

STRATEGI PENINGKATAN KUALITAS KERAJINAN ANYAMAN PURUN UNTUK MENINGKATKAN PENDAPATAN EKONOMI RAKYAT DESA PEMATANG PANJANG - KALIMANTAN TENGAH

Hendra Afrianto^{1*}

STIE GANESHA JAKARTA

Email: [1hendraafrianto09@gmail.com](mailto:hendraafrianto09@gmail.com)

*) Corresponding Author

Abstract

Received: 10 Juni 2024

Revised: 17 Juli 2024

Accepted: 09 Agustus 2024

Published online:

In the competitive arena of international trade, amplified by the industrial revolution 4.0 and its propagation of seemingly unbounded free trade, business entities are compelled to evolve strategies that influence consumer decisions favorably to thrive. This research investigates the strategic avenues to enhance the quality of purun woven crafts, aiming to augment the economic prosperity of Pematang Panjang Village, a community where this craft has been a tradition for over six decades yet has seen limited development. Utilizing a qualitative research method, primary data was gathered through direct interviews with local craftsmen, supplemented by secondary sources. The findings indicate that the current strategies to improve the craft's quality are underperforming against theoretical expectations. This research underscores the need for innovative approaches in the craft's production processes and market strategies to better harness the economic potential of the local industry, suggesting a pivotal shift towards more dynamic and market-responsive practices. This adjusted abstract encapsulates the research's originality, objectives, methods, results, and implications within the required word count.

Keywords:

Product quality, Quality improvement strategy, Marketing strategy

INTRODUCTION

The relentless advance of globalization, compounded by the Industrial Revolution 4.0, has ushered in an era of intensified competition in the global marketplace. This phenomenon has significantly altered the dynamics of trade and industry, especially affecting the indigenous and local industries in developing countries such as Indonesia. Amidst these changes, local crafts such as the purun woven crafts from Pematang Panjang Village, Seruyan Regency, Central Kalimantan, face unprecedented challenges in maintaining their market presence against more commercially viable and technologically advanced products.

Academic Debate and Research Gap

The academic debate surrounding the sustainability of local crafts in the global economy primarily focuses on economic viability and the integration of traditional crafts into broader markets. While considerable research has been done on the impact of globalization on large-scale industries, there is a discernible gap concerning detailed case studies on how small-scale craft industries, like those in Pematang Panjang, navigate these challenges. Existing literature often overlooks the specific strategies that can be employed at the micro-level to enhance both the quality and marketability of local crafts in the face of global competition.

Novelty

This research introduces a novel perspective by focusing specifically on purun woven crafts, a traditional craft with over sixty years of history but limited economic progression. Unlike previous studies that broadly address craft industries, this study delves into targeted strategies that could be adopted to enhance both the economic value and the sustainability of these crafts. It highlights the interplay between traditional skills and modern marketing strategies, including digital marketing and global positioning, which have not been extensively explored in prior research.

Research Objectives

The primary objective of this research is threefold:

1. To assess the current quality of purun woven crafts and its impact on the economic livelihood of the craftspeople in Pematang Panjang.
2. To identify and evaluate the strategies employed by these craftspeople and local businesses to enhance the quality of purun woven crafts.
3. To develop and suggest effective marketing strategies that could elevate the economic impact of these crafts on the local economy.

By addressing these objectives, the research aims to fill the existing knowledge gap regarding the integration of traditional crafts into the global market space and to propose actionable strategies that can enhance both the quality and economic outcomes of these crafts.

METHODS

Research Setting and Timing

This study was conducted in Pematang Panjang Village, Seruyan Hilir Timur District, Seruyan Regency, Central Kalimantan Province. The village was selected due to its residents' active engagement in crafting purun woven products, a tradition that continues despite the challenges posed by the rapid advancement of Industry 4.0. This setting provides a unique opportunity to explore how traditional crafts can adapt to modern marketing strategies and maintain customer loyalty in a technologically evolving marketplace.

Research Approach and Methodology

A qualitative research approach was chosen for this thesis to capture the nuanced experiences of the craftspeople through direct observations and interviews. This method is appropriate as it allows for a comprehensive understanding of the participants' perceptions and the contextual realities of their work. According to Bungin (2001), qualitative research aims to describe and systematically explain phenomena based on available data. Similarly, Subana and Sudrajat (2001) note that qualitative research is ideal for exploring existing phenomena without necessarily confirming or rejecting hypotheses.

The specific methodology employed is descriptive research, which, as Prastowo (2014) defines, seeks to uncover facts about events, objects, activities, processes, and people as they are currently or within a recent, recallable period. This method is supported by Whitney (Moleong, 2006), who describes descriptive research as a fact-finding study with correct interpretation.

Data Collection Techniques

Data was primarily collected through:

1. Observation : Systematic observation and recording of phenomena were conducted, as described by Usman (2009). Participatory observation allowed the researcher to immerse themselves in daily activities, enhancing the richness and accuracy of the data collected.
2. Interviews : In-depth interviews were conducted using a structured interview guide to ensure comprehensive and focused data gathering. This method facilitates deeper exploration of the subjects' experiences and insights.

3. Documentation : Collection of documents and visual materials provided additional data points, offering a broader context to the phenomena studied.

Data Processing and Analysis

Data analysis was performed concurrently with data collection, using the framework suggested by Miles and Huberman (1992) in Basrowi and Suwandi (2008). This involves three main activities:

1. Data Reduction : The data collected were condensed and organized to focus on relevant information that supports the study's objectives.
2. Data Display : Organized data were displayed in formats such as text narratives, matrices, and charts to facilitate interpretation and conclusion drawing.
3. Conclusion Drawing and Verification : Conclusions were continuously drawn and verified throughout the study to ensure reliability and validity.

Validity and Reliability Checks

The credibility of the data was assured through various methods, including prolonged engagement, triangulation, analysis of negative cases, and member checking, as recommended by Moleong (2006). These techniques helped confirm the accuracy and trustworthiness of the findings.

RESULT AND DISCUSSION

Quality of Purun Woven Crafts and Its Impact on Economic Income

The primary outcome of this research highlights that the purun woven crafts currently produced in Pematang Panjang Village maintain a consistent demand, with no complaints or significant issues reported by buyers, particularly the regular traders (*tengkulak*) who place weekly orders. The predominant product ordered and sold is the woven mat, chosen for its durability and affordability, which remains highly popular among the local populace.

Empirical Results

Through dialogues and interviews with the local artisans, it was discovered that the craftsmen are largely unaware of the quality parameters that define their products. However, this lack of awareness does not translate to poor quality in their crafts. According to Tjiptono (2005), quality involves conformity to requirements, suitability for use, continuous improvement, and the ability to satisfy customer needs consistently. While the craftsmen may not explicitly understand these quality criteria, their products effectively meet the basic needs of usability and durability without defects.

Comparison with Previous Studies and Theoretical Framework

This finding contrasts with the general expectation set by market dynamics where producer awareness of product quality directly correlates with customer satisfaction and sales performance. Previous studies suggest that an artisan's knowledge of product quality significantly impacts their capability to adapt and innovate, thereby influencing market success (Firmansyah, 2019). However, in Pematang Panjang, even without this knowledge, the products are well-received, indicating a divergence from conventional market theories. This could be attributed to the unique market dynamics and customer loyalty observed in local and traditional markets.

Furthermore, the income derived from the sales of these crafts, while modest, supports the basic daily needs of the artisans and contributes to significant life events, such as funding education for their children. This aspect underlines the critical role that even small-scale craft production plays in the rural economy, echoing findings from similar contexts where craft industries support socio-economic stability (American Marketing Association).

Strategies for Quality Improvement of Purun Woven Crafts

The strategies for improving the quality of purun woven crafts are currently non-existent. The artisans, primarily older women, exhibit a lack of initiative towards innovation or quality enhancement, primarily due to limited resources and market exposure. This stagnation in quality improvement and innovation contrasts sharply with market demands that favor continuous product evolution, as noted by J. Salusu (Tjahya, 1999), who emphasizes the importance of strategic adaptation in achieving organizational goals.

Marketing Strategies for Purun Woven Crafts

Marketing remains a fundamental challenge, confined largely to local areas and occasional outside sales. The reliance on middlemen like traders and the absence of direct consumer interaction highlight a significant gap in marketing practices compared to modern techniques that emphasize direct market engagement and the use of digital platforms for broader reach. This is an area ripe for development, considering the potential benefits of digital marketing tools that are yet to be exploited by the local craftsmen, a scenario similar to other rural craft markets facing technological and logistical constraints (Firmansyah, 2019).

In summary, while the purun woven crafts of Pematang Panjang are sustaining a level of economic activity, there is a profound need for strategic interventions in both quality enhancement and marketing to ensure long-term sustainability and growth in alignment with contemporary market

Hendra Afrianto. Strategi Peningkatan Kualitas Kerajinan Anyaman Purun Untuk Meningkatkan Pendapatan Ekonomi Rakyat Desa Pematang Panjang - Kalimantan Tengah

dynamics. This research provides a clear indication that while the products are appreciated, without strategic evolution, their market potential is likely limited to the current scope unless significant changes are implemented.

CONCLUSION

The research into the quality of purun woven crafts in Desa Pematang Panjang reveals that while the crafts are well-received and free from customer complaints, the artisans themselves are not fully aware of the quality standards that could potentially elevate their crafts to higher markets. The primary income from these crafts sustains the basic needs of the artisans and, in some cases, supports significant family expenses such as higher education. However, there is a notable absence of strategic planning for quality improvement or market expansion, primarily due to the demographic characteristics of the artisans, who are mostly elderly and lack the resources or inclination to innovate.

To address these challenges and improve the economic impact of purun woven crafts, it is recommended that local government and supporting organizations implement targeted training programs aimed at enhancing both the product quality and marketing skills of the artisans. These programs should include education on quality standards, modern design techniques, and the use of digital tools for marketing. Additionally, establishing a cooperative model could help in pooling resources for bulk material purchasing and cost-sharing in marketing efforts, thus expanding market reach and potentially increasing the crafts' profitability.

By focusing on these strategic areas, there is an opportunity to not only preserve this traditional craft but also to enhance its viability as a source of sustainable income for the community of Desa Pematang Panjang.

REFERENCES

- Basrowi & Suwandi. 2008. *Memahami Penelitian Kualitatif*. Jakarta: PT. Rineka Cipta.
- Boediono. 2002. *Pengantar Ekonomi*. Jakarta: Erlangga.
- Bungin, Burhan. 2001. *Metode Penelitian Sosial: Format-format Kuantitatif dan Kualitatif*. Surabaya: Airlangga University Press.
- David, F R. 2004. *Manajemen Strategis Konsep-Konsep*. Terjemahan. Jakarta: PT. Indeks Kelompok Gramedia.
- Djojohadikusumo, Sumitro. 1994. *Perkembangan Pemikiran Ekonomi Dasar Teori Ekonomi Pertumbuhan Dan Ekonomi Pembangunan*. Jakarta: Lp3es.
- Firmansyah, M. Anang. 2019. *Pemasaran (Dasar dan Konsep)*. Jawa Timur: Qiara Media.
- Gunawan, Indra. 2012. *FKIP Universitas Sanata Dharma*. Yogyakarta.

- Haryadi, Nur Kholis dan Hartono, Edi Tri. 2013. *Kerajinan Daun Pandan*. Solo: Arcita.
- Kaleka, Norbertus dan Hartono, Edi Tri. 2014. *Aneka Kerajinan Mendong*. Solo: Arcita.
- Kotler, Philip and Garry Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kuntana, Magnar, dkk. *Tafsir MK atas pasal 33 UUD 1945 (Studi atas Putusan MK Mengenai Judicial Review UU No. 7/2004, UU No. 22/2001, dan UU No. 22/2002)*”, Jurnal Konstitusi. Volume 7, Nomor 1 Februari 2010.
- Moelyono, Mauled. 2010. *Menggerakkan Ekonomi Kreatif Antara Tuntutan Dan Kebutuhan*. Jakarta: Rajawali Pers.
- Moleong, Lexy J. 2006. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosda Karya.
- Mowen, J. C., & M. Minor. 2002. *Perilaku Konsumen Jilid II*. (Terjemahan Dwi Kartini Yahya). Jakarta: Erlangga. (Edisi asli diterbitkan tahun 2001 oleh Harcourt College Publisher).
- Mubyarto. 2002. *Ekonomi Kerakyatan dalam Era Globalisasi*. Jurnal Ekonomi Kerakyatan. Yogyakarta.
- Peraturan Menteri Kehutanan Republik Indonesia Nomor: P. 21/MENHUT II/2009 Tentang Kriteria dan Indikator Penetapan Jenis Hasil Hutan Bukan Kayu Unggulan.
- Prastowo, Andi. 2014. *Memahami Metode-Metode Peneitian: Suatu Tinjauan Teoritis dan Praktis*. Yogyakarta: Ar-Ruzz Media.
- Qodratilah, Meity Taqdir. 2011. *Kamus Besar Indonesia Untuk Pelajar*. Jakarta: BPPB.
- Saleh, M. Yusuf dan Said Miah. 2019. *Konsep dan Strategi Pemasaran*. Makassar: CV. Sah Media.
- Sallis, Edward. 2011. *Total Quality Management In Education*. Cetakan X. Jogjakarta: IRCiSoD.
- Salusu, J. 2003. *Pengambilan Keputusan Strategik*. Jakarta: PT. Gramedia Widiasarana Indonesia.
- Sangaji, Etta Mamang dan Sopiah. 2013. *Perilaku Konsumen*. Yogyakarta: Andi.
- Soekartawi. 2012. *Faktor-faktor Produksi*. Jakarta: Salemba Empat.
- Soemarso S.R. 2009. *Akuntansi Suatu Pengantar*. Edisi Lima. Jakarta: Salemba Empat.
- Subana, M. dan Sudrajat. 2001. *Dasar-dasar penelitian Ilmiah*. Bandung: Pusataka Setia.
- Suharso dan Retnoningsih, Ana. 2011. *Kamus Besar Bahasa Indonesia*. Semarang: Widiya Karya.
- Sumarni, Murti dan Salamah Wahyuni. 2006. *Metodologi Penelitian Bisnis*. Yogyakarta: CV. Andi Offset.
- Suradinata, Ermaya. 1996. *Ekologi Pemerintahan Dalam Pembangunan*. Ramadan: Bandung.
- Suradinata, Ermaya. *Ibid*.
- Suyanto, Bagong. Etl. 2006. *Metode Penelitian Sosial: Berbagai Alternatif Pendekatan*. Jakarta: Kencana.
- Suyanto, M. 2007. *Marketing Strategi*. Yogyakarta: CV. Andi Offset.
- Tjahya Supriatna. *op.cit*.

Hendra Afrianto. Strategi Peningkatan Kualitas Kerajinan Anyaman Purun Untuk Meningkatkan Pendapatan Ekonomi Rakyat Desa Pematang Panjang - Kalimantan Tengah

Tjiptono, F., & G. Chandra. 2005. *Service, Quality & Satisfaction*. Yogyakarta: Andi.

Tjiptono, Fandy. 2005. *Prinsip-Prinsip Total Quality Service*. Edisi V. Yogyakarta: CV. Andi Offset.

_____. 2008. *Strategi Pemasaran*. Yogyakarta: CV. Andi Offset.

Usmair. 2012. *Strategi Pemasaran Produk Sulaman Untuk Mencapai Target Penjualan pada Sulaman Indah Ayang Bordir Kabupaten Padang Pariaman*. Menara Ilmu. Vol. IV No. 32.

Usman, Husaini dan Akbar, Purnomo Setiady. 2009. *Metodologi Penelitian Sosial*. Jakarta: Bumi Aksara.

Warnadi, dan Triyono, Aris. 2019. *Manajemen Pemasaran*. Yogyakarta: CV. Budi Utama.

Yamit, Zulian. 2010. *Manajemen Kualitas Produk & Jasa*. Cetakan 5. Yogyakarta: Ekonisia.

Yuliyzar, Ismayudin dan Usman Effendi. 2020. *Manajemen Pemasaran*. Jakarta Timur: Edu Pustaka.