

INNOVATION AS COMPETITIVENESS IN FACING COMPETITION AND DEVELOPING SONGKET WOVEN BUSINESS IN THE PANDAI SIKEK CREATIVE INDUSTRY, SEPULUH KOTO REGENCY, TANAH DATAR, WEST SUMATERA PROVINCE, INDONESIA

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Abstract. Songket woven fabric is one of creative industry products as well as traditional handicrafts in Pandai Sikek, Sepuluh Koto Regency, Tanah Datar, West Sumatera Province. Within a few decades, Songket woven fabric products have faced various problems such as competition with factory-made woven products, the number of craftsmen declining because the job unstable and low wages, and weakening consumer buying power. The purpose of this study to examine various factors that cause decrease of competitiveness Songket woven fabric on Pandai Sikek and efforts to improve competitiveness. This study used qualitative approach with descriptive method, which explains facts and real conditions of production of Songket woven fabric in the center of the creative industry in Pandai Sikek. The type of Songket woven fabric business is home industry that uses Non-Machine Weaving Equipment (ATBM) so that the production is limited. In the face of dynamic and unstable market competition and declining consumer buying power, it is necessary to apply innovation which creates product diversification to be more varied, reduce production costs, and more affordable prices. The Songket woven fabric prices around IDR 1,000.000 – IDR 10,000.000. Therefore, the creative and innovative process of Songket woven fabric is important in order to be able to compete and develop its business. This study aims to examine the right innovation process so that Songket woven fabric product can compete and create new market segments, create attractive design, low prices, and good quality.

Keywords: Business, Competitiveness, Creative Industry, Innovation, Woven Fabric

1. INTRODUCTION

Using new innovations in the face of increasingly fierce market competition, it turns out to have an effective side to win the existing market. Without innovation from business actors, it is certain that consumers will quickly get bored with the services and products that we provide and the business that is being undertaken will sooner or later sink by itself because they are unable to adapt properly. That's why business actors are required to be able to carry out an innovation both internally and in order to increase the competitiveness of the resulting companies. Innovation is anything new that departs from science. Knowledge is needed in the development of innovation. Without knowledge, innovation is of little value. Then innovation will not run as it should.

To innovate, of course, Micro, Small and Medium Enterprises (MSMEs) need good technology and are right on target. Technology has an influence on innovation activities that will be carried out because innovation always follows the times or market developments so that the resulting product has two attractive sides and is able to compete in an era of increasingly high competition and is also able to compete with products that have previously dominated their market share. According to Mudrajat Kuncoro, in (Andi: 2007), the level of competitiveness of a person/organization/agency depends on the factors that influence it. In his opinion, Porter explained the importance of increasing competitiveness in companies because of three things,

namely: Encouraging productivity and increasing self-sufficiency, Being able to increase economic capacity, both in the regional economic context and in the quantity of economic actors so that economic growth increases, and The belief that market mechanisms create more efficiency. Thus, it can be said that product innovation and the use of information technology are very influential in increasing the business competitiveness of a business.

The existence of SMEs is very important for society. Because this business is very useful in growing interest in entrepreneurship. In addition, it is also able to create jobs and creativity in line with efforts to maintain and develop the elements of tradition and culture of the local community. On the other hand. MSMEs are able to absorb labor on a large scale considering the large population of Indonesia so that this can reduce the unemployment rate. From this it can be seen that the existence of MSMEs which are labor intensive, using simple and easy-to-understand technology is able to become a place for people to work. For now, MSME activities in each region have used the creative economy system. The creative economy is a new economic wave born at the beginning of the 21st century. This new economic wave emphasizes intellectual property as a property that can create money, employment opportunities, income, and wealth. The essence of the creative economy lies in the creative industries, namely industries driven by creators and innovators. The secret of the creative economy lies in creativity and innovation. The Ministry of Commerce stated that the creative industry is an integral part of the creative economy. The creative economy can be said to be a supply and demand transaction system that originates from economic activities driven by the industrial sector called the creative industry

The innovation made by the people of Nagari Pandai Sikek, Tanah datar Regency, by modifying a manual loom into a Non-Machine Weaving Tool (ATBM) has had a significant effect on the production of Songket cloth typical of that area. These UMKM serve consumers who buy directly on the spot, now there are quite a lot of Pandai Sikek Songket Weaving Craft Centers that are able to carry out buying and selling services online by utilizing technological developments that have developed far at this time. This is based, because there is a need to increase competitiveness, because all business actors in the fashion sector, especially clothing, have also been able to master technology for product development. To minimize the threat of sinking the Pandai Sikek Songket Weaving business, a new product innovation must be needed in the use of information technology to be able to boost their business competitiveness.

2. LITERATURE REVIEW

2.1 Product Innovation

Product innovation is creating new products that can meet the needs and desires of consumers so that there is an interest in buying these products, which is expected to be realized through purchasing decisions (Setiadi, 2003: 389). product innovation is a business run by the company to create a new product which aims to adjust to consumer tastes and can increase sales. Product innovation is a way of increasing value as a company key component to the success a business operation can bring The company has a competitive advantage and becomes a leader market (Arianti, 2012)

2.2 Product innovation goals

According to Kotler and Bes in aulia approaches regarding the development of new products based on market assumptions fixed, namely: a. Modulation-based innovation Modulation-based innovation involves changing a basic characteristic of a product or service, by increasing or decreasing that characteristic. In general refers to the functional or physical characteristics. In modulation innovation that the basic characteristics of the product need to be increased and decreased. b. Size-based innovation Size-based innovation is the introduction of a new product to the market without changing anything but volume. c. Packaging-based innovation The way a product is packaged can change consumer perceptions regarding the benefits, functions, or reasons for consuming a product or service. d. Design-based innovation Design-based innovation is innovation in which the product, container or packaging and sizes sold are the same, but the design or appearance is modified. e. Innovation based on the development of complementary materials Complement based innovation involves adding complementary materials or additional services to the basic product or service. f. Effort-reduction-based innovation Effort-based innovation does not change the product or service, but increases the size of the market. Such an innovation increases value by lowering the denominator, not increasing the quantifier

3. RESEARCH METHODS

This research uses a qualitative approach (qualitative research). This research was conducted in ten Koto districts, Tanah Datar district, West Sumatra. The informants of this research are songket craftsmen. Techniques and data collection tools used are observation, interviews, and documentation. The data analysis technique used is the interactive model of Milles and Huberman's analysis (1992: 16-20) which consists of Data Reduction, Data Display, Verification (conclusion).

4. RESULTS AND DISCUSSION

a. Tool innovation

The innovation made by the people of Nagari Pandai Sikek, Tanahdatar Regency, by modifying a manual loom into a Non-Machine Weaving Tool (ATBM) has had a significant effect on the production of Songket cloth typical of that area. Thanks to this innovation, more and more housewives are interested in making songket cloth using new equipment because it is more efficient in terms of time. This provides an increase in the family's economy, because one songket cloth is valued quite expensive. Plus the market for the craft is wide open. This innovation reduced the production time for Songket Pandai Sikek from the initial 40 days to only five days.

Songket weaving innovation center itself, in which it develops weaving innovations in the form of a songket loom, namely Non-Machine Weaving Tools (ATBM), which in Initially, they weaved using (panta) traditional tools that were used for weaving bamboo which is connected with threads and gouged (scratches) from thread one to 2500 threads for each piece of cloth and takes 1 (one) time up to 3 (three) months. ATBM is a loom made of steel and wood as the main ingredients. The government brought in two kinds of tools ATBM is a doobby ATBM with a height of 3 meters, 2.5 meters long and 2.5 meters wide meters, as well as a jackart ATBM with a height of 2 meters, a length of 2.5 meters, and 2 meters wide. ATBM has a larger size when compared to the beach which only has a height of 1.5 meters, 2 meters long, and 1.8 meters wide. ATBM doobby and jackart were brought in in a total of 5 units, with each ATBM doobby 1 unit and jackart 4 units. In addition, the ATBM tool has elements that more complicated than panta tools. (Syabana, 2021). The ATBM tool is a tool that permanent, in contrast to the more flexible panta. For self-motive formation ATBM itself motive-making, ATBM has been used card system created using a computer application. This condition is also affect the adopter's choice to adopt or not. ability factor possessed by adopters including limited educational level and computer skills, resulting in adopters being reluctant to use ATBM and preferring to stay weave using panta. (Basuki et al.).

b. The involvement of men in songket production

The existence of gender differences can affect a person's level of productivity. Universally, the productivity level of men is higher than that of women. Matter This is influenced by factors that are owned by women such as physical appearance less strong, at work tend to use feelings or biological factors such as must take leave when giving birth. Gender factor also determines the level of participation and one's productivity at work. Labor is basically indistinguishable based on gender. But in general men will be more productive for work that relies on physical strength. Weaving work is usually done only by women, one might even say work is a woman's private. Men doing weaving work can be categorized as a taboo act, and even a violation, and can be imposed social sanctions, such as being ostracized and excluded from the brotherhood system. (Siregar, n.d.). Prior to 1998 the weavers themselves received wages of Rp. 60.000,- per piece of cloth in the process itself usually can produce 2 pieces of songket in time 2-3 months. The existence of the times and increasing prices of goods in the market, wages weaving craftsmen were also raised. In 1998 after the monetary crisis the wages of the weaving craftsmen get wages of Rp. 150,000, - one scarf and Rp. 450.000,- for a sarong. The monetary crisis that hit Indonesia since the beginning of July 1997, meanwhile has lasted almost two years and has turned into an economic crisis, namely paralysis economic activity as more and more companies close down and increase in numbers unemployed workers. When the monetary crisis occurred, the people are considered to have changed a lot became a songket weaver because the price of vegetables at that time was very cheap fertilizer soared. With this incident, the yield was in quantity unstable spending, seeing the price of songket cloth at that time was very promising to make the men in Nagari Pandai Sikek switched professions to become songket weavers, even though at first it

was ridiculed and looked down upon, but during a crisis Monetary this happens actually weave into a promising job. In 1998 after the monetary crisis this became the starting point for men in Nagari Pandai Sikek to be active and plunge into the world of songket weaving centers, from only 3% to 10% of the total number of weavers in Nagari Pandai sikek. From the results of woven fabrics in 1998, the community has developed a lot songket and have a loom (panta) in every house, even 95% of the houses in Nagari Pandai Sikek is the result of making songket weaving

CONCLUSION

In working on the Panda Sike songket weaving, innovations have been made, such as the modernization of the tools used in making songket. By using this technology, songket which is done in quite a long time can be done in just 1-5 days. besides that there is male involvement in songket making. In 1998 after the monetary crisis this became The starting point for men in Nagari Pandai Sikek is to be active and get into the world of songket weaving centers

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