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Room : Tifa Finance (14.04)

Date : Oct 18th, 2012

Time : 13.00 – 15.30 WIB

Place : 14th Floor, Main Building

Moderator: Prof. Luiz Moutinho And Lina Gozali, S.T., M.M.

No.	Presenter	Title	Time
1.	Mariam Miri Abdullah Budi Suprpto	Business Strategic And Market Orientation: Malaysia Manufacturing Industry Evidence	13.00 – 13.20
2.	Dury Setiawan Eristia Lidia Paramita	The Marketing Strategic Implementation Of Deorex Body Odorizer As New Product	13.20 – 13.40
3.	Gian Luca Gregori Silvio Cardinali Meri Travaglino	Building Brand Strategy Via Licensing: An Empirical Analsys Of The Footwear Industry	13.40 – 14.00
4.	Herlina Dyah Kuswanti Ninik Probosari Tirik Kusmantini	Using Action Research In Training To Improve Performance Of Batik Business Group In Jarum, Bayat, Klaten	14.00 – 14.20
5.	Ign. Agus Suryono Yuni Istanto	The E-Marketing Application For The Group Of Handicraft And Bamboo Furniture Entrepreneur In Padukuhan Sendari, Kecamatan Mlati, Kabupaten Sleman	14.20 – 14.40
6.	Rizal Raudan Padmakusumah	Developing Cooperative Performance Indicators Using Combination Methods (Balanced Scorecard (Bsc), Performance Prism, And Key Performance Indicators (Kpis))	14.40 – 15.00

USING ACTION RESEARCH IN TRAINING TO IMPROVE PERFORMANCE OF BATIK BUSINESS GROUP IN JARUM BAYAT KLATEN

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Abstract

Want to have an independent business is a dream of some batik crafts workers who become members of a batik business group in Jarum, Bayat, Klaten. However, lack of knowledge and experience in managing the business seems to be obstacles. To overcome these obstacles, we provided training using action research method. Purpose of this action research was to give impact of changes in the journey of business of this group. Action research applied in training to reduce problems that arise in the training and to enhance the training strategy. Subjects in this study were members of batik business group in Jarum, Bayat, Klaten. Age of the group members were ranged between 34-56 years, most of them (more than 80%) were graduated from elementary school and the remaining were graduated from junior high school. Action research was done in 4 cycles. Results showed that delivery of the training materials needs to be fitted to the educational level of participants. They did not need too many theories, but the things that were practical. Participants would be able to accept the knowledge if the examples given related to what they face in their daily. In delivering the knowledge, participants liked the two-way communication and seem actively involved in discussions. The using of technology (e.g. PowerPoint[®] and viewer) can be done to display images, but not in the delivery of the knowledge. Ice breaking is preferred because it can break boredom and rebuild the spirit in the training.

Keywords: action research, the training strategy, a business group of batik.

INTRODUCTION

Batik is a cloth that is made traditionally using a manual wax-resist dyeing technique. Application of this technique in cloth actually is an ancient art form. Discoveries showed it already existed in Egypt in the 4th century BC.⁽¹⁾

People often refers to the development of Majapahit Kingdom and the spreading of Islam in Java when talk about the history of Batik in Indonesia. In the prior time, Batik was the art owned by the King's family. In the 17th century, this art then owned by Solo and Yogyakarta folk, and then spread widely throughout Java Island. Next, batik then became commodity of trading.

According to the Museum of Cultural History of Oslo, Javanese immigrants to Malaysia brought the art of batik with them. That's why the production of hand drawn batik in Malaysia is related to the Javanese batik tulis. In Sub Sahara Africa, Javanese batik was introduced in the 19th century by Dutch and English traders. The local people there adapted the Javanese batik, with some modifications in the motives and colors. In the 1870s, batik was introduced to the aboriginal community in Australia, who then developed it as their own craft.⁽⁷⁾

Batik then became globalize. As part of acknowledgment, UNESCO insisted that Indonesia preserve their heritage, and designated Indonesian batik as a Masterpiece of Oral and Intangible Heritage of Humanity on October 2, 2009.⁽¹⁾

One of famous batik producer areas in Java Island is Bayat, a sub-district of Klaten district, Central of Java. This area is located about 21 kms from the east of Klaten city. The technique of wax-resist dyeing is not only applicated in clothes media here, but also in business media (such as tables, chairs, cabinets, windows, and even guitars). Once given a

be any differences of needs among one group to another. We should also consider the character of the participants, such as level of education, passion, and seriousness in making a change. Recognition of the character will help in determining the treatment of the business group.

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SERTIFIKAT

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