

Coaching on Strategic Mapping of Strengths and Weakness in Tapis's Artisan of Negeri Katon Village

Gita Paramita Djausal^{a)}, Fitri Juliana Sanjaya, Ika Wulandari Utami Ningtias, Gita Hilmi Prakoso, Ibnu Al Hafidz, Elsa Ariana

Ilmu Administrasi Bisnis, FISIP, Universitas Lampung, Lampung, Indonesia

^{a)}Corresponding Author: gita.djausal@fisip.unila.ac.id

Abstract

Negeri Katon is a village of Lampung tapis craftsmen who have been hereditary since 1980. This shows the production and creative ability of the tapis artisans as an expression of creation. However, the sales are conventional in the market or the Galeri Tapis Lampung, Negeri Katon Village. The importance of market development should be understood and desired by individual tapis artisans as well as organizations (Tapis Jejama). In strategic mapping issues, it is necessary to increase the ability of business people to map internal factors (strengths and weaknesses) as well as external factors (opportunities and challenges). This service activity consists of three (3) activities; (1) observation, (2) workshop, and (3) mentoring. The results of this activity mapping show that there are five strengths and six weaknesses. Regarding the condition, urgency needs to develop technology-based communication with loyal customers and potential consumers and be supported by the government through programs and legal protection for tapis Lampung creations.

Keywords: Strategic Mapping, Tapis Lampung, internal factors, weaknesses, strengths.

INTRODUCTION

Tapis Lampung is a traditional craft, hand-woven from Lampung, which has a characteristic that is the use of gold thread in woven fabrics (Indonesiana, 2015). Tapis is used at traditional Lampung events, but with the development of tapis, cloth can also be used at public events and even become ornaments for casual clothes or ornaments for other products. However, tapis marketing is still done conventionally (Pradikta et al., 2021) through shops (direct meetings between sellers and buyers).

Negeri Katon Village is in Pesawaran Regency, has 273 people artisans, and is the first district to have a Tapis Gallery (Biro Administrasi Pimpinan Pemprov Lampung, 2019). The tapis industry in Negeri Katon has been going on since 1980 and has been passed down from generation to generation until now (Dinas Pariwisata Kabupaten Pesawaran, 2022). The artisans are housewives looking for additional income for the family economy. At this time, the products produced are not only scarves and sarongs. Tapis creations implement into various product derivatives such as headscarves, caps, sandals, wallets, and other knick-knacks (Lampung Geh, 2020).

Based on interviews and observations conducted, they have joined the 'Tapis Jejama' initiated by Redawati since 2014, who until now has been the coordinator of the artisans. She stated that the current problem is the promotion of Tapis to the market, which takes place traditionally by relying on sales and the Galeri Tapis Lampung in Negeri Katon Village. Since the Covid-19 pandemic virus occurred, tourists visiting the village have drastically reduced due to restrictions on crossing people, especially from outside the city, to visit an area, which has an impact on the sale of tapis.

As business actors, the tapis artisans do not yet have sufficient knowledge about the importance of developing Tapis Jejama (brand) and developing business capacity. In addition, the community (especially Lampung residents) has not participated maximally in promoting tapis as a superior commodity of Lampung province through integrated product branding. Therefore, it is necessary to focus on mentoring activities for filter product business actors to gain insight into developing business capacity that can respond to market dynamics.

METHOD

Economic empowerment through strengthening the management capacity is needed for community-based economy (Wolok et al., 2022). The subjects of this activity are business actors, tapis artisans, and community (Tapis Jejama). The methods of this consist of three activities: initial observation, core workshop, and coaching.

- The first stage of PKM activities involved the observation method in the form of direct observation of the condition of tapis's market, and interviewing several artisans and businesswomen.
- The second stage of PKM activities was a workshop to convey the importance of internal factors, participants were asked to state/reveal/acknowledge their strengths and also weaknesses.
- The last stage is coaching in filtering business factors in increasing business capacity and strengthening products and brands, as well as evaluating this activity.

RESULTS

The event was conducted in July 2022 in Negeri Katon Village, Pesawaran District, Lampung Province. The initial activity aimed to map existing condition on the tapis industry, social and cultural backgrounds. It continued through a workshop, was held to convey important information regarding brand development and mapping of internal and external factors. This activity was held on 8 July 2022 at the Galeri Tapis Negeri Katon building. A total of 28 tapis artisans participated in this activity enthusiastically.

The last activity carried out was coaching on 22 July 2022 at the Galeri Tapis Negeri Katon. This coaching activity seeks to increase their business capacity as well as strengthen products and brands as well as evaluate these activities. In this activity, the Tapis artisans (participants) are asked to have discussions about their hopes, strengths, and obstacles encountered during the implementation of their business. The results of this discussion then mapped the strengths and weaknesses of the Tapis Jejama community.

At this stage, an evaluation instrument has been built to assess the extent to which each stage has achieved the set goals. In simple terms, the evaluation is carried out before (pre-evaluation), the activity stage is carried out, and after (post-evaluation), the activity stage is carried out. The purpose of the pre-evaluation is to find out the initial conditions before the PkM activities, both material and process stimuli, are carried out. The level of understanding of tapis Lampung sector actors on the important role of product development and brand creation. While the post evaluation aims to determine the extent to which changes in participants' understanding have occurred. Level of change in understanding of tapis Lampung sector actors on the important role of product development and brand creation.

The shift in understanding can also be seen in the knowledge of the factors that determine brand value and meaning, with the following graph:

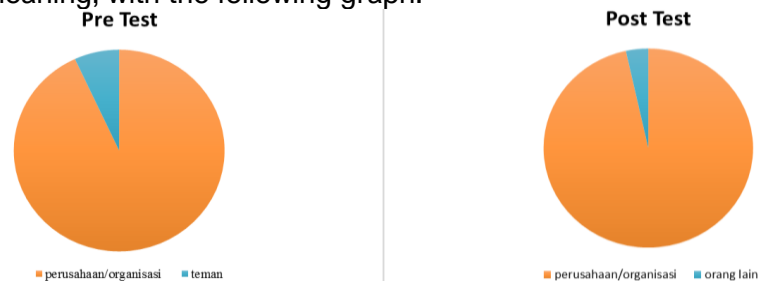


Figure 1. Question about brand value determinant

The uniqueness of the other questionnaire data shows that although the initial or post-socialization understanding of the brand among correspondents is still diverse, all correspondents have the same awareness of the importance of building a brand and determining company goals for the next 5-10 years. This condition is even the same in the questionnaires before and after socialization.

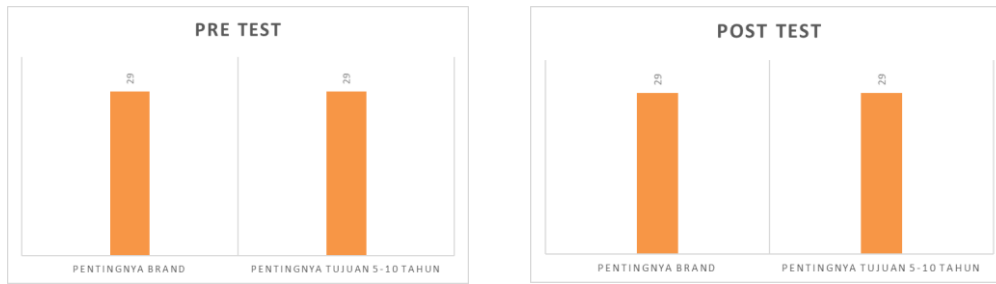


Figure 2. The importance of brand

Not only did they understand the importance of a product sales strategy, but most of the participants also showed a growing understanding of the importance of developing a brand for their business and products.

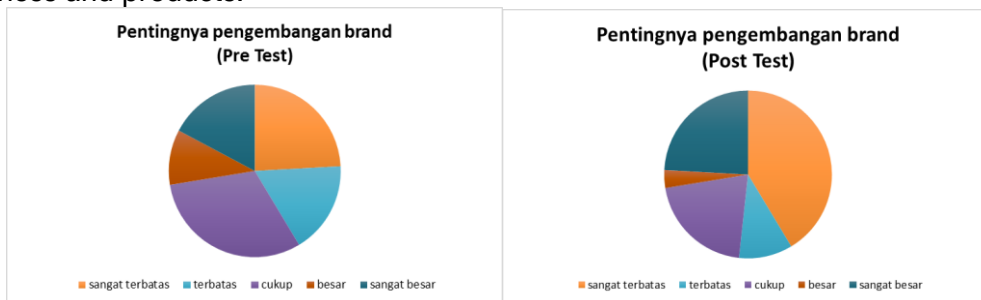


Figure 3. Importance on improving brand

Counseling for healthy elderly is carried out using lecture, discussion, and question and answer methods. The evaluation results obtained almost 80%, the elderly can answer the questions given. This means that the elderly knows and understand the material that has been delivered by the speaker.

DISCUSSION

A brand is a name, term, sign, symbol, design, and a combination of elements to distinguish a manufacturer's products and services from those of competitors. The differentiator can be tangible or intangible. A brand is not just a brand and not just a product (Keller, 2013). The brand keeps the image of the quality of the product and other values attached to it, as well as the commitment that the manufacturer promises is present in the product.

The brand concept in Tapis Jejama products has added value and is important in showing the quality of goods and the value contained in them. In addition to the formation of brands and products that are sold, the existence of tapis that can not only be used by the local community requires a change. There has been a rapid digital transformation in today's conventional business models. The use of technology in an effort to design, manage, accelerate and expand a business is an inevitable thing that must be responded to and utilized by business actors. The government has provided policies and regulations regarding tapis Lampung.

The challenges for the business world, especially the development of SMEs, cover broad aspects, including (a) Improving the quality of human resources in terms of management capabilities, (b) organization and technology, (c) entrepreneurial competence, (d) Wider access to capital, (e) Transparent market information, (f) Other production input factors, and (g) A healthy business climate that supports innovation, entrepreneurship and business practices as well as healthy competition (Puspita Sari et al., 2017). The workshop activities are directed at improving the quality of human resources for Tapis Jejama MSMEs in the Negeri Katon Village in terms of mapping strengths and weaknesses to face future opportunities.

To be highlighted, the assessment and perception of business actors regarding products and brands need to be improved. Among the opportunities and challenges that exist, one thing that is not present is the active involvement and synergy of all stakeholders to jointly develop the tapis Lampung industry sector. This condition still occurs in the midst of the increasingly intense use of information and communication technology in the digital era and the pressure to use it during the current pandemic.

Without careful study and planning, the development program effort will encounter many obstacles, for example (1) mistargeting, (2) futile (redundant), and (3) a lot of manipulation in its implementation (Puspita Sari et al., 2017). MSME actors need to be aware of the importance of business plans and need knowledge and skills to make these plans, considering the enormous benefits. Business planning and the implementation of good marketing strategies have a positive impact on the sustainability of MSME business activities (Sugiarto, 2019).

The coaching rapprochement tried to help increase the understanding of activity participants regarding business capacity and brand development, found that the most basic problem in management is the lack of high understanding of tapis artisan about the importance of digitalization, which not only focuses on one business dimension but also needs to be implemented in various other dimensions. In addition, it is also not understood that digitalization can be involved in business planning, production and business management, partnerships, marketing, and sales to create engagement by business actors with the community. This is important because it can create effectiveness and efficiency and make artisans agile or adaptive to changes in the business environment and society that can quickly change, as is currently happening. This readiness makes business actors able to survive in any conditions.

There are several MSME protection schemes carried out by the government, namely: (a) providing social assistance to poor and vulnerable MSME actors, (b) tax intensive for MSMEs, (c) relaxation and credit restructuring for MSMEs, (d) Expansion of Financing for MSME Working Models, (e) Provision of Product Buffer (Lestari et al., 2022). This government effort is an opportunity and a strength for Tapis Jejama SMEs. The legal aspect (protection) is needed in facing the challenges of globalization.

Table 1. Results of the internal factor mapping workshop

Strengths	Weakness
Tapis motifs are good and varied and can be used by many people	Consumers do not rate the energy expended
Craftsmen work together compactly	The low price does not match the energy and capital
Successful manufacture is supported by large orders	Cheap sales do not match the income
Tapis has thick and good material	Lack of capital and materials
Capable of producing a variety of motifs	It's difficult to sell on digital markets like Shopee
Able to fulfill consumer demand	Price goes down when it's on sale
The number of craftsmen is large	The production process (making) takes a long time
The tapis products are loved by many people	Low prices are still often considered expensive
Unique material using gold thread and crystals	Price is uncertain
	Hard to get buyers
	The high price of materials

Based on the response given by the Tapis Jejama community, there are strengths; (1) large numbers of artisans (273 people), (2) able to receive orders/orders in large quantities, (3) having a variety of varied motifs, (4) good raw materials, and (5) product variations. However, there are drawbacks; (1) lack of capital, (2) high material prices, (3) materials must be purchased (not produced locally), (4) long production processes, (5) uncertain prices, and (6) do not yet have a market in e-commerce. Today's business challenges are faced with the transition to economic recovery as result of the Covid-19 pandemic, business activity is starting to rise, but spending capacity, in general, has not recovered.

The need for market expansion must be accompanied by the ability of the market to absorb products. Tapis Lampung, a traditional craft product with a unique Lampung motif, has a specific market (niche). This is motivated using tapis products in Lampung's traditional events. In this community, the use of tapis motifs on non-woven materials (batik) has also been developed to overcome expensive fabric raw materials. Support from relevant regional and provincial government agencies is needed to strengthen the development of this household business in the future so that it can obtain certainty of wider market absorption, such as training certificates needed to obtain PIRT permits, not to mention trademark registration, and access to capital (Aisyah et al., 2022).

Market expansion is still needed; fear of using e-commerce lies in fear of duplication designs and is overcome by limiting sales channels (only in stores and galleries). In accordance with the characteristics of the niche market, the approach or custom on the product has a high selling value because the goods are limited. This results in the importance of building good relationships with loyal customers and potential customers so that repurchases occur. Furthermore, government support is needed for guarantees regarding copyright that can be used collectively, tapis will become Lampung's cultural heritage that is culturally proud and financially prosperous (Aulia, 2013). This should be a concern to continue to support the development of Lampung filter-based creations.

CONCLUSIONS AND RECOMMENDATIONS

Negeri Katon Village is a tapis artisan village in Pesawaran Regency, Lampung Province. The coaching in strategic management consists of three activities (observation, workshop, and coaching). Mapping of internal factors (strengths and weaknesses) is carried out, which consists of five strengths and six weaknesses. The need for the development of technology-based communication with loyal customers and potential consumers and supported by the government both through programs and legal protection for tapis Lampung creations.

ACKNOWLEDGMENTS

This community service can be carried out with support from Lembaga Penelitian dan Pengabdian kepada Masyarakat Universitas Lampung (LPPM UNILA), Redawati, Tapis Jejama Community, and Jejama Kham.

REFERENCES

- Aisyah, S. M., Halim, A., Tamsyah, I., Elake, G. L., & Manggarsari, Y. (2022). Optimizing Entrepreneurship Through Product Upgrading for The Kerinjing Village Community in Tanjung Raja District, Ogan Ilir Regency, South Sumatera. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 5(1), 1536–1544. <https://doi.org/10.35568/ABDIMAS.V5I1.1571>
- Aulia, N. T. (2013). Perlindungan Hukum Hak Cipta Terhadap Kain Tapis Khas Lampung. *Notarius*, 4(1), 54. <https://doi.org/10.14710/NTS.V4I1.5899>
- Biro Administrasi Pimpinan Pemprov Lampung. (2019, October 18). *Ibu Riana Arinal Resmikan Gedung Galeri Tapis dan Launching Aplikasi Smartphone Dekranasda Pertama di Indonesia - Website Resmi Biro Administrasi Pimpinan Sekretariat Daerah Provinsi Lampung*. Biro Administrasi Pimpinan Pemprov Lampung. <https://biroadpim.lampungprov.go.id/detail-post/ibu-riana-arinal-resmikan-gedung-galeri-tapis-dan-launching-aplikasi-smartphone-dekranasda-pertama-di-indonesia>
- Dinas Pariwisata Kabupaten Pesawaran. (2022, March 23). *Galeri Tapis Pesawaran*. <https://wisata.pesawarankab.go.id/virtour/galeri-tapis-pesawaran>
- Indonesiana. (2015, December 17). *Tapis*. Direktorat Jendral Kebudayaan Kementerian Pendidikan Dan Kebudayaan. <https://kebudayaan.kemdikbud.go.id/ditwdb/tapis/>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4th Global Edition*. Pearson Education Limited.

- Lampung Geh. (2020, February 15). *Tapis Negeri Katon, Pesawaran: Kearifan Lokal, Potensi Pembangkit Ekonomi*. Kumparan.Com. <https://kumparan.com/lampunggeh/tapis-negeri-katon-pesawaran-kearifan-lokal-potensi-pembangkit-ekonomi-1sqYVpJJf7p>
- Lestari, S., Susilowati, D., & Farida, Y. N. (2022). PEMETAAN KONDISI UMKM DI KABUPATEN BANYUMAS. *Prosiding Seminar Nasional: Pengembangan Sumber Daya Perdesaan Dan Kearifan Lokal Berkelanjutan* XI, 11(1). <http://www.jurnal.lppm.unsoed.ac.id/ojs/index.php/Prosiding/article/view/1788>
- Pradikta, H. Y., Nurleli, N., & Dayani, T. R. (2021). Pelatihan Pembuatan dan Pemanfaatan Media Pemasaran Online pada Pengrajin Kain Tapis. *Al-Mu'awanah: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 43–48. <https://doi.org/10.24042/ALMUAWANAH.V2I1.8916>
- Puspita Sari, D., Oktafianto, A., Soedarto, J., & Undip Tembalang, K. (2017). *Penentuan Strategi Bisnis Menggunakan Analisis SWOT dan Matriks IFAS – EFAS Pada CV. Dynasty*. <http://publikasiilmiah.ums.ac.id/handle/11617/8671>
- Sugiarto, I. (2019). Impact of Business Plans for the Development of MSMEs. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 2(2), 375–379. <https://doi.org/10.33258/birci.v2i2.308>
- Wolok, T., Dungga, W. A., Susila, I., & Usman, S. D. (2022). Third Year PPDM for Lake Limboto Coastal Communities Through Strengthening Marketing and Distribution Science and Technology Featured Product. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 5(1), 1480–1487. <https://doi.org/10.35568/ABDIMAS.V5I1.1318>

APPENDIX



Figure 4. Tapis Jejama Products at the Galeri Tapis Lampung, Negeri Katon Village



Figure 5. Participants are mapping external and internal factors

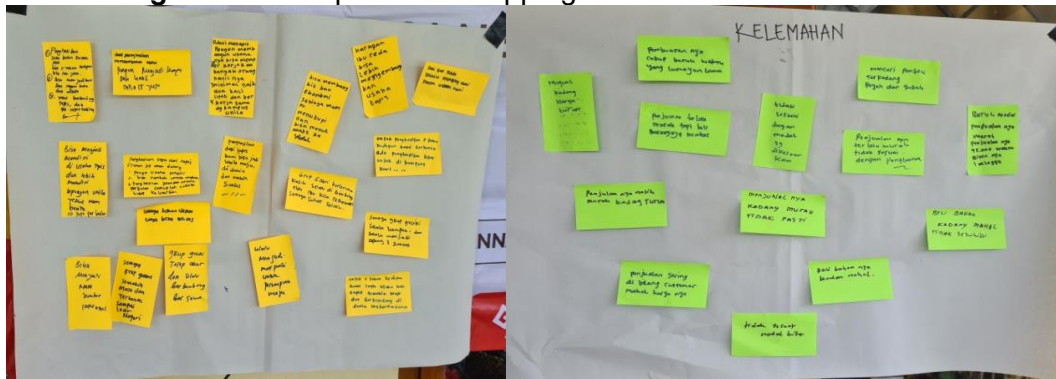


Figure 6. Results on Discussion