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Empowering Village Women Through Home Industry Batik Prima Jaya to Create Local Economic

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ABSTRACT

Efforts to empower women are part of human development as a resource that has considerable potential and can be developed in the context of national development. There is a phenomenon regarding women in low economic conditions, where the patriarchal cultural system has indirectly placed restrictions on women so that inequality (gender) arises, which has also given rise to the closeness of women's identity to poverty. Therefore, to equalize this position, an activity to empower village women through the Primajaya batik home industry is needed in order to increase local economic independence. The aim of this community service is to shape individuals and communities to become independent. This independence includes economic independence, independence in thinking, acting and relying on what they do. Community empowerment aims to make people independent, have the potential to be able to solve the problems they face, and be able to fulfill their needs without depending on outside parties for their lives.

Keyword: Empowering Women, Home Industry, Local Economic



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1 Introduction

Women in rural areas have a low level of education. Apart from the fact that their families are poor and cannot afford to send their children to school, the patrika culture that dominates Javanese society places women with the main function of being wives. This makes many women feel that they do not need to continue their education to a very high level. As the family's needs increase and the income generated by the husband is deemed insufficient to fulfill daily life, forcing the wife to have to work to help her husband earn a living. The role of women has shifted to the realm outside the household, meaning that women carry out activities outside the home to work [1]. Therefore, through empowerment, women can overcome family economic problems. Women's empowerment is a systematic and planned effort to achieve gender equality and justice in family and community life.

One way to empower women in villages that can be utilized is through the concept of home industry. Home industry is an activity that does not require a high level of education because this activity focuses on practical skills that are easy to learn and apply in everyday life [2]. The batik home industry is a non-formal industry, so the indicators applied must be in accordance with the batik industry [3]. One of the home industries in Indonesia is the batik craft industry. The benefits of the batik industry are that it can remember the nation's

culture which is passed down from generation to generation in a very elegant way, taught and used as a benchmark for a person's maturity, developing creativity will encourage the enthusiasm of batik artists to work, increasing income because batik has added value that is very easy to calculate. the value of buying and selling is to gain profit and increase income so as to create local economic independence [4].

Local economic development is a process in which the role of local government and community organizations is involved in stimulating, encouraging and maintaining business activities to create jobs. Local economic development is also a process that is linked to the development of new industries, the formation of new institutions, and the development of workers' capacity to produce higher quality products, the identification of new market and the establishment of new businesses to create local economic [5].

Desa Perkebunan Tanjung Kasau was established in 1960. Desa Perkebunan Tanjung Kasau is located in Laut Tador District, Batu Bara Regency, North Sumatra Province which is one of ten villages in Laut Tador District. Desa Perkebunan Tanjung Kasau is 3 km from the sub-district capital and 40 km from the Regency capital and 100 km from the capital of North Sumatra Province. One of the home industries in Desa Perkebunan Tanjung Kasau is the Prima Jaya Batik group.

The concept of Sustainable Development Goals (SDGs) was born at a conference on Sustainable Development held by the United Nations in Rio de Janeiro in 2012. The goal to be achieved at the meeting was to obtain universal common goals that were able to maintain a balance in the three dimensions of sustainable development, environmental, social and economic. In maintaining the balance of the three dimensions of development, the SDGs have five main foundations, namely people, planet, prosperity, peace and partnership, which aim to achieve three noble goals by 2030, namely ending poverty, achieving equality and overcoming climate change. The issue of decent work is still an important issue in the Sustainable Development Goals (SDGs). To achieve these goals, 17 Global Goals were prepared [6]. One of the SDGs that is targeted in this service is SDGs goal eight, which is the most important goal for trade unions. This goal seeks to encourage the creation of sustainable, inclusive economic growth accompanied by productive employment and decent work for all. On the other hand, this goal also establishes a link between efforts to achieve independent economic growth and decent work for all.

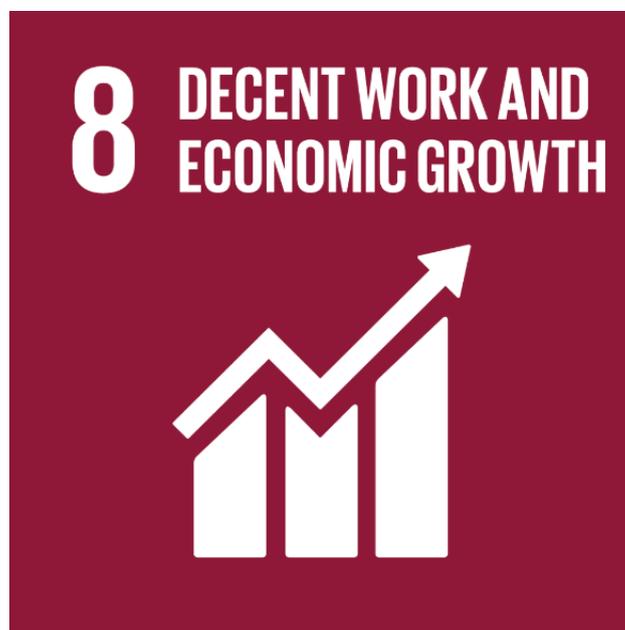


Figure 1. SDGs for Decent Work and Economic Growth

Based on the situation analysis above, the problem experienced by partners is the minimal number of human resources from Prima Jaya batik craftsmen. In fact, the demand for batik cloth production continues to increase. Therefore, empowering village women at the Tanjung Kasau Plantation is an effort that can be carried out during community service. Determining the priority issues that are the focus of this problem will of course refer to the empowerment of women who do not work or other names for housewives in six hamlets in one village. The presence of community service in the women's empowerment sector is a requirement needed by

service partners to create local economic independence and shared prosperity. The solution offered to be achieved from this empowerment activity is to shape individuals and communities to become independent. This independence includes independence in thinking, acting and relying on what they do. Community empowerment aims to make people independent, have the potential to be able to solve the problems they face, and be able to fulfill their needs by not depending on outside parties for their lives, both the government and non-governmental organizations.

The solution above can rely on empowering women through the Batik Prima Jaya home industry, namely improving the family economy and establishing independence for women. Independence is defined as not depending on anyone to support oneself and one's family. The aim of this empowerment is to reduce poverty in the Tanjung Kasau Plantation Village by becoming batik craftsmen in the Prima Jaya Batik home industry. The skills they have, namely making batik, are used for work to earn income. This is because the role of home industry in the economic system, apart from creating jobs, is also able to increase household income and welfare, in which case many home industries are able to act as social glue and stability, especially in reducing economic and social disparities. The solution to the problem in implementing this service is to target women, in this case women who do not work or are housewives. Educational background is not a big problem in this empowerment because they do not need higher education, but rather the skill capital they have in order to create local economic independence.

2 Method

The implementation of this service will empower village women in the Tanjung Kasau Plantation village through the Prima Jaya Batik home industry in order to create a local economy. The application of the method for empowering village women through the Batik Prima Jaya home industry is carried out like batik in general and there is no special method.

Batik activities carried out at the Batik Prima Jaya home industry include the processes of molani, stamping, niseni/chanting, coloring, nerusi, ngunci, and boiling so that the wax comes off the cloth. This process is the same as batik in general, only the names of the processes are different. Molani is done with a pencil, patterning the mori cloth with a pencil. Stamping is done for the batik stamping process. Before the nyanting process, the mori cloth must be stamped according to the desired pattern or image motif. We often hear locking called fixation. And we often hear about ngrebus, namely the process of plorodan wax made from cloth. Coloring is done as needed, depending on how many colors you want, it can even be done more than twice. Women's empowerment must look at the conditions of the empowerment targets. Such as allowing holidays for not working for urgent reasons, and being free to take salary whenever they need it. This is what makes batik craftsmen feel comfortable and not constrained because they have participated in this empowerment.

Implementation of women's empowerment activities through the Batik Prima Jaya home industry includes time and place of activities, mentoring and collaborative partners. The time for this activity is every day, but sometimes the batik craftsmen have obstacles and cannot participate. So, the leaders of the home industry group do not give strict rules to their workers or batik craftsmen so that this does not become a burden for the batik craftsmen.

3 Results and Discussion

3.1 Focus Group Discussion

The outcomes that have been achieved in this community service activity began with a focus group discussion activity with the Tanjung Kasau Plantation village community, especially the service partner, namely Batik Prima Jaya. The head of the community service team, namely Dra. Mardiah Mawar Kembaren, M.A., Ph.D stated that it is important to empower the community, especially women who do not work so that they remain productive and are able to generate local economic independence in order to create prosperous families.



Figure 2. FGD Activities

The implementation of this focus group discussion was warmly welcomed by the people of Tanjung Kasau Plantation. The FGD activity began with remarks by the Head of Tanjung Kasau Plantation Village, namely Suheri. The FGD activity was continued by remarks from the Head of Community Service, Dra. Mardiah Mawar Kembaren, M.A., Ph.D and conveyed the aims and objectives of holding this event. The FGD activity ended with the handover of a plaque as a form of collaboration between the University of North Sumatra and the Batu Bara Regency Government, precisely in the Tanjung Kasau Plantation Village. Don't forget, this activity ended with a photo with the administrators and batik makers of the Prima Jaya Batik Industrial House.

3.2 Mass Media Publication

The implementation of community service with the title Empowering Village Women through Home Industry Batik Prima Jaya to Create Local Economic Independence has been published in print and online mass media in one of the daily newspapers Analisa print edition dated 11th October 2023



Figure 3. Mass Media Publication

3.3 Batik Training to Empower Village Women to Create Local Economic Independence

A form of service to the community as one of the implementations of the tri dharma of higher education has been carried out by the Proposing Team in partnership with the Prima Jaya Batu Bara Batik Industry House, namely by holding batik training for village women who are not yet productive, such as housewives, female

students who have not continued their education to college, girls who don't go to school, and so on. This community service will be carried out on October 27 2023 at the Prima Jaya Batu Bara Batik Industry House.



Figure 4. Applicant with the training participants

This batik training activity lasted for 7 days at the Prima Jaya Batu Bara Batik Industry House. The batik training process goes through several quite lengthy stages, starting from cutting the cloth, writing and drawing on the cloth, the process of heating the canting, dyeing the cloth with the canting, to the finalization process at the final stage by drying the results of dyeing the cloth.



Figure 5. Drawing batik



Figure 6. Training “mencanting” batik



Figure 7. Colouring



Figure 8. Soaking cloth



Figure 9. Finalization

3.4 Results of Batik Training at the Prima Jaya Batu Bara Batik Industry House



Figure 10. Results of Batik Training at the Prima Jaya Batu Bara Batik Industry House

4 Conclusion

Empowering women can overcome family economic problems. Women's empowerment is a systematic and planned effort to achieve gender equality and justice in family and community life. Of all the community service activities carried out, it can be concluded that this activity is very important to carry out because there are many positive things that result, especially being able to create a local economy. From the first activity, namely the Focus Group Discussion, many benefits were obtained related to women's empowerment regarding Prima Jaya Batu Bara batik production, where in the end women in the Desa Perkebunan Tanjung Kasau were trained in the batik process for women who were not working but still wanted to be productive. Now, the results of the batik training are able to increase the soft skills of women in the village so that women there can ultimately increase their income by creating local economic independence in the community and especially in the family.

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