

Portrait of Batik Tulis Industry at Pakandangan Barat Village Sumenep Regency in Regional Autonomy Era

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Abstract

This research have an objective to describe the history of batik tulis, illustrating the production process, analyzing backward and forward linkage of batik tulis industry, and analyzing resistance and stimulant factor of batik tulis development at Pakandangan Barat Village, Sumenep Regency in regional autonomy era. This research is a qualitative research using primary and secondary data obtained from interview and Focus Group Discussion (FGD) and also from theoretical and empirical study related to batik. Informants consisted of artisans, entrepreneurs, consumers, cultural analyst and policy makers related to batik industry in Sumenep with a number of 23 informants. The process of production and distribution in the batik industry in Pakandangan Barat Village, Sumenep Regency consists of three main elements, namely input, process, output, and is supported by three other elements, namely suppliers, consumers and government. All the batik process is still done in the traditional way. All the raw materials is obtained from Surabaya except for natural coloring material that obtained from around Pakandangan Barat Village. Making batik is a side job that done by people from generation to generation. Every step of production process worked by different artisan (specialization). The marketing strategy still traditional, not using marketing mix and utilize technology for promotional yet. Analysis of backward linkage show there is corelationj between entrepreneurs with supplier and artisan. Analysis of Forward Linkage show there is corelation between entrepreneurs with consumers and competitor. SWOT analysis produce Agressive Business Strategy that is maintain characteristic, uniqueness, batik tulis motive that contain historical value and wisdom and also give education to consumers. Batik tulis industry management is still managed conventionally, not optimum yet on utilizing technology. Regional government only doing advocacy effort and provide assistance to batik artisan on partial and sectoral form, not comprehensive and holistic. Regional autonomy should opening opportunity for regional government in developing local and regional policy to optimizing utilization of economic potential at Kabupaten Sumenep.

Keywords: batik tulis, sumenep, backward and forward linkage, SWOT, regional autonomy

Introduction

Batik is a wealth of Indonesian culture that is recognized by the world. As a support of history that factually belong to Indonesia, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) has provided confirmation. On October 2, 2009, Indonesian batik has been designated by UNESCO as Masterpieces of the Oral and Intangible Heritage of Humanity (Surya, 2009).

Earlier research about batik propose that a good batik development strategy are with maintaining natural coloring, design that contain philosophical, historical, and local wisdom, and also utilize networking and

online marketing (Anwar et al, 2013; Borshalina, 2015; Cahyaningrum dan Mayangsari, 2014; Haryanto dan priyanto (2013). Nurhayati (2015) dan Rahab et al (2015) stated batik as a tourist attraction.

Batik is a product of nusantara, but within time, there is an impression that batik is a cultural product of Java Island only, whereas Madura Island is also have batik tulis craft that passed from generation to generation. The history of batik in Madura even developed along with dynamics condition that happen in every region. Based on history, the Sumenep Palace is the oldest palace in Madura Island that established at 1269. While batik craft exist within the palace environment, then it can be explained that Sumenep Regency is origin of batik that known in Madura. However, if compared with the development of batik on other region of Madura, like Tanjung Bumi Batik, Sumenep Batik still can't compete with Tanjung Bumi Batik that already known on national scale even on international scale. Refers to a story at Jokotole government era 1415-1460, the history of batik related to *Potre Koneng*, a daughter of Prince Secadiningrat II. The beautiful princess once exiled and commend his son at Pakandangan Barat Village, Bluto District to a man called Empu Kelleng. Potre Koneng is the first to teach batik crafting to people at Pakandangan Barat Village that until now become the center of batik tulis industry in Sumenep Regency. Batik at Pakandangan Barat Village reach their glorious era when the batik entrepreneur join with Gabungan Koperasi Batik Indonesia (GKBI) that centered in Yogyakarta. But Pakandangan Barat batik decreased at 1965, along with economic and political problems at that time. Pakandangan Barat batik started to developing again around the year 2000 (Zulkarnain, 2012).

The data of batik industry in Sumenep Regency based on stakeholder in Sumenep Regency is varied. Based on Department of Industry, there are 42 batik industry. Based on department of Cooperatives, there are 12 batik industry and 50% of them located at Pakandangan Barat Village. But based on observation in 2015 there are only 6 batik industry in Sumenep Regency that centered in Pakandangan Barat Village and only 3 that still producing.

Law number 22 year 1999 and law number 25 year 1999 give a new authority to government, especially regional government. After the application of both laws, regional government with the people manage and responsible for their own region. There is no central government domination for that region. Central government only monitor and evaluate on the application of regional autonomy.

With regional autonomy, government and people demanded and stimulated to be more creative on developing their own resources, both human and natural resources. If government and people in a region are smart and creative on managing the resources that owned by their region, then that region will be more prosperous. The world is prosperous not because of natural resources, but because of human creativity. With the regional autonomy, regional government expected to increase services that will affect on people prosperity. Moreover, with the regional autonomy, government and people expected to optimizing their local economic resources (Rasyid, 2002). The presence of regional autonomy law should also presence Sumenep Regency regional rule that support the development of batik industry. As the cultural wealth that have a high art value, sumenep batik will increase another regional potency such as tourism.

The background description underlie this research. This research have a purpose to describe the history of batik tulis industry, illustrating the production process, analyze backward and forward linkage of batik tulis industry, and analyzing resistance and stimulant factor of batik tulis development at Pakandangan Barat Village, Sumenep Regency in regional autonomy era.

A lot of earlier research using the same analytical tool that is backward and forward linkage analysis. Bechet (2010) analyze the production structure on industrial group to become stable. Clauss (2002) analyze direct and indirect transaction that applied on an industry. Kula (2008) dan Drejer (2002) analyze key sector and important role on county development strategy. Guo dan Planting (2000) analyze the decrease of world economics as the impact of import decrease. Mittal (2007) analyze the loss of horticulture sector after a big number of harvest. Raihan dan khondker (2010) analyze the production activities connection. Teka (2011) stated that factor that related to fabrication process such as labour proffesionalism, limited load, and local policy. Tohmo et al (2006) found that there is home market effect on industrial sector.

This research is a qualitative research using primary data obtained from interview and Focus Group Discussion (FGD) with Informants consisted of artisans, entrepreneurs, consumers, cultural analyst and policy makers related to batik industry in Sumenep with a number of 23 informants. Secondary data obtained from theoretical and empirical study related to batik.

History and Condition of Batik Tulis Industry at Pakandangan Barat Village

Batik tulis at Pakandangan Barat Village Sumenep Regency existed since the time of the first king of Sumenep Kingdom, Aria Wiraraja, at 1269. Batik first come from the royal family of Sumenep Palace. Batik develop at Pakandangan Barat Village because this region is the location where *Potre Koneng* exiled. While her pregnancy, *Potre Koneng* teach batik crafting process to women on Pakandangan Barat Village. Batik tulis industry on Pakandangan Barat Village emerge since 1960. Initially there are 6 batik industry in the village. But now only 3 of them that still operating.

Production Concept on Batik Tulis Industry at Pakandangan Barat Village

Production concept of Sumenep batik industry consist of three main elements, that is input, process, output, and supported by other elements, that is supplier and government as policy maker.

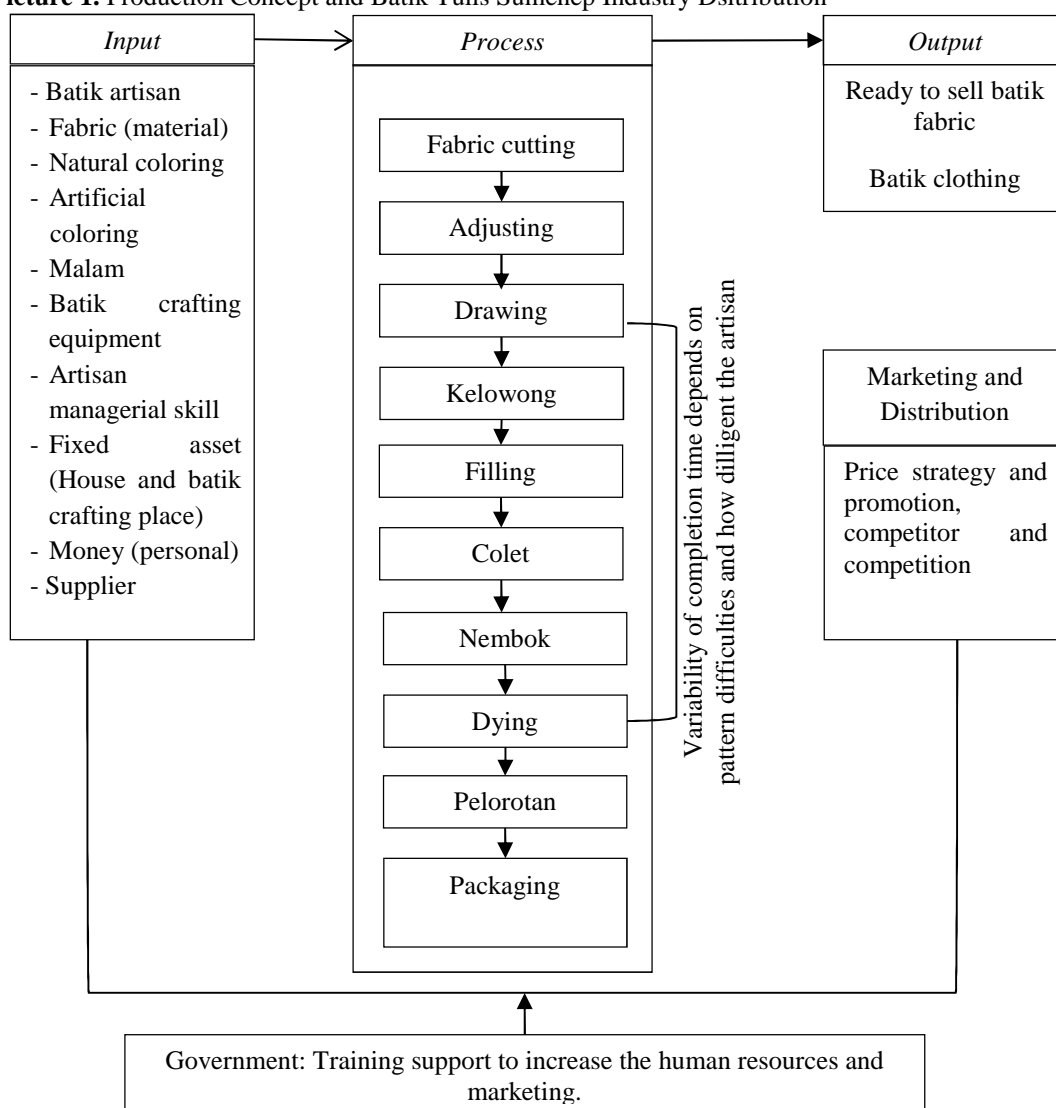
Input. Input consists of material (fabric), supporting material (malam, natural coloring, and artificial coloring, batik crafting equipment, canting, stove, dandang, pan, dyeing place, drying place, packaging, showcase, etc), artisan (people who craft batik), place to crofting batik (fixed asset, entrepreneurs house), personal money, and businessman managerial skill. Only small part of batik crafting material can be found on the region. That material is natural coloring that obtained from around Pakandangan Barat Village area. Most of the material and supporting material obtained from Surabaya. The distance between Sumenep-Surabaya is 182 km that can be travelled in 4 hours. Lots of the materials that obtained from Surabaya makes the cost of the material become high that makes production cost inefficient. This is not match to Alfred Weber's industrial theory that states if the location of the industry should placed in the area that have minimum cost (Weber, 1929). Batik tulis industry in Pakandangan Barat Village located around 182 km from Surabaya, it makes the transportation cost become high. The right industry location is close to the material obtaining area to decrease prodcution cost and increase profit.

Process. Process or Batik Crafting started with choosing dan cutting of the fabric, adjusting, drawing, reng-rengan, filling, colet, nembok, dyeing, pelorotan, and packaging. Batik crafting process done manually by different skilled labour (specialization). According to Adam Smith on his book *The Wealth of Nation* (1776),

states that specialization of work will increase the production (Smith, 1937). This is not match to the phenomenom happen on batik tulis industry at Pakandangan Barat Village. Specialization on production process does not increase the production. This is happen because batik crafting is not the main job for the artisan at Pakandangan Barat Village.

J.H. Boeke on Dual Society theory states that the tendency of people in developing region are more willing to work if they are not having money (Boeke, 1953). This theory is match with the condition of artisan at Pakandangan Barat Village. On harvest or after harvest season they will rest, including from crafting batik. The artisan make crafting batik as a side job not as a main job. This is highly influencing to the production level on batik industry at Pakandangan Barat Village.

Picture 1. Production Concept and Batik Tulis Sumenep Industry Dstribution



Source: Primary data (2016)

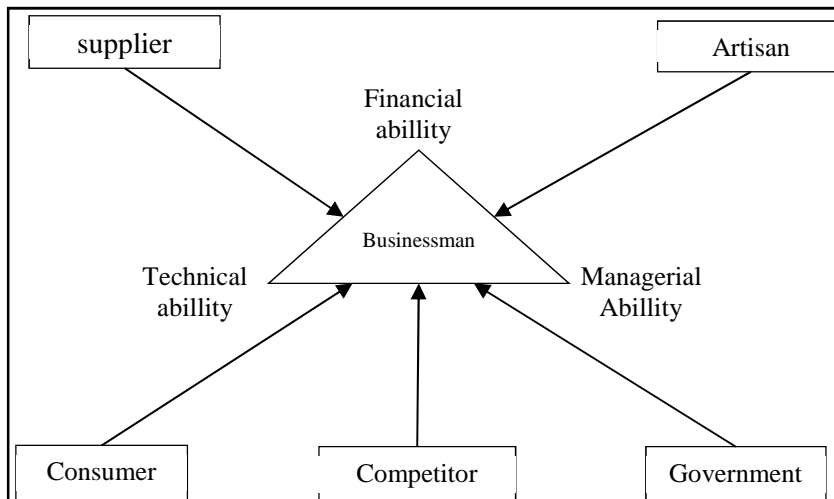
Output. Output as a batik fabric produced by the artisan at Pakandangan Barat Village, some on the form of batik sheets and other on the form of shirt, dress, etc. The result of batik production then displayed at the entrepreneurs showroom to be sold to the customer. There are also some that sent to agents, store, or people that interesting to sell the batik.

The istribution strategy applied is direct distribution is distribution from entrepreneur to the end customers and indirect through agents. The marketing strategy that applied by batik entrepreneur at Pakandangan

Barat Village is varied. Including word of mouth, participating on exhibition, and through social media (BBM), and others such as giving business card to people. But the marketing strategy that has been done is not optimal yet.

Batik madura is already have a brand image in society. Through the brand image of batik madura, batik from Pakandangan Barat Village can be promoted until international market through online media. Good marketing have to planned with marketing program that is developing a marketing program or plan to achieve the goal of the company (Kotler, 2003).The marketing program have to pay attention on product, price, distribution, and promotion.

Picture 2 Batik Tulis Sumenep Industry Concept

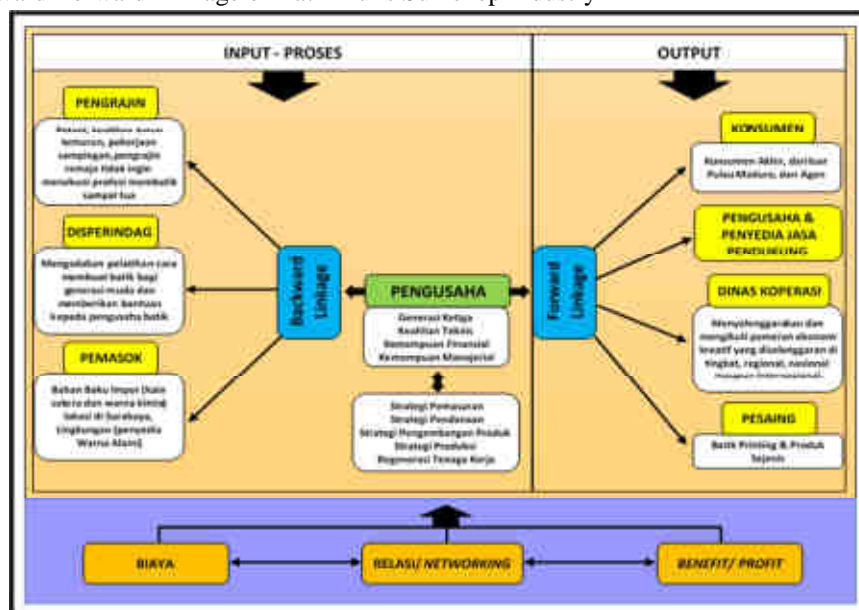


Source: Primary data (2016)

Eksternal Party Roles in Batik Tulis Industry at Pakandangan Barat Village

Batik tulis industry at Pakandangan Barat Village, Sumenep Regency cover industry elements consist of internal and external. Ecternal element consist of supplier, artisan, government, consumer, and competitor. While the internal elements is the entrepreneur or the managerial ability of the entrepreneur. Both party, internal and external, have an important role for the development of batik tulis industry at Pakandangan Barat Village, Sumenep Regency.

Picture 3 Backward-Forward Linkage of Batik Tulis Sumenep Industry



Backward-Forward Linkage analysis of Batik Tulis Sumenep Industry

Research result shown that there is a linkage between supplier and artisan with the entrepreneur, and also between entrepreneur with consumer and competitor. On that linkage there is government roles through training and marketing program.

Picture 3 shown that in batik tulis business, Batik Tulis Sumenep businessman correlated with external parties both before production process (backward linkage) and after production process (forward linkage). Government, as facilitator and accomodator influencing the backward-forward linkage.

Dual Society Concept on Batik Tulis Sumenep Industry

Farmer who also work as batik craftsman portray traditional lives of society. While batik tulis entrepreneur portray modern lives through his vision and courage to open new opportunity. This relation can be illustrated on Table 1 as dual society concept between farmer who also work as batik craftsman with batik tulis entrepreneur in Sumenep Regency.

Table 1. Economic Dualism Concept Between Farmen-Craftsman with Batik Tulis Sumenep Entrepreneur

Farmer-Craftsman	Entrepreneur	Impact
<i>Agricultural:</i> Traditional people with farming as their main job	<i>Nonagricultural:</i> People with non-farmer as their main job	Economic: a. Farmer get an extra income b. Better financial condition on entrepreneur family
<i>Hereditary traditon:</i> Have a skill to make batik tulis that passed from generation to generation	<i>New opportunity:</i> Utilize opportunity from batik crafting skill that owned by people to produce a batik tulis product	Culture: a. Preserved batik tulis culture b. Preserved local widom through the story written on batik tulis theme
<i>Partial-conventional characteristic</i> Do batik crafting activities when in need of money or when not farming	<i>Developing skill:</i> Attend training that organized by government, in the ragon or outside the region	Social: Established mutualism relationship between farmer-craftsmam with entrepreneur

Source: Primary data (2016)

SWOT Analysis

SWOT analysis done with analyzing internal and external factors of batik tulis sumenep industry, to discover the strenght, weakness, opportunity, and threat that faced by the entrepreneur. Through table 6.5 the critical success factor and grand strategy of batik tulis sumenep industry can be determined. From the analysis above the strenght of batik tulis sumenep located on the skill of the entrepreneur in mastering batik crafting activities and good financial power. Moreover, batik tulis sumenep uniqueness that still preserved through its motives is the core competitive for batik tulis sumenep industry. With the presence of the core competitive then the development of batik tulis sumenep already have a foundation. While the identified weakness show that batik tulis sumenep lack on some skill or competence that owned by competitors.

Table 2. SWOT Matrix

	<p>Opportunity (O):</p> <ol style="list-style-type: none"> 1. Tourism potential in Sumenep Regency 2. Government policy to make student and civil servant use batik 3. Government support on creative industry development 	<p>Threat (T):</p> <ol style="list-style-type: none"> 1. Competitor outside Madura Island, especially Solo and Jogja that more innovative 2. Batik printing that cheaper and more variative 3. Craftsman think that batik crafting is a side job 4. Young generation are not interesting to work as batik craftsman
<p>Strenght (S):</p> <ol style="list-style-type: none"> 1. Financial abillity 2. Entrepreneur have a good skill about batik 3. Have an unique pattern 4. Preserving motives that contain local heroes and legends 5. Bring local wisdom on its motives 	<p>S-O Combination:</p> <ol style="list-style-type: none"> 1. Uniqueness of batik tulis motives that contain hirtorical and local wisdom value that can be the strenght feature offered to Sumenep Regency tourists 	<p>S-T Combination:</p> <ol style="list-style-type: none"> 1. Entrepreneur skills can be spread to young craftsman to always working 2. Giving motivation to young craftsman to love and proud of batik tulis sumenep 3. Preserving motives with batik tulis sumenep characteristic. 4. Improving promotion quality with utilizing information technology (website, social media, etc). 5. Improving innovative design quality
<p>Weakness (W):</p> <ol style="list-style-type: none"> 1. Limited availablility of professional craftsman 2. Craftsman regeneration is difficult because batik crafting is a difficult skill 3. Inadequate accounting system 4. Pricing decision is not based on data 5. Rely on WOM marketing communication 6. Limited marketing communication 7. Formed as family business, so the management is a single management 8. The price is more expensive than batik printing 	<p>W-O Combination:</p> <ol style="list-style-type: none"> 1. Government support should be given to craftsman, especially youyng craftsman, so craftsman regeneration could be better 2. Government giving managerial training to entrepreneur, so entrepreneur can optimally run the family business 3. Government giving education to the consumer about batik crafting process though batik tour, to make the consumer understand about value and process contained on a batik 4. Government helping batik sumenep marketing communication from the Madura Island entry gate 	<p>W-T Combination:</p> <ol style="list-style-type: none"> 1. Those threat are inspiration source for entrepreneur to overcome the weakness of batik tulis industry 2. Entrepreneur can use it to be more innovative and crative on developing the business

Table 3. SWOT Analysis

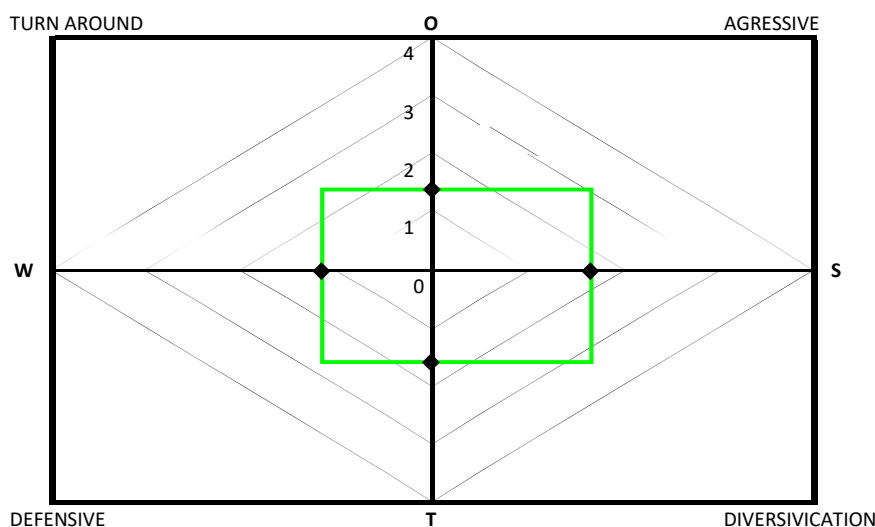
INTERNAL					
STRENGTHS					
		Weight	Rating	Weighted Value	
S1	No problem on financing	0.025	2	0.05	1.825
S2	Entrepreneur have skills on batik sector	0.2	4	0.8	
S3	Unique characteristic of the motives	0.15	4	0.6	
S4	Preserving motives that contain local history and legends	0.05	3	0.15	
S5	Bring local wisdom value on its motives	0.075	3	0.225	
WEAKNESSES					
W1	Limited availability of professional craftsman	0.075	3	0.225	1.225
W2	Craftsman regeneration is difficult because batik crafting is a difficult skill	0.05	1	0.05	
W3	Inadequate accounting system	0.025	2	0.05	
W4	Pricing decision not yet based on data	0.05	2	0.1	
W5	Rely on WOM marketing communication	0.075	3	0.225	
W6	Limited marketing communication	0.1	2	0.2	
W7	Formed as family business, so the management is a single management	0.025	3	0.075	
W8	The price is more expensive than batik printing	0.1	3	0.3	
		1		3.05	3.05
EKSTERNAL					
OPPORTUNITIES					
O1	Tourism potential in Sumenep Regency	0.3	4	1.2	1.4
O2	Government policy to make student and civil servant use batik	0.15	1	0.15	
O3	Government support on creative industry development	0.05	1	0.05	
THREATS					
T1	Competitor outside Madura Island, especially Solo and Jogja that more innovative	0.2	4	0.8	1.8
T2	Batik printing that cheaper and more variative	0.05	2	0.1	
T4	Craftsman think that batik crafting is a side job	0.1	3	0.3	
T5	Young generation are not interesting to work as batik craftsman	0.15	4	0.6	
		1		3.2	3.2

Picture 3 above showed that the condition of batik development at Sumenep Regency located at Quadran II which mean even facing some threat, batik tulis sumenep still have internal strenght. Strategy that have to implented is utilizing the strenght to take advantage of long term opportunity.

Entrepreneur skills can be spread to young craftsman to always create

1. Giving motivation to young craftsman to love and proud of batik tulis sumenep
2. Preserving motives with batik tulis sumenep characteristic.
3. Improving promotion quality with utilizing information technology (website, social media, etc).
4. Improving innovative design quality

Picture 3. Grand Strategy Matrix



RESULT

The result based on discussion above is an empirical result and also theoretical result. Those results as explained below.

Empirical Result

Batik crafting process at Pakandangan Barat Village Sumenep Regency needs raw material that obtained from Surabaya that caused production cost become expensive. This result makes researcher hope that the government form an association or cooperative at Pakandangan Barat Village to facilitating the availability of the raw materials to decrease the production cost and increase entrepreneur profit and also increase bati craftsman prosperity..

Batik craftsman at Pakandangan Barat Village think that crafting batik is their side job rather than their main job. The majority of them work as a farmer or fisherman. They only crafting batik when they in need of money. It makes the amount of batik produced in Pakandangan Barat Village become hard to predict.

Generally, batik crafting processes from the beginning until end done by the the same craftsman as happen in Jogja, Solo, and Pekalongan. This is not found at Pakandangan Barat Village. Every stage at batik crafting process done by different craftsman (specialization).

Entrepreneur and craftsman have an emotional relation that make the craftsman have loyalty to the entrepreneur. This is shown with the loyalty of craftsman from generation to generation work for the same entrepreneur.

Batik tulis industry at Pakandangan Barat Village shown there is linkage between supplier, craftsman, and entrepreneur, also between entrepreneur with consumer and competitor. On that linkage there are government role through training program, forming an association or cooperative and also dacilitating batik tulis gallery as marketing medium.

Batik tulis entrepreneur at Pakandangan Barat Village is not yet optimal on information technology utilization for their product promotion. The promotion that alreedy done is still simple, word of mouth and

Blackberry Messenger.

Regional government role just limited to training for batik craftsman that organized annually by Department of Industry and exhibition by Department of Cooperative and Small Medium Enterprise. The regional government roles in developing batik tulis industry that have art and culture value as Sumenep Regency identity is not yet optimal, as stated on law number 22 year 1999 about regional government that government and people demanded to be more creative on developing regional resources.

Theoretical Result

Empirical result about the availability above is not match with Weber (1929) who stated that industrial area located in place that have the minimum cost. With the distance between Sumenep and Surabaya causing raw material price become high.

Dual society concept that stated by J.H. Boeke (1953) explain the economic characteristic of Indonesian people that low production mobility factor is much influenced by tradition. Traditional people characteristic have a certain pattern. This theory is match with the phenomenon that happen on batik craftsman at Pakandangan Barat Village.

Adam Smith (1937) on his book *The Wealth of Nation* stated that division of labor (specialization) can increase production. This is not match with the condition that happen at Pakandangan Barat Village. The phenomenon that happen at Pakandangan Barat Village is specialization not increase the production.

Batik tulis entrepreneur management at Pakandangan Barat Village is still traditional. They are not yet use Kotler (2003) marketing management theory on marketing their product.

Professor Ryaas Rasyid on his book *Penjaga Hati Nurani Pemerintahan* stated that regional autonomy opening opportunity for regional government to develop regional and local policies to optimizing economic potential in the region. This is not match with regional government policy in Sumenep Regency that is not fully supporting the development of art and culture, especially batik tulis industry.

Batik Tulis Sumenep Development Strategy

Based on analysis discussion above the development strategy of batik tulis industry in Sumenep Regency can be obtained. Those strategies illustrated on picture 4. Picture 4 show that batik sumenep industry is an implementation from dual society theory in Sumenep Regency, especially at Pakandangan Barat Village. Dual society concept can be illustrated in rural society. People that initially pure agrarian society change to be batik craftsman.

Batik entrepreneur, which is the third generation have the power to survive in financing sector, have a good skill on batik sector, and motivated to preserving the uniqueness of batik sumenep that affect the quality of batik tulis sumenep with that have Sumenep character.

Even the craftsman have a good ability on crafting batik, but they still think their main job are farmer or fisherman, and think that batik crafting as a side job. It become an obstacle for entrepreneur to reach optimal production volume. So when there is an order in big number, they can not accept it immediately, because they have to wait for the craftsman to finish the batik.

Furthermore, if reviewed from linkage concept, both backward and forward, basically linkage can

formed a relation between internal and external parties. Linkage affecting the cost and benefit generated by batik tulis business at Pakandangan Barat Village, Sumenep Regency and could be a consideration for government to do further development.

Barriers

The barrier of this study is the fact that only three batik industries at Pakandangan Barat Village that ready to be interviewed, namely Batik Tulis Melati, Batik Tulis Albarokah, and Batik Tulis Kharisma. Even though the Departments of Industry explain that there are 6 batik tulis industries at Pakandangan Barat Village. Only three of them that still operating. The other three batik industries are refused to be interviewed because they already stop the production.

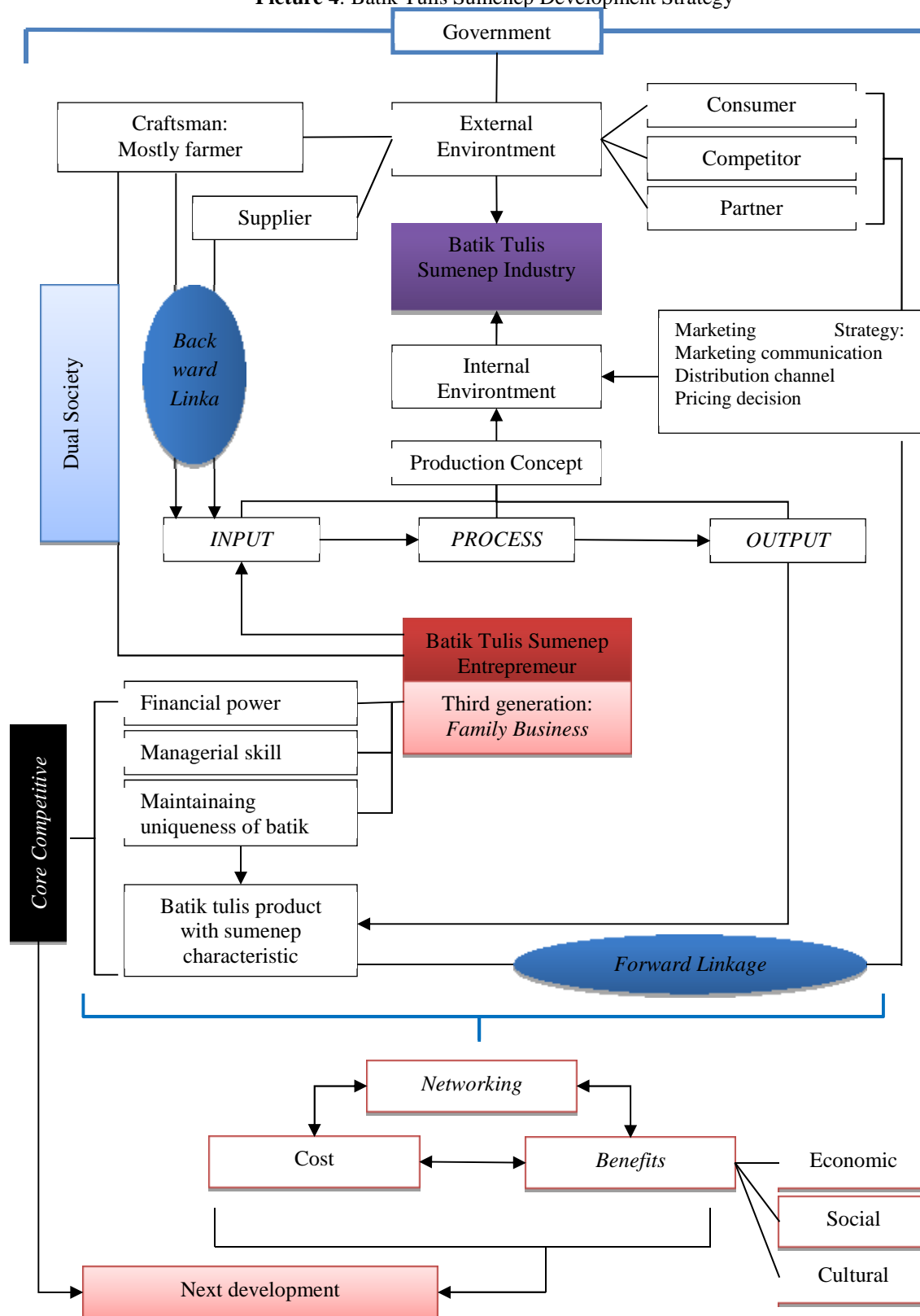
Conclusion

Analysis on this discussion is the result of research that already proven with linking economic theories to answer the problems.

From these discussions can be concluded as follows:

1. Batik madura initially emerge among Sumenep royal family at the time of Sumenep first king, Arya Wiraraja, on 1269. Because lack of interest from the royal family causing Pakandangan Barat Village as the only batik tulis industry developed in Sumenep Regency. Pakandangan Barat Village is Pottre Koneng exiled location.
2. Batik tulis production process at Pakandangan Barat Village different from other batik tulis industries. Every batik crafting processes still done traditionally. Every production process worked by different craftsman (specialization). Batik crafting is a side job that done by people from generation to generation that caused lack of innovation and creativity among batik craftsman. Lack of interest from young generation causing limited number of batik craftsman. Most raw materials obtained from Surabaya except for natural coloring that can be found around Pakandangan Barat Village, it makes raw materials price become expensive.
3. Backward Linkage analysis shown there is correlation between entrepreneur with supplier and craftsman that become input in batik tulis production process. Forward Linkage analysis shown there is correlation between entrepreneur with consumer and competitor on distribution and promotion activities.
4. SWOT Analysis generate diversification strategy that entrepreneur skills can be spread to young craftsman to always working. Giving motivation to young craftsman to love and proud of batik tulis sumenep. Preserving motives with batik tulis sumenep characteristic. Improving promotion quality with utilizing information technology (website, social media, etc). Improving innovative design quality.
5. Batik tulis industry management is still managed conventionally, not optimum yet on utilizing technology. Batik craftsman learn to crafting batik hereditary that causing lack of innovation and creativity on producing design that wanted by the consumer. Regional government only doing advocacy effort and provide assistance to batik artisan on partial and sectoral form, not comprehensive and holistic.

Picture 4: Batik Tulis Sumenep Development Strategy



Source: Primary data (2016)

6. Weber Theory (1929) stated that industry location locating at place that have minimum cost. J.H. Boeke theory of dual society concept(1953) explain the economic characteristic of Indonesian people that low production mobility factor is much influenced by tradition. Adam Smith (1937) on his book *The Wealth of Nation* stated that division of labor (specialization) can increase production. Marketing Management theory according to Kotler (2003) utilizing marketing mix strategy. According to Professor Ryaas Rasyid with the regional autonomy, regional government expected to increase services that will affect on people prosperity. Moreover, with the regional autonomy, government and people expected to optimizing their local economic resources
7. Raw Material obtained from Surabaya makes raw materials price become expensive. Work specialization does not increase production because batik crafting is a side job. Marketing just done traditionally without marketing strategy and utilization of technology.

Suggestion

Based on result and discussion of the research, suggestions can be concluded as follow:

1. For batik tulis entrepreneur at Sumenep Regency
Batik tulis entrepreneur expected to increase managerial skill, preserving unique characteristic of batik tulis sumenep, and utilizing marketing strategy and technology.
2. For Sumenep Regency Government
 - a. Government role is important to increase production with increasing the frequency of batik crafting training for young generation.
 - b. Government expected to stimulate the interest of young generation to becaome batik craftsman with organizing related events, such as batik design competition.
 - c. Government form cooperative or association that can facilitating all baik materials to make material price more efficient. It can increase the profit for entrepreneur and craftsman.
 - d. Government providing gallery as batik product promotion medium
 - e. On regional autonomy era, the regional government expected to developing regional policies to support batik tulis industry that have art and culture value as Sumenep Regency identity.
3. For future research
 - a. Future researcher expected to do research that can provide the design of batik tulis industry developpment to increase batik tulis entrepreneur in Sumenep.
 - b. Future researcher expected to do research that can connecting batik tulis to tourism sector that can increase tourist interest to come to Sumenep.
 - c. Future researcher suggested to expanding research object to batik tulis industries at entire Madura Island.

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