

Increasing the Productivity of Mendong Handycraft as a Part of the Creative Economy in the Globalization Era

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Abstrac--- In the workplace it contributes to the regional economy and enhances community empowerment through handicrafts in Sleman Yogyakarta. Creation which is part of the process of increasing the productivity of Mendong crafts through IKK can improve the local economy. This craft has special characteristics in accordance with local characteristics and regional cultural reflection. This study used descriptive qualitative method. Several years of decline in crafting due to lack of guidance and creativity from the design and marketing system, this researcher aims to explore the potential and creativity of the Mendong design by applying technology to increase the impact on the regional economy through interviews and literature studies to help improve the productivity of Mendong.

Keywords ---market access, design creativity, product, creative economy, technology

I. INTRODUCTION

The establishment of poverty alleviation programs is in line with the government's commitment to realize the Millennium Development Goals. Therefore, the implementation of this program is carried out so that various government policies and programs can directly push the bottom layer [1]. This means that the implementation of the program is not only directed to increase income through various opportunities to get out of the poverty cycle and develop small handicraft [2] industries (IKK), in essence building systems that have life force and are able to develop independently and community structures. At present various efforts to improve productivity, micro, small and medium enterprises including small handicraft industries (IKK) are increasingly important in supporting poverty alleviation and unemployment programs in Indonesia. The theoretical industry problem is part of a system that deals with the wider community [2], saying that the problem of IKK attention directly and indirectly

must be approached in terms of employee and environmental management. These problems form the basis of the purpose of this study, where this research becomes data and history that can be used as a reference for the development of Handicraft Mendong in Sleman Yogyakarta. For the international community, this research can also be a reference or reference for further research. By applying technology in marketing and design systems, handicraft works can grow and become a source of life for local people. Mendong's craft is a labor-intensive creative economy that has an impact on the welfare of the local community. The decline in productivity that has been recognized in recent years can increase again if there is support from marketing and an adequate capital system [3]. This study aims to increase productivity through design and technology innovation so that improving product quality and sales that are expected to improve problems can be overcome properly to support the creative economy in Indonesia,

II. LITERATURE REVIEW

Culture is something that is very basic in human life so that with the culture of society it can easily adapt to its environment. Based on habits that shape certain people's behavior, culture also includes certain ethics, philosophy and universal values of society. One of them is Mendong handicraft as an industry that reflects local culture involving many factors both art and business as part of the creative economy and cultural heritage in Sleman Yogyakarta [2] needs to be developed to be flexible with the situation in the era of globalization. Increased productivity can support poverty alleviation for the welfare of local communities. Based on data obtained from the history of the development of Mendong craft starting in 1940, brought by 2 traders from Tasikmalaya from Sumbawa Island, then on

December 20, 1968, Dwiyanto, a businessman from the local area through UMKM, processed it into finished goods made from Mendong, on in 2009 began to develop various products, which initially only made mats, in 2016

Mendong was developed into finished goods products (bags, wallets, capes, mats etc.), especially those based in Plembun Village, Minggir, Sleman Yogyakarta and subsequently, there were problems in marketing in 2018, which resulted in a decrease in the productivity of Mendong (*Fimbristylis Globulosa*) is one type of plant that lives in sufficient watery swamps, this type of grass grows 70-100 cm and is a plant not found outside Sleman Yogyakarta [4]. Mendong plants are cultivated and processed with a drying system then leveled before being used as material for the production of finished goods. At present it is necessary to pay attention to the marketing system by applying technology so that it can compete with similar business groups.[5], stated that problems related to small industries and handicrafts both directly and indirectly must be approached in employee management items and the environment describes like an endless circle with the following order ;

A. Order

- * Suppliers are narrow, purchasing power is low
- * Competition from capital / modern companies
- *. Dependence on local wholesalers
- *. The possibility of getting insufficient credit
- *. The minimum role of production equipment in accordance with the business situation
- *. Domicile in rural areas
- *. The possibility of education is insufficient
- *. Lack of counselling efforts and coaching guided by problems
- *. Local cultural situation

The above problem is the purpose of this study where this research will be the reference of data reference for further research after complete questionnaire data.

B. Road Map

-) 1940 *Fimbristylis Globulosa* (mendong) is taken from Sumbawa Island to Java Island by 2 traders from Tasikmalaya.
-) 1968 Dwiyanto processes mendong into finished products in Sleman Yogyakarta
-) 2009 Various product innovations were originally only from making mats
-) 2016 Originally developed by 5 hamlets in Sleman into various types of finished goods, Including, bags, wallets, hats, slippers, household items, etc.
-) 2018 Empowering through creativity

III. RESEARCH METHODOLOGY

A..Research Purposes

Describes the factors that influence the increase in productivity of Mendong craft and explore the creative potential of Mendong craftsmen in which one of the solutions in increasing the productivity of Mendong crafts is by marketing and designing system products by applying technology to compete in the era of globalization.

B. Research Methods

- * This study uses qualitative methods with surveys and direct interviews, small questionnaires are represented randomly in 5 hamlets of Mendong craftsmen, each of them has 10 respondents.
- * Research place in the village of Plembun, Minggir, Sleman Yogyakarta in January 2018 and processed in March 2018

TABLE 1 TABLE THE RESULT OF THE INTERVIEW

Materials and Products before	Product Development Results	Instrument
The process of processing raw materials into mendong to produce finished goods	Final type product innovation	Mendong craft equipment
Forms and creations of raw materials	Final results Finished goods (bags, wallets, hats, sandals and more)	tissue color, glue and beads
Application of technology in market design and development	Application of technology in the marketing system and product design that is still relevant effectively and efficiently.	Adoption and other uses

In recent years the number of Mendong craftsmen has diminished in part because of limited capital and creations therefore the ease of loan capital is needed by craftsmen [1]. The application of information technology is needed in order to increase the number of sales and product design innovations. With the development of Mendong craftsmen will have an impact on the progress of local culture [6], where culture is something that is very basic instrument life, this is intended to make people easily adapt to their culture and environment. Culture will shape certain people's behavior. Handicrafts as a cultural industry involve many factors both in art and business and have an impact on the creative economy [2], as cultural heritage that needs to be preserved and needs to be developed more flexibly along with the development of the situation and time, as a competitive advantage in business is the need to implement technology in the marketing system and design innovation to support the creative economy in the era of globalization [6]. Continuous guidance for craftsmen is needed to convince craftsmen in business competition in the era of globalization. The local government of Sleman, Yogyakarta, is now through UMKM, which continues to promote Mendong and marketing systems. By looking at the history of the glory of the Mendong plant (*Fimbristylis Globulosa*), starting in 1940 began with bringing mendong plants from Sumbawa Island to Java by 20 traders, Patuatu, Tasikmalaya named Oneng and H. Maksum. Where Mendong is a type of grass that lives in many water swamps, Mendong before knitting it must be dried by the sun and flattened 4 millimeters wide. Wooden crafts have now been developed in 5 hamlets (Parakan Kulon, Krisik, Plembun, Badn, Minggir) in Sleman Yogyakarta. Among the 5 hamlets, only the hamlet that is still able to survive to produce Mendong craft according to the order and only 8 Mendong craftsmen are still active in production and the number of Mendong farmers decreases because all the harvest products have not been absorbed due to limitations in the marketing system. [7] 3-4 months and this research provides information in the development of the creative economy, because sales are still relatively cheap there for further development is not easy, it requires capital support and technology and marketing to improve the creative economy of the globalization era [1]. I will finish my research to become a journal based on questionnaire

data, as the key to the success of Mendong's current craft is being able to innovate according to consumer demand and the latest fashion! design [4], because in this era plastic can replace almost all household appliances and others, so this is a challenge to encourage craftsmen if they do not innovate by applying technology both in the production process and marketing system, in fact Mendong is a natural material that is environmentally friendly. and cultural heritage because it needs to be preserved. Various efforts have been made to keep the Mendong handicraft business growing and developing because this greatly supports the improvement of the welfare of the local community [6]. In order to survive in business competition in this era, it is necessary to process Mendong so that raw materials are more quality, so that craftsmen pay attention to the quality of raw materials, as well as modern models or designs.

IV. CONCLUSION

- * Decreasing the number of craftsmen because they do not use information technology in their marketing systems and traditional design development.
- * Requires continued mentoring and training in terms of capital and design creativity.
- * Instruments and tools needed to be able to compete in business in order to survive in the era of globalization.
- * This study provides information and input in improving the creative economy in Sleman Yogyakarta.

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