

## CONTRIBUTION CAPACITY OF ULOS WOVEN BASED ON LOCAL ISSUANCE IN GLOBALIZATION ERA IN SUPPORTING LAKE TOBA TOURISM DEVELOPMENT

I.

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### ABSTRACT

*For the development of Lake Toba as one of the national strategic tourism areas, coordinated, systematic, directed and integrated steps should be taken. The Government has issued Presidential Regulation No. 49 of 2016 on the Authority Management Board of Lake Toba Tourism Area, as for the assignment of this Authority Agency, among others, is to formulate the master plan of Lake Toba tourism development, accelerate the coordination of the master plan and manage the integrated tourism area on 500 ha land in the Village Sibisa, Ajibata Subdistrict, Toba Samosir District, and later became a region like Nusa Dua in Bali. The master plan for development and development of Lake Toba tourism is set for 25 years (2016-2041) and the detailed Plan is set for a period of 3 years (2016-2019). To support the successful development of Lake Toba tourism, it can be done through the contribution of the development of ulos woven fabric capacity based on local wisdom in the era of globalization by utilizing cultural wealth. Weaving ulos woven fabric is a Micro Small and Medium Enterprises (UMKM). SMEs become the backbone of the populist economic system to reduce poverty problems and its development can expand the economic base and can contribute significantly in improving the regional economy and national economic resilience. In order for SMEs ulos woven cloth besides aiming to improve the regional economy, then at the same time should be able to support the development of Lake Toba tourism, then needed the appropriate strategy pattern. In this study used qualitative method with interview data collection method, participant observation and documentation study. Then the data analysis techniques in this study using data collection, data reduction, display data and conclusions from data analysis. The results of the research revealed that the development pattern of UMKM Ulos with the restructuring of machine tools, the strengthening of raw material resources access, promotion, product diversification, the implementation of production center area by the Government, then applying social capital by expanding the business network*

**Keywords:** Tourism, MSME:Kain Tenun Ulos (Ulos Woven); Innovation and Social Capital.

### INTRODUCTION

In the development of Tourism in the area of Lake Toba, one of them is the development of ulos woven fabric capacity based on local wisdom in the era of globalization by utilizing

cultural wealth. Weaving ulos woven fabric is a Micro Small and Medium Enterprises (UMKM). SMEs become the backbone of the populist economic system to reduce poverty problems and its development can expand the economic base and can contribute significantly in improving the regional economy and national economic resilience. In order for SMEs ulos woven cloth besides aiming to improve the regional economy, it must also be able to support the development of Lake Toba tourism, then the required appropriate strategy pattern. SMEs become the backbone of the populist economic system to reduce poverty problems and its development can expand the economic base and can contribute significantly in improving the regional economy and national economic resilience. (Rahayu Kurniawan, 2011) in Duti and Ayu (2013). UMKM is the nation's economic support. According to Rahmatia Nuhung (2012) Through entrepreneurship UMKM plays a very important role in reducing unemployment, provide employment, reduce poverty, improve welfare and build the character of the nation.

The empowerment of UMKM in the midst of globalization and high competition make UMKM must be able to face global challenge such as improving product and service innovation, human resource and technology development, and expansion of marketing area. This needs to be done to increase the sale value of MSMEs,

especially in order to compete with foreign product products that increasingly membajiri industrial and manufacturing centers in Indonesia, given the SMEs is the economic sector that is able to absorb the largest workforce in Indonesia (Sudaryanto, 2011).

Kuncoro (2009) posed the challenges faced by UMKM to strengthen the national economic structure quite hard. The development of SMEs is directed to improve the ability of small-scale entrepreneurs to become middle entrepreneurs and micro-entrepreneurs to become small entrepreneurs. If it is realized that the development of small and medium enterprises faces several obstacles such as skills, skills, expertise, human resources management, marketing and financial information. This lack of managerial and human capital capability has resulted in both small entrepreneurs not being able to run their business well.

More specifically, the basic problems faced by MSMEs are: First, weaknesses in gaining market opportunities and increasing market share. Both weaknesses in capital structure and limitations to obtain adequate sources of capital resources. Third, weaknesses in the field of organization and human resource management. Fourth, the limitations of cooperative business network among small entrepreneurs (marketing information system). Fifth, the business climate is less conducive, because the competition is mutually deadly. Sixth, the guidance that has been done is still less integrated and the lack of trust and public awareness of small business. (Kuncoro, 2009)

Another problem faced by SMEs, namely the existence of trade liberalization. According to Sudaryanto, et.al (2012), such as the enactment of ASEAN-China Free Trade Area (ACFTA) which has been effective in 2010. On the other hand, the government agrees ACFTA cooperation agreement or other agreements, but without considering the readiness of UMKM able to compete, for example product quality readiness, less competitive price, market readiness and lack of clear imported product map so that the positioning of competition is clearer. Such conditions will be more severe faced by Indonesian SMEs at the time of enactment of ASEAN Community in 2015. If this condition is allowed, the so-called MSMEs are able to survive and resilient will eventually go bankrupt. Therefore, in an effort to strengthen MSMEs as national economic fundamentals, it is necessary to create a conducive domestic investment climate in order to strengthen the domestic market so that UMKM can become the buffer of the national economy. One of the local creative business products is Ulos cloth.

Ulos cloth developed in North Sumatra is a typical Batak society. From its history ulos cloth used to warm the body. In Batak tradition there is the term "mengulosi", which means warm body with ulos cloth. There are rules that must be obeyed for reproduction, among other things that people should only be able to have a kinship from top to bottom. For example, a parent

may have a child's reply, but the child should not have a parent's reply. Ulos cloth is also one of the oldest civilizations in Asia that have existed since 4,000 years ago in the Batak culture, even ulos have existed long before the Europeans knew the textiles.

Toba Samosir Regency with its capital Balige, is one of 3 (three) objectives of Badan Otorita Danau Toba, which later one of the Ajibata subdistricts, into areas such as Nusa Dua Bali, therefore the researcher, took the research place of Balos woven cloth ulos. In the Toba community, especially in Balige, the cleverness of weaving also has long been there (not known for certain). This can be seen from the cleverness in making Ulos. Equipment used is still very simple once made of wood and bamboo loom in Indonesia called gedogan loom. For the ancient Toba community, Ulos was not only used for everyday clothes, but also for traditional ceremonies. Traditional fabrics, especially Ulos fabrics continue to be produced by the community. Weaving activities became one of the livelihoods of women, especially women in Toba areas, as well as Balige. For the Balige community, beside ulos cloth there is also an interesting cloth that is sarong cloth. This cloth is commonly called and is known by the name of sarong Balige or in Toba called mandar balige. Balige gloves are produced in Balige since the 1930s since the establishment of modern weaving industry ATBM (Machine Weaving Not Machine) made Textile Inrichting Bandung (TIB) in Balige. This sarong cloth is the idea and creativity of Balige businessmen.

The emergence of industry and weaving businessmen in Balige occurred during the colonial era, namely in the 1930s. This took place thanks to the adoption of a policy of industrial development by the colonial government. It can be said, at this time the emergence of the pioneering industry entrepreneurs in Balige. In 1935 there were three large pioneering entrepreneurs: Major Pipin Siahaan, H.O. tenun gedogan and non-machine loom (ATBM).

After independence the development of this weaving business received government attention in the 1960s. Soekarno's government at that time implemented a policy of rationing of weaving yarn in the first half of the 1960s. This policy is pursued with the aim of maintaining economic sustainability of the people while ensuring the availability of cheap clothing. The subsidized woven yarn is rationed according to the number of loom owners. Balige's weaving business in Semakain is increasing as a result of the policy, and the industry that began to develop at that time is one of them is Pertenun Boi-Tulus Tekstil which produce the main product is sarong and ulos cloth with Jempol brand.

The peak triumph of the weaving venture in Balige began in the 1950s to 1970. In these times Balige was often dubbed the weaving town. But in the beginning of 1970-1998 Balige's weaving industry experienced ups and downs due to the inability of Balige local entrepreneurs in the face of market competition, the cessation of yellow subsidy supply, followed by the development of ATM textile technology. Actually it gives the most benefit to Balige local entrepreneurs especially in terms of production process, where production process uses ATM faster than ATBM. However, the development of this technology is not accompanied by the level of education and knowledge of local entrepreneurs in developing skills. Some entrepreneurs did not prepare the next generation well, proved almost no future generations in Balige while continuing high school education technology tekstil. As a result, business processing by the next generation is no better than its predecessor, while the challenges it faces are much more complicated.

It was further complicated by the economic crisis of 1998. Like other industries in Indonesia, the Balige industry was impacted by the economic crisis. This economic crisis resulted in some entrepreneurs went bankrupt due to decreased orders and increased production costs. As a result, many loom industries in Balige are closed. The weaving industry entrepreneurs turned to other more promising businesses such as trading, opening shops and even returning to the agricultural sector. In contrast to the thermal-weaving industry (weaving Boi-Tulus Tekstil) which until now can still survive and become one of the largest weaving industry in Balige, although in

1998 affected by the economic crisis. This is the main attraction to study the history and role of this industry.

Boi-Tulus Weaving Factory Textile was founded by Julius Sianipar in 1950. At the beginning of its establishment this industry was in Lumban Silintong precisely in Balige Port Road and then moved to the main street of Tarutung Balige Street in 1980. Construction of new building is done on the area 1,200 m of land with 1,000 m<sup>2</sup> of semi-permanent building consisting of owner's house, production building, immersion kitchen, warehouse, dormitory, workshop, employee's kitchen, bathroom. And equipped with machine loom (ATM) and other production aids (such as spool machines, pallet machines, hank machines, and machine hanian) and settled to date. As a result of the addition of the number of weaving machines so that the starting place getting narrow and no longer suitable for the production process. In addition to these factors, the transfer is also intended to facilitate the marketing process because this road is the main road and close to onant Balige with a distance of about 0.5 km and densely populated. Boi-Tulus Tekstil is a medium-scale industry. Medium-scale industry is an industry that employs 20-90 people and has a net worth of more than Rp 500 Jt to a maximum of Rp 10 M, or has an annual sales of Rp 2.5 M to a maximum of Rp 50 M8. The industry produces two woven fabrics namely mandar (cotton sarong) and ulos. The target of this weaving industry is the whole society, this is seen from the affordable and cheap price. Mandar woven fabrics can be shaped, modified to suit the needs and many have a variety of functions that is to dress Sholat, for cloth or baby wrap to keep warm, tablecloth, door and window curtains, pillowcases, bed sheets, even this woven fabric can molded into modern clothing both for men and women. While Ulos cloth has a potential value that is large enough because it has historical value and its own characteristics. Ulos cloth is dominated by indigenous Batak people. Although the number of ulos weave from year to year quite a lot, but the public demand, especially for Batak ceremonial activities still exist. This is due to the fact that in the adat Batak ulos used for traditional occasions is not commonly used more than once. So the demand for ulos will still exist.

The weaving industry of Boi-Tulus Tekstil is one of Balige's weaving industry that has survived until now. Industry has a role in improving the economy especially in the absorption of labor, clothing providers, and poverty reduction, in addition it is also one of the typical products and categorized as a flagship product and become an icon of Balige city. Based on the various problems and thoughts above, the authors feel interested to review it. then this research entitled "Contribution of Capacity Development of Local-Based Ulos-Based Weaving Cloth in Globalization Era in Support of Tourism Development of Lake Toba".

In 1950 the loom was established by the owner, Mr. Julius Sianipar with Non-Engine Weaving Machine (ATBM) of 10 units. With the number of wage labor as many as 12 people and assisted by family members themselves. To examine specifically, it is necessary to conduct an in-depth study at SMEs Ulos Balige in order to find out how the development strategy pattern used by SME Ulos Balige can maintain its existence and survive against the number of ulos non ATBMs entering Balige regional market or outside Balige region. In addition, support from the government of Kabupaten Toba Samosir in promoting the development of SMEs Ulos Balige to face the free trade of ASEAN region.

## **RESEARCH METHODS**

The research methodology used in this research is qualitative approach. It is based on the strategy pattern that emerged in this research which require the researcher to conduct exploratory study in order to understand and explain the pattern of SME development strategy of Ulos Balige which become the focus of problem in this research. Then the collection of various data and information will be done through participant observation, interview, and documentation study of the required data source.

According to Denzin and Lincoln (2011) describes the qualitative research of a locally located activity that puts his research in the world. Qualitative research consists of a series of material interpretive practices that make the world visible. These practices transform the world. They transformed the world into a series of representations, covering various field notes, interviews, conversations, photographs and personal notes. In this case, qualitative research involves a naturalistic approach of interpretation to the world. This means that qualitative researchers study objects in their natural environment, trying to interpret or interpret phenomena in the viewpoint of the meanings that society provides them.

Then Creswell in Primary (2015) suggests that there are several characteristics of qualitative research such as: a) beginning with the assumptions and uses of interpretive or theoretical frameworks that form the study of research problems related to the meaning imposed by individuals or groups on a social problem, b ) Data collection of sensitive natural tissue and research sites, c) inductive or deductive data analysis and formation of various patterns or themes, d) The final written report includes the various voices of the participants, the reflexivity of the researcher, the description and the interpretation of the problem research, contributions to the literature for change.

The research was conducted in Ulos Balige village and the office of UMKM and Koperasi Kabupaten Toba Samosir. The reason is Ulos Balige Village as a place of production and sales ulos then the department of UMKM and Cooperatives as government agencies established specifically to help promote SMEs Ulos Balige. In this research, the researcher came to the informant of 2 (two) big entrepreneurs to get the result of research about development strategy pattern and informant, subject 2 (two) people comprised of middle entrepreneur and small entrepreneur to get result of research about social capital.

Researchers use focus group discussion techniques among key informants (key informants) in determining informants in this study. Focus Group Discussion is a socially oriented data-mining instrument. According Krueger (2007) that humans are social creatures whose existence is strongly influenced and affect others. Humans have a tendency to make decisions based on social stimulation, either in the form of suggestions, inputs, whispers, comments from people around him. The existence of other informants in a focus group plays a very important role in the response given by each informant. (Herdiansyah, 2013). Another definition, FGD is one of the techniques in collecting qualitative data, where individuals or groups discuss with the direction of a facilitator about a theology.

Key informants in this study consisted of people who had information, capabilities, and knowledge of the network on research subjects that would eventually lead researchers to selected informants. Key informants in this study are related officials (Dinas UMKM and Koperasi Kabupaten Toba Samosir) and Chairman of Ulos Balige Development Forum while the selected informants are UMKM entrepreneurs in Ulos Balige village in Toba Samosir District who are engaged in ulos production then market them.

Informants were taken based on focus group discussion of the researcher with official of department of UMKM and Koperasi Kabupaten Toba Samosir directing writer to meet the Chairman of Ulos Balige Development Forum. Focus group discussion continued between the researchers, Chairman of Ulos Balige Development Forum, and Assistant Chairman of Development Forum Ulos Balige provide input to the author to meet ulos entrepreneurs in Ulos Balige village with various characteristics.

Data used in this research are primary data and secondary data. According Etta and Sopiah (2010) Primary data is the source of research data obtained directly from the original source (not through intermediaries). Primary data comes from a live interview with Showroom owner in Ulos Balige village, after enough researcher will do observation at research location. Observation aims to record the pattern of MSME strategy, then the interview continued to the office of SMEs and Cooperatives Toba Samosir District. According Kuncoro (2009) Secondary

Data is Data that has been collected by data collection agencies and published to the user community. Secondary data used in this research is obtained from literature review, scientific publication relating to SMEs Ulos Balige village and from related institutions such as UMKM and Cooperatives Kabupaten Toba Samosir. Herdiansyah (2013) describes the process of data analysis in qualitative research has been started and done from the beginning of the research until the research is completed. In this case each researcher performs the process of data retrieval, the researcher directly conduct analysis of the data such as the selection of theme and katagorinya. In this study, researchers used interactive data analysis model according to Miles and huberman (1984) in Herdiansyah (2013). This data analysis model has 4 stages, namely the first stage of data grouping, the second phase of data reduction, the third stage of data display and the fourth phase draw conclusions and data verification.

## **DISCUSSION**

In research in Balos ulos village results of data analysis obtained that the development strategies undertaken entrepreneurs or perpetrators of SMEs in the village ulos always update its products. This is in line with the statement (informant 1) on the pattern of SME development strategy. "... every day I always innovate in developing my ulos products even every night I always make new ulos pattern ..." Informant statement 1 equals informant statement 2 "... if I concentrate and focus to one product just bu, eg ulos weaving; from ulos weaving then I also have a network

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Informant's statement 1 has similarities with the statement of informants 2 that have in common that in the results of the study the pattern of development strategies must innovate to produce new ones. In informant 2 is also concerned with the network or business partners in selling products in this study the business networks are also called social capital, the statement of the third informant in developing umkmnya also require social capital. "... yes I sometimes take the production of ulos my colleagues who do not have a showroom with the purpose of helping friends ..."

Informant 3's statements are slightly different from the 4 informant's statement. "... if I sell my products directly to friends in Jakarta from them directly sell them abroad either in Malaysia or Brunei ..."

From the conclusion of statement of informant 3 and informant 4 stated if social capital play a role in strategy pattern of SME development in Ulos Balige to face free trade competition of ASEAN region. The ability of MSMEs in facing the current global competition needs to be improved further in order to remain able to survive for the sake of the stability of the Indonesian economy. In addition the human resources factor in it also has its own share. The development strategy of MSMEs can be maintained by increasing the competitiveness and development of human resources in order to have value and able to survive the ACFTA market, such as through the distribution of small business credit (KUR), the provision of access to marketing information, financial management training and information communication technology development.

A major challenge in the development of SMEs in the era of free trade and global competition today is the increasingly tight business competition. Strict competition in the business world is also felt by SMEs ulos in the country. In recent years, ulos printing textiles from a number of countries such as China have entered Indonesia, causing traditional ulos UMKMs that produce ulos weaving and face barriers both in terms of production and in terms of marketing. This happens because ulos printing with sophisticated technology can be mass-produced and fast,

with relatively cheaper prices that are more in demand by consumers, especially the lower middle class.

According to Novandari (2013) the intensity of competition in this industry, requires UMKM ulos in the country to have a product advantage and the uniqueness of sustainable produced products in order to survive and win the competition. Continuous competitive advantage is the value (value) that can be created by SMEs ulos for consumers continuously. With competitive advantage owned. MSME ulos in Indonesia is expected to produce better ulos products compared to competitors from overseas competitors.

If MSME Industri Ulos can not maintain its existence and make corrections in order to face the pattern of open market in the future it is very possible many SMEs Industrial Ulos that will bankrupt. The perpetrators of MSMEs Ulos should not rely on cheap labor in its business development, creativity and innovation through research and development support becomes very important to note. In addition SME Industries Ulos must take advantage of opportunities to reach the wider market potential and maintain the existence of SMEs well To take advantage of these opportunities, the biggest challenge for MSME Industry Ulos in the face of Free Trade Alief Rakhman Setyanto, Bhimo Rizky Samodra, Yogi Post Pratama MEA is how to determine the pattern of strategy behavior to win the competition, one of the strategy behavior patterns that can be used is to create various product advantages and the specificity of the resulting product, utility of place, site product or utility of diversification.

SMEs ulos industry must be able to take advantage of technological advances in marketing its products. Utilization of e-commerce as one of the promotion media as well as sales will be able to expand the sales network of ulos fabric to all of Indonesia and even the world. Utilization of this technology can be one effective strategy in dealing with MEA. In addition, the competitive advantages of ulos craftsmen must always be improved in order to compete in the global arena. The enforcement of the MEA that makes no more obstacles in international trade in the ASEAN region requires every domestic industry including SMEs in Ulos Kampung Balige Area to innovate products, services and even marketing network. The need for Government support by restructuring machine tools, strengthening raw material access through material center, enhancing the promotion of weaving products through audio visual media.

## **CONCLUSION**

When the Government declares free trade in the ASEAN region, the relationship of social capital with Innovation and cooperation in creating UMKM development is very closely proven that some entrepreneurs have formulated it in business. Always innovate in production and apply social capital in developing business and cooperate with business partners so that ulos production business business can be developed then social capital is emphasized so that entrepreneurs have wide network and partnership so that business business can grow and not stagnant. It is hoped that the importance of social capital, innovation and cooperation is adopted by other UMKM entrepreneurs for MSME is ready to face globalization in the present era especially in ASEAN market.

Objectively, this research still needs to be developed and has some limitations.

The study used a source of data derived from the informants in the field. This research is local and unique, so it can not be generalized. The time difference is very influential because what happens in the field at the time of the research can not be a benchmark that will happen at different times will be the same. With these limitations, it is expected that this research can be followed up and become input for further research.

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