

## Weaving Development Strategy in Balai Panjang Weaving House as Economic Fulfillment of the Community of Balai Panjang Village, Payakumbuh City, West Sumatra Province

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### ABSTRACT

This study discusses the strategy of weaving development in Balai Panjang weaving houses as an economic fulfillment of the people of Balai Panjang Village. The purpose of this study is to explain weaving as an economic fulfillment of craftsmen in whose development strategies are needed in overcoming the obstacles that occur. The research method used is qualitative research. Data collection techniques include field observations, interviews, and documentation. The theory used is Malinowski's Theory of Functionalism. Weaving which is used as cultural heritage also helps the economy of the community in Balai Panjang with the availability of job opportunities as craftsmen. Weaving at this time still uses traditional tools in its manufacture, causing several obstacles. Obstacles to weaving development include the difficulty of raw materials, low wages for workers, limited human resources, and the absence of promotion. The Industrial Office as the related agency that accommodates the sustainability of the Balai Panjang weaving house carries out several strategies including the procurement of raw materials, increasing the wages of craftsmen, regenerating craftsmen, and increasing promotion.

**Keywords:** *Weaving, Economic Fulfillment, Craftsman*

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### INTRODUCTION

Payakumbuh is one of the cities in West Sumatra Province as one of the tourist destinations that must be visited by tourists. The tourism potential of this city is quite a lot, making Payakumbuh City an influential city for regional income. Payakumbuh in addition to having natural tourism also has cultural tourism that is worth visiting by tourists, one of the cultural tourism in Payakumbuh City is Balai Panjang Weaving House. Established by the Payakumbuh City Government, the Industrial Office and the local community located in Balai Panjang Village, South Payakumbuh District, Payakumbuh City. The development of weaving aims to introduce cultural products to the general public. The establishment of Balai Panjang weaving house can increase the livelihood of the local community, who originally only worked as farmers. The existence of a weaving house makes the profession

as a craftsman a livelihood choice that can increase the income of the community in Balai Panjang.

The existence of Balai Panjang weaving house is able to break the economy of the local community because the demand for weaving continues to increase. This is due to innovation and renewal of motifs so that the demand for weaving has increased. The development of Balai Panjang weaving house is not only limited to the production of woven fabric, but is able to break the community's economy with the availability of job opportunities. Community involvement as craftsmen also means maintaining cultural heritage that still survives today.

The Payakumbuh City Industrial Office is the office that oversees the Balai Panjang Weaving House, but production matters are still under the responsibility of weaving actors. The role of the Payakumbuh City government is only as a policy provider in the development of weaving related to the procurement of facilities, facilities and infrastructure. However, in its development, weaving houses have several obstacles related to the production of woven fabrics. These obstacles, if not considered, will interfere with the function of weaving as an economic fulfillment of the community.

Based on the description, the author is interested to see how the constraints of weaving development as the economic fulfillment of the local community and the development strategy carried out by the Industrial Office towards the fulfillment of the community's economy.

## **METHOD**

This research was carried out with qualitative research methods. The objects in this study are weavers in Balai Panjang weaving houses, surrounding communities, and related governments in supporting the establishment of Balai Panjang weaving houses. This research was conducted at Balai Panjang weaving house, Balai Panjang Village, Payakumbuh City, West Sumatra Province. The primary data in this study is data directly obtained from the first source or place of the object of research, such as in weaving houses and from the Industrial Office. Secondary data obtained indirectly in the form of books, journals, surveys and theses related to the development of weaving as an economic fulfillment of the community in Balai Panjang. Data collection techniques include: participant observation, interviews, and documentation. Data analysis techniques in this study include several stages: data reduction, data presentation, and conclusions.

## **FINDING AND DISCUSSION**

### **A. Balai Panjang Village Profile**

Balai Panjang Village is one of the villages located in South Payakumbuh District. The government area of Balai Panjang Village is approximately 2.93 Km<sup>2</sup> or equivalent to 293 Ha. The livelihood of the people in Balai Panjang is generally as farmers. Areas that have sufficient rainfall and good solar lighting make Balai Panjang an agricultural area like other regions in the province of West Sumatra. The community makes fields and rice fields as their main livelihood. In addition, weaving craftsmen are also the dominant occupation in

Balai Panjang. The Balai Panjang community, known as weaving workers, generally has looms in their respective homes that are used to produce weaving given by the Balai Panjang weaving house.

#### B. Balai Panjang Weaving House as Economic Fulfillment of Balai Panjang Community

Balai Panjang weaving house is one of the weaving craft centers in Payakumbuh City. In order to maintain the sustainability of weaving, the Balai Panjang community and the Industrial Office established the Balai Panjang weaving house. In addition to being a cultural asset for producing weaving, the establishment of this weaving house is able to break the economy of the local community by becoming a weaving craftsman. The presence of weaving houses adds to the livelihood choices of local people who originally only expected the agricultural sector. The existence of weaving houses, the community can make craftsmen as a new profession because in general the people of Balai Panjang already have the ability to weave. This expertise was obtained because originally the people in Balai Panjang received a request for weaving from Pandai Sikek which has been passed down from generation to generation. Seeing the potential of the Balai Panjang community but the absence of the distribution media, the Industrial Office established its own brand called Balai Panjang weaving.

Balai Panjang weaving house is an MSME supported by the Department of Industry in an effort to advance the economy of the local community. The establishment of weaving houses has a positive impact both for the Department of Industry and for the local community. Weaving houses as one of the MSMEs in Payakumbuh City provide income to income in Payakumbuh City, so as to alleviate poverty and open up job opportunities for the local community. People who make craftsmen as jobs get wages that are used as economic fulfillment.

Being craftsmen for the people of Balai Panjang was able to ease a little of their burden on the limitations of work that was originally only as farmers. Limitations on capital and fields can be overcome by the presence of weaving houses as MSMEs in Balai Panjang. Employment opportunities are also available, so that people who have limited capital can make craftsmen as a choice of work.

#### C. Constraints on Weaving Development in Balai Panjang Weaving House on the Economic Fulfillment of Balai Panjang Community

The development of the function of weaving as economic fulfillment has obstacles that if not considered then it can hinder economic fulfillment for craftsmen. According to Abdillah and Prasetya (2008: 329) Constraints are something that hinders and limits to achieve a target, obstacles can also be interpreted as obstacles and obstacles in terms of achieving a target. The following are the obstacles to the development of weaving at Balai Panjang Weaving House on the economic fulfillment of the community:

##### 1. The difficulty of raw materials

The acquisition of raw materials and the choice of materials to be used must be considered, starting from the quality of materials at capital prices that are in accordance

with market prices. The acquisition of raw materials used for weaving is obtained from outside Payakumbuh City so that the delivery often experiences delays. This will have an impact on the production of woven fabrics later. Moreover, the increasing number of orders is not proportional to the availability of raw materials. If the raw materials are delayed, it will affect the production results, the small production output will have an impact on the income received by the craftsmen. The scarcity of raw materials will make production choked and the economic function of the community as craftsmen is not fulfilled.



**Figure 1. Scarce yarn**

## 2. Relatively small wages of workers

The wages given to weaving craftsmen are based on woven fabrics that have been successfully completed. The presence of weaving houses in Balai Panjang opens up livelihood opportunities for the local community. However, due to small wages, Rumah Tenun experienced an employee crisis. The lack of public interest in learning to weave makes the production produced even small.



**Figure 2. Weaving craftsmen in the Weaving House**

The community can certainly determine which job choices are able to provide income that can meet their economic needs. Compare by comparing each point of excellence between each job in meeting needs. This is in accordance with the thinking of Malinowski (in Koetjaraningrat, 1987: 166) who explains that culture must meet biological needs, such as the need for food and procreation. Weaving which is one form of culture created by humans must meet the biological needs of humans. The wages received by craftsmen in working on weaving have not been able to meet their living needs. Each craftsman will have a different income. The wages given are generally based on the number of weaving orders that have been successfully completed. The Department of Industry and weaving houses prioritize the people of Balai Panjang as weavers in the Balai Panjang weaving house. However, the original goal that was expected to be able to increase the income of the local community was even less likely to be the small income received. The wages received by weaving craftsmen are considered relatively small, not meeting the needs of the community. Community participation has decreased because it is considered that there are many other profitable jobs.

### 3. Limited Human Resources

The lack of public interest in weaving is because the process of making weaving is relatively long and making weaving is considered complicated. Attracting interest from the community, the local government opened weaving trainings in Payakumbuh. However, the trainings provided by the government did not encourage young people and the community to participate. The majority of young people and people still consider working as a weaver as an old-fashioned and boring job and as a less promising livelihood. Limited Human Resources (HR) caused by lack of skills and innovation in weaving making make the amount of production in Rumah Tenun decrease.

The hampering of the production process due to the lack of craftsmen will have an impact on the economic function of the local community. Minimal human resources make people's income decrease due to the small number of weaving that has been successfully completed. Some Balai Panjang people who have the ability to weave expect their main income from weaving by becoming craftsmen. However, some people are considered less interested in participating in trainings offered by the Industrial Office.

#### 4. No Promotion

At the beginning of the establishment of the weaving house, not a few people in Payakumbuh City knew the existence of Balai Panjang weaving. Pandai Sikek as the oldest and largest weaving producing area in West Sumatra is the main supplier of weaving and songket to various regions including Payakumbuh City. In 2015 Balai Panjang weaving group has been formed but the craftsmen only do orders based on weaving requests in Pandai Sikek. In response to this, the Department of Industry and the local community established Balai Panjang Weaving House as a weaving craft center in Payakumbuh City.

There were no fans of Balai Panjang weaving at the beginning of its establishment because people both around the city of Payakumbuh and outside the city did not really know the existence of Balai Panjang weaving. The lack of promotion is because the local community still maintains the old way of doing promotion, namely word of mouth. Of course, the strategy used is less efficient because the amount of coverage is narrow and small. The buyer did not know about the existence of the Balai Panjang weaving house.



**Figure 3. Balai Panjang Weaving House**

The community as the initial manager of the establishment of the weaving house did not have the media to promote. At the beginning of the formation, the weaving house did not have coordinated management so that promotion had not been carried out either

from the weaving house or from the Industrial Office. The absence of promotion will affect the income of the community as craftsmen in weaving houses.

#### D. Weaving Development Strategy in Balai Panjang Weaving House towards the Economic Fulfillment of Balai Panjang Community

Obstacles that occur during the development of weaving as an economic fulfillment of the community if not addressed will result in problems that will be prolonged. In response to this, the Department of Industry as the office authorized for the management of weaving houses carried out several strategies so that weaving could be maintained. . According to Siagian (2004: 12) Strategy is a series of fundamental decisions or actions prepared by top management and implemented by all levels of an organization in order to achieve the goals of the organization.

Developing weaving activities in Balai Panjang Village, Payakumbuh City Government carries out various strategies to solve problems related to obstacles faced by Balai Panjang Weaving House in order to increase the productivity of woven fabrics by carrying out several strategies. The strategies carried out are:

##### 1. Procurement of Raw Materials

The acquisition of raw materials is obtained from outside Payakumbuh City so that permanent suppliers are needed who are suppliers of yarn to weaving houses. The Department of Industry and Manpower conducted a comparative study to Medan to see how the Medan area carried out the weaving process and where the main materials they got came from. Weaving houses used to have only one special area that was used as a yarn supplier. However, the Department of Industry as the agency that oversees the weaving house made a series of efforts so that production in the weaving house survived. Seeing the city of Medan, which is famous for its world-famous ulos cloth which is used as a local craft of the Medan people, the Department of Industry sees this as an opportunity that can be utilized. This is because, the price of their raw materials is relatively cheaper but still pays attention to quality. The price of cheap raw materials will certainly have an impact on the selling price of the fabric itself.



**Figure 4. Visit of Payakumbuh City Industrial Office to Medan**

The strategy of procuring raw materials for weaving products at Balai Panjang weaving house is a step and effort made by related parties in advancing the development of weaving at Balai Panjang weaving house. The smooth production will later bring consumers to buy woven fabrics. The number of buyers will have an impact on the income received by weaving craftsmen. Weaving in addition to being a cultural heritage is also a field of life for people who depend on their lives as craftsmen. A smooth production process will also affect the amount of income that will be received by the craftsmen.

## 2. Wage increase

Wages are the rights of workers or employees received and expressed in the form of money in return from employers or employers to workers who are determined and paid according to an employment agreement, agreement or legislation, including benefits for workers and their families for a job and / or services that have been or will be performed (Soepomo, 1990: 5).

At first wages were based only on the amount of production produced by the craftsmen. But now, to attract public interest and efforts to prosper craftsmen, the Department of Industry provides several allowances in the form of money received by craftsmen every month. The basic salary received by craftsmen who have completed one woven cloth can receive a salary of Rp. 100,000. In response to this, in order to help the community's economy, the Department of Industry also provides a sales bonus of Rp.50,000 per week. The wages received by the craftsmen on average per week can be around Rp.150,000, and sometimes more depends on the turnover bonus that will be received by

each craftsman. The allowance is based on bonus turnover from sales proceeds that exceed the target.

### 3. Regeneration of craftsmen

The Payakumbuh City Government conducts training intended for young people around Payakumbuh City to overcome problems related to the limitations of craftsmen. The demand for weaving is growing, so if you only expect the order to be completed by weavers from IRT, it will certainly take a long time. The training conducted by the Department of Industry is an effort to increase public interest in learning weaving at this time. The procurement of craftsmen is urgently needed seeing the demand for weaving increase. For this reason, additional craftsmen are needed to support weaving productivity in Balai Panjang. In addition to increasing weaving skills for the community, this training is expected to be one of the government's efforts to prosper the people of Balai Panjang. Good ability will certainly produce good production results as well.

The regeneration of craftsmen will increase the amount of production, the increase in the amount of production will make the economic income of the people of Balai Panjang increase. Young people are expected in their involvement in the weaving production process, because it is considered that young people have a faster responsiveness when compared to mothers in general. The more open job opportunities will certainly prosper the people in Balai Panjang. Weaving craft has been around for a long time, but lack of interest from the public is a factor causing the lack of weaving production. For the community, weaving activities are only considered as a side job, it cannot be used as the main source of livelihood to meet economic needs. Weaving activities are generally only carried out only from women, even those aged 30 years and over. Therefore, the City Government and Dekranasda Payakumbuh are trying to revive Payakumbuh weaving production by conducting weaving training in Payakumbuh City.

### 4. Increase promotion

The Payakumbuh government intensively promotes Balai Panjang Weaving to the public, especially tourists outside West Sumatra who travel to Payakumbuh City. One form of promotion carried out by the local government by conducting various fashion show events. The Balai Panjang Weaving Center through the Regional National Handicraft Council (Dekranasda) Payakumbuh City had the opportunity to carry out Balai Panjang Weaving brand introduction activities at several fashion shows from within and outside the country. The number of events carried out by presenting the Balai Panjang Weaving fashion show will attract tourists to buy local products from Payakumbuh City.



Figure 5. Event (ISEF) at Jakarta Convention Center

Balai Panjang Weaving House also collaborates with Payakumbuh City Promotion Cottage to promote and develop cultural products to the community. The main purpose of this Pondok Promosi is to introduce Balai Panjang Weaving products to tourists who visit. The increasing recognition of Balai Panjang Weaving will certainly get its own attention for the outside community, which is expected to increase the demand for weaving, so that weaving can meet the economic needs of craftsmen and will increase employment opportunities in Payakumbuh City.

## CONCLUSION

Weaving is one of the MSMEs managed by the Department of Industry in order to advance the economy of the community in Balai Panjang. Maintaining traditional weaving today certainly has its own obstacles and challenges. Obstacles that arise in the development of weaving to the economic fulfillment of the Balai Panjang community include the difficulty of obtaining raw materials, relatively small worker wages, limited human resources, and the absence of promotion.

In response to this, the Department of Industry as the authorized agency carried out several strategies in overcoming these obstacles, including procuring raw materials for weaving, increasing the wages of craftsmen, regeneration of craftsmen, and promotion. This strategy is carried out based on the resulting constraints related to the development of weaving on the economic function of the local community. Weaving which is a cultural heritage needs to be considered for development because if the production process is considered, the welfare of the community is also lifted. This is because, the community is directly involved in the process of preserving this cultural heritage. The existence of weaving is able to lift the economy, if you pay attention to the demand for weaving continues to increase. For this reason, it is expected that the community and related agencies will both participate in maintaining the development of weaving houses which will later have an impact on the economic sector of the local community.

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