

## Building Competitiveness Batik Banten Case Study of Entrepreneurship in Pt Batik Banten Mukarnas

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**ABSTRACT:** Building Batik Competitiveness Banten Case Study of Batik Entrepreneur in PT Batik Banten Mukarnas Serang-Banten Province. This study discusses the process of building batik competitiveness Banten with various studies such as identification of the need to build competitiveness, strategic planning management, asset organization, business management of batik adaptation with business environment, and business development evaluation in PT Batik Banten Mukarnas.

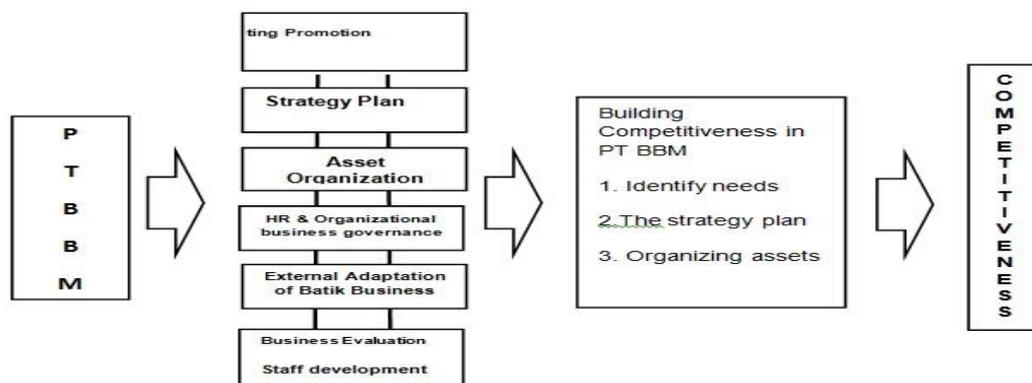
**KEYWORDS:** Build Batik Competitiveness Banten

### 1. INTRODUCTION

Banten province is a developing region. The development of the number of residents requires facilities for housing facilities residents. The condition is a concrete reality of the development needs of the Banten people. The needs of residential, transportation, technology, and various trade business opportunities. Various business opportunities developed in the province of Banten. These business opportunities become an effort to meet the needs of the population such as food, clothing, shelter, information technology, and communications. Especially in the clothing, such as c cloth for the needs of clothing in the region is batik clothes that are developing. PT Batik Banten Mukarnas (PT BBM) is managed by a resident of Banten people who took the initiative to produce special Banten batik, as a local people he became the initiator of Banten batik products business that is unique and unique based on the historical value of the background the kingdom of Banten. Batik Company Banten Mukarnas { PT BBM} located in Cipocok Serang district of Banten province became the object of research because this batik company is trying to build competitiveness. The motivation of effort to make batik product is started from many of batik products around Banten province region which come from other area in Java Island like from Solo, Pekalongan and various other area in Indonesia. Instead of efforts to produce typical batik Banten it will also enliven the local batik products. Banten batik, has a motif d patterned somewhat different from other areas batik products? Banten batik patterned geometry, mostly the base color is softer grey, which is named a dim grey color. It is said that the basic color of grey batik dimmed was produced by dyes and water quality in Banten region caused of containing iron.

The: Building Banten Batik Competitiveness in PT BBM are;

1. Identification of requirement of PT BBM to build competitiveness of Banten batik.
2. Planning strategy to build batik competitiveness of Banten at PT BBM
3. Organizing assets owned by PT BBM.
4. Business management Bantam batik business to build competitiveness of Banten batik at PT BBM.
5. Efforts to adapt the business environment in building the competitiveness of Banten batik at PT BBM
6. Evaluation of the result of building competitiveness of Banten at PT BBM.



The concept of competitiveness or competitive advantage by Arthur A. Thompson, Jr. A. J. Strickland III is the acquisition of a position in the business competition arena in achieving success to "attract buyers." "Competitive advantage is gained when a company moves into a position that has the advantage of overcoming competitive forces to attract buyers." "Competitive advantage is in the heart of a firm's performance in competitive markets." The quotation states that competitive advantage is the main core of the look of a company in a competitive market. Many different positioning advantages exist: making the highest quality product on the market, providing customer service that is superior to rivals, being the biggest and best known in the market, recognizing as a low-price seller, being in the best geographic location, having the product that does the best job in performing a particular function, making a product that is more reliable and longer lasting. Many different positioning advantages exist: making the highest quality product on the market, providing superior customer service than rivals, being the largest and best known in the marketplace, acknowledging the market as a low-priced seller, being in the best geographic area, owning a product the best in certain aspects of display, making the product more reliable and more durable.

According to Arthur A. Thompson, Jr. and A.J. Strickland III Strategic Advantages: 1) Permits centralized control of strategic results. 2) Very well suited for structuring a single business. 3) Structure is linked tightly to strategy by designating key activities as functional units. 4) Promotes in-depth functional expertise. 5) Well suited to developing a functional-based distinctive competence. 6) Conducive to exploiting learning / experience curve effects associated with functional specialization. 7) Enhances operating efficiency where tasks are routine and repetitive. Strategic Advantages: 1) Controls centralized permissions from strategic outcomes. 2) It is very appropriate in structuring a business 3) Structure closely related to strategy, which shows the functional unit as the key activities. 4) Improving deep functional expertise. 5) is particularly suited for developing functional, functional-based competencies. 6) Conducive to exploit the learning effect / curve experience associated with functional specialization. 7) Improve operating efficiency on routine and repetitive tasks. Competitive strategies such as quotations above become a means in a competitive process or competitive advantage.

The factors of competitive strategy greatly affect competitiveness.

The goals of competitive strategy for a business unit is an industry where the company can best defend itself against the competitive forces

A strategic goal for the competitiveness of a business unit in an industry when it can defend itself against the pressures of its competitors. Building competitiveness or building a competitive advantage seems to be highly relevant to founding pillars and foundations of a solid build structure for the company, Performance of a company organization that has high competitiveness is realized by means of positioning and geographic location. After that adequate productivity and added high quality product quality, improve productivity and productivity results and productivity results supported business skills of entrepreneurs. Entrepreneurs become benchmarks in building the competitiveness of a product. Alvaro Cuervo states, among other things, that "Entrepreneurial behavior is seen as behavior that manages to combine innovation, risk-taking and proactiveness (Miller). The behavior of a tough entrepreneur looks at the way in which governance involves an element of innovation, risk and proactiveness. High productivity will reflect high competitiveness and high competitiveness is achieved by applying various efforts, among others, by innovating in improving the quality of its products. All of them demand the fulfillment of "basic prerequisites" to build competitiveness that achieves its goals including infrastructure, quality management of corporate organizations, and coaching and training.

Current research compared to previous research. Previous research can be a guide and a benchmark and to be a reference that will corroborate theories. Called the relevant research because it was prepared based on assessment of research results in accordance with the problems to be studied. If the used is a theory that has long will be easily assumed by the researcher or if there is a possibility that the theory develops it will be a useful entry for further researchers. In this study the researcher will select all the principles that underlie the previous research framework as the relevant research. Relevant research results refer to different research interests with existing research. The difference with previous research is more referring to the journals of various public and private universities in Indonesia and the journals have been published to be used for the public interest, journal selection refers to the future orientation. In some previous studies will be a means to improve the ability and consider various decisions, show direction, so that will support the implementation of research. The title of the first relevant research is "Enhanced Performance Through Entrepreneurship Orientation, the title of relevant research explains that competitiveness requires management science, and business strategy". Detailed explanations are oriented towards entrepreneurship with creative ability to manage the business.

The relevant research is conducted to find out the entrepreneurial orientation with emphasis on entrepreneurship management skills, and business strategy on business performance research applied to small and medium enterprises (SMEs) of embroidery industry in East Java. This effort must face a dynamic and uncertain environment in receiving orders and compete with high intensity, so it needs good management skills and the right business strategy to win the competition. This relevant research is a reflection of the entrepreneurial, the entrepreneurs who is also the owner and manager of the small and medium embroidery industry in East Java. Also explained about Presidential Decree RI no. 99 year 1998 understanding of Small Business is: "Small-scale economic activity of the people with business which majority is a small business activity and need to be protected to prevent from unhealthy business competition.

The purpose of this research is to understand PT BBM in the effort to build competitiveness of Banten batik, by expressing empirical information about: 1) Identification of need to build batik competitiveness Banten 2) Planning strategy to build batik competitiveness Banten 3) Organizing assets owned by company 4) Business management to build competitiveness of Banten batik 5) The efforts to adapt the business environment in building competitiveness Banten batik 6) Evaluation of the results of building competitiveness Banten batik. The place of study is set in PT BBM Serang Banten at Jl Bhayangkara in front of SDN 04 Kubil subdistrict of Cipocok Jaya. PT BBM is interesting to be studied because it is located in strategic place for batik company and fulfill requirement as a company that have a prospective market of batik market. The research started from April 2015 until June 2016 beginning with interview with informant Uke Kurniawan as main commissioner of PT BBM. Each meeting is always determined based on the time adjusted to the schedule of working hours in PT BBM is starting at 08.00 - 16.00. Another informant in this preliminary study was with his employees, officials at the Culture and Tourism Office of Banten province. The next interview with the entrepreneurs as business partners of PT BBM from various cities in the provinces of Banten, Cilegon, Pandeglang, Tangerang, Cipondoh, Lebak Baduy, and continued with interviews with the elders who live in Banten province, they are all interviewed on the basis of willingness and their willingness as a source of data..Background research can be described as follows:

PT Batik Banten Mukarnas (PT BBM) was founded by Uke Kurniawan who became the initiator Based on the results of his studies in collaboration with the Department of Culture and Tourism of Banten and the archaeologists from the University of Indonesia who found Batik Banten motifs. The results of this study became the basis of the focus of PT Batik Banten Mukarnas to produce batik motives Banten, which was confirmed by the provincial government of Banten on March 12, 2003. In the decree, the Decree of the Governor of Banten Number 420 / SK-RH / III / 2003 which has applied to 54 batik motifs

## **II. METHOD**

This research with qualitative approach, using case study method, with case studied is effort of PT BBM in building competitiveness. Through this research method is expected to obtain information in depth to the focus and subfokus studied. The study was conducted with the following procedures: first, preliminary studies, by finding focus, sub-focus. Focus: The effort of PT BBM in building competitiveness with sub-focus: 1) Identification of requirement of PT BBM to build competitiveness of Banten batik. 2) Planning strategy to build batik competitiveness of Banten at PT BBM. 3) Organizing assets owned by PT BBM. 4) Business management Bantam batik to build competitiveness Bantam batik on PT BBM. 5) Efforts to adapt the business environment in building Banten batik competitiveness in PT BBM. 6) Evaluation of business development result of building batik competitiveness of Banten at PT BBM. The second is a literature study to examine the concepts and theories of each of the sub-focuses on competitiveness. Third is to create a research protocol that determines the aspects that are important to be studied in depth on each sub-focus of research. The study protocol is attached to the appendix. Fourth, data collection techniques, namely the way that researchers do to collect data using the instruments: interview techniques, observation guidelines, and documentation studies. The instruments are in the appendix. Data collection and instrument data sources, divided into two, namely primary data and secondary data. Primary data is data obtained directly. Secondary data is data obtained from existing sources. The five data collection from data source that is collecting data and processing data. Sixth, examination of the validity of data in qualitative research includes test credibility (internal validity), transferability (external validity), dependability (reliability) and confirmability (objectivity). Seventh, data encoding done by researchers by way of interpretation / interpretation in the form of word or phrase each data next the same codes are determined category then theme / pattern. . Eighth is the presentation of the research findings of each subfocus, from sub-focus 1) Identification of needs 2) strategy planning 3) organizing the assets of the company. 4) management of business strategy 5) Adaptation to business environment, 6) Evaluation of business development.

Based on the data of the problems studied in each sub focus that is with the results of interviews, observation results and document study results also the results of literature study. Data collection techniques and procedures

were conducted in this study, namely: primary data and secondary data. Primary data is data which directly come from informant in this research. Meanwhile, secondary data is data obtained from existing data in the form of policy documents, operational guidance, and criteria or standardization of the implementation of the program in particular. The research used data collection technique of document study, bibliography, observation, and interview. Observation guidelines are one of the instruments in collecting research data on program implementation, used in research by observing and recording systematically (field notes) all events (phenomena) related to components such as coaching and training and management. While the interview is done by interviewing directly with the parties needed as a source of data related to the sub-focus of research. Further data collection tool is functioned for data collection in research. Document analysis is done by the researchers taking documents related to the effort to build competitiveness. Descriptions of each of these data collection techniques are as follows:

### **III. OBSERVATION**

Observations have the following characteristics: a) having a purpose, ie: observing activities appropriate to the situation and observing aspects of activity, people, and physical. b) make notes or recordings in place of research attempts to record or record in detail, both observation objects and the feeling of the subject under observation Observations made using observation guidelines.

### **IV. INTERVIEW**

Interviews in this study were conducted by means of direct communication with related parties needed Interviews were conducted using interview guidelines as in the study attachment.

**Study documents:** Document study is done by taking related documents with the necessary components in efforts related to other documents or in other words the document is closely related in the study of efforts to build competitiveness Banten batik.

**Focus group discussions (FGDs) :** Group discussions were conducted with participants who had knowledge and experience related directly to efforts to build competitiveness (competitive advantage) of batik products. Researchers analyze the data associated with qualitative methods using interactive models as proposed by Miles, said that this analysis model consists of the components of analysis are: "Data reduction and data presentation to draw conclusions. Data reduction is defined as the selection process. Thus through the reduction of this data the researcher performs a form of analysis that sharpens, classifies, directs, discards the unnecessary and organizes the data in such a way that the conclusion can finally be drawn and verified simply. Data reduction Accurate data, attempted by researcher by conducting check, re-check and crosscheck of the field situation described: First, secondary data should be checked to the 1st informant (one) result from the 1st informant (one) in re- check through observation to field, second in crosscheck become perception of researcher, then yield data to-1 (one). Third, the secondary data is checked to the second informant then the result from the second informant (two), in re-check through the observation to the fourth field in the crosscheck which becomes the researcher's perception, resulting in the second data (two). The five secondary data are checked to the third informant (three). Examination of data validity through: (dependability); certainty (confirmability), and can be ascertained by means of triangulation, either triangulation of information sources, triangulation techniques, or triangulation time.

**Credibility:** Credibility is the determination of credible or credible qualitative research results from the perspective of participants in this perspective the purpose of qualitative research is to describe or understand the phenomenon in the environment of PT BBM which attracts attention from the point of view participants. Participants are the only people who can legitimately assess the credibility of the results of the research. Strategies to improve the credibility of data include extension of observation, research persistence, triangulation, discussion with peers, and negative case analysis.

**Transferability (Transferability) :** Transferability refers to the strength of the results of qualitative research to be generalized or transferred to other contexts or settings. From a qualitative perspective, transferability is a person's responsibility to generalize. Describe the research context and assumptions that are central to the research.

**Dependability:** Dependability does a rigorous recording of each subfocus research data to be re-examined by other researchers.

**Confirmability:** Confirmability or objectivity of the researcher seeks to provide the objectivity of data collected through checks and recheck data to other data sources.

The art of batik is drawn with canting, batik made by using iron

## V. RESEARCH FINDINGS AND DISCUSSION

The meaning of building competitiveness 'striving' directly processed by the hard work of all employees with Uke Kurniawan as the motivator. According to his speech of the two key words in the struggle of building competitiveness are 'Motivation and competition to face various challengers. PT BBM requires many talented employees to produce batik and entrepreneurs by motivation and competition among others it can get the ultimate goal is to shape their character of batik design, Competing among them is a fighting motive, and anticipating from failure and toward enthusiasm. Talented batik maker is a top priority, fascinating batik design directly used as an art work to receive medal. The concept of strategy to build the competitiveness as an action plan to align the capability / quality of human resources to achieve the superiority of batik Banten's products to achieve increased target market both compared with its competitors

## VI. CONCLUSION

The Topic of the research; Building Batik Competitiveness Banten Case Study of Batik Entrepreneurship in PT Batik Banten Mukarnas (BBM) Serang-Banten Province, closely related to Human Resource Management (MSDM) Sub-sub focus are: identification of needs to build competitiveness, strategic planning, organization of assets, business management, adaptation to the business environment and evaluation.

### I. Competitive advantage or competitiveness

Having competitiveness of Banten batik products is the objective of PT BBM by:

1. Professional managers.
2. Human Resources (HR), facilities, infrastructure and logistics.
3. Coaching and training of employees which is carried out gradually, stratified to advanced level.
4. Good Operational business / business organization thoroughly for the needs, batik entrepreneurial.
5. The competitiveness of yhe company by evaluating for to achieve benchmarks

**Recommendation:** It is projected to have 3 (three) training divisions, to centralize education and training as a Batik Education Institution So that it can develop human capital through gradual, stratified and continuous training, in the hope of producing professional and characterized employees, it's the important one .

The procurement of Batik tulis studio, is a special recommended for the purposes of storing the archive of batik , where it can be showed the beauty of Banten batik, HopOng that the case studies of batik can be learned through strategic studies, the concept of developing the potential one, entrepreneurship, advertising, equipments, and administrative operational.

1. The successes in sales execution by management strategy planning While the formulation of the goals by choosing the right policy, guidance by the policy that has been planned according to the signs outlined. On the other hand human capital as a key element in the organization it can developed the abilities to achieve organizational goals, it is important to create a management strategy plans.
2. Operational production, is a dominant factor for procedural, as the key of excellence teamwork, education, practice and execution to running business.
3. Education and Training to improve the ability of batik's education and training, both individually important for educational institutions. It requires an integrated concept to the elements in accordance with management education and training management. Education must be aligned with the business environment
4. Calibration Motivator, in order to improve Human Resources (HR), especially batik training and coaching, so it could be improved and developed the capability of human capital. Additionally by 8 (eight) components as:  
Knowledge, skills, motivation, innovation, discipline, loyalty, and competence. So it is important that there is a special institution Education and Training (Diklat) in PT BBM.



Motif Sabakinging



Motif Mandalikan



Motif Srimanganti



Motif Pasepen



Motif Pejantren



Motif Pasulaman



Motif Kapurban



Motif Pancaniti

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