

**Analysis of the Potential of Sasirangan Fabric Crafts in Support
Banjarmasin City as a Creative City**
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ABSTRACT

This important role of the creative economy is increasingly becoming the economic backbone for Indonesia and including the City of Banjarmasin. Creative industry opportunities in Banjarmasin City in strengthening the economy through the Sasirangan Fabric Industry as a handicraft and home industry. Increasing the competitiveness of the Sasirangan fabric industry in a sustainable manner is a strong economic foundation in the form of macroeconomic stability, a healthy business climate, and investment. In the future, the advancement of the Sasirangan Fabric Industry will benefit the prosperity of the urban community.

The main problems being faced by the Sasirangan Fabric industry are: First, the high dependence on Java for raw materials, auxiliary materials, semi-finished goods and components. Second, there are still relative linkages between the industrial sector and the Sasirangan Fabric industry with other economic sectors. Third, about 90% of the activities of the textile industry sector on the island of Java. Fourth, the role of small and medium-sized industrial groups (IKM) is still weak in the economic sector in Banjarmasin City. Sasirangan Fabric IKM has a fairly good role in the absorption of labor in Banjarmasin City, South Kalimantan Province. Based on the data obtained, the absorption of labor by the Sasirangan Fabric Industry in the City of Banjarmasin during 2004-2016 in the City of Banjarmasin has increased.

Efforts and policies made and programs implemented by the Banjarmasin City Government in supporting the development and advancement of the Sasirangan Fabric Industry include: decorating every corner of Banjarmasin City with sasirangan motifs; holding a design competition and a fashion show with a sasirangan pattern; register the Sasirangan motifs to the Director General of Intellectual Property Rights; cooperate with BI to empower MSMEs; requiring employees and students to wear Sasirangan on certain days, providing SME subsidies; training in making motifs, designs, and coloring; holding exhibitions inside and outside South Kalimantan; enter the Sasirangan Fabric Industry into the APBN and APBD; the existence of a sasirangan center (sasirangan village); and make policies on the disposal of industrial waste.

To develop and preserve Sasirangan cloth involves stakeholders, namely Sasirangan craftsmen and consumers. Building an industry for providing inputs and raw materials, encouraging craftsmen to become suppliers of raw materials, using technology for owners and employees of the Sasirangan Fabric Industry, to be more creative and innovative in their products in order to remain competitive with other types of batik and Sasirangan printing.

Keywords: Potential, Sasirangan

I. PRELIMINARY

1.1. Background

The creative economy driven by the industrial sector called the creative industry became a new economic era that began in the 1990s, there was an intensification of information and creativity which was very popular. Sustainable economic development through creativity with a competitive economic climate and reserves of renewable resources as a driving force for the creative economy. The Creative Economy Policy for Indonesia's industrial development, particularly in the province of South Kalimantan and the City of Banjarmasin, must be able to respond to the opportunities and challenges of economic globalization and be able to cope with rapidly moving environmental changes.

ECreative economy has become important because it comes from creativity as a renewable resource. The role of the creative economy will become increasingly important in the future, especially when non-renewable resources are increasingly limited or scarce. Creativity has changed the paradigm of an economy that is usually centered on scarcity to be centered on abundance. Creative people with their creative ideas manage labor and utilize capital goods to produce products with high added value. In

addition, when creative people produce, the results of these production activities are not only in the form of final goods and services but can also be used as inputs for other sectors.

Opportunities developed in the creative industry in the province of South Kalimantan, especially for the city of Banjarmasin in strengthening the economy, are the Sasirangan Fabric Industry. For the city of Banjarmasin, it is necessary to increase the competitiveness of the Sasirangan fabric industry in a sustainable manner, which will form a strong economic foundation in the form of macroeconomic stability, a healthy business climate, and investment.

The advancement of the Sasirangan Fabric Industry will be followed by the provision of maximum benefits for the prosperity of the entire people of South Kalimantan and the people of Indonesia, without disturbing the sovereignty of the nation and sacrificing national interests while preserving the cultural values of South Kalimantan as reflected by the establishment of equal economic cooperation with other regions in Indonesia. For this reason, support from all levels of the South Kalimantan provincial government, especially the Banjarmasin City Government for the development and development of the Sasirangan fabric industry to become the economic support for South Kalimantan can be realized consistently and sustainably.

1.2. The Problems of Sasirangan Fabric Industry in Banjarmasin City

For the City of Banjarmasin, the main problems being faced by the Sasirangan Fabric industry are: First, dependence on raw materials, auxiliary materials, semi-finished goods and components. Second, the relationship between the industrial sector and the Sasirangan Fabric industry with other economic sectors is still relatively high. Third, the concentration of textile industry activities on the island of Java, which is approximately 90%. Fourth, the role of small and medium-sized industrial groups (IKM) in the economic sector in Banjarmasin City is still weak.

On the policy side, Sasirangan sales fluctuated, the segment whose sales were mostly overseas. Sasirangan has been known abroad as the identity of the people of South Kalimantan, and domestic sales of sasirangan increase sharply during the holiday season. The price of the sasirangan itself ranges from IDR 50,000 – IDR 2,000,000 depending on the type of fabric and motif. As we know now, the existence of ACFTA will have an impact on sales of sasirangan, especially for small SMEs that produce this cloth. In addition, the silk cloth used is imported from China, of course the existence of ACFTA will have an impact on the sasirangan market.

1.3. Objectives and benefits

With the identification of potentials and problems in the regions, the government, both central and regional, can determine priority matters for developing creative economic activities. For local governments, the results of mapping the potential and problems for developing the creative economy and implementing sustainable development through the creative economy sector. Meanwhile, for the central government, the results of this mapping can serve as a guideline for preparing program facilitation activities needed to encourage the acceleration of the creative economy in the regions.

Knowing the extent of the potential of the creative economy and in terms of infrastructure, human resources and in terms of local government policies. The Creative Economy needs to be developed because the creative economy has great potential in making a significant economic contribution; create a positive business climate; build the image and identity of the nation; based on renewable resources; create innovation and creativity which are the competitive advantages of a nation; and have a positive social impact.

Based on the background and formulation of the problem, the objectives of this study are:

1. Analyzing the role of the Sasirangan Fabric industry on the economy of Banjarmasin City.
2. Analyzing the condition of the factors (capital, market access, government regulations, as well as labor and production) on the development of the Sasirangan industry as one of the sub-sectors of the creative economy in Banjarmasin City.

3. Analyzing the policies that must be made and determined by the Regional Government to support and develop the Sasirangan Industry in the City of Banjarmasin.

II. CREATIVE ECONOMIC DEVELOPMENT OF BANJARMASIN CITY

2.1. Local Commitment

Vision and Mission of the City of Banjarmasin in the Development of the Sasirangan Industry "Sasirangan as one of the competitive National Batik icons"

2.2. Infrastructure for Sasirangan Industry Development in Banjarmasin City

The city of Banjarmasin branding as the City of 1000 Rivers refers to the large number of rivers that divide the mainland of Banjarmasin City. This unique natural configuration is a collection of small islands surrounded by many rivers.

The typical natural characteristics of the City of Banjarmasin, which flow by rivers of various sizes, are not owned by any city in the world, as one of the "big capital" for long-term development and if the management commitment and exploitation process can be carried out properly and correctly, it will not close the door. the possibility can provide an opportunity for the City of Banjarmasin to become a city with the most unique and beautiful spatial layout and landscape in the world. In an effort to use the river as a development asset to support the progress of the City of Banjarmasin.

The magnitude of this potential makes the city of Banjarmasin the most unique and beautiful in the world to become an extraordinary magnet to build an integrated tourism industry (the river as an attraction for tourism, economy, and transportation) specifically in the city of Banjarmasin and its surrounding satellite cities, known as Banjar. Bakula or even most of South Kalimantan which in general almost has more or less the same natural characteristics, so that in the future it is very appropriate for the central government to designate South Kalimantan, especially the City of Banjarmasin as a Special Economic Zone (SEZ) for river ecology-based tourism.

2.2.1. Banjarmasin City Infrastructure Development Facts

In the last few decades, the rapid pattern of social development and physical infrastructure development of the City of Banjarmasin has seen a change in orientation, from the character of a "river city" to a "land city" like other big cities in Indonesia. Physically-spatially, the direction of urban development has undergone a transformation of urban spatial architecture which tends to change the face of a water city or river city, far from being similar to a land city order, especially in the riverbank and or canal environment in Banjarmasin City. In real terms, as a result of the change in development orientation from the character of "river city" to "land city", most of the buildings on the banks of the river prefer to "turn their backs on" the river!. Rivers or city canals tend to be the backyard or just the background.

2.2.2. A New Era of Banjarmasin City Infrastructure Development Concept

The right format to re-exploit the unique configuration and natural characteristics of Banjarmasin City by prioritizing the existence of rivers in every progress of city development. River as the most important element in the grand design of city development. Unmitigated, for this purpose the Banjarmasin City Government opens itself to cooperate with various competent parties ranging from professionals, academics to activists and environmentalists to restart organizing the city based on its iconic theme so far as "City of Rivers".

Restoring the technical and aesthetic functions of the river in Banjarmasin the strategic steps that have been carried out are:

1. Re-Inventory and Label
2. Revitalization and Normalization
3. Construction of Supporting Facilities

Very relevant to the grand design and determination of the City of Banjarmasin to make Banjarmasin City a Special Economic Zone City for river culture-based tourism. to further strengthen the vision as a Heritage City with the main thematic of river uniqueness and the cultural dynamics of its people, as well as to sharpen the internal iconic vision of the City of Banjarmasin as a City of Water or City of Rivers as the foundation of the mission to become the most beautiful river-based tourism city in the world, the City Government of Banjarmasin, through Regulation Mayor of Banjarmasin No. 25 of 2016 concerning the Management and Development of River-Based Tourism which was set on May 30, 2016, finally established 35 tourist destinations in Banjarmasin City based on an integrated riverside tourism map,

2.3. Business

2.3.1. Business Rolein the Development of the Sasirangan Industry in the City of Banjarmasin

The development of the Sasirangan Industry in the City of Banjarmasin has the potential to be developed as one of the Creative Cities that can be seen from the number and network of the Sasirangan Industry in the City of Banjarmasin. The Sasirangan Fabric Industry in South Kalimantan Province is 52 units in total, spread over only two areas, namely Banjarmasin City and Banjar Regency. The number of Sasirangan IKM business units in Banjarmasin City is 47 units and in Banjar Regency there are only 5 units (Department of Industry and Trade of South Kalimantan Province, 2010).

In this study, the Sasirangan IKM that became the population was the Sasirangan IKM located in the city of Banjarmasin. Of the 47 units located in Banjarmasin City, 21 business units were interviewed and given a questionnaire. The Provincial Government of South Kalimantan created and established a cooperative and the village of Sasirangan. The Sasirangan Village is a place where craftsmen can get convenience in developing and selling their products and it is close to the process/place of Sasirangan production. The government also formed a cooperative that shelters and helps the craftsmen, namely the Bayam Raja Cooperative. This Sasirangan village and cooperative is located on the opposite side of the mosque in East Banjarmasin District. Around 18 Sasirangan SMIs located in Sasirangan Village,

The workforce involved from the surrounding community is between 5-200 people. The development of the Sasirangan industry in South Kalimantan Province from 2004 to 2016 experienced fluctuations. Between 2009 and 2010 there was a fairly rapid increase from 29 units to 52 business units and in 2016 it decreased to 40 business units. The development of the number of IKM Sasirangan on average increased by 6 percent per year.

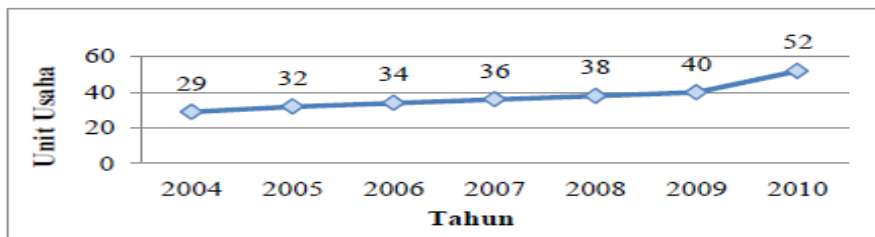


Figure 2.2. The Development of the Number of Sasirangan Industries in the City of Banjarmasin
Source: Department of Industry and Trade Prov. South Kalimantan 2010, processed.

There was an increasing trend in the absorption of labor from the surrounding community as Sasirangan industrial craftsmen, from 2004 to 2009 so that the optimism of this sector became a great potential in supporting the city of Banjarmasin as a creative city.

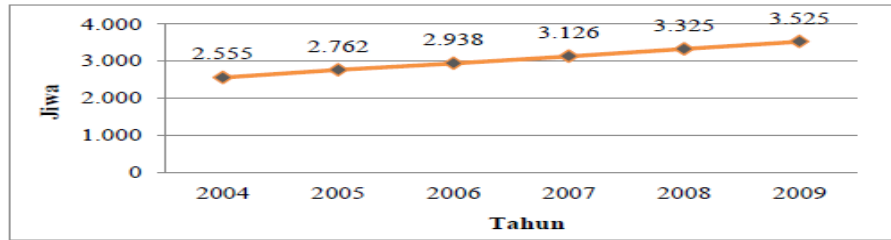
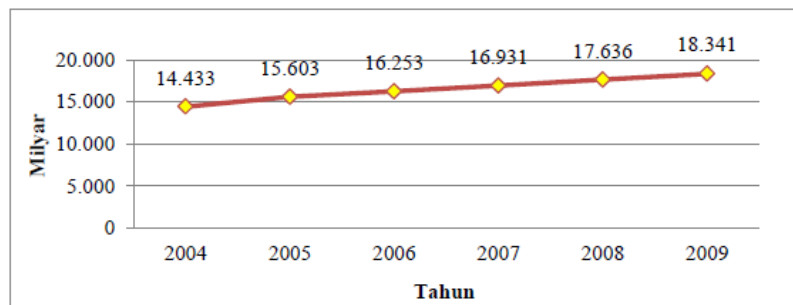


Figure 2.3. Development of Labor Absorption in Sasirangan Industry

Source: Department of Industry and Trade Prov. South Kalimantan 2010, processed.

The development of the annual increase in the absorption of labor is an average of 8 percent per year. The development of the investment value of the Sasirangan industry from 2004 to 2009 has increased. From 2004 it was Rp. 14,433 billion until October 2009 it reached Rp. 18.431 billion or an increase of 4 percent/year.



Source: Department of Industry and Trade Prov. South Kalimantan 2010, processed.

There was an increase in the production of the Sasirangan industry from 2004 to 2009 also has a positive trend that continues to make a major contribution to the city's economy and supports the tourism sector of the city of Banjarmasin. Production in October 2009 reached Rp. 73.686 billion, an increase of 5.30 percent annually.

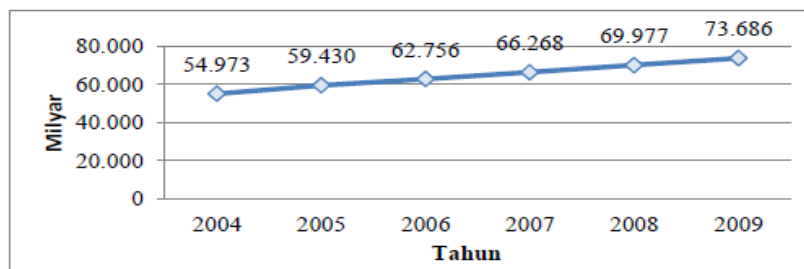


Figure 2.5 Development of Sasirangan Industrial Production Value

Source: Department of Industry and Trade Prov. South Kalimantan 2010, processed.

The need for the total value of raw materials for the Sasirangan industry during 2004 to 2009 also experienced a significant increase in line with the increase in production, where until August 2009 the value of raw materials reached Rp 41.487 billion or an increase of 4.60 percent annually.

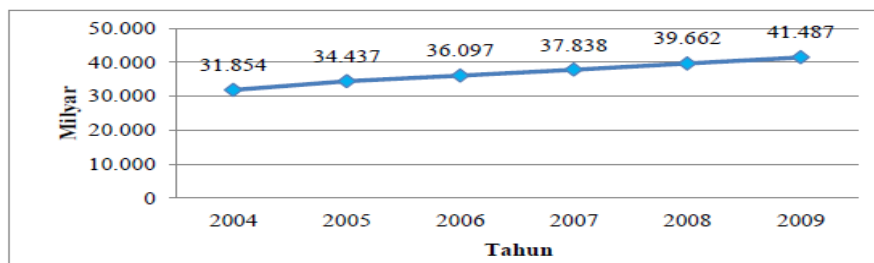


Figure 2.6. Development of Raw Material Value for Sasirangan Industry
Source: Department of Industry and Trade Prov. South Kalimantan 2010, processed

Based on the data above, the Sasirangan Fabric industry is growing and growing rapidly from year to year, both in terms of the number of business units, employment, investment value, production value, and the value of raw materials. It is not surprising that the growing IKM of Sasirangan Fabric has made it one of the leading sectors that have quite an influence on the economy of the Province of South Kalimantan and the City of Banjarmasin, especially in the industrial sector and SMEs.

III. CLOSING

3.1. Conclusion

- a. The Sasirangan Fabric Craft Industry plays a role in absorbing a lot of workers in Banjarmasin City, South Kalimantan Province.
- b. Efforts and policies made by the Banjarmasin City Government in supporting the development and advancement of the Sasirangan Fabric Industry include: decorating every corner of Banjarmasin City with sasirangan motifs; design competitions and fashion shows with sasirangan motifs; register the Sasirangan motifs to the Director General of Intellectual Property Rights; cooperate with BI to empower MSMEs; fostering new entrepreneurs of sasirangan cloth and culture of sasirangan, requiring employees and students to wear Sasirangan on certain days, providing SME subsidies; training in making motifs, designs, and coloring including natural dyes; holding exhibitions inside and outside Banjarmasin, the existence of a sasirangan center (sasirangan village); and make policies on the disposal of industrial waste,

3.2. Suggestion

- a. The involvement of all parties in developing and preserving Sasirangan cloth is not only done by the Provincial Government of South Kalimantan and the Banjarmasin City Government, but must involve stakeholders, Sasirangan craftsmen and consumers.
- b. To overcome the problems of the Sasirangan Fabric Industry such as labor skills, supply of raw materials, capital, and Sasirangan printing, efforts can be made, namely establishing an industry for providing inputs and raw materials, encouraging craftsmen to become suppliers of raw materials, using technology for owners and employees of the Sasirangan Fabric Industry. ,
- c. Encouraging the existence of Sasirangan natural dyes to develop even though they still allow Sasirangan printing but the market share is different
- d. Sasirangan entrepreneurs must be more creative and innovative in their products in order to remain able to compete with other types of batik and Sasirangan printing,
- e. Building partnerships and cooperating with Islamic banks in terms of borrowing capital because it does not use an interest system but with a profit-sharing system, capital is obtained by selling stock or capital market bonds,
- f. Provide awareness and love of using and buying genuine Sasirangan.
- g. Encouraging sasirangan creative economic activities, not only crafts but also fashion in the field of sasirangan must live

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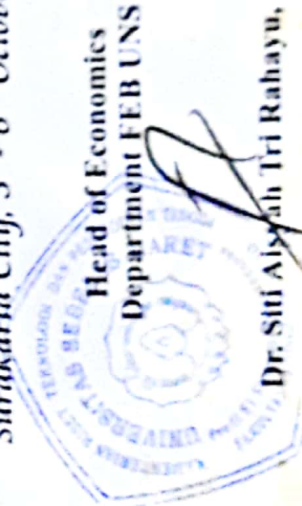
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