

# IMPROVING THE QUALITY OF HANDICRAFT PRODUCTS OF ENDEK WEAVING FROM DESIGN DIMENSIONS AND PRODUCTION PROCESSES TO SUPPORT THE CONSUMER PURCHASE DECISIONS AND THE EFFECT ON THE EXISTENCE OF RURAL CREATIVE INDUSTRIES

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## Abstrak

Background of this research is to know: (1) design pattern and production process developed by weaving SMEs in Gelgel and Sampalan Village; (2) the carrying capacity of product quality to the consumer's decision to conduct buying activity; (3) The existence of weaving SMEs with strategies in production and management. The effectiveness of the development of endek endek handicraft business should deserve important attention to be productive so that it succeeds in increasing production capacity and business management. Methods and design of research in the form of integrated simulation system modeling design, The influence of all forms of potential arrangement of hand crafted endek belt weaving with environmentally friendly way. The result of the research, design pattern and production process developed by weaving SMEs in Gelgel and Sampalan Village continue to be developed and successfully applied some computer design innovation which offer different style with other craftsman including production process always have monitoring by weaving owner to keep product quality starting from the beginning up to the finishing stage. The high market demand is supported from one of them due to the quality of the products produced by weaving in Gelgel and Sampalan region. Strategies in the field of production and management have a significant influence on the increase in activity penjualan and existence of a company that became known by consumers of endek cloth lovers.

## Keywords:

*Endek, Gelgel, quality, management, improvement, craftsman, production, ikat, Sampalan*

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## INTRODUCTION

The development of endek industrial / handicraft centers in Banjar Jero Kapal, Gelgel Village, Gelgel Sub-district, Klungkung Regency and Banjar Ulunsui District, Sampalan Klod Village, Dawan Sub-district, Klungkung Regency are basically the initial activities to spur economic development of local people, especially in rural areas. Gradually training and mentoring activities in the field of production, management, cooperation and licensing are strived to be followed by the emergence and development of related economic activities, both horizontally and vertically as well as the provision of services in the vicinity so as to grow the community's economy, including in preparing to socialize products endek craft and songket Klungkung on national and international markets.

The development of industrial centers / crafts of endek and Klungkung songket weaving will be more effective if it is supported by mobilizing cross-cutting activities and focused sub-sectors and integrating in production, management, cooperation and licensing and implemented at selected locations such as Gelgel Village and Sampalan Klod is the center of endek ikat and songket woven industry in Klungkung Regency. This focused effort should be implemented multi-year in a sustainable manner, to support and deliver the craftsmen community in their capacity as local business actors capable of performing and maintaining the activities of industrial / craft people independently in a sustainable manner. To develop the industrial center / handicraft weaving endek and Klungkung songket is required sub-activities ranging from the

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provision of input, the cultivation of raw materials (yarn, and natural coloring), process technology, marketing and infrastructure and supporting institutions that are alloys of various fields of work are in control of various parties, namely government, cooperatives, SMEs, and communities, including private entrepreneurs individuals and business entities. For that must be prepared Multi-year Design of Development of Commodity Center of Excellence (PSKU) Industrial / Handicraft ikat endek and songket Klungkung.

In order for the center development to be successful, training and mentoring activities in preparation targeting export market share must be coordinated and assembled into an interconnected activity, forming a system of woven endek ikat and Klungkung songket. Therefore, planning and control coordination from provincial level to site level on SME partners of Pertenunan Astiti and UKM Pertenunan Mujur Sari partners, ensuring the focus of various resources and business turnover of SME partners for the development of the center is a very important aspect. In this regard, the role of local government as regional ruler and the ranks of DESPERINDAG and the Office of Cooperatives and SMEs as supporters of creative industrial centers at the rural level can regulate the development of industrial centers / crafts of endek ikat and Klungkung songket.

The draft should contain an overview of the current condition, the industrial center / craft of the people to be realized, the details of the activities to be carried out, the contribution that should be given to each sector, sub sector or sectoral institutions, sub-sectors or other institutions. The design is complemented by mechanisms of planning, controlling, coordinating and controlling at the site level to the provincial level. For that involvement of all related agencies, in the development of this design is very important. The design of the Center for the Development of Prime Commodities (RSPKU) for the endek and Klungkung songket weaving is a master plan and multi-year operational plan for the development of traditional ikat / weaving industry centers, to provide early strengths, facilitate and guide the craftsman community to popularize the art craft products produced to the user community that is local, national, and foreign consumers.

## **MATERIALS AND METHODS**

Approach method in this research is empirical approach. The type of research in this study leads to the type of field research (field research). The type of data that researchers have observed and conducted research in the research is focused on the sustainability of creative industries handicraft weaving endek and Klungkung songket to the socio-economic life of local communities, and the economic foundation of economic field.

This research was conducted on creative endek ikat and songket in Klungkung Regency. Selected this location as the object of research because there are some that the creative weaving ikat industry is a cultural heritage that needs to be preserved existence. Therefore, the existence of competitive competition in the global era brings the influence for the woven endek tie and Klungkung songket to want to clean up and able to design a global market strategy to attract consumers.

The design of this research is empirical with socio economic research approach pengekajin woven endek ikat and songket Klungkung. The research approach is expected to provide an overview of the socio economic development of the local community. The subjects of this study include: pengerajin, and the Office of Cooperatives and SMEs Province of Bali, consumer product users. Determination of informants who became the subject in this study is determined by purposive sampling. Objects in this study is the socio-economic life of the community pengekajin weaving ikat endek and songket Klungkung. The data collection techniques used by researchers are as follows:

### **Observation Technique**

So, in this observation can be done in two ways: a) Direct observation, meaning that the researcher observes directly to the object of research and participates with the subject of research, b) Indirect observation, ie that the researchers in observing and noting the symptoms of the subjects studied did not participate in the subject under study. In the research that researchers do to collect data using direct observation which means that researchers actively observe, examine, and write regularly from the symptoms or circumstances encountered.

### **Interview Technique**

By using this interview technique question and answer done orally between two people or more in order to get the desired data, hopefully will happen active interaction between object and subject of researcher so that data obtained really useful to support the preparation of research.

## Document Recording Techniques

This technique is used to obtain data by observing, noting and recording documents, reports, statistical data that relate to the research topic. Based on the above description, which is included in the recording of documents in this study are as follows: all kinds of legal materials covering: Map of Government Administration Gelgel Village and Sampalan, and Questionnaire about socioeconomic life of society pengekajin weaving ikat endek and songket Klungkung. Data analysis technique applied in this research is descriptive qualitative data analysis, integrating the findings data in the field according to the latest developments so as to give an idea about marketing strategy of endek and songket pengerajin in reading global market opportunity. Therefore, with an overview of the existing problems of the ikat weave maker and the Klungkung songket has a major role in the development of economic activities with the governance of the global market segment for export preparation.

## DISCUSSION

A. Objectives and Scope of Activities The preparation of a comprehensive plan on the location of the development of the leading commodity centers of endek and ikat handicrafts of Klungkung songket resulted in a draft document containing the following matters: a) The output design, the target group, the benefits of the IbPE program, are complemented by the physical design and measurement indicators, b) The plan of the activity stages until the establishment of the Sentra includes plans for synergic activities across sectors, subsectors, programs and institutions, along with the physical volume according to the agreed stages.

Detailed Operational Plan to be implemented.

Planning and control coordination mechanism at the location, regency / municipality, provincial level with central level.

### 1) Scope of Activities

Some aspects that must be covered are as follows:

#### a. Determination of Location and Target of Business Type

Site selection is based on the availability of the land (the supply of yarn and fabric), the suitability of product availability and market demand, the readiness of supporting infrastructure, the availability of labor and other resources that make up the advantages of the SME partners that are the location of the implementation of the IbPE program concerned. Selection of the main commodities of the endek ikat industry and the songket of Klungkung and its supporting products and types of business is based on the potential to generate profits, marketing potential, the readiness and acceptance of the community for the endek ikat handicraft business in the form of sheet cloth, in fashion and fabric supply for institutions such as schools and local governments to be developed as well as alignment with regional development policies. To estimate the superiority of the region as well as the handicraft weaving product of endek and Klungkung songket which will be selected, quantitative and qualitative analyzes are taken into account the economic and social factors.

#### b. Determination of Activities Conducted

The determination of the activities that need to be done is based on the analysis of the current condition and the desired condition with details according to the important components of industrial systems / crafts of endek and Klungkung songket which is the target of SMEs of endek and songket woven pengekajin weaving, the availability and suitability of the land and its infrastructure, availability of production facilities, process technology management capability, marketing, infrastructure and institutional support.

#### c. Details of Synergistic Activities Cross-Sectoral

The stages of the activity are further described according to the annual program / project and institutional support that must contribute to the development of industrial centers / crafts of endek ikat and Klungkung songket. Broadly speaking this can be presented in the form of an integrated matrix of development of Industrial Sentra / handicraft weaving endek endek and songket Klungkung. Activities include:

##### 1. Development of Alternative Materials of Natural Cloth Dyes

The development of alternative and complementary coloring materials, identified by a clear physical volume. The outline of the activities includes preparation of materials and trainers in collaboration with the ikat weavers from the area of Yogyakarta with the use of mangosteen peel as a fabric-made dye fabric that has partner mastered the skill, the training of alternative material staining continuously by the weaving partner of Astiti towards other craftsman partner, raw materials, tools and extension services. Technical guidance of cultivation, how to cultivate mangosteen skin as a coloring

material and how to maintain product quality, post-production treatment of endek ikat and songket Klungkung.

Sharring the development of skills insight on the utilization of alternative raw materials from mangosteen peels has also been submitted by partners in the discussion forum and dialogue with the craftsmen who come to visit his production house, the group pengerajin ikat, handcraft, culinary under the coordination of Cooperative and SMEs Office of Bali in cooperation with the Office of Cooperatives and SMEs of Central Java Province.

## 2. Development of Process Technology Industrial / Craft ikat and songket Klungkung and Marketing

Improved technical skills in process technology such as packaging and selecting the production and equipment needed to maintain quality to the way the final process of the product to increase the added value and marketing ability. To carry out coaching with the available facilities in the region to be more optimal, the cooperation with the Department of Industry and Trade should be done. The synergy of activities can only be achieved by coordinating clear planning and division of tasks.

Bali Provincial Industry and Trade Office facilitates SME partners of Pertenenan Astiti and SMU Mujur Sari for marketing development and network expansion cooperation with local craft exhibition strategy such as: Gema Santhi (in Klungkung Regency); Gianyar Festival (in Gianyar Regency); Development Fair (in Karangasem District); Buleleng Festival and Lovina Festival (in Buleleng District) The national handicraft exhibition is Nusa Dua Festival (in Nusa Dua Bali area). International craft exhibition held in Jakarta, Ina Craft. For 3 years in a row DISPERINDAG Province facilitates partners, after being able to independently partner following the exhibition with the initiative of groups of craftsmen who work together in renting booth.

## 3. Development of Joint Business Development

Group of activities related to the enhancement of business management capability and executing partnerships with merchants, artshops, tour guides, exporters as well as handicraft weaving industry endek and songket implemented through the establishment of Joint Business Group Industries / handicrafts ikat endek and songket Klungkung and Koperasi Perajin Tenun Ikat Endek Songket Klungkung, the establishment of Communication Forum (FORKA), Ikat Endek and Songket Klungkung, the execution of business meetings, entrepreneurship training and product promotion.

## 4. Supporting Activities

### a) Service of Production and Equipment Facilities

This service institution (eg, the endek ikat and the existing Klungkung or KUD songket cooperative) is needed to help supply the production facilities and equipment required by craftsmen, traders, tour guides, artshop entrepreneurs, and product processors to carry out their business activities. This service must exist to ensure the availability of business facilities on time, reasonable quantities and prices. Local government agencies should be able to create a business climate and provide support for cooperatives or entrepreneurs to perform their functions fairly. Recommendation of incentive programs is needed to encourage the growth of service agencies, especially for remote locations.

### b) Information Technology Services Appropriate Innovation

Identification of the specific type of technology needed for the development of industrial centers / crafts of endek ikat and Klungkung songket is expected to be conducted by Government and Private Technological Infrastructure Sources Institutions. These services include product design, raw material selection, process technology and packaging, cooperative management and Promotion / marketing. Cooperation of researchers - extension workers in terms of technology transfer to crafters should be done intensively.

### c) Occupational Health Services

The protection activities that must initiate the implementation of the industrial center / handicraft weaving endek and Klungkung songket primarily is the supervision as a preventive action and methods of preventing disturbances that may disrupt the production business. This is very important to prevent losses due to product failure or product quality degradation. This service needs to be specified with clear volume and type of activities, as well as the necessary supporting equipment.

Mitra SMEs Weaving Astiti and SMU Mujur Sari supervise the process of weaving endek and songket weaving from nyangka, ngelos, and nganyinin for the stages of feed and medbed (tying) the yarn until it is put into the belief, the coloring process is also done supervision, to finishing the product . The advantages of the partners in the design are computerized and coletan techniques using bamboo brushes so that the pattern of motif has a different side with the motif that is generally circulated in the market.

#### d) Services / Guidance of Raw Materials and Support

Supply of yarn and dye materials and other supporting facilities can be designed to support the development of the leading commodity of endek weaving industry and Klungkung songket in the industrial / craft center of SME Perteunan Astiti which is located at Banjar Jero Kapal, Klungkung Village Gelgel Sub-district Klungkung Regency and Lucky SME Partners Sari in Banjar Dinas Ulunsui Village Sampalan Klod Dawan District Klungkung Regency. The required activities vary by volume and type. This aspect includes the procurement and supervision of raw materials and supporting materials for handicrafts of endek ikat and songket Klungkung.

#### e) Counseling Guidance

The ranks of Dinperindag and the Office of Cooperatives and SMEs of Bali Province are enhanced in order to contribute in accordance with its function as a medium where to ask, practice, share experiences between craftsmen and meeting place between craftsmen, traders and managers of industry / crafts people / artshop businessmen. For that need to be prepared human resources as well as online media marketing tools such as blogs, websites, facebook as an adequate online marketing medium to run the function of industrial service centers / crafts woven endek ikat and songket.

Klungkung Regency has many variants of handicraft industry that grows in almost all areas of Klungkung Regency. There are 2 forms of ikat woven crafts in Klungkung Regency that is endek and Songket which already have a name among the lovers of ikat fashion. Business capital including investment of business land, building, equipment, warehouse of product, production house, seminar place, and human resource are interpreted to be in the range of Rp.1.000.000.000, - up to Rp.1.500.000.000, - .. Monthly turnover ranges Rp.50.000.000, - s / d Rp.80.000.000, -. Banjar Jerokapal endek and songket products produced with price Rp.2.000.000, - minus employee cost Rp.100.000, - x 10 people = Rp.900.000, - with production cost of raw materials and equipment ± Rp.1.100.000, -. Around Rp.900.000.00 tax is deducted from the net proceeds from the sale of the product.

Local special consumers in the Bali area of 2,600 households (KK) or about 3,800 from the total population of 3,900 families or 5,875 people from eight districts in Bali province, such as: Badung, Kodya Denpasar, Gianyar, Bangli, Karangasem, Buleleng, Tabanan and Country. Constraints faced by partners is a lot of choking and produced similar products on the market. SME partners racked their brains to find solutions with promotions to reach the target of penetrating the consumer market. Alternatives pursued by partners in the form of providing services offline products in the home industry partners themselves, opened a stall in the middle Klungkung market, including opening a shop in the area of Denpasar.

The development of partner marketing network is not enough on the offline line, but the SME partner of Perteunan Astiti also targets online market share with product promotion through blog with identity of UKM Perteunan Astiti, in the form of facebook partner of UKM publish product with ID sudira nyoman, and ownership of official website with [www .astitibali.com](http://www.astitibali.com) and gmail media with username [nyomansud@gmail.com](mailto:nyomansud@gmail.com). It is taken by partners in response to competitive competition in the midst of the development of a competitive global economic situation. To be able to win the competition, partners must be brave to prepare themselves with the support of improving the quality of human resources by facilitated by the provision of training, mentoring, and structured coaching from related institutions including the implementation team of the program IbPE endek craft and songket Klungkung. According to information from SME partners, the routine of junior high school and vocational high school students who wish to deepen their facilitation skills at his own production house, including the schools that conduct fieldwork practices he facilitates a place for pact. Based on information from him that this as an effort to socialize handicraft weaving endek and songket to society especially young generation in order to preservation of local cultural asset area which need to be encouraged its existence. For additional livelihoods Gelgel villagers are in addition to being farmers, traders, as well as civil servants, also pursue the activity as a worker who works in some weaving weeds growing in the village Gelgel.

This routine is occupied by housewives after doing their obligations in the kitchen, this is done to increase the family income in helping the economy of each of their families, especially woven workers whose husbands work as farmers in the fields. Based on the information that IbPE's program managers obtained from weaving workers that from the results of menunun, generally the mother's cousins can send their sons and daughters up to college level, this becomes one of the pride of the parents who work as weaving endek weave and songket in Gelgel village.

The same thing is experienced by SMEs Wealthy Weaving Sari, only in Mujur Sari is limited to receiving guests from the Garuda Indonesia training company who sponsored the development of handicrafts weaving ikat endek and songket for training in the field of management and human resource development

involving pengekajin weaving group ek endek and songket incorporated in the craftsmen group in Klungkung Regency.

#### A. The Existence of Weaving Craft Ikat Endek and Songket Klungkung

Although the result of ikat handicraft, such as endek and songket, has now begun to be replaced by many factory-made products, a number of craftsmen who pursue the profession as pengerajin ikat is still able to survive. Among the few artisans of endek and ikat looms that still survive, there are Gelgel and Sampalan villages. One of the villages of endek and songket craftsmen who can be found.

SME partners of Astri Weaving and SME Partners Weaving Sari Wealthy, although now there are many factory products that replace the function of non-machine loom (ATBM), the result of his skill is not too difficult to market. According to partners, in a week he can finish 10 to 20 pieces of endek and songket weaving products, with size 550 x 651. Partners also admitted, the price of one endek with good quality materials, usually around Rp 600.000, -

In addition to producing endek products, SME partners in Gelgel and Sampalan villages like other ikat weaving craftsmen in Klungkung District can also make other handicraft products, such as headlamps such as udeng (destar), men's work shirts, and is being prepared to be developed by both partners in costume work for women. This is supported by training and facilitation activities in the field of fashion facilitated by DISPERINDAG Bali Province, this is followed by the craftsmen who guided by a team of fashion designers sent by the Agency a number of 3 people.

##### 1) Market Demand

Of the many types of demand from endek craft products based on market needs are sheet cloth in the form of kamen with the size of 2.5 meters. For the kind of endek and songket fabrics with good quality materials, although the manufacture time is long enough, the craftsmen never reject the order. "If the demand for cloth orders increases from the agency, as well as the holding of important events in the region such as Independence Day celebrations, District Birthday, SME partners Pertenunan Astiti cooperate with SME partner Mujur Sari provide consumer orders so that the planned time target can be in accordance with consumer demand. done in the production house of partners of SMEs, workmanship can be done with the system overtime by the way workers can work the fabric in the house at home from the production house. Usually these moments workers get extra wages because at home also done fabric weaving the order, and all it is intensively monitored by its partners.

##### 2) Limited Marketing

Unlike the sheet cloth that is often a consumer demand, the result of the endek woven endek craft in the form of cloth shirts made in limited quantities in accordance with the demand or partners provide products read market opportunities. Considering the consumer appetite in the field of fashion continues to grow and many consumers who provide feedback that are reluctant to buy a shirt has so because it does not suit the tastes of both the size and style of design, consumers generally memodif kin endek with other types of fabrics so it is more varied, and it is difficult to be fulfilled by partners, because partners do not yet have tailors who can answer and meet consumer demand. So for the type of shirt product is made in limited quantities. Because the marketing of goods is limited. If there are consumers who order, then the craftsmen make.

Meanwhile, according to other craftsmen in Klungkung Regency who have been looking at fashion endek, the most profitable handicraft is fashion for work clothes. Described, besides not complicated, marketing is also relatively easy. In a day, there are 10 s / d 20 fashion work orders in the form of dress and boss or formal subordinates, which perstel marketed in the range Rp.450.000, s / d Rp.700.000, -. This is being sought by partners to prepare for the development of marketing programs in the second year (2018).

Craft Weaving Ikat Endek And Songket Klungkung Need To Be Promoted Cloth endek and songket sheet is actually only one of the various forms and types of crafts from Gelgel village craftsmen and Sampalan villages on display in the market. It also dominates in boutique, salon, and art craft market in Klungkung regency. This type of craft market has penetrated the city market and its demand is dominated by cities outside the Klungkung area. Constraints to meet the demand of both endek and songket ikat handicrafts from the requested cities, every month its SME partners, both SMEs of Astiti Weaves and SMEs Wealthy Sari claimed to have to send at least half of the orders, large and small demand for handicraft items. However, not all requests are met due to worker constraints. To assist the realization of the request, even though Gelgel and Sampalan villages are dominant with craftsmen of endek and ikat looms. but there are also from the craftsmen who want to make the craft by getting paid off.

### 1) The Difficulty of Finding In-Order Materials

For example, consumers who request made products from natural dyes but the results of the product must be bright while kalua use natural dyes looks darker or calm. With sufficient employee and material conditions, perhaps all requests can be met. More importantly, the issue of delivery of goods is also an obstacle. Currently there are no facilities in Gelgel Village and Sampalan Village that can facilitate the delivery of goods such as delivery in the form of puso. The facility according to him only exist in the form of delivery with cargo services for the benefit of exports, thus causing high costs due to additional shipping costs. However, the most important issue of all issues, information from partners, is the lack of promotion of handicrafts in Gelgel and Sampalan villages in general by the local Tourism Office. For the exhibition has been facilitated by DISPERINDAG District / City, but it was done for three years only. For the present condition, weaving craftsmen endek and songket must find their own. By itself, the cost of the exhibition is high for the craftsmen must also be borne alone. During this time the permanent customers are from schools, boutiques, salons, and government agencies, as well as domestic and foreign tourists who happened to visit the production house

### Marketed Product Design

Various crafts of endek ikat and Klungkung songket are potential commodities to be developed. The ikat handicrafts which are very significant developments include endek and songket crafts. The endek ikat and Klungkung songket is very good development. This development is not only from the value of sales but also developing the type and design. Various materials from weaving endek and songket very interesting to made craft product. Type of craft produced from this raw materials include various clothing in the form of shirts and office clothing that the future also wants to be developed to be developed variants are handbags, tablecloths, tableware even clothing boxes and other functional items with endek and songket fabric.

Weaving Crafts Strategy Ikat Endek And Songket Compete In Global Market Gelgel Village and Sampalan Village is known as one of the centers of endek and songket woven handicrafts in Klungkung Regency. At least according to data from the Department of Industry, Trade and Cooperatives Klungkung regency there are about 30 groups of weaving ikat pengerajin scattered around the district. Generally located in the city center where the raw materials in the form of yarns and dyes are easily obtained by partners and other craftsmen. In Klungkung regency there are some villages that become the center of handicraft industry of endek ikat and Klungkung songket include Gelgel, Sampalan, and Sulang villages. Klungkung regency has a small industrial center in Klungkung Regency which builds these craftsmen to develop their business. Some production of ikat woven handicrafts produced, among others, endek and songket (with various motifs).

These craftsmen are generally housewives who use free time to supplement family income. These ikat loomers did not specifically work on it, much less did the weaving skills gained from generation to generation, said one of the workers found at the partner's production house. The classic problem in developing this craft is marketing. SME partners of Astri Weaving and SME Weaving MW Sari's own partners have strived to participate in various casting activities both local and national. SME partners are still relying on the local market, except for some products that already penetrate various areas such as Jakarta, Bandung, Semarang and Yogyakarta. Through the program packaged in the form of Science and Technology for Export Products (IbPE) can make this handicraft as a business opportunity for its craftsmen, this agency continues to conduct various training such as management, tool usage techniques and quality improvement. Implementing Team of IbPE hopes that this handicraft can be relied upon as a business opportunity for partners, In terms of quality according to the partners, the results of the craftsmen are able to compete with similar products from other regions. Therefore the agency is very open to cooperate with parties who want to export this handicraft to foreign countries. With alternative raw materials available partners are ready to fill the requested orders.

## CONCLUSIONS AND RECOMMENDATIONS

### A. Driving factors, pullers and inhibitors that affect export opportunities

#### a. Driving factors

The driving factor is a factor that can support and accelerate the successful implementation of Commodities Sentra (PSKU) Industrial Development / Endek ikat and Klungkung songket, with these factors can be more efficient and effective in achieving the expected target because it can take advantage of existing conditions. These factors consist of:

#### 1) Community Habits

Habit of society in development area and Development of Main Commodity Center (PSKU) Industrial / Handicraft of endek belt and songket Klungkung. Cluster endek and songket group Klungkung already

know bamboo craft and some have applied appropriate technology, this condition will more quickly developed in the sense that people already know first so that more quickly understand and accept to carry out the activity.

## 2) For the Target Area

The location of Klungkung is quite strategic, in the sense that the traffic lane is the path of crossing economic activity, this condition is easily known and known by the buyers and accelerate and accelerate the flow of goods so it can be easily marketed / traded.

## 2) Implementing Team of IbPE and SME Partner Weaving Endek and Songket

Partners are willing and ready to accept the activities related to the development of the endek tie and the Klungkung songket, as well as at the beginning and development of the Center for Excellence Commodities (PSKU) of the Industrial / Handicraft of endek and the Klungkung songket. In the Klungkung area, some have implemented the empowerment program of endek and songket craftsmen. This creates a more passionate and ready-to-accept partnership partner encourage successful implementation of IbPE program.

## B. Attractor Factor

Trigger Factor is a factor that makes Producers interested to develop the business of endek ikat and Klungkung songket. These factors include:

### 1) Market demand

The demand for bamboo handicraft production is still relatively high, it is characterized there is still no production marketing problem even some buyers / traders always come to the manufacturer to buy the product.

### 2) Home Industry

Home industry that process bamboo handicraft products have started to grow, this is an effort to fulfill, anticipate market taste and also increase added value for farmer's income.

## C. Inhibiting Factors

Inhibiting factors are factors that can hamper the implementation of the development of the Center for Prime Commodity (PSKU) of the Industrial / Handicraft of endek and the Klungkung songket if there is no way out. These inhibiting factors include:

### 1. Marketing and Capital

Capital and its management are the main factors and have a very important role in starting a production business. At this time the capital owned society is still lacking to develop its business. So the fulfillment of this capital is expected by the Craftsmen in sufficient and start their business (mainly can be obtained from the Banking Party or Mr. Lift as partners), so in the end the capital is no longer an inhibiting factor.

### 2. Technology Innovation and Market Information

Sudden turmoil and market fluctuations usually result in substantial pressure on the production system and the crafters will experience substantial losses. Therefore, various types of market information and technological innovations are always required as early as possible to be taken anticipation action.

### 3. Organizing

Organizing The Development of Commodity Superior Center (PSKU) Industrial / Handicraft ikat endek and songket Klungkung done in the framework of management of handicraft endek ikat endek and songket professionally. The two organizations involved are (1) the controlling organization, namely FKP (Communication Forum Pengerajin) consisting of related institutions, private sector, community leaders and SME Weave partners; and (2) bamboo handicraft management organization which is berintikan on Cooperative Pengerajin Klungkung regency. Both of these institutions are embodied in the Industrial Area of Ikat Endek and Songket Klungkung Weaving Community.

### 4. Funding Mechanism

To achieve the target of development activities of Commodities Development Center (PSKU) of Industrial / Handicraft ikat endek and Klungkung songket then every year in the implementation of Rakorbang Regency / City, it is necessary to discuss the draft requirement cost of PSKU development every year. This is necessary for the allocation of funds from various sources needed for the preparation of supporting infrastructure.

### 5. Expected Benefits

Development of Commodity Centers Development Center (PSKU) Industrial / Handicraft ikat endek and Klungkung songket this if successful will give impact



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