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Evaluation on the Empowerment Program for Female Batik Producers

Nahiyah Jaidi Faraz

Abstract— This research aims to evaluate women empowerment programs: entrepreneurship awareness, daily income, and institutional strengthening of female batik producers in Mendirol, Gulurejo, Lendah, Kulonprogo, Yogyakarta. The program evaluation model used in this research is Logical Framework Model. The population is about 85 people, and all of them are respondents of this research. Regarding the similar characteristics of the batik producers, this research used purposive sampling, with QUEST program as the validity and the reliability, mathematical descriptive (mean and percentage) as the analysis technique. The research result shows that the income of the female batik producers are higher after adopting the program, namely about IDR 350.000 – IDR 500.000 per-month. Female producers also have high entrepreneurship awareness. There is a significant increase in business skill both qualitatively and quantitatively. Their business awareness and network are also increasing, as evidenced by the establishment of 8 groups of female batik producers and “Lumintu” cooperation.

Keywords— business management, logical framework model, women empowerment.

I. INTRODUCTION

‘Mendirol’ is one of villages in Gulurejo, Lendah, Kulonprogo. This village is well-known of its batik producers. Mendirol’s environment supports the production of batik. This is due the condition of the lands which lack fertility and therefore unfit agricultural activity. Therefore, most of the village members are not farmer. The problem lies on the fact that hundreds of batik producers rely on three employers. These micro business results in the inability of the employers to pay appropriate wage and certain contract. Therefore, the workers are the freelance ones. One piece of fabric earns Rp. 15.000 (fifteen thousand). In a month they can earn around Rp. 150.000. This is because the workers spend only one third of their time.

Around 129 people, mostly women, who are skillful in batik. Their skill in batik is a family inheritance. Young females were used to doing batik since their childhood. Almost all people in Mendirol, therefore, are able to do batik. The workers were used to work in Yogyakarta, Bantul and the surroundings. The working places are quite far, around 20-30

km from the village. The earthquake hit Bantul and surrounding in 2006 make them lost the job. Their husbands whose job mostly sand miner earn very low amount of money, from IDR 20.000 to IDR 30.0000 in normal days and IDR. 15.000 in flood.

From above illustration, the main problem is how to empower female workers’ wealth by uplifting them from labour to be independent owner of batik busines. Some obstacles they face are the limited access of the female workers in credits, market, management and business development information, limited skill to gain opportunity, and low social assurance for female workers. Besides, some potentials to develop from the workers are a) good skill in batik supported by the village authorities, b) members of family support their women to do batik.

Directions on how to develop the business in batik through the knowledge on qualified production and entrepreneurship would help the workers to be self-directed and at the end would help them earn more money. Therefore, women empowerment cannot be separated from any policy from the authorities. Since five years ago, the women empowerment program in Indonesia is clearly state to integrate into the grand program from the central to local government. The empowerment program for the female workers in Gulurejo village in 2009 are: a) training on management, b) supervision on the business activity, and c) supervision on the establishing of groups of workers.

This program aims are: a) increasing the female workers’ skills of batik based on science and technology, b) increasing the income, and c) strengthening the institution of female batik workers. This program needs to be evaluated on the point of the use of science and technology in the relation to increase the income of the workers and to strengthen the institution of the female workers.

II LITERATURE REVIEW

a. Small Business Development

The small business empowerment becomes more strategic since it has potentials of the small business in moving the economy in society and as the source of income. The existence of the small business in 2007 reached 49.84 million unit of business and played 99,99% role in national economy. It is undoubtful to say that in national economy the small enterprises contribute much in absorbing workers and support Domestic Product, national export value, and national investment. Research by Nur Afiah [5] shows that small enterprises contribute in economy and development of Indonesia. And the specific challenge business women face is the capability in entrepreneurship.

Facing the Crisis Era, small enterprises in Indonesia face some obstacles. Mudrajad Kuncoro [4] mentions the followings.

1. There is no clear job division between administration and operation. Most enterprises are run by the owner acting also as the manager and hiring members of family.
2. The access of the small industry to formal banking is low. Therefore, the business actors tend to rely on their own capital or on family's money.
3. The absence of legal for the enterprises. Most of the business are individual business. Only 4.7% of the business has individual legal. 1.7% owns legal acknowledgment like PT, CV, or Firm.
4. The trend of export value shows fluctuating export commodity in 1999-2006.
5. Procurement of raw materials is the biggest problem encountered, mainly dealing with an expensive price, limited availability, and relatively far distance, especially for export-oriented enterprises, where most of the raw materials needed are from outside the region.
6. The main problem faced in meeting the workforce needs are that the numbers of unskilled labor is relatively easier to obtain, and the labor costs are

expensive. Regeneration of artisans and skilled workers is relatively slow. As a result, in many centers has a shortage of skilled labor export to certain sectors.

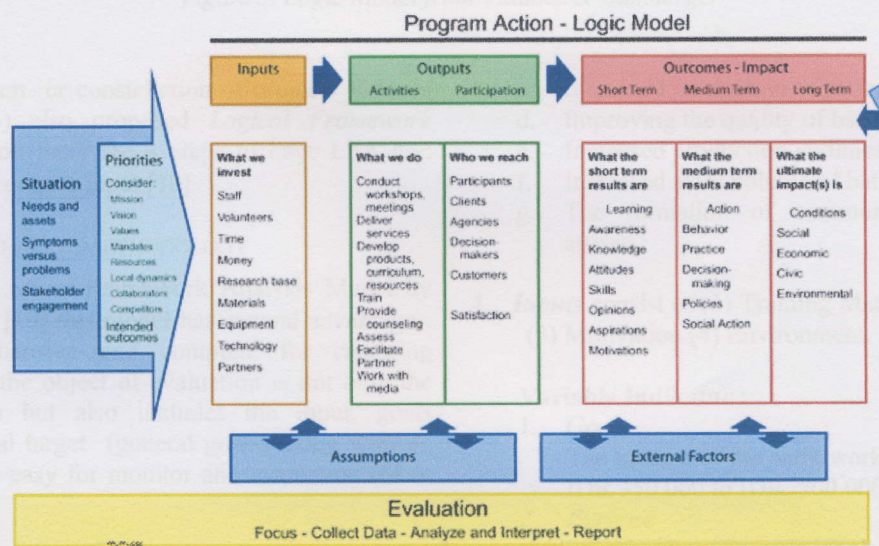
7. In the field of marketing, the problem faced are many competitors are moving in the same industry, relative lack of foreign language skills as an obstacle in negotiating, and penetration of overseas markets.

b. Model of Evaluation

Logic model is one of program evaluations models with the following application [3].

1. Clarifying what is really intended in a project or policy.
2. Enhancing communication among project team member.
3. Managing the project.
4. Designing an evaluation plan and determining the questions to be addressed.
5. Documenting a project and how it worked.

There are some of Logical Framework model such as: *UW-Extension Program Development*, *Sanders & Sullins logic model* and *Logic Model from Valadez & Bamberger*. Each of them will describe in some figures below.



Source : *UW-Extension Program Development* (2005).

Figure 1 : Evaluation model of *UW-Extension Program Development*

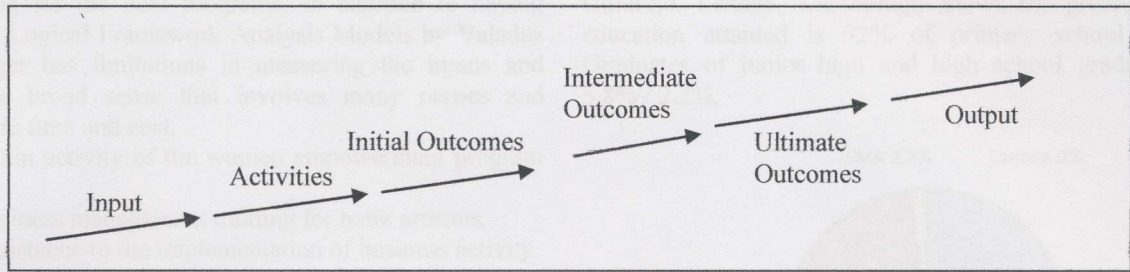


Figure 2: Sanders & Sullins Logic Model

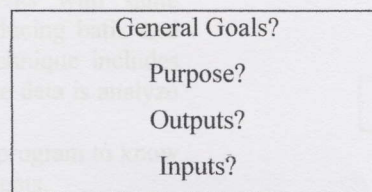


Figure 3: Logic Model from Valadez & Bamberger

Examining a program or constellation of projects Valadez & Bamberger (1994) also proposed *Logical Framework Analysis*. They mention there are 4 steps to have LFA are: general goal, purpose, output, input [10].

III RESEARCH METHODOLOGY

This study employs Logical Framework Analysis Model by Valdez & Bamberger [10] this model has several advantages. It is more comprehensive and complete for capturing information, because the object of evaluation is not only the result (output) alone but also includes the input, goals (purpose) and the final target (general goals) along with its indicator. This is also easy for monitor and evaluation (M & E) that is as follows.

- 1 **The End Target (Goals) is to increase** the income of the women batik craftspersons in Mendirola, Kulonprogo, Lendah Kulonprogo per month.
- 2 **Purpose**
 - a. Increased business skills of women batik artisan based science and technology.
 - b. Increased income women batik artisans.
 - c. Institutional strengthening of the women batik artisans.
- 3 **Output**
 - a. Improved process of batik production.
 - b. The use of batik production equipment based on science and technology.

- c. Increased production of batik designs.
- d. Improving the quality of batik production.
- e. Increased production volumes of the handmade batik.
- f. Increased sales volume of batik.
- g. The formation of community groups and batik artisan.

4. **Inputs** consist of (1) Training Materials (2) Infrastructures (3) Motivation (4) Environment.

Variable Indikator :

1. **Goals**
The income of the batik worker increase at least from IDR 350.000 to IDR. 500.000 per month
2. **Purpose**
 - a. Number of people involved in the training
 - b. Assessment to the training implementation
 - c. Income per month
 - d. Number of groups established
3. **Output**
 - a. The implementation process of batik production.
 - b. Selection of equipment used in producing batik (especially the coloring process).
 - c. The number of handmade batik production design.
 - d. Quality of the handmade batik products.
 - e. The volume of handmade batik production.
 - f. Sales volume of batik.
 - g. The number of group members and women members of the community of batik artisan.

Completeness of the information generated from the Logical Framework Analysis Models by Valadez & Bamberger will be able to provide a better basis to make decisions, policy and programming for the next programs. In addition to having advantages, Logical Framework Analysis Models by Valadez & Bamberger has limitations in measuring the inputs and results in a broad sense that involves many parties and requires more time and cost.

The main activity of the women empowerment program are:

- a. Business management training for batik artisans.
- b. Assistance to the implementation of business activity.
- c. Assisting the establishment of community groups and community for handmade batik artisan

Subject of the research is the batik workers in Mendirol, Gulurejo, Lendah, Kulon Progo whose skill in producing and marketing batik and in reading and writing. There are 85 women batik artisan as population and sample. The use of purposive sampling is to group respondents with same characteristic like having ability in both producing batik and reading and writing. The data collection technique includes interviews, observation and questionnaire. The data is analyzed using some method such as:

1. Test questionnaire with the QUEST program to know the suitability and reliability of test items.
2. Techniques of data analysis used was descriptive mathematical by calculating the averages and percentages.

The result of the test with QUEST program shows that all 10 items to measure the benefit of the training, precision of the materials, and method used fit the correct items. Besides, the reliability shows 0.76 in index meaning that this is reliable (result attached).

IV DISCUSSION

The interview results in information about success stories, the obstacles they face in batik, potential and skills they have, the main problems they face, and their future expectations. The results of this questionnaire in the interview become significant consideration in making policy. First, it is agreed to form groups. Second, they agree to the training activities, especially to improve product quality and increase the motivation for self-employed producers. Third, they agree to get assistance in doing batik.

The main activities are the training and mentoring. Both of these main activities include:

- a. Socializing and discussion on activities.
- b. Formation of groups.
- c. Preparing site (land) for group activities.
- d. Developing practical modules for the design and batik skills.
- e. Motivation and skills training on batik entrepreneurship.
- f. Provision of equipment and raw materials batik.
- g. Promotion and search for new markets.
- h. Mentoring on sketching, dyeing finishing, and marketing
- i. Preparation and production process of batik.
- j. Marketing batik products

a. Educational Level of Women Batik Producers

The education level of the batik workers in Mendirol, Gulurejo, Lendah, Kulonprogo shows the greatest level of education attained is 92% of primary school graduates. Graduates of junior high and high school graduates reach 5.8% / 2.2%.

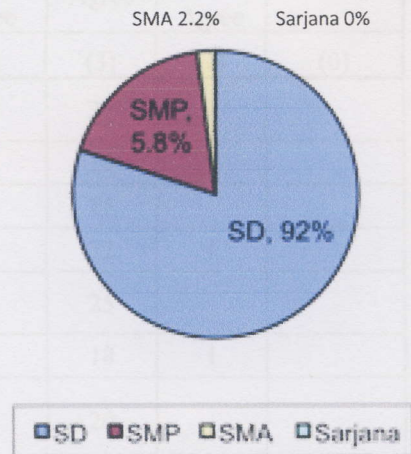


Chart 1.

Education level of women Batik Craftspersons 2009

b. Age of Women Batik Craftspersons

Age of the craftspersons is dominated by 38 (44.71%) persons in 31 – 40 years old. 34 people or 40% are in 41 – 50 years old. Only 13 people or 15.29% who are in 21 – 30 years old.

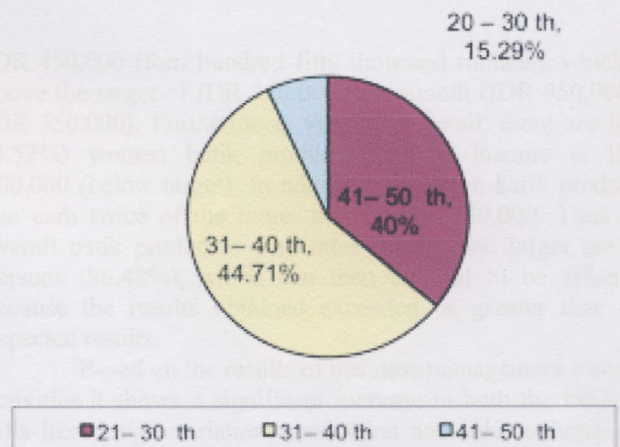


Chart 2.

Age of women Batik Craftspersons 2009

c. Implementation of the Training

There are 85 training participants that divided into eight groups. They received training materials about gender equality and equity, Entrepreneurship, Business Management, Applied Technology, and Marketing. As for their assessment of the implementation of training activities show encouraging results namely: They strongly agreed (52%) and agree (47%) with the training material

provided, with the methods used in training, and benefit for less approving. their business development. Only 1% of them are expressed

TABLE. 1
EVALUATION OF THE TRAINING FOR FEMALE WORKERS

No	Uraian	Very Agree	Agree	Less Agree	Disagree
		(4)	(3)	(1)	(0)
1	The material of gender equity and fairness is presented clearly	32	29	1	
2	Clear materials on enterpreneurships	33	16		
3	Clear materials on business management	38	15		
4	Clear Marketing materials	22	22	1	
5	Appropriate method of lecturing with question and answer techniques	15	25		
6	Precise method in problem solving	36	18	1	
7	The training adds knowledge	25	20		
8	The training benefits our business	20	32		
9	The training needs to be done for other members	18	20	2	
10	The results of the training would be done to develop the business	22	31		
		261	228	5	0

Sumber data primer

d. Production and Production Processes

There is an increased production of batik design showed by the addition motif from only *tamplek* motif into *galaran* and *pletuk* motif. Weekly, a woman can finish two pieces of fabric two meters each. After receiving material aids and assistance

from YCAP and Centre of Women Studies UNY, each worker can finish around twenty pieces. This makes different from the previous condition where each acts as labor and earns around ten thousand rupiah per day.

The process of batik production process shows that the workers have paid attention on the coloring. They do not merely dip but they also pay attention on the dosage of the chemical liquid used and hand flattening. They also use the rubber gloves as well as the stainless steel utensils. The use of logo and plastics in the handmade batiks attracts customers more. As a result, the workers become more confident in the production processes.

e. Income of Women Batik Producers:

The income of the batik producer is known that the total average income of the women every month can reach

IDR 450,000 (four hundred fifty thousand rupiahs), which is above the target of IDR 350.0000 per month (IDR 450,000 > IDR 350.000). Furthermore, viewed in detail, there are four (3.52%) women batik producers whose income is IDR 300,000 (below target). In addition, a women batik producer can earn twice of the target that is IDR 700,000. Thus the overall batik producers who meet the income target are 81 persons (96.48%), which can then be said to be effective because the results obtained exceeded or greater than the expected results.

Based on the results of business management training activities it shows a significant increase in both the business kills like design variation, production and sales volume and quality of production processes as well as the income level that is exceeding the target. The women batik producers through meetings and socialization have formed a group of eight (8), each group is with an average often people. In addition, they have also established community named "Lumintu" which consists of eighty-five (85) women batik producers.

TABLE. 2

INCOME PER MONTH PER PERSON

No	Income per month/per person	Frequence	IDR & Percentage/%
1	IDR 300.000	3	IDR 900.000/3.52%
2	IDR 350.000	1	IDR 350.000/1.17%
3	IDR 325.000	6	IDR 1.950.000 /7%
4	IDR 400.000	3	IDR 1.200.000/3.52%
5	IDR 450.000	20	IDR 9.000.000/23.53%
6	IDR 475.000	10	IDR 4.750.000/11.75%
7	IDR 500.000	25	IDR10.250.000/29.41%
8	IDR 550.000	9	IDR 4.950.000/10.59%
9	IDR 600.000	7	IDR 4.200.000/8.24%
10	IDR 700.000	1	IDR 700.000/1.17%
Total:		85	IDR 38.250.000/100%
Mean:			IDR 450.000

f. Cross Sector issues

1. Gender in equality that occurred in Mendirol is based on the fact that the education of the husbands is relatively higher (average of junior high school graduates) compared to those of their wives (an average of primary school graduates). The result of in-depth interviews with batik artisan indicates that the husband does almost all activities in the household decision-making. Meeting at the level of RT, RW and village are attended by their husbands.
2. Batik artisans are generally less educated mothers but have the responsibility to make a living to support the family income. Most of the Mendirol men work as and miner (at Progo river), agricultural laborers, bricklayers or car renter, and mobile vendors. In general, the earnings of women batik workers in Mendirol per month is approximately IDR 100.000 While the male is generally more than IDR 300.000 monthly.
3. In Mendirol, there is no wastewater management as well. Wastewater is wasted just around the well (the source of drinking water). The reason they do not make a hole is because the very little amount of wastewater. Once, a member of village protested the disposal water of batik, which he thought polluted his well. Since then the artisan who are divided into eight groups created for the wastewater infiltration holes away from the well of the citizens.

Obstacles:

1. The mental work most of the women batik crafts person is still limited only to cover the shortage of family economy, not more than that. Only few who

have the aspiration to make a greater effort to make batik major business in their life.

2. The existence of the social solidarity of rural communities is high. When there is celebration in Neighborhood (RW/RT) so often women's batik crafts persons help the celebration by contributing an average of IDR 50,000. If there are three neighbors conducting celebration, they have to spend at least IDR150, 000. This is very disruptive for capital flows selling batik.
3. Another form of solidarity they are complaining about is that the women batik crafts persons also have to contribute to the regular meetings. They cannot avoid, or are not comfortable with the neighbors if they do not come in a regular role or fellow villagers batik artisans.

Conclusion :

1. The training and supervising activities affect significantly the business skill and income of the female batik producers.
2. The working skill is increasing marked by the various kinds of batik design and various colours fulfilling the demand of the market.
3. The income of the female workers (96.48%) exceeds the target from IDR 350.000, to IDR450.000 per month.
4. The workers established a working group named "LUMINTU".

Recommendation :

1. It needs to upgrade the skill in coloring to maintain the quality of the products.

2. Batik business needs to be developed both to increase the earning and to maintain social solidarity.
3. The head of the village and sub village together with facilitators and cordinators need to maintain the link with government offices or private companies like Dinas Deperindagkop Kulonprogoi, Dinas Pariwisata Kulonprogo, and Dekranasda Kulonprogo.

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