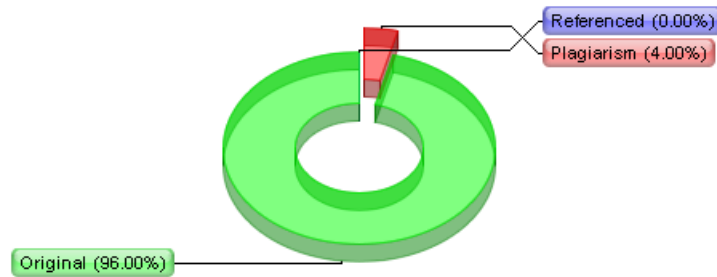


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The CSR of UN PGRI Kediri to Empower Tenun Ikat Becomes "Go International Product" Sri Aliami¹, Samari², Diani Nurhajati³ Universitas Nusantara PGRI Kediri, East Java, Indonesia 1srialiami@unpkediri.ac.id, 2 samari@unpkediri.ac.id, 3 dianiamzah@yahoo.com Abstract University as a legal entity has internal and external social responsibility in order to save the social environment and the natural environment. The vision and mission of each university is different, but the basic goal is implementing Tri Dharma of university (teaching, research, and community services). Research and community services are intended as the

responsibility of a university to encrease the welfare of the society where the university is located. The results of research can be used as input to empower the society so that their living quality will be improved. This is a part of Corporate Social Responsibility (CSR) of university for the society. This program will be more successful if there is a partnership among universities, government, companies, and communities. Tenun Ikat from Kediri is known as traditional woven cloth. This product can be used for daily dress (blazer, shirt, blouse, and scarf), home decoration and other daily stuffs. This product get positive response from foreign countries, especially United State of America. American society give high appreciation to this product.

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It can be seen from the


demand of the cloth is increasing every year. This is different from the local people who are not familiar with this product. They prefer to wear fabric clothes rather than the local craft woven. In fact, this product has good quality, various and unique patterns. Moreover, there are a lot of people in Kediri who produce the woven clothes, known as the center

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of Tenun Ikat Bandar Kidul Kediri.


Realizing the condition, University of Nusantara PGRI (UN PGRI) Kediri considers it is very crucial to empower the center for Tenun Ikat Bandar Kidul Kediri. This is the CSR of the university which aims to: 1) introduce the product in to the local people and make them familiar with the product wearing it as their cloth; 2) to educate the local people so that they love the local product; 3) to train the producers how to run a business and to manage a small company. The advantages of this activity for university are the leacturers as well as the students can implement their knowledge for the society, and for the producers of the traditional woven cloth, they can develop their business. Key words: empower, Tenun Ikat Bandar Kidul, Go International Product I. Introduction The role of higher education is needed by the community. Both university and society have a reciprocal relationship, it is to realize the respective vision they set. University is responsible not only on issues of education and research, but also on responsibility to the community or the environment. For that reason, university can implement some activities of social responsibility to the community through Corporate Social Responsibility (CSR). Ideally CSR program should be based on the needs of surrounding societies, thus it perceives benefit directly. The support from a company can be given for some purposes: to support the development of local industry, to open the facility of accompany for public, to participate in the health project for the societies, and many other programs. CSR program is not just in form of charity company for the society such as providing short-term assistance which does not solve the problems in the society and the environment. CSR is the Corporate Citizenship activities which programs are created based on consideration of long-term and sustainable for the welfare of surrounding society (Matten, 2005) There are many problems faced by Indonesian society where a university is located. The problems are poverty, corruption, weak law enforcement, low education quality, environment, social inequality, sexually transmitted disease, and the minimum implementation of the government or institutions to micro, small and medium (MSMEs) in underdeveloped and means of a project of the government (Subagyo, 2013:7). Thus, university as a legal entity has a social responsibility both internally and externally in order to save the social environment and the natural environment. Based on the facts, UN PGRI Kediri has designed a sustainable program in an effort to empower Tenun Ikat Bandar Kidul Kediri, known as local woven cloth, becomes "go international product". This product get positive response from foreign countries, especially United State of America. American society give high appreciation to this product. (http://

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apresiasi.masyarakat.amerika.terhadap.tenun). Unfortunately, people in the area of origin craft are not familiar the local woven cloth. In fact, this woven products have been sold throughout the Indonesia islands (Liputan6.com. On August 5, 2002 at 7:36 pm (ORS/Teguh Hadi Prayitno and Massy Ary Wibowo). Tenun Ikat is one of the best products in Kediri. It is a part of local products which needs to be developed. Realizing the fact, UN PGRI Kediri has commitment to preserve the local culture by empowering Tenun Ikat businesses in order to develop the product, market, human resources skills, as well as management of business. Besides, by doing the CSR it is hoped that this product becomes well known, recognized, and wore by Indonesia

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as well as people from other

countries. II. Literature Review A. Corporate Social Responsibility 1. The Nature of CSR Corporate Social Responsibility (CSR) in this paper refers to the responsibility of university to the society.

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World Business Council for Sustainable Development defines

SR as sustainable commitment among businesses to behave ethically, to give contribution for economic

development, and to improve the life quality of labors

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and their families as well as local communities and society as a whole

(Iriantara, 2004: 49).

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CSR Forum defines Corporate Social Responsibility as a business that is handled transparently and openly and based on moral values and respect for employees, communities and the environment

(Wibisono, 2007: 8). CSR activities carried out by a company are various and can be classified into several types; they are education, health, environment and nature conservation, and or other funding assistance for the community (Kotler and Lee, 2005). 2. Types of CSR Kotler and Lee (2005) classify CSR activities into six categories: (1) Cause Promotions (2) Cause Related Marketing (3) Corporate Social Marketing (4) Corporate Philanthropy. (5) Community Volunteering (6) Socially Responsible Business Practice. 3. Scope of University's CSR Implementation of university's CSR throughout the Indonesian relies heavily on the culture, mission, environmental, and risk profile and operating conditions of the college. CSR performance can be seen through a sustainability report that reveals the vision, mission, policies and strategies for higher education, especially related to the economic, environmental, and social. In addition, corporate-based education and sustainability reports should also receive attention from professional associations and educational institutions, in addition to support from the government. The term ABC (Academician, bureaucracy and Corporate) is something that is an absolute must have in the process of community empowerment. Thus, the role of academic determine the success of this process. Academics and two other variables are to be parallel, complementary to one another. College as an expression of concern about the Corporate Social Responsibility can play a role as: (1) Performers CSR (2) Informant (3) Mediator (4) Motivator (5) Printer Experts CSR (<http://dyahnirmalawati.blog.perguruan.tinggi.dalam.html>). 4. The Role of CSR in University The vision and mission of each university is different, but the basic goal is the Tri Dharma. Research and dedication to the community is the carrying capacity in the management of environmental responsibility and social, as a form of CSR Universities in Indonesia. Implementation of Corporate Social Responsibility can work well if there is a partnership between governments, companies, and communities. Universities as partners in the implementation of CSR can position themselves to: (1) Help corporate

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formulate and implement Corporate Social Responsibility

program in accordance with its core business. (2) Assist the government to draft a Corporate Social Responsibility audit. (3) Assist the government in terms of formulating the draft policy of tax incentives, certification or labeling for corporates who have been carrying out Corporate Social Responsibility (4) Provide training for auditors Corporate Social Responsibility (5) Incorporate Corporate Social Responsibility in the course curriculum. (6) Find corporate scholarships for underprivileged students but achievement. (7) Conduct seminars on Corporate Social Responsibility. (8) Provide sources of data or information for students who will conduct research on Corporate Social Responsibility. (9) Foster entrepreneurs, through training (11) Help village build through management assistance for the management of the cooperative. (12) Participate in protecting the environment. (13) Reduce plastic waste by avoiding the use of plastic bags. (14) Conduct free treatment and health checks. (15) Provid legal consultations. (16) Help the poor society. B. Empowerment Empowerment is a "process of becoming" and not an "instant process". As a process, empowerment has three phases, namely, awareness, capacity, and shuck (Wrihatnolo and Dwidjowijoto, 2007). The empowerment program aims to increase incomes in economic activities in the informal sector for fixed income, through capacity building efforts to be more independent, sustainable and ready to grow and compete. This program facilitates capacity building efforts and business management skills as well as well as encouraging their certainty, protection and business coaching. The main activities undertaken consist of: (1) Providing convenience and guidance in starting a business, including licensing, business location and business protection from informal charges. (2) Provision of alternative financing schemes. (3) Provision of technical support and funding sourced from various central agencies, county and state. (4) The provision of support for institutional capacity building and the quality of microfinance services. (5) The organization of business and entrepreneurial culture, and technical guidance management need. (6) Provision

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of infrastructure and support networks for

micro-enterprises and business partnerships. (7) Facilitating and providing support for the formation of a joint organization container. (8) The provision of business development support through coaching approaches artisan production centers /clusters. C. Tenun Ikat Handicraft 1. The definition of Tenun Tenun is traditional woven cloth. It is produced by using traditional machine (loom) operated by human power. Woving is a

technique in the manufacture of cloth made by combining the warp and weft yarns, lengthwise and crosswise. Woven cloth is usually made from wood fibers, cotton, silk, and others. There are various patterns of traditional woven cloth in Indonesia. The patterns are influenced by the local culture where the woven cloth produced. Therefore, each area in Indonesia has its own unique pattern, including the ones from Kediri. 2. The history of Tenun Ikat According to Weber and Haddon (in Kartiwa, 2007) in the term ikat came from the vocabulary of A. R. Hein in 1880 and this term became a term in Dutch, ikatten. Ikatten refers to a process that begins before the knot to be knotted cloth dipped in dye fabric. This process as a famous around the country when Indonesia consisted great kingdoms. One of the great kingdoms is Kediri Kingdom. Ikat culture continued growing in the period 1960-1970. At the end of the 1970s until the 1980s, this culture did not develop well. There were some causes of the declining ikat culture: (1) the massive products of ikat and batik pattern produced by modern machines. (2) lack of regeneration in preserving of ikat culture. Bandar Kidul village, in Kediri, has a central role to preserve the tradition of woven cloth. Until now, the villagers keep on producing the traditional woven cloth. Therefore, this location is called the central village of traditional woven cloth in Kediri 3. Profile of Tenun Ikat Kediri The number of producers of traditional woven cloth in the central village (using man power woven machine) are ten. They are Medali Mas, Aam son, Kurniawan, Haromain, Kodok Ngorek1 Beetle Ngorek 2,

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Sampurna 1, Sampurna 2, Sinar Barokah 1,

and Sinar Barokah 2. These ten small business groups make cooperative joint venture under the name "Tenun Ikat Bandar Kidul", located at Jalan K.H. Agus Salim 46 Kediri. This cooperation has been supported and fostered by Bank Indonesia Kediri, with total craftsmen of 345 workers. Each person can produce 2.5-5 meters of woven cloth per day. Yarn materials are still imported from abroad, so that the prices determined by the dollar exchange rate. Tenun Ikat Bandar Kidul tries hard to be accepted by national markets, although it is not be able to penetrate the market expo. The local government and the owner of the craft are optimistic to expand their business to be recognized broadly and accepted by abroad societies. III. Discussion A. Implementation of CSR Nusantara PGRI University Kediri to Empower Tenun Ikat Kediri Implementation of CSR University of Nusantara PGRI Kediri to empower of Tenun Ikat Kediri, gets positive response and support from the local Government of Kediri, Cooperatives, Department of Cooperatives and Micro, Small and Medium Enterprises in East Java Province, as well as Bank Indonesia branch in Kediri. The activities held in the form of exhibition of the product in various events, presentation in social meeting, government meetings, and business meeting as well as workshop. The activities of CSR done by UN PGRI Kediri can be seen in the table below. Table 1 CSR of UN PGRI Kediri Activities to Empower Tenun Ikat Kediri No. Activities Material 1. Tutorial dan Simulation Management of Micro, Small and Medium Enterprises (SMEs) Achievement Motivation Training (AMT) Tips for Building Successful Business Preparation of Feasibility Study Network Development and Negotiation Manajemen Ekspor -Import 2. Accompaniment Manage Production Design and Colour Managing Human Resources Managing Marketing Business Communication and Marketing Online Packaging Products and Product Setup Managing Capital and Financing Strategies Managing Marketing 3. using Products Entry uniform for faculty, staff, and students UNP PGRI Kediri on Thursday (every Thursday wearing Tenun Ikat /KTI), based on Circular Rector of UN PGRI Kediri No. 0016.01/UNP-Kd/C/I/2016 4. Mandatory Souvenir -Guests from other universities -The guests of private and government agencies -A visit to universities in the country -Visits to foreign universities 5. Fashion Contest -students join in the fashion competition Tenun Ikat outside the UN PGRI Kediri -Students join in the fashion competition Tenun Ikat in UN PGRI Kediri 6. Exhibition -Establishing a special stand batik and tenun ikat on the agenda exhibition participation out of the campus area. -Establishing a special stand tenun ikat in the expo activities which is held every year in UN PGRI Kediri -Decor of the room, when there is a visit (mini stand) 7. Digital Contest for students -Organizing a photo contest on Tenun Ikat -Organizing the contest blog about Tenun Ikat -Carrying out a short video contest about Tenun Ikat By doing those activities it will give valuable input for: (1) Businessmen have the technical knowledge of the Management of SMEs, tips to be successful in business, preparation of feasibility studies, network development, and management of import-export. (2) The craft men can run business and has ability to manage the products and workers, and to promote the products directly and online. (3) The craft men are skillfull in designing the pattern, blending the composition of colors, selecting a container, arranging the products, and providing excellent service. (4) Tenun Ikat woven cloth becomes well recognized, acknowledged, demanded by the public and surrounding Kediri, Indonesia and the world as a superior and competitive product. B. Supporting and Obstacle Factors of the Empowerment One of the supporting factors of the empowerment done by UN PGRI Kediri is intensive cooperation with the local Government of Kediri, Bank Indonesia, Department of Industry and Trade Kediri, PT Telkom (National Telecommunication Company), and Department of Cooperation and SMEs the local and East Java province. In addition, it is supported by a strong motivation of most craft men to develop their business. However, there are also some obstacles in the implementation of empowerment, among which are: lack of interest in the next generation of Tenun Ikat business, capital loan assistance



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not been able to arouse the enthusiasm of

entrepreneurs handicraft weaving Bandar Kidul to access it. The most obstacle factors are lack of skill, tenacity and creativity of some craft men or business owners.

C. Follow up CSR UN PGRI Kediri to Empower Tenun Ikat Bandar Kidul Kediri Follow-up and stage of CSR UN PGRI Kediri in the empowerment of the Tenun Ikat Bandar Kidul Kediri city was planned as follows: (1) The research program of the results of development activities that have been carried out before designing future activities. (2) Implement the deepening and development of training materials. (3) Intensifying assistance. (4) Develop a form of empowerment. (5) Expanding the partnership. IV. Conclusions From the above explanation it can be concluded as follows: a. University as a legal entity, has a social responsibility both internally and externally in order to save the social environment and the natural environment. b. The vision and mission of each university is different, but the fundamental goal is carrying out Tri Dharma: teaching, research, and community service. Research and community service are carried out as the realization social responsibility from university to the society in Indonesia. c. The empowerment program aims to increase the fix incomes of the society in economic activities, through capacity building efforts to make the society more independent, sustainable, and ready to grow and compete. d. Implementation of CSR in the community can work well if there is a partnership between university with government, companies, and communities. e. CSR activities of UN PGRI Kediri in the empowerment of Tenun Ikat Bandar Kidul Kediri generally be expected: Business actors have the technical knowledge, capable and skilled to apply the knowledge gained, and Tenun Ikat product become well recognized, acknowledged, demand by the public Kediri and surrounding, Indonesia and the world as a superior product competitiveness. f. UN PGRI Kediri

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is committed to preserving the local

culture with the craft business development activities ikat ongoing basis and gradually be able to develop better in the areas of production, marketing, human resources skills, as well as management of business managed. V. References Iriantara, Yosol. 2004. Manajemen Strategi Public Relations. Ghalia Indonesia. Bandung. Katiwa. 2007. Ragam Kain Tradisional Indonesia Tenun Ikat. Jakarta: PT. Gramedia: Pustaka Utama. Kotler, P. and Nancy, Lee. 2005. Corporate Social Responsibility :

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