



CREATIVE ECONOMIC EMPOWERMENT THROUGH ECOPRINT TRAINING FOR PKK CADRES AS A DRIVER OF FAMILY ECONOMY IN SAYAR SUBDISTRICT TAKTAKAN SERANG

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Abstract

Program community service aims to initiate the creative economy of the community in the Village Sayar Taktakan District Serang city, especially for pkk cadres as the driver of the family economy. The program was held by a team of lecturers from the Faculty of Economics and Business, Bina Bangsa University. This form of program is to provide ecoprint training for pkk cadres of Sayar Village. The training started from the provision of materials about ecoprint, tips - tips to become an entrepreneur, recording financial statements in the family and business environment and a good way of speaking in establishing communication in business relations by a team of Lecturers bina bangsa university and Banten Shipping Polytechnic. then continued with the process of making ecoprint with several stages. The first stage is the mordanting process, the second stage is leaf treatment, the third stage is the process of leaf motif / leaf printing, the fourth stage is the steaming stage, the fifth stage is the color locking stage and the sixth stage is the final stage until the ecoprint results are ready for sale. The ecoprint training is to improve the skills of productive age PKK members in Sayar village berbasis creative economy. Through this ecoprint training is expected to be the birth of new female entrepreneurs to improve the family economy and to support their lives for the better in the future.

Keywords: Creative Economy, Ecoprint, Entrepreneurship

INTRODUCTION

Nature plays an important role for human life. Nature is also able to meet what humans need. Includes fulfillment of high-value artworks. From nature is able to produce an unlimited source of inspiration work. Many fashion designers make use of nature as a source of inspiration for fashion making. Fashion and nature can be juxtaposed into a highly prized work of art. One of them is desiner Irit Dulman who in 2016 created a work inspired by Florida nature, which utilizes the leaves of Virginia Creeper, while other designers such as Oskar Mesavaht in 2013 his fashion work called Endless Summer was inspired by the perfection of the summer state in Ipanema City. Oskar Also made use of nature by wearing dyes from vegetables and fish skin at the Endless Summer Spring 2013 Fashion show. Mentioned by Flint (2018) Ecoprint technique is as a process of transferring color and shape to fabric through direct contact between fabric to leaf. Flint applies plant-sticking techniques that have color pigments to natural fabrics that are then steamed or boiled into a pan of water. And the work is called ecoprint. Ecoprint is one way to decorate fabrics by utilizing various plants by utilizing their natural colors. There are several ways to create an ecoprint, these ways are:

1. Roll / steam technique (bundles / steam)

The technique of roll / steam (bundles / steam), is done by arranging natural materials, such as leaves and flowers according to the desired pattern on the fabric. After that the cloth is rolled tightly and tied, and steamed until the color of the natural materials comes out (Irianingsih, 2018).

2. Hammering technique

Hammering technique, done by arranging leaves and flowers according to the desired pattern on top of half of the fabric, then the fabric is folded and the part that contains leaves and flowers are beaten until the color comes out, then steamed (Irianingsih, 2018).

3. Solar Dye

Solar dye, done by arranging natural materials on the fabric, cloth rolled tightly and tied and stored in bottles containing water and other natural materials, then dried for at least 1 day (Barendregt & Jaffe, 2014).

Workshop - ecoprint workshop has been quite widely implemented among the community. For example, ecoprint workshop in Selopamioro Imogiri Bantul by Putut Ardianto was attended by various circles, ranging from housewives, teachers, employees, to students (Chasanah, 2017). So from the workshops - workshops are popping up entrepreneurs - new entrepreneurs.

Entrepreneurship is the work of a person who is run independently with the possibility of gaining unlimited profits and losses based on the scale of one's quality, so clearly here for entrepreneurship is required tough personals, high confidence, never give up and resilient. Entrepreneurship can also actually be defined as an innovator or individual who has the instinctive ability to see material objects in such a way proven right, has the spirit and ability and mind to conquer unchanging ways of thinking, and has the ability to withstand social opposition (Alifiulahtin, 2019).

The purpose of this devotion is to foster an entrepreneurial spirit among mothers and young women through the art of ecoprint. Because actually, from a psychological point of view, an entrepreneur has the ability to assess, and see business opportunities, gather the resources needed, in order to benefit from those opportunities. The purpose of this training is to provide knowledge and skills of ecoprint craft art that is creative economy so as to give rise to entrepreneurial spirit among PKK cadres.

METHOD AND PROCEDURES

The methods of implementation of this PKM program are as follows:

1. Analysis of the preparation of participants' needs : At this stage the team conducted an analysis of the needs of the trainees. The implementation phase includes analyzing the needs of participants related to ecoprint learning and analyzing the design of ecoprint designs that will be applied by participants during the training.

2. Ecoprint design : At this stage the team made an ecoprint design that will be applied by the participants. The stages of implementation include the design of ecoprint motifs and the purchase of materials for ecoprint training.

3. Ecoprint material training : At this stage the team gave teaching about ecoprint to the

participants. The stages of implementation include the creation of ecoprint materials for participants and ecoprint learning training in Sayar Village.

4.Evaluation : At this stage the team will evaluate and listen to feedback from participants. The implementation phase includes discussing with participants to get feedback on the results of ecoprint training and the team formulates the conclusion of the final results of ecoprint training.

Detailed information of this training is:

Time and Place of implementation: Thursday, August 20, 2020

Implementation Time : 09.00 -12.00 Wib

Venue : Taklim Assembly Hall Kp. Cikentang Sayar Subdistrict Taktakan Serang City.

No.	time	event	Person In Charge
1	09.00-09.15	Opening by MC	Lisniati
2	09.15-09.30	Speech by the head of the Lecturer Team	Ina Khodijah, S.E.I., M.Ak.
3	09.30-09.45	Mr. Lurah's speech	Iwan Wicaksono, S.E
4	09.45-10.00	Pkk Team Leader Sayar's Speech	Masiroh
5	10.00-10.15	Management success tips material	Yuliah, S.E., M.M
6	10.15-10.30	Financial statement preparation materials	Raden Irna Afriani, S.E., M.Ak
7	10.30-10.45	Indonesian Language Usage Materials that are good at communicating with business relationships	Yollanda Octavitri, S.Hum., M.Pd.
8	10.45-11.45	Ecoprint Training	Ina Khodijah, S.E.I., M.Ak.
9	11.45-11.50	cover	Lisniati
10	11.50 -11.55	Souvenir Handover	Lecturer Team
11	11.55-12.00	documentation	All Participants

RESULTS

Roll / steam technique (bundles / steam), is one of the methods in the manufacture of eco-print done by arranging leaves and flowers according to the desired pattern on the fabric, then the fabric is covered with another cloth that has been given natural dyes or called blanket fabric on the part of the leaves then covered with plastic and then rolled after it is steamed (Irianingsih, 2018). In making this ecoprint batik the fabric used is cotton and silk derived from natural fibers. Thus at this stage of preparation, a variety of tools and materials are required, among others: fabrics with natural fibers such as cotton, silk, linen, or canvas; plastic for wrapping; leaves – daunan; ingredients for mordanting such as tunjung, calcium carbonate, alum; natural dyes such as secang wood; 1.5 inch pipe 1 meter long; rapia rope and a large saucepan for steaming.



Figure 1. Mordanting materials Figure 2. Secang dye

The dedication in the form of ecoprint training for PKK kp. Cikentang cadres of Sayar Village was held on Thursday, August 20, 2020 at the Taklim Kp. Cikentang Assembly Hall of Sayar Subdistrict taktakan Serang City. The training was attended by 20 PKK cadres. Before the ecoprint training, participants were first given training materials and instructions on making ecoprint with roll / steam techniques. There are additional materials presented in this training. Among them are training on how to manage good business management, managing finances in the family environment and business aerta good Mastery of Indonesian language in establishing good relationships with business relationships. The material is delivered by each of the authors in this devotion. Along with this participants are also distributed tools and materials that will be used for the practice of making ecoprint. After the presentation, participants will be given time for question and answer before the practice of making ecoprint.



Figure 3. Material delivery by lecturer team

The stages in ecoprint training are as follows:

a. Mordanting Stage,

i.e. each trainee prepares a white cloth soaked in tunjung water for the basic ecoprint. This mordanting stage plays an important role in preparing fabric materials in order to receive dyes well.



Figure 4. Mordanting process

b. Stage Of Treatment,

Types of plants that can be used as natural dyes are plants that have a sharp aroma (Husna, 2016). Participants prepare plants or leaves or flowers that will be used for ecoprint motifs in accordance with their respective creations. These leaves are only cleaned and if wet then just wipe it to dry. The leaves used are easy to find in the surrounding environment. Because in Kp. Cikentang many melinjo trees grow, melinjo leaves become one of the leaves used for ecoprint motifs in this training, in addition there are fence distance leaves, wulung distance leaves, Japanese papaya leaves, mango leaves, teak leaves, and fern leaves



Figure 5. Leaf selection process

c. The stage of making a motive,

Plants that have a certain color pigment are affixed to the fabric which then goes through the boiling process (Di, Iv, Saptutyningasih, Titis, & Wardani, 2017). Or all leaves or flowers that have been cleaned and dried arranged in such a way on a white cloth that has been mordanting. At this stage there are no special provisions because it corresponds to the creation of each participant to make a motif like any.



Figure 6. Leaf motif process

d.Steaming Stage,

i.e. cloth that has been given a motif, then rolled and tied firmly with a rope rafia, then steamed for 2 (two) hours to bring up the color to be perfect use a small fire.



Figure 7. Results after steaming

e.The stage of fabric removal as well as the cooling of the fabric,

And when the cloth is steamed or two hours, it is lifted up and winds in the prepared clothes.

f.The color locking stage in the fabric,

i.e. cloth that has been cold in let stand for 7 to 14 days (oxidation period) then rinsed so that the color appears well. And it is best to rinse using blistered soap or baby shampoo.

g.Final stage,

namely drying ecoprint by drying in the shade do not be exposed to the sun directly to perfection the appearance of unique and interesting patterns and colors, so that it is ready to be marketed to consumers.

Evaluation is carried out gradually. Evaluation activities need to be carried out so that the purpose of this devotional activity can be carried out properly and after the training of learning activities and dissemination of knowledge about ecoprint and the use of environmentally friendly substances can continue. The evaluation stages are as follows:

1) Evaluation during the training activities, at this stage participants are observed to see their ability to make products starting from the process of making ecoprint correctly and assessment of the resulting ecoprint textiles.

2) Evaluation after the activity is completed. The development of knowledge and dissemination of knowledge is observed from the communication that occurs on Whatsapp Group to see the continued enthusiasm of cadres to practice or try again to create ecoprint.



Figure 8. Works

The trainees stated that the process of ngeco (making ecoprint) is easy to do. All participants of the training are also interested in participating in the next stage of ecoprint training and strongly agree that it can make ecoprint useful for pkk cadre mothers in creating new female entrepreneurs because it is able to produce handicrafts in the form of unique and interesting and environmentally friendly works, and is creative and productive, so that if pursued earnestly able to bring income that is economical and able to increase p family

CONCLUSION

This community service program aims to initiate the creative economy of the community in Sayar Subdistrict Taktakan Serang, especially for PKK cadres as the driver of the family economy. The program was carried out by a team of lecturers from the Faculty of Economics and Business of Bina Bangsa University. This form of program is to provide ecoprint training for pkk cadres of Sayar Village. The training started from the provision of materials about ecoprint and tips - tips to become entrepreneurs, the preparation of financial statements of families and business entities and the use of Good Indonesian language in communicating with business relations by a team of Lecturers bina bangsa university and Poiteknik Pelayaran Banten, then continued with the process of making ecoprint with several stages. The first stage is the mordanting process, the second stage is the leaf treatment, the third stage is the process of leaf motif / leaf printing, the fourth stage is the steaming stage, the fifth stage is the color locking stage and the sixth stage is the final stage until the ecoprint results are ready for sale. The ecoprint training is to improve skills for productive age PKK members in Sayar Village based on creative economy. Through this ecoprint training is expected to give birth to new female entrepreneurs to improve the family economy and to support their lives for the better in the future.

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The results of this community service still have not reached the ideal target as expected due to limited time and funds available. Therefore, to achieve the goals that want to be achieved, it is necessary to do the activity at a later time as a continuation of the event. Nevertheless, we hope that this small business can provide benefits. Readers and observers of economic issues are expected to contribute their suggestions, so that on other occasions we can do similar activities better. Aamiin

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