



ENTREPRENEURSHIP COUNSELING FOR BADUY IN IKAT WEAVING BUSINESS ENHANCES COMPETITIVE ADVANTAGE

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Abstract

Development of Baduy Ikat Woven Cloth gives hope big to the artisans weaving with an opening object tour of Baduy, which has been closed for a long time because of the Covid-19 pandemic. However thereby, competition businesses with the same effort require artisans to increase their competence by accepting new knowledge from outside area ethnic groups Baduy like knowledge about entrepreneurship, the importance of branding for the product, financial and marketing strategy including inside it is the promotion for increase power product competitiveness the weaving permanent attracted by incoming consumers to Baduy or special parties come for buy product for sale back. Management effort Baduy woven cloth still needs to be conducted professionally for face power increasingly competitive moment this. Form Devotion is Counseling Entrepreneurship by giving knowledge directly to the place craftsman tenin baduy with the hope that they could touch now to the people, especially the perpetrators, effortlessly.

Say key: Entrepreneurship, Marketing Strategy, Baduy Ikat Weaving.

INTRODUCTION

Entrepreneurship is a dynamic process for creating a score plus on goods and services and prosperity. Something's ability to make an activity effort is called entrepreneurship (Kasmir, 2016). Entrepreneurship is the implementation process of creativity, innovation, something problem, and the search for the opportunity every day. Origin entrepreneurship is the ability to shape something new, not synchronous, through thinking creatively and action innovative for creation opportunities (Thomas, 2005). Attitude entrepreneurship offers people in business the ability to view ahead, think will calculation, search choice origins in various other ways and dilemmas, and find efficient solutions (Suseno, 2008). Interest in entrepreneurship is a focus on entrepreneurship because there is a feeling of liking accompanied by a desire to learn, know and prove further about entrepreneurship (Mustofa, 2014 in Saripudin and Andi, 2022). To create business activities, MAKE innovation is needed to produce something new that is of value and benefits society. To make an activity effort, one needs innovation to build something new that is important and useful in the community.

Banten Province has started weaving a popular, that special cloth weaved ethnic group, Bedouin. Craft the product original from society Bedouin. Become a symbol of local wisdom, have a background behind strong tradition until the more confirmed characteristic mainly

clothes traditional Public ethnic group Bedouin. The ethnic group Baduy is known as Shrimp Kanekes, the native group from ethnicity public custom Banten tribe in the district Lebak, Banten. Population Shrimp Kanekes has estimated the moment it's 26,000 inhabitants. They are one isolated tribe from the hustle and bustle of metropolis life. Besides that, they also have special regulations for not can document, particularly for Baduy people.

Weaving cloth is one woman 's activity Baduy does at home to fill in time and spare time when fulfill needs his clothes. Spun cotton Becomes thread, an ingredient raw, the basis used for making cloth weaving. Of course, with the help tool spinner, it's traditionally hereditary from the ancestor. Until this weave Becomes a skill because activity weave is done constantly, Selian for Fulfill needs his clothes moment this weave to Becomes eye livelihood they for could help Fulfill life every day. Activity has been inherited in a manner hereditary Over centuries, so that has become custom and tradition. Not all Bedouin women could weave, though all work weave done by women. Baduy Becomes more famous with characteristic typical one attribute clothes with weaving typical baduy. Weaving Baduy have meaning symbolic in something culture, or already tradition Becomes trust society baduy Cain isn't it only as fulfillment needs clothing just will but also be identity specifically concerns values custom which also symbolizes presence them. Woven cloth is very close to life, specifically environment and family.

Place location tour Baduy this It is recorded at 6°27'27"-6°30' North Latitude (N) and 108°3'9"-106°4'55" East Longitude. It spans over 5,101.85 hectares in totality (Permana, 2006: 17-19). The trip to the Bedouin village shouldn't take more than three hours from Serang in Banten. In addition to the standard modes of transportation, the trip might involve an overnight stay in a motorized vehicle with either two or four wheels. Because Kanekes village location and the place ethnic group baduy stand up are in the area mountains, traveling to the location of the ethnic group baduy requires a journey that goes up and down and winding. Even though the roads have been paved, the condition of the roads is poor; there are potholes and landslides on some streets. In the village Baduy, there are two regions viz Baduy outer and Baduy in, with walk less than 1 to 2 hours, visitors will enjoy tour culture ethnic group baduy.

Object tour nature and tourism culture attract tourist attraction to the village area ethnic group Bedouin. The tourists could enjoy the natural panorama, which is beautiful while watching the activity weave as well results such as weaving interesting and is eye search ladies baduy and have practiced in a manner hereditary. Woven cloth Baduy has been part of the object tour culture of Bedouins. Areas and activities craftsman cloth weaving Baduy found in

the village Baduy Outside namely in the town Kanekes, Leuwidamar, Lebak, Banten. Because of it, village Kanekes Became a village tour with fine product cloth weaving Baduy was chosen to become a location activity dedicated to citizens.

Activity devotion implemented community with stage counseling and knowledge sharing to the weavers who make and market cloth weaving baduy. Based on the results of studies field moment these are the perpetrator's effort Baduy ikat weaving, located in a residential area inhabitant ethnic group baduy, promote cloth weaving through contact with relatives or family and produced by orders and marketing to visiting consumers to object tour ethnic group baduy. This venture is effort down hereditary with skill weave for ten years old.

Activity intended for Fulfill clothing family also added economy family. Perpetrator efforts have the amount of production, and the number of orders does not certainly cause sales. Obstacles that occur moment this for perpetrator effort do not yet have to draft enough marketing well, so product the resulting weave is only known by the environment or relatives close and community as well as visitors to the location. The perpetrator's business also experienced constraints in booking amount significant done in time close because of means production and limited power work. A relatively minimal knowledge about branding is visible from products sold on the house's terrace. They are enough hanged no have a name-tag effort. Activity devotion this expected could give knowledge about entrepreneurship, like important promotions and brand packaging to speed up information to the Public with improved branding of the product to be sold.

Competition is strict between efforts. Ikat weaving in Indonesia demands owner effort to apply management and strategy business which is correct. Especially Ethnic group Baduy is an Isolated village self from everyday things. The same electricity very not allowed there. There needs to be internet access, so very slow to accept delivered innovations. Staying in the middle, increasing competition, competitive, and threats from various products from perpetrator similar businesses naturally Become challenges and obstacles for perpetrator efforts.

METHOD IMPLEMENTATION

On execution, devotion used method counseling directly to the perpetrator's effort weaving Baduy with various type Theory like motivation in entrepreneurship and marketing strategy like the importance of packaging and labeling product, innovation as well as the importance of social media as means of promotion. The activity terminated with discussion and ask answers. Counseling this carried out at home perpetrator effort weaving Baduy, specifically in the Village Kanekes Subdistrict Leuwidamar Regency Lebak Banten Province. Counseling

this carried out on the day Sunday, October 23, 2022. object devotion is the perpetrator's effort weaving Bedouins who are in the area Ethnic group Baduy Outside.



Figure 1 Community Service Team

RESULTS AND DISCUSSION IMPLEMENTATION

Craft business weaving Bedouin start writhing return with opening area tour consequence once closed because of the covid-19 pandemic. Kindly slowly Request start increase because tourists can already visit the object tour; increase the Request for cloth weaving Baduy could Become exciting stimulation for growth economy public custom cause, perpetrator craft weaving Baduy enough many spreads in society Bedouin.



Figure 2 Baduy Weavers

Chairman Sexy Industry Department of Industry and Trade (Disperindag) District Lebak, Sutisna, said PEMDA arrived at training and coaching to increase awareness and quality. One, for example, uses ingredient raw textiles thread products from Majalaya, Bandung. Besides, ingredient dyes, patterns, and motifs come from trees and natural leaves. Coaching craft Baduy held slowly with destination equity and understanding with well, sum crafter less than 420

craftsmen weaving Baduy as well as convey impact positive for the population as many as 10,600 souls. Craft cloth Public Baduy is done in a manner with manual tools without a machine as well. As the work has pattern color as well as the pattern of different motifs inside the product, the weaving in between there is Poleng pattern Paul, Poleng hiedeung, quotes, mursada, maghrib, peanuts groaned, macapit hurang, suatan, suat songket as well as only (girid please, flower, flower saka). There is a strong fighting motive, as well as the aros motif, which consists of aros, awi big, flower saka, flower cukur, and aros anggeus when this price cloth weaving Baduy on the level crafter from IDR 130,000 to IDR 1.2 million cloth weaving as well as depends made size.

With a start stretched business and growth Request, with existing counseling expected, will add artisan knowledge weaving Bedouin. Explanation about the importance of promotions and labels allows the resulting product to have a name or own brand. The thing this is significant for avoid exists forgery products claimed by competitors. Though there is no incoming electricity in the area settlement ethnic group Baduy, some artisans weaving convey already have Instagram, Facebook, and WhatsApp to promote the product. However, thereby still constrained by marketing. Exists counseling knowledge about expected promotion will help spread information that will affect them. One that taught creating flyers with the application canvas. Information about the effort they include, like name, business, address complete, and picture product as well as price will help spread information product to the virtual world so much seen by social media users, create exciting video content that can upload on their respective social media.

Because of the importance of knowledge of brand (brand), as our knowledge that Brand (brand) in a small market scope has the opportunity big steal the original market share brands large available, with the ability to serve the customer with more flexible and more ways creative compared company big famous. Based on Stable in Anarnkaporn (2007) states that with existing tactics and their implementation, the brand scale will be well, and not only national companies but also small and medium enterprises (SMEs) can win the competition. Investation through one medium, of course, uses up a budget big enough. Frequent misconceptions happen to society, or perpetrator effort small is mindset push effort small and medium enterprises (SMEs) think they only need product emphasis and price. Global brands are forced to invest funds in the media due lack of ability to always be available in a manner local in each place. We need to understand that developing a brand that not only could advertising and media only, promotion in the sector advertising only part small just effort to establish the brand. SMEs can use proximity, emotion, and nationalism with customers to create experience products with

customers, especially love for national development. They could emphasize the credibility and uniqueness of the product with customers, convince customers that the brand is choicer good, and have score sell more that is not only product-based textile.

Lack of innovative products done possible weaving baduy not enough so of interest to the public specifically millennial generation. In line with Wisber Wiryanto (2022) in his research that innovation in cloth weaving Bedouin happened to use fast, it turns out that not produced by the citizen craftsman cloth weaving Baduy in Kanekes; but generated by entrepreneur's craft cloth weaving Bedouin outside environment. Example innovation, namely: innovative products that are carried out in global struggle are mask innovation made from base incorporating Baduy; and innovation international marketing efforts good marketing offline through display marketing cloth weaving Baduy in the building Archipelago outlets; also online marketing through marketplaces or websites. Remember, the resulting discoveries bring a score plus, so need to be noticed exists correlation between each other profitable that gives benefit to sustainability effort craft cloth weaving Bedouins in the village of Kanekes. Importance counseling is still very much needed by artisans weaving Baduy this. Besides marketing counseling about the importance of innovation, products are also delivered, which, of course, will give them a score plus economy. Expected old cloth possibly made product derivative in accordance needs consumer like bags, masks, wallets. as expected, made themselves in area ethnic group Baduy no from outside space.

From the results of counseling and observation from activity devotion to community in the village Kanekes, this obtained data has the relationship that becomes power, opportunity, or weakness and becomes a threat for perpetrator effort craftsman weaving Bedouin.

SWOT Analysis

Review results analysis strength, weakness, opportunity, as well as a threat (SWOT) on the perpetrator's effort craftsman cloth weaving Baduy in Village Kanekes, reviewed from some aspect, is as follows: Aspect Production, the material the weaves produced in Village Kanekes have characteristic special and unique alone which lifted from wisdom local ethnic group Baduy, and of course, this Becomes power that must be Keep going maintained and used as an opportunity for increase volume sale through promotion on online media such as social media, print media or marketplace as well exhibition. Effort craft cloth weaving Baduy this more many done in their respective homes and not have the place production special and mainly power it works is family alone. Ingredient raw thread obtained from shop originating

subscription from Bandung. Thread the is thread synthetic. The tool for weaving used is ATBM (tool cloth weaving, no machine). For type effort, they belong industry micro (small) with the amount of capital belong no so significant because his need helped for the process of upgrading one of them in intertwine cooperation Among producer ingredient raw to obtain price work the same goes on have continuity (sustainable) so could reduce burden costs and can expected reduction could increase profit them, especially producer ingredient raw that it can to promote return product that has so or ready marketed.

The infrastructure needed by the community in the Village Kanekes no everything available exists. Various rules and customs do not allow some modern equipment to enter ethnic groups baduy. Aspect Resource Human, as effort micro, so effort weaving baduy is effort energetic family it works is member family that alone. It becomes more vital because it will make it easy coordinate and power work; this is very skilled because since ten years old activity weave already they act as child women required for dominate technique weave. For clan Men, there is a ban from custom for pursuing this profession. Because in the middle of the current modernization level competition the taller no possible will appear product kind with good quality with meager price naturally will threaten cloth weaving baduy this, the artisans need counseling and training to know techniques unique weaving and related matters with development cloth because this enhancement would provide much-required knowledge to increase power.



Figure 3 Clown Tribe Sales Activities

Aspect marketing, craftsman cloth weaving Baduy consists of not enough more 450 people have characteristic unique to each so in to do marketing product also has different perception so that in determination prices are still too found different prices for type same

fabric and size. In promoting the product, there are still very few promotions made by them, but parties outside are even more active for introducing product cloth weaving baduy this. Consumers from visiting tourists and parties beyond that on purpose to buy fabric and sell back, of course, will profit more. One significant thing is not having a brand, so it's straightforward to believe outside the area with say name personally. To our knowledge, Kanekes as Village Tours firmly refuses electricity to enter this region. Even no internet access either there. The community already has tool communication must take down locations with electricity for cellphone chargers. It becomes a constraint for accepting technology information and convenience in promoting social media as needed access to electricity and the internet. Need open self with technology to adapt to the fast development of the times. Because of that need exists massive collaboration with parties like local government to push marketing product weaving baduy, not only domestically but also to scene internationally. And the most important thing is the necessity of innovative products so you can be accepted by all circles of age so that more Empower is used.

Aspect finance, as craftsman weaving baduy and at the same time promote in a manner direct product them at the time we asked report financial turns out no there. They do have bookkeeping as form report finance, making it difficult for them To make development efforts professionally. Because of the needed later counseling and training special for bookkeeping report finance, the artisans could manage their finances well where their capital is part big is personal capital.

CONCLUSION

weaving Baduy with characteristic special and unique needs improved with improving their marketing strategy. For example, a brand himself will make an easy product known as the original Baduy woven product. Counseling and mentoring effort must improve with To do cooperation with parties linked for continuity effort could permanently survive, and the artisans' economy can also help and reduce poverty.



Figure 4 Presentation of Souvenirs to The Tribal Chief

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