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DECISION MAKING ON DAYAK NGAJU BATIK 'S TYPICAL SPOT YARN PROCESS AND PRODUCTS

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ABSTRACT

This research is focused on the planning analysis of the decision-making process and the production of Batik Spot Yarn which is a characteristic of the pride of the Dayak Ngaju tribe in Central Kalimantan. Process and capacity planning taken by management is a commitment in terms of technology, quality, human resources and maintenance. This type of research is descriptive qualitative. Determine informants in this study is purposive sampling technique in which informants are selected with specific considerations and goals. The results showed that the difference between the process and the batik product in Central Kalimantan is the motifs that are written on each sheet of the cloth. The processing of each spotted yarn batik product also has different levels of time. The implementation of the production process, among others, creating product ideas and following up until the product is introduced to the market. The product planning decision making covers product availability planning, product raw materials, and order fulfillment technique.

Keywords: *Batik, spot yarn, decision making, process, production*

INTRODUCTION

The importance of a management is an activity that is used to organize everything properly, in order to carry out activities effectively and efficiently. Therefore, management in everyday life is very important. With management, we can arrange all activities so that they can be carried out efficiently and effectively. Without management, our activities in daily life will be disorganized. The management function consists of planning, organizing, implementing, and supervising. One of the management functions is planning which has an important and fundamental role because it realizes the various expected goals. Planning becomes central in a business organization. Planning is a decision-making process from a number of options to achieve a desired goal (Terry, 2014). Maturity and mistakes in planning are able to have positive and negative effects in the future, so that in planning it is necessary to make decisions and must think about the long-term impacts that may be experienced (Ludang & Jaya, 2007).

Decision making is a management process that begins with planning or preparation and ends with control. To get good results, decision making should follow a systematic and controlled stage (Eddy Herjanto, 2006). Operations management is also the study of decision making in operations functions. In this case, a product operation management decision making is very necessary. Likewise, batik products require operations management as one of the main functions of an organization as a whole in relation to all other business functions by way of marketing, financing, and producing (Eddy Herjanto, 2006).

The development of batik which is getting better, should further trigger the enthusiasm of craftsmen all over Indonesia to continue to innovate in creating various kinds of batik motifs, especially in Central Kalimantan (Antaraneews, 2019). Not only in terms of motive creation, but the quantity of production must also be increased to meet market demand. The task of preserving this nation's culture is a shared responsibility and also requires coordination from the government and society so that this batik craft does not disappear.

Batik artworks can be found not only on the island of Java but throughout Indonesia, even in the world, there are various kinds of batik motifs available according to their respective regions of origin. Likewise with Central Kalimantan batik. Central Kalimantan batik is usually used as souvenirs for tourists visiting the Kalimantan area, because it has a very distinctive motif that does not exist in other types of batik. Along with the development of the era of batik in Central Kalimantan, it also follows the existing developments (Ludang, 2020; Minarni et al., 2020; Murhaini & Ludang, 2020). This can be seen from the increasingly varied colors of the batik cloth.

Central Kalimantan batik is known as Yarn Spots which means: "Yarn" in the local language is a piece of white cloth. Meanwhile, "speckle" means a design or image that is on the fabric. The Dayak Ngaju batik, Central Kalimantan, has its own peculiarities for the Dayak tribe, because the types of motifs embodied in the cloth symbolize Dayak culture. It is said that the motifs in Central Kalimantan batik are influenced by the beliefs of the Dayak tribe called Kaharingan. This belief continues to develop through symbols in the form of natural earth objects, as well as those in a person. The motifs depicted on the spotted thread batik cloth are taken from paintings or carvings of historical remains.

Not many producers of Spotted Yarn Batik in Central Kalimantan, especially Palangka Raya, have survived to this day. Lestari Indah, which is in Palangka Raya, is one of the places where the product is produced, which directly produces Batik Spots, which is typical of Central Kalimantan, which has survived since 2005 until now. It is important to know in depth in this research, related to the process and product decision making. Process and capacity planning taken by management is a commitment in terms of technology, quality, human resources and maintenance through decision making in the form of process and capacity planning, as well as specific product results.

METHODS

Approach and type of research

The type approach used in this research is qualitative. This approach is carried out on all research objects so that the data search process can run easily and according to plan. A qualitative approach is a research approach used to examine the conditions of natural objects (as opposed to experiments) where the researcher is the key instrument. Data collection techniques are carried out inductively (drawing conclusions based on specific circumstances to be treated in general) (Riduwan, 2014: 51).

This type of research is descriptive qualitative. Descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. (Sugiyono, 2015: 29). This descriptive method is a method that begins with a problem, determines the type of information required, determines the data collection procedure through observation or observation aims to determine the nature of the two variables by processing data and drawing research conclusions.

In conducting research, previously required an objective and accurate data, what is meant by data sources in research is the subject from which data can be obtained (Suharsimi Arikunto, 2006: 98). In this qualitative research method, the data source was selected by purposive sampling. Thus the technique used to

determine informants in this study is purposive sampling technique in which informants are selected with specific considerations and goals (Prastowo, 2012: 197).

Purposive sampling is a technique of taking data sources with certain considerations, such as 1 business owner and 2 batik craftsmen as well as 3 regular consumers of Yarns from the producer in Palangka Raya, this person is considered to know the most about what researchers expect.

By taking the selected data sources purposively, the selected data sources are people who are considered very aware of the problem to be studied or who are also in charge of the problem and the number cannot be determined, because with such a small data source, if it cannot provide data complete, then look for someone else who can be used as a data source.

Data collection instruments

In qualitative research, the quality of research instruments relates to the credibility and reliability of the instruments and the quality of data collection with respect to the accuracy of the methods used to collect data. So the instruments used by researchers in qualitative research were interview guides, observation guidelines and documentation.

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data, so that the evidence and facts obtained as true and untested data do not deviate from the actual situation. In collecting this proposal data, researchers used the following procedure:

Participatory observation is that the researcher is involved in the daily activities of the person being observed or who is used as a source of research data, while making observations, the researcher does what the data source is doing, and shares his joy and sorrow. (Sugiyono, 2015: 277). This observation is used by researchers as a way to collect data through direct observation in the field where the results are recorded as a result of field observations. The data is observed and the focus of observation here is on the Analysis of Process Planning Decision Making and the Capacity of the Batik Products with Typical Spots of Kal-Teng at Lestari Indah Palangka Raya.

The interview is used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know more in-depth things from the respondent. Constructing about people, events, organizations, feelings, motivations, demands, concerns, and others. Roundness; constructing such roundness as experienced in the past; project roundings that are expected to be experienced in the future; verifying, changing and expanding information obtained from other people, both human and non-human (triangulation) and verifying, modifying and obtaining constructs developed by researchers as member checks (Moleong, 2007: 186). In

this study, the interview used was an in-depth interview which included asking open formal questions addressed directly to the batik shop owner.

RESULTS AND DISCUSSION

Important findings

An important finding after conducting research in a batik shop is related to decision making by business owners. Making decisions through a series of mutually supporting elements for the implementation of the production process, among others, creating product ideas and following up until the product is introduced to the market. The product planning decision making is (1) Product availability planning; (2) product raw materials and; (3) Order Fulfillment Technique.

1. Product availability planning

Product availability planning is carried out in order to meet customer needs. As the business owner, the respondent said that: "Every month, the availability of products is always available in the form of fabrics with various motifs, and the product stock is always updated because I always make innovations in fulfilling the product inventory so that it always exists". (Monday, July 27, 2020).

Based on information from respondents, batik is no longer processed in Palangka Raya, and all textile materials are from Java, however, the availability of products in the form of fabrics with various motifs will always exist and there is always innovation from each product.

2. Product Raw Materials

Batik raw materials generally use prime, primis, satin cotton, chinese cotton, and silk fabrics. Raw material orders are made outside the Kalimantan region. The results of the interview with the respondent stated that: "For all raw materials, everything is ordered from Java, so that the product that has been sent here is a finished product in the form of cloth that has a pattern, it usually takes approximately 2 weeks to fill the fabric stock in the shop. the order usually takes about 1 month". (Monday, July 27, 2020).

Raw materials are selected through the level of material to the process of becoming a fabric to get good quality fabric according to the level of the material itself. The length of time needed also varies the fastest it takes 2 weeks and for large orders it takes 1 month.

3. Order Fulfillment Techniques

Ordering is an activity carried out by consumers before buying a product. To achieve customer satisfaction, you must have a good ordering system. The results of the interview with the respondent said that "In one month there are at least two or three orders from consumers, depending on the kinds of meters of fabric to be

ordered, for example for weddings orders can be up to 100 meters to 200 meters of cloth, there are also orders. in a meager portion of about 80 meters". (Monday, July 27, 2020). In addition, order fulfillment techniques are plans related to the product to be made, whether related to the motive, shape, or unit of the item.

Interview with respondents, said that: "In fulfilling orders, you must choose the quality of the raw materials, human resources and machines that will be used after that make production scheduling such as setting the date and time to start and repairing the product if there is a defect." (Monday, July 27, 2020). For order fulfillment techniques, the producer pays close attention to the quality of raw materials, human resources, and machines. Furthermore, the scheduling stage for the product processing process from the beginning to the end of the product ordered.

The decision-making approach

The product process decision making is a result of the process that leads to the selection of a single course of action among several available alternatives. In addition, every decision-making process is made to achieve goals through implementation or action.

The decision making process for batik products goes through several stages, namely the stages of technology use, product quality, human resources, and maintenance.

1. Technology

Respondents said the technology used was as follows:

"The technology used by craftsmen in processing Batik Yarn Spots products is still traditional, it does not use modern technology at all. The equipment also includes stoves, candles, canthing, dye cloth and others. " (Friday, August 7, 2020). In a traditional way, the batik shop produces a variety of motifs and it takes time to work on each fabric.

In an interview with the respondent, he said, "Spotted yarn batik is almost the same as the process of making batik in general, the process is the same through the process of writing, stamp, combination, and printing. However, the difference is the motifs such as *Batang Garing, Balanga, Kantung Semar, Shield, Guci* and other motifs which become the Batik Yarn Spots, which is the characteristic of Central Kalimantan itself. (Friday, August 7, 2020).

In addition, the respondent said, "In the shop, there are various kinds of Batik Yarn Spots motifs and the ones that are most often in demand and ordered are very local specific motifs. Likewise, the processing time for each motif is different, depending on what process is used and what motif is made. " (Friday, August 7, 2020). Based on the results of the respondents' information, it can be concluded that the process of producing spotted yarn batik is almost the same as the process

of producing batik in general. What is different are the Central Kalimantan motifs that are written on each sheet of the cloth. The processing of each spotted yarn batik product also has different levels of time.

2. Product Quality

Quality is one of the keys to competition among business actors that are offered to consumers. Consumers always want to get quality products according to the price paid. Based on the results of the interview with the respondent, he said that: "The results of Batik Yarn Spots are of good quality, because from the selection of the fabric, we are selecting it, as well as the production process, although we are far away monitoring so that not many defective products are sent here. In addition, good quality can be seen from the quality of art and the courage to innovate in every motif, the more or more complex the motifs are made, the more visible the quality will be." (Friday, August 7, 2020).

Meanwhile, the results of interviews with consumer respondents said that: "The advantages of Batik Yarn Spots, which have various motifs, are not monotonous, always innovate, and vary. In addition, the quality of the fabric does not fade at all, so for me it is an advantage and quality of batik products." (Monday, September 7, 2020). Another consumer respondent also said: "For me, the superiority of the Batik Yarn Spots product is that it is very neat, the motive is clear and firm, not careless. I can also order a motif to suit my own desires. In addition, the price of Batik Yarn Spots is sold at an affordable price." (Wednesday, September 16, 2020).

3. Human Resources

The existence of good product quality cannot be separated from the human resources or Batik craftsmen. Human resources are a very important factor that cannot even be separated from a production process. From the results of interviews with respondents who made batik, said: "For approximately 5 years I worked in a batik shop, at first I did not have any special skills in batik, here I went through the learning process. Even though at first I didn't have any special skills, but still in making batik I have to have initial skills such as being skilled, diligent and patient." (Wednesday, August 26, 2020)

Apart from that, other batik craftsmen also said that: "Since the beginning of the shop, this respondent has been working here, the respondent's skill at first was just sewing, then trying to make batik. Because now it is no longer produced here, so Responden only repairs the fabric if there is a defect and also receives stitches from the customer." (Thursday, September 03, 2020)

Through the learning process, the expertise of Batik Yarn Spots craftsmen in making batik is skillful, diligent and patient. In every production process, there are obstacles faced by batik craftsmen. In an interview with the respondent, they said: "The obstacle faced at this time is that there is no place to produce directly and the

raw materials for the batik in Palangka Raya, we have to produce it in Java. Apart from that, the current pandemic is also an obstacle, there is a limit on each shipment from Java, which causes the completion time to be longer due to waiting for products to be sent from there". (Thursday, September 03, 2020).

Constraints in the production process will affect the completion time of product orders. Respondents said that the time needed to complete the process of a fabric takes 1-2 months for each roll specifically for orders from customers. Ordinary customers order fabrics for weddings and can also order from offices.

4. Maintenance

The next thing that needs to be done in product process planning is maintenance. The maintenance carried out by the Batik Yarn Spots shop checks and repairs the tools used in every batik process. As said by the respondent, there will be a tool checking every 3 months, if there is any damage to the equipment, we will repair it or replace it. (Friday, August 7, 2020). The tools used in the batik process are generally the same as other batik processes. These tools consist of a stove, frying pan, candles, and dyes.

CONCLUSION

Based on the results of the study it is concluded that the decision making in the product planning process of Batik Yarn Spots is through product development strategies such as product availability planning, product raw materials and order fulfillment techniques. From the conclusion of the interview that Batik Yarn Spots has advantages in terms of a variety of motifs that are not monotonous, always innovating, varied, the fabrics that are sold are very neat, the motifs are clear and firm. The quality of the product is a fabric that does not fade easily. Furthermore, the process strategy goes through several stages, namely the stages of technology use, product quality, human resources, and maintenance.

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