

## The Influence of Home Industry Batik on Enhancement Village Community Income Pungsari , Plupuh , Sragen year 2021

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### ABSTRACT

Sragen is one districts in Central Java which have potency featured and functions in various sectors that can utilized for increase well- being and improve income society . One of them is in the field of industry . Home industry small medium that can increase income public is the home industry of batik. in the village Pungsari districts Plupuh districts Sragen have some batik home industries that can increase income public around with frequent batik called Batik Girli (Batik Pinggir Kali). Destination study this is analyze the influence of the batik home industry on enhancement income public village Pungsari districts Plupuh districts Sragen . Type study this is descriptive with approach qualitative . Data collection techniques used among others: 1). Observation informants , 2). Survey field , 3). Interview deep , 4). Documentation . Research results show that the batik home industry has influence in enhancement income public about , that is Rp. 450,000 – Rp. 600,000 each the month . Efforts made \_ batik industry home owner for increase income public around is with take batik industry home worker from public around and add results batik production as well expand the market so that will add workers ' income .

### KEYWORDS

Home Industry Batik  
Income Level  
Local Society

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### 1. Introduction

Industry is activity managing economy ingredient raw , material raw , goods half so , or goods so Becomes goods that have Mark tall for its use . As example is activity processing goods raw in the form of thread Becomes fabric , processing goods so like cloth Becomes clothes . Assembly business or assembling and repair is also a part from industry . Industrial output no only in the form of goods , but also in form services (Peraturan Menteri Industri No. 41/MIND/PER/6/2008). Founded industry aim for support wheel economy . Besides it also aims provide field profession for community , improve income community, and fulfill market needs .

Industry big in Indonesia yet fully capable resolve power work and not fully capable provide field decent job for all layer society . because of that presence of home industry or industry home needed in the countryside as alternative activity economy productive owned public rural Besides agriculture . The existence of home industry this is one of the pillars of the economy that focus part big power work in Indonesia. Home industry have role urgent in build level economy local . Besides that , home industries can also Becomes solution from problem economy and employment like unemployment and lack field job.

Home industry or industry House ladder or industry home is a business unit that does not in the form of a legal entity and carried out by someone or some members \_ House stairs that have power work four people or more with activity change ingredient base Becomes goods so or half so or from the value sell it not enough Becomes more tall with destination for sold ( Suratiyah , 1991). according to Mulawarman (2008), home industry is company in scale small , usually company this only use one or two House as center production , administration and marketing at a time by

simultaneously . When seen of working capital and amount power absorbed work \_ of course more a little than company company big in general . Besides that , home industry in general are units \_ nature of business more traditional in the sense of applying system good organization and management \_ like usually modern enterprise , however no there is distribution work and system clear bookkeeping ( Tambunan , 2002).

Home industry capable expand field work and give service economy by wide to community , can play a role increase economy public as well as income family , reduce unemployment and increase well-being society . Home industry function according to Suryana (2006) are :

1. Strengthen economy national through various linkages business like function suppliers , production , dealers and marketing for results product product industry big . Small business as transformer between sectors that have connection to front nor to back .
2. Increase efficiency economy , in particular in absorb source existing power . \_ business small very flexible because could absorb power work and resources power local as well as increase source power humans in order to Becomes strong entrepreneur \_
3. As means distribution income national , tool even distribution business and income , because number scattered in urban areas nor countryside .

Like case , industry industry in Sragen apparently not yet capable resolve power work and not fully capable provide field decent job \_ for society , because that home industry appears or industry homes in the countryside , one of which is in the Village Pungsari . in the village Pungsari districts Plupuh districts Sragen this have a typical and ordinary batik home industry known with the identical Girli Batik (Batik Pinggir Kali) with the location of the home industry in the area fringe river. The batik industry is a the effort in it loading production process work pattern or picture special above\_ fabrics ( silk , cotton, chiffon , etc. ) are suitable desired image \_ with use night ( batik candle ). Benefit batik industry according to Wulandari (2011) namely could remember culture inherited nation \_ from generation to generation with elegant way , taught , and made benchmark measuring maturity someone , develop creativity could push the spirit of the batik artists to work , add income because batik has Mark selling high , besides \_ that could support the world of tourism in introduce batik as one of the tourism in a area. village Pungsari this is one \_ village with several batik home industries that have stand up and grow since dozens year . Whole Batik industry home workers are power work absorption from public around . Employed workers \_ \_ majority is man boy and mother House ladder the previous one no have work and not have income fixed . So expected with work as Batik industry home workers can have more jobs and income \_ good. because of that , through study this expected could revealed condition real society \_ about the influence of the batik home industry on enhancement income public around as batik industry home workers in the village Pungsari , District Plupuh , District Sragen .

## 2. Method

Method research used \_ is method study descriptive qualitative . In study descriptive with approach qualitative directed for check symptom symptoms , facts facts , or incident incident by systematic and accurate , regarding characteristic characteristic population or area certain . Analyze data with method describe or describe the data that has been got as existence without mean make valid conclusion \_ for general or generalization . Approach used \_ is approach qualitative , that is purposeful approach \_ for understand underlying meaning \_ Act in demand human . Object in study qualitative named situation social which consists of from three component namely , place , actor , and activity . Study this done in the village Pungsari , District Plupuh , District Sragen . Object in study this is public village Pungsari who works in the batik home industry and the owner of the batik home industry in the village Pungsari , Plupuh

, Sragen . Whereas informant in study this is consist of 18 people, which include 6 batik home industry owners and 12 batik home industry workers in Desa Pungsari .

In data collection , researcher use technique data collection that is with field surveys and observations informant with observe subject study by live with use whole tool senses . Interview deep conducted by live face to face advance with informant with meaning get description complete about researched topic . \_ Documentation conducted for obtain secondary data , with collect and study data or document related documents \_ with researched problem . \_

Data analysis in progress together with the data collection process including: with three plot activity that is data reduction , data presentation , and withdrawal conclusion or verification . Data reduction , namely the data obtained from field poured in description or report complete detailed . Data presentation is done with simplify results information complex that has obtained from field to in simple shape \_ so that easy understood . Withdrawal conclusion or verification that is interesting conclusion conducted During study ongoing and always checked repeat for get valid verification

### 3. Results and Discussion

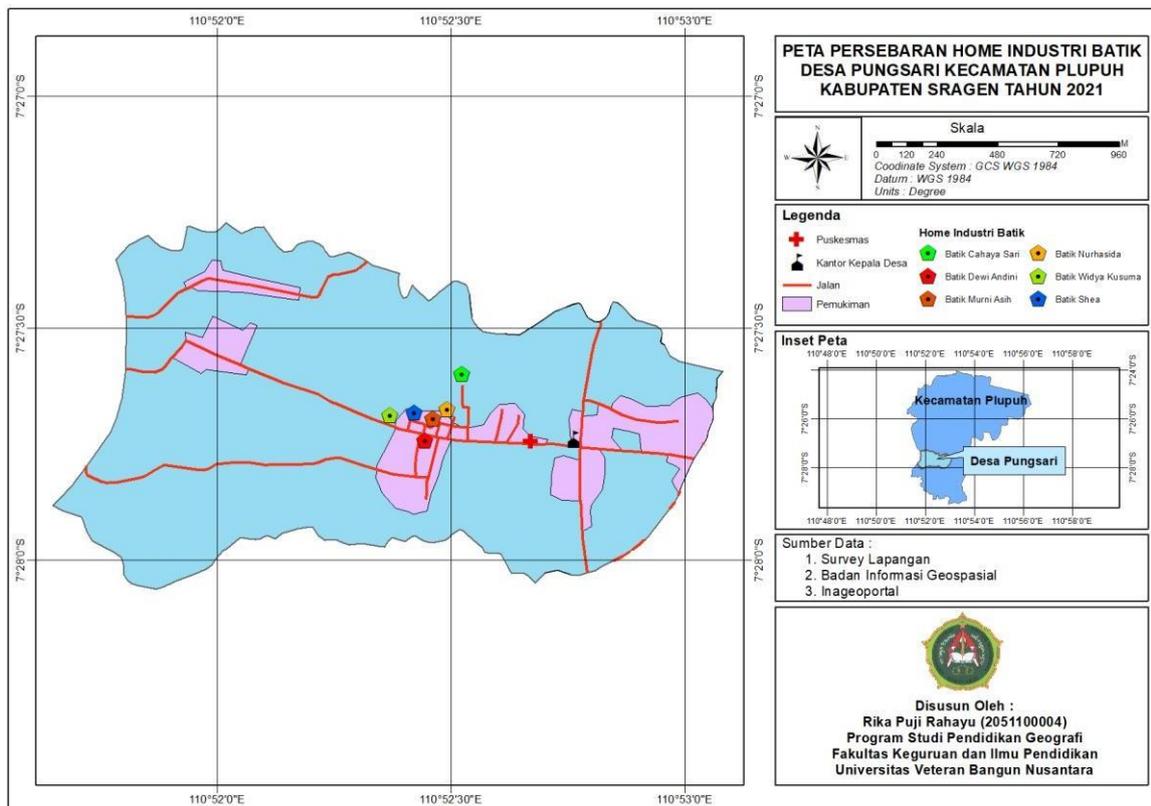
#### 3.1. Research Area Analysis

village Pungsari is one \_ village in District Plupuh is located in the District Sragen western part. Bordered on the west with village Size , next to North with village Manyarejo , next door East with village Jabung , and next to south with village Bridge . village Pungsari have total population as many as 2,652 souls with total man man as many as 1,336 people and the number of woman as many as 1,316 ( according to BPS data). Village Community Pungsari majority adhere to Islam. Livelihood \_ majority as farmers , batik workers , and traders . Have area dominated by plains \_ low with use land as settlements , agriculture, fields , and home industries .

#### 3.2. Home Profile of Batik Industry in Pungsari Village

Headings, Home batik industry in the village Pungsari this already there is since the 1990s. Batik in the Village Pungsari known with special batik namely Batik Girli ( Pinggir Kali ). This thing because location in village Pungsari who is on the edge Solo River . because of it's a motive from Girli batik this most patterned sangiran ( bone) bones , skulls , mountains , bones back ) and Joko tingkir ( pattern crowns , kris , and equipment of the nobles ). Home batik industry in the village Pungsari spearheaded by Mr. Bejo . Mr Bejo is one \_ batik boss and also a pioneer batik center in the area Pungsari . Armed with experience work from Batik company in Solo and sufficient capital as well as qualified ability , he and his wife dare self for stop from work and pioneer home industry business alone . The decision the not wrong. Now , he can enjoy the result . Business Batik is growing and being followed part his partner . The surrounding community is also helped with his existence because no need again work in Solo. Besides that , he is also a opener road for new home batik industry entrepreneur in his village .Figures and Tables

Positioning Figures and Tables: Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation "Fig. 1," even at the beginning of a sentence.



**Fig. 1.** Map of the Distribution of Home Batik Industries in the Village Pungsari , Plupuh , Sragen year 2021

Based on the picture above , the home industry of batik in the village Pungsari amount six home industries , namely :

### 1. Batik Cahaya Sari

Cahaya sari batik is The first and oldest batik industry in the village Pungsari . is pioneer beginning appearance industry batik industry in the region Pungsari . The owner of the light sari batik is Sir Bejo (60 years old ) and his wife Sri Mulyani 's mother (57 years old ) . This sari light batik already there is since 1990. The beginning before the 1900s, sir Bejo and his wife still working in a batik factory in Solo. After feeling have ability and sufficient capital , he dare self for stop work and build business alone . The effort produce results and success until now . Initially this sari light batik only produce batik , however \_ along running time start produces stamped batik, printed batik, and printed batik . pattern from this batik have style classic with his special batik namely Batik Girli . Cahaya Sari batik has 3 houses that are used as as the place production , place cutting and place packaging . Three home industries the the location each other close by that is still village in Village Pungsari . Batik light sari is able employ up to 100 workers . Majority from The light sari batik industry home worker is public around village Pungsari with placement worker man man in the production and women in the cutting as well as packaging . Marketing from this sari light batik is until to areas of Jakarta, Yogyakarta, Sragen , and parts of Solo.

### 2. Widya Kusuma Batik

Widya Kusuma batik is one of the home batik industries owned by Mr Wakiman , sister from Sir Bejo . This Batik stand up since 1997 in the Village Pungsari . Previously , he is batik workers who work for Batik entrepreneur in Solo. However , encouragement for independent has lead to a

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decision for start business batik production . Armed with the savings alone , Wakiman start pioneer his efforts . But at first he only capable serving coloring orders which is one of the Step in the process of making batik he obtained from entrepreneur in Solo. 2002 , new he capable produce batik \_ intact until now capable produces stamped batik, printed batik, and printed batik . Widya Kusuma 's batik continues do innovation in batik designs and motifs that are produced and develop distinctive batik motifs Sragen . Produced batik motifs is the motive of sangiran and jaka get lost . Widya Kusuma 's famous batik with various motifs and patterns . This Batik have a number of the place production and place sales . This batik industry capable absorb up to 77 workers and the majority public around the batik home industry . This Batik marketed until to Yogyakarta, Jakarta, and parts of Solo.

### 3. Batik Dewi Andini

Batik Dewi Andini stand up since year 2003 which is own batik business Sir Sigit . This business he get up since his age still 23 years old until now he is 44 years old . He pioneer his business assisted by his father . This Batik is a batik that produces stamped batik, printed batik, and dyed batik with sangiran and flower motifs flower . This Batik have one the place production and some shops nearby \_ village Pungsari . For marketing this batik around \_ area Pungsari , Sragen City, Parts of Solo and Yogyakarta. Workers who work in this batik industry amount around 50 workers are taken from public around .

### 4. Batik Murni Asih

This Batik stand up since In 2015 the owner 's name was Sri Murniyati . Originally Mother Murniyati this only a hand- drawn batik workers who work in the local batik industry Pungsari . Then with her determination is round , finally he dare self for opened a home batik industry . At first he just produce batik \_ that is with share batik work with Mother House stairs around it . However now he already capable producing batik prints and batik prints. Whereas for the marketing new around \_ area Pungsari and around Solo area

### 5. Batik Nurhasida

Batik is one of the home industries in the village Pungsari owned by father Suhardi . This Batik has stand up since 2000s with \_ total 50 workers taken from public around . The workers are average is man boy and mother House stairs . This Batik producing printed batik, stamped batik, and dyed batik . The motif of this batik is a floral motif floral and plant motifs . For the marketing already until to Jakarta, Yogyakarta, and some Solo area .

### 6. Shea Batik

This Batik stand up since 2018 which is the new home batik industry managed by Mas Didik who is assisted his father . This business is business family run \_ together . Shea batik this only producing batik prints with sangiran and plant motifs . Although only producing batik prints, however the marketing already until to Yogyakarta and also some Solo area . In this shea batik worker still a little that is about 9 people and all is a young boy men in the area village Pungsari .

### 3.3 The Influence of Home Industry Batik on Increasing Income of Pungsari Village Community, Plupuh, Sragen

Based on the results of the field survey conducted found fact that the existence of a batik home industry in the village Pungsari , Plupuh , Sragen have influence to level income public surrounding . This thing influenced a number of factors , namely :

First , the batik home industry opens field profession for public around the beginning not yet have profession still and still unemployed . This thing of course just could influence level income unemployed people \_ Becomes income . Besides it can also increase economy family with existence income generated \_ from batik industry home workers .

**Table 1.** Table Enhancement Village Community Income Pungsari

Type worker	Enhancement income		
	Profession previously	Income previously	Income after
Man	Laborer farmer , keeper shop , _	Rp. 1,500,000/ month	Rp. 2,100,000/ month
housewife _ ladder	Laborer farm , no work	Rp. 1.350.000/ month	Rp. 1,800,000/ month

Second , see from table above \_ the existence of a home industry for batik can increase income public around . Because, on average , the workers in this batik home industry is man man ( range age 25-39 years

) and mother House stairs ( with age range of 30-45 years ). The workers in the batik home industry work about 7 hours / day and work 6 days / week . Worker man men are placed in the production and workers women are placed in the cutting and packing . workers \_ man man this used to be only laborer farmer , worker odd jobs , and guards shop whose income that only Rp. 50.000/ day with total salary Rp. 1,500,000/ month . Moment work in the home batik industry , income earned that is , Rp. 70,000/ day with total salary Rp. 2,100,000/ month . That 's not even including overtime pay . So Thing this show enhancement income around Rp. 600,000/ month . Whereas for the mother House ladder used to be they only work as laborer farmers and some do n't work . Income from laborer farm earned \_ around Rp. 45,000/ day with a total salary of Rp. 1.350.000/ month . Income from home batik industry obtained Rp. 60,000/ day with a total income of Rp. 1,800,000/ month . This thing show enhancement income around Rp. 450,000

Third , before public around village Pungsari look for outside work \_ area such as in Sragen City, Solo, and Karanganyar with good distance \_ far from his village . Now since the existence of a batik home industry in the village Pungsari , they no need go out area for look for job and place work they Becomes close , then Thing the could save workers ' expenses for cost transportation and meals . So that could add enhancement income public village Pungsari with extra money \_ that .

Fourth , home batik industry in the village Pungsari take effect to level income because there is overtime pay provided by the home industry to the workers if held overtime . In the home industry this is batik often held overtime especially in the production . Overtime at this batik home industry usually occur moment day day big like day raya eid fitri , eid adha , christmas and year new , when order a lot and yet fulfilled . Overtime this usually conducted after maghrib - middle night . For overtime pay that range of Rp. 35,000-Rp. 50,000 per overtime . With overtime pay \_ this is very helpful the economy of the workers and can increase his income .

Fifth , the existence of a home industry for batik can increase well-being family people in Di village Pungsari with happening enhancement income in each the month . The workers in this batik home industry majority already have a family and have child the average one still kindergarten and elementary school. With increased income , then \_ husband wife work all and responsibilities not yet a lot , then well- being family Becomes increase . Needs to be fulfilled not yet a lot and already fulfilled all . Besides that proved with condition House public village Pungsari already \_ walled wall , floor ceramics , and already enter the criteria worthy inhabit .

### 3.4 Efforts of Home Batik Industry in Increasing the Income of Pungsari Village Community, Plupuh, Sragen

one \_ the efforts of the batik home industry in increase income public is add results production and expand marketing market . The more many the resulting production so the more lots of income . \_ at the time many order so batik productivity will be increase . This thing is effort the owner of the

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batik industry home in increase income public around which is batik workers . Batik owners do a number of effort like ,

First , expand market reach start from inside Sragen City , outside city , until outside Island even abroad . Because as long as this marketing from the home batik industry in the village Pungsari this still centered in the areas of Solo, Yogyakarta, and Jakarta. If the market reach is expanded until go out islands and abroad then \_ will the more good and product the batik will the more known to many people .

The next one is to innovate on batik motifs for give motive \_ new without remove to - typical - an from Girli batik that . Girli Batik this is a typical batik area village Pungsari whose motive is about the site of sangiran and tombs joko get lost . For it is necessary Added new innovative motifs \_ for attract buyers to buy \_ this batik product .

then , maintain quality for give trust to consumer about product the product . Quality is important thing \_ in a product . Quality product this capable influence sale from a product . Besides it also affects level trust consumer to products sold . \_ because of that , increase quality need conducted for increase results production .

Next , do promotion via social media for introduce product results the batik to public wide . During this , marketing batik products only conducted through promotion direct and not use the internet. Moment this is social media and the internet is something not \_ can separated from human . Use of social media used by all circles age start from child child to parents . \_ For that need conducted promotion through social media whose reach more wide than marketing straight away . Besides it can also save expenses incurred \_ for marketing , because marketing using social media need cost no too a lot .

#### 4. Conclusion

Based on results research , show that income public increase with existence influence from home batik industry in the village Pungsari Plupuh Sragen . Home batik industry in the village Pungsari this already there is since the 1990s. The emergence of this batik home industry pioneered by Mr. Bejo who is a pioneer the first batik business in the village Pungsari . Batik in the Village Pungsari known with special batik namely Batik Girli ( River Edge ) . This thing because location in village Pungsari who is on the edge Solo River . because of it's a motive from Girli batik this most patterned sangiran ( bone) bones , skulls , mountains , bones back ) and Joko tingkir ( pattern crowns , kris , and equipment of the nobles ) . Home batik industry in the village Pungsari this There are 6 of them, namely Cahaya Sari Batik, Widya Kusuma Batik, Dewi Batik Andini , Nurhasida Batik , Pure Batik asih , and Batik shea. Each of these batiks spread over the area Pungsari Plupuh Sragen . With the existence of a batik home industry in the village Pungsari could help cope problem unemployed and can provide field profession for public around . Besides that the existence of a batik home industry can give public more work \_ decent and higher salary \_ good from profession previously that is as laborer farming , shop keeping , and odd jobs . Amount the overtime that is done at the home batik industry is also able add level income people in the village Pungsari . So income public rated increase range of Rp. 450,000 – Rp. 600,000 per month . Increase income society is also influential to well-being society is also increasing . Proven with fulfillment need every family and proven with the house of good and decent workers inhabit ( wall walls and floors ceramics ) .

Besides that , there is also an effort industrial home owner for increase income public around that is with expand market reach start from inside Sragen City , outside city , until outside Island even abroad . Innovating on batik motifs for give motive \_ new without remove to - typical - an from Girli batik that . Maintain quality for give trust to consumer about product the product . and ~~do promotion via social media for introduce product results the batik to public wide .~~

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