

Batik Pamekasan: Effort of Vocational School to Revive Their Existence Through Teaching Factory

Anita Maharani^{1*}, and Miftahol²

¹Executive in Strategic Management Program, Management Department, BINUS Business School Master Program, 11480 Bina Nusantara University, Indonesia

²SMK Negeri 3 Pamekasan

Abstract. The goal of writing this article is to convey the efforts of SMK Negeri 3 Pamekasan to contribute to the revitalization of the local knowledge of Pamekasan Regency, namely batik, by participation in a competition. This article draws on a variety of literatures, including those pertaining to design thinking methodologies, digital innovation, and stakeholder approaches. The scenario analysis method was used in the production of this paper. The most of the information comes from Google. Once the data had been collected, it was subjected to an analysis process that included steps such as data selection, data processing, and data assessment that were deemed important to the aim of the writing. The findings of this paper demonstrate the importance of digital innovation in resurrecting Pamekasan batik via the Teaching Factory of Visual Communication Design, as shown in this article.

1 Introduction

Located at the junction of the Sampang-Sumenep road network in the Madura region, Pamekasan Regency is one of the regencies that make up the Madura area. While Pamekasan is situated on the island of Madura, which is linked to Surabaya by the Surabaya bridge, Madura is the location of Pamekasan. A significant impact is exerted by the Central Government's optimization of the Suramadu bridge construction, which has a significant impact on the island of Madura and, in particular, the Pamekasan district. They may, among other things, have an impact on enhancing the smooth flow of traffic or the movement of products and persons. Having a smooth flow of traffic saves time and money for everyone involved. The second advantage that may be garnered from the location's connectedness is that it has the potential to spur the growth of economic activity. This boost in economic activity is also good to the majority of Pamekasans, who are benefiting from the increased activity. An economic development process in the district is defined as the process of increasing a community's prosperity through the management of natural resources as well as the utilization of manmade resources, such as artificial resources, human resources, and technology, in order to generate a variety of possibilities for producing goods and services of economic value [1]. Pamekasan district today has a number of programs in place to boost the local economy via the use of local resources, one of which is the development of Pamekasan batik culture, which is now in its infancy.

They include: 1) designating Klampar village in Proppo District as a batik village and providing capital

support in the form of raw materials and manufacturing equipment with the goal of improving the quality of sustainable production and hand-drawn batik in Pamekasan; 2) establishing a batik museum in Pamekasan; and 3) establishing a batik museum in Pamekasan. Improvements in human resource quality may be achieved by providing artisans with training, education, and assistance. In Klampar village, training for 35 batik craftsmen was provided by the East Java Manpower and Transmission Service, and contemporary batik training was also provided. These are only a few of the trainings that have taken place. Marketing and promotion via cultural and industrial displays, batik policies, road and government building decoration, and other means were carried out by the Industry and Trade Service. The traditional market is held on the 17th of August (disperindag).

According to national recognition, Pamekasan Regency was only acknowledged as one of the batik centers in East Java in 2009, however there are ten recognized batik centers across Indonesia, according to <https://kemenparekraf.go.id/>. Pamekasan Regency is located in the province of East Java [2]. The centers include the Trusmi Cirebon Batik Center, the Palbatu Batik Center in Jakarta, the Batik Village in Kauman Pekalongan, the Semarang Batik Village, the Giriloyo Batik Village in Yogyakarta, the Laweyan Batik Village Solo, the Lasem Batik Center in Rembang, and the Batik Jetis Village in Sidoarjo, among others. Given that Pamekasan batik is distinct from other batik produced in Indonesia, there is a great deal of potential for Pamekasan Regency to be recognized as a component of the National Batik Center.

* Corresponding author: anita.maharani@binus.edu, miftahol@smkpamekasan.ac.id

Batik is the Indonesian people's ancestral legacy, and it was a guiding light in their history when they found similarities in different themes on various cultural objects, as they did with the discovery of commonalities in various themes on various cultural goods. The popularity of batik spread quickly across the Majapahit Kingdom and the rise of Islam, forcing other locations to acknowledge it, one of which was Pamekasan batik, which developed following the introduction of Islam and became popular in the early twentieth century [3].

Pamekasan batik is an important part of the indigenous culture of the Pamekasan Regency. A long time ago, Pamekasan batik was created and handed down from generation to generation; in other words, Pamekasan batik is a piece of indigenous knowledge. Because of this, the expansion of Pamekasan batik culture has not gone unwarranted. As a result of the fact that Pamekasan district is the only place in Indonesia where written batik has distinct characteristics, and that red and brown are the most dominant colors in Pamekasan, a number of elements have led to the development of local batik culture [4]. According to the information in the following table, the number of batik craftsmen in Pamekasan has increased to more than 6000. Pamekasan district today has a number of programs in place to boost the local economy via the use of local resources, one of which is the development of Pamekasan batik culture, which is now in its infancy. SMK Negeri 3 Pamekasan believes that it has a huge opportunity to contribute to the development of batik in Pamekasan, especially in terms of design, via the study of TEFA Visual Communication Design (DKV) and fashion design.

An example of a production- or service-oriented learning system is the Teaching Factory (TEFA), which harmonizes teaching and training (practice) based on procedures and standards created in the industrial sector and adapted to the contemporary (modern) conditions. In addition, students who desire to draw manually or utilize graphic design software, photograph, video graph, or create animations can benefit from taking this course as well. Visual Communication Design (DKV) is an investigation into the integration of communication with aesthetically pleasing elements. Visual Communication Design is a trade school that focuses on the presentation of ideas via visually attractive visual goods, such as posters and brochures. Modern subtleties are meant to be able to face the challenges of technological improvements in batik design with the use of DKV (Visual Communication Design) techniques. Designing batik with contemporary accents is what students in the Visual Communication Design Department do, resulting in more diversified patterns and, of course, keeping up with current fashion trends. Working in collaboration with batik artisans, the method of batik-making is carried out. Upon the successful completion of the trial, the entrepreneur or batik craftsman will proceed to mass produce the design in large quantities.

A visually attractive advertising media may be used to introduce batik production to the general public, resulting in prospective customers being interested in the batik being offered and becoming potential buyers.

Visual Communication Design is one such advertising medium. When it comes to visual design, the Visual Communication Design (DKV) skill program at SMK Negeri 3 Pamekasan Development Program (PPS) is intended to help the general public in promoting their company or business via visual design. A skill program in Visual Communication Design (DKV) is intended to help community people, especially batik craftsmen, in developing batik designs that include technical elements, and this program will be useful to help students' career preparation [5]. Currently, in 2021, batik centers in Pamekasan have expanded to various sub-districts in Pamekasan, and the present batik processing operations are still done manually using archaic technology, according to the government.

1.1 Objectives

In order to benefit the Pamekasan batik artisans, SMK Negeri 3 Pamekasan identified an opportunity to contribute to their development through the creation of Pamekasan batik designs and the marketing of batik products. This opportunity was identified through the capabilities of SMK Negeri 3 Pamekasan. Because of its strategic location in the center of the city, SMK Negeri 3 Pamekasan draws a large number of students from a wide range of backgrounds. Given the short description provided, what role does the Visual Communication Design as a skill's curriculum play in supporting batik artisans in creating batik using technology or digitally, and how does it do this?

2 Literature review

2.1 Teaching factory

Teaching factory learning is a production or service-centered learning method that integrates teaching and training (practice) based on established industrial procedures and standards and adapted to the current (modern) situation. In a vocational school or vocational school, a teaching factory is used. The benefit of TEFA learning is that it can meet the needs of human resources in the industry (competent human resources). As a result, stakeholders in the industry must be involved in the application of teaching factory learning so that the capabilities / abilities of educational outcomes can be assessed in accordance with applicable standards. Furthermore, the government must support this learning model by establishing specific criteria through the development of plans, laws, implementation, and continual review.

2.2 Visual communication design as skill's program

The Visual Communication Design Expertise Program (DKV) studies the science of message delivery (communication) through the use of visual elements or learning forms to process messages in an informative, communicative, and effective manner, as well as creatively as possible, so that messages can reach the

target by paying attention to elements of form, color, textures, spaces, letters, and all things related to visuals (vision). Students in the Visual Communication Design Department of Vocational Schools focus on competence in the Visual Communication Design sector during their three-year study process. The major goal of SMK is for students to be ready to work immediately after graduation, thus the focus on studying information is shifted to technical competence, such as creating a design.

3 Method

The practice of gathering data and facts by corporate bodies in order to construct problems and wants that must be anticipated as soon as feasible is known as situational analysis. In a nutshell, Situation Analysis is a process, approach, actions, and preparations used to tackle problems that are or have been an impediment to a company's development and path toward attaining its vision, purpose, and goals [6], and this is also the method of writing of this paper.

4 Data collection

The data gathering approach utilised in authoring this article is via a desk survey, by collecting a variety of materials from different websites and expanding them into article form.

5 Results and discussions

5.1 Politics environment

The political situation in Pamekasan district is inextricably linked to the political situation in East Java Province as a whole, and even to the political situation in the United States. It is intended that through learning from the Pamekasan people's experience, they would grow more mature in democracy and react more appropriately to local elections/election results, as well as the outcomes of direct elections that will take place in the future. In addition to ensuring the achievement of stable economic and political circumstances, as well as favorable security, stable social conditions will also be ensured. As long as the economic and political situations in the Pamekasan Regency remain stable, as well as the region's overall security remains favorable, the social conditions of the region's residents will improve significantly. Pakistan. If we look at things from a political standpoint, the National Awakening Party, which is similar to Nadhlatul Ulama, is the party that rules society. Because the vast majority of the residents in Pamekasan area are Muslims, it should come as no surprise that the region is home to a large number of Islamic boarding schools, earning Pamekasan the nickname "The City of the Salam Gate." The Islamic Community Development Movement (Gerbang Salam) is a collaborative effort that is carried out in a systematic and continuous manner in order to convert the principles of Islamic teachings in daily life. It was founded in the

year 2000. This initiative is a step in, as well as an inseparable component of, the long-term efforts of Pamekasan Muslims to apply Islamic law through enhancing the practice of Islamic teachings, which have been ongoing for many years. On the other hand, the division of segments, areas, and features of their job has also occurred spontaneously as a result of the distribution of their labor. The Development Movement is represented by the term Gate planting, which denotes the desire and readiness of government officials and the general public to collaborate in a synergistic manner in an environment of interdependence that supports and strengthens one another. In order to develop a collective formulation (formulation) amongst parties that have the same or similar interests, it is necessary to comprehend the current milieu as quickly as feasible. By referring to the Islamic society as salam (Islamic society), it is indicated that collective efforts and steps are being taken to construct segments of people's lives that begin with habituation, civilization, and institutionalization of Islamic values as a foundation that will be capable of serving as the basis and footing for all members of the community to engage in patterned behavior.

5.2 Social

With order for the educational process to continue in an educational institution, there must be a stable social environment. As we anticipate, stable social stability will have an impact on the development of students' social character, which will include faith and piety toward God Almighty, as well as noble character. Furthermore, social stability facilitates the development of the nation's superior seeds, which may be sown via the educational process at educational institutions. Culture is influenced by the economic realities of the people, which is mostly agricultural, and Islam, which is the religion that is most extensively practiced by the majority of the population. On a similar note, the introduction of technology and industry into the Pamekasan region has an impact on cultural values in the surrounding neighbourhood. The agricultural industry is the most important sector in Pamekasan Regency, although its potential has not been completely realized. It is vital to understand superior commodities in order to choose the most suitable post-harvest and processing agricultural operations in order to further strengthen the local economy. For the purpose of identifying superior commodities, Location Quotient and Shift Share Analysis are used, which are further supported by data on leading commodities in the Pamekasan Regency Spatial Plan as well as the findings of the interviews Agribusiness researchers discovered two agricultural commodities with development potential, namely cattle and maize, as a consequence of their research. These two commodities are commodities that have the potential and competitiveness to be further developed in order to meet the needs of the market. Post-harvest agribusiness operations for cattle and corn are required, particularly in the delivery of high-quality raw materials for further processing activities. agribusiness activities for cattle and corn are required Agricultural commodity processing operations are carried out in

order to boost the added value of the commodities in which they are involved. Ultimately, the outcomes of processing operations take the shape of derivative goods with a greater selling value, which have the potential to boost the economy.

Another area that is as significant to Indonesia's economy as the agriculture sector is the batik craft industry. From year to year, the number of batik artisans in Pamekasan district continues to grow, attracting the attention of the government, particularly the Pamekasan district, which is committed to furthering the development of batik in the region.

5.3 Culture

Traditional cultural values will be motivated by an agrarian society in the next one to four years, and Islamic cultural values and other good cultural values will be maintained by remaining open to cultural values brought by the rapid flow of information in the next one to four years. According to predictions, as well as industrialisation in order to prepare students to be able to filter out new cultural values that are not beneficial, the school provides students with traditional and Islamic cultural values that are rooted in the culture that develops in society through a variety of extracurricular activities in the traditional arts field, as well as in the field of arts and crafts, among other activities. Religion and athletics are two things that come to mind.

5.4 Proposed improvements

Based on the description above, there are a variety of proposals that may be offered for programme development at SMK 3 Pamekasan, including monitoring and assessing programmes carried out both with school partners and independently. Furthermore, integrating parents as part of process development via socialising educational programmes that are owned and practised at SMK 3 Pamekasan. Then, the next improvement can use tools such as the use of SWOT and BCG which as has been done by [7] is relevant when making repairs. And for BCG, there are a number of strategies in making it, which [8] and [9] provides an overview of its development strategy.

6 Conclusions

The Visual Communication Design skill program at SMK Negeri 3 Pamekasan is part of a school development initiative that aims to maximize the Teaching Factory at the school. After conducting a microenvironmental examination of the school environment, including educators and education personnel, as well as the students themselves, a macroenvironmental analysis of the Pamekasan Regency's social-cultural, political-economic-regulatory environment was conducted. Pamekasan's native culture, namely batik, was promoted in SMK Negeri 3 Pamekasan. Entrepreneurs or batik artisans are projected to benefit from the synergistic relationship between the Factory SMK Negeri 3 Pamekasan and

IDUKA in this particular scenario, which is believed to be a formulation that propels the local economy. It is hoped that the optimization of the Teaching Factory in collaboration with IDUKA will increase the competence of students while also increasing the awareness of Pamekasan batik in the wider community. This will help to raise the economic level of the surrounding community by assisting in the production of batik designs as well as the development of promotional media and digital marketing. Students, instructors, and other members of the education team are all involved in the execution of the 35-day school development program. Starting with the planning phase and progressing to the evaluation phase. A product's marketing may be accomplished in two ways: via direct marketing (Direct Marketing) and through internet marketing (Digital Marketing/e-commerce). Additional publications are made possible by the organization's participation in various events, such as the organization of a "Teaching Factory Design Visual Communication Design" in the shape of a Ready to Wear batik fashion show. During its implementation, the implementing team assesses actions with the goal of ensuring that the anticipated outcomes are achieved to the greatest extent possible.

References

1. M. L. Jhingan, *Ekonomi pembangunan dan perencanaan* (Raja Grafindo Perkasa, Jakarta, 2004)
2. Surabayastory, *Karakter dan eksotisme baru batik Pamekasan* <https://surabayastory.com/2018/12/01/karakter-dan-eksotisme-baru-batik-pamekasan/> (2018)
3. F. G. Candramukti, *Pengaruh penetapan Pamekasan sebagai kota batik terhadap pengrajin batik kecamatan Proppo* (Universitas Negeri Malang, Malang, 2012)
4. A. D. Oktaviana, *Pengembangan ekonomi wilayah di kabupaten Pamekasan dengan konsep agropolitan* https://www.academia.edu/33289007/PENGEMBANGAN_EKONOMI_WILAYAH_DI_KABUPATEN_PAMEKASAN_DENGAN_KONSEP_AGROPOLITAN (2017)
5. W. A. Prodjo, *Jurusan desain komunikasi visual, ini penjelasan dan prospek karier* <https://edukasi.kompas.com/read/2019/12/20/08193751/jurusan-desain-komunikasi-visual-ini-penjelasan-dan-prospek-karier?page=all> (2019)
6. N. Pratiwi, *Analisis situasional adalah – konsep dan arti* <https://adalah.top/analisis-situasional/> (2021)
7. N. Chandra, B. N. Haq, *Redesain satchel bag UKM zola leather untuk para wanita yang mencintai produk dalam negeri*, *Jurma: J. Program Mahasiswa Kreatif* **4**, 1, pp. 5-12 (2020)
8. Gie, *BCG matrix: pengertian, kuadran, dan strategi mengembangkannya* <https://accurate.id/marketing-manajemen/bcg-matrix/> (2021)
9. W. Wahyuandari, *Analisis matrik Boston consulting group (BCG) terhadap portofolio produk guna perancangan strategi pemasaran dalam*

menghadapi persaingan, J. Universitas
Tulungagung Bonorowo **1**, 1, pp. 88-104 (2013)