

## Empowerment and Business Strategy of Women Entrepreneurship Group: A Case Study of the Batik Tulis Lanthing Group, Nagari Tebing Tinggi, Pulau Punjung

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**ABSTRACT :** Lanthing batik is one type of written batik that is developing, this study tries to find out the process of empowering women and analyzing the right business strategy for lanthing batik entrepreneurs who are jorong padang sari nagari tebing tinggi. This research has qualitative descriptive nature. The study population consisted of 50 people from the community and 20 people from workers and entrepreneur owners. The method or analysis tool used is the SWOT analysis and BMC analysis. The results of this study indicate that the process of women's empowerment is going well, while the business position is in the quadrant II diagram with IFAS values of 40.88 and 40.46 with X value of 0.21 while EFAS values of 39.05 and 39.25 with values of Y -0.2, and the strategy chosen is differentiation. So in perfecting the business model of the Lanthing batik industrial canvas applying the ST (Strength - Threats) strategy

**KEYWORDS ::** Women's Empowerment, SWOT, BMC, Differentiated

### I. INTRODUCTION

Women's Empowerment is a crucial problem to do. Patriarchal culture has positioned women as subordinates which will ultimately lead to the occurrence of harassment, discrimination, marginalization, exploitation, and violence against women. This is the root of the problem of poverty in women so that they have a weak position in society. Empowerment of women in the economic field is one way to alleviate women from the poverty gap. This research was conducted to determine the empowerment of women in entrepreneurship development in gender empowerment community empowerment programs and the obstacles encountered in their implementation.

Lanthing Written Batik Group is one of the batik groups in Pulau Punjung District that has a program to improve the skills and creativity of its members in the field of making batik. The group has the determination to educate and train members to be creative, creative and independent so that housewives are expected to increase the family's economic income. In implementing the empowerment program for housewives in Jorong Padang Sari, Nagari Tebing Tinggi is held routinely every day. In terms of empowerment this activity is an effective empowerment of women because housewives can still divide their time between taking care of the family and making batik. The age of the batik craftsmen is a productive age, ranging between 25-50 years. In this batik activity even the community did not have any objection because besides having free time also the ability to make batik had been passed down from generation to generation. Considering the condition of productive housewives to work, so it is felt that this written batik activity can be used as a means of developing potential and skills.

Based on direct observations, it is found that the condition of Small and Medium Industries (IKM) of written batik in Dharmasraya does not develop and tends to run in place when compared to other IKM, this can be proven by the number of batik IKM that do not increase each year. The following data is the number of IKM in the last 5 years.

**Table 1 : Data on the number of IKM in 2014-2018**

| IKM            | Amount |      |      |      |      |
|----------------|--------|------|------|------|------|
|                | 2014   | 2015 | 2016 | 2017 | 2018 |
| Food IKM       | 54     | 58   | 65   | 71   | 89   |
| Handycraft IKM | 22     | 34   | 34   | 52   | 61   |
| Batik IKM      | 5      | 5    | 4    | 5    | 4    |
| Otomotif IKM   | 2      | 2    | 3    | 3    | 4    |
| Metal IKM      | 0      | 0    | 0    | 0    | 1    |

Source: IKM Data of Dinas Kumperdag in 2018

The low interest of the community to make a business in the field of batik is due to the low level of public knowledge of the potential of the batik IKM. So they consider the batik business to be less promising in terms of earning income or profits, whereas if the business is professionally managed and managed the results obtained are quite promising and will be able to become a new attraction for the Dharmasraya Regency in its process towards cultural tourism destinations.

Based on the above problems, the purpose of this study is to find out:

1. Knowing the process of female empowerment carried out by the Lanthing Batik Group in Jorong Padang Sari Nagari Tebing Tinggi Pulau Punjung?
2. Knowing the use of SWOT Analysis on Lanthing Batik Written Group in Jorong Padang Sari Nagari Tebing Tinggi Pulau Punjung?

Knowing the use of Business Canvas Mode (BMC) in the Lanthing Batik Group in Jorong Padang Sari Nagari Tebing Tinggi Pulau Punjung?

## II. LITERATURE REVIEW

### Empowering women

Nepiana D (2003) views empowerment as an effort to build oneself by encouraging, motivating and arousing the potential of its potential and striving to develop it. In order to see whether someone has demonstrated his empowerment. Empowering women in this research is a process of enabling a person or group of people through various skills in order to develop their potential and talents and to improve their standard of living, so that they can stand alone and not depend on others.

### Batik Lanthing

In the Big Indonesian Dictionary batik is explained as a picture cloth that is made specifically by writing or applying wax (wax) on the fabric, then processing it in a certain way; or commonly known as batik cloth. Done using canting. The shape of the image on the written batik there is no clear repetition, so that the image can seem more flexible with a relatively small size of the motif line can be smaller than the printed batik. The basic color of the fabric is younger than the color on the stroke of the motif. The time needed to make batik is longer. Writing batik can take 1-3 months. The selling price of batik is relatively more expensive because the quality is better, unique and luxurious. Lanthing Batik has a uniqueness of batik products produced, one of the unique products produced is batik painting products (batik paintings)

### Business strategy

Business strategy is a method or plan in the form of a concept that is deliberately made to achieve the company's long-term goals. Strategy is the key to achieving competitive advantage and success of a business. It is not uncommon for companies to ask for the help of top consultants with high costs to formulate a strategy. Having a business strategy for the business you want to run is very important. According to Stephanie K. Marrus (2001), business strategy is defined as a process of determining the plans of top leaders who focus on the long-term goals of the organization, accompanied by a compilation of ways or efforts so that these goals can be achieved

### BMC Analysis

There is now a new business model introduced by Alexander Osterwalder, the "Business Model Canvas" in the form of a one-page visual tool that allows start-ups to focus on creating value, no more wasting time in dozens of pages. The Business Model Canvas is a new method of formulating business concepts that is simpler than making an ordinary business plan. The business model of the canvas model or abbreviated (BMC) was first introduced by Alexander Osterwalder (2015) in his book entitled Business Model Generation. He explained in a framework how a simple way to present the important elements contained in a business model. The business model canvas has 9 areas of business models, which are indispensable in running a business. When creating this business, we no longer need to make a twin-fold business plan. Everything appears simpler. The Business Model Canvas contains 9 areas of business models, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partners, Cost Structure.

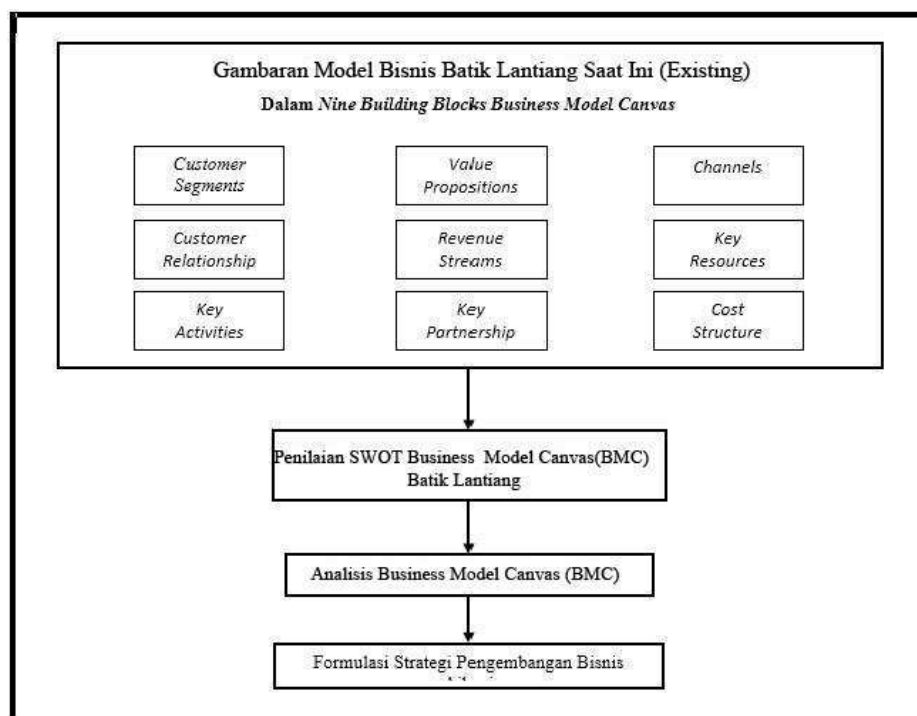
### SWOT Analysis

According to Philip Kotler (2012), the notion of SWOT analysis is an evaluation of all strengths, weaknesses, opportunities, and threats, which are found in individuals or organizations. According to Pearce and Robinson (2003), the notion of SWOT analysis is part of the company's strategic management process that aims to identify the company's main strengths and weaknesses. SWOT is a method used to evaluate strengths, weaknesses, opportunities and threats in business. Generally SWOTs are depicted with tables on large paper sizes to facilitate analysis of the relationships between aspects. Making a SWOT analysis involves specific business objectives and identification of internal-external factors to achieve these objectives. As mentioned above, the SWOT analysis involves four main elements, namely: Strength, Weakness, Opportunity, and Threats

### Framework

This framework of thinking is used to facilitate the way of thinking about the problems to be peeled. The framework used in this paper is illustrated in the following diagram.

**Figure 1 :: Conceptual Framework**



### Population and Sample Determination

In general, population is defined as all group members who have clearly defined characteristics, be they groups of people, objects, or events. The population in this study was divided into 2 namely:

1. Owners and workers in the batik lanthing entrepreneur
2. Batik Consumer / Consumer Lanthing

The sample according to (Sugiono 2016) is a portion of the number and characteristics possessed by the population. In this study the authors used the following sampling techniques:

1. accidental random sampling of the population of people / consumers who have ever bought batik. Namely, 50 people.
2. Because the population is less than 100, the authors take the saturation / census sample technique of 20 population of owners and workers

### Data collection technique

The data collection techniques that will be used in this study are:

1. Observation

Observation is a data collection technique that is done by making observations and recording directly to the field or the object of research on social phenomena. Observation technique is used to extract data from data sources in the form of events, places or locations and objects as well as recording images. Observation can be done either directly or indirectly. The researcher participates as an observer in this case not entirely as a participant but performs a monitoring function (Lexy J. Moleong, 2011: 177).

## 2. Interview

Case studies are also carried out in a natural, holistic and in-depth setting. In order to obtain comprehensive information, researchers not only explore information from participants and key informants through in-depth interviews, but also people around the research subject, daily notes about the subject's activities or track record of the subject. Related to that, Yunus (2010: 264) described the object under study in Case Study research only imaged himself in depth / detail / complete to obtain a complete picture of the object (wholeness) in the sense that the data collected in the study are studied as a whole, integrated whole.

### Data Analysis Techniques

According to Miles and Huberman (Sugiyono, 2009: 92) the stages of data collection used are:

#### 1. Data reduction

Reducing data means summarizing, choosing the main points, focusing on the important things, looking for themes and patterns. Reduced data will provide a clearer picture and make it easier for researchers to do further data collection and look for it when needed.

#### 2. Data Presentation

Presentation of data can be done in the form of short descriptions, charts, relationships between categories, flowcharts and the like. The most frequently used to present data in qualitative research is narrative text. By displaying the data, it will be easier to understand what is happening, to plan further work based on what has been understood.

#### 3. Conclusion Withdrawal

The conclusion in qualitative research is a new finding that has never before existed. The initial conclusions put forward are still temporary, and will change if no strong evidence is found to support the next stage of data collection

#### 4. Formulation of Business Strategy

Using SWOT Analysis and Business Model Canvas (BMC),

## IV. RESULTS AND DISCUSSION

### 1. Description of Research Results

Based on the results of in-depth interviews and secondary data obtained, it can be concluded that lanting batik entrepreneurs have succeeded in empowering women. This is evidenced by the majority of workers who are working women, and if more specifically, housewives who do not have a job, so they can increase their income. In addition, they are also given the opportunity to develop batik entrepreneurship in terms of participating in training organized by the local government through related agencies.

**Table 2. Results Of Respondents' Responses - Women's Empowerment**

| No<br>Quest<br>ion | Score ( Sum responden x weight ) |            |             |             |              | Total<br>Score | Avera<br>ge<br>Skor | TCR    | Information |
|--------------------|----------------------------------|------------|-------------|-------------|--------------|----------------|---------------------|--------|-------------|
|                    | SS<br>(x 5)                      | S<br>(x 4) | KS<br>(x 3) | TS<br>(x 2) | STS<br>(x 1) |                |                     |        |             |
| 1                  | 15                               | 20         | 36          | 0           | 0            | 71             | 3,55                | 71,00% | Good        |
| 2                  | 60                               | 24         | 6           | 0           | 0            | 90             | 4,50                | 90,00% | Very Good   |
| 3                  | 45                               | 16         | 9           | 8           | 0            | 78             | 3,90                | 78,00% | Good        |
| 4                  | 35                               | 40         | 6           | 0           | 0            | 81             | 4,05                | 81,00% | Very Good   |
| 5                  | 25                               | 44         | 12          | 0           | 0            | 81             | 4,05                | 81,00% | Very Good   |
| 6                  | 65                               | 24         | 3           | 0           | 0            | 92             | 4,60                | 92,00% | Very Good   |
| 7                  | 35                               | 12         | 30          | 0           | 0            | 77             | 3,85                | 77,00% | Good        |
| 8                  | 50                               | 28         | 9           | 0           | 0            | 87             | 4,35                | 87,00% | Very Good   |
| 9                  | 60                               | 12         | 6           | 6           | 0            | 84             | 4,20                | 84,00% | Very Good   |
| 10                 | 0                                | 8          | 36          | 12          | 0            | 56             | 2,80                | 56,00% | Good        |

In addition, the tcr value as shown in the diatas table, which has a range of 56.00 - 90.00, also illustrates how companies or entrepreneurs are very concerned in empowering women.

Tabel 3. Summary Of BMC Entrepreneurship Batik Lanthing

| Point BMC             | Batik Lanthing   |
|-----------------------|--|
| Customer Segment      | General Public<br>Government Employess   |
| Value Proposition     | Writing Batik<br>Distinctive and unique motifs   |
| Channels              | Outlet<br>Exhibition Stand   |
| Customer Relationship | Discount<br>Model Exhibition and cultural festival   |
| Revenue Streams       | Direct Selling<br>Order  |
| Key Resources         | Raw material<br>Tools<br>Employer<br>Capital   |
| Key Activities        | Productio Process<br>Marketing Process<br>Product Development  |
| Key patnership        | Dinas Pariwisata dan Budaya<br>Dinas Pemberdayaan Masyarakat Desa<br>Dinas Kumperdag<br>Dekranasda<br>Bank Nagari<br>PT. Semen Padang<br>Koperasi<br>Penyedia Bahan Baku |
| Cost Structure        | Salary<br>Operating Cost<br>Maintenance Cost   |

**Internal factor analysis**

Internal strategic factors that have been identified will then be analyzed by calculating the score based on weighting and rating.

Table 4. Internal Factor Analysis

| Faktor Strategis |                                 | Bobot     | Rating | Skor         |
|------------------|---------------------------------|-----------|--------|--------------|
| <b>Strength</b>  | Easy Raw Materials              | 2         | 3,72   | 7,44         |
|                  | Skilled Workforce               | 3         | 4,16   | 12,48        |
|                  | Distinctive / unique motif      | 4         | 4,46   | 17,84        |
|                  | Main Partner Related Agency     | 1         | 3,12   | 3,12         |
|                  | <b>Total</b>                    | <b>10</b> |        | <b>40,88</b> |
| <b>Weakness</b>  | Expensive price                 | 5         | 4,36   | 21,8         |
|                  | Difficulties in Mass production | 3         | 4,34   | 13,02        |
|                  | Lack of outlets                 | 2         | 2,82   | 5,64         |
|                  | <b>Total</b>                    | <b>10</b> |        | <b>40,46</b> |

From the table above it can be seen that the difference in total score between strength (40.88) and weakness (40.46) is not too significant, this shows that both internal factors are equally likely to have a major influence on the determination of business strategy in the quadrant / graph swot analysis later.

**External factor analysis**

External strategic factors that have been identified will then be analyzed by calculating scores based on weighting and rating.

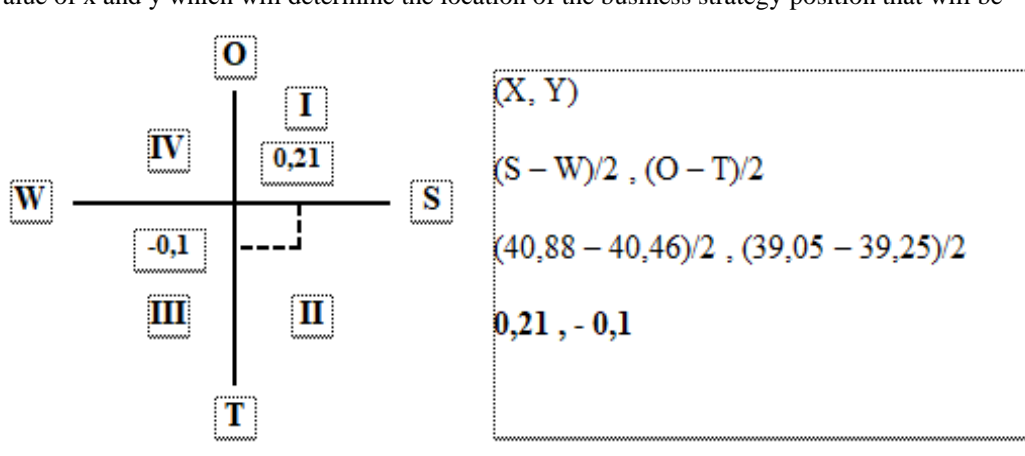
**Table 4. External Factor Analysis**

| Faktor Strategis |                                  | Bobot     | Rating | Skor         |
|------------------|----------------------------------|-----------|--------|--------------|
| Opportunity      | Batik enthusiasts are increasing | 5         | 4,15   | 20,75        |
|                  | The existence of KUR and CSR     | 2         | 4,35   | 8,70         |
|                  | Coaching and Training            | 1         | 3,00   | 3,00         |
|                  | Frequent cultural exhibitions    | 2         | 3,30   | 6,60         |
|                  | Total                            | <b>10</b> |        | <b>39,05</b> |
| Threats          | Batik Cap / Printing             | 3         | 4,15   | 12,45        |
|                  | Online Shop                      | 4         | 4,60   | 18,40        |
|                  | Textile prices are increasing    | 3         | 2,80   | 8,40         |
|                  | Total                            | <b>10</b> |        | <b>39,25</b> |

From the table above it can be seen that the difference in total score between opportunity (39.05) and threats (39.25) is not too significant, this shows that both internal factors are equally likely to have a major influence on the determination of business strategy in the quadrant / graph swot analysis later.

**Chosen strategy**

After analyzing the internal and external factors and getting for each element, the next calculation will be the value of x and y which will determine the location of the business strategy position that will be



**Figure 2. SWOT Matrix**

Based on the strategy matrix above, the batik lanthing entrepreneur development strategy is the s-t strategy in quadrant ii, which is a strategy of using the strengths to utilize existing threats. This strategy is known as the differentiation strategy. By referring to this differentiation strategy, the batik entrepreneur should better make the difference to his product, with the implementation of the strategy as follows:

- A. Make products with more and unique motif variants
- B. Improve workers' skills and skills
- C. Choose a better fabric
- D. Make several outlets with an attractive appearance
- E. Try selling online
- F. Developing network marketing

Batik development strategies are used as an effort to realize that batik entrepreneurs become economic activities that have added value and are highly competitive, not only having comparative advantages but also competitive advantages, so that they are able to penetrate the national market.

## V. CONCLUSION

Based on the results of data processing in the previous chapter, several conclusions can be drawn:

1. From the results of in-depth interviews with the owners and workers of Lanting batik entrepreneurs and supported by secondary data consisting of being able to support the process of empowering women carried out by the Batik Lanthing group in Jorong, Padang Sari, running well.
2. Based on the Business Model Canvas (BMC) analysis of the 9 segments found, this batik entrepreneur has a good Proposition Value, namely the process of making batik written manually and directly by the batik makers, in order to increase the originality value for the product, besides that batik which is produced also has unique and unique motifs that have an exotic touch to the batik itself. Whereas the BMC segment which still needs attention is the Channels and Revenue Flow.
3. Based on the SWOT analysis obtained values  $X = 0.21$  and  $Y = -0.1$ , which means according to quadrant II (Strength and Threat), this requires a business effort that requires differentiation strategies in order to contribute and add value to stamped batik products itself

## SUGGESTION

Based on the results of data processing in the previous chapter, several conclusions can be drawn:

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