THE EMPOWERMENT OF SOCIETY
THROUGH WOVEN SARONG PRODUCTION ACTIVITY IN WANAREJAN UTARA VILLAGE OF TAMAN SUB DISTRICT OF PEMALANG REGENCY OF CENTRAL JAVA PROVINCE

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ABSTRACT

Poverty becomes the biggest development problem of this century, not only for Indonesia, but also for every country around the world. Unavailability of sufficient number of jobs causes government to make comprehensive and sustained efforts to reduce the poverty. Now community empowerment becomes appropriate solution in enabling people and improving independent people to reach the social welfare.

The title of this research is “Community Empowerment through Woven Sarong Production Activity in Wanarejan Utara Village of Taman Sub district of Pemalang Regency of Central Java Province”. The research aimed to describe the process of woven sarong production as community empowerment activity, to identify inhibiting factors, and to determine the local government effort as empowerment strategy. It used an exploratory method with an inductive approach, using descriptive analysis to portray the empowerment process. It also used non-scoring SWOT analysis to identify internal and external factors which influenced the empowerment.

According to research and data processing, the author could conclude that community empowerment through woven sarong production in Wanarejan Utara Village did not run optimally. It could be showed from the community welfare level that has not increased yet and from the inhibiting factors such as low of capital, inefficient production, and the worker regeneration.

The best recommendation is to optimize the training and monitoring that is done by local government, along with the establishment of woven sarong as a main product of Pemalang Regency. The last one is to form production cooperative that can guarantee the materials production and distribution networking in order to increase the community outcome. The roles both local government and community itself are needed to sustain the production activity as a community empowerment in Wanarejan Utara Village.

Keywords: community; optimalization; influenced the empowerment

I. INTRODUCTION

Poverty becomes the biggest problem of development in 21st century, not only in Indonesia, but also all over the world. It is stated in Millenium Development Goals (MDGs).

Millenium Development Goals (MDGs) is agreed by presidents and delegations from 189 country members of United Nation (UN). The MDGs contains commitment of each country and international community to achieve 8 development goals as a goal package from 2000 until 2015 in which the first goal is to eradicate extreme poverty and hunger. (Source: http://www.un.org, Millennium Development Goals. Monday, 9th of December 2013.)

In Indonesia, alignments against poverty begin with the foundation of our constitution, the Constitution of the Republic of Indonesia Year 1945. Preamble to the Constitution of 1945 sets
out the purpose of the state, they are to protect all the people of Indonesia and the entire country of Indonesia, promote the general welfare, educate the nation, and participate in the establishment of a world order based on freedom, eternal peace, and social justice. All these objectives can be achieved if development issues in Indonesia (such as poverty) can be resolved.

According to the Central Bureau of Statistics, poverty is the inability to meet the minimum standards covering the basic needs of eating and non-eating needs. In addition to meeting the needs factor, the United Nations Development Program (UNDP) defines poverty as the inability to expand life choices, such as by inserting valuation absence of public participation in policy-making as an indicator of poverty. Those who are poor are also weak in entrepreneurial skills and limited access to economic, so they are getting left behind from other communities that have high potential (Huraerah, 2008:184).

It takes comprehensive and sustained efforts in tackling poverty right. In this running era, SBY and The Cabinet, have development priorities up to 2014 (August 16th, 2013 President's Speech in the House of Parliament), namely (1) economic growth, (2) job creation, (3) price stability, (4) poverty eradication, (5) food security, and (6) energy security.

The availability vocation may decrease the number of poor and boost economic growth. When people already have jobs and incomes, food security will increase. When this has been achieved, there will be price stability and create safe conditions. However, when the number of jobs available is not sufficient, it will be a lot of unemployment and can increase social problems. Government as a representative of the public should anticipate this in order that essential function of government, which is to maintain law and order, can still be achieved. The government should empower the people so that people become self-sufficient and have the ability to compete as effort to sustain life.

Law No. 32 Year 2004 about Local Governance states that the local administration is directed to accelerate the realization of public welfare through service improvement, empowerment, and community involvement, as well as improving the competitiveness of the region by taking into account the principles of democracy, equality, justice, privilege and the specialty of a region. Local governments should strive to improve the dignity of society (which in its present condition has not been able to escape from the trap of poverty and underdevelopment) become capable and independent by strengthening the potential or power possessed by the community so as to create an atmosphere allows them to achieve a better life.

This is in line with the thinking of Subejo and Narimo in Mardikanto (2013:31) who say that:

The process of community empowerment is a deliberate effort to facilitate local communities in planning, deciding and managing owned local resources by the collective action and networking, so that in the end they have the ability and independence economically, ecologically and socially.

Pemalang Regency is one of regencies in Central Java Province located on the North Coast of Java Island. Astronomically Pemalang Regency located between 109°17'30" - 109°40'30 " East Longitude and 6°52'30" - 7°20'11" South Latitude. Pemalang Regency is divided into 14 sub districts namely Bodeh, Ulujami, Comal, Ampelgading, Petarukan, Taman, Pemalang, Bantarbolang, Randudongkal, Warungpring, Moga, Pulosari, Watukumpul and Belik.

Based on Population Census of the Central Bureau of Statistics in 2010, the total population in Pemalang Regency was 1,261,049 people. Pemalang Sub District as the Capital of Pemalang Regency has the highest population of 172,822 people and then Taman Sub District is 157,658 people. The high number of population in this two sub districts can be an asset in the development of Pemalang Regency if the local government knows the best way to optimize the potential of the community.

People of Wanarejan Utara Village, Taman Sub District, has initiated to do community development as one of the efforts to improve the community’s economy and providing jobs. There is weaving production activity using Non Machine Loom (ATBM: Alat Tenun Bukan Mesin) that ever reached the glory in 1995-1999.

According to data from the Agency for Community Empowerment and Family Planning Pemalang Regency in 2012, ATBM
woven sarong Wanarejan Utara has 169 craftsmen with 7,171 labors. The main product produced in this industry is goyor sarong.

The existence of the community activity that has been aged longer should provide great benefits to community. Observation by the writer in apprenticeship activities showed that the living conditions of weavers in Wanarejan Utara is still simple. Community income from this business is still under the Minimum Wages of Pemalang Regency. In addition, based on data from the Agency for Community Empowerment and Family Planning Pemalang Regency In 2012, 61.27% or 4,497 weavers are over the age of 40 years. Young people (under 40 years) are more interested in doing urbanization and consider job as a weaving laborer is at a low level.

Production activity of woven sarong has lasted long enough in the village of Wanarejan Utara, but until now, the tools used to produce woven sarongs are Non Machine Loom (ATBM) which uses wood as raw material. Operation of the manual ATBM makes inefficient production, as it takes a long time and great effort which is 12-14 hours per day to produce only five sarongs per week.

According to data from the Regional Office of Cooperative, Small and Medium Enterprise, Industry and Trade Department Pemalang Regency in 2010 that woven sarong of Wanarejan Utara Village is 98% for export and only 2% for domestic distribution with value of production Rp. 56,952.000.000,- (fifty six billion nine hundred and fifty two million rupiah). However, when looking at the data of Pemalang Regency in 2010 GDP at Current Market Prices based on Enterprise, Textiles Industry contribution, Leather and Footwear is only 2.52%. This indicates that the export activity of woven sarong in Wanarejan Utara does not increase local revenue.

Based on the background above, it can be identified various problems that arose during the observation and in apprenticeship location are as follows.

1. The absence of significant changes in social welfare of community in Wanarejan Utara Village although woven sarong production has entered the export market.
2. Production inefficiency due to lack of technology transfer.
3. Regeneration (workforce needs are increasing, but it is not supported by the preparation of young people to learn).
4. Production of woven sarong in Wanarejan Utara do not affects Pemalang Regency revenue yet.
5. Local Government is not optimal yet on the development and existence of woven sarong production activities in the village of Wanarejan Utara.

The writer formulated some observation and issues as follows.

1. How does the process of community empowerment through woven sarong production activity in Wanarejan Utara Village?
2. What are the inhibiting factors of the community empowerment through woven sarong production activity in Wanarejan Utara Village and what are the efforts of Pemalang Regency Government in overcoming these barriers?

Apprenticeship activity conducted by the writer had several objectives, namely as follows.

1. To find out the production process of woven sarongs as a form of community empowerment in Wanarejan Utara Village.
2. To find out the inhibiting factor in production activity and find out the steps performed by Pemalang Regency Government in overcoming inhibiting factors of woven sarong production Wanarejan Utara Village.
   a. Could add and raise community awareness to increase investment activities in order to accelerate development and improve the local economy.
   b. As a follow up, community could apply entrepreneurial activity in developing the local economy either micro, small and medium enterprises.
   c. The results of the apprenticeship were presented in scientific form so that it is expected to enrich knowledge.
   d. Could provide information to Pemalang Regency Government in setting policies both at the level of planning and evaluation related to community empowerment, especially in the economic development of community.
II. THEORETICAL FOUNDATION

A. Empowerment Overview

The word empowerment is derived from the word “power” which got the prefix em - and suffix -ment. According to the Merriam-Webster Online Dictionary, “to empower” has two meanings. The first is to give power of authority and the second meaning is to give ability to or enabled. In the first meaning, it is defined as the giving of power, transferring power, or delegate authority to another party. While in the second meaning, it is interpreted as an attempt to provide the ability or empowerment.

The definition of empowerment in accordance with the World Bank is the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes.

According to Ginanjar Kartasasmita in *Pemberdayaan Masyarakat, Konsep Pembangunan Yang Berakar Pada Masyarakat* (1997), the concept of community empowerment includes the notion of community development and community-based development.

According to Payne, the basic goal of empowerment is social equity by giving peace to them as well as political and social equality through efforts to help each other and learn through small steps development in order to achieve greater goals (Huraerah, 2009: 99).

Empowering community is an effort to increase the dignity of the lower level community who is not able to escape from the trap of poverty and underdevelopment. Huraerah (2008: 184) states that:

*In the perspective of the social work profession, the poor are those who experience social dysfunction. Because they are unable to perform their main task well to fulfill the needs of their family, such as: food, clothing, housing, health, and education. This inability is strongly related to factors of production. The poor generally do not have sufficient production factors, such as: land, fund, or life skills.*

Empowering community means enabling and makes the people become independent. Communities are actively involved in managing and organizing all the potential they have to work together and helping people to help themselves. According to Sumodiningrat in Kusmuljono (2009: 174):

*Empowerment community implies to develop, be autonomous, do self-supporting, and strengthen the bargaining position of the lower level community against the suppressive forces in all areas and sectors of life. In addition, it also means protecting and defending by targeting on the weak side to prevent unequal competition and exploitation toward them.*

Furthermore Saraswati in Huraerah (2009: 100) explains, Conceptually empowerment must include the following six:

a. **Learning by doing.**

Empowerment is a process of learning things and there are some continuously concrete actions which the impact can be seen.

b. **Problem solving.**

Empowerment should give a sense of crucial problem solving through the right the way in the right time.

c. **Self-evaluation.**

Empowerment should be able to push a person or group to evaluate independently.

d. **Self-development and coordinating.**

It means to push you to be able to develop and coordinate relations with other parties more broadly.

e. **Self-selection.**

Empowerment can be a group that grows as election attempts and self-assessment in determining the next steps.

f. **Self-decision.**

Empowerment should be possible to select appropriate actions and should be based on the self-confidence in deciding something independently.

Kusmuljono (2009: 175) states that,

*Community empowerment can be done through:*

a. **Community institutional development and assistance that**
serves to drive the total community participation;
b. Extension serves to respond and monitor the changes taking place in community;
c. Service that serves as a controlling element of physical and non-physical resources assets distribution precision that is needed by the community.

In Huraerah (2009: 102-103), Robert Chamber argues that empowerment is an economic development concept that summarizes the social values. This concept reflects the new paradigm of development which is people-centered, participatory, empowering, and sustainable.

The process of community empowerment can be done by:
a. Possibility.
Creating an atmosphere that allows the potential of the community to develop optimally. Empowerment should be able to free the community from the inhibiting structural and the cultural barriers.

b. Reinforcement.
Strengthening the knowledge and capabilities of the community in solving the problem and meeting their needs. Empowerment should be able to develop all the skills and confidence to support community self-reliance.

c. Protection.
Protect the community, especially the poor so as not oppressed by powerful groups, to avoid unequal (especially unhealthy) competition between the strong and the weak, and to prevent exploitation of the strong against the weak group. Empowerment should be directed on the elimination of all kinds of discrimination and domination that are not profitable the poor.

d. Support.
Provide guidance and support so that people can carry out the role and duties of life. Empowerment must be able to support the people not to fall into a state of being weak and marginalized.

e. Maintenance.
Maintaining conducive conditions to keep a balance of power distribution between the various groups in community. Empowerment must be able to ensure harmony and balance that allows everyone to get a chance to try.

Community empowerment is not to make people become increasingly dependent on a variety of charity programs because, basically, what is enjoyed must be produced for the self-effort. Thus, the ultimate goal is make the community independent, enable and develop the ability to advance them toward a sustainable and responsible better life.

B. Overview of the Community

According to Koentjaraningrat (2009: 115-118),

Society in terms of English is derived from the Latin word socius meaning companion. The term community is derived from the Arabic word syaraka meaning participating. Society is a group of people who get along with each other, in scientific terms is interacting. A group can have a unified infrastructure through its citizens that can interact with each other.

Another definition, the community is the unity of human life that interacts according to a particular system of customs continuously, and is bound by a sense of shared identity.

Continuity is a public entity that has four characteristics: 1) The interaction between its citizens, 2) Customs, 3) Continuity of time, 4) Strong sense of identity that binds all citizens.

According to Arthur Hillman, a definition of community must be inclusive enough to take account of the variety of both physical and social forms of community take (Abdulsyani, 2012: 30).

Quoted from the book entitled Pengantar Ilmu Sosial by Supardan (2009: 136),
according to Campbell, community is an integral part of human life characteristics. People need each other to survive and to live as a human.

According to Soekanto (2012: 133), Community is the people who live in an area (geographic) with certain boundaries where the main basic factor is greater interaction among members compared with the interaction with the people outside borders.

Community has the principal characteristics, namely:

a. People who live together.
b. Mixed for a quite long time.
c. They realize that they constitute a unity.
d. They constitute a system of living together.

Community is a big or a small group consisting of several human naturally bound in group and becomes a social system that influences each other (Shadily in Supardan, 2009: 136).

According to Abu Ahmadi in Abdul Syani (2012: 32), the community must have the following requirements:

a. There should be a group of human and should be a lot, instead of collecting the animals.
b. Was residing for a long time in a certain area.
c. There are rules or laws that regulate them toward common goals and interests.

d. The World Book Encyclopedia describes the production as the first step in the series of economic process that bring goods and services to people.

According to Gilarso (2001:125) production can be interpreted as an attempt to create or add the economic benefit of an object with the purpose to satisfy human needs, while the person, enterprise, or organization that produces goods and services are called producers.

From the definitions above, it is clear that production activities have objectives that include:

a. Produce goods or services.
b. Increase the utility value of goods or services.
c. Increasing prosperity of society.
d. Increase profits.
e. Expanding the field of business.

Based on the definitions and purposes of production, humans, indeed, are trying to get what their needs well or approaching prosperity. Production activities require the needed elements required called production factors. Production factors are the resources used in a process of production of goods and services (Agung, 2008:10).

Totally, there are currently five things considered as the factors of production according to Ricky W. Griffin in his book entitled Business:

a. Physical resources
Physical production factor is all the wealth of the universe and other raw materials that can be used in the production process. It is including the soil, water, and raw materials.

b. Labor
Labor is human production factor that directly or indirectly carry out production activities.

c. Capital
Capital is goods or equipments that can be used to carry out the production process.
d. Entrepreneurship
Entrepreneurship factor is a skill or ability that a person uses in coordinating the factors of production.

e. Information Resource
Information resource is all the data that the company needs to run its business.

D. Overview of the Village
Quoted from the book written by Wasistiono (2006:7) entitled Prospek Perkembangan Desa, the word desa in Indonesia was first discovered by Mr. Herman Warner Muntinghe, a Dutch and a member of Raad van Indie during British colonial rule.
The word desa itself comes from the Indian language swadeshi which means the place of origin, place of residence, country of origin, or ancestral land refer to the unity of life, with a unit norm, and has clear boundary (Wasistiono, 2006:7).

Village, according to Widjaja in his book entitled Otonomi Desa (2003:3) states that the village is a public entity that has legal rights based on the original composition of the origins of which it is privileged. The basic thoughts for the administration of the village are diversity, participation, genuine autonomy, democratization, and empowerment.

Unang Soenardjo in Hanif (2011:4) defines village as follows:
The village is a whole community based on indigenous and customary law that are settled in a particular boundaries area; has strong outer and inner ties because of collateral or has the same political, economic, social, and security interest; selected board of management in togetherness; has a certain amount of wealth and the right to conduct its own domestic affairs.

According to Bintarto in Wasistiono (2006:10), there are three elements that make up a system that moves related and intertwined from a village, namely:

- Productive land territory, location, area and boundaries which are named geographical environment.
- Inhabitant, population, population growth, population distribution and livelihoods.
- Life style, the pattern of interaction and bonding between villagers including the ins and outs of village life.

In general, the characteristics of rural life can be identified as follows:
- Community has a homogeneous nature of the livelihood, the values of the culture, as well as in attitudes and behavior.
- Village life emphasizes family members as economic units, which means that all family members participate jointly in fulfilling the economic needs of the family.
- Geographical factor is very influential over the existing life. For example, the attachment of family members to their village or hometown.
- A more intimate and durable relationships among members of the community, comparing to the people in the city.

E. Overview of Relevant Normative about the Phenomena
Overview of relevant normative about investigated and observed phenomena:
- The Constitution of the Republic of Indonesia Year 1945 Article 27 Paragraph (2).
  Every citizen has the right to work and decent living for humanity.
- The Constitution of the Republic of Indonesia Year 1945 Article 28C Paragraph (1).
  Every person has the right to develop themselves through the fulfillment of basic needs, education and to obtain the benefits of science and technology, arts and culture, in order to improve the quality of life and for the welfare of mankind.
- Law No. 32 Year 2004 about Local Governance Article 1 Paragraph (12).
  Village or called other names, hereinafter referred to as the village, is the unity of the legal community who have boundaries that are authorized to regulate and manage the interests of the local community, based on
the origin and local customs that are recognized and respected in the system of government of the Republic of Indonesia.

   Namely the right to a standard of living adequate.

e. Law No. 20 Year 2008 about Small, Micro and Medium Enterprises

1. Micro, Small, and Medium Enterprises are based on:
   a) family;
   b) economic democracy;
   c) togetherness;
   d) the efficiency of justice;
   e) continuously;
   f) environmental;
   g) independence;
   h) the balance of progress; and
   i) the unity of the national economy.

2. The purpose of Micro, Small, and Medium Enterprises is to grow and develop their business in order to build national economy based on fair economic democracy.

3. The principles of empowerment of Micro, Small, and Medium Enterprises:
   a) growing independence, unity, and entrepreneurship of Micro, Small and Medium Enterprises to work with own initiative;
   b) the implementation of transparent, accountable, and equitable public policy;
   c) business development based on local potential and market-oriented areas in accordance with the Micro, Small and Medium Enterprises competence;
   d) improving the competitiveness of Micro, Small and Medium Enterprises;
   e) the implementation of the planning, execution, and control in an integrated manner.

4. The purpose of empowering Micro, Small, and Medium Enterprises:
   a) embodies a balanced, developing, and fair structure of the national economy;
   b) foster and develop the capabilities of Micro, Small and Medium Enterprises as to become strong and independent;
   c) increasing the role of Micro, Small and Medium Enterprises in regional development, employment creation, even income, economic growth, and poverty eradication of the people.

f. Regulation of the Minister of Internal Affairs No. 7 Year 2007 about Cadre of Community Empowerment.

a. Community empowerment is a strategy used in the development of community as an effort to create the capabilities and independence in community, nation, and state life.

b. Community and Rural/Urban Empowerment is an attempt to leverage the power and independence of rural and urban communities that include economic, socio-cultural, political and environmental aspects through strengthening the rural and urban governments, community organizations and efforts in community capacity building.

g. Government Regulation No. 72 Year 2005 about Village.


i. Pemalang Regency Regulation No. 17 Year 2006 about Village Consultative Body (Pemalang District Gazette No. 17 Year 2006).

III. ANALYSIS AND RECOMMENDATION

A. Analysis

1. Community Empowerment in Woven Sarong Production Activity in Wanarejan Utara Village

World Bank defines empowerment as the process of increasing the capacity of individuals or groups to make choices and to transform them into desired actions and outcomes. If the definition is applied in
community context, it indicates that the community has able to make decision based on the provided options. Of course, the chosen option is the one that bring advantages and benefits for the community.

Empowering community also means ability in increasing community economy level and dignity (in which they are still trapped in poverty and underdevelopment) to be capable and independent by strengthening community potential or capacity with the result that atmosphere which enable the community to develop a better life will be created.

Woven sarong production activity in Wanarejan Utara Village had been going on since in the 1930s. But, community welfare level still shows insignificant change. The followings are the results of data analysis about weaver welfare in Wanarejan Utara Village based on the research of Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency in collaboration with Satya Wacana Christian University Salatiga Central Java (the sample was 500 woven labors).

Table 5.1
The Analysis Result of Weaver Welfare Level

<table>
<thead>
<tr>
<th>No</th>
<th>Indicator</th>
<th>The Analysis Result of Weaver Welfare Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economy</td>
<td>Less</td>
</tr>
<tr>
<td>2</td>
<td>Health</td>
<td>Enough</td>
</tr>
<tr>
<td>3</td>
<td>Education</td>
<td>Less</td>
</tr>
<tr>
<td>4</td>
<td>Skill</td>
<td>Good</td>
</tr>
<tr>
<td>5</td>
<td>Housing</td>
<td>Less</td>
</tr>
<tr>
<td>6</td>
<td>Environment</td>
<td>Enough</td>
</tr>
<tr>
<td>7</td>
<td>Politics</td>
<td>Good</td>
</tr>
</tbody>
</table>

Source: Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency, 2013

The table shows that community economic level was still not prosperous yet. The communities of Wanarejan Utara Village are labors. So they just get a wage, not income from product sales profits.

Community is indeed capable and independent in doing the work, but they do not get welfare standards (one indicator is weaving wages under the Regency Minimum Wages of Pemalang). Here is an illustration that the writer made to describe the state of weaver community.

Picture 5.1
The Illustration of Collectors and Weaver Community Relationship
The points of the illustration above are:

First, collectors as woven sarong employers conducting distribution and export, had been done the exploitation toward the labors. The collectors provided raw materials and asked for production. But then, the labors were low-paid (under the Regency Minimum Wages of Pemalang) and worked for a long working time (12-14 hours per day).

Sumodiningrat in Kusmuljono (2009:174) states that, Community empowerment implies to develop, be independent, self-support, and strengthen the bargaining position of the lower level community against the suppressive forces in all areas and sectors of life. In addition, it also means protecting and defending by targeting the poor, to prevent unequal competition and exploitation of the poor.

Second, the number of collectors was very small compared with the number of Wanarejan Utara people who become labors. Besides, the collectors did not come from Pemalang Regency. But, the community had not done anything so far. Why?

To answer the question above, the writer had done the analysis of interview result with 50 labors. The following is the result.

<table>
<thead>
<tr>
<th>Number of people</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>35 people</td>
<td>70%</td>
<td>Responded that they do not know how to sell their woven sarong. All they know is just how to make it.</td>
</tr>
<tr>
<td>9 people</td>
<td>18%</td>
<td>Responded that they do not want to get troublesome.</td>
</tr>
<tr>
<td>6 people</td>
<td>12%</td>
<td>Responded that they just need money to buy some food.</td>
</tr>
</tbody>
</table>

From the result above, it can be concluded that the people of Wanarejan Utara Village did not know how to sell the product so that they only had the chance to be merely labors.
Subejo and Narimo in Mardikanto (2013:31) argue that: The process of community empowerment is a deliberate effort to facilitate local communities in planning, deciding and managing owned local resources by the collective action and networking, so that in the end they have the ability and independence economically, ecologically and socially.

People in Wanarejan Utara Village already utilized all available resources through collective action to produce woven sarong, but they did not have a network that allows to do marketing. Stalled process from production to distribution was due to the ignorance of the community in managing production. So far, people were never been taught how to manage production and marketing. Public only knew hereditary weaving process to produce sarong in herited from their family. In addition, the high dropout rate weavers made community increasingly blind to it.

Disconnection between production and distribution should be concerned by all governments, Pemalang Regency in particular. If the distribution of production of woven sarong is properly managed, then the profit can be used as development capital for the community itself.

There is other relationship that occurs from inputs and processes (production), which is the supply of raw materials. The people in Wanarejan Utara Village who worked as labor, did not know the origin of the raw material. They just got it from the craftsmen who confessed that the raw material derives from Bandung and Pekalongan on collector order.

“We (craftsmen) get the raw materials from Bandung and Pekalongan, but we just take it. About the transport cost and things that going on in there have been conditioned by woven sarong collectors. We just come and take the raw materials which are thread from Bandung and dye from Pekalongan…” (Sutinah, 52 years, Craftsmen, interview on 9th of Februari 2014).

Such dependence structure will not be able to increase the capacity and quality of Wanarejan Utara community because it will deny independence, and in the long run will never be profitable. Dependence will only be dispensed to ensure fairness and equality when development strategies are implemented by community development pattern, not merely economic development.

The entry of Woven Sarong or Goyor Sarong ATBM Wanarejan Utara Village as a
main product of OVOP Pemalang Regency can be an improvement key to the process of community empowerment. There should be an improvement in terms of organizing or managerial order so that profit from the sarong sale can be enjoyed by the community and can also increase local income, especially Pemalang Regency. Thus, the best solution should be discussed to overcome this case.

Cooperative can be the best solution of the aforementioned problems. Cooperative is an organization of people's economy, which is specifically stated in the constitution as a wake-up effort, is most appropriate for economic democracy in Indonesia. Cooperative can be an effective vehicle for community empowerment, building a modern human but emphasizes the capitalaments of kinship and mutual cooperation that characterize democracy in Indonesia.

Cooperative should be targeted for the development of community groups that have been able to go beyond the initial stage of cooperation and working together in groups, such as the Wanarejan Utara people have done so far. The formalization of the group as an economic entity should be directed to the cooperative form. However, for the group and its members, they should be completely prepared in order that cooperatives form can heartily support efforts to increase the member business activities which are carried out jointly. In this case, the role of government, especially Pemalang Regency Government, is truly needed for creating reliable management.

In addition to the above, the factors of production are also important to be investigated so that development production can continue running. Quoting from http://id.wikipedia.org, five things considered as factors of production by Ricky W. Griffin in his book Business published by Pearson Education Business are:

a. Physical Resources

Physical production factor is all the wealth of the universe and other raw materials that can be used in the production process. It is included soil, water, and raw materials.

Physical production factor used in woven sarong production activity in Wanarejan Utara Village are the followings:

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tree Fiber</td>
<td>The raw material of thread making</td>
</tr>
<tr>
<td>2</td>
<td>Water</td>
<td>Dye mixer and thread/sarong washer</td>
</tr>
<tr>
<td>3</td>
<td>Soil</td>
<td>Waste disposal</td>
</tr>
</tbody>
</table>

Source: Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency, 2010

The main raw material is rayon 60/2, rayon 40/2 and the dye that should be delivered from Pekalongan and Bandung. This weakness should also be reconsidered, because the farther the place of raw materials production, the greater the cost of transportation that should be spent as a component of production cost. As noted in the Theory of Weight Loss and Transport Cost that a location is considered profitable if it has shrinkage value in the lowest transporting process and the cheapest transport costs.

b. Labor

Labor is a human production factor that directly and indirectly carries out production activities.
Labor of woven sarong production activity in Wanarejan Utara itself was composed of 169 craftsmen and 7,171 labors. However, the constraint was that 61.27% (4,497 people) who works as weavers aged over 40 years and 40.67% (2,985 people) had never attended formal education though the age of the workforce will be directly proportional to the level of production.

c. Capital
Capital is goods or equipments that can be used to do the production process.

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Amount</th>
<th>Material</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ATBM</td>
<td>5,035</td>
<td>Wood</td>
<td>Manually</td>
</tr>
<tr>
<td>2</td>
<td>Bum</td>
<td>592</td>
<td>Wood</td>
<td>Manually</td>
</tr>
<tr>
<td>3</td>
<td>Lerek</td>
<td>703</td>
<td>Wood</td>
<td>Manually</td>
</tr>
<tr>
<td>4</td>
<td>Keteng</td>
<td>824</td>
<td>Wood</td>
<td>Manually</td>
</tr>
</tbody>
</table>

Source: Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency, 2010

d. Entrepreneurship
Entrepreneurship is a skill used by someone in coordinating production factors.
It is in this aspect that the deficiency in woven sarong production Wanarejan Utara Village exists. In other words, a figure who becomes the coordinator in managing the factors of production and goods produced was still absent. Collectors, who are in fact not the villagers of Wanarejan Utara, were the people who play an important role in providing raw materials and product distribution.

e. Information Resources
Information resources contain all of the data needed by the company to run the business.
The development of information system has never occurred to the people in the village of Wanarejan Utara. It is with the information system the people can increase market demand and open up new business opportunities that has the effect on the quantity of production. This factor also has to be concerned by Pemalang Regency Government.

Based on the explanation above, the writer analyzed the strategic planning of development activities in the production of woven sarong Wanarejan Utara Village. In this analysis, the writer used a model of non-scoring SWOT analysis based on the observation. SWOT analysis is first introduced by Albert Humphrey. It is an acronym from Strength, Weakness, Opportunity, and Threat. It is a method of strategic planning by evaluating all of four components. The following is SWOT analysis about woven sarong production activity in Wanarejan Utara Village.

Tabel 5.5
Based on the SWOT analysis, the writer described SWOT strategy in the table below.

### Table 5.6
**SWOT Strategy of Woven Sarong Production Wanarejan Utara Based on SWOT Analysis of Woven Sarong Production Wanarejan Utara**

<table>
<thead>
<tr>
<th></th>
<th>HELPFUL</th>
<th>HARMFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Factor</strong></td>
<td><strong>Strengths</strong></td>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td><strong>INTERNAL</strong></td>
<td>1. Good quality product.</td>
<td>1. Minimum capital.</td>
</tr>
<tr>
<td></td>
<td>2. Skilled labors.</td>
<td>2. Raw material that should be delivered from Bandung and Pekalongan.</td>
</tr>
<tr>
<td></td>
<td>3. Centralized.</td>
<td>3. Regeneration (the need of great number of labors, but it is not supported by the readiness of young generation who are willing to learn).</td>
</tr>
<tr>
<td></td>
<td>4. Quite long enterprise experience.</td>
<td>4. Production inefficiency, especially in motive making process (still using raffia fibre manually).</td>
</tr>
<tr>
<td></td>
<td>5. Export segmented.</td>
<td>5. Technology that is still left behind.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. Unorganized waste management.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. Low wages.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9. Community cooperation has not been formed yet.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10. There is not management information system yet.</td>
</tr>
<tr>
<td><strong>OPPORTUNITIES</strong></td>
<td></td>
<td><strong>THREATS</strong></td>
</tr>
<tr>
<td></td>
<td>2. Assistance Program from the Government.</td>
<td>2. Many competitors especially manufacturer sarong.</td>
</tr>
<tr>
<td></td>
<td>3. Domestic market that has not been touched yet.</td>
<td>3. Cooperative still has not become an umbrella for the entrepreneurs.</td>
</tr>
<tr>
<td></td>
<td>4. The development of Wanarejan Utara Village to be a Tourism Village (Desa Wisata).</td>
<td>4. The demand in increasing labor wage.</td>
</tr>
<tr>
<td></td>
<td>5. The coming of investors.</td>
<td></td>
</tr>
</tbody>
</table>

**SO Strategy** (Strength-Opportunity)  **WO Strategy** (Weakness-Opportunity)

1. **Strategic Plan:** Strengthening the quality of products to expand production.

2. **Strategic Plan:** Compiling strategic management in minimizing production factors to develop the production.
Strategies:
a. Increasing woven sarong product quality as the main product OVOP Pemalang regency and developing local or domestic market (S1; O1, O3).
b. Utilizing central group as Desa Wisata development (S3; O4).
c. Utilizing the location which is quite near the Capital of Regency to get assistance from the government (S6; O2).
d. Utilizing export segmented quality to penetrate domestic market (S5; O3).
e. Developing entrepreneur ship to increase market, skill of the members, technology, and cooperation synergy with the third party (S2; O5).

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ST Strategy</td>
<td>WT Strategy</td>
</tr>
<tr>
<td><strong>(Strength-Threat)</strong></td>
<td><strong>(Weakness-Threat)</strong></td>
</tr>
<tr>
<td>Strategic Plan:</td>
<td>Compiling strategic management in increasing quality to develop a better production.</td>
</tr>
<tr>
<td>Strategies :</td>
<td>a. Utilizing the strategic location to build production cooperative (S5; T3).</td>
</tr>
<tr>
<td></td>
<td>b. Maintaining export market to face manufacturer competitors (S5; T2).</td>
</tr>
<tr>
<td></td>
<td>c. Increasing the skill quality of labors with proper wages (S2; T4).</td>
</tr>
<tr>
<td>d. Increasing enterprise experience in order to be able to identify raw materials (S4; T1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Increasing production effectivity by implementing technology shift and product diversification to face market rivalry (W4, W5, W6; T2).</td>
</tr>
<tr>
<td></td>
<td>d. Maximizing community regeneration that has good quality and preparing information system also quality guarantor to develop cooperative (W3, W9, W10; T3).</td>
</tr>
<tr>
<td></td>
<td>e. Increasing ATBM and cooperative empowerment information access in Cooperative Ministry and other Ministries programs (W9; T3).</td>
</tr>
</tbody>
</table>

Strategies:
a. Inviting the investors to cover capital and raw materials deficiencies, and also to increase the wages (W1, W2, W8; O5).
b. Developing information system and production quality guarantor to penetrate domestic market (W10; O3).
c. Increasing ATBM industry and cooperative empowerment information access in Cooperative Ministry and other Ministries programs to develop Desa Wisata (W9; O4).
d. Increasing product diversification from OVOP development perspective (W6; O1).
e. Utilizing government assistance to provide labors, raw materials, and waste processing management, also skill training (W2, W3, W4, W7; O2).
2. Inhibiting Factors of Community Empowerment Process in Woven Sarong Production Activity in Wanarejan Utara Village

A woven sarong production activity in Wanarejan Utara Village has been running for a long time which is since 1930s and continuously from one generation to the next generation. It made the community become skillful in making woven sarong known as Goyor Sarong.

Along with the election of Wanarejan Utara ATBM woven sarong as a OVOP main product in Pemalang regency and welcoming the ASEAN Free Trade 2015, Pemalang Regency Government needs to identify the factors that inhibit woven sarong production in order that it can be able to compete in world trade. The existence of woven sarong production will give effect for the community in Wanarejan Utara Village because most of them are weavers.

The following are the analysis based on collected data and observation during apprenticeship program about the factors that inhibit woven sarong production in Wanarejan Utara Village, Taman Sub District, Pemalang Regency.

First, capital becomes the main problem of stagnation in woven sarong production in Wanarejan Utara. The low capital was happened because there was no investor who invests in Wanarejan Utara Village and due to the low income people that caused the inability to perform activities of an investment.

According to the Head Division of Investment, in Licensing and Integrated Services Office of Pemalang Regency in interview session on 20th of February 2014 is as follow:

“The absence of investors who invest in Wanarejan Utara for woven sarong production is because the ATBM woven sarong Wanarejan Utara has not been promoted by the Pemalang Regency Government as the main product. The election of this woven sarong as OVOP of Pemalang Regency is expected to bring in more investors who can build Wanarejan Utara Village starting in 2014. In this year, the local government will start promoting ATBM woven sarong Wanarejan Utara as the main product of Pemalang Regency that is expected to open up investment opportunities that can assist the development in Pemalang Regency. The expected development is not only about physic, but also about developing community welfare of Wanarejan Utara continually…”

Although the production value of woven sarong per year reaches Rp.56,952,000,000 - (fifty six billion nine hundred and fifty two thousand rupiah) with the investment value about Rp.20,230,405,000 - (twenty billion two hundred and thirty thousand four hundred and five thousand rupiah), those prices could not influence the local income of Pemalang Regency. The ensuing is Gross Domestic Regional Product of Pemalang Regency based on work field for processing industry on the basis of price 2010-2012.

Table 5.7
Gross Domestic Regional Product of Pemalang Regency based on Work Field for Processing Industry on the Basis of Price 2010-2012 (in million rupiah)

<table>
<thead>
<tr>
<th>No</th>
<th>Processing Industry</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oil and Natural Gas Industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Oil mill</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>b. Natural liquid gas</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Non oil and natural gas industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Food, drink, and tobacco</td>
<td>1,663,912,10</td>
<td>1,882,701,77</td>
<td>2,079,435,48</td>
</tr>
<tr>
<td></td>
<td>b. Textile, leather product, and footwear</td>
<td>1,459,405,68</td>
<td>1,648,422,00</td>
<td>1,815,938,40</td>
</tr>
<tr>
<td></td>
<td>c. Wood product</td>
<td>200,693,27</td>
<td>230,095,32</td>
<td>258,819,43</td>
</tr>
</tbody>
</table>
d. Paper and printing product 2,931,09

e. Anorganic fertilizer and rubber product 3,190,15

f. Cement and non metal product 541,62

g. Iron and steel -
h. Machine and its equipments -
i. Other products -

gross domestic regional product of Pemalang Regency 7,961,378,41

2010 2011 2012

<table>
<thead>
<tr>
<th>No</th>
<th>Processing Industry</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oil and Natural Gas Industry</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>a. Oil mill</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>b. Natural liquid gas</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Industry non oil and natural gas</td>
<td>20,90</td>
<td>21,25</td>
<td>21,28</td>
</tr>
<tr>
<td></td>
<td>1. Food, drink, and tobacco</td>
<td>18,33</td>
<td>18,61</td>
<td>18,58</td>
</tr>
<tr>
<td></td>
<td>2. Textile, leather product, and footwear</td>
<td>2,52</td>
<td>2,60</td>
<td>2,65</td>
</tr>
<tr>
<td></td>
<td>3. Wood product</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>4. Paper and printing product</td>
<td>0,04</td>
<td>0,04</td>
<td>0,00</td>
</tr>
<tr>
<td></td>
<td>5. Anorganic fertilizer and rubber product</td>
<td>0,00</td>
<td>0,00</td>
<td>0,00</td>
</tr>
<tr>
<td></td>
<td>6. Cement and non metal product</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>7. Iron and steel</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>8. Machine and its equipments</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>9. Other products</td>
<td>0,01</td>
<td>0,01</td>
<td>0,01</td>
</tr>
</tbody>
</table>

Source: Central Bureau of Statistics Pemalang Regency 2013

Based on the data above, textile industry, leather product, and footwear increased 2.52% in 2010 which was Rp.200,693,27, and 2.60% in 2011 and 2.65% in 2012 which was Rp.258,819,43.

The woven sarong of Pemalang Regency has been exported to the Middle East but no one knows that the product is originally made from Pemalang regency because woven sarong of Wanarejan Utara Village was not included as contributed commodity because for all of this time woven sarong in Wanarejan Utara Village is not included into contributed commodity toward income or Brutto Regional Local Income of Pemalang Regency whereas the value of production per year for the year 2010 reached Rp.56,952,000,000. - (fifty six billion nine hundred fifty two million rupiah).

Importation of commodities that contributed to the textile industry, leather goods and footwear up to 2013 according to the Department of Revenue, Finance and Asset Management District Pemalang were:
2. Convection in Ulujami Sub District.
4. Bags in Randudongka Sub District.

Source: Central Bureau of Statistics Pemalang Regency 2013
5. Socks in Pemalang Sub District.

ATBM Woven Sarong Wanarejan Utara Village was not contributed towards revenue or Gross Domestic Regional Product of Pemalang Regency because:

There was no woven sarong collector in Wanarejan Utara Village. Woven sarong collectors came from Tegal and Surakarta. It can be said that the people residing in Wanarejan Utara Village are 100% just labors. The craftsmen did not perform activities of distribution and export activities so that revenue from the sale of these sarong (both domestic market and overseas) were not deposited into the local treasury. It is this weakness that becomes the major obstacle for local governments, especially the Pemalang Regency Government. As the explanation from Head of Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency (interview on 16th of February, 2014).

"So far, we monitored in the field, the people in Wanarejan Utara just as labors but they do not have factory or industry. Woven sarong is still a small industry. So, despite being exported, it was done by someone else. Not on behalf of the community in Wanarejan Utara. They work for the collectors who gave them raw materials and wages via the craftsmen. It is ironic indeed, but little by little, the government has begun to pay attention to these things..."

People in Wanarejan Utara Village depositing woven sarong in raw form (not branded and wrapped). They depositing the woven sarong to craftsmen in a big sack and the products were just folded and then rolled into one. By craftsmen, those sacks of sarong bags were sold to collectors, and only the collectors, for export. So the ones who had trademarks were collectors, not craftsmen or labors in Wanarejan Utara Village. As stated by a weaver based on interview on February 10, 2014.

"We (craftsmen) received community-made sarong in sacks. We provide wage calculated per sarong. Later, the collector will take the sarongsacks. So we can say that we sell sarong to collectors, and collectors buy sarong from us, but collectors will also provide raw materials to us for free. It is the collector who will do the packing until exporting to overseas. This makes the production of woven sarong keep running until now ...

"(Abdul Hadi, 62 years, Weaver)."

The lack of organization or good management in managing the production of woven sarong in Wanarejan Utara Village. The people of Wanarejan Utara Village only did the production process with a free of charge given raw materials. So the profit from the sale of woven sarong can not be perceived by the public. However, local government had not been too concerned about it, so it is not taken seriously and considered of no importance. In fact, if it is managed well, the profit of woven sarong Wanarejan Utara Village can increase the revenue of Pemalang Regency and can be used for the development process. The following is the explanation from Head of Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency on February 16, 2014.

"Actually, if the production of woven sarong is well managed by its own management e.g. through cooperative production, the advantage of the production can be more real and directly perceived by the community. Unfortunately, people still depend on collectors from the outside and the lack of organizational skills of the people themselves..."

Second, the inefficiency of production becomes the second inhibiting in enhancing community empowerment Wanarejan Utara to do woven sarong production activities. Inefficiencies occurred in the manufacturing process where weavers must tie the thread by using raffia fiber one by one and then released it back one by one. In addition, the technology used is very simple. If we quoting the definition of efficient according to Indonesian Dictionary compiled by WJS Poerwadarminta, efficient means careful, do not waste energy and time, most suitable and appropriate for a given purpose. It can be said that inefficiency has the opposite meaning in this case.

There are seven types of inefficiencies that are often found in business processes (Kusmuljono, 2009: 158), they are over-
production, movement, waiting for transportation, extra processing, inventory, and damaged or defective. In an effort to maximize efficiency, efforts should be made continuously; so that production which is carried out by the community can take advantage of the resources as well as possible.

Third, the low regeneration (youth interest) currently due to be a labor considered low and not classy occupation though the job they got in the city is not necessarily generate income above the income or wages of weavers, as the narrative below.

"Nowadays, young weaver is very difficult to find. In fact, if they are trained properly, it can increase the production value. Most young people would rather go to the city to find work: being an office or factory employee. So that leaves the elderly group in this village ... "(Abdul, 59 years, Weaving Labor)

"Being weavers are parents work. Young people go to the cities looking for better money and work much better although my current job salary also does not amount to much. Labor’s wage is very low whereas the work hour is almost a full day or almost every time. Less money to meet day-to-day life. Only a mediocre alone ... "(Andi, 23 years old, Store Employee).

The writer was also conducting a survey to 50 students of Junior High School (SMP) which are the villager of Wanarejan Utara and they have Wanarejan parents as weavers. This activity was intended to determine how much interest to work as weavers motivated by their parents, with the results shown below.

Table 5.9
The Interview Result to 50 Junior High School Students in Wanarejan Utara

<table>
<thead>
<tr>
<th>Question 1: Do you want to be a weaver?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Yes</td>
</tr>
<tr>
<td>b. No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 2: If yes, why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Like/interest/hobby/objection</td>
</tr>
<tr>
<td>b. There is no other option besides weaver</td>
</tr>
<tr>
<td>c. Other reason</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question 3: If no, why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Want to continue education</td>
</tr>
<tr>
<td>b. Want to a get a better job rather than just become a weaver</td>
</tr>
<tr>
<td>c. Other reason</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>30 people</td>
<td>60 %</td>
<td>Answer no because they want to get a better job rather than just become weavers</td>
</tr>
<tr>
<td>17 people</td>
<td>34 %</td>
<td>Answer yes because there is no other option besides weaver</td>
</tr>
<tr>
<td>3 people</td>
<td>10 %</td>
<td>Not filled</td>
</tr>
</tbody>
</table>

Although their parents worked as weavers, but 60% choose to look for another job better than being weavers. That who answered yes 30% was not based on the likes, interests, hobbies, or aspirations to become weavers, but
they had no other choice. After the writer studied about it more deeply, those who answered yes because they did not intend to continue their education to a higher level such as high school, college, and so on.

Qualified labor will produce good quality product as well if supported by all components of the factors of production. The resulting product will determine the resale value. The more quality the product then the price will be higher because the demand is growing.

But what happened in Wanarejan Utara Village was not like that. Good quality woven sarong had no effect on wages. Labor wages which was under the Minimum Wage of Pemalang Regency should be given serious consideration by local government; especially the government of Pemalang Regency because of the amount of weaver is 7,171 people (70.02% of the people of Wanarejan Utara).

In connection with the issuance of Central Java Governor Decree No. 560/60 Year 2013 About Minimum Wage in 35 Regencies/Cities in Central Java in 2014, then the minimum wage change, which is for Pemalang Regency becomes Rp.1,066,000,-/month or one million sixty six thousand rupiah per month.

The Head of Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency mentions, for weaving labor the wages only increased Rp. 5,000,- from Rp. 40,000,- in 2013 to Rp. 45,000,- in 2014. So, for a monthly wage will be Rp.900,000,- in 2014 from Rp. 800,000,- in 2013. Further outlined will be explained in the following table.

Table 5.10
The Changes of Weaving Labor Wages in 2013 and 2014

<table>
<thead>
<tr>
<th>Wage</th>
<th>October 2013</th>
<th>January 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Wage per sarong (Rp)</td>
<td>40,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Wage per week (Rp)</td>
<td>200,000</td>
<td>225,000</td>
</tr>
<tr>
<td>Wage per month (Rp)</td>
<td>800,000</td>
<td>900,000</td>
</tr>
</tbody>
</table>

Source: Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency, January 2014

Although by craftsmen, the wages of labors had been raised, but still the given wage is still below the Minimum Wage set by the Governor of Central Java. This has become a problem for people who work as weavers. On the community side, they want their wages raised, at least according to the Minimum Wage of Pemalang Regency, but on the side of the craftsmen and collectors, they raised objections considering the high price of raw materials and distribution costs. Here is the explanation from one of the craftsmen and labors.

"The low wages from making a woven sarong should be increased because all the prices are now rising. Our wage is two hundred twenty five thousand rupiah every week that can only be used to eat and pay for electricity to weaving. Not to mention the children's school fees. To produce sarong requires a lot of effort and time. This should be considered. Sometimes we, the labors, want to strike, but if we do not make sarong, then what will be eaten by our family..." (Tarmiyati, 59 years, Labor).

"If people want their wages raised, frankly we object we have to pay hundreds of people. Maybe that will be chose in the end of the path is to replace human labor by electrified machine. But there will be a lot of unemployment. We also do not know what to do. Local government should be more sensitive to these things ...” (M. Syukron, 68 years, Craftsman)

"I hope the Pemalang Regency Government understands our concerns especially about wages that are still very low, because we worked all day and had been working for a long time. Hopefully, there is an increase in wages this year because the rumour says that woven sarong will be promoted by the local government ...” (Siti, 48 years, Labor).
Kusmuljono (2009:175) states that community empowerment can be done through:

a. Community Institutional development and synchronization that serves to drive the total community participation;

b. Extension serves to respond to and monitor changes in the community;

c. Service that serves as an element of the controlling precision of the distribution of physical and non-physical resources assets needed by the community.

In accordance with Law No. 32 Year 2004 about Local Government, that the implementation of local government is directed to accelerate the realization of public welfare through upgrading, service, empowerment, and community involvement, as well as improving the competitiveness of the region by taking into account the principles of democracy, equality, justice, privilege and specificity of a region.

With the issuance of Central Java Governor Instruction No. 518/23546 Year 2011 about Village Featured Product Development through One Village One Product (OVOP) Approach-based Cooperative in Central Java Province, the government of Pemalang Regency in July 2013 issued Regent Pemalang Instruction No. 58/1/Year 2013 about Village Featured Product Development through One Village One Product (OVOP) Approach-based Cooperative in Pemalang Regency.

The government of Pemalang regency had chosen Goyor Sarong Wanarejan Utara as one of the OVOP flagship products of Pemalang Regency so that development planning activity has been begun in mid-2013 and coaching in 2014 onwards. Below is a table of the development planning of goyor sarong Wanarejan Utara as OVOP main product of Pemalang Regency.

Table 5.11
The Development Planning of Goyor Sarong Wanarejan Utara as OVOP Main Product in Pemalang Regency

<table>
<thead>
<tr>
<th>No</th>
<th>Step</th>
<th>Plan Description</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Planning</td>
<td>a. Initial investigation</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. Program determining</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>c. Making coordinasi with related institution</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>d. Offering</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Offering</td>
<td></td>
<td>2013</td>
</tr>
<tr>
<td>3</td>
<td>Decision</td>
<td></td>
<td>2013</td>
</tr>
<tr>
<td>4</td>
<td>Implementation</td>
<td>a. Waste disposal management development</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. Elucidation</td>
<td>2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c. Promotion</td>
<td>2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d. Other infrastructure reparation</td>
<td>2015</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>e. Cooperative establishment</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td></td>
<td>f. Making internship with other parties</td>
<td>2015</td>
</tr>
<tr>
<td></td>
<td></td>
<td>g. Marketing development</td>
<td>2015</td>
</tr>
<tr>
<td>5</td>
<td>Evaluation</td>
<td></td>
<td>2014-2015</td>
</tr>
</tbody>
</table>

Source: Regional Office of Cooperative, Small, and Medium Enterprise, Industry and Trade Department Pemalang Regency, 2013
As the first act of the early assessment program on the development of woven sarong Wanarejan Utaran, then in mid-2013 October 2013 to December 2013 approximately, the Regional Office of Cooperative, Small, and Medium Enterprise, Industry and Trade Department Pemalang Regency in collaboration with Satya Christian University in Salatiga, Central Java conducted a research on the development of Woven Sarong Wanarejan Utara that had been running. The investigation brought about:

a. Testing on goyor sarong product quality.

b. Comparison of goyor sarong quality with manufacturer sarong in Semarang Regency.

c. Mapping the development of long-term goyor sarong.

d. Opportunity of production cooperative and savings and loans cooperative establishment.

e. Testing the soil water content and contamination possibility of waste fabric.

Regional Office of Cooperative, Small, and Medium Enterprise, Industry and Trade Department Pemalang Regency has program plan activity related to the development of OVOP Pemalang Regency for ATBM woven sarong Wanarejan Utara. Activities to be implemented in 2014 are coaching and promotion of ATBM goyor sarong Wanarejan Utara through OVOP Pemalang Regency events.

Table 5.12
OVOP Pemalang Regency Program in 2014

<table>
<thead>
<tr>
<th>Account</th>
<th>Program/activity</th>
<th>Aim</th>
<th>Target</th>
<th>Indicative ceiling (Rp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.15.17</td>
<td>Program of enterprise support system development for micro, small, and medium enterprise</td>
<td>To develop enterprise support system development for micro, small, and medium enterprise</td>
<td>80%</td>
<td>120.000.000</td>
</tr>
<tr>
<td>1.15.17.08</td>
<td>The Implementation of Home Industry and medium small industry development</td>
<td>To implement OVOP village skill increase training</td>
<td>30 UKM</td>
<td>60.000.000</td>
</tr>
<tr>
<td>1.15.17.09</td>
<td>The implementation of micro small medium enterprise product promotion</td>
<td>To implement cooperative participation on UKM Production Day Exhibition in memorializing Cooperative Day 2014 and OVOP product exhibition</td>
<td>2 events</td>
<td>60.000.000</td>
</tr>
</tbody>
</table>
Pemalang Regent Instruction No.: 58/1/Year 2013 about Products Featured Rural Development Approach through One Village One Product (OVOP) Cooperatives-based in Pemalang Regency, order the Regional Office of Cooperative, Small and Medium Enterprise, Industry, and Trade Department Pemalang Regency to:

a. Directing human resource development programs, raw materials supply, access to capital, institutional business, appropriate production technology, quality and imaging products, packaging, hygienic products, information access, marketing, licensing, transportation facilities to improve the competitiveness of rural areas main product based on local resources in the system of One Village One Product (OVOP);

b. Achieving independence through an integrated and continuous advocacy efforts for maximum of 3 years;

c. Increasing integration in the OVOP system development since the planning, implementation, monitoring, and involving all stakeholders with guidance;

d. Reporting the relust of the implementation to Pemalang Regent.

The local government, in this case is the government of Pemalang, must pay attention to the following points in the process of community development in Wanarejan Utara as stated by Suharto in Huraerah (2008:135) concerning the process of community empowerment with 5 factors, they are possibility, reinforcement, protection, support, and maintenance.

a. Possibility.
   Pemalang Regency Government should create an atmosphere or climate that allows community potential of Wanarejan Utara develop optimally. Empowerment should be able to free the community from cultural and structural barriers that inhibit. Government should facilitate the licensing if people want to form a production cooperative that will organize their production. Do not make the administration more convoluted.

b. Reinforcement.
   Pemalang Regency Government should also strengthen the knowledge and capabilities of the community in solving problems and meeting their needs. Empowerment should be able to develop all the skills and confidence to support community self-reliance such as mentoring and training to the people who made progress on a regular basis in order to obtain measurable and targeted community.

c. Protection.
   Pemalang Regency Government should be able to protect the community, especially vulnerable groups (in this case the weavers in Wanarejan Utara) so as not oppressed by powerful groups (collectors weaving), to avoid unequal competition (especially unhealthy) between the strong and the weak, and to prevent exploitation of the strong against the weak group. Empowerment should be directed at the elimination of all kinds of discrimination and domination that are not profitable the weak who work as labors, especially weaving labors.

d. Support.
   Pemalang Regency Government should provide guidance and support so that people can carry out the role and duties of life. Empowerment must be able to support the people not to fall into a state of increasingly weak position and marginalized. With the assistance of the program, not only focusing on skills, but also the strengthening of managerial or entrepreneurial ability so that people can manage their resources well and take advantage of the best to improve the life of the community itself. In addition, there should be a system of quality
assurance and insurance for the business of community, so that if a failure occurs suddenly, people do not lose assets as a whole.

e. Maintenance.
Pemalang Regency Government should always maintain conducive conditions to keep a balance of power distribution between the various groups in community. No another intervention. Empowerment must be able to ensure harmony and balance that allows each person the opportunity to try. Pemalang Regency Government need to make laws as an umbrella that will distinguish legally between rights and obligations.

B. Recommendations
1. Conclusions
Based on the collected data and observations and investigation conducted by the writer during the apprenticeship program, it can be concluded that:

a. The woven sarong production activity in Wanarejan Utara Village already showed the process of community empowerment. But community development had not run optimally because there had never been coaching and development activities undertaken by the local government to the labors and there has been no significant change to the social welfare of community caused by low wage of labors (under the Minimum Wage of Pemalang Regency).

b. Inhibiting factors in the production of woven sarong activities in Wanarejan Utara Village, Taman Sub District, Pemalang Regency, were as follows:

   1. Minimum Capital.
The lack of capital was caused by the lack of investors in woven sarong production activity and low income of community that made it possible to do the investment.

   2. Production Inefficiency.
Inefficient production took a lot of time and great energy. Raw materials obtained from outside of the area, waste that has not been well managed, and the lack of transfer of technology made all of the production process was done manually.

3. Inhibiting Regeneration.
High demand for labors was not matched with the preparation of young people to learn.

b. The efforts made by the government of Pemalang Regency to overcome the inhibiting factors were:

1. ATBM woven sarong of Wanarejan Utara was chosen as one of main products in Pemalang Regency through OVOP Program.
2. Commencement of guidance to the community about ATBM woven sarong Wanarejan Utara in 2014.
3. The Wastewater Treatment Plant (ATBM WWTP) had been built and ready to be used to manage waste loom in Wanarejan Utara.

2. Suggestions
Based on the conclusions above, the writer gave some advices to Pemalang Regency Government in order to empower the people in Wanarejan Utara Village through woven sarong production activities, namely:

a. In the future, woven sarong production activities in Wanarejan Utara Village can get more attention, particularly in the welfare of weavers in Wanarejan Utara Village.

b. Immediately, overcome the inhibiting factors that arise in the field. As for solutions that can be provided include:

   1. Enhance the promotion and marketing so as to increase the interest of investors to invest in Wanarejan Utara and form production cooperatives as manager of raw materials and marketing/distributing network as well as entities providing financial services savings for community based on family life and mutual cooperation.
2. Increase the factors of production (such as raw materials and technology) so that production can be run efficiently.

3. Improving the ability of regeneration so that the labor requirements can be met.

c. The efforts that can be done by the Pemalang Regency Government to overcome the inhibiting factor are:

1. Improving guidance and supervision for the development of ATBM woven sarong Wanarejan Utara as one of the main products of Pemalang Regency through OVOP Program.

2. Increasing supervision in a variety of training programs in 2014.

3. Carring out socialization and supervision in the use of Waste Water Treatment Plant (ATBM WWTP) to manage waste loom in Wanarejan Utara.

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