

Education in Management of Siak Woven Fabrics by the DEKRANASDA

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ABSTRACT

This study aims to determine the management of the Siak typical cloth carried out or managed by the Regional National Crafts Council (DEKRANASDA) in Siak Regency, Riau Province. The research used a qualitative approach and was conducted at DEKRANASDA in Siak Regency. Primary data were obtained from interviews with three weavers working in the DEKRANASDA Siak Regency, and interviews with two administrators from Dekranasda. The data obtained are further analyzed qualitatively. The Siak Woven Cloth Management Program is carried out by the DEKRANASDA by implementing or providing training for craftsmen who want to learn and carry out activities and events that can promote these crafts and cultural heritage to the community both inside and outside the Siak regency. the management carried out by the management for weavers who work in the DEKRANASDA Siak Regency is to provide raw materials, and equipment for weavers, and make new motifs, innovations, and color modifications but do not eliminate the characteristics of the Weaving itself and accommodate woven fabrics woven by independent or private craftsmen, promote MSME products through events and activities either directly as well as social media, marketing and paying for woven products according to the amount of woven fabric to craftsmen, providing facilities to weaving craftsmen, and making new products from Siak Weaving fabrics.

Keywords: Program, Management, Planning, Organizing, Typical Siak Weaving.



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INTRODUCTION

Indonesia is a country rich in culture with a diversity of characters and characteristics of their respective regions. This can be seen from the clothes of each region that have been inherited, one of which is the woven fabric, such as the North Sumatra area with *Ulos*, Yogyakarta with *Lurik*, Bali with *Endek*, and so on (Forshee, 2006). The Riau region also has its own distinctive woven fabric, which is commonly called Songket Siak or also called Siak Weaving cloth (Indra et al., 2021). Siak is one of the regencies in Riau Province whose weaving is more famous. Silk weaving was first brought and then taught weaving skills by a craftsman who was imported from the Terengganu Kingdom of Malaysia during the Siak Kingdom ruled by Sultan Sayid Ali. The craftsman is a woman named Wan Siti Binti Wan Karim, she is an expert and skilled in weaving, and she also teaches how to weave Songket fabric (Burhanuddin, 2017). Weaving is one of the traditions passed down from generation to generation by the people of Siak, as one of the regions yang has the history of the largest sultanate in the past Siak holds a wealth of high dress art. The most important element of dressing Malay is Songket (Maulia, 2015). Songket cloth or Siak Weaving cloth is commonly used in sacred and official occasions, one of which is the traditional marriage ceremony, namely when proposing until the wedding day is carried out inseparable from the use of this woven cloth. Because of the prominence of motifs and colors that seem luxurious, it makes the wearer feel special.

The specialty and uniqueness of Siak Weaving fabric are certainly inseparable from the manufacturing process with selected yarns such as gold and silver threads and motifs that have philosophical meaning. According to one of the weavers who works at the DEKRANASDA Siak Regency, Safitri said that the manufacture of this woven fabric takes quite a long time, at the earliest for two weeks and can reach one month. This weaving process is carried out by craftsmen who have been passed down for generations, but at this time training has been carried out for young women who want to learn to weave. The management of Siak Weaving fabric is very minimal because the manufacture is still manual, the price is quite expensive and maintenance is quite difficult so the interest is less and because this can also reduce female enthusiasts to learn to weave because of difficult and time-consuming techniques and the lack of enthusiasts from the younger generation to learn to weave or preserve this woven fabric, based on this exposure, this article will discuss the management of woven fabrics typical Siak by the DEKRANASDA in the Siak Regency of Riau province. This study aims to determine the management of Siak woven fabrics.

RESEARCH METHODS

The method used is a qualitative descriptive approach. Data is obtained through the process of collecting data in the field. Data collection techniques are interviews, observations, and documentation. The data collection procedure in this study is 1) Field observation in the form of researchers to the field directly observing the weaving and management process at the DEKRANASDA Siak Regency; 2) interview in the form of interviewing weavers working in DEKRANASDA Siak and several administrators from DEKRANASDA Siak; and 3) Documentation in the form of photo images weaving activities and products found in Dekranasda Siak.

Primary data were obtained from interviews and observations. Data analysis using data collection methods, data reduction, decision-making or verification, data presentation, and data credibility testing are used with triangulation techniques.

RESULTS

3.1 DEKRANASDA Siak Regency

The DEKRANASDA is a non-profit organization that brings together art lovers and enthusiasts to develop craft products and develop these businesses, as well as to improve the lives of their business people, some of whom are Small and Medium-Sized Enterprises (SMEs). The DEKRANASDA Siak Regency has a priority program of selling and earning profits by mutual agreement of the members of the board the profits are used every Friday to carry out DEKRANASDA sharing activities. Not only for the poor but also for those craftsmen who need help.

3.2 Brief history of Siak woven fabric

Siak weaving was first introduced by a craftsman who was imported from the Terengganu Kingdom of Malaysia during the Siak Kingdom which was impeded by Sultan Sayid Ali. The craftsman named Wan Siti Binti Wan Karim was brought to the Kingdom

of Siak Sri Indrapura, she was a woman who was skilled and skilled in weaving, besides that she also taught how to weave *Songket* cloth.

In terms of history, the woven cloth was only worn by the big family of the Siak kingdom, the noble class, and relatives of the sultan and the big man of the country. Woven Fabric has a high historical value as one of the great cultural heritages, in addition to raising the dignity of the wearer, the motifs and colors of the weave symbolize a person's position. The subtlety of the workmanship of woven fabrics and the complexity of the motifs of woven fabric patterns describe a person's rank and high position.

3.3 Organizing the management of Siak woven fabric weavers

Organization and organization are interrelated. The organization is the process of dividing work into small tasks, imposing these tasks on people according to their abilities, allocating resources, and coordinating them to effectively achieve organizational goals (Syukran et al., 2022). To achieve one common goal in an organization, which has an organizational structure, division of tasks, and a system of cooperation that can unite activities to complete the work that is a predetermined common goal.

The results of the researcher's observations about the implementation of the development there are several divisions in the process of making Woven fabrics to the process of making products. Pebrianti is one of the weaver craftsmen who has only worked for six months in DEKRANASDA Siak but has weaving experience from 2002 which he has studied for generations. Based on his experience and expertise, he became one of the persons in charge of managing order receipts, determining motifs, colors and providing training to new craftsmen, and finding or exploring new motifs. DEKRANASDA has seven weaving cloth craftsmen, five people who weave in DEKRANASDA, and two people who weave at home whose tools and materials are facilitated by DEKRANASDA. Weavers who have worked in DEKRANASDA for a long time make fabrics whose motifs are more complicated and take more orders than new craftsmen or weavers who make Woven fabrics with simpler motifs, such as rose motifs. However, in making woven fabrics for masks, climbs, tissue boxes, key toys, and glass lids will be determined based on the order of each weaver, if the new one only does a few orders then the new weaver will be handed the task of making the order cloth for the souvenir.



Figure 1. Loom Not Machine

Weavers are only in charge of making ordered fabrics, the manufacture of souvenir products is carried out by other craftsmen from the DEKRANASDA management and orders for weaving materials are also directly ordered by the DEKRANASDA management.

3.4 Program and planning of Siak typical woven fabric management

Based on the results of interviews and observations made by researchers with respondents 2 (two) administrators of the DEKRANASDA Siak Regency.

3.4.1 Siak Woven Fabric Management Program by the DEKRANASDA

In the big dictionary, management Indonesian is the process, method, or action of managing, and/or the process of carrying out certain activities by mobilizing the energy of others, and/or processes that help formulate organizational policies and goals, and/or processes that provide supervision on all matters involved in the implementation of wisdom and the achievement of goals (<https://kbbi.web.id/kelola>, accessed on June 6, 2022, at 15.39). Based on the results of interviews with DEKRANASDA management, namely: Mrs. Rasidah as the general chairperson and Mrs. Desy as the daily chairperson said that:

The Siak Woven Cloth Management Program is carried out by the DEKRANASDA by implementing or providing training for craftsmen who want to learn, inviting resource persons or weavers who are already skilled to teach how to weave, help promote the results of MSMEs from weaving and others. Carry out fashion shows every year in the framework of the Siak anniversary, both Siak batik and Siak woven fabric. The DEKRANASDA Siak Regency continues to try to develop and explore new motifs and improvise with yarn colors.

3.4.2 Planning of the Siak Woven Fabric Advanced Management Program by the DEKRANASDA

Planning is a process of determining various things to be achieved in the future to determine the various stages needed to achieve goals. Planning is a very important management function, in which some activities explain goals, make strategies, and also develop work plans. Planning is the initial stage in an activity to achieve previously determined goals.



Figure 2. Products in the DEKRANASDA showroom

The results of the interview with the management of DEKRANASDA Siak regency plan for the future and become a hope, namely 1) Trying to find and find new craftsmen who want to learn and preserve Siak Weaving fabrics; 2) Making events that are carried out using woven fabrics; 3) Making souvenirs from Siak Weaving; 4) Promoting Siak Weaving fabrics both from within the region and outside the region; 5) Combining Weaving fabrics with Malay Brackets; 6) Conduct training by inviting professional weavers; 7) Cooperate with companies in the development and preservation of Siak Weaving fabrics; and 8) Develop and create new motifs by not eliminating the characteristics of the original Siak woven fabrics.

3.5 Implementation of management of Siak woven fabrics by the DEKRANASDA

Based on the results of observations and interviews, researchers found that Mrs. Rasidah said the management carried out by the management for weavers who work in DEKRANASDA Siak Regency is to provide raw materials, equipment for weavers, and make new motifs, innovations, and color modifications but do not eliminate the characteristics of weaving itself and accommodate woven fabrics woven by independent or private craftsmen, promoting MSMe products through events and social media, marketing and paying for woven products according to the number of woven fabrics, providing facilities to weaving craftsmen, making new products from Siak Weaving fabrics such as Glass Lid, Tissue Place, Climb, Fan, Key Toys, Miniature Tanjak, Mas, Shawl, and wedding dress.



Figure 3. Non-machine loom front view

3.6 Implementation of management of Siak woven fabrics

Implementation is an action that seeks planning and cooperation that has previously been carried out (Hidayat et al., 2020). Based on the results of researchers' observations and interviews with research respondents regarding the implementation of Siak woven fabric management, namely craftsmen in their implementation to make Siak woven fabric from start to finish, it takes a maximum of one month and three days when the craftsman

focuses on weaving, depending on the weaving experience, order, and workmanship. The yarn used is cotton yarn as the basis, embroidery yarn as Feed/Lusi, gold color yarn, silver color thread, and the equipment used is a wood-shaped weaving machine commonly referred to as Non-Machine Loom (ATBM), Comb, Karap or Gun, Binoculars, Meter, Piker, and Palette.

The yarn used to make one strand of fabric with a length of 2 meters can consume as much as 2 ounces of basic yarn, the embroidery thread for Feed as much as 4 small rollers, and the gold or silver thread for the motif depending on the order, the denser the motif the more gold or silver thread is used, the more expensive the fabric will be. Making souvenirs using woven fabric that is woven directly with different sizes adjusting what products will be made. Currently, the production at the DEKRANASDA Siak Regency makes products to order. In this study, researchers discovered the fact that these weaving craftsmen in DEKRANASDA did not know the philosophical meaning of the symbols or motifs they made.



Figure 4. The process of weaving simple motifs (roses)

3.7 Inhibiting Factors in the management of Siak typical woven fabrics

Based on the results of researchers' interviews with Weaving craftsmen, several obstacles were found in the manufacture of woven fabrics including:

3.7.1 Raw materials

The raw material in making Siak Weaving fabric is yarn, this yarn raw material is only purchased from one source, namely the Tampak Manggis store located in Pekanbaru but the raw materials sold are quite expensive so DEKRANASDA tries to find cheap but quality raw materials.

Siak Weaving Craftsmen who have been interviewed by them say that the thing that hinders their work is When they get a thread that is weathered or easily broken, because if the thread breaks then they have to open and reconnect the yarn. Another difficulty is when

there is an order or request for a combination of colors and dense motifs that make it even more complicated.

3.7.2 Non-Machine Loom (ATBM)

This Non-Machine Loom has no special maintenance, only adding oil to the tool, so when this ATBM is broken just call the handyman, there is no special technician and the production of this ATBM is not known from where the first purchase was or since when the Non-Machine Loom was already used.

3.7.3 Human Resources

Human resources are needed considering the small number of craftsmen who work in DEKRANASDA, although they hold training, it is not official, only if someone is interested.



Figure 4. New woven fabric products motifs and colors

3.8 Strategies of Siak weaving craftsmen

3.8.1 Biological investment strategy

This strategy includes two things, namely, fertility and prevention. Fertility strategies are related to limiting the number of offspring such as limiting the number of children, while prevention strategies aim to reduce expenses or reduce needs by limiting the number of children. This strategy is not used by all Siak Weaving craftsmen, because all Siak Weaving craftsmen do not have family status, some are still single (not yet married). This biological investment strategy also has something in common with all informants who have families, namely strategies that include fertility such as limiting the number of children in a family and dealing with prevention to reduce more expenditure in the family.

3.8.2 Successive strategy

This strategy is aimed at ensuring the transfer of inheritance between generations by emphasizing the minimum waste. The Siak Weaving craftsmen carried out successive strategies to make savings and save some of their income, such as saving to make ends

meet. Sometimes to reduce the large expenses, the Siak Weaving craftsmen who live far away, will be given lodging facilities or Mess from the owner of the weave. Saving alone is one of the most effective ways for one's future. The function of savings in society is generally intended for progressive things, for example for children's education and future investment. This is also what the Siak Weaving craftsmen do for the survival and future of their families.

3.8.3 Educational strategy

This educational strategy produces social actors who are worthy and able to receive the inheritance of social groups and can improve hierarchical levels. Education is pursued, both formal and informal. The weavers implementing this strategy try to be able to accept and learn all forms of training they have learned in a place such as at DEKRANASDA Siak Regency and training at the Siak Bu Atin Weaving Center, so they can weave to produce good woven results so they can work in a foundation or KUB. Those in Siak are to collect rupiah coffers for future survival. Like the workers at the Siak Mekar Sari Weaving Center, almost all weavers previously had training in weaving, previously the Weaving craftsmen could not even know about Siak Weaving. To be able to produce good quality woven cloth, all weavers attend training.

3.8.4 Economic investment strategy

The economic investment strategy is an effort to maintain capital or increase various types of capital, namely the accumulation of economic capital and social capital. Investment in social capital aims to perpetuate and build short and long-term social relationships. To last, social relations are transformed into long-lasting obligations such as through the exchange of money, marriage, work, and time.

It can be concluded that to have many profitable customers, the key informants emphasized that all craftsmen maintain the quality of Siak Weaving fabric production for customer satisfaction. Meanwhile social capital is how Siak Weaving craftsmen build good relations with fellow craftsmen and customers or consumers. This is what all the informants did, sometimes craftsmen who are new to looking for information or always build good communication to gain knowledge about weaving to those who know first or have worked longer as Siak Weaving craftsmen.

CONCLUSIONS

Siak woven cloth crafts are a cultural heritage that has become a part of life in the Malay community, Siak. The development and distribution of woven fabrics do not only revolve around Siak Regency, currently, but Siak woven fabrics can also be found in surrounding villages and Pekanbaru cities. The activities carried out are efforts from DEKRANASDA Siak to increase the attractiveness of buyers, namely by making innovations and improvisations, namely in making various kinds of souvenirs and exploring new motifs and color combinations so that they can be more in demand in today's modern era, as well as looking for new craftsmen who are willing to learn and cooperate with DEKRANASDA Siak by promoting directly and social media, providing counseling and training to the Malay community in Siak Regency and its surroundings. From all the activities and events carried out by DEKRANASDA, it is hoped that it can increase the interest of the younger generation to want to preserve this cultural heritage by

learning about it and increasing the interest of the Siak community to maintain this Siak Weaving fabric by using it in various events and activities. The investigator recommends that in the future, it is hoped that DEKRANASDA and the government will work even harder in finding craftsmen and provide counseling and training with resource persons or professionals in teaching how to weave and teach the philosophical meaning of symbols or motifs and colors in making the woven fabric.

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