



The Strategy of Ikat Weaving Development in Tanjung Village, Ende Regency

Yulius Laga¹, Santy Permata Sari²

^{1,2}Universitas Flores

INFO NASKAH

Diserahkan

23 Januari 2020

Diterima

23 Januari 2020

Diterima dan Disetujui 10

Juni 2020

Kata Kunci:

SWOT, Pengembangan,
Tenun Ikat, Motif Ende

Keywords:

SWOT, Development,
Ikat Weaving,
Ende Pattern

ABSTRAK

Pengabdian Masyarakat pada Desa Tanjung, Kabupaten Ende dilaksanakan pada bulan Agustus 2019. Penelitian ini melibatkan 32 pengrajin tenun ikat Motif Ende dengan melakukan analisis terhadap kondisi hasil tenun ikat masyarakat. Tujuan pengabdian ini membantu pengrajin dalam menemukan inovasi produksi tenun ikat. Metode penelitian menggunakan teknik wawancara, observasi, angket dan dokumentasi kegiatan. Data dianalisis menggunakan SWOT (Kekuatan, Kelemahan, Peluang dan Ancaman). Hasil Analisis data menunjukkan bahwa pengrajin tenun ikat di Desa Tanjung memiliki kekuatan keunikan motif tenun ikat, lokasi strategis, dan kesamaan profesi menenun masyarakat, dengan indentifikasi kelemahan Motivasi masyarakat desa kurang, keterampilan menenun belum cukup, masih rendahnya inovasi dan diversifikasi produk tenun ikat, kualitas kain rendah, teknologi tradisional dan ancamannya persaingan diantara pangrajin, kelangkaan bahan baku, harga bahan baku yang relatif mahal, adanya kain tenun impor/datang dari luar daerah serta peluang dukungan pemerintah daerah (bantuan alat produksi), adanya pameran tenun ikat, perlindungan hak paten, produk tenun ikat yang sudah dikenal masyarakat, tingginya kebutuhan masyarakat (tradisi) yang dapat dimanfaatkan oleh pengrajin. Strategi yang dapat dilakukan adalah strategi untuk meningkatkan inovasi produk, strategi investasi dengan meningkatkan kualitas peralatan produksi dan ketersediaan bahan baku serta peningkatan kreatifitas pengrajin dan strategi bisnis dengan membentuk kelompok dan kerjasama pengrajin di wilayah internal dan eksternal.

Abstract. Community Service at Tanjung Village, Ende Regency, was held in August 2019. This service involved 32 Ende's ikat weaving artisans by analyzing the condition of the community ikat weaving results. The purpose of this service is to help artisans find innovative ikat weaving production. The research method uses interview techniques, observation, questionnaires, and documentation of activities. Data were analyzed using SWOT (Strengths, Weaknesses, Opportunities, and Threats). The data analysis results show that the ikat weaving artisan in Tanjung Village has the unique strength of the ikat weaving motif, strategic location, and the weaving profession's similarity to the community identification of weaknesses. Lack of community motivation, insufficient weaving skills, low innovation and diversification of ikat products, low-quality fabric, traditional technology and the threat of competition among the craftsmen, scarcity of raw materials, relatively expensive raw material prices, imported woven fabrics/coming from outside regions and opportunities for local government support (aid of production equipment). The presence of ikat weaving, patent protection, ikat products that are well known to the community, the high needs of the community (tradition) artisans can utilize that. The strategy that can be done is to improve product innovation and investment strategies by increasing the quality of production equipment and the availability of raw materials and expanding the creativity of artisans and business strategies by forming groups and cooperating artisans in the internal and external regions.

1. Introduction

Ende Island is the outermost subdistrict area in Ende Regency, with an average population earning a living as fishermen for groups of men. The number of fishing group members, sea farmers, seaweed farmers, and women fishers are broken down by district, especially in Pulau Ende. In 2018 there were 603 people, while marine and inland fisheries production in Ende Island in 2018 was 1,310,673 individuals (BPS data of Ende district in figures, 2019). The dominance of work as a fisherman is also faced with obstacles such as adverse weather changes that cause fishers not to go to sea. Women's groups in Pulau Ende sub-district generally work as housewives with weaving activities. Woven products from households use typically natural and artificial raw materials obtained from the surrounding environment and traditional markets. Woven production capacity is not too maximal, considering that it is done individually, not in groups.

In contrast, the number of housewives who work as weavers is quite large for one village, as was done when the writer made observations in Tanjung Village and Pu'utara Village. It is the reason then it can be a problem for community efforts in Pulau Ende Subdistrict in meeting their needs. As fishermen who not only catch the bunch but also to sell in markets outside the Ende Island sub-district, for the female population, their daily activities are preparing household needs and weaving. Weaving is a work that is often done (dominant) by the female population in supporting efforts to increase income for the family. Research conducted (Rero, 2015) shows the role of women on Ende Island in seeing the role of women workers in meeting economic needs and looking at the impact of the part of women workers from a family and community perspective as experienced by communities in Pulau Ende sub-district.

The results of field observations during community service activities, the majority of women in the Ende island sub-district have events for weaving using simple equipment and traditional looms. The raw material in the production of ikat is still using natural materials by utilizing natural products such as dyes, palm leaves to form motifs, and some are even using yarn from local cotton production. Constraints faced when weaving as a result of interviews with the community have several other restrictions, such as the scarcity of raw materials and limitations in community innovation due to work in weaving done independently. And there is no group to share information about the way of production that produces ikat woven fabric product quality and can later be sold in the market. In Ende, Ikat woven fabric has various motifs, but in the grouping, there are only two motifs, including the Lio motif and the Ende

motif. The Ende Island District area has a unique type of ikat cloth with Ende motifs. (Firmansyah, Lomi, & Gustopo, 2017) in their research in the village of Roworena, Ende district using the TQM (Total Quality Management) method concluded that some residents depend their lives on weaving Ende fabric motifs. But have fabric quality constraints that are not too high quality and disability in fabric production, which impact the decline in sales of woven fabrics produced by the community. It is also similar in creating woven fabric Ende motifs are unable to compete with the production of other traditional woven fabrics in the Flores region. Not to mention the competition of ikat weaving from areas outside Flores, including more and more products such as batik and songket cloth available in the market.

Based on the conditions experienced by the community in Pulau Ende District, especially the ikat weaving craftsmen, this service is intended/aimed at increasing product development both in terms of the quantity and quality of the woven ikat produced. As well as supporting academics in forming weaving groups so that the activity is not only limited to personal activities but on sustainable development (sustainable) for the community in general in the Ende Island district, specifically in the Village of Tanjung in increasing the economic potential of the community.

2. Problems

Based on observations and interviews conducted on July 25, 2019, together with ikat weaving artisans, it can be concluded that the condition of the lack of motivation of the villagers, weaving skills are not good enough. With the still low innovation and diversification of ikat products, and low-quality fabric, the application of technology is still traditional. There is competition among unhealthy businessmen such as price games, scarcity of raw materials, relatively expensive raw material prices, and the large number of woven fabrics coming from outside the region. Because of this condition, it is necessary to have a strategy in the development of ikat in Tanjung Village, Ende Regency.

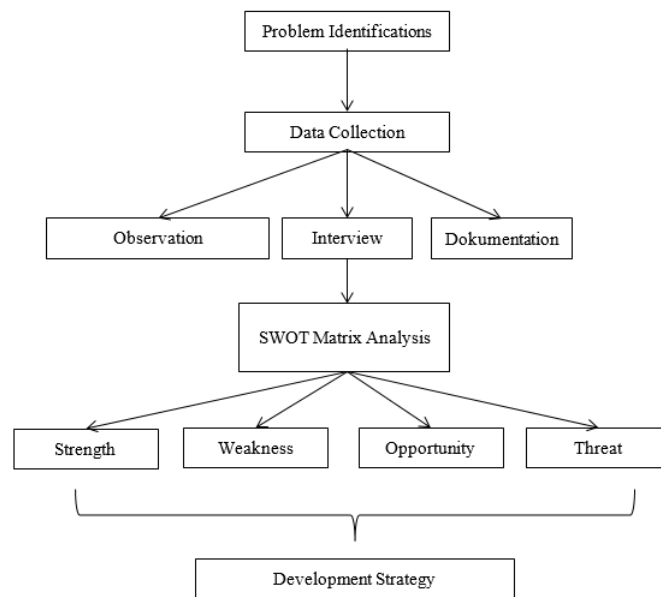
3. Method

Community service activities in Tanjung Village, Pulau Ende District, in August, starting from the 23rd to the 25th of 2019. Methods of implementing community service activities are carried out by 1) Direct field observations at the ikat weaving production site by artisans in Tanjung Village to see visually; 2) interview (Conversation); (3) Technical guidance; 4) and counseling to get precise information from every artisan in Tanjung Village, and then from the

information (data) obtained will be analyzed using the SWOT (Strength, Weakness, Opportunity, Threat) method to map the strengths, weaknesses, opportunities, and threats in efforts to increase the production of ikat. The initial implementation of the service activities is to observe ikat woven fabric production, from raw materials, processing, and weaving processes to the marketing process of ikat weaving production.

General conditions that can be observed include community life in Tanjung Village, Pulau Ende District. In the next stage, by conducting interviews with 32 artisans in the village of Tanjung, this was intended to get an overall picture of the problems faced by ikat weaving craftsmen. The next step is to provide technical guidance to the group of weaving craftsmen on access to raw materials and efforts to form a group of craftsmen to enable sharing information among the craftsmen in an attempt to improve the quality of the craftsmen woven fabric. The last stage was counseling as an effort to draw conclusions from the problems faced by craftsmen, and to socialize and provide solutions to 32 people of weaving artisans in Tanjung Village.

Chart 1. Stages of Implementation of Community Service Activities



4. Results and Discussion

Implementation of community service activities begins with the application for official permission to the relevant village officials, namely the Head of Tanjung Village. It supports field technical activities during interviews, observation of weaving activities, and documentation carried out in Tanjung Village, Pu'utara Village, and Villages in Ende Island.

Ikat Weaving Production Process in Ende Island.

During the service process, there are some essential stages in the production of ikat weaving. In the first step, in making a woven cloth, the craftsman performs the process of rolling the yarn on a tool (*da'o*) to form a yarn ball, as shown in figure 2. It is done to facilitate the weaver in tidying and measuring the fabric's length to be woven. Generally, yellow (primary color) is indeed used as a characteristic of the Ende woven motif.



Figure1. Joint Research Licensing Process To Village Officials



Figure2. The Process of Rolling Thread Using Traditional Tools (*da'o*)

Figure 3 is the step of stretching yarn (ball of yarn) on a wooden frame that has been adjusted to the size of the fabric.



Figure 3 and 4. The Process of Making Pattern Using Palm/Palm Leaves

In figure 3 is a stage to form a motif by tying coconut leaves / dried palm leaves to create a pattern according to the weaver's wishes. The next step in Figure 4, the weavers do the coloring on the fabric, the color of the fabric generally in the Ende Regency community, including the weavers in Tanjung Village is black.



Figure 5. Fabric Weaving Staining Process



Figure 6. Weaving Proses

In figure 5, the coloring process that has been carried out next is the weaver leveling and a special brush from the fibers and dipped with water so that the fabric texture becomes supple when the weaver wants to start the weaving process. The next step is to begin the weaving process (figure 6) of the dyed fabric inserted into a series of wooden frames (senda / loom). At this stage long enough (generally a month), it takes perseverance and neatness in making woven of the highest quality.



Figure 7. Weavers Arrived Using Ships from Ende Island



Figure 8. The Process OF Selling the Product

The weaving that has been finished is then sold in the traditional market (Pasar Mbongawani), to sell the cloth the weaver must cross the strait using a motorboat as shown in Figures 7 and 8.

SWOT Analysis Results (Strength, Weakness, Opportunity, Threat)

According to (Goranczewski and Puciato 2011), a SWOT analysis is a method that is often used in strategic management. This analysis is to develop a development strategy as a whole (general) and functional (fractional) approach. Regarding the functions that must be carried out by the state, local government units, or companies (marketing, finance, logistics, etc.), from an economic point of view, housewife households' role can be empowered to improve family welfare. Women/housewives can participate in utilizing resource management (Setiawati and Makkasau, 2019). Adopting opinions (Setiawan and Suwarnindyah, 2014)

strategies that can be done are plans to improve product innovation, investment strategies by increasing the quality of production equipment. And the availability of raw materials and increasing the creativity of artisans and business strategies by forming groups and collaboration of artisans in internal and external areas.

The process of analyzing is done after the interview and field observation process. The results are as follows:

a. Strength (Strength)

Strength is an effort to find things superior in a company (Solihin, 2014) or this context for the superiority of craftsmen products in Tanjung Village. The strength is that it has a unique ikat motif (Ende Motif), a strategic location, and the similarity of the weaving profession in the village of Tanjung.

b. Weakness

Weaknesses or weaknesses in the opinion (Goranczewski and Puciato 2011) are several things (internal negative factors) that hinder development can include bad finance from local government units, less developed technical infrastructure, incompetent communities, and weak support of government institutions. In the case of Tanjung village artisans, the weaknesses are lack of motivation, lack of sufficient weaving skills, low innovation, and diversification of woven products, low-quality fabric, traditional technology.

c. Opportunity

The opportunity (Solihin, 2014) interpreted as an opportunity owned by craftsmen in developing the potential of ikat production, in this case, the chances of ikat artisans in Tanjung Village, including local government support (production equipment assistance). The existence of an ikat weaving exhibition, patent protection, ikat weaving products that are well known to the community, high community needs (tradition). Seriyanti (2019) added that if there is an increase in the economic aspects and business legality, it provides an opportunity to be able to compete and increase self-capacity, including competence and skills, so that it can help the country in improving the economy in dealing with unemployment.

d. Threat

Threats are obstacles or risks that interfere with efforts to achieve goals consisting of internal and external threats (Goranczewski and Puciato 2011). In the ikat weaving craftsman of Tanjung Village, including competition between artisans, scarcity of raw materials, relatively expensive raw material prices, and the existence of imported woven fabrics / coming from outside the region as a threat the internal and external levels.

Table 1. SWOT matrix potential for weaving in Tanjung Village, Ende Regency.

SWOT Matrix	Opportunity	Threat
Strength 1. Having a unique ikat weaving pattern. 2. Strategic location to the woven fabric market (easy access) 3. The similarity of the profession of weaving society	(St 1-3 - Op 1-5) 1. Product innovation 2. Patent protection of ikat products 3. Increased production equipment 4. Increasing the amount of production by forming a group of ikat weaving craftsmen 5. Competitive pricing	(St 1-3 – Th 1-4) 1. Commitment with the craftsmen in the group 2. Increasing the distribution of raw materials through regional governments 3. Enhancing supporting facilities
Weakness 1. Motivation of rural communities is lacking 2. Weaving skills are not enough 3. The low level of innovation 4. Diversification of ikat products. 5. Low quality fabric 6. Traditional technology	(We 1-6 – Op 1-5) 1. Increased motivation in ikat weaving craftsmen 2. Carry out training 3. Sharing information in improving product quality and diversity of woven motifs. 4. Improvement of weaving equipment	(We 1-6 – Th 1-4) 1. Local government assistance 2. Participation with artisans and village officials and community support 3. The involvement of academics in developing management strategies, innovation, and business or marketing.

Potential Ikat Weaving Development Strategy

Based on the SWOT analysis (Strength, Weakness, Opportunity, Threat), several appropriate strategies for development can be carried out by utilizing the strengths and opportunities of ikat weaving artisans, namely: innovating products, protecting patent weaving products, increasing modern production equipment. , increasing the amount of production by forming a group of weaving craftsmen, and setting competitive prices. Meanwhile, in a position of strength with the consideration of threats, there needs to be a joint commitment of craftsmen in groups, an increase in the distribution of raw materials through

the participation of local governments (especially the Office of Tourism), and an increase in infrastructure support facilities related to the interests of artisans. By looking at weaknesses and taking advantage of opportunities, it is necessary to increase motivation on ikat weaving artisans, conduct training, share information in improving product quality and diversity of weaving motifs, as well as enhancing weaving equipment. In the area of weakness and facing threats, it is necessary to assist the local government, joint participation of artisans, and village officials as well as the support of the surrounding community, the involvement of academics in developing management strategies, innovation, and business or marketing.

5. Conclusion

Based on the analysis of the quantity and quality of ikat weaving in Tanjung Village, Pulau Ende District, with the approach of strengths, weaknesses, opportunities, and threats, shows that the Ende Motif woven weave has the unique advantage of the pattern. And affordable prices on the market and the time needed for production is not too long. The use of raw materials is more effective because it can be used for more quantities of output. The initial strategy that can be carried out in weaving activities in Tanjung Village is to increase product innovation by diversifying (diversifying) the type of fabric production. A second business strategy by forming groups for cooperation between ikat weaving artisans in the Tanjung Village area and external parties.

Appreciation Note

The gratitude goes to those who have helped carry out these community service activities, namely:

1. Dr. Simon Sira Paji, M.A. as the Chancellor of the University of Flores, Dr. Willybrodus Lanamana as the head of the LPPM University of Flores, Ms. Falentina Lucia Banda, S.E., M. Sc. The Dean of the Faculty of Economics and Mr. Lambertus Langga, SE, M.Sc Head of Management Study Program.
2. Tanjung Village Head, his staff and staff, and the local community for their attention and cooperation so that we can carry out this activity, (3) Especially for 32 weaving artisan ikat, which has contributed to providing information and hospitality during service activities in Tanjung Village.

Reference

- Ende, B. P. S. K. (2019). Ende dalam Angka 2019. *Ende: Badan Pusat Statistik Kabupaten Ende*.
- Goranczewski, Bolesław, and Daniel Puciato. 2011. "SWOT Analysis in the Formulation of Tourism Development Strategies for Destinations." *Tourism*. 20(2),45-53 <https://doi.org/10.2478/v10106-010-0008-7>.
- Seriyanti, Seriyanti. 2019. "Lembaga Pemerhati, Pemberdayaan Masyarakat (Lppm) Fayadh Menjawab Tantangan Dunia Usaha Dan Industri (Dudi) Di Kota Palopo." *RESONA: Jurnal Ilmiah Pengabdian Masyarakat* 3(1), 24-32. <https://doi.org/10.35906/jipm01.v3i1.315>.
- Setiawan, Budiana, and R.R. Nur Suwarningdyah. 2014. "Strategi Pengembangan Tenun Ikat Kupang Provinsi Nusa Tenggara Timur." *Jurnal Pendidikan Dan Kebudayaan*. 20(3), 353-367 <https://doi.org/10.24832/jpnk.v20i3.150>.
- Setiawati, Yuli, and Suhandra Makkasau. 2019. "PKM Kelompok Home Industri 'Bagea' Di Kelurahan Dangerakko Kecamatan Wara Kota Palopo Provinsi Sulawesi Selatan." *RESONA: Jurnal Ilmiah Pengabdian Masyarakat* 3 (1), 33-49 <https://doi.org/10.35906/jipm01.v3i1.317>.
- Firmansyah, M., Lomi, A., & Gustopo, D. (2017). Meningkatkan Mutu Kain Tenun Ikat Tradisional Di Desa / Kelurahan Roworena Secara Berkesinambungan Di Kabupaten Ende Dengan Pendekatan Metode TQM. *Jurnal Teknologi Dan Manajemen Industri*.
- Rero, D. (2015). Peran Tenaga Kerja Wanita Dalam Memenuhi Kebutuhan Ekonomi di Desa Ndoriwoy Kecamatan Pulau Ende, Kabupaten Ende. *Jurna l Saung Guru: Vol. VII No.3 Desember (2015)*.
- Sholihin, U. (2014). Analisis strategi pemasaran dalam menghadapi persaingan usaha pada perusahaan kain dan sarung tenun ikat cap sinar barokah kediri. *Jurnal cendekia*, 12(3), 1-6.