

Entrepreneurship Assistance to SMEs and Batik Centers National PKM Activities in Giriloyo Batik Village, in the Special Region of Yogyakarta, Indonesia

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ABSTRACT

The importance of Entrepreneurship Assistance activities in Small and Medium Industries (IKM) and Batik Centers in National Community Service Activities (PKM) in Giriloyo Batik Village, Yogyakarta Special Region, Indonesia. The Batik industry in Indonesia has a rich history and an important role in the country's culture and economy. Entrepreneurship mentoring is a concept that offers guidance, training and support to entrepreneurs to develop their business. This report details mentoring methods, the positive impacts that have been seen, and the resulting benefits, including increased product quality, income, job creation, and development of local cultural identity. References from the literature help provide a solid foundation in understanding the concepts underlying these activities and their impact on local communities and creative industries. In conclusion, entrepreneurial assistance activities in Giriloyo Batik Village are an important step in supporting the growth of the batik industry and the welfare of the local community, and can be an inspiration for similar communities throughout Indonesia.

INTRODUCTION

Giriloyo Batik Village, located in the Special Region of Yogyakarta, Indonesia, is a traditional batik production center with a rich cultural and artistic heritage. This industry is the main source of livelihood for most people in this region. Entrepreneurship Assistance Activities in Small and Medium Industries (IKM) and Batik Centers in this region have become an important part of the National Community Service (PKM) program. This report will discuss the importance of this entrepreneurial assistance activity in supporting the development of the batik industry in Giriloyo Batik Village.

IMPLEMENTATION AND METHODS

To provide a strong basis for the report regarding the importance of Entrepreneurship Assistance activities for IKM and Batik Centers in National PKM Activities in Giriloyo Batik Village, we can refer to several relevant literature, namely:

Batik Industry in Indonesia, Reference regarding the history, development and role of batik in Indonesian culture and economy. The batik industry in Indonesia has a rich history and plays a significant role in the country's culture and economy. Batik is the traditional art of making motifs by dyeing cloth using certain techniques, and has become a symbol of Indonesian culture.

Community Service (PKM) and its Impact, Literature discussing the concept of PKM and its impact on local communities. Community Service (PKM) is a concept where universities and higher education institutions are involved in projects that provide direct benefits to local communities. The impact of PKM can be very significant in improving community welfare.

Development of Small and Medium Industries in Indonesia. This reference can describe the general context of small and medium industries (IKM) in Indonesia and their important role in the national economy. Small and Medium Industries (IKM) have an important role in the Indonesian economy. They account for the majority of employment and contribute to national economic growth.

Entrepreneurship and Creative Industries: This literature can provide insight into entrepreneurship in the context of creative industries, such as the batik industry. Entrepreneurship in the context of creative industries, such as the batik industry, involves creative aspects in developing businesses and products. This can include unique design, innovation and marketing.

Entrepreneurship Assistance for a foundation regarding the concept and benefits of entrepreneurship assistance in developing small and medium enterprises. Entrepreneurship assistance is the process of providing assistance, guidance and support to entrepreneurs or small and medium business actors to develop their businesses.

The aim of this activity is:

1. Improving Product Quality: Entrepreneurship assistance activities aim to improve the quality of batik products produced by IKM and Batik Centers in Giriloyo Village. By improving manufacturing techniques and product design, market competitiveness can be increased.

2. Increase Productivity: By providing the right training and support, IKM and Batik Centers can increase their productivity. This is important to meet growing market demand.
3. Sustainability Development: Entrepreneurship assistance also aims to assist business actors in developing sustainable business models, paying attention to environmental aspects, and increasing market access.
4. Improving Community Welfare: Through increasing income and jobs generated by the batik industry, this assistance activity contributes directly to improving community welfare in Giriloyo Batik Village.

RESULTS AND DISCUSSION

Entrepreneurship Assistance Method

Entrepreneurship assistance activities in Giriloyo Batik Village include several methods, including:

1. Skills Training: Through training, business actors are given the skills needed in the production process, such as coloring techniques, batik design, and business management.
2. Business Consulting: Mentoring includes business consulting to help business actors in strategic planning, financial management and product marketing.
3. Network Development: Assisting SMEs and Batik Centers in building networks with suppliers, distributors and potential customers.
4. Financial Access: Facilitate access to financial resources, such as business loans, to support business development. Following is the activity documentation:





Positive Impact of Mentoring Activities

This entrepreneurial mentoring activity has had a significant positive impact, including:

1. Improved Product Quality: The batik products produced have experienced improved quality, resulting in more innovative designs and greater appeal to the market.
2. Increased Income: Through increased productivity and better market access, business actors' income has increased significantly.
3. Opening Job Opportunities: The growing batik industry has opened up job opportunities for local residents, reducing unemployment rates.
4. Development of Local Identity: Through the promotion of traditional batik from Giriloyo Batik Village, this mentoring activity has helped strengthen local cultural identity.

CONCLUSIONS AND RECOMMENDATIONS

Entrepreneurship Assistance Activities for IKM and Batik Centers in Giriloyo Batik Village, Yogyakarta Special Region, is a very important step in supporting the development of the batik industry and the welfare of the local community. By increasing product quality, productivity, market access and opening up job opportunities, this activity has brought real positive changes to Giriloyo Batik Village. It is hoped that continued support will enable continued growth in the industry and serve as an example for similar communities across Indonesia.

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