise as at beginning of their work, most of them have low productivity. This short working period usually is taken by those workers as time where they learn something but also getting paid for it. However as time passed, the low pay rate make them feel unsatisfied, as they feel that their knowledge and skill have improved compared to when they started work. This unsatisfaction that felt by those workers, had caused most of workers stop working for a certain employer at the time that mentioned before (15 day to 3 months). However, the economic condition where these workers have to have jobs, so they can fulfill their basic needs forces them to find other jobs in the same area. In this matter, usually workers who start work for another employer will be seen as new workers, so they will have the same pay rate with those real new workers which in most case is

standard for different employers. While the first employer that the worker has stopped working for has to find new workers that unskilled. This cycle is actually a great loss for both the workers and the employers. For the workers, their pay rate will always be low, while for the employers, it is hard to get the skilled workers that can help them to increase their productivity.

Those reasons mentioned became new obstacles for new workers to join the batik industry. Other than that, there is a very minimum training held to improve those batik techniques. This has caused a prominent barrier to the regeneration process as the youngsters get a very minimum expose to information about the potential of developing batik industry further, thus it is seen by these youngsters that the batik industry is well established even though the actual case it is not. This is also why in batik industry most of the workers are above 30 years old with work experience of 10 years or more.

As an illustration of workers' pay rate in Laweyan batik industry, here are some data



Table 1. Workers' Pay Rate in Laweyan Batik Industry

Type of work	pay rate
Sewing night gown	Rp 500,-/ piece
Sewing clothes	Rp 1.000,-/piece
Corek 'drawing on cloth'	Rp 1.200,-/cloth
Canting 'applying wax on cloth'	Rp 1.750,-/cloth
Cap 'applying cap on cloth'	Rp 1.200,-/cloth
Lorot 'scrapping wax by heating' (experienced)	Rp 35.000,-/day
Mbabar 'boiling the cloth after chemicals applied to it' (experienced)	Rp 35.000,-/day
Daily paid worker (beginner)	Rp 7.000,-/day
Daily paid worker (skilled)	Rp 15.000,- to Rp 20.000,- /day

Source: prime data, mid December 2004

gathered about workers' pay rate according to the kind of work they are doing.

22 batik industry entrepreneurs in Laweyan that were observed employed around 542 workers where 279 are male workers and 135 are female, meaning that 414 workers out of 542 workers or 76,38% of the total workers are identified according to gender, while 128 workers (23,62%) can not be identified, as some employers do not care about

whether their workers are male or female, what matters to them is the work can be done on time. And this 128 workers are part time workers. The employer to worker ratio is 1:25. Or in other words, 1 entrepreneurs has employed 25 workers in average.

By the education level standard, Laweyan batik industry's workers mainly have finished secondary school which made up 49% of the total 542 workers (265 workers). The

second biggest is those have finished elementary school education, making up to 23% of total workers (124 workers). And those who have finished high school only made up to 10% of the total (54 workers), while the remaining 15% or 80 workers can not be identified on which level they have ended their education. Most of those who can not be identified are workers who are very old which might not even finished their primary school education.

## 2. The Production Component

Batik industry in 'kampung batik' Laweyan, can be classified into two which are the batik making process and the garment industry. The batik making process category start its production activity by making pattern on the cloth that will be batiked, dyeing process, until it becomes cloth with motif on it. While the garment industry is the industry that will further process the batik cloth into readily used clothes. So the garment industry is a continuity of batik making processing.

Seeing from the batik making

activity, 73% of Laweyan's batik entrepreneurs carry out their own batik making in their compound, 9% obtain their batik from other sources, and 18% do not do the batik making. While in garment industry, 64% make their own product, while the rest do not make their own product. And only 50% of them have their own showroom, while others have not opened showroom.

While the batik making industry itself can be classified according to the production process. This also differentiates methods used, raw materials used and also the product made. According to the process, this industry is divided into: *batik tulis*, *batik cap*, *batik kuas* (painted batik) or printed batik. 9% (2 persons) of batik entrepreneurs only produces batik cap, another 9% produces batik kuas only, and the ones that produce printed batik made up to 9% of the total, while only 1 entrepreneurs produces batik tulis only, and another 11 persons or 50% of them, produce more than one type of batik.

## 3. The Marketing Component

Various batik products that

have been made by those Laweyan batik entrepreneurs are fairly popular in local market. Some markets of Laweyan batik in share size order are as followed: Solo (especially *Klewer market*), Jogja, Central java. Jakarta, and outside Java. While Laweyan batik is also exported to: Malaysia, Carribbean Islands, and some Arabian countries. However, batik Laweyan has not been able to show its uniqueness as batik that has been made in Laweyan especially if this is publicized as Batik Solo. Even though the variety of products made by Laweyan batik entrepreneurs is the same as compared to batik made in other area in ex-Surakarta residential. However Laweyan Batik has distinct differences with batik made in Pekalongan, Jogja, Lasem, et cetera, even though according to their market, it is hard to differentiate them.

In market, there is a tight competition between different batik products, whether it is by quality, quantity, motif, price, or the market share. While Laweyan batik usually is sold in market that also sells batik from other place. There is no certain restriction and

limitation to enter or depart from this market or in other words there is no *entry barrier* that legally made. There is a perfect competition so that buyers have a lot of choices to fulfill their needs. However in this situation, the buyer as a slightly is stronger than the seller, thus the price is moving to the lower region. Other than that the profit made by those working in this industry automatically becomes low. This is one consequence of having a perfectly competitive market.

Seeing from the location of distribution, traditional markets (especially clothing market) like Klewer in Solo or Malioboro in Jogjakarta or other markets are the main markets where those batik products are distributed. Laweyan batik Entrepreneurs can distribute the products directly by selling them in their own showroom, or in their partners'. Other than that, these entrepreneurs usually have their own showroom in their home in Laweyan by means of putting big sign of the brand of their products. This is a way of active promotion that is done by those entrepreneurs, because most of

them have not done any promotion other than this. There are only a small number of them that have joined some of batik exhibitions. Another active promotion that usually used by them is by giving out samples of their products. However the minimum active promotion has been done is because there is a high cost to do this. So in order to minimize the cost, most of the entrepreneurs prefer the passive way of promoting their product which is by words told by their customers.

Laweyan batik distribution is only concentrated to fulfill market's need, not to developing the product and the market. This is said because the producers are usually providing the same variety of products that have already existed in the market. This way, the producer will face a very heavy competition from all the already existed producers. Thus by doing a product differential, in which producers concentrate on improving the products, a producer will have a higher position as he becomes the pioneer.

As observed, products sold in

the showroom usually are less than what can be sold in market. However products sold in the showroom will have a higher price. This low selling ability of products in showroom happens because there is only a small number of customer who bother to come to Laweyan to buy the products. Most of the buyers in Laweyan are the distributor, or seller that come to buy the products in large amount. And they will get a lower price compared to a direct consumer. Apart to that fact for a normal consumer, the price of the product sold in showroom can be up to 30% higher than what the traditional market's price.

The low price of those products in real market had caused entrepreneurs' turn over to be low. The average turn over is 20 to 30% for each production cycle, which takes place in 1 month or 1,5 month, started from production process until the time it is sold. Most of the products are sold by consignment, where the products are sent to some shops and only paid when the goods are sold.

Payment by consignment

method is common in batik industry. Consignation method becomes a preference as there is an assurance that at least some of the products are sold even though a longer time period is needed. This method also becomes one of the reasons why the batik industry is still surviving until now. Even though with this method the capital needed is bigger.

As consignation is a way of paying at the later time, where there is always a risk of the person we send the goods to is not paying for the goods, with existence of the unsold goods that usually are returned, thus in choosing the consignation partner, those batik entrepreneurs usually choose ones that they are familiar to, and usually are their usual partner. So for newcomers, it will be very hard to join this business where consignation method is commonly used as their quality or reputation has not been known to the existing batik entrepreneurs. If someone has decided to join this business, he has to have a very big amount of capital, even though usually those newcomers come without a good position in their capital status. Thus this becomes

the natural barrier to enter this business and people who make living from this industry usually still have family relations or a very good friendship with the existing businessmen.

In this consignation method, entrepreneurs said that there are always be unsold goods that are returned, even though they said it usually makes up about 10% of total products. These goods usually are not repaired but sold in other markets with lower price, price in which is the same with the basic cost of production, or these goods are exchanged with raw materials. This is because, repairing these goods is more costly than making new products. The most expensive cost is caused by direct relation between time taken to work on a product with wage of workers.

There are three Laweyan batik entrepreneurs that produce exported goods. Seeing from goods produced, there are some differences in products made. Those goods are usually designed according to where those goods are exported. For example, Laweyan batik that is sent to Malaysia usually in Caftan style

which is a women wear which is big and long, while the one sent to Latin America will be in the form of scarf or beach wear.

Other than caftan and beach wear, there are other products used in Arabian countries, which is women's wear which is made by silk, and having a modern style. These clothes are usually designed by Laweyan batik entrepreneurs themselves. The productio process started with designing the batik motif, designed the style of the clothes, until the distribution par which is done directly. The minimum price set for a piece of exported kebaya is Rp 2.500.000,-. From these three products, the biggest turn over comes from caftan that can reach a grand total of Rp 1,5 billion per year. While the beach wear can make a profit of Rp190 million per year, even though from the batik clothing that are designed for overseas marker there is no exact turn over as usually the demand on this product still fluctuates thus it is difficult to find the average turn over.

The activity of exporting these batik products can be done in two ways, one is by doing it

independently, while the second one is through their business partner. These partners are usually based in Jakarta or Bali. For the caftan market in Malaysia, Laweyan batik entrepreneurs export their products by their own. For the beach wear and caftan, the price is the same with goods sold locally. This same price between locally sold products and exported goods is a way to compete with other products, as low price can cause the 'newcomers' find a difficulty to get higher profit. While profit is derived from how many goods are sold. So it is actually normal in business, as products made are very easily copied.

#### **4. The Finance Component**

The average of early capital of these batik entrepreneurs is considered high. As most of them said to start their business by their own money. Only 30% started the business by taking loan from the bank, and this loan usually only makes up to 40% of their total assets. Almost all the loans were in the form of loan to start work, none of those is investment loan. Those investments in forms of

houses, showrooms, equipments, and factories are usually the entrepreneurs'. Some rent houses or showrooms, but the capital used for renting the place usually comes from the entrepreneur himself. And all of these batik entrepreneurs have used the service offered by bank to smoothen their transaction.

Seeing from the capital matter, there is a big chance for them to improve and develop their business further. As there is a possibility of increasing their capital, whether by partnership, addition of loan, or subsidy from government. Even though the main obstacle comes from themselves, as they seem not to be able to widen up their market and develop new products. While the main root of this problem is that workers get a lot less than the effort they are willing to put in. and the low level of workers productivity comes from the fact that they have a very low skill and work attitude.

Seeing from the financial aspect, there is no real obstacle found in this area. If there are, those come from the consignment method used by majority of the

batik businessmen. Even though this method is not all about negative result, as with this method their production cycle continues. However the profit gained is slightly less, does not mean that the business faces loss. The low productivity is still connected to low wage given to employees.

Other than those two very dilemmatic problems faced by the batik entrepreneurs, the inability of developing new unique products is still one of main problem. Batik industry still has a very traditional approach, whether on deciding on motif, or how to sell goods. Batik products still have not been able to catch up with the modernization faced by our country. The image formed by batik is still seen as old-fashion, not yet up to date. This 'up to date'ability of batik product is not caused by the product itself but came from the problem about creativity of batik makers that still have not been able to explore batik from other point of views.

## E. CONCLUSION AND SUGGESTIONS

### 1. Conclusion

The development of batik has faced some evolution. The making of batik tulis that started with the use of canting and natural dye has been replaced by cap technique, printing, or painting. It is very hard to get a natural dye in Laweyan nowadays. It is replaced by synthetic dye. This is caused by industrialisation of batik industry itself. Nowadays there are 4 ways of making batik in Laweyan: *tulis, cap, printing, and painting*.

Batik products made in Laweyan have very little differences with products from other areas. Laweyan's batik's motifs, materials, usage, and market are usually the same with its competitors, and unable to differentiate the product from the others in which as a result it is trapped in perfectly competitive market. Thus, the profit made is very minimal, usually is up to 20%. With average turn over of Rp15 millions per week, the profit made is around Rp3 millions per week. Even though the capital used is usually big, but the

consignation method causes the turn over period to be longer (2 weeks to 1 month). This low level of profit margin has caused Return of Investment (ROI) and return of equity (ROE) to be low too, and this resulted in difficulty in regeneration process. The youngsters nowadays (having higher education level) have been exposed to information regarding better business chances, thus causing a reluctance to join batik industry.

The low return level has been causing circular causation. As workers have low wage rate, this has caused low productivity level, and new labour force becomes unattracted to this industry, even though there are some attracted workers, most of them are usually not equipped with necessary skills, which is resulted in employers facing difficulty in increasing their production capacity, so in the end there is no addition in amount of goods sold, and this is back to low profit.

Entrepreneurs that have been able to come out of this circular path usually have a good network, good capital status, and have a good access to good



infrastructure. This type of entrepreneurs usually has already established a business relation with legal enterprises whether these enterprises are their own enterprises or their partners' to support their products' distribution which can not be done by entrepreneurs with low omset. This kind of entrepreneurs with supposedly high turn over have their products distributed outside Solo, even to all part of Indonesia, or further more, to other countries.

The potency of batik entrepreneurs in Laweyan to be better is very high. This can be seen from their decades of experiences, the already existing network, and a stable capital support. Almost all batik entrepreneurs in Laweyan use their own capital, not by loaning from banks. However there are weaknesses in the management aspect of the business so that it seems that it is very hard for this industry to go further.

## 2. Suggestions

From the conclusion above, we know that there are strengths and weaknesses in Laweyan batik

industry, so that it is hard to actually choose which one to talk about first if we want to discuss ways to stimulate the development of this batik industry. Even though those developments have to come from all the aspects that have been mentioned before. To be able to expand batik industry in Laweyan, we come up with suggestions to:

- a. Organize training session on entrepreneurship to those batik businessmen, that concentrating on managerial aspect like: marketing, finance, and production management. The talk given should not be the basic curriculum, but one that is in higher level, preferable the one that touches cognition aspect that introduces process of analysis, evaluation and synthesis.
- b. There is a need to hold training on increasing production capability in batik industry (focusing on psychomotoric) for the young sters specifically those looking for jobs, which consists of production knowledge, strengthening their motivation, and basic know-

- ledges of entrepreneurship.
- c. There is a need to be the moderation of capital flow or those entrepreneurs, whether in form of bank loan, funds, or loans in any forms including UKM fund, so that it is easier for those entrepreneurs to access these form of capital fund, so that they don't feel reluctant to take the opportunity to use these fund.
- d. There is a need to strengthen Laweyan as a kampung batik domestically or out of the country by infrastructure support, new regulations, or all kind of promotions.
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