

# Analysis of Empowerment Levels of Tatah Sungging Handicraft Business Based on Local Cultural Heritage in Sukoharjo District, Indonesia

Endang Siti Rahayu, Sutrisno Hadi Purnomo, Endang Tri Rahayu, Shanti Emawati, and Ayu Intan Sari

**Abstract**—The purpose of this study was to analyze the level of empowerment of local cultural heritage-based leather sungging craftsmen in Sukoharjo Regency, Indonesia. The research was carried out in Sukoharjo Subdistrict, Sukoharjo Regency in June-September 2018. The selection of research locations was purposively conducted and the respondents were taken by census method. Data collection techniques are carried out by literature study, observation, interview and focus group discussion. The research design uses descriptive analysis. The results showed that the level of empowerment of the craftsmen which included aspects of knowledge were in the medium category, the attitude aspect was in the good category and the skill aspect was in the good category. Aspects of knowledge include the ability to access factors of production, the ability of potential to recognize needs and potential, the sharpness of analysis of phenomena that are and will occur far in the future, the ability to understand elements of management and leadership, and the ability to understand decision making. Attitude aspects include having the desire to succeed, being selective about the phenomena faced, honest and responsible will speak and act, have the willingness to cooperate with others, be open to the opinions of others and be independent in making decisions. Aspects of skills include always appropriate in identifying business techniques, always appropriate in analyzing business, can explore and utilize information and business opportunities, can meet the needs of life in a sustainable manner and can utilize the results of the business optimally. The conclusion in this study is the level of empowerment of craftsmen in the form of sungging skin based on local cultural heritage in Sukoharjo Regency is in good category.

**Index Terms**—Level of empowerment, crafting, stature of skin, local cultural heritage.

## I. INTRODUCTION

Sukoharjo regency is one of the development areas that involves creative industry subsector, especially the development of sungging leather handicraft as one of the mainstay craft of Sukoharjo Regency. Tatah Sungging handicraft is one of art craft kind found in leather puppet making process, wall decoration, fan, lamp shade or handicraft made from leather. The art of sungging is more synonymous with the process of making shadow puppets. As the name implies, the art of tatah sungging is two

activities consisting of sculpting (sculpting) and coloring. The making of wayang kulit requires a long process. Some stages are done such as the selection of raw materials in the form of leather, leather processing, retouching, coloring and finishing.

Leather-cutting craft as part of creative industries based on local cultural heritage requires conservation attention, in line with the National Creative Industries roadmap that contributes significantly to exports by 18% [1]. The demand for export in the context of cross-cultural education needs and the demand of souvenirs from several foreign countries such as Malaysia, Netherlands, Australia and Suriname are often obtained through overseas art performances, which further orders the fulfillment of their export requirements to SMEs puppet maker in Sonorejo Village, Sukoharjo District, Sukoharjo District [2].

The profile of economic attractiveness and the strategic value of the local culture provides a description of the macro and micro situation on the importance of innovative and commercial innovative edutainment innovations in the craft of tatah sungging as a way of maintaining its existence amid the dynamics of modern entertainment art [3].

One of the obstacles that often faced by leather tatah sungging artisans in Sukoharjo in terms of marketing is the problem of product branding. Branding products play a very important role in the success of a business. It takes effort to empower SMEs handicraft tatah sungging in order to face competence competition. Social capital is one of the factors that determines the success of the empowerment process. According to [4], the success of the empowerment process is highly dependent on the support of physical capital human capital, social capital, and the ability of the empowerment actors. Social capital is a norm or value that has been understood by society that can strengthen positive social network/work, mutual cooperation, awareness and solidarity and encourage trust between people in order to achieve common goals.

Based on this background, research on social capital analysis on leather tatah sungging handicraft business based on local cultural heritage in Sukoharjo District, Sukoharjo Regency, Indonesia is needed.

## II. METHODOLOGY

This research was conducted in Sukoharjo Sub-district, Sukoharjo District in June-September 2018. The selection of research sites was done purposively based on certain considerations taken based on previously known characteristics or characteristics in accordance with the

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The authors are with Dept. of Animal Science, Faculty of Agriculture, Universitas Sebelas Maret, Indonesia (e-mail: buendang@yahoo.co.id, shanti\_uns@yahoo.co.id, endang\_trir@yahoo.com, sutrisnohadi@staff.uns.ac.id, sariayu\_uns@yahoo.com).

objectives of the study [5]. The selected research location is Sukoharjo SubDistrict, Sukoharjo District based on the consideration that Sukoharjo Subdistrict, Sukoharjo District is a center area of leather tатаh sungging artisans used as research object. This location there are UMKM that produce leather tатаh sungging. The respondents were selected by census method. The census method is a sampling technique in which the sample taken is the entire population to be studied [5]. Sample samples of existing leather tатаh sungging are all taken as research respondents. Data analysis using descriptive analysis.

III. RESULTS AND DISCUSSION

A. Characteristics of Respondents

Characteristics of respondents in this study include age, education level, number of family members, occupation and gender of respondents.

1) Age

The age of respondents in this study is seen in Table I.

TABLE I: AGE OF RESPONDENTS

Age (years)	Total (people)	Percentage (%)
15-19	0	0
20-54	22	73,33
55-64	6	20
>64	2	6,67
Total	30	100

Source: Primary data is processed, 2018.

Based on Table I shows that the highest number of respondents is in the age group of 20-54 years as many as 22 people with a percentage of 73.33%. The largest percentage belonged to the age group of 20-54 years, according to [6] that age shows being in productive age group. It is expected that respondents in the productive age group can develop a handicraft leather tатаh sungging business in Sukoharjo regency

2) Level of education

The level of education of respondents can be seen in Table II.

TABLE II: THE LEVEL OF EDUCATION OF RESPONDENTS

Level of education	Total (people)	Percentage (%)
Elementary school	12	40
Yunior high school	7	23,33
Senior high school	10	33,33
University	1	3,33
Total	30	100

Source: Primary data is processed, 2018

Based on the data, Table II shows that the highest percentage of primary and elementary school is equal to 40% and the number of craftsmen is 12 people. Low educational level of responden is due to the cost to continue their education to a higher level. Low levels of education can affect the learning process so that it will be difficult to receive information from others. This is in accordance with the opinion of [7] that the higher a person's education, the easier the person receives information from others. According to [8], education can affect a person's ability to

accept new technology and in terms of its application.

3) Number of family members

The number of family members who are the responsibility of respondents can be seen in Table III.

TABLE III: NUMBER OF FAMILY MEMBERS OF RESPONDENTS

Number of family members (people)	Total (people)	Percentage (%)
1-3	8	26,67
4-6	20	66,67
>6	2	6,66
Total	30	100

Source: Primary data is processed, 2018

Based on Table III shows that the number of family members who are the most respondent responsibility on the group of 4-6 people with the number of respondents 20 people and the percentage of 66.67%. The highest percentage indicates that the number of family members is quite large. The large number of members in the respondent's family will encourage or motivate producers to increase income through adoption of various technologies to develop their business in meeting family needs [9], [10].

4) Job of respondents

The job of respondents in this study can be seen in Table IV.

TABLE IV: RESPONDENT'S JOB

Employment	Total (people)	Persentase (%)
Craftsmen	5	6,67
Entrepreneur	23	76,67
Farmer	1	3,33
Trader	1	3,33
Total	30	100

Source: Primary data is processed, 2018

Based on Table IV most of the respondents in this study have the main job as intreprenuer many as 23 people with percentage 76.67%, while other respondents livelihood as traders, craftsmen and farmers. The people who have the main livelihood as craftsmen are only 5 people. This is due to a decline in demand for handicraft products so that many are turning to other jobs as their main livelihood.

5) Gender

The respondents' gender in this study can be seen in Table V.

TABLE V: THE RESPONDENTS' GENDER

Gender	Total (people)	Percentage (%)
Male	28	93,33
Female	2	6,67
Total	30	100

Source: Primary data is processed, 2018

Based on Table V the majority of respondents male gender as many as 28 people with percentage 93.33% and female sex as much as 2 people with a percentage of 6.67%. Craftsmen in work require physical conditions to support their work, this causes more men who become craftsmen because generally men are in charge of the family's

livelihood [11]. According to [12] men are responsible for family leaders, the main breadwinner and responsible for the survival of the child and his wife.

### *B. Empowerment Level Analysis*

The definition of empowerment according to Sidu (2006) is the effort of the community to recognize, explore and exploit the potential possessed and act in accordance with the dignity as human beings in carrying out their responsibilities and accepting and utilizing their rights as a human community and citizens.

The aspects of knowledge in this study include the ability to access factors of production, the ability of potential to recognize needs and potential, the sharpness of analysis of phenomena that are and will occur far in the future, the ability to understand elements of management and leadership, and the ability to understand decision making.

The knowledge / cognitive aspect of the tatah sungging craftsman in this study is in the medium category. According to [13] that cognitive conditions are essentially thinking skills based on one's knowledge and insight in order to find solutions to the problems faced. Conative conditions are an attitude of the behavior of the community that is formed and directed at behaviors that are sensitive to the values of community empowerment.

The ability of craftsmen to access the factors of production in the medium category is because the tatah sungging craft business is a downhill business so that the craftsmen already know how to obtain raw materials in the process of making tatah sungging. The ability of potential craftsmen to recognize needs and potential in the medium category. According to [14], [15], the main consequences and responsibilities in development programs through empowerment approaches are the empowered community or having the power, strength or ability. Every component of society always has the ability or what is called potential. The integrity of this potential can be seen if they integrate themselves and work together to be empowered and independent.

The sharpness of the craftsmen's analysis of the phenomenon that is and will occur far ahead in the medium category. Craftsmen have long experience in their business so they have good ability in analyzing demand and prospects for future crafting of sungging. According to [1] that the competencies that must be owned by the community are, as follows: (1) able to identify problems and needs of the community, (2) able to achieve opportunities about the objectives to be achieved in the priority scale, (3) able to find and agree on ways and the tool achieves agreed goals, and (4) is able to cooperate in acting towards achieving goals.

The ability of craftsmen to understand elements of management and leadership in the medium category. Craftsmen have attended several trainings related to entrepreneurship so that the craftsmen have understood the elements of management and leadership for the development of their businesses.

The ability of craftsmen to understand decision making in the medium category. Craftsmen already have long experience in their business so that in decision making is always full of consideration to produce the best decisions.

According to Sulistiyani [13] that the goal to be achieved from community empowerment is to form individuals and society to be independent. This independence includes independence of thinking, acting and controlling what they do. Community independence is a condition experienced by the community which is characterized by the ability to think, decide and do something that is deemed appropriate in order to achieve solutions to the problems faced by using the power / ability possessed.

Attitude aspects include having the desire to succeed, being selective about the phenomena faced, honest and responsible will speak and act, have the willingness to cooperate with others, be open to the opinions of others and be independent in making decisions.

Aspects of the attitude of craftsmen in a good category. The desire of craftsmen to achieve success is in a good category. Some craftsmen rely on their income from crafting sungging so that the craftsmen strive to achieve success in order to get a large additional income.

Selective craftsmen against the phenomenon faced, honest and responsible will speak and act in a good category. High competition causes craftsmen to always pay attention to the development of the business world and always provide the best service to consumers by knowing the desires and needs of consumers.

Craftsmen are open to the opinions of others and are independent in making decisions in a good category. According to [4] and [13] that community independence can be achieved certainly requires a learning process. Communities who follow a good learning process will gradually gain the power, strength or ability that is useful in the decision-making process independently.

Aspects of skills include always appropriate in identifying business techniques, always appropriate in analyzing business, can explore and utilize information and business opportunities, can meet the needs of life in a sustainable manner and can utilize the results of the business optimally. The skill aspect of craftsmen is in good category. According to [13] that psychomotor skills are skills that are owned by the community as an effort to support the community in order to carry out development activities.

## IV. CONCLUSION

The results showed that the level of empowerment of the craftsmen which included aspects of knowledge were in the medium category, the attitude aspect was in the good category and the skill aspect was in the good category. Aspects of knowledge include the ability to access factors of production, the ability of potential to recognize needs and potential, the sharpness of analysis of phenomena that are and will occur far in the future, the ability to understand elements of management and leadership, and the ability to understand decision making. Attitude aspects include having the desire to succeed, being selective about the phenomena faced, honest and responsible will speak and act, have the willingness to cooperate with others, be open to the opinions of others and be independent in making decisions. Aspects of skills include always appropriate in identifying business techniques, always appropriate in analyzing business, can explore and utilize information and business opportunities,

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**Endang Siti Rahayu** is the profesor at the Faculty of Agriculture, Universitas Sebelas Maret, Indonesia. Her research interest includes agribusiness management and marketing management. She has published some articles in the national and international journal.



**Shanti Emawati** is a lecturer and researcher at Socio Economics Laboratory, Dept. of Animal Science, Faculty of Agriculture, Universitas Sebelas Maret, Indonesia. Her research interest includes agribusiness management, marketing management, society empowerment. She has published some articles in the national and international journal.



**Endang Tri Rahayu** is a lecturer and researcher at Socio Economics Laboratory, Dept. of Animal Science, Faculty of Agriculture, Universitas Sebelas Maret, Indonesia. Her research interest including society empowerment and extension. She has published some articles in the National and international journal.



**Sutrisno Hadi Purnomo** is an asistant profesor at the Faculty of Agriculture, Universitas Sebelas Maret, Indonesia. He got his Ph.D degree from the Dept of Business Administration, National Central University, Taiwan. His research interest includes agribusiness management, adoption of technology innovation and human resources development. He has been published some articles in the Journal of Agricultural Development and Economics, International Journal of Education and Development using ICT, Information Development and Australian Journal of Educational Technology.



**Ayu Intan Sari** is a lecturer and researcher at Socio Economics Laboratory, Dept. of Animal Science, Faculty of Agriculture, Universitas Sebelas Maret, Indonesia. Her research interest includes agribusiness management, marketing management, society empowerment. She has published some articles in the national and international journal.