



SKILLS AND ORGANIZATIONS IN IMPROVEMENTS TO DRAWING A BATIK PATTERN OF MICRO, SMALL AND MEDIUM ENTERPRISES WANABATIK PRATAMA LEBAK SUKATANI VILLAGE WANASALAM DISTRICT

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Abstract

Micro Small and Medium Enterprises Wanabatik Pratama Lebak in Sukatani Village, Wanasalam District, Lebak Regency, is a force to support the area in the village. It considers Batik to be the cultural heritage of the nobility of the Indonesian state, and there is a commitment to preserving the nation's culture. As a result, it is an excellent opportunity to develop MSME Wanabatik Pratama Lebak.

Counselling and lectures are the methods used in this service activity. The extension method involves sharing and discussing management information and knowledge. Finally, the evaluation carries out by documenting and observing the implementation of the knowledge conveyed in the commercial activities of Batik artisans.

The outcomes of this service activity are in desperate need by managers. At the same time, they provide a positive response to the entrepreneurship programme by emphasizing development services related to the field of entrepreneurship. In addition to bolstering the foundations of entrepreneurialism, this activity also helps business groups improve their operations' administrative management. Commercial and marketing collaboration has begun, as has networked with other parties. This collaboration strengthens the position that leads to community empowerment. The assessment of accounting practises and concepts, as well as organisational management, is quite good.

Keywords: *Skills, Organization, Batik, MSMEs*

INTRODUCTION

In this day and age of globalisation, businesses must do everything from producing high-quality goods to marketing themselves effectively to optimise the management of their other forms of capital, including their human resources. Therefore, the company implements strategies to achieve long-term business sustainability and short-term financial success. Micro, small, and medium enterprises (also known as MSMEs) are subsets of businesses that continue to increase annually and maintain their existence by competing with other business industry subsets. The mission of micro, small, and medium-sized enterprises (MSMEs) is to significantly contribute to the country's economy's expansion to combat unemployment and poverty.



Figure 1 Community Service Team with Pratama Wanabatik SMEs in Lebak

The number of micro, small, and medium-sized enterprises (MSMEs) has risen dramatically from one year to the next, showing that the MSME industry has significant untapped potential. One of the micro, small, and medium-sized enterprises (MSME) sectors that are developing quickly and has the potential to grow in Indonesia, including in Wanasalam District and Sukatani Village, in particular, is the batik industry's MSME sector. Batik is a work of art with great value and is part of the Indonesian people's culture (Central Bureau of Statistics, 2018). Batik has a high sales value because it produces crafts that require special skills, creativity, and adequate knowledge of batik techniques.

Even though batik activity is expanding rapidly, it cannot be separated from the fact that it is simultaneously dealing with some challenges. One of these challenges is a shortage of skills in human resources among business owners and batik artisans. This matter should be of concern to business people and the government to encourage the growth of the batik industry. Human Resources competencies are intangible human resources and vital in the batik industry because the Batik produced depends on how the company can optimally manage Human Resource skills. Human Resources skills include individuals' knowledge, skills and capacities as working and business players. If Human Resources skills work optimally, they will continue to survive, compete and continue their business.

These possibilities can materialise into a preeminent community endeavour and develop into the primary source of income for most people in the region.

Community character education (culture, traditions, and local wisdom) and a healthy environment; environmentally friendly home industry; community crafts; local characteristics that are stronger than those held by other villages and have the potential to become regional icons. Sandi Pratama, a young generation of high school graduates who immediately dove into the world of entrepreneurship during the Covid-19 pandemic in Indonesia at that time with an initial capital of 35

million, this capital being personal, a batik industry was developed in 2020 by Sandi Pratama in Sukatani Village. Sandi Pratama is a member of a young generation of high school graduates who immediately dove into the world of entrepreneurship. This enterprise was initially the proprietor's hobby but has significantly expanded in scope over the past two years.

The Wanabatik Pratama Lebak Micro, Small, and Medium-Sized Enterprise (MSME) profile have based on community empowerment for one year since its establishment. However, it has not undergone significant changes, as determined by surveys and observations by the community service team. From an organisational perspective, this means that there is still a lack of certainty because the Standard Operational Procedure (SOP) does not yet exist, which causes the organisation to stagnate and, at times, increase internal conflicts. One illustration of this would be the fixed wage the craftsman receives for a piece of batik cloth, with payment made if the Batik completely gets sold. Because of this, it does not immediately contribute to the members' overall economic well-being.

The production issue is also evident in the profile of the SMEs in Wanabatik Pratama Lebak, as the artisans only manage to crank out around 50 units at prices between 100,000 and 500,000. Because the number of artisans is still limited, the quality of Batik in the area is still inferior. Of course, unfair price competition between artisans will harm artisans and make MSMEs unprofitable. Moreover, the production process carries out if there is an order, so the artisans do not do the work if there is no order. Things like this are certainly less productive from the production side because they will impact the artisans' income and the profits of MSMEs.

The marketing that accomplishes up to this point is still very traditional, specifically the “getok tular” system in Sukatani Village, as well as members' Facebook and Whatsapp (WA) status in other more expansive areas. Customers come by selecting the product in the catalogue. Still, they cannot see the product sample because the stock or master of the catalogue product is not yet available. The record acquire as a means of promotion, but the cache or master of the catalogue product is not yet known,

Another thing in the Wanabatik Pratama Lebak MSME profile is that the financial system is still simple, where the manager only makes reports and calculations of profit and loss. Since this is the case, it would appear that neither cash flows nor changes in capital inflows, nor even the financial balance, have been made. Given this information, preparing the financial statements does not comply with the relevant financial accounting standards.

The Wanabatik Pratama Lebak UMKM in Sukatani Village, Wanasalam District, Lebak Regency can be used as a force to support the region and consider Batik as a noble cultural heritage of Indonesian people and consider noble Batik from Indonesian Indonesians and consider noble Batik from Indonesia. There is a commitment to be a cultural commitment to preserving the nation's culture, so this is an excellent opportunity to develop MSME Wanabatik Pratama Lebak. On the other hand, this MSME organization has internal problems that suppress its sustainability. At the same time, external MSMEs also have competitors who are trying to become Batik managed by individuals and with sufficient capital and artisans who also work in the batik business.

The existence of SOPs is significant for a company's operations, and with SOPs, we can anticipate various situations that may occur in running an organization. We must strive for this SOP since we founded an organization. At the initial stage, this SOP looks simple. Still, along with the journey of running the organization, the SOP will lead to perfection in its running because the SOP will provide direction for managers and their members in carrying out their work. With the SOP, managers and members know the scope of their work. With the clarity of this scope, the job description will be clear so that it does not overlap. As a result, the efficiency of MSMEs will continue to operate at a high level. According to Hartatik, the *Standard Operating Procedure* (SOP) is "a set of written instructions used for routine activities or activities that all organizations repeatedly carry out". Thus, how important and strategic is the existence of SOPs in an organization?

Production management is one part of the management field that has a role in coordinating activities to achieve goals. To regulate this activity necessary to make decisions related to efforts to achieve the goal so that the goods and services follow what was planned (Maskur, 2015). Thus, production management involves making decisions related to the production process to achieve organizational or company goals. Production management is a series of activities that produce value in the form of goods and services by converting inputs into outputs (Aribawa, 2016).

Since the Wanabatik Pratama Lebak MSME only recently began marketing their products, its value has not been communicated effectively on a broader region or national level.

As it could have been if Marketing had begun much earlier and limited only to display activities on the district level and failed to use the most effective strategy. This facet becomes a target that needs to address to optimise micro, small, and medium-sized enterprises (MSMEs) that do not have a marketing strategy due to a lack of insight into marketing management.

A company's accountability can see from its financial statements, so if the MSME financial management system implementation the MSME is undoubtedly less able to account for its activities to the public. Facts in the field show that MSME managers have not been able to offer 2019 financial statements. After more profound observations of the artisans, they have not received the wages that should be the expectations of the craftsmen to improve their welfare (Tulus, 2012). Based on this, a business unit that focuses on the financial reporting system following the Financial Accounting Standards must carry out the financial management aspect, including the MSME.

Based on the facts obtained from the field, it can formulate that the problems that arise in the Wanabatik Pratama Lebak SMEs are: (1) Do not have organizational insight and do not have *Standard Operational Procedures* (SOP), (2) Managers and members do not have production management insights to increase the quantity and quality of production (3) MSME managers and members do not yet have insight into marketing management and (4) Managers and members do not have financial

management insight and have not implemented a financial administration system following Financial Accounting Standards (SAK).

The issues in the Wanabatik Pratama Lebak MSME motivate the community service team to propose a solution to a problem present in the MSME to resolve issues currently in existence.

IMPLEMENTATION METHOD

In this service activity, we used the counselling and observation approach. The extension method is carried out by sharing discussions and providing management information and knowledge. Finally, the evaluation carries out by documenting and observing the implementation of the knowledge conveyed in the commercial activities of Batik artisans.

Offered Solutions

This activity, which will carry out as a solution to the problems faced by business managers, will carry out to fulfil the desire of business managers to develop the activities of Wanabatik Pratama Lebak. The endeavour will carry out by utilising various strategies that use as solutions to the problems faced by business leaders in the process of increasing product sales. This activity will accomplish by developing products of superior quality and efficient production, as well as determining the appropriate selling price to ensure that the businesses they manage become more growing and developed.

Furthermore, the Community Service Program (PKM) team will help solve problems through various activities, training and practice for business managers about the importance of good organizational techniques and knowledge of business management.



Figure 2 The Process of Making Batik Images at the Pratama Wanabatik Business Place

Work procedures

Five activities will use to carry out the Community Enterprise Management Program (PKM) implementation procedures.

1. Phase I (Counseling and Training) Socialization

At the beginning of the process, both business managers will receive information and insights regarding the business prospects they will develop. This process will include information on organising organisational techniques and developing Standard Operating Procedures (SOP). The methods of lecture and discussion will utilize while providing counselling to clients. The court business manager should be able to be more convincing after participating in this activity, as well as strengthen their knowledge, insight, and enthusiasm.

2. Phase II (Education on Business Management)

At this point, the business manager will advise on how to manage a business or business. Activities are carried out in the form of lectures and discussions until the business managers truly master the concepts of good business management. This activity ensures that the business they will be involved in will continue to exist and advance.

3. Phase III (Batik Techniques and Motif Design)

During this phase, business managers will receive training in the various production techniques and batik motif design options. During the training, activities such as mentoring and consulting will ensure that both of the company's managers are truly capable of and skilled in producing high-quality, attractive, and distinctive products.



Figure 3 Types of Batik in Wanabatik Pratama SMEs

DISCUSSION OF SERVICE IMPLEMENTATION

This community service activity implementation in Sukatani Village, Wanasalam District, Lebak Regency. In contrast, students and lecturers performed this service activity with various faculties at Bina Bangsa University. The latter was involved with the assistance of the Lebak Pratama Wanabatik Business managers in Sukatani Village, Wanasalam District, Lebak Regency.

The implementation of this program is carried out in stages as follows:

1. Create an inventory of training participants using the already available data; if they are deemed capable of having both human and financial resources, include them in the stock.
2. Providing information regarding the activities participated in the training officers of each member of the MSME Wanabatik Pratama Lebak,
3. Engage in extensive communication with the people who are receiving training, and
4. Trying to locate a suitable location for use as a practice area. In this activity, managers invite to be active in management activities and provide additional knowledge on how to develop a business.

Through corporate groups, this initiative aims to foster inventiveness among managers and encourage the growth of their companies. There are many different ways this service programme puts into action, and all of them aim to empower people and make advancements in management, organisation, and batik techniques.

The results achieved

By the agreement reached between the service team and the business manager when discussing this community service activity, the activities will be conducted jointly by the things that have plants.

Implementing a service to increase the business managers' knowledge of entrepreneurship is followed by training in batik skills to apply their business-specific entrepreneurship knowledge.

The next stage plan to implement in the community service programme is mentoring and evaluation activities, including accounting management assistance. These mentoring evaluation activities will ensure an orderly administration of bookkeeping and group finances, making the group capable of managing finances well. Furthermore, it hopes that it can carry out in the remaining time of the implementation of the service program on business actors fostered by their business groups so that it can empower the knowledge and skills of business actors.

The high level of participation from business managers in community service programmes has a positive impact on the implementation of programmes, as evidenced by the fact that training and business assistance, as well as business bookkeeping, can be carried out effectively. As a result, the programme's performance can produce the expected outcomes, which come in the form of increased knowledge and an overall better understanding of the business. Since the implementing team anticipates this, they will proceed with the plan for the next activity stage.

CONCLUSION

The results of this volunteer project led to the discovery that managers have a significant requirement for and a favourable reaction to entrepreneurship programmes that emphasize commitment to professional growth within entrepreneurship.

This activity strengthens business groups' administrative management, fostering a more robust entrepreneurial base. In addition, connections are made with various entities to conduct business and

advertising. It contributes to the stability that ultimately results in the empowerment of the community. Furthermore, according to the evaluation findings, the skill level in bookkeeping practises and organisational and management concepts were quite good.

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And market MSME products and a source of reference and information for the same serving size. Additionally, it hopes it can serve as a source of information and respect for the same business size.

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