

# Quality Improvement of Batik Packaging in Kalinyamat Wetan Village, Tegal City

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## Abstract

Kalinyamat Wetan is one of the villages located in Tegal City, Central Java, Indonesia. Based on observations made by the community partnership program of Pancasakti Tegal University there are problems faced by our partners, namely: 1) the uneven economy of the residents of Kalinyamat Wetan Village. In general, the economy of The People of Kalinyamat Wetan is good enough, but there are some poor people in Kalinyamat Wetan who need capital assistance and skills courses so that it can be used for entrepreneurship, 2) The problem of lack of knowledge about innovations in the field of Industry. The level of education is still relatively low in Kalimat Wetan which leads to a lack of information and knowledge about the latest innovations to developments in the field of Industry. To answer the problem, we provide solutions through providing training to batik craftsmen to improve the quality of their batik packaging. This is done so that there is an increase in the turnover of batik sales in order to increase their revenue. The implementation of community partnership program activities in the village of Kalinyamat Wetan Tegal city consisting of planning, action and evaluation in general went lancer and successful. Residents in the village of Kalinyamat Wetan, especially batik craftsmen have been able to make a variety of batik packaging designs and are able to provide product descriptions in attractive batik packaging. Residents responded to this PKM activity with great enthusiasm.

Keywords: Batik Tegal, Package Inovation, Marketing, Kalinyamat Wetan, SMEs

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## 1. Introduction

Kalinyamat Wetan Village administratively as one of the 211 subdistricts in Tegal city with an area of 19,000,000 km<sup>2</sup> or 19 ha (Badan Pusat Statistik Kota Tegal, 2018). Kalinyamat Wetan Village consist as 4 hamlet and 18 neighbourhood. The boundaries - the boundary area of the village of Kalinyamat Wetan again: a) North: Village Kalinyamat Kulon, b) South: Kependean Village, c) West side: Village Dukuhturi, d) East: Bandung Village.

Facilities and infrastructures in Kalinyamat wetan can be said to be adequate, including clean water facilities, educational facilities and infrastructure, health facilities and infrastructure, transportation facilities and infrastructure, and other socioeconomic advice (Toro et al., 2020). For clean water facilities are said to be sufficient because the

government has subsidized well. Reviewed in terms of community education kalimat wetan is not good enough seen from the Government Implementation Report of South Tegal District tegal city in 2018 and has a population of  $\pm$  6,638 people consisting of a total population of 2,600 men and 2,315 women spread across 4 hamlet (Badan Pusat Statistik Kota Tegal, 2018).

Based on the observation and implementation of community partnership program Activities of Pancasakti Tegal University which started from July 22, 2019 to September 5, 2019, then we can conclude some problems faced in the community of Kalinyamat Wetan Village Tegal Selatan District Tegal City (Shume & Blatt, 2019), namely: 1) The problem of the lack of economic evenness of the residents of Kalinyamat Wetan Village. In general, the economy of The People of Kalinyamat Wetan is good enough, but there are some poor people in Kalinyamat Wetan who need capital assistance and skills courses so that it can be used for entrepreneurship (Zulkarnain et al., 2020), 2) The problem of lack of knowledge about innovations in the field of Industry. The level of education is still relatively low in Kalinyamat Wetan which leads to a lack of information and knowledge about the latest innovations to developments in the field of Industry (Eggers et al., 2020).

Based on the problem of community partnership program then the priority issues agreed to be resolved during community partnership program activities are as follows "IMPROVING THE QUALITY OF BATIK PACKAGING IN THE VILLAGE OF KALIMAT WETAN".

## **2. Method**

To answer the problems experienced by PKM partners, we take several actions in several stages. The community partnership program is led by Endang Sulistianingsih who has succeeded in carrying out several community partnership program among them are "PKM Peningkatan Kecerdasan Emosi Anak Melalui Kegiatan Mendongeng", (Sulistianingsih et al., 2018), then continued in the activities of "Pelatihan Bahasa Inggris Pariwisata untuk Kelompok Sadar Wisata (POKDARWIS) Kecamatan Brebes Kabupaten Brebes Menyambut Brebes Visit Year (Prihatin et al., 2018). In this activity the team was also assisted by 10 students.

The method of implementation of activities in the community partnership program of Quality Improvement of Batik Packaging in Kalinyamat Wetan Village consists of three stages, namely planning, action and evaluation.

a) Planning

This planning activity is necessary in order to coordinate all activities carried out in the field later. In this stage, community partnership program coordinates with LPPM Pancasakti Tegal University. We as a team express all activities that will be conducted in the village of Kalinyamat Wetan (Polukhina et al., 2020).

b) Action

The action in this activity is the implementation of the program, which is planned to last for one month. Activities carried out in the implementation of the program agreed that the implementing team of community partnership program and students carry out several activities (Magesa et al., 2015), among others: 1) Improving the knowledge of the community, especially the citizens of Kalinyamat Wetan about the variety of packaging techniques, 2) Demonstrating innovations in packaging batik products, especially in order to compete in the International market, 3) Mentoring in describing the content of products (Sintya Rani et al., 2016).

c) Evaluation

The evaluation of the program lasts for two weeks. Observations were made on batik packaging innovations that have been made by the community. Whether after a change in product packaging, especially the addition of product descriptions in order to have an influence in increasing turnover or sales volume (Harijanto, 2017).

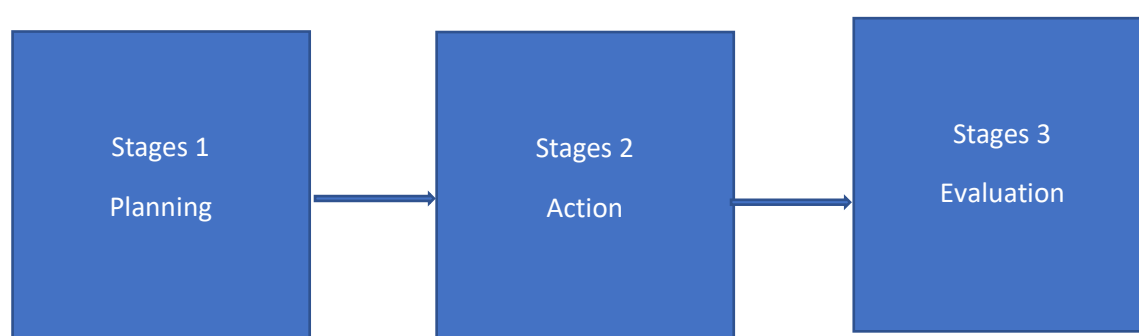


Figure 1. Stages in the Implementation of PKM Activities

### **3. Results and Discussion**

The method of implementation of activities in the community partnership program of Quality Improvement of Batik Packaging in Kalinyamat Wetan Village consists of three stages, namely planning, action and evaluation.

#### **a) Planning**

Planning activities last for two weeks. Activities carried out at the planning stage are as follows. 1) Coordination between pkm implementation team and LPPM Pancasakti Tegal University, 2) Socialization of community partnership program in The Citizens of Kalinyamat Wetan, 3) Preparation of innovative packaging training program. The result of this activity is that the coordination between the implementation team and LPPM runs smoothly and well. In terms of socialization in the community or residents of Kalinyamat Wetan also went smoothly. Residents are very enthusiastic in participating in socialization. The preparation of innovative packaging training program is carried out by residents and the implementation team, the result is that there is an agreement within the implementation date.

#### **b) Action**

The action in this activity is the implementation of the program, which is planned to last for one month. Activities carried out in the implementation of the program are as follows: 1) Improving the knowledge of the community, especially the citizens of Kalinyamat Wetan about the variety of packaging techniques, the result of this activity is that most have been able to understand the material presented that is about variations in packaging techniques, 2) Demonstrating innovations in packaging batik products, especially in order to compete in the International market, in this activity citizens are given several examples of innovation models in the packaging of batik products, especially in order to be international. The team demonstrates in front of the trainees, the citizens imitate the models shown by the team. The result is that some residents can take part in the training, and a small percentage of the participants have not been able to follow well. Residents who have not been able to follow the maximum are led or given special treatment by the community partnership program implementation team assisted by students, 3) Mentoring in describing the content of the product. In this activity, citizens are taught in the use of vocabulary commonly used in product packaging. In this activity, the community partnership program team

was assisted by students to teach citizens patiently vocabulary, which is commonly used in the packaging of special products such as batik. Pkm team assisted by students around one by one checking the ability to write composition or description of batik products of the trainees one by one. If there are participants who have not mastered it will be privatized one by one both by the team and by students. The result is that most of the participants can already describe their batik products in packaging / packaging well.

### c) Evaluation

The evaluation of the program lasts for two weeks. Observations were made on batik packaging innovations that have been made by the community. Whether after a change in product packaging, especially the addition of product descriptions in order to have an influence in increasing turnover or sales volume. The result of this activity is that the PKM team has not been able to measure the increase in sales turnover of residents or trainees due to limited time of activities.



Figure 2. Community partnership program Activities in Kalinyamat Wetan

#### 4. Conclusions

The implementation of community partnership program activities in the village of Kalinyamat Wetan Tegal city consisting of planning, action and evaluation in general went lancer and successful. Residents in the village of Kalinyamat Wetan, especially batik craftsmen have been able to make variations in batik packaging design and are able to put their product descriptions in batik packaging. Residents responded to this community partnership program activity with great enthusiasm.

The advice that can be given by us is that the mentoring activities of batik craftsmen continue, especially in terms of conversation or conversation in English. This is necessary so that they are proficient in communicating in English so that if there are customers from abroad they can communicate directly. The skills of batik craftsmen in using English are indispensable so that the production of Tegal Batik can be known all over the world. It can even compete internationally.

#### 5. Acknowledgement

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