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RESEARCH ARTICLE

THE DEVELOPMENT OF CORAK INSANG WEAVING CRAFT CREATIVE ECONOMY IN PONTIANAK CITY

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ARTICLE DETAILS

ABSTRACT

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The main purpose of Regional Featured Product Development Program of Corak Insang Weaving Craft in Pontianak City is to make corak insang weaving craft as regional featured product and becomes a potential subsector creative economy in Pontianak City. This program is in sync with two non-governmental groups (Kelompok Swadaya Masyarakat, abbreviated as KSM) located in Khatulistiwa street, Sambas Jaya alley, Batulayang village, Pontianak City which are KSM Mekar II and KSM Pucuk Rebung. The economic problem faced by those partners are in verifying product and marketing. Both groups have economic potency because craftsman location is the only weaving area in Pontianak City, many costumers/guests visit, both domestic and international tourists, and many agencies, both private and governmental, have given training or support to the craftsman. Thus, a development strategy of corak insang weaving craft using quadruple helix is needed. The result of this program is the creation of derivative product of corak insang weaving, social media account to advertise the product online, and the improvement of partner's knowledge and skill.

KEYWORDS

economy, creative, craft, weaving, quadruple helix

1. INTRODUCTION

Corak Insang cloth is a characterized cloth motif of Pontianak city (see Figure 1). It is now has been used not only in traditional events or in weddings, but also in school uniform, office wear, and other cloth combinations. The high interest of people in wearing this cloth unfortunately is not followed by the increasing of the weavers of this cloth, making them hard to be acknowledged by people. All this time, corak insang clothes worn by people are factory-made and were not originally woven in Pontianak and there is only one non-governmental group that weaves this cloth.

A visit to the location reveals that the clothes produced are mostly typical Sambas woven clothes, which are Sambas gold weaving (tenun emas Sambas – in Bahasa), Sambas silk gold weaving (tenun emas sutra Sambas – in Bahasa), Sambas woven cap (kopiah tenun Sambas – in Bahasa), Sambas woven scarf (selendang/syal tenun Sambas – in Bahasa), and tablecloth along with sets of Sambas woven chair cushion cover. Some derivative products such as cap, scarf, tablecloth, and tablecloth with its chair cushion cover are woven from leftover woven fabric. The corak insang clothes are only produced 4 rolls (32 sheets of clothes) with selling price per cloth IDR 400.000. The weavers are focused on weaving other clothes because those products can be directly sold to businessmen who re-sell and keep the weaving products in big number and those businessmen mostly bought Sambas weaving products. Besides, their doubts that corak insang clothes would sell as well as their lack of knowledge on its product diversification hesitates them to weave corak insang clothes.



Figure 1: Corak Insang Cloth Motifs

According to Mrs. Kurniati (The leader of KSM Mekar II), many outsiders have visited them with various purposes; general visit, making documentary for television program, even documentary movie production, one done by Islamic Development Bank through their representative from Rome, Italy and Riyadh, Saudi Arabia. Some agencies/governmental institution, such as The Division of Industry, Trade, Cooperatives and MSMEs, and the Division of Public Work Service as well as private sectors have also held trainings and workshops in the weaving area. Furthermore, those weavers believe they cannot apply knowledge given because there is no sustainable practice and mentoring.

On the other hand, the woven cloth industrial sector that links with local resources has potentials to be export-oriented so it should be maintained for its selling value [1]. Ideally, every region should create their own creative economy based on their characteristic and specification of their area for it will generate multiplier effect for regional economic growth [2]. Accordingly, this development program of *corak insang* weaving craft is run for three years (2017-2019) to make the *corak insang* weaving craft as regional featured product, as a potential creative economy subsector in Pontianak City.

2. METHOD

Methods used in this program is training and mentoring. To develop this product and bring about it into featured creative economy subsector, a development strategy with quadruple helix approach is needed. This concept benefits for it generates innovations, thus improving the local and regional development [3]. Quadruple helix model is an innovation development model that includes 4 aspects, which are education, refers to university, government, private, and community [4-6].

The role of the four actors in the quadruple helix model is to encourage the growth of innovation, where the aim of this model is to pay attention to the mechanisms of innovation, economic growth, productivity and technology [7,8]. The roles of each actor in a creative economy developer in the quadruple helix model are as follows: Academics and companies provide conditions needed for an integrated innovation ecosystem. The government provides a regulatory framework and support finance for the definition and implementation of innovation strategies and policies. Civil society does not only use and apply knowledge and demand innovation in the form of goods and services, but also become an active part from the innovation system. Information and communication technology (ICT) work as a supporting factor for participation bottom up civil society [9]. Synergy between actors in the quadruple helix concept can be created if each actor is able to play their respective roles without depending on the role of other actors. This condition will create complementary relationships that are able to strengthen innovations needed by the creative industry [10].

Measures taken to overcome the product diversification and marketing problem are (1) Focus Group Discussion (FGD), FGD is one of data obtaining method in which a group discuss about a topic [11]. FGD is necessary to compile various kinds of information and decide which solving strategy to use. FGD; (2) Participative and instructional approach, as an effort to recognize the characteristic of the partner and local community through routine visit and direct observation of the weaving activity; (3) Structural approach through coordination with the RT (hamlet)/ RW (neighborhood) or village units, including related officials to link them with agencies needed by the partner to support the program implementation; (4) Culture, knowledge, and technology approach that will be transferred are implemented and merge with the economy, social, and cultural condition of a region; (5) Workshop. Darwanto, et al (2018) stated that main solution for business problems is giving workshop about design, packaging, and product diversification accompanied by training on business or marketing strategy and (6) Practice and mentoring [12]. After training, partners will be mentored in a small-scale practice to prepare bigger production.

3. RESULTS AND DISCUSSION

On the economic and creative industry aspects, crafting emphasized on the value creation process where the value of the craft will be measured by the job vacancies created and the increasing of living standard of related individuals [13]. To reach those values, a synergy of four creative economy developing actors, which are university, government, private, and community, is needed. Experiences prove that empowerment succeed due to the involvement of all parties [14]. The roles of these actors will ease the economy problem solving faced by community, in this case KSM Mekar II and KSM Pucuk Rebung

Therefore, on its implementation, we coordinate with several parties, such as the partners (KSM Mekar II dan KSM Pucuk Rebung), KOTAKU (Kota Tanpa Kumuh), BDC (Business Development Center), Pemuda Pelopor, PT Wilmar, Bappeda, Dinas Cipta Karya, the Department of Industry, Trade, Cooperatives and SMEs, the Department of General Affairs, the Department of Tourism, community village and district (see Fig.2). This cooperation is a structural approach to sync the activity held by the implementation team with activity run through KOTAKU program. Next, FGD is held. To implement FGD result systematically, this activity also conclude a Follow-up Action Plan. The result is all parties agreed to divide roles to solve the problems of the partners and to establish of Kampung Tenun Khatulistiwa to attract domestic and foreign tourists to improve the marketing strategy which leads to the improvement of weaver personal income as well as regional income.



Figure 2: Collaboration Among KSM, Community, Government, and Private Agencies (Stakeholders)

The roles of the partners are participate in various workshops and trainings held by several parties, employ more corak insang cloth craftsmen, create/add motifs and colors of the weaving products, create their own branding product and packaging, increase weaving cloth and product capacity, apply product innovation programs, and financially contribute to the development of the tourist village and product development (Fig.3). The roles of the university, in this case is represented by our team, are to sync the relationships between the creative economy developing actors, crafts subsector in Pontianak city (KSM, university, government and private) in building Khatulistiwa weaving tourist village, provide training and mentoring about corak insang weaving clothes diversification and publish activities and products through websites and social medias.



Figure 3: Training and Workshop

The role of agencies is not only developing the creative economy, but also to support and develop entrepreneurs [15]. Thus, the government, in this case the Leader of Pontianak city has the role to improve the corak insang weaving craft through signing the craftsmen up in local, regional, national, or even international fairs, establish corak insang weaving craft as regional featured product, establish Khatulistiwa Weaving Tourist Village (Kampung Wisata Tenun Khatulistiwa, see Fig.4) as a village innovative program, facilitate the copyright filing and trademark for the craftsmen, and join the product gallery in Business Development Center (BDC) of Pontianak City Government in KOTAKU program. The roles of the privates are to facilitate Khatulistiwa Weaving Tourist Village specifically in the gate construction, provide business capital loan, provide product diversification training, and sign the craftsmen up in local and national fairs.

Currently this role division has been running for two years and starting to produce results. Product diversification training and mentoring was done first. Product that used to be produced by weavers is corak insang clothes in the form of 2 m x 1 m sheets. Products that are produced are economically targeted to the middle and upper people because the price is quite expensive. Beside the price, the use of these clothes is limited to certain times. Therefore, it is necessary to diversify the products so it is affordable by the community and the products produced also vary.

Product variations are expected to be an option for both local people of Pontianak and domestic or foreign tourist as souvenir. Products made were handbag and other products made from woven pandan leaves including clutches, pencil boxes and laptop bags (Fig.5). In weaving the bags, the preparation has been made such as bringing the equipment needed, especially sewing machines which will later be used by weavers and local residents who have the ability to sew in producing products diversification/ derivative product. Products made from pandan leaves products are created by giving ornament of corak insang weaving clothes on certain parts. In the terms of economic study, this product is expected to answer the challenges of the increasing of dynamic market. The training of handbag craft is to diversify the product is also supported by the crafter from Craftulistiwa Pontianak community. The participants who join this program were weavers and several communities around the partner area who had sewing skill.



Figure 4: The partner area that has been established as Khatulistiwa Weaving Tourist Village

The expected result is the empowerment of local communities that can be involved in the production process of corak insang weaving craft derived product. During the training, the participants were taught to make patterns, cut materials, and sew bags and install some of the equipment such as bag frames. The material used during training is ordinary and dummy clothes that were made using corak insang craft. Products produced from the training are ready to be promoted at regional featured product exhibition as well as being sold online and offline. Based on the turnover calculation after this program, there is increasing of the sale about total 12 sheets per month (turnover IDR 12.800.000) becomes 50 sheets per month (turnover IDR 20.000.000), making the weavers turnover increases by 56%.



Figure 5: Product diversification

Diversification of other products is woven scarf. Woven scarfs are one of the leading diversification and in great demand, because of the affordable prices with the quality of clothing and products. For 1 piece of cloth, it can be 8 woven scarfs, where the price of one scarf is Rp. 80,000 (see Figure 6), weaver's income increases, where each piece is Rp. 400,000 diversified into a scarf to Rp 640.000, so income increased by Rp 240.000 or increased by 60%.



Figure 6: Woven scarfs are used



Figure 7: Brand of Kanun

Currently, all products that have found the brand name Kanun (Kampung Tenun) Khatulistiwa and abbreviated as Kanun (see Figure 7). Brands on behalf of Kanun have registered with the Ministry of Law. Do press on position or territory or known in terms of city branding or regional branding is new developments. This field of science found in the tourism literature, because relating to marketing a place or place or destination [16]. Brands are important in marketing products, with the presence of brands it will improve the performance of the weavers in Pontianak City and increase the selling value of all products diversification.

4. CONCLUSIONS

Corak Insang weaving craft has the potential to be developed as featured creative economy subsector of Pontianak city. The community empowerment using quadruple helix shows the synergy of *corak insang* weaving craft developing actors making it possible to be applied and the mentoring of the partners has encourage the weavers that leads to the increasing of the weavers' turnover and giving multiplier effect for the local community of Khatulistiwa Weaving Tourist Village.

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