

Analysis of Community Empowerment Through the Development of Tapis MSMEs for Local Economic Improvement in Tanggamus Regency, Lampung (Case Study: Tapis MSMEs Ari Anggraini)

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Abstract

This study examines community empowerment efforts through the development of Tapis Ari Anggraini MSMEs in Tanggamus Regency, Lampung which is one of the Tapis handicraft business actors who have contributed to cultural preservation and local economic development in Tanggamus Regency. This study aims to analyze the community empowerment model applied by Tapis Ari Anggraini MSMEs and its impact on improving the local economy in Tanggamus Regency. This study uses a qualitative method with an analytical descriptive approach. Data collection was carried out through interviews, observations and documentation with the owner of Tapis MSMEs, Ari Anggraini. Data analysis techniques use data reduction, data presentation, conclusion drawing and verification. The research location was centered on the Tapis Ari Anggraini MSME workshop located in Tanggamus Regency, involving 50 artisans who are members of the business group. The results of the study show that Tapis Ari Anggraini MSMEs play an active role in community empowerment through skills training, especially in the technique of making tapis fabric. This study found several obstacles in the production process and financial management. The manual thread winding process causes production to run slowly, especially when the demand for products increases. In addition, recording financial statements that are also done manually makes financial management inefficient and prone to errors. Therefore, technological support in the form of automatic yarn winding machines and simple accounting software is needed to improve production efficiency and financial recording accuracy.

Keywords: Community Empowerment, MSMEs, Tapis Lampung, Local Economy

A. INTRODUCTION

Community empowerment is one of the strategic steps in reducing poverty and improving people's living standards, especially in rural areas (Desa et al., 2024). One effective way is through the development of Micro, Small, and Medium Enterprises (MSMEs) which can have a positive impact on the local economy (Mere et al., 2023). MSMEs have proven to be a resilient sector in facing various economic crises and play an important role in labor absorption and poverty alleviation (Tambunan, 2020). In Indonesia, MSMEs contribute 61.07% to the Gross Domestic Product (GDP) and absorb 97% of the total national workforce (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2023). Tanggamus Regency, Lampung, has great potential in the MSME sector, especially tapis handicraft products which are traditional Lampung fabrics with high artistic and cultural value. Tapis is a traditional Lampung woven fabric that has high historical and cultural value, made with embroidery techniques using gold or silver threads (Mere, K., et al., 2023). As a cultural heritage, Tapis not only has economic value but also plays a role in preserving Lampung's cultural identity. This product not only has economic value, but also represents a local cultural identity that can support the promotion of regional tourism (Indrawan, I. P. E., et al., 2023).

Tapis MSMEs Ari Anggraini, located in Tanggamus Regency, is one of the business actors who has succeeded in developing Tapis handicrafts into products with high economic value. Established in 2015, this MSME has developed into a Tapis production center that empowers more than 50 local artisans, the majority of whom are women from underprivileged families (Tanggamus Cooperative and SME Office, 2022). This effort aims to empower local communities, increase the competitiveness of local products, and ultimately support the improvement of the community's economy. With systematic coaching, Tapis MSMEs are expected to help reduce the unemployment rate and increase family income (Fitriasari, F. 2017). The existence of these MSMEs has a positive impact on the economy of the surrounding community through job creation and increased income (Fitriasari, 2017).

Challenges in the development of Tapis MSMEs are still quite large, such as limited access to capital, technology, and marketing (Dika, 2023). This study aims to analyze the empowerment strategy implemented by Tapis Ari Anggraini MSMEs in facing these obstacles and their contribution to improving the local economy in Tanggamus Regency. This analysis is expected to provide insight into how Tapis MSMEs can be used as an instrument to achieve economic independence and sustainability of community empowerment (Syadzali, M. M, 2020).

Based on this background, this study aims to analyze the community empowerment model applied by Tapis Ari Anggraini MSMEs and its impact on improving the local economy in Tanggamus Regency. The results of the research are expected to contribute to the development of community empowerment strategies through culture-based MSMEs in Indonesia.

B. RESEARCH METHODS

This study uses a qualitative approach with the type of analytical descriptive research. The qualitative approach was chosen because it was able to provide an in-depth understanding of the development of Tapis MSMEs as an effort to improve the local economy in Tanggamus Regency, with a focus on Tapis MSMEs Ari Anggraini. The descriptive qualitative approach was

chosen because it allows researchers to dig into in-depth data about the empowerment practices carried out by MSMEs and the factors that affect their success or obstacles (Leavy, P. 2022).

1. Research Design

The design of this study is in the form of a case study, which allows researchers to conduct in-depth exploration of one specific case, namely the Tapis Ari Anggraini MSMEs. This case study is expected to provide a comprehensive understanding of the process of community empowerment through the development of MSMEs, the obstacles faced, and the impact on the local economy (Yin, 2009).

2. Location and Subject of Research

This research was carried out in Tanggamus Regency, Lampung, with a focus on Tapis Ari Anggraini MSMEs as the main subject. These MSMEs were chosen because they have a significant role in the development of tapis crafts in the region and their contribution to the empowerment of local communities.

3. Data Collection Techniques

Data collection is carried out by several techniques, namely:

a. Interview

Interviews were conducted with the owner of Tapis MSMEs, Ari Anggraini, several employees, and other related parties such as local governments and MSME companion organizations. This interview aims to explore information about empowerment strategies, support received, and impacts felt by the surrounding community.

b. Observation

The researcher made direct observations on the activities of Tapis Ari Anggraini MSMEs, starting from the production process to product distribution. This observation aims to gain an understanding of how these MSMEs operate and how the empowerment process is applied in the field.

c. Documentation

The researcher also collects related documents such as reports on MSME activities, sales data, and local government policies that support MSMEs. This documentation study was carried out to complement the data obtained from interviews and observations.

4. Data Analysis Techniques

The data analysis in this study is carried out qualitatively through the following stages:

a. Data Reduction

Data obtained from interviews, observations, and documentation are reduced to simplify and filter relevant information. This process helps researchers to focus their analysis on data that is directly related to the research objectives.

b. Data Presentation

The reduced data is then presented in a descriptive form, using narratives or tables to make it easier to understand and interpret. The presentation of this data aims to show patterns or trends in empowering Tapis MSMEs.

c. Drawing Conclusions and Verification

After the data is presented, the researcher draws conclusions based on findings in the field. The conclusion is drawn carefully and accompanied by a verification process to ensure the validity and reliability of the data obtained.

5. Data Credibility Test

To ensure the credibility of the data, this study uses the triangulation method, which compares data from several sources and data collection techniques (interviews, observations, and documentation). In addition, the researcher also conducts a member check, which is to ask for confirmation from the research subject regarding the results of the interview or observation to ensure that the researcher's interpretation is in accordance with the subject's experience (Lincoln, Y. S. 1985).

C. RESULTS AND DISCUSSION

This study aims to analyze the process of community empowerment through the development of Tapis MSMEs in Tanggamus Regency, Lampung, with a case study on Tapis Ari Anggraini MSMEs. Based on data collected from the results of interviews, observations, and documentation, several important aspects in the empowerment process and challenges faced in the development of these MSMEs were found.

1. Empowerment Through Training and Upskilling

Tapis MSMEs Ari Anggraini plays an active role in community empowerment through skills training, especially in the technique of making tapis fabric. The training involved the local community, especially women, who were given knowledge about traditional and modern techniques in making tapis. With this training, people have skills that can be a source of additional income and increase their economic independence. This positive impact is in line with findings that show that economic empowerment through MSMEs can help reduce poverty and improve people's living standards (Syadzali, M. M. 2020).



Figure 1. Empowering mothers to make filters

2. Increased Production Through the Use of Technology

One of the main challenges in the production process found in Tapis Ari Anggraini MSMEs is the yarn winding method which is still done manually. This process takes a long time and becomes an obstacle in efforts to increase production, especially when product demand increases. The use of modern technology, such as automatic yarn winding machines, is indispensable to speed up the production process and improve work efficiency. These technological constraints cause delays in order fulfillment and have an impact on customer satisfaction levels (Fitriasari, F. 2017).

With more modern technology, the production process is expected to be faster and more efficient, so that MSMEs can increase their production capacity. In this case, support from the government or companion institutions is needed to help MSMEs access more

sophisticated production technology, either through equipment assistance or subsidies for the purchase of machinery.

3. Suboptimal Financial Management

In addition to challenges in production, it was found that the management of financial statements at Tapis Ari Anggraini MSMEs is still done manually. These manual record-keeping systems are prone to errors, such as miscalculations or the loss of important records, which can affect the accuracy of financial data. In the long term, manual recording can be an obstacle in conducting financial analysis necessary for strategic decision-making, such as capital allocation or profit evaluation (Syadzali, M. M. 2020).

The importance of accurate and structured financial records is not only to ensure smooth operations, but also to facilitate MSMEs' access to external funding sources, such as loans or assistance programs. The use of simple accounting software can help MSMEs overcome these obstacles, so that financial reports become neater, easy to monitor, and can be used as a basis for better business development planning.

4. Government Support and Companion Organizations

The findings of this study show that the Tanggamus local government and MSME companion organizations play a role in providing training and capital assistance, but support for the provision of production technology is still minimal. The government and related organizations can consider procuring assistance programs for modern production tools as well as training in digital financial records. This step is in line with efforts to empower MSMEs as a whole, which includes aspects of production, management, and marketing (Syahbudi, M. 2021).



Figure 2. Results of making filters

The interpretation of the results is that Tapis is an integral part of Lampung culture, and the development of Tapis-based MSMEs can be an effective tool to preserve local arts and traditions. By making Tapis a superior product, the people in Tanggamus can maintain the sustainability of their cultural heritage while presenting products that are relevant and in

demand by the modern market. The development of Tapis MSMEs has the potential to improve the welfare of the local community, especially for vulnerable groups such as women and low-income families. By involving the community in the production and marketing of Tapis, more and more diverse job opportunities are created, increasing their income. This economic empowerment encourages people to become more financially independent.

D. CONCLUSION

Based on the results of the research, the empowerment of Tapis Ari Anggraini MSMEs shows a positive impact in improving community skills and the local economy in Tanggamus Regency. However, obstacles in the production process and financial recording are still challenges that need to be overcome. The use of modern technology in yarn winding and digital financial recording can be a solution to improve the efficiency and professionalism of MSMEs, so that they can be more competitive and highly competitive. Tapis MSMEs in Tanggamus Regency have the potential to develop Tapis products with more innovative designs and patterns, in accordance with global trends, while maintaining local cultural values. Using a modern and unique design approach, Tapis products can attract more interest in domestic and international markets. Further training and mentoring programs for MSME actors in the development of MSMEs and also creating new jobs for the local community.

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