

Empowerment of Disabled Groups in Batik Marketing in Klopoduwur Village, Blora Regency

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Abstract— This community service focuses on the empowerment of disabled community in Klopoduwur. The community was located as fragile in term of social and economic condition for they have different ability compared to other. Although they have limitation, still they have creativity to craft their own batik. The batik was characterized through the motif and the natural depiction of teak tree leaf, a dominant forest. Along with their disability, a lot of serious problems occur such as the continuity of batik production, marketing and designing as well as adjusting to the new technology. Surely all the problems remain crucial and various efforts by Parekraf (Pariwisata dan Ekonomi Kreatif/ Tourism and Creative Economy) had dose to assist the community. However, marketing and designing are remaining to be more important problem to tackle. Taking the issues as problem, the community services of STAI Al-Anwar offers some programs such as empowering the youth in the village to redesign the batik and empowering the youth to manage online market. By focusing on these programs, it is expected that the batik made by disabled community will find their costumer. Indeed, empowering the youth also gives numerous hopes for the sustainability of the program and for better future of the disable

Keywords— Disable, Batik, Empowerment, Community Services

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I. INTRODUCTION

Community empowerment is an activity that connects the production of academic knowledge with the needs of the community. In its history, Community Development has been carried out by Islamic boarding schools and universities, both in economic and social religious development (Kuntowijoyo, 1999). various models are offered in this development paradigm, from making mosques the basis of Community Empowerment (Alwy, 2015), or vulnerable groups such as women and children (Sigiro, 2019).

The development paradigm has also undergone many shifts from the initial top down policy (top-down policy), to the bottom-up policy (bottom-up policy) to the principle of community participation. Paradigm this development paradigm brings pesantren, universities and empowerment activists to continue to participate in development (Setiawan, 2004). In this empowerment, the community service team (PKM) from Sekolah Tinggi Agama Islam (STAI AL-Anwar) was deployed to Klopoduwur Village, Blora Regency and chose to focus on vulnerable groups to be empowered. By using the Participatory Action Research (PAR) model, (Sara Kindon, 2007) this service chose to empower people with disabilities. This selection is based on preliminary studies conducted that disabled groups are vulnerable groups both structurally and culturally. (Harahap & Maheswara, 2021)

In the paradigm of Rural Community Development, disabled groups are often considered as invisible communities because they often hide themselves and are not seen in the agenda of the development agenda. Therefore, they are included as vulnerable social groups. (Setiawan, 2004) in everyday life, this group has physical and social limitations that limit them in their

daily interactions. In the Qur'an, the group of the disabled is part of the group of Mustad'afin (weak people) and therefore needs special attention. (Handayana, 2016) vulnerability has an impact on the fulfillment of basic needs such as the economy, access to education and basic infrastructure to meet basic livelihoods. (Harahap & Maheswara, 2021) despite their limitations, the difable group in Klopoduwur village has a high spirit in meeting their needs and developing their skills. In Klopoduwur village, Banjarejo Sub-District, Blora Regency, the difable group even has a batik making business to meet their daily needs and develop their skills.

Recorded, there are eleven (11) disabled who pursue the production of this batik. Batik created by the difable group has a distinctive pattern, patterned with teak leaves, wooden trees that thrive in the Blora forest. Those involved in batik production only demonstrate their ability in creating works of art, but also illustrate the spirit and resilience in the face of challenges. In addition, the Blora Mustika disabled Group (DBM) is also a forum for people with disabilities to express their creativity. Since its establishment, they have been involved in the DBM group of more than 100 people with disabilities, giving them the opportunity to learn and contribute through the art of batik. The process of making batik involves meticulous steps, from printing to dyeing the fabric, and each member of the group plays an active role in every stage of production.

Although it has a distinctive motif, batik managed by this difable group has obstacles in marketing, both conventional and digital marketing. Although the Department of Tourism and Creative Economy (Parekraf) has repeatedly conducted exhibitions and work weeks to showcase the potential of the region, as well as encouraging disabled groups to get involved

in it, but the encouragement did not significantly increase sales of batik with disabilities. Based on the initial data collected, there are several factors that cause the low marketing of batik difable. First batik produced by difable had to compete with batik printing which was sold cheaper and richer in color. In the market, batik printing is often more attractive to consumers who are looking for products with affordable prices and diverse patterns, making it difficult for traditional batik from disabled people to compete in the market. (Aulia, 2023)

Both groups of disabled must compete with other batik producers who already have a structured management, such as having good funding, good marketing and good job management. Also included is access to adequate funding, as well as an effective marketing strategy. This of course makes the disabled group lose out in promoting their products widely and reaching a larger audience. (Syahril, 2023)

From this structural problem, the service in Klopoduwur village is focused on empowering people with disabilities, especially in the marketing of batik products. Before running the program, the service team made a survey through interviews, recorded field findings and made a scheme of direct impact and indirect impact on the problems faced by difale, the program will also be communicated with local policy stakeholders for the sustainability of the program. Through this empowerment scheme, it is expected that there will be an increase in the marketing of disabled batik products.

As a starting point for the service, preliminary research with field data excavation and interviews was carried out in Klopoduwur for 3 days , then mapping the problems and potential of the village was inventoried. Then, after conducting an inventory of activities, empowerment activities are carried out within a period of 40 days starting from July 10 – August 20, 2024. Each process is planned and executed according to a pre-established timeline. Each activity is also recorded in the instrument to be evaluated weekly. The service team in Klopoduwur village consists of 15 (fifteen) people consisting of 13 (thirteen) students and 2 (two) lecturers

II. METHOD

This research uses Participatory Action Research (PAR) with the title "*empowerment of disabled groups in Batik development in Klopoduwur Village, Blora Regency*". PAR was chosen because it involves the active participation of disabled groups in the process of problem identification, planning, implementation, and evaluation of actions to achieve sustainable change. The research phase began with problem identification through observation and discussion with difabel groups, batik entrepreneurs, and related stakeholders. Furthermore, research with difabel groups formulates action plans, such as digital marketing training, creating online platforms, and community empowerment campaigns. The activities carried out include training, development of learning platforms, and promotional activities. Monitoring and evaluation is carried out to assess performance, performance, and changes in public perception. Evaluation results are used for reflection and improvement of long-term strategies. Data were collected through in-depth interviews, participatory observations, FGDs, and documentation, and then analyzed quantitatively. This research aims to improve digital marketing

capabilities, batik sales, and change people's perceptions, as well as create a sustainable marketing platform. The concept of the study is to provide a participatory learning model that can be applied in other areas.

III. RESULT AND DISCUSSION

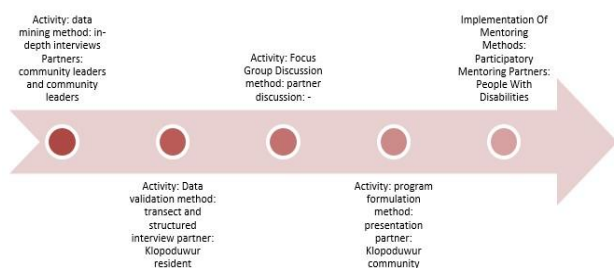
Can be used as a locus

Klopoduwur village has a business in the form of batik, batik made by people with disabilities. This Batik was first pioneered by Mr. pahad who has long been in the world of batik since the training organized by the district government and followed by other disabled people. A burning passion for Mr. pahad wants to empower groups of people with disabilities to be creative and forward-thinking. Mr. Pahad is a batik performer with physical disabilities, behind the limitations he has, he is able to use his skills to make batik stamps made from waste paper and scrap wood pieces.

As far as we observed, the source from the village head said that there used to be training and empowerment of people with disabilities in Klopoduwur village, but problems came over time, such as the disabled who no longer deign to make batik, the regeneration of batik that began to disappear and the structural group of batik businesses that had not yet been formed. Thus, we carry out a program that aims to establish a sense of cultural awareness and regeneration of batik makeAs far as we observed, the source from the village head said that there used to be training and empowerment of people with disabilities in Klopoduwur village, but problems came over time, such as the disabled who no longer deign to make batik, the regeneration of batik that began to disappear and the structural group of batik businesses that had not yet been formed. Thus, we carry out a program that aims to establish a sense of cultural awareness and regeneration of batik makers. We hold open forums and joint meetings in order to invite youth and people with disabilities and create business organizational structures that enable empowerment for people with disabilities. (Puspita & Astuti, 2021)

There are at least 11 people with disabilities who take part in the running of the handicapped batik business in Klopoduwur village, including people from birth and accident factors experienced. There are several types of disabilities including physical disabilities that result in disruption of body function, physical disabilities experienced there are also some normal people involved in the batik process. They are people who help the work that cannot be done by disabled batik artists. Then the scheme carried out by the community service team is as follows:

Diagram 1. Plan of activities to be carried out preformance community assistance disabled



Early Analysis

Community empowerment activities in Klopoduwur related to the disabled. If described in the form of quadrants, the analysis of the potential, opportunities, problems, and challenges (SWOT) by Klopoduwur Village, especially in terms of empowerment of the disabled, is in a positive range. Conclusions based on aspects of the findings and the focus on empowerment show that there are several key elements that can be optimized to support the development of disabled communities.

First is the potential: Klopoduwur village has diverse human resources, including the unique skills and talents of the disabled. Their involvement in local economic activities, such as batik production, demonstrates their ability to contribute significantly to the village economy. In addition, the support of the community and local institutions such as the disabled community creates a conducive environment for business development.

Then there is the opportunity: there is a great opportunity to raise public awareness of the importance of social and economic inclusion for the disabled. Training and education programs that focus on job skills can help improve their abilities and develop their inner being: despite the potential and opportunities, people with disabilities in Klopoduwur still face a number of problems. One of them is the lack of accessibility to public facilities and supporting infrastructure. In addition, social stigma and discrimination against the disabled still exist, which can hinder their participation in economic activities.

Next is the challenge: the main challenge in the empowerment of the disabled in Klopoduwur is the need for a paradigm shift in the community regarding the ability of the disabled. Educating the public about the potential and contribution that people with disabilities can make is essential to reducing negative stigma. In addition, the strengthening of support networks from government and non-governmental organizations is necessary to ensure the sustainability of empowerment programs.

Based on this SWOT analysis, the focus in the empowerment of difables in Klopoduwur village should be directed to the development of relevant skills training programs, increased accessibility and public awareness campaigns to change people's perceptions of difables. With an integrated and collaborative approach, it is expected that the empowerment of people with disabilities in Klopoduwur can achieve optimal and sustainable results. Therefore, if it is described in the form of quadrants, the analysis of the potential, opportunities, problems and challenges (SWOT) by Klopoduwur village, especially in

terms of Disability Empowerment, is in a positive range. Conclusions based on aspects of the findings and become the focus of empowerment.

Diagram 2: SWOT analysis in disabled community empowerment planning in Klopoduwur village



Peberdaya Program Digital Marketing

The Difabel Batik Digital Marketing Program that we do is to invite the cooperation of youth organizations as marketing and promotion managers. The reason when involving the youth is because they are more aware of the digital world is also easier to access social media. The first thing we did was to socialize this program to the youth and make a cooperation agreement with them. The response from the youth is very good, they are willing to cooperate in this program. From the results of the socialization of Digital Marketing Program Batik Difabel to Karang Taruna, an agreement was reached for cooperation to manage the marketing of batik Difabel.

Then from this activity also discusses the next steps that need to be taken to run the program. Obstacles to the implementation of this program are some of the members of many youth groups who migrate, so this slightly inhibits the rapid realization of this program. Then there are also some members of karang taruna who are still in school, so they can participate fully in managing the marketing of handicapped Batik marketing. Of the two obstacles, we anticipate by cooperating with some members of the youth organization who are completely unemployed and ready to fully manage the marketing of batik with disabilities

The marketing of batik with disabilities uses a digital marketing system, which includes coaching procedures for processing goods in the marketplace, printing online receipts, delivering packages of goods to the counter to be sent to buyers, some of the above needs to be accompanied so that there are no errors in the process that can result in failed transactions in the marketplace which can be a bad rating from buyers due to failures in delivery.

In addition, the sales system with marketplace requires intensive assistance to ensure that there are no errors in the process, which can result in failed transactions. Errors such as late delivery or product defects often lead to poor

ratings from buyers, potentially harming the seller. Therefore, Tum devotion conducts training on the right way to manage products on the marketplace platform. This training includes uploading product photos, writing attractive descriptions, and setting competitive prices.

To support the sale of batik Diable, the service team also provides training related to the process of printing receipts online. It becomes an important part of the digital marketing system, because it will ensure that every transaction is well recorded and makes it easier to track shipments. The result of this training is awareness in managing online orders and bookkeeping orders more administratively and have an impact on the selling value of batik.

Redesigning-Restructuring Batik Difable

Klopoduwur village community has a batik business whose business actors have different abilities (disabilities). so that this batik business has the name "Batik Difabel" because the business is taken care of by the disabled either in terms of physical or mental. It doesn't make the disabled can't do business or live like normal people. But very unfortunately, batik with disabilities is still not widely known, either because the batik design is less able to attract the market or because there are different skills both in the production process and in marketing.

After delving into the problem, we found that the makers of "batik Difabel" have stepped on the age of 55 years and above so as to design batik digitally and market it is not well understood. Therefore, we are targeting young people to participate in designing and becoming part of batik difable. This Target is because of the enthusiasm of young people who have the spirit and support to operate digitally. Efforts to raise the name of "batik Difabel" and help the disabled get a decent livelihood is to cooperate between business actors who are old and young people Klopoduwur village.

In accordance with the agreement, the results of the cooperation between the two parties will be distributed fairly according to the agreement that has been made. Batik workers will receive more results than young people who also design and become part of marketing. This incentive in addition to being a stimulus for all willing to invest in making batik, also a new force in resurrecting the business occupied by the difalbe.

Moreover, the service team facilitates the redesign, restructuring and Launching of special motifs at the exhibition of Micro, Small and Medium Enterprises (MSMEs) Batik Difabel. Collaborative activities between youth, service teams and the disabled community managed to create a special motif of batik difabel collaboration with the service team and was so then spread to social networks Batik Difabel and also distributed to various other social media. The results of the Launching of Special motifs for

handicapped Batik SMEs are original designs from the dedication team which can then be marketed and are also attractive to buy. When implementing this program, we have problems designing how well batik will be made suitable for use as a shirt and sarong. Then from it emerged the motif that we made ourselves with elegant designs and motifs:

Pictures. (the result of redesigning batik difable and a service team that has more diverse motifs)

Enriching networking and legality

In addition to strengthening community empowerment, the service team also carried out activities to enrich the network in improving the empowerment of people with disabilities. Strengthening this network through the integration of programs such as socialization of religious education programs and digital marketing of batik Difabel to Klopoduwur village officials. Some activities have been carried out including adalaha a. Get directions related to the implementation of religious education programs and digital marketing Batik Difabel b. Obtaining relations for the sustainability of digital marketing of batik with disabilities because the location of batik with disabilities production is in Sumengko C Hamlet. Obtaining consideration for the implementation of religious education programs because Mr. Rusman is the chairman of the foundation as well as the caretaker of Himmatul Mu'allimin Islamic Boarding School who oversees TPQ, Madrasah Diniyah, MI and MTs.

One of the ongoing efforts to empower people with disabilities is the submission of NIB. Nib registration activity (Business License Number) is aimed at obtaining a business license number for handicapped Batik MSMEs. This nib registration activity aims to obtain the business license number needed for batik Difabel MSMEs. By having NIB, disabled groups can run their business legally and get official recognition as business actors.

By having NIB, Batik Difabel SMEs are expected to enjoy a number of benefits. Among them is the legality of the business obtained through NIB allows them to build trust in the eyes of consumers and business partners. In addition, NIB is also a gateway for disabled groups to access financing from banks or other financial institutions, which is very necessary to increase production capacity and expand marketing reach. Not only that, NIB also provides opportunities for them to get support from the government, such as skills training, technical assistance, to product promotion programs

NIB registration activity for disabled in Klopoduwur is a continuation of NIB socialization activities. Nib registration is done online at the website oss.go.id. OSS itself is a licensing system trying to be integrated electronically. The results of NIB registration activities (Business License Number) can be carried out even though it is less than the maximum. The purpose of the activity was initially to get NIB by registering from the beginning, then in practice a little changed to returning accounts and passwords that were previously inaccessible because MSME capital owners had registered but forgot their accounts and passwords. Nevertheless, NIB for batik difable MSMEs was successful and still obtained.



IV. CONCLUSION

The problem of the potential for disability can certainly be deeper if it is explored to deal with problems in vulnerable community groups. Empowerment of vulnerable communities is not only at the point where vulnerable people have deficiencies in physical and social, but also on the potential they have. Therefore, in empowering the community, especially in redesigning batik difable, it takes seriousness to get added value. The availability of batik difable container is expected to be a container in the development of entrepreneurship as well as a container to develop existing potential.

Therefore, the short-term recommendation of the program that has been implemented is the improvement of digital marketing for disabled groups by complementing the skills of village youth who contribute with the skills to design and market products. In the long run, batik difable can get a special place in the wider community, and the development of difable is not only carried out in Klopoduwur village, but also throughout Blora Regency.

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