

ENHANCEMENT EFFORT OF POOR HOUSEHOLD INCOME THROUGH WOMAN EMPOWERMENT IN PRODUCING INDIGO PASTE AS NATURAL COLORING FOR BATIK

(Study Case on Batik Craftsman In Gunung Pati District, Semarang)

Sri Rahayuningsih

Ayu_1961@yahoo.com

Universitas Stikubank Semarang, Indonesia

ABSTRACT

The aim of this study is to know the impact of women empowerment in producing paste for natural coloring from indigo leaf. The production of batik is able to employ informal workers which mostly could be a female worker. In this case, empowering women to produce batik use indigo tree for making paste as natural coloring which is environmentally friendly, some batik craftsmen are interested to use paste from indigo leaf. This research uses descriptive qualitative method. Object of this research is batik craftsman especially female in Gunung Pati District, Semarang. Result of this research is that they have optimized the production of indigo tree paste as natural coloring for batik. The problem of this research is that the batik craftsman has lack knowledge and isn't brave to try appropriate technology. Besides that, tools supply cost is expensive enough. Solutions offered to the partners through discussion group model by involving the partners and implementation of tools are to enhance the business. In addition, partners' accompaniment is applied in order to help the production of chopper and mixer for making indigo paste. Moreover, counseling about business management can affect to the income enhancement. The accompaniment is from Dedication Team for Society which is funded by Research and Technology Ministry (Dikti). The output target is Human Resource Enhancement through the using of appropriate tools with simple work system which can produce much more paste based on its production level and its quality. The specific target is income enhancement of the partner, batik craftsman, through woman empowerment.

Keywords : woman empowerment, informal workers, indigo paste, income enhancement

INTRODUCTION

Batik as an export commodity can be an icon for Indonesia. Since it has many motives which come from all over region in Indonesia. The production of batik is able to employ informal workers which mostly could be a female worker. Informal sector in economy has main role as a savior of formal sector disability in providing adequate job vacancy and also as household income source. It can be seen that woman's participation in informal sector doesn't show any advance yet because their productivity is still low. There are some factors that motivate women to get into informal sector like low education and low skill. Indonesian woman, particularly in village, has good participation in supporting the fulfillment of household necessity. Some researches show that women have big participation in some industries, commonly their independent business management. That phenomenon encourages seeing the profile women's position in household economy, especially for those who work at informal section in Gunung Pati district, Semarang. Social economy factor such as limited capital, low skill and education cause some women take chance to work at informal sector. By having double role, it means that women give contribution like directly giving income but it's possible that productive activity take place. Women's involving in looking for income, particularly in informal sector, shows that women's role is clearer in the economy allocation. Since women can have private income that influence the power allocation or their role in making decision in family, Haryanto, Sugeng (2008).

Woman who is involved in looking for income will influence work pattern in household. Therefore, it will influence the function of the woman itself. Besides woman works, in another hand, she is still become the first person in household activity. It's usually called as double role. According to that background, problems of this research are have the batik craftsmen had optimized the production of paste from indigo leaf as natural coloring, What problem do the partners have in producing paste, What solutions are offered to the partners in order to enhance the business, What is the output target of Dedication Team toward the society with IBM program.

The aim of this study is to know the impact of women empowerment in producing paste for natural coloring from indigo leaf.

LITERARY REVIEW

Explanation of Empowerment

Spreitzer, Gretchen M (1995) stated that empowerment is something multifaceted that is the essential can't be included into single concept, in other words, empowerment means freedom given to an individual to act and be responsible to his/her own activity according to his/her duty. This concept also means that a person will be able to behave independently and responsibly.

Concept of empowerment based on manifested into four cognitions which reflect the job role of individual such as Meaning, Competence, Self Determination, and Impact. It can be defined that someone who wants to fulfill his/her needs better, the payroll system should be based on the skill that she/he has, so that it can motivate him/her to improve the skill in order to get higher wage and the life needs can be fulfilled well.

Basic concept of resource utilization is as step to enhance the villagers' welfare. Firstly, it's needed the local actor's role to utilize the village resource sustainably. Secondly, the productivity is enhanced through the improvement of village resource regeneration sustainably. Thirdly, enhance welfare equitably. Fourthly, enhance life quality and local knowledge. Fifthly, pay attention to the ability of village resource potency sustainably, Baiquni (2006). To realize the villagers' welfare through utilizing the village resource concern to three pillars, they are (1) village resource management that is sustainable in supporting the villagers' life (2) the village resource utilization is to reinforce the villagers social economy through the empowerment of villagers and related institution (3) the understanding about problems and potential of villagers' resource. Scoemaker in Baiquni (2006) expressed development strategy needs to be related to the social cultural factor in case of utilization of village resource while paying attention to the society's ability and ability of village resource's potency.

Female Worker and Work Motivation

Woman has potency in contributing to get household income, particularly poor household. In poor household, commonly housewife work in the market to add inadequate household income.

Enhancement of woman participation in economy activity is caused by the change of viewpoint and people's behavior about the equal education for either male or female. Besides, it's realized that woman needs to participate in development; there is also woman's desire to be independent in economy field. Other possibility that enhance the woman's participation in occupation is the appearance of handicraft and small industry.

Research by Mariun (2004) shows that 53.44% are working woman and 72.79% are jobholder, it means that woman has certainty in earning income.

Yuniarti and Haryanto (2005) female worker income in clothing industry has significant contribution to the enhancement of family income. Woman contribution can be called as safety valve or cantilever for poor household to fulfill daily basic needs. Indonesian woman, particularly in village, has participation in fulfilling family and household function together with husband. Some research results show that woman plays big role in some industries in some region, with independent business management. Woman's potency to sustain the family is big enough. However, woman doesn't assert herself or claim that she is the main cantilever for family economy. Research by Wibowo (2002) to the traditional trader in Semarang shows that woman trader keep not claiming that their activity as a trader is principal, however it's just support their husband, even though it's possible that their income is higher than their husband.

DISCUSSION

Population and sample

Population of this research is batik craft women with electric *canting* Gunung Pati district, Semarang, totally 55 people. Sample of this research is taken using purposive sampling method. It's a method with specific criteria, which is female who is included into batik producer that use electric *canting* with descriptive qualitative analysis method.

Data Sources

Data from this research is primary data. The data is residents who follow woman empowerment program in a village in Gunung Pati district, Semarang; the working time; social activity; income of the craftsmen and the management of their field; income of the whole family; total kids that they have; and other data

Data Analysis Technique

Data analysis technique used in this research is descriptive qualitative analysis by doing logic reasoning. The data found is arranged systematically. It shows how woman play active role in enhancing the household economy by forming a woman empowerment model.

Result and Discussion

In this part, it's explained completely about the research results that consist of respondent's characteristic. Based on this result, discussion about the making of woman empowerment model is done.

Income Earned as Batik Craft Women to Fulfill the Household Needs.

Totally 75.60% most of family burden is about 3 to 5 people. Totally 79.60% respondents do not follow BPJS program. Totally 61.23% most of their income a month is less than minimum standard payment (UMR)

Impact after becoming the member of batik craft women group is 67.35% feel very profitable and 20.41% feel profitable enough. It's caused by most of group members who are really hard working feel the impact of earning income that can enhance their life standard. In other words, for those who feel profitable enough only, they are not hard working and don't want to be serious, so they just earn low payment and it doesn't affect to their income.

Optimization of craftsmen in Making Indigo Paste

Batik craftsmen recently has produced indigo paste as optimal as they can, but they are still constrained with limited facilities and infrastructure, lack of knowledge, and lack of paste raw material. Indigo plant civilizing is still very limited, so that the involvement of neighbor village is needed to follow civilizing that plant. The harvest is 3 months and after three times harvest, the plant is renewed again, so that it needs a nursery.

Partner Problems in Making Indigo Paste

Partner of indigo paste craftsmen find some obstacles along the process of production, they are:

- (1) Limited facilities and infrastructure which covers:
 - a. Lack of information that is correlated to the technology advance, it causes the facilities and infrastructure they have is very limited and still very conventional.
 - b. Limited capital, so it's hard to fulfill the market demand
 - c. Local marketing that still has to face other competitors, even though their quality is lower than batik produced by craftsmen from Gunung Pati because it has calcium mixture inside.
- (2) Limited use of tools
 - a. It has not used leaf chopper yet. It's chopper that can sort between the leaf and the twig
 - b. There is no mixer, they still use their own hand manually
 - c. The time used is not efficient
 - d. There is no proper packaging and no brand for the paste that is ready to sell

Output Target

Output target of this research are:

1. Human resource enhancement through the using of appropriate tools with simple work system. It proves the enhancement of paste quality and its production.

2. Application of technology is hoped to create positive impact to the society, particularly micro middle small entrepreneur can be more creative in sharpening their ability. Through this application, solution can be reached also through exploring human resources potency.
3. The specific target is the income enhancement and the economy level of batik craftsmen who also make environmental friendly paste for coloring batik. Hopefully, this activity can be a model for another place.
4. Moreover, Impact of this activity for the institution is giving opportunity to the institution to behave as service institution that can solve the society's problems and build communication for the next steps by making college as a scientific source. Furthermore, hopefully society can be continuing consult to find the solution and the best way they can do. It's also expected that they can accept the given technology as a way to produce better, faster, and more qualified products or may be accept new technology that they don't know yet before but actually they need it. group of batik craftsmen is eventually expected can apply and develop technology or technique which has been counseled suitable with given procedure.
5. Positive impact is hopefully can be felt by the society. It's also expected that the presence and the involvement of college for knowledge and science application can develop and enhance value-added potency of human resource

CONCLUSION

- a. Batik craftsman has optimized the production of paste from indigo tree as natural coloring
- b. Partners problems in the paste production process is very minimum knowledge, expensive cost of tools procurement, and they don't brave yet to try appropriate technology tools.
- c. Solution offered to the partners to enhance their business is by forming discussion group model through involving partners; implementing the use of tools; and partners accompaniment model
- d. Output target expected from the Dedication Team to the society through IbM program is the enhancement of human resource through utilization appropriate technology with simple work system. Thus, it proves that the quality and the production increase. The specific target is the enhancement of partners' income

SUGGESTIONS

- a. There is an ongoing program of Dedication for Society in the future , that is Science and Technology dedication Program for export product.
- b. There is an ongoing accompaniment considering that Malon Village in GunungPati District has potency to develop Semarang Batik

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