

PERSEPSI PENGRAJIN BATIK TENTANG PENERAPAN *SELF-HELP GROUPS* DALAM RANGKA PENGUATAN SENTRA INDUSTRI BATIK

Dewi Prihatini

Fakultas Ekonomi, Universitas Jember

E-mail: dewi_kawima@yahoo.com

Jalan Kalimantan 37, Kampus Bumi Tegal Boto, Jember, Jawa Timur 68121 Indonesia

ABSTRACT

Abstract: *The study aims to analyze the perception of the batik craftsmen toward self-help groups that had been advocated for development and strengthening the center of the batik industry in Tuban District. This study is a descriptive research. The respondents were determined by snowball sampling method consisting of 84 batik craftsmen in the batik industry. Both qualitative and quantitative research approaches were used in this study. Aside from the secondary data, the primary data was collected by ethnographic (unstructured and semi-structured interviews, and direct observation) and participatory methods (key informant interviews). The result of the study shows that the perception of the batik craftsmen toward the contribution of self-help groups for development and strengthening the center of the batik industry in Tuban District is categorized “moderate”. Therefore, improvement in the aspects of raw materials supply, technology applied, and business management in the business performance of batik industries are still needed.*

Keywords: *perception, self-help groups, strengthening center of batik industry*

PENDAHULUAN

Dunia industri di Indonesia termasuk didalamnya usaha industri batik menghadapi derasnya arus masuk produk dari negara lain yang akan bersaing dengan produk dalam negeri sebagai dampak dari globalisasi. Di sisi lain permasalahan klasik terkait dengan pasokan bahan baku, teknologi terapan, dan manajemen usaha masih sering ditemui dalam performa bisnis di Indonesia, seperti yang terjadi juga di industri batik. Untuk mengatasi permasalahan tersebut, para pelaku usaha batik harus menerapkan suatu strategi yang mampu mendorong