

Assistance in Determining the Selling Price of Ecoprint Batik (HR. Ambar Batik Bayat, Wedi, Klaten)

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ABSTRACT

Ecoprint has been known for a long time, but ecoprint is experiencing a rapid increase at this time because it is considered to have economic value and is easy to manufacture. In addition, the fabric produced from the ecoprint technique has a more attractive appearance and is of high value because the process is made by hand. Ecoprint is defined as the process of transferring colors and shapes to fabrics through direct contact. The ecoprint technique is a development of eco-fashion, to produce eco-friendly fashion products. HR. Ambar Batik, is one of the batik craftsmen who innovate to produce batik with natural materials. So far, Ambar batik produces hand-drawn batik and stamped batik. With the ecoprint which is now starting to become a fashion trend, Ambar batik is trying to produce ecoprint batik to be able to compete with ecoprint batiks that are starting to appear among batik entrepreneurs. The purpose of this community service is to determine the raw materials for making ecoprints, see the process of making ecoprints, increase the knowledge of batik craftsmen in developing their creativity in dealing with fashion trends, determine the selling price of ecoprint batik.

INTRODUCTION

1. Situation Analysis

In the post-pandemic era, it raises many challenges that must be faced by various circles of society, not only because of increasingly difficult jobs, but also businesses that will start all over again. The extraordinary effects of the pandemic make us have to be able to rise to start life again. Entrepreneurs are also required to be able to develop their businesses after being faced with a pandemic that makes most entrepreneurs go bankrupt. They have to struggle to be able to reorganize the business economy that they have been involved in so far.

The textile industry is one of the contributors to the high amount of waste or garbage in the world. One of the wastes produced by the textile industry is liquid waste in the form of residual dyes/synthetic dyes from the fabric dyeing process which contains several hazardous chemical substances. In fact, initially the textile coloring process used natural dyes. However, as time goes by and technology is developing, synthetic dyes for textiles have been discovered (Hikmah, 2021)

Basically, ecoprint has been known for a long time, but ecoprint has increased rapidly at this time because it is considered to have economic value and is easy to manufacture. In addition, the fabric produced from the ecoprint technique has a more attractive appearance and is of high value because the process is made by hand. As the name implies, eco comes from the word ecosystem (nature) and print which means to print. The ecoprint coloring technique pioneered by India Flint. Ecoprint is defined as the process of transferring colors and shapes to fabrics through direct contact. The ecoprint technique which is a development of ecofashion, to produce environmentally friendly fashion products (Saptutyningsih, et al, 2019).

Public awareness of the preservation of nature has made the trend of environmentally friendly lifestyles increasingly popular and widespread in various business sectors. No exception with fashion trends, especially batik. Lately, Ecoprint batik has developed, namely contemporary batik that adds to the repertoire of ethnic batik in addition to written batik and stamped batik. As the name implies ecoprint from the word eco from the word ecosystem (nature) and print which means to print, this batik is made by printing with materials found in the natural environment as fabrics, dyes, and pattern makers. The materials used are leaves, flowers, stems and even twigs. The use of natural materials for batik coloring is in line with the concept of using environmentally friendly products by utilizing natural dye sources. In several countries, such as Germany and the Netherlands, there has been a ban on the use of chemical-based dyes since 1996. Therefore, textile products that use natural dyes, especially batik, have started to appear (Alamsyah, 2018).

HR. Ambar Batik, is one of the batik craftsmen who innovate to produce batik with natural materials. So far, Ambar batik produces hand-drawn batik and stamped batik. With the ecoprint which is now starting to become a fashion trend, Ambar batik is trying to produce ecoprint batik to be able to compete with ecoprint batiks that are starting to appear among batik entrepreneurs.

2. Problem Formulation

Based on the situation analysis of partners implementing this PKM program, it can be identified the problem faced by partners is how to determine the selling price for the production of ecoprint batik, where batik competitors have started to produce ecoprint batik as well.

3. Purpose and Benefits

- a. Determining the raw material for making ecoprint
- b. See the process of making ecoprint
- c. Improving the knowledge of batik craftsmen in developing their creativity in dealing with fashion trends
- d. Determining the selling price of ecoprint batik

With this assistance, it is hoped that batik craftsmen can determine the selling price for their innovation in the form of ecoprint batik according to the raw materials and costs incurred in the process of making ecoprint batik.

IMPLEMENTATION AND METHODS

1. Troubleshooting Framework

The formulation of the problem from this Community Service is how to determine the selling price for the production of ecoprint batik, where batik competitors have started to produce ecoprint batik as well. And the problem-solving framework is to determine the selling price of ecoprint batik whose calculations are calculated from the purchase of raw materials until the batik is ready for sale. The method used in this service is by:

- a. Perform calculations of raw materials used in the process of making ecoprint batik.
- b. Calculating the cost of employee labor in the process of making ecoprint batik
- c. Accompany partners in calculating the selling price of ecoprint batik

2. Method Used

Table 1. Implementation Method

No	Implementation Method	Partner Participation
1	Licensing	Give permission to implement the program
2	Preparation of activity facilities and infrastructure	Help prepare the facilities and infrastructure needed (including place, equipment, facilities and infrastructure)
3	Pricing assistance activities	Provide assistance when calculating all the costs needed in the process of making ecoprints to determining the selling price
4	Assessment of the success of mentoring/service activities	The assessment is seen from the results of the evaluation carried out by the author through research conducted based on the continuation of this service

RESULTS AND DISCUSSION

1. Characteristics of the Subjects of Community Service Activities

This community service activity is carried out on craftsmen HR Ambar batik Klaten. During service activities, partners want assistance to partners to help calculate the selling price of ecoprint batik. Partners find it difficult to determine the selling price, which partners have been doing in determining the selling price of other batiks by estimating the price of raw materials and estimated operational costs without calculating with certainty all the costs incurred in the batik-making process.

2. Community Service Activities

This community service activity is divided into several activities, namely:

- a. Get to know the equipment/materials that will be used to make ecoprint batik.
 - 1) Fabric:
 - Prime cloth
 - Prime fabric
 - 2) Color lock:
 - Alum (light dye)
 - Tunjung (old dye)



Picture 1. Tawas and Tunjung

- 3) Color
 - Tingi
 - Jambal
 - Secang
 - Mahoni
 - Teger
 - Jolawe



Picture 2. Leaves and Flowers for Coloring

b. Calculating raw material and labor costs

Labor cost : 1 day = Rp. 30.000,-/person

Raw material cost:

- Primis cloth : Rp. 65.000,-/2.5 meters

- Prime fabric : Rp. 35.000,-/2 meters

- The cost of coloring and color locking; Rp. 50.000,-/unit

c. Calculating the selling price

1) Prime cloth

Prime cloth	Rp. 65.000,-
Labor (4 days x Rp.30,000,-)	Rp.120,000,-
Coloring costs	<u>Rp. 50.000,- +</u>
Production cost	Rp.235.000,-
Desired profit (50% x bi. Production)	<u>Rp.117.500,- +</u>
Selling price	Rp.352,500,-

2) Prime fabric

Prime cloth	Rp. 35.000,-
Labor (4 days x Rp.30,000,-)	Rp.120,000,-
Coloring costs	<u>Rp. 50.000,- +</u>
Production cost	Rp.205.000,-
Desired profit (50% x bi. Production)	<u>Rp.102,500,- +</u>
Selling price	Rp.307.500,-



Picture 3. Calculation of Selling Price (Owner and Author)

d. Production process

The following are the materials needed in the ecoprint processing:

- 1) Prime/prime fabric
- 2) Two plastic sheets that have the same width as the cloth
- 3) Dye in the form of leaves
- 4) Natural dyes Tunjung, Jolawe, Tingi, tegeran and Secang derived from the bark.
- 5) Paralon / Bamboo for rolling
- 6) Rope
- 7) Color lock (alum/tunjung)
- 8) Pot for steaming
- 9) Stove

The ecoprint production process is:

- 1) Before entering the ecoprint processing process, the fabric was previously treated, the process carried out in the treatment was boiling the fabric, this boiling is important because it prepares the fabric material so that it can receive the dye well.
- 2) Next, natural dyes are used as coloring materials on the fabric so that the fabric looks more attractive. To get natural dyes from each of the bark, a boiling process is carried out.
- 3) The next process is laying the leaves. Leaf litter that has previously been collected is separated based on the type of leaf. Then the shape of the arrangement begins with plastic, then the cloth that has been boiled but not dyed, then put the leaves as desired. Make sure the leaves that are placed do not come out of the fabric that has been previously stretched.



Picture 4a. Arrangement of Leaves and Flowers on Cloth



Picture 4b. Arrangement of Leaves and Flowers on Cloth



Picture 4c. Arrangement of Leaves and Flowers on Cloth

Pictures 4a, 4b, and 4c show the process of arranging leaves and flowers on cloth. The process here which will produce the color on the fabric according to the color of the leaves and flowers that are arranged.

- 4) The next process is to coat the blanket with the existing plastic, then roll the cloth using bamboo or paralon tools and try to roll the cloth

flat and slightly pulled so that the results of the cloth rolling process will be tight and not loose. Then tie the cloth using a rope so that it can be held in a roll.

- 5) Next, the cloth is put into the pan and then the steaming process is carried out. This process takes 2 hours. After the cloth is steamed then the cloth roll is opened and aerated to dry for 3-7 days. After that the fabric is carried out in the fixation process.



Picture 5. The Process of the Fabric being Aerated

- 6) The fixation process is a process carried out to bind the color to the fabric. This process is done by soaking the cloth in alum water with a ratio of 1 liter of warm water to 14 grams of alum. After that the cloth is rinsed and dried. After the cloth is dry, the cloth is ready to be used as an economical material such as clothes, veils, pillow cloths, and so on.

e. Ecoprint results and evaluation



Picture 6a. The Result is Ecoprint Batik



Picture 6b. The Result is Ecoprint Batik

Pictures 6a and 6b show the ecoprint batik that is almost finished. The manufacturing process is 80% almost finished and ready for sale.



Picture 7a. Ecoprint Batik Ready for Sale



Picture 7b. Ecoprint Batik Ready for Sale



Picture 7c. Ecoprint Batik Ready for Sale

Pictures 7a, 7b, and 7c show ecoprint batik that is ready to be sold to consumers.

The evaluation carried out in this assistance, through the results of interviews conducted by the author in his research entitled "Opportunities for ecoprinting as an environmentally friendly business", in the interview consumers said that the selling price of ecoprint batik sold at HR Batik Ambar was quite affordable for consumers, although there are some also say that ecoprint batik is quite expensive compared to other batik prices such as stamped or printed batik.

The price of ecoprint batik is relatively expensive compared to stamped or printed batik, because the manufacturing process takes a long time to get the motifs and colors according to the basic materials used, namely leaves and flowers.

The partner's response to this assistance, the partner said that the partner felt helped by this assistance in calculating the raw and labor costs and the resulting production costs which could ultimately determine the selling price for ecoprint batik sold at HR. Ambar Batik.

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusion

- 1) This ecoprint batik is environmentally friendly batik because it does not use chemicals in the batik-making process.
- 2) The materials used in making batik motifs and colors can be obtained around batik craftsmen, all that is needed is leaves and flowers.
- 3) Determination of the selling price of ecoprint batik is calculated from the raw materials used, the production process, labor costs and profits desired by batik craftsmen.

2. Recommendations

Based on the results of community service activities carried out by the author in assisting in determining the selling price of ecoprint batik, it is recommended to:

- 1) Partners, to make more motifs to produce more innovative ecoprint batik. So that they can compete with other batik craftsmen in producing ecoprint batik works. And able to compete in the selling price.
- 2) People are more familiar with ecoprint batik which can be used in today's fashion trends.

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