

# Socio-Economic Resilience of Laweyan Batik Craftsmen during the Covid-19 Pandemic

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**Abstract.** This study analyzes the rational actions of Laweyan batik craftsmen in socio-economic resilience during the Covid-19 pandemic. The research method is a mixed method by comparing descriptive quantitative data with qualitative data. The research location is in Laweyan Village, Surakarta City. The reason for choosing the location is because Laweyan is a place for batik production and sales, and much of the people work as batik craftsmen. The results showed that there was a decrease in income for Batik Laweyan craftsmen during the Covid-19 pandemic. Not a few craftsmen are looking for side jobs or reducing production costs during the pandemic. Various efforts have been made to increase the production, marketing and sales of batik. One of the efforts made is by utilizing digital media. In addition, value-oriented and instrumental rational actions also affect the socio-economic resilience of Laweyan batik craftsmen during the Covid-19 pandemic.

**Keywords:** Rational Action, Social Resilience, Economic Resilience.

## 1. Introduction

The emergence of the Covid-19 Virus (Corona Virus Disease 2019) in the city of Wuhan, China at the end of 2019 spread throughout the world, including Indonesia. The spread of Covid-19 occurs rapidly, therefore many countries have imposed lockdowns to limit the spread of the virus. Likewise, the Indonesian government has imposed Large-Scale Social Restrictions (PSBB) to reduce the spread of the virus by reducing community activities. The Covid-19 pandemic has had an impact on various sectors, one of which is the economic sector. In Micro, Small and Medium Enterprises (MSMEs), the existence of this pandemic has caused a decline in performance from the demand side, namely consumption and people's purchasing power, which ultimately has an impact on the supply side, namely termination of employment and the threat of default in credit payments (Bahtiar & Saragih, 2020) [1]. MSMEs are very affected by the Covid-19 pandemic, which threatens the business continuity of many actors. Although all levels of society are indeed affected by Covid-19, saving MSMEs from the impact of Covid-19 is considered very important for the economy (Pratama, 2021) [2].

According to the Ministry of Cooperatives and Small and Medium Enterprises, around 37,000 MSMEs have reported being severely affected by the pandemic: around 56 percent have reported a decline in sales, 22 percent reported problems in the financial sector, and 15 percent has been reported. Goods delivery problems and 4 percent reported goods delivery problems.

One hundred percent reported difficulties in obtaining raw materials. The above problems are also more and more widespread if they relate to the policies of large-scale social restrictions (PSBB) implemented in several regions of Indonesia. With PSBB, it is feared that economic activities, especially manufacturing, distribution and marketing will experience disruptions which will ultimately contribute to the performance of MSMEs (Saturwa et al., 2021) [3].

After going through critical times and the peak of the Covid-19 case that paralyzed the economy. Now the number of Covid-19 cases has begun to decline, and with the new government policy, namely implementing the PPKM (Enforce Restrictions on Community Activities) and mass vaccination programs. These efforts can be considered to accelerate Indonesia's economic recovery. So that people can start to rise again and live adapting to Covid-19, while still implementing health protocols. Business and trade centers have started to get permission to operate again while still implementing health protocols (Budastra, 2020) [4].

MSMEs, one of which is the batik home industry, can now rise and adapt again to the conditions of the Covid-19 pandemic. Adaptive behavior is needed to overcome the vulnerabilities faced to achieve community resilience. To be able to have socio-economic resilience of the community, rational action is needed in the production and marketing of their products.

## **2. Method**

This study uses a qualitative approach. The technique of determining the informants by *purposive sampling* and *snowball*. Data collection was carried out by: (1) in-depth interviews by making interview guidelines; (2) participation observation ; (3) document study. To ensure the validity of the data, data triangulation was carried out, while the data analysis technique used an interactive model which included data reduction, data presentation, data interpretation, and drawing conclusions and carried out roundtrip.

## **3. Results and Discussion**

Kampung Batik Laweyan is one of the famous batik centers in the city of Surakarta. Kampung Batik Laweyan is also the oldest batik village in Indonesia, so Kampung Batik Laweyan is referred to as a national cultural heritage. At first, Batik Laweyan had developed in the 15th century during the Pajang Palace government and experienced a heyday in the 1900s to 1960. However, it experienced a decline in the 1970s due to the emergence of batik printing techniques or screen-printing techniques which saved production costs and tend to be cheaper. Therefore, in the 2000s the number of industries in Kampung Batik Laweyan experienced a drastic decline until only 20 MSMEs remained. This setback caused many community leaders who wanted to rebuild the Laweyan Batik industry and were assisted by the government, universities, and so on. Gradually able to increase the number of UMKM Batik Laweyan as many as 80 SMEs more (Kurniati, 2016) [5].



**Fig. 1.** Examples of Product Results in Kampung Batik Laweyan .

This research was conducted in Kampung Batik Laweyan because the condition of the UMKM in Kampung Batik Laweyan in Surakarta is increasingly diverse due to technological developments. Where should technological developments make it easier for SMEs in Kampung Batik Laweyan to trade the batik they produce. However, MSME actors in Kampung Batik Laweyan are less able to take advantage of technological developments, and the problem that occurs is that promotions are carried out only on a few simple media on a small scale and do not reach a wide market. transactions that are easy for buyers, making it difficult to develop the economy of Kampung UMKM.

**Table 1.** Research Informant Profile.

Name	Age ( years )	Name UMKM
Slamet	59	Setya Batik / Batik Painting
Setiawan Muhammad	51	puspa batik date
Nur Sasongko	36	BatikOz
Pandono	47	Pandono Batik
Alpha Febela Priatmono	62	Crown Batik
Achrom Munthaha	50	Tumaruntun Batik

### **3.1 Social Resilience of Laweyan Batik Craftsmen during the Covid-19 Pandemic**

Conceptual social resilience according to Leitch in Suwignyo and Rhoma (2018) [6] is defined as the ability of individuals and groups to act in a timely manner when conditions are stable and immediately adapt, regulate themselves and remain actively involved in responding to uncertain conditions. Social resilience contains three main dimensions, namely: coping capacities, adaptive capacities, and transformation capacities. In addition, social resilience has three characteristics, namely: resistance, recovery, and creativity [7][8][9][10][11]. an effort to survive by activating social media because the business of selling batik is the main livelihood. In addition, there were also in the first year of the pandemic, business stopped completely, then in the second year they started doing business online, and some chose to pivot their business even into the culinary field.

The craftsmen admit that the sales pattern is still the same during the pandemic, but there are no consumers. Even before the pandemic was able to export to Malaysia, Vietnam, America, Europe, but then stopped during the pandemic. Closures or restrictions appear, thereby maximizing online sales patterns for pandemic and intensive times to pick up the ball.

The informant admitted that the price of basic fabrics continued to rise, but they could not sell goods and could not turn over their capital. Labor is limited, Raw materials are reduced because the factory has decreased production. The market is closed, the number of orders is decreasing, the working time is reduced. In addition, online sales are still not optimal. They need quite a long time for sales to return to normal as before the pandemic. "crawl slowly". However, for exports, it took a long time to establish communication again because they had to adjust to new designs for the local market which could not be done quickly.

The interesting thing about this finding is that some of the informants admitted that they are really trying to create new products. However, some other informants admitted that they did not try. There is no effort because there is no capital, it is difficult to market the product. As for the craftsmen who claim to put a lot of effort through new designs so that after the pandemic, they can enter the market. In addition, the pattern of the fabric design as usual has changed its motif. It turns out that the pandemic condition for some craftsmen can also grow innovative ideas in sales strategies. Some of the informants admitted that they had a lot of time to be able to innovate products, including optimizing online media. In addition, informants also offer to existing consumers or customers.

### **3.2 Economic Resilience of Laweyan Batik Craftsmen during the Covid-19 Pandemic**

In economic resilience, the economic sector is closely related to meeting consumption needs, which include the production, distribution and consumption of goods and services, to achieve individual and collective efforts to improve the quality of life of the community. Economic development focuses on strong economic resilience through the creation of a favorable and dynamic business environment as well as the utilization of science and technology, existing goods and services, and increasing competitiveness within the scope of global economic competition (Marlinah, 2017) [12].

Economic resilience is part of national resilience in the economic sector. Economic resilience is the ability to restore, maintain and develop healthy economic conditions. Economic resilience is influenced by several factors such as stability of macroeconomic conditions, efficiency of microeconomic markets, good governance and social development (Briguglio, et al., 2008) [13]. Economic resilience can also be defined as the ability of the economy to recover due to economic difficulties and the ability of the economy to withstand existing pressures (Adger, 2000: 349) [14][15].

Most of the informants admitted that the production level had decreased compared to before the pandemic. Some claim to have experienced a decrease of more than 50%, 90% reduced, even to zero. During the pandemic, the availability of raw materials decreases, capital decreases, so the production strategy also adjusts to existing human resources. However, some informants did not change their production strategy during the pandemic.

The marketing strategy carried out during the pandemic is to pick up the ball by offering it to old consumers. In addition, the promotion of online media marketplaces, websites, Facebook, Instagram to Whatsapp. All informants agreed that they had started using online media as a marketing strategy during the Pandemic. Although with varying levels of activity (less active, moderately active, and very active). The media used are Instagram, Facebook, Shopee Bukalapak, Tokopedia, Grab, Telkom, and others.

## **4. Conclusion**

This study concludes that there are several categories of levels of socio-economic resilience of Batik Laweyan craftsmen. Starting from the category of strong to weak resistance, not the same from one another. In addition, there are also differences in rational actions in

dealing with the Covid-19 pandemic. Some of them are trying very hard to maintain the batik business as their main business, but some others choose to look for other side jobs. Economic resilience is pursued by improving production strategies and marketing strategies. While social resilience is shown from the level of resistance, how their recovery is to measure the level of creativity during the Covid-19 pandemic.

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