

# Prosiding EMPOWERMENT STRATEGY FOR BANDAR LAMPUNG TAPIS WOVEN CLOTH

*By* Benjamin Benjamin

# STATE AND DIGITAL SOCIETY

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**1**  
**EMPOWERMENT STRATEGY FOR BANDAR LAMPUNG TAPIS WOVEN  
CLOTH CRAFTSMEN IN CONVERGENCY ERA**

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**ABSTRACT**

This research aimed to describe thoroughly the empowerment strategy for the craftsmen of tenun tapis (tapis woven cloth), the strategy of tapis craftsmen in increasing the production, and ways of marketing in the convergency era. The development of creative economy is currently becoming an opportunity for the regional areas to improve small and medium scale economy. One type of creative economy that is growing fast is tapis woven cloth or fabric (tenun kain tapis). Tapis cloth is a traditional woven cloth of Lampung, which in the past was only used during traditional ceremony. However, with the fast-growing modern day fashion, it lifts tapis so that it is not only being a traditionally used cloth but also a fashionable gizmo. Tapis is also being used to accessorize high value items such as bags and shoes. The demand for Tapis as such automatically increases the income of the maker thus develops the business.

Data used in this reserach comprised of prima<sup>4</sup> and secondary data. The techniques of collecting data included observation, documentation, and in depth interview. Snowball sampling was applied to choose the samples. Data were analyzed qualitatively by using descriptive model.

The results showed that the empowerment strategy fortapis craftsmen in the convergent era includes trainings on skill, busines management, and online marketing delivered by Dekranasda as the institution that facilitate tapis craftsmen. Additionally, in order to improve production, the tapis craftsmen also made applied tapis, giving new motives on the tapis cloth and using new type of threads. The craftsmen also did marketing efforts through digital facilities by using online business features or online marketing.

Keywords: Community Empowerment Strategy, Tapis Cloth Craftsmen, Convergency

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### INTRODUCTION

Economic development in the cities that involving community empowerment will improve the complex economic issues. As we all know community empowerment means the availability of capital and strength to empower. Empowerment: to give power to the weaks (Sobahi and Suhana, 2011). Based on that opinion, economic development at family level needs to be improved to be self sufficient and prosperous. The economic development can be done through the development of small and medium scale industries including the development of creative economy. Raharjo Adisasmitha (2006) stated that to achieve community development goals there are at least four types of strategies: (1) growth strategy, (2) welfare strategy, (3) responsive strategy, and (4) integrated or holistic strategy.

The development of people economy is directed to provide priority to the empowerment of people's economy. Immediate strategic steps are directed towards the extension of community access and development resources accompanied by the creation of employment opportunities for the lower layer society. It is expected that the lower layer society can participate in the development process in resolving the gap and under-developed situation that characterize city's pictures. Efforts that can be done to increase community economic development is to improve small and medium scale business so that they can be more productive and have competitiveness and as wide opportunity as possible. This has to be supported by the government to achieve area development or city development according to plan.

The development of creative economy is currently becoming an opportunity to improve small and medium scale economy. One type of creative economy that is booming now is tapis woven cloth. Tapis woven cloth is Lampung traditional cloth, which in the past was only used in traditional celebration. However, recently with the booming of fashion industry the tapis woven cloth has become not only traditional cloth but also used for fashion apparel. Currently, tapis fabric was not only used for cloth, but also complementary accessories such as handbags and shoes that has high values. This gives the opportunity of increased profit for tapis craftsmen, especially when demand is high; the income will increase as well as the business itself. Current development has also caused improvement in technology, therefore the society especially the small scale business should not be technologically obsolete. In this convergency era, the integration of telecommunication facilities, information technology, and broadcast have caused the marketing mode and promotion of tapis woven clothes can reach a broader audience. The operation of telecommunications services is an activity of providing, or providing telecommunications services that enable the implementation of telecommunications through any media, including TV, broadcast, radio and multimedia.

The problem is when the tapis craftsmen or those who are involve in creative economy are not adapted to all digitalized modernization; this will make the development of tapis woven cloth – that is already awaken- delayed and going backwards. The development or innovation of motive, fabric and model of tapis cloth are also changed quickly because of the demand from the

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consumer that –in this convergency era- are easily accessing the information on fashion development. Therefore, innovation is a must for the tapis craftsmen.

### METHODOLOGY

Methodology used in this research is categorized as rationalistic, because data gathered are based on the knowledge of informant that will later were analyzed thoroughly. The informants in this research were selected purposively using snowball technique based on their knowledge and understandings on the empowerment process to the Tapis craftsmen to date.

Types of data used in this research are primary and secondary data. Secondary data were gathered from several authorized institutions and are related to the empowerment program for the Tapis craftsmen, such as Dekranasda of Lampung Province, Central Agency of Statistic, and other related sources. Whilst primary data was obtained directly through in depth interview with several informants from the tapis craftsmen who has the business in tapis production, and from Dekranasda.

### RESULTS AND DISCUSSION

Empowerment strategy is highly needed by those who work in creative business so that they can continuously exist in developing the local values in the world of easy information access but highly competitive for all. It is through empowerment strategy they can always innovate and exist in developing Tapis woven cloth in all aspects.

In line with the empowerment concept stated by Chambers (1995), community empowerment is a concept of an economic development with social values. This concept reflects a new paradigm in development, which is “people-centered, participatory, empowering, and sustainable”. This concept is broader than just fulfilling basic needs or providing a mechanism to prevent the process of further impoverishment (safety net). In other words, in the world of craftsmen it is important to provide an institution that is willing to facilitate their activities motivates and empowers so that the production of tapis woven cloth will be sustainable in this Convergency Era because it is supported by the related institution. The empowerment strategy include, among others:

#### 1. Effort in Empowerment of Tapis Craftsmen in Convergency Era

There are many efforts done by certain parties in order to maintain the existence of tapis craftsmen in Bandar Lampung City, one of them is by holding the trainings for craftsmen who are joining the Dekranasda, although not all the trainings are done by Dekranasda, but the inisiator is the Dekranasda. The training might be provided by Trade Agency, Industrial Agency, and Cooperation Agency, as the place for craftsmen. Among others is Training for Craftsmen form DEKRANASDA. This training is conducted within a certain period and hold by DEKRANASDA at the Provincial level for the craftsmen at the DEKRANASDA at City and District levels that are interested in improving their competence and are willing to develop their products. It is also explained that

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this training is held at least once a year, but it will depend on the available budget. After digging up information from several informants in Dekranasda, the trainings are as follow:

### **a. Skill Training**

This training is the training that aimed to improve the craftsmen to be able to have better skills. Usually this training is collective, gathering all craftsmen from every district and city in Lampung Province and is held in Dekranasda Lampung Province.

### **b. Training on Business Management**

This training is the training that has objectives to build business characters within craftsmen who would like to start business in the field of Lampung handicrafts. Those who already have business in this commodity are also welcome to join the training, with the hope that their business will not going worse, then doing business will not be boring although it has been done for years, and of course to bring up new innovation in the world of tapis woven cloth.

### **c. Training on Online Marketing**

This training is a training provided for all craftsmen, especially for those who are willing to extend their market. This training is conducted to prepare participants for global market. Usually, the training on online marketing utilizes social media as the market.

## **2. The Strategy of Tapis Craftsmen in Increasing the Production**

With the fast growing development and the coming in of Asia global market that will provide a variety of products from abroad, including clothing and fashionable accessories, added with the wave of more businessmen, more business players are making a variety of innovations to improve their products. No exceptions are the craftsmen; those craftsmen will have to innovate and compete with other products, including imported products from abroad.

Tapis fabrics is undergoing a test and the tapis craftsmen are given the challenge to market their product in Asean free market while still maintaining the sustainability of traditional fabric of Lampung people in the era of modernization. While keeping in mind that the original function of tapis cloth as traditional female of Lampung. Although the original function is as traditional cloth, the tapis craftsmen need to innovate in keeping the existence of tapis fabric in the era of convergency.

With the rapid development in science and the more sophisticated technology with the free Asean market the craftsmen have to be able to innovate and be adaptable in improving tapis cloth product in this digital era. Based on the facts gathered in the field there are several ways of craftsmen in adapting and making innovation according to the development, among others are:

### **a. Tapis Terapan (Tapis Application)**

In the era of convergency and modernization the tapis product is in high demand in many regions, and even in every layer of society, without gender differentiation. Tapis that in the past was only used for female traditional cloth in Lampung, and only made and tailored by females, only used and exhibited during sacred events such as wedding, traditional ceremony etc., is currently used as application in various arts, such as batik, tissue holder, sandals, wallet, etc.



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### ***b. Addition of New Patterns***

The tapis cloth that is a traditional Lampung cloth is also evolved with innovation of new patterns in any shape following market and current era. In the current development, fans for tapis cloth are not limited to ladies or elderly, but it is also in demand by millennial group. Nowadays, it is the youths that become the target of tapis craftsmen to increase their sale and to keep the existence of tapis in the era of modern market, especially with the availability of handful clothings from abroad that has latest design by designers.

Not only clothing from the designers that tried to improve the patterns, the tapis traditional cloth is also starting to develop and widen the new patterns to follow the time and taste of young generation in this millennial era; additionally tapis also develop new patterns to fulfill the market demand in the era of globalization.

### ***c. Use of up to date threads***

In the making of tapis woven cloth use of threads is the key that determine the quality of a tapis art. In its development in the current convergency era and modern market the use of threads is classified into two categories, those are imported threads or india threads, which is imported directly from India, and local threads that is produced domestically, and its market term is called "benang benang bandung" (bandung threads).

### **3. Marketing in the Era of Convergency**

In the current market era, Ukm (small and medium scale enterprises) or umkm (micro, small and medium size enterprises) are starting to spread their wings in their marketing into digital world, by using available online business features or online trading. Those UKM and UMKM started to enter to make their business better, and worthy in the marketing. Innovation in marketing is not only done by the newcomers (business in new products), but also tapis woven cloth craftsmen who do not want to be left behind in utilizing current technology development.

The tapis craftsmen are starting to develop their business in digital world; they think that the online trading is a very suitable market because of its practicality, and cost and time effectiveness that make online business one of the choices by the tapis woven cloth craftsmen in the era of convergency.

## **CONCLUSION**

Empowerment should be the first step for craftsmen to start their business, because, empowerment can be a useful thing for the craftsmen. In terms of empowerment, it should start from the institution where the craftsmen gather. It should start from, among others, Dekranasda, the cooperative agency, industrial agency, and trade agency because they are considered strong and have the authority to support weak craftsmen. However, based on the results of research conducted among craftsmen, there were those who attended training from relevant agencies, but this was not sustainable, especially the training held by Dekranasda. This means that according to certain craftsmen, empowerment, ideally, is how Dekranasda and various agencies related to this

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craft fulfil their duties to empower craftsmen who are still lacking experience so that their business can develop.

Some of the empowerment carried out by Dekranasdatowardstapis cloth craftsmen in Bandar Lampung are: Conduct skills training, business management training, and online marketing training. In addition, efforts to increase the productivity oftapiscraftsmen in the convergence era are by creatingvarious applications of tapis, giving new patterns that are contemporary, and the useof up to date threads.Marketing of products is done by using digital technology, namely online marketing.

### RECOMMENDATION

1. It is recommended that the craftsmen apply ways of creative and innovative efforts in producing and marketing the product of tapisso that their products can be sold not only in Bandar Lampung but also outside the region and abroad;
2. It is recommended that Dekranasda as an institution that accommodates the craftsmenfacilitates the craftsmen continuously and in sustainable manner, such as conducting trainings to improve the skills of craftsmen, in accordance with the development of the fashion world;
3. It is recommended that the Dekranasda not only involve largetapis craft businesses but also facilitate those with small capital and lack of experience in order to giveideas of how to develop and expand the business with the small capital.

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