

# *Strategy To Advance Srikandi Handmade Batik MSMEs In Bandar Lampung*

Fadilla Indah Suci<sup>1</sup>, Ardansyah<sup>2</sup>

Department of Management, Faculty of Economics and Business, Bandar Lampung University, Jl. ZA Pagar Alam No.26 Labuhan Ratu, Kec. Kedaton, 35142, Bandar Lampung City, Lampung, Indonesia.

<sup>1</sup>Corresponding Author: Fadilaindah01@gmail.com

<sup>2</sup>Corresponding Author: ardansyah@ubl.ac.id



**Abstract**—The purpose of this research is to determine the impact of the entrepreneurial spirit on the progress of MSMEs, namely how the entrepreneurial spirit is the life of entrepreneurship as behavior and attitudes that are manifested through character traits and also character in the creative application of innovative ideas in the real world. The research design uses qualitative methods involving a case study of the Srikandi Written Batik craft home industry in Kemiling, Bandar Lampung. The findings in this research are that self-confidence, having initiative, having the mindset to achieve, having a leadership spirit and daring to take risks are important things in building and developing creativity in realizing business success. The conclusion obtained in this research is that Batik Srikandi has conditions or circumstances that describe better success than before because of the influence of an entrepreneurial spirit which is shown by increasing income, sales volume, and the amount of production as well as the quality of the workforce.

**Keywords**— Entrepreneurial Spirit, Progress of MSMEs, Hand-written Batik Crafts.

## I. INTRODUCTION

Batik is the original cultural heritage of Indonesia which has been passed down from generation to generation and is still preserved today, not only on the island of Java but in almost all regions of Indonesia. known since the Majapahit era and very popular at the end of the 18th century. At that time the batik produced was hand-written batik until the 20th century (Sari, 2021). In fact, on October 2 2009, batik resounded for the first time in the 4th session room at the Intergovernmental Committee on Intangible Cultural Heritage held by UNESCO in Abu Dhabi, UAE, through the Intergovernmental Committee for the Safeguard of the Intangible Cultural Heritage session. Batik has officially been designated as Indonesia's Intangible Cultural Heritage (Qurotianti, 2023). Besides Written batik has been inaugurated as a cultural heritage in Indonesia where the government has designated a special day as national batik day, namely October 2 and is also an important moment to appreciate this traditional art which has become the identity of the Indonesian nation where this day was designated by President SBY. or Susilo Bambang Yudhoyono through Presidential Decree No. 33 of 2009 (Chandra Ayu Pramestidewi, S.Pt., 2022). This aims to express gratitude regarding the efforts made by the government to preserve the cultural heritage of batik.

No exception, in Lampung province there are already many batik entrepreneurs, one of which is the Srikandi hand-written batik craft which is located on Jalan Garuda Gang Merpati II RT 04, Pinang Jaya Village, Kemiling District, Bandar Lampung City. The existence of the Srikandi hand-written batik craft business in the Kemiling District area is not the only one, because there are others, As-Syafa written batik crafts and Deandra written batik crafts. Various efforts have been made to introduce the name Srikandi written batik, including at exhibition events held by the Lampung Province Cooperatives and SMEs Department. If a home industry or home industry is actually managed with good management, it will obtain various advantages compared to large businesses, including 1) technology that is quite easy to use in product development, 2) small companies have a closer

relationship with humanity, 3) have capabilities in building qualified employment opportunities, 4) capability and flexibility to adapt to market situations that are rapidly changing rather than major changes, 5) the existence of managerial dynamism and the contribution of the role of entrepreneurship. This reality proves that the position of small and medium enterprises or SMEs is crucial in strengthening the national economy (Rahayu, 2010).

The development of SMEs or what is hereinafter referred to as MSMEs is inseparable from the entrepreneurial spirit. How entrepreneurship in Eddy Soeryanto Soegoto's book entitled *Becoming an Ultimate Businessperson* is stated where an entrepreneur or the term entrepreneur is a person with a creative, independent, tenacious and innovative spirit, diligent, diligent and also brave. to take risks. In Geoffrey G. Meredith's book (1995) it is also stated that an entrepreneur is a figure with the character and ability to review business opportunities through gathering the resources needed to determine decisions and also profits and actions in order to achieve success.

### **1.1 Research problem**

The research problem in this research is:

1. What is the spirit of entrepreneurship in the UMKM home industry of Srikandi handwritten batik?
2. How is product creativity in the Srikandi Handwritten Batik Home Industry MSMEs?
3. How Business Success Happens in the Srikandi Handwritten Batik Home Industry?
4. What are the supporting and inhibiting factors for success in the Srikandi Written Batik Home Industry?

### **1.2 Work environment**

The aims of the research here are:

1. Explain and discover the influence of the Entrepreneurial Spirit on the progress of the Srikandi Written Batik Home Industry MSMEs
2. Explain and discover the influence of product creativity on the progress of the Srikandi Handwritten Batik Home Industry MSMEs
3. Knowing the business success that occurred in the Srikandi Written Batik Home Industry
4. Knowing the supporting factors and inhibiting factors for success in the Srikandi Handwritten Batik Home Industry

## **II. THEORETICAL BASIS**

### **2.1. Employee The Entrepreneurial Soul of MSMEs**

The soul is something with an abstract nature that is studied only by various statements that are seen with symptoms or indications or the body as a movement until the soul is a spirit and all humans have abstract characteristics and symptoms including thoughts, feelings, dreams and others" (Hartanti, 2008: 24). "Entrepreneurial spirit believes that the soul of life is entrepreneurship, which is basically the behavior and attitude of entrepreneurs shown through character and disposition that has the desire to realize their innovative ideas in the real world creatively." (Kusumadewi, 2020).

According to Suryana, the indicators used in the entrepreneurial spirit variable are as follows (Suryana, 2006):

1. The indicators for believing in yourself are having full confidence, commitment, responsibility and great optimism.
2. Indicators of the achievement motive include goals that are based on results and insight into the future.
3. An indicator of having a leadership spirit is always having the courage to be different, being trustworthy and also acting tough.
4. The indicator of taking risks is full calculation

## 2.2. Creativity

The definition of creativity by Suryana (2003:2) is the ability to develop various new ideas and new ways to solve problems and find opportunities.(Samian, 2020: 17)

### 1. Curiosity

An emotion relating to behavior or the desire to know, for example through investigation, participants learn as proven through observations of many human and animal species.

### 2. Optimistic

It is a feeling of belief that something will happen that can give good hope and become motivation to work towards success.

### 3. Flexible

Ability to adapt and work effectively in different conditions and through various groups or individuals.

### 4. Find solutions and problems

Explore alternatives in order to solve problems.

### 5. Original

Originality or originality to build a product.

### 6. Likes to imagine

The concept of thinking in order to imagine or build an image or description or a phenomenon based on individual experience.

## 2.3. MSMEs Business Success

According to Hendry Faizal Noor (Sunan Purwa Aji, Hari Mulyadi, 2018) stated that business success is essentially the success of a business to achieve its goals. Ranto (2007) stated that entrepreneurial success is not identical to the extent to which a person is successful in accumulating wealth to become rich, this is because it can be obtained in many ways and provides added value. No matter how small the size of a business is, if it starts from zero and can operate optimally, its value will be of a valuable class compared to large organizations/companies but started with extensive facilities (Imania & Hidayat, 2022).According to (Ramadhi, 2021) the factors that cause someone to experience work pressure are urgent time, inappropriate salary/wages, physical demands, leadership, inadequate authority, work conflict, and differences in values between employees and leaders who are frustrated in their work.

## 2.4. Framework of Thinking

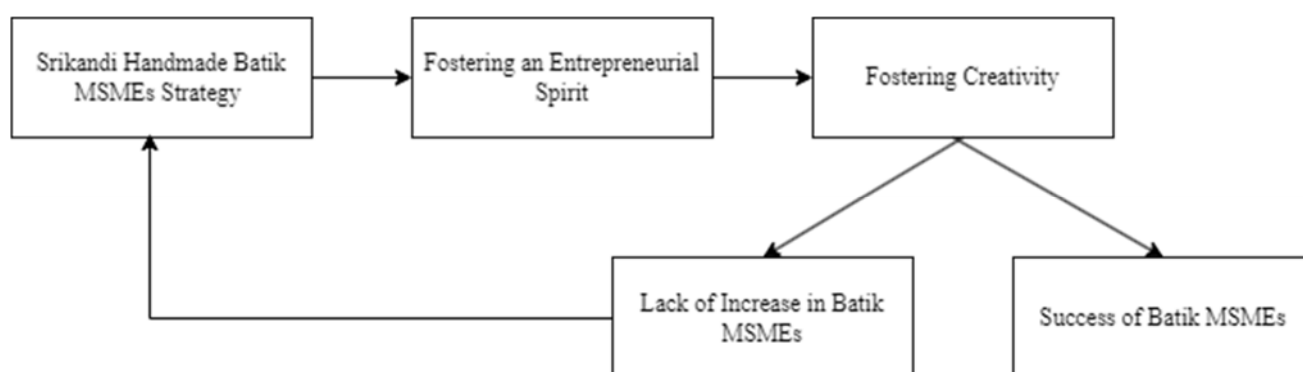


Fig I. Framework of Thinking

### III. RESEARCH METHODOLOGY

This research was conducted on business actors in the Srikandi Kemiling Handwritten Batik Home Industry in Bandar Lampung. As we understand, research methods are interpreted as a method systematically in order to solve research problems through data collection that applies various techniques or methods with interpretations related to the results of the data collection and then conclusions are drawn based on the research data. The influence of the entrepreneurial spirit on Srikandi's batik home craft industry activities is the focus of the research object regarding the success of her business. In the preliminary research phase, the author carries out research related to topic studies based on observations and interviews and in the literature study phase the author carries out the collection of information material and data obtained through journal articles and books regarding the topic being studied as well as various theories that strengthen the interpretation of the problem.

#### 3.1. Type of Research

The method used in this research applies the category of descriptive qualitative research with an orientation towards creating systematic, accurate and factual information regarding the characteristics and facts of a particular population or area (Suryabrata, 2010:75). The research methods applied in qualitative research can also be determined based on the needs and fulfillment of the researcher's research orientation, namely in the form of the desired goals and results.

The researcher tried to explore various data relating to the study object and this research was carried out through portraits of facial and natural conditions in harmony with the objective situation in the field without any manipulation during the research. The other subjects of this research are informants who understand the data and information related to the object being studied. The research subjects here are business owners and employees of the Srikandi hand-written batik home craft industry.

#### 3.2. Data Analysis Technique

The qualitative approach is very different from the quantitative, especially when presenting data. Data analysis techniques from Miles & Huberman (1992), namely:

1. Data reduction

Carrying out data reduction means summarizing, sorting out the various things that are the main focus, as well as focusing on various important things, exploring themes and patterns, in this case the results of interviews with informants who own Batik Srikandi and the author's observations while at Batik Srikandi.

2. Data Presentation

After data reduction is carried out, the next phase is displaying the data. In qualitative research, data presentation at this stage of qualitative research can be carried out in the form of short descriptions, correlations for each category, section and so on. The data displayed here are excerpts from interviews with Batik Srikandi informants.

3. Verification/Conclusion Drawing

The third phase or stage in the qualitative data analysis from Miles & Huberman is verification or drawing conclusions, namely Batik Srikandi regarding the success or sales success of Batik Srikandi products.

### IV. RESULTS AND DISCUSSION

Test MSME and household groups have enormous potential in providing assistance to dynamize the community's economy at large considering that these businesses have a multiplier impact both directly and indirectly with a high tendency, especially in terms of the characteristics and distribution of business groups. Regardless of the value, size or distribution in terms of output, this business dominates in terms of quantity and also the absorption capacity of the workforce. Mentioning the word MSMEs certainly cannot be separated from entrepreneurship, in this case it concerns the entrepreneurial spirit (Entrepreneur). If you look at it from an angle. An entrepreneur is someone with an orientation towards achievement who is driven by exploring new challenges and results and if someone wants to be successful as an entrepreneur and also has the competence to manage the resources they have then they need to have an entrepreneurial spirit (Nicles, 2005) in (Lestari, 2013), namely (Wijaya et al., 2023):

1. Self-directed means that entrepreneurs need to have a pleasant personality as well as a good level of discipline and responsibility for all business activities
2. Confidence, how entrepreneurs need to be confident in the ideas they get even though they haven't thought of them before and need to complement the entrepreneur's enthusiasm
3. Having an orientation towards action where a business idea has not become a great thing without great motivation or enthusiasm to make it happen
4. Energetic, how entrepreneurs need to have a sufficient emotional level as well as mental and physical levels to work hard for a long time
5. Tolerant of uncertainty, entrepreneurs need to be accustomed to uncertainty which in all businesses has certain consequences to be faced and taken into account.

Based Based on the results of interviews with Batik Srikandi informants, the author asked about the influence of the entrepreneurial spirit and creativity on the success of batik businesses that have been implemented so far. Based on the results of the interview it was found that:

#### **4.1. Entrepreneurial Spirit in Business Success**

Eddy Soeryanto Soegoto stated that entrepreneurship is a creative business that is created in accordance with new ideas in order to manifest something new, has added value, provides benefits and builds employment opportunities that are useful for other people, while entrepreneurs are people with a creative or innovative spirit who can create and advance the company to excellence. Based on the results of interviews with informants, it was found that the Javanese entrepreneurship that was instilled in an entrepreneur, namely the owner of Batik Srikandi, was passed on to his children.

"For myself, I am more enthusiastic and can motivate my children to become successors."

This is relevant to the indicators of entrepreneurial spirit, where according to interviews conducted regarding what forms of entrepreneurial spirit were instilled in the entrepreneurs who founded Batik Srikandi, it was found that the owner cultivated a sense of self-confidence, initiative and his goal or orientation to be able to excel was so that his batik products could be known. lots of people and it sells. The spirit of leadership is also shown through the tenacity of the Batik Srikandi owner who is not afraid of risk when his business begins to progress so that many people know him. The entrepreneurial spirit possessed by the owner of Batik Srikandi has a big impact on the success of the business, resulting in an increase in income and production due to the persistence of an entrepreneur.

#### **4.2. Product Creativity**

Suryana (2003) stated that creativity is the ability to develop various new ideas and methods in order to solve problems and obtain opportunities so that creativity is the capability to think about things differently and also new. This means that the greater the level of creativity, the greater the level of impact on business success. Based on the results of the interview, he said that: "The influence is very high for written batik, we have to be creative starting from batik, siger, siger towers, bags, necklaces and other knick-knacks, the creativity is very high"

#### **4.3. Business Success**

This means that the creativity of Srikandi batik, especially written batik products, has a very large or high influence on the success of product sales. The employees and also the owners of Srikandi Batik need to create creations ranging from siger, batik, siger towers, necklaces, bags, other accessories.

#### **4.4. Inhibiting Factors**

According to the results of the interview, the conclusion is that the main inhibiting factor in the success of the Srikandi batik business is capital, where capital is a social thing for the success of a business, when the capital is higher, the possibility of the business will be more successful. This is as illustrated in the written batik at Batik Srikandi which does not yet have requirements in the form of a business license in order to obtain additional capital and business behavior through several other

businesses there that do not have a creative and innovative mindset as a form of criteria for developing MSMEs. Capital is an indicator of business success in theory, but it actually becomes a pillar that hinders the running of the Srikandi Batik business.

## **V. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. Conclusion**

As explained in the results above, the conclusion is that the spirit of leadership is also demonstrated through the tenacity of the Batik Srikandi owner who is not afraid of risks when his business has started to progress so that many people know him. Product creativity and the management applied in marketing have an impact on increasing the success of the product which can be viewed currently in terms of popularity, production and sales volume of Srikandi batik. The success of Srikandi Batik is demonstrated, among other things, through its popularity which is starting to be known and liked by many people even abroad. This is also motivated by the promotion and invitation system obtained to intensify business in various big cities in order to fill business events such as in the cities of Jakarta, Tangerang, and others. Supporting factors include an enthusiastic and consistent attitude towards running a business by channeling creative ideas and what is currently needed is a lot of original work. The main inhibiting factor in the success of the Srikandi batik business is capital.

### **5.2. Recommendations**

The suggestions in this research is:

1. In increasing the success of product sales, the Srikandi Batik business can expand marketing and creativity to attract the interest of local and foreign people, for example through digital marketing so that all dimensions of entrepreneurial spirit and creativity can increase which will have an impact on product success.
2. In terms of the inhibiting factor, namely business capital, when the Batik Srikandi business owner is confident that he has an entrepreneurial spirit and high creativity, he can invite cooperation to attract local investors who want to invest business capital and then develop it by Batik Srikandi.
3. For further research, it is hoped that the research can be expanded using other dimensions and theories with more specific indicators so that the research direction can develop.

## **REFERENCES**

- [1] Alma, B. (2010). Introduction to Business. Alfabeta.
- [2] Aprilia, H., & Rosandini, M. (2021). Development of the Kanaka Batik Motif for the Japanese PPI Ishikawa Uniform. Patterns, 10(1), 25–30. <https://doi.org/10.24821/corak.v10i1.4192>.
- [3] Aryadi, R., & Hoesin, SH (2022). Entrepreneurship and Micro, Small and Medium Enterprises (Mumkm) as a solution to overcoming employment problems in Indonesia. Selikik, 8(1 june), 57–72.
- [4] Chandra Ayu Pramestidewi, S.Pt., M. (2022). National Batik Day and World Batik Day. Juanda University.
- [5] David, R. (2021). The Influence of Entrepreneurial Spirit and Marketing Management on Business Success in Yellow Bamboo Valley Agrotourism. JIKE, 5.
- [6] Efendi, N. (2022). Potential for Batik Industry Development in Bandar Lampung. Business Preneur: Journal of Business Administration, 4(1), 1–16.
- [7] Economics, F., & Business, D. (2022). SMALL AND MEDIUM MICRO ENTERPRISES (UMKM) TOWARDS ECONOMIC GROWTH IN THE ERA OF THE COVID-19 PANDEMIC LAMPUNG PROVINCE FROM AN ISLAMIC ECONOMIC PERSPECTIVE THESIS Submitted to Complete and Fulfill the Requirements to Obtain a Bachelor of Education (SE) Degree in Ek.
- [8] Imania, AH, & Hidayat, AM (2022). Entrepreneurship Knowledge and Entrepreneurial Motivation on Business Success (Case Study at Young Entrepreneur Academy Indonesia). Journal of Management and Business, 5(2), 526–533. <https://doi.org/10.37531/sejaman.v5i2.2397>.

- [9] Jayanti Mandasari, D., Widodo, J., & Djaja, S. (2019). Marketing Strategy for Micro, Small and Medium Enterprises (Mumkm) Batik Magenda Tamanan, Bondowoso Regency. *JOURNAL OF ECONOMIC EDUCATION: Scientific Journal of Education, Economics and Social Sciences*, 13(1), 123. <https://doi.org/10.19184/jpe.v13i1.10432>.
- [10] Jefri, U., & Ibrohim, I. (2021). Strategy for Development of Micro, Small and Medium Enterprises (MSMEs) Based on Creative Economy in Puloampel District, Serang Regency, Banten. *STIE Muhammadiyah Palopo Management Journal*, 7(1), 86. <https://doi.org/10.35906/jm001.v7i1.730>.
- [11] MINISTRY OF INFORMATION. (2019). State News of the Republic of Indonesia.
- [12] Kusumadewi, AN (2020). Implementation of the Entrepreneurial Spirit and Use of Social Media on Entrepreneurial Interest in Purwakarta Female Students. *E-Qien Journal of Economics and Business*, 7.
- [13] Lestari, F. (2020). The Influence of Entrepreneurial Spirit and Creativity on Business Success in the Binong Jati Knitting Industrial Center, Bandung. *Scientific Journal*, 14–15.
- [14] Moleong, L. J. (2005). Qualitative research methodology. Rosdakarya Teenager.
- [15] Ningrum, N. (2017). The Influence of Using Problem Solving-Based Methods on Economics Learning Outcomes of Class X Even Semester Man 1 Metro Students in the 2016/2017 Academic Year. *PROMOTION (Journal of Economic Education)*, 5(2), 145–151. <https://doi.org/10.24127/ja.v5i2.1224>.
- [16] Nurudin, Junaidi. HM, A. (2020). THE INFLUENCE OF ENTREPRENEURIAL SPIRIT AND FAMILY SOCIO-ECONOMIC BACKGROUND ON INTEREST IN ENTREPRENEURSHIP. *UNTAN*, 1, 1–13.
- [17] Priharti, DV, Herlina, T., & Annisa, V. (2021). The Influence of Entrepreneurial Spirit and Creativity on Business Success in Tailoring SMEs in East Baturaja District, Ogan Komering Ulu Regency. *Collegial*, 9(2), 140–151.
- [18] Qurotanti, A. (2023). National Batik Day: Celebrating the Beauty of Traditional Indonesian Art. *UMY*.
- [19] Rahayu, ES (2010). Business Partnerships as an Effort to Increase the Competitiveness of SMEs (Small and Medium Enterprises). *Econo Science*, VIII.
- [20] Samian, NI and. (2020). Learning Independence Seen from Student Learning Creativity and Learning Motivation. *JPIS*.
- [21] Sari, OK (2021). Getting to Know Batik as Indonesian Cultural Heritage. PT. Jepe Press Main Media.
- [22] Sunan Purwa Aji, Hari Mulyadi, BW (2018). Entrepreneurial Skills for Business Success. *Journal of Business Management Education*, 3.
- [23] Suryabrata, S. (2010). Research Methodology. PT Raja Grafindo Persada.
- [24] Suryana. (2006). Entrepreneurship, Practical Guide: Tips and Processes for Success (3rd ed.). Salemba Four.
- [25] Unwaha, T. (2021). Definition of Creativity and Examples. [Unwaha.Ac.Id](http://Unwaha.Ac.Id).
- [26] Wijaya, IGB, Suarantika, IGW, Semaradana, IMW, Putriani, NW, Diastini, A., & Yanti, NNSA (2023). Increasing the Entrepreneurial Spirit and Competitiveness of MSMEs in the Satya Rahayu Business Group. *Dharma Sevanam: Journal of Community Service*, 2(1), 1–9. <https://doi.org/10.53977/sjpkm.v2i1.821>.