

Development of Ulos Batak Woven Products in Economic Growth for Sustainable Development

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Abstract

The type of research used in this study is a type of qualitative research. As for the data obtained are from books, journals, articles, magazines, news, theses, and other libraries. Indonesia is a country heritage that has a role is Batak ulos weaving products. Batak ulos weaving products are woven fabrics made by the ancestors of the Batak tribe for generation since ancient times. Ulos are usually used as shawls and clothes that have a variety of distinctive and interesting motifs. This ulos cloth is also used for formal events such as weddings, mourning, and traditional event. In the development of ulos Batak products, we can improve the quality and quantity of a product, expand the product market, and increase the added value of products. Batak ulos weaving also has enormous potential that can be sold at a fairly high price. Ulos Batak weaving products can also be exported abroad and are able to compete in the modern market. This is a way to increase the country's foreign exchange. In the development of Batak Ulos weaving products has a positive impact on economic growth and sustainable development. However, product development must be carried out with due regard to aspects of sustainability and preservation of culture and the environment. Product exhibitions can also be a means to promote Batak ulos weaving products to the wider community.

Keywords: ulos batak woven product, economic growth, sustainable development

1. Introduction

Indonesia is a country rich in cultural heritage, one of the cultural heritage that has a role is Batak ulos weaving products. Ulos Batak weaving products are woven fabrics made by the ancestors of the Batak tribe for generations since ancient times. Ulos are usually used as shawls and clothes that have a variety of distinctive and interesting motifs. This ulos cloth is also used for formal events such as weddings, mourning, and traditional events. (Lahpan, 2018, hal. 299) This Batak ulos weaving product is also not only one of the cultural heritage, but as a potential economic source for sustainable development.



Gambar 1. Tenun Ulos Batak

Economic growth in Indonesia is currently still strong, this is shown by data from the Central Statistics Agency that Indonesia's economic growth in Q1 2023 is 5.03%. This strong economic growth comes from the business and production obtained in terms of business and production.(Bank Indonesia, 2023) Economic growth and sustainable development are also interrelated. Sustainable development is the basis for economic growth. Economic development is the ability of humans to use available resources to meet needs without damaging the skills of future generations. Batak ulos weaving products are developed into a sustainable economic source that integrates life aiming to ensure economic growth in meeting the urgent needs of present and future generations.(Ivy Panda, 2020)

This Batak ulos weaving product comes from the Batak tribe in North Sumatra which has a high historical value of cultural heritage. By producing ulos weaving, Batak also has high economic value for the Batak community. Therefore, the development of ulos batak weaving products is one of the alternatives for economic growth for sustainable development. In the development of ulos batak products, we can improve the quality and quantity of a product, expand the product market, and increase the added value of products.(Sijabat, 2019, hal. 153) The development of Batak ulos weaving products can be an effort to increase economic growth and sustainable development in Indonesia. This product can also help increase people's income. In addition, the development of Batak ulos weaving can increase the value of Indonesia's exports in the global market.

This research was motivated by the research gap by the previous researcher, Nurul Hidayat, based on the results of his research, it can be concluded that the development of the Batak ulos weaving industry in Sigulang-gulang Village, North Siantar District has an effect on socio-economy. It can be obtained that the development of ulos weaving products has an impact on economic growth and sustainable development.(Nurul Hidayat, 2018, hal. 19)

In this writing, researchers gap to give preference in the development of ulos batak weaving products in economic growth for sustainable development.

2. Research Methods

2.1. Types of research

The type of research used in this study is a type of qualitative research, which seeks understanding and meaning of an event, phenomenon, and human life both directly and indirectly. The research method is an inquiry strategy that emphasizes the search for understanding, concepts, characteristics, symbols and descriptives about a phenomenon that is natural and holistic which is presented narratively.(a. Muri Yusuf, 2014, hal. 329)

2.2. Data sources

The source of data obtained from this study is in the form of evidence, notes, historical reports compiled in a documentary, both published and unpublished. The data obtained are from books, journals, articles, magazines, news, theses, and other libraries.

2.3. Data collection techniques

Data collection techniques in this study used literature and documentary study techniques. Literature study is a method of collecting library data, reading, and recording and processing research materials. As for documentary data collection techniques, namely reading previous research reports and articles accessed from the internet, books and journals.

3. Results and Discussion

3.1. Product Development of Ulos Batak Weaving

Ulos Batak is one of the most valuable cultural heritage for the Batak tribe in Indonesia. Ulos Batak is a traditional cloth that has a deep meaning and has a symbol of Batak people's life. Literally ulos is a cloth or blanket to warm the body. This means warming the kinship structure (dalihan natolu) in an area.(Mangihut, 2016, hal. 1)

Therefore, in the development of Batak ulos products, it is very important to maintain the sustainability of Batak ulos heritage and culture. The development of Batak ulos weaving products can be done by improving the quality and quantity of products, increasing innovation in ulos design, this can be done by providing training and coaching to weavers to be able to produce quality products, the government must also take part in providing support in the development of this Batak ulos. In addition, the development of Batak ulos can also be done by increasing product marketing so that in the future it can compete in the international arena.(Johor, 2018) But within a few years, Batak ulos weaving products have begun to go global. This was introduced by the fashion designer, Torang Sitorus. He introduced the Batak Harungan ulos designed by weavers from Muara, North Tapanuli Regency, North Sumatra, whose manufacturing process is carried out traditionally. Ulos Harungan has also achieved an award from the UNESCO-affiliated World Crafts Council. This proves that Batak ulos weaving products can have a positive impact on economic growth and sustainable development in Indonesia.(Adriansyah, 2018)



Gambar 3. 1 Ulos Batak Harungan

In making Batak ulos, the tools used are called Hapulotan, the materials or tools used are boards and wooden blocks. The loom is:

- a. Pemapran is a place to roll and stretch the cloth on the front.
- b. Hapit is a clamping board on the back of the ulos weaver.
- c. Hatuling is the front retaining wood.
- d. Kelosan is a tool that is rotated.
- e. Hulhulan is a place to stretch the circular thread vertically.
- f. Anian is a place to stretch the thread crosswise horizontally.(Firmando Harisan Boni, 2021, hal. 5)

The production of ulos when viewed in its development, namely initially the color of ulos was only three types, namely red, black, and white. But nowadays the color has varied according to the creation of its capacity. Ulos which was originally a culture that had freedom and individual creativity, has now turned into a cultural industry. At first ulos were woven in production with traditional authenticity which took months, now the manufacturing process has been faster with the help of modern machines.(Siregar, 2017, hal. 3)

3.2. The Effect of Ulos Batak Weaving Product Development on Economic Growth

The global economy in recent years, according to the Indonesia Eximbank report, has had an impact on stagnation and weakening export performance. (Indonesia Eximbank, 2016, hal. 2) In this case, Indonesia must look for new export sectors that can make a significant contribution to economic growth.

The sector that has potential today is the handicraft sector, this shows that Batak ulos weaving is one of the handicraft products. Batak ulos weaving products have high artistic value and have a wide market share both at home and abroad. In increasing economic growth in an area, one of them is the community needs to establish Batak ulos weaving UMKM. (Novita Putri Hana, 2021, hal. 2) One of the UMKM that can be established is selling souvenirs of Batak ulos products, tourists can also see the place of the Batak ulos making process directly. This can increase tourist interest to visit North Sumatra and have a positive impact on the tourism sector in the area.

In the last decade or so, there have been developments in the development of Batak ulos products. Local weavers and local governments work together in introducing new designs, improving quality, and marketing ulos batak products widely. Batak ulos weaving products have a positive impact on economic growth. The positive impacts are:

- a. Increase people's income. The development of Batak ulos weaving products provides opportunities for local craftsmen to increase their income. As the demand and sales of products increase, artisans can earn well and improve their standard of living.
- b. Creating jobs. In the production process that directly involves spinning yarn, pressing, and making accessories such as bags and clothes. This requires a skilled workforce. This means that the processing of Batak ulos weaving can provide opportunities for people to work and reduce unemployment.
- c. Improving the Batak ulos weaving tourism sector has become a special attraction. Many tourists who are interested in traditional handicrafts and local culture will often visit the area as well as buy Batak ulos weaving products. The impact is also that the tourism sector has experienced growth that has a positive impact on the local economy.
- d. The development of Batak ulos weaving products also not only provides economic benefits, not only that Batak ulos weaving also contributes to the preservation of Batak culture.

3.3. Challenges in the Development of Ulos Batak Weaving Products in Economic Growth for Sustainable Development

Behind the economic growth that has great potential, the development of Batak ulos products also has challenges that must be overcome in maximizing the potential of this product. The challenges faced by this product are:

- a. Marketing challenges. Although this Batak ulos has a very high cultural value, this product is still less known outside North Sumatra. This is due to a lack of understanding of the uniqueness and beauty of Batak ulos. Therefore, it is necessary to introduce and promote this product to markets both domestically and abroad. This marketing can also be done by using social media, exhibitions, or collaborating with the best designers as a tool in promoting this product and can improve the quality of the product.
- b. Design and innovation challenges. Regarding the design of ulos weaving, some consumers consider ulos as an ancient traditional fabric and not in accordance with current trends. Because if viewed today many consumers like Korean style or foreign cultural style. Therefore, the craftsmen must be able to adjust the Batak ulos to the current trend. The craftsmen must be able to develop designs that combine traditional elements with contemporary styles.
- c. Product quality development challenges. Most consumers who like designs that have good quality. This also encourages Batak ulos weaving products to improve their quality in order to compete with other handicraft products.
- d. SDM development challenges. To produce Batak ulos weaving products that have good quality, human resources who have high skills are also needed. (Ulasan.Co, 2021)

The efforts that can overcome challenges in the development of Batak ulos weaving products are::

- a. Improved marketing. This increase is done by utilizing e-commerce platforms or social media to promote Batak ulos weaving products.
- b. Design development. Development by combining traditional and modern elements.

- c. Improve product quality and HR skills. This improvement can be done by improving raw materials, production processes, and weaving techniques. In addition, training and mentoring can also be carried out to craftsmen in improving their skills.

3.4. The Role of Government and Private Sector in the Development of Ulos Batak Weaving Products

The development of Batak ulos weaving products also requires the role of the government and the private sector. The point is that the government and the private sector play a role in facilitating and providing support to craftsmen. The roles that can be given by the government and the private sector are:

The role of government

- a. Provide training and assistance to craftsmen to improve the quality and quantity of products. (Kabupaten Samosir, 2021)
- b. Encouraging the development of UMKM in the Batak ulos craftsman area.
- c. Provide financial support in the development of Batak ulos weaving products. (Abdurrozaq & Gustu Rahma Deni, 2022, hal. 1827)
- d. Provide market access and facilitate the promotion of Batak ulos weaving products.

Private role

- a. Creating brands and marketing strategies for Batak ulos weaving products.
- b. Assist in developing Batak ulos weaving products by providing financial and technical support.
- c. Open market access through online sales and cooperation with modern stores.
- d. Building production centers and sales centers for Batak ulos weaving products in increasing product efficiency.

4. Conclusion

Indonesia is a country rich in cultural heritage, one of the cultural heritage that has a role is Batak ulos weaving products. Ulos Batak weaving products are woven fabrics made by the ancestors of the Batak tribe for generations since ancient times. This Batak ulos weaving product is also not only one of the cultural heritage, but as a potential economic source for sustainable development. Batak ulos weaving products are developed into a sustainable economic source that integrates life aiming to ensure economic growth in meeting the urgent needs of present and future generations. This Batak ulos weaving product comes from the Batak tribe in North Sumatra which has a high historical value of cultural heritage. Therefore, the development of ulos batak weaving products is one of the alternative economic growth for sustainable development.

In ulos batak product development, we can improve the quality and quantity of a product, expand the product market, and increase the added value of the product. The development of Batak ulos weaving products can be an effort to increase economic growth and sustainable development in Indonesia. Therefore, in the development of Batak ulos products, it is very important to preserve the heritage and culture of Batak ulos. The development of ulos batak weaving products can be done by improving the quality and quantity of products, increasing innovation in ulos design, this can be done by providing training and coaching to weavers to be able to produce quality products, the government must also provide support in the development of ulos batak.

In the last decade or so, there have been developments in the development of Batak ulos products. Batak ulos weaving products have a positive impact on economic growth. The development of Batak ulos weaving products provides opportunities for local artisans to increase their income. It also encourages Batak ulos weaving products to improve their quality in order to compete with other handicraft products.

The role of the Government and Private Sector in the Development of Ulos Batak Weaving Products is :

- a. Creating a brand and marketing strategy for Batak ulos weaving products.
- b. Assist in developing Batak ulos weaving products by providing financial and technical support.
- c. Building production centers and sales centers for Batak ulos weaving products in increasing product efficiency.

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