

Improving the Production Quality and Competitiveness of Housewife Weaving through the Acquisition of Intellectual Property Rights in the Innovation of Sekir Handloom and Weaving Handloom in Balla Tumuka Village

*Eka Dewi Kartika¹, Erwin², Ika Novitasari³, Wa Iba⁴, Irdam Riani⁵

^{1,3}Prodi Hukum, Fak Ilmu Sosial dan Ilmu Politik, Unsulbar

²Prodi Manajemen, Fak Ekonomi, Unsulbar

⁴Prodi Budidaya Perairan, Fak perikanan dan Ilmu kelautan, Univ Halu Oleo

⁵Prodi Agrobisnis Perikanan, Fak Perikanan dan Ilmu Kelautan, Univ Halu Oleo

Email Korespondensi : ekadewikartika@unsulbar.ac.id

Abstract

Housewives weavers in Balla tumuka Village, as the main partners in this activity, carry out weaving activities in a traditional way using godokan tools. This has implications for the low quality of woven fabrics and a long time to make woven products. In addition, Balla Tumuka village is included in the category of very underdeveloped villages, so it also has implications for marketing methods that are not effective and efficient. The second partner in this activity is Bumdes Balla tumuka with the problem of Bumdes activities as a grocery store, so has implications for the lack of development of bumdes. Then, through the nation's vocabulary programme implemented according to the needs of the weaving group of housewives and bumdes, to increase the competitiveness of their respective products through intellectual property, namely trademarks on products owned by Bumdes and Weavers, and Copyright by the Weaving Group on Motifs.

Keywords: *Intelelectual Property Rights, Weavers.*

Abstrak

Penenun Ibu Rumah tangga di Desa Balla tumuka sebagai mitra utama dalam kegiatan ini, melakukan kegiatan menenun dengan cara tradisonal menggunakan alat godokan, hal ini berimplikasi terhadap kualitas kain tenun yang rendah, waktu membuat produk tenun yang lama. Selain itu desa balla tumuka termasuk dalam kategori Desa Sangat tertinggal sehingga pula berimplikasi terhadap metode pemasaran yang tidak efektif dan efisien. Mitra kedua pada kegiatan ini adalah Bumdes Balla tumuka dengan problem aktifitas Bumdes sebagai layaknya toko kelontong sehingga berimplikasi terhadap kurang berkembangnya bumdes. Kemudian melalui program kosa bangsa dilaksanakan sesuai kebutuhan kelompok tenun ibu rumah tangga dan bumdes untuk meningkatkan daya saing produk masing-masing melalui kekayaan Intelektual yakni merek dagang atas produk yang dimiliki oleh Bumdes maupun Penenun, dan Hak Cipta oleh Kelompok Tenun atas Motif.

Kata Kunci: *Hak Kekayaan Intelektual, Penenun*

INTRODUCTION

With the growth of the economy in Indonesia, there is increasingly a sense of business activity towards competition to gain the largest market share. New businesses offering various kinds of products are emerging, so it is inevitable that increasingly competitive competition will emerge (Baku et al., 2016). In the current era, facing increasingly rapid market developments, every company must be able to compete globally. This is a challenge for business actors to be able to compete to provide the best for their consumers. In practice, small home industry has an important role in building the economic growth of a country (Muchammad Saifuddin, 2019)

A business must be able to fulfill consumer desires in terms of the quality of the products produced. Therefore, businesses must be able to improve the quality of their products as best as possible so that they can compete with other products on the market. Because only satisfied consumers will repurchase the product (Aris, 2022). Quality product quality plays an important role in shaping consumer satisfaction, besides that it is also closely related to creating profits for the company. The higher the quality of the product provided by the company, the higher the satisfaction felt by customers. Apart from that, uncontrolled production costs will cause cost prices to be too high, which will further reduce product competitiveness and ultimately reduce profits. For this reason, production costs must be

recorded properly and calculated correctly so that the correct product cost can be produced. In this way, companies can set competitive selling prices, which can optimize profits while meeting consumer demands. So that management can use costs efficiently, it needs reliable cost information (Indaryani et al., 2020)

Customer satisfaction is one of the main factors in determining the competitiveness of every business (Prabowo & Mt, 2012). Consumer complaints are a challenge for companies to continue to improve and improve production quality (Yanti Pasmawati, 2008). Quality is a combination of marketing, engineering, manufacturing and maintenance characteristics of a product that enable the product to meet consumer expectations. Having good quality production equipment will also provide good quality output. The success of a company in using production equipment depends on the company's efforts to carefully search for and select the type of production equipment that will be used in the production process. With better quality of raw materials, production errors and production processes will be reduced

Empowering weaving craftsmen, in the midst of globalization and high competition, craftsmen must be able to face global challenges, such as understanding the importance of registering Intellectual Property Rights in order to achieve increased sales turnover and increased sales prices, increase product and service innovation, develop human resources and technology, as well as expanding marketing areas. This needs to be done to increase the selling value of the craftsmen themselves, especially so that they can compete with foreign products which are increasingly flooding into Indonesia (Indaryani et al., 2020). Weaving is a craft product in the form of cloth made from threads done by inserting the weft threads transversely into the warp threads. The weft threads are threads that move from right to left in a horizontal direction, while the warp threads are threads that remain stationary in the vertical direction as a place to create motif patterns. Woven fabrics are generally made

using simple techniques using traditional tools (Suhendra et al., 2018). To increase competitiveness so that businesses are still able to compete, of course companies must focus on the marketing strategies they use (Power, 2023)

Legal protection for every business is of course very necessary, including weaving businesses or craftsmen, because they create quality traditional woven fabric motifs (Setiawan & Fality, 2021). Copyright protection for woven works protected in Law No. 28 of 2014 concerning Copyright in Article 40 letter j is for the life of the creator plus 70 years after the creator dies (Sinaga, 2020). Every business, whether small or large, needs a brand to support the marketing of its products. Brands have an important meaning for the marketing of a product and if developed well, a brand has a higher value than the assets of a business entity. A brand is a sign that distinguishes goods or services belonging to other parties in a trade. Apart from that, brands also guarantee the quality of goods or services that are different from others.

This community service activity for the Kosa Bangsa program was carried out for 2 partners, the first being housewives weavers in Balla Tumuka Village and the second namely Bumdes of Balla Tumuma Village. The weaving products produced by the Housewives of Balla Tumuka Village are very limited, amounting to 4 cloths a month. This is due to limited costs in purchasing raw materials for weaving and also because we still use traditional looms which certainly require a lot of time in the weaving process. After seeing the weaving production of the Balla Village Housewives, when compared with the weaving production of other regions, it is very different in terms of the quality of the weaving, both in terms of fabric density and color. Apart from that, the motifs produced by housewives' woven fabrics are still not contemporary. This is one of the reasons why housewives' woven fabrics are left in fabric shops, only selling an average of 2 pcs per month at unit price. Rp. 150,000. The problems are limited production costs, limited creativity in making contemporary and attractive motifs, lack of information about modern looms, lack of

knowledge about financial management and marketing, lack of knowledge about acquiring Intellectual Property for woven products which has implications for legal protection and increasing power. competition and also a lack of knowledge about the importance of group communities to hone talent and support accelerated marketing solutions.

The second partner is the Bumdes of Balla Tumuka village, where the Bumdes is a non-permanent building, this Bumdes operates like a grocery store. The total number of products sold per day at Bumdes is estimated at 100 thousand rupiah to 200 thousand rupiah, with the profit per product sold from people who entrust products to Bumdes being 10 thousand/product. Balla Tumuka Village Bumdes does not have its own production of products to market, they only sell products entrusted to Bumdes by the local community. Apart from that, there are no good financial management arrangements such as accounting books, product sales books, income recording and budget use, Bumdes governance arrangements and Bumdes officials never keep up with increasing HR capacity. Then the products marketed by Bumdes are only sold traditionally like grocery stores

IMPLEMENTATION METHOD

The first target partners are weaving housewives in Balla Tumuka village. The stages of the empowerment plan that will be implemented by this first partner are:

1. Conducting FGDs related to other needs of weaving housewives that had not been addressed at the time of initial observation,
2. Carrying out workshops/training for weaving housewives in operating handloom,
3. Providing innovation training with new techniques for using handloom which produces 2 pieces of weaving with 2 different types of weaving in one row of a lifeboat.
4. Comprehensive FGD studies create new woven motifs by taking into account the local wisdom and philosophical values of the Mamasa District and Balla Tumuka Village areas, which are then registered

with the Intellectual Property for Copyright,

5. FGD provides education about business management for weaving housewives in managing cloth weaving businesses,
6. The FGD provided education about the importance of registering brands for weaving products made by a group of housewives in Balla Tumuka village,
7. The workshop provides education about digital-based sales of woven products (Shopee, Facebook, Instagram platforms),

The second target partner is the Village Owned Enterprise (Bumdes) in Balla Tumuka village. The stages of the empowerment plan that will be implemented by this second partner are:

1. Assistance in the use of Mamasa's signature Coffee Grinding Machine and Sticker Cutting Printer Machine as one of the independent products of the Bumdes Balla Tumuka Village Apparatus,
2. FGD provides education about business management for Bumdes officials in Balla Tumuka village,
3. The workshop provides education about the sale of village products which can be facilitated by digital-based sales by Bumdes (Shopee, Facebook, Instagram platforms),

RESULTS AND DISCUSSION

Implementation of Training on the Use of ATBM Weaving Machines and Sekir ATBM

The home weaving industry is also starting to shift because it is unable to compete with products produced by Machine Looms (ATM). (Andini et al., 2020). Weavers in Balla Tumuka Village weave using a godokan, so that the resulting woven products are not very dense, which has implications for the quality of the woven products. This training activity is to introduce and improve the skills of weavers by using Sekir ATBMs and woven ATBMs in weaving.

Figure 1
 Training on the use of Sekir handloom for weavers



Figure 2
 Training on the Use of Weaving Handloom for Weavers and Bumdes



This activity produces the skills of weavers in Balla Tumuka Village in using Weaving Handicrafts in weaving to produce woven products and Sekir ATBMs to untangle threads before using them in Weaving Handlooms.

Implementation of Focus Group Discussion on Weaving Motifs

The development of motifs is an attraction for consumers, motifs also play an important role in attracting consumer interest. Moreover, modern society like today tends to be more interested in varied fashion products (Widiartini, 2014). The FGD on weaving motifs was carried out with women weavers in Balla Tumuka Village, namely to explore local culture, which can be realized in a myth with aesthetic value that can be applied to woven fabric as a motif. Balla Tumuka Village, Balla District, Mamasa Regency, West Sulawesi Province, there is a typical regional sweet potato called Samonggo, this sweet potato has leaves that are different from other types of sweet potato/cassava that are often found. So the results of the FGD on weaving motifs agreed on Samonggo sweet potato leaves as the new motif for weaving by the women of Balla Tumuka village.

Figure 2
 Samonggo woven motif



Implementation of Focus Group Discussion on Trademark Registration

The definition of a brand based on an internationally agreed legal perspective is "a sign or series of signs that states the origin of a product or service and differentiates it from competitors" (Faras et al., 2021). In the FGD, brand registration was carried out with the target partners of Kosabangsa BUMDES, Balla Tumuka Village and the group of weaver mothers in Balla Tumuka Village. In this FGD, it also provides an understanding of the brand's urgency for the products produced, as a form of preventive legal protection for the brand of a product.

Figure 3
 FGD on Brand Registration for Weavers and Bumdes



In this FGD, it has been determined that the brand of housewife woven products is SAGO and the brand of Bumdes products in the form of Mamasa specialty coffee, namely BAKOPI.

Implementation of Focus Group Discussion on Copyright Registration

Copyright includes two rights, namely economic rights and moral rights. Economic rights are the right to obtain economic profits from intellectual property. Among them are the rights of reproduction, adaptation, distribution and communication (broadcasting and public performances). Economic rights can be in the form of benefits in the form of a sum of money that will be obtained due to one's own use of intellectual property rights or due to use by another party based on the granting of permission in the form of a license. (Astuti & Putrijanti, 2023). The implementation of the FGD for copyright IP registration was carried out with practical practice on how to register copyright online through DJKI Kemkumham by the Community Service partners of the Kosa Bangsa program, namely the Bumdes of Balla Tumuka Village and the weaver mother of Balla Tumuka village and also provided information regarding the urgency of registering copyright for an idea produced. , especially in the case of weaving, there have been many claims about weaving motifs, this is an implication of the absence of legal protection for motifs through Intellectual Property.

Figure 4
Copyright Registration FGD for Weavers and Bumdes



This activity resulted in the registration of an IP for Samonggo weaving motifs to the Ministry of Law and Human Rights' DJKI.

Implementation of Business Management Focus Group Discussions

Business management is needed in the internal context of the business, so that the

business entity truly has direction in running the business, is measurable and well planned. Business planning will also be a "controlling tool", whether in the future, the business being run is on the right line or not. Especially in relatively new businesses, full of creativity, business planning is also increasingly needed. Management as a planning process, organizing, coordinating and controlling resources to achieve targets (goals) effectively and efficiently. Effective means that goals can be achieved according to planning, while efficient means that existing tasks are carried out correctly, organized according to schedule (Riyadi, 2016). In the FGD activity, business management was carried out with the target partners of Kosabangsa's service, namely Bumdes of Balla Tumuka village and weavers of Balla Tumuka village.

Figure 5
Business Management FGD for Weavers and Bumdes



Figure 6
Business Management FGD for Weavers and Bumdes



This activity produces business documents in the form of a roadmap for sales, marketing and business management achievements both in terms of production in the form of determining raw materials and capital, marketing and human resources for the Bumdes group and Housewife Weavers.

Implementation of Coffee Grinding Machine Training

This activity was carried out to provide training to Bumdes in Balla Tumuka Village regarding the use of coffee grinding machines. Coffee is the main product of Bumdes which

will be marketed and as a form of renewal and governance of Bumdes which has its own product to be marketed

Figure 7

Training on the use of coffee grinding machines for Bumdes



Implementation of Training on Using Sticker Cutting Machines

The sticker cutting machine functions to assist the process cutting paper stickers or paper art papers which has a cutting design pattern according to your wishes. All work processes of this machine are supported by computer work assistance for its operation. To operate this machine, it can be operated directly on Corel Draw software. This activity provides skills training to Bumdes in Balla Tumuka Village in operating sticker cutting machines which are used as a form of business for Bumdes in Balla Tumuka Village.

Figure 8

Training on the use of Cutting Sticker machines for Bumdes



Implementation of Focus Group Discussions on Business Marketing Social Media Accounts

According to Hayes, social media is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which increases the value of user-generated content and the perception of interaction with other people. Social media marketing is a form of promoting a variety of business content in various ways to social media users (Manik Pratiwi, 2020). This FGD provides insight and practical examples in creating a social media account that can be used as a promotional platform for Bumdes Balla Tumuka products and housewife weavers.

Figure 9

FGD on creating business marketing social media accounts



This activity produced social media accounts for the Balla Tumuka village weaving group and Balla Tumuka Bumdes, namely Instagram, Facebook and Shopee accounts..

CONCLUSION

Based on a series of Community Service activities for the Kosabangsa program, training using woven handloom and sekir handloom which was carried out for weaving women in Balla Tumuka village received a good response with the level of absorption of understanding in participating in the training being very responsive, thus the skills in using woven handloom and handloom The sekir is very good and can be directly operated well by the weavers of Balla Tumuka village. Apart from that, other training activities also received a positive response with a good level of understanding, so that they were able to operate sticker cutting machines and coffee

grinding machines by the Bumdes of Balla Tumuka Village and use social media accounts by the Bumdes and weavers of Balla Tumuka Village.

SUGGESTION

Suggestions given by participants during this activity were immediate, namely, ongoing assistance was needed regarding the use of sekir and weaving handloom and assistance with marketing through social media,

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