

## **Empowerment Bidai Craft As A Solution On Eradicating Unemployment In The Borderland Area**

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### **ABSTRACT**

The problem of border areas in Indonesia has not found a bright spot to date. The main problem faced by border communities is Unemployment. Unemployment must be addressed appropriately because it has an impact on people's economic lives. Therefore, there must be a solution to reduce the amount of unemployment in the border area. The purpose of this study was to determine the extent of empowerment of bidai craft as a solution to reduce unemployment in the border area and the participation of the village government. Data collection techniques in this study used interview and observation techniques. Data analysis by data collection, reduction, presentation and data verification. The research method uses qualitative in order to get a comprehensive picture. The results of this study indicate that 1) the root of the problem of unemployment 2) Empowerment of the splint can be used as a solution to overcome unemployment in the border area 3) The participation of the village government.

**Keywords:** Empowerment, Craft of Bidai, Social Entrepreneurship, Unemployment, Border Areas

### **INTRODUCTION**

Seren Selimbau Village is a village located in the border area. The location is in Lumar District, Bengkayang Regency. Seren Selimbau village has fertile soil with various contours. The natural condition of the village of Seren Selimbau is a hilly area so that the village is rich in diversity of natural resources. But like other border areas, Seren Selimbau village has quite deep and multidimensional social problems. Social problems are all forms of individual or group behavior that violate customs in people's lives. Social problems as a condition that occurs due to mismatches between culture and relationships in society. Social problems arise because of differences in perceptions caused by society towards an unusual situation (Nasibov, 2012). This is related to differences in existing norms in society, values, customs and views of a person in seeing an event that occurs simultaneously. The social problems that exist in the border areas are as diverse as health, corruption, poverty, low nationalism, education and unemployment. These social problems need to be addressed and resolved, if not quickly resolved it will make social conditions worse for the community. (Howorth, 2006) revealed various challenges facing the world today are complex social problems, such as poverty, access to clean water, health, environmental pollution, sustainability in all its forms. Therefore, all of these social problems require careful analysis and rational solutions, representing the aspirations of the community, integrated and holistic so as to produce a more comprehensive idea or idea in solving social problems that become obstacles to the people in the border regions to develop, advance and independent.

Most people assess problems that occur because of the inability of the government or decision makers such as traditional leaders, community leaders, members of the DPRD, DPR, and MPR in carrying out their roles. Reducing the number of unemployed is not only the duty of the government. The social problems of the border areas discussed in this study refer more to economic factors such as unemployment. The number of unemployed people in the border areas continues to increase. The available jobs are no longer sufficient. This high unemployment rate is a serious problem that must be solved by the government because it can also increase the amount of crime that occurs. Unemployment is a major social and economic challenge because it will have a negative impact on society. Unemployed can have serious long-term effects for an individual, such as a reduction in income during his life and social exclusion. It is estimated that one year of unemployment during youth can reduce annual income at the age of 42 to 21% (Gregg, 2005). Unemployment is a significant amount of stock of unused economic resources that reduces output and economic growth potential (Dewanto,

2013). In an economy where job creation is the most effective cure for unemployment, it is very important that the young generation must respect the necessities of life by becoming someone who can establish and develop a company of their own and not a job seeker.

Entrepreneurs utilize rattan scattered in the village of Seren Selimbau to be used as raw material for making woven mats. Therefore an innovation is needed to solve the unemployment problem more strategically and appropriately. The innovation is social entrepreneurship with the form of empowerment activities of splinters in border communities. Based on the thoughts that have been put forward in the background of the above problems, the formulation of the problem raised is the root of the problem of unemployment, to what extent the empowerment of the craft of splint can be used as a solution to overcome unemployment in the border area and the participation of the village government.

### **Empowerment**

Empowerment is an effort made by the community, with or without outsiders to improve their lives based on their own power, through efforts to optimize power and increase their bargaining position. Empowerment is a word that has an emotive meaning, or a process as a result of a problem that must be solved, and to obtain autonomy, motivation, skills, for organizational or institutional goals (Lowe, 1995; 26). Empowerment must place community power as the main capital and avoid outsiders who often turn off the independence of the local community. Herne (1955) suggests empowerment as helping people to help them selves. In this understanding, contained understanding: (a) The facilitator must cooperate with the community, instead of working for the community, (b) Empowerment may not create dependency, but must encourage the creation of independence and creativity so that the ability to be independent, self-supporting, self-funding and self-management, (c) Community empowerment must always refer to the realization of economic prosperity and increase in human dignity. The aim is to improve the quality of human life, both physically, mentally, economically and socially. In the context of agriculture, better farming, better business and better living. Besides that, it is also necessary to have a better organization, a better community and a better environment.

Empowerment is also influenced by Paulo Freire's thinking which introduces the term conscientization (Paulo, 1970). Empowerment is the ability of individuals to control their environment by achieving critical awareness in a person and using what is heard, seen, and experienced to understand what is happening in his life. (Latama, 2002) added that community empowerment is considered to be comprehensive if it has five main characteristics such as (1) based on the interests of the local community; (2) oriented towards improving welfare; (3) partnership based; (4) holistic; and (5) sustainable. Thus local based community empowerment is planning and implementing empowerment carried out in the local area and involving local human resources. So that the results can be enjoyed by local people not just to be spectators and observers outside the system, but instead involve them in the development itself. Empowerment is one of the development paradigms implemented in community development activities, especially in developing countries. Community empowerment is a concept that arises because of the assumption of development failure that tends to be centralistic. The aim of community empowerment is to enable and make people independent, especially from poverty and backwardness / inequality / powerlessness. Elliot (1987), in implementing empowerment as a strategy to improve people's welfare, can be done through three approaches, namely: a). The Welfare Approach, b). The Development Approach, c) The Empowerment Approach. Empowerment according to (Kartasasmita, 1996) must be done through three directions. First, it creates a climate that allows the potential of the community to develop. This means that every human being or community has potential, so that when carrying out the empowerment step, it is endeavored to encourage and raise public awareness of the importance of developing the potential they have. Second, to strengthen the potential or power possessed by the community (empowering). This means that the empowerment step is pursued through concrete actions such as education, training, health improvement, provision of capital, information, employment, markets, and other infrastructure. Third, protect the copyright of the work of the community (protection). Community empowerment is a development strategy. In this development perspective, it is realized how important human capacity is in efforts to increase independence and internal power over material and non-material resources (Mughtar, Vol.12.No.02, May-August 2007.)

Friedmann (1992) provides a concept or strategy for community development that is popularly called empowerment. The concept of empowerment is as an alternative concept of

development which in essence puts pressure on autonomy in making decisions in a group of people that is based on personal resources, is direct, democratic and social learning through direct experience. The main focus of empowerment, according to Friedmann, is local resources, but that does not mean ignoring other elements outside the community group, not only the economy but also politics, so that the community has a balanced bargaining position, both at the local, national and international levels. In the context of community empowerment in the border region, this concept is in line with government policies that make the border as a competitive, sovereign and safe state homepage. Empowerment creates opportunities and access for the community to resources and motivates the community to become independent.

### **Bidai Craft**

Bidai is a handicraft community in the border area precisely the Bekati Dayak tribe in Bengkayang Regency. Bidai is the most typical mat-shaped handicraft product because it is not found in other regions. In the beginning, the motif on Bidai handicraft has a certain pattern that has its own meaning. The raw material for splints is rattan and bark (in regional languages people call kapua). Rattan used is a type of white rattan and saga rattan because it has aesthetic value and flexibility that is suitable for Bidai woven. The bark (kapua ') is used as a strap and the base (base) of Bidai webbing.

Initially, the Selayu hamlet community made splints used for household purposes, namely drying rice, a floor mat for the house and as a mat for sitting during traditional ceremonies. The process of making splints in ancient times without any unattractive motifs and patterns. But along with the times, the splint function is now developing. Bidai began to be produced for sale because of its durability, multi-function and beauty. Ranging from symmetrical motifs, lines, gill motifs, triangular motifs to readable letter motifs. The craft is currently used as a prayer rug, wall decoration, tablecloth up as material for the manufacture of tote bags for women. In addition to the development of use values, this splash turned out to be developing with various motives in accordance with the development of art. Bidai which previously was not patterned, now has experienced innovation. The craftsmen in Selayu Hamlet weave motifs in accordance with the wishes of buyers or enthusiasts of splints, even buyers can order with a series of letters or the name of the buyer. The production process of splints is still done manually using natural ingredients. For example, the process of coloring on the splint, still using boiled water rambutan tree leaves are cooked for one day. After boiling, the colored rattan is then soaked in mud for 1-2 days so that the black color soaks into the rattan fiber. The processing of bark also uses manual tools and the process relies on force to hit the bark until it is flexible and shaped like a rough cloth. The splint weaving is done manually, without the help of machines or technology, it takes a long time to produce one splint. In addition, the motivating factor and the availability of weaving time also determine the time for making the splint. Matting has been proven to have durability in terms of quality so that it is durable for daily use. In fact, the more often it is used, the splint mat is more flexible, slippery and cold so it is comfortable to use. Now splints have aesthetic value that has attracted the attention of buyers. Over time, it is not only the quality and quantity that affects market demands but the shape and size of the product produced varies greatly according to the desired function. This phenomenon shows that the interest of consumers to own and use splints is very high.

### **Unemployment**

The number of unemployed in Indonesia continues to increase. The high unemployment rate is a serious problem that must be solved by the government because it can also increase the amount of crime that occurs. Unemployment is a condition that makes people unable to work or lose their jobs due to lack of employment. Unemployment among young people is one of the main social and economic challenges occurring throughout the world. Unemployed can have serious long-term effects for an individual, such as unemployment during life and social exclusion. It is estimated that one year of being unemployed during youth can reduce annual income at ages 42 to 21% (Gregg, 2005). The unemployment rate for young people is projected to increase from 12% in 2008 to between 13% and 15% in 2009. Projected Empowerment of the unemployment rate for adults is between 0.5% to 1%. The ILO concludes "young people are in a disproportionate state of lack of opportunities for decent employment" (ILO, 2006). Increasing disparities between youth and adult unemployment rates occur even after the economy begins to improve (ILO, 2009) as much as 89% of the total population of young people in the world born in developing countries (ILO, 2008). Adolescence is a group that is vulnerable

to the effects of the economy. The economic crisis will have more impact on adolescents than adults because of their higher tendency for temporary work or contract work and opportunities to enter the labor market continue to decline.

Unemployment is a significant amount of stock of unused economic resources that reduces output and potential for economic growth. One of the factors causing high unemployment in Indonesia is the limited quality of human resources and the low interest of investors to invest their capital. The economic crisis and uneven development have an impact on increasing unemployment and the number of workers who have to work below their level of ability also increases, while many who want to have full-time jobs, can only get part-time jobs. The cause of unemployment is still often debated and is linked to the unavailability of jobs or the low ability of an individual. The existence of unemployment will cause productivity and income of the community will decrease so that poverty and other social problems will emerge. Usually unemployment is caused by the number of job seekers not proportional to the number of jobs that are able to absorb labor.

## **Border area**

Based on the results of research Syamwil et al. (2005) from the housing and settlements expertise group of the Bandung Institute of Technology's architecture department in 2005, that the development of disadvantaged areas, especially by seeing the border as a potential region as a driving factor for economic growth based on the utilization of mutually beneficial relations between countries in a peaceful atmosphere. According to (Rahmaniah, 2011) border areas have their own uniqueness, in terms of geographical, social, and cultural aspects. So that the management of the border region requires a comprehensive policy, because it aims to create and increase economic and trade activities between the two countries and will have an impact on improving the welfare of the local community and increasing state income through export and import activities. (Sholihah, 2016.) states, the border region has a strategic value in the success of national development and improvement of socio-economic welfare of the surrounding community. However, development in the border and coastal areas still has challenges and problems as some research results from Widiati (2007) explained, that the handling of the border area between countries has more problems than achieving development progress, such as the gap in infrastructure and facilities between the two countries, in the form of a road network land transportation, telecommunications, electricity, information and other infrastructure. At present, it is assumed that people in the border region do not have optimal abilities because they are still shackled in poverty so that their level of welfare is low. The National Border Area according to Law Number 26 Year 2007 regarding Spatial Planning, is a strategic area that is seen from the point of view of defense and security interests. Border areas according to (Martinez, 1994) are categorized into four (4) types. First; alienated borderland, in this category there is no cross-border activity as a result of the raging of wars, ideological hatred conflicts, religious hostility, cultural differences and ethnic competition. Second; coexistent borderland, a border region where cross-border conflict can be suppressed to a level that can be controlled, although problems still arise in relation to the ownership of strategic resources in the border region. Third; interdependent borderland is a type of border region in which the two bordering areas show a picture of the stability of international relations between two or more bordering countries. Referring to the explanation (Martinez, 1994), most of the types or characters of border areas in Indonesia are interdependent borderland. By knowing the character of the border it is expected to determine the relevant empowerment program to improve the welfare of the people in the border region. According to Law No. 26/2007, border areas are strategic areas viewed from the point of view of defense and security interests. Thus, the border region has an important meaning in the context of defense and security. Most of the border areas in Indonesia are still underdeveloped areas with very limited social and economic facilities and infrastructure. The issue of asserting boundaries in a law becomes increasingly important as rapid changes occur in various regions due to the influence of the global situation. The problem of national borders is not only related to external threats, but is also related to sovereignty, territoriality and the right of every citizen to exploit his natural wealth. Because the source of wealth is increasingly limited while the population is increasing, the border area becomes sensitive to the emergence of disputes and conflict. Economic activities in the border area are strived to support each other towards improving the welfare of the community around the border. These economic activities can be carried out on a large scale with the support of

businessmen and carried out by individuals such as MSMEs with the full support of the government both the central and regional governments .

## RESEARCH METHOD

### A. Research Approach

The approach used in this study is qualitative research because researchers want to express comprehensively about the social aspects that are the cause of unemployment and how to overcome unemployment. The qualitative approach was chosen because the researcher did not participate in the social actions that took place. Researchers only collect data needed for research

### B. Research Locations

The location of this research is in the Village of Seren Selimbau, Lumar District - Bengkayang Regency, West Kalimantan Province.

### C. Data and Data Sources

This study uses primary data obtained from direct research into the village community of Seren Selimbau (Research Object) and uses secondary data obtained from BPS (Statistics Indonesia) data.

### D. Data Collection Techniques

Data collection methods used in the preparation of this study were: Observation, documentation, and in-depth interview methods to obtain information from respondents about the root causes of unemployment, the ability to make a splint and the participation of the village government.

### E. Data Processing Techniques

Data processing methods used in this study are data reduction, data display and conclusion drawing / verification. Checking the validity of the data the findings of this study include the credibility test, the dependability test and the confirmability test.

## RESEARCH RESULTS AND DISCUSSION

Unemployment is still a major problem in the border areas, especially in the village of Seren Selimbau. Although from year to year unemployment has declined, but the decline is not significant. The root of the problem of unemployment in the village of Seren Selimbau is because the number of job seekers is not proportional to the number of jobs that are able to absorb it and the wrong education system. So far, education from school to university is only oriented to finding work and not opening jobs. Education should build the business mentality of its graduates. The problem of unemployment is a problem that needs to be taken seriously. Resolving this social problem requires more than government intervention, non-profit institutions, international institutions, economists, and academics but the public also actively participates. One way to solve the problem of unemployment in the border area is through social entrepreneurship.

### Social entrepreneurship

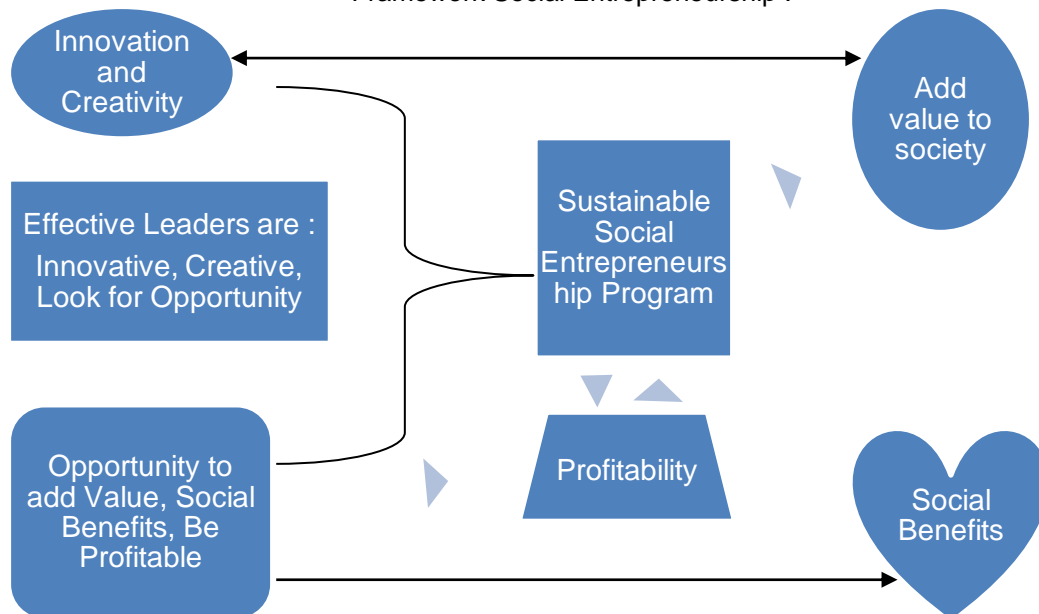
Before discussing the definition of social entrepreneurship it is also necessary to discuss the definition of entrepreneurship in general. Entrepreneurship is a business carried out by individuals who run the business, called entrepreneurs or entrepreneurship. Social entrepreneurship is a solution to overcome social problems. The goal of social entrepreneurship is to make social change for the better or positive and solve social problems for the benefit of the community or the assisted group. So social entrepreneurship is a form of business that aims to make social change by solving social problems using the principles of entrepreneurship. The concept of social entrepreneurship was initially carried out by many institutions or organizations engaged in the social field. Social entrepreneur can be said as an institution that innovates in the social field by doing business or businesses that have social goals. The concept of social entrepreneurship is an organization not to seek profit through income for the benefit of shareholders. Social entrepreneurs see social problems as business opportunities, after seeing the opportunities a social entrepreneur must think creatively and dare to take risks. In an economy where job creation is the most effective for social problems. This is also an opportunity for social entrepreneurs to do their best through creating new jobs. The creation of a new work environment can be done by establishing new businesses that take advantage of local potential. A business or business does not have to be big to reduce the amount of unemployment. If everyone thinks of starting a business and applying it as soon as possible then this will not help

him get a job but will also help others. To create this social value by knowing what needs have not been met by involving products and services produced.

(Saifan, 2012) revealed that social entrepreneurship has developed significantly at the practical level, but not at the theoretical level. He also added the lack of agreement on the definition of social entrepreneurship. The similarity of this definition is important for socially oriented business. Joseph Schumpeter, a 20th-century economist described entrepreneurship as an innovator or agent of change in the economy (Dees, 2001). (Schumpeter, 2000) identified entrepreneurial actors as catalysts and innovators behind economic progress because entrepreneurs have challenges to serve new markets or create new ways to move the economy forward. Social entrepreneurship is a concept in which entrepreneurs adjust their activities with the aim of creating social value. A social entrepreneur combines the passion of social mission with the image of business disciplines such as innovation and determination, generally associated with, for example, the pioneers of high-tech silicon valley (Dees, 2001).

When comparing the definitions and characteristics of entrepreneurs or entrepreneurs with social entrepreneurs, it can be seen that the ultimate goal of an entrepreneur is to create economic wealth, whereas for social entrepreneurs the priority is to fulfill their social mission. Social entrepreneurs design their income strategies by providing social value, this is done as a form of serving their mission (Dees, 2001). Social entrepreneurship, the simultaneous pursuit of economic, social and environmental goals by companies in stages with the aim of discovering the causes of problems that exist in society and the environment (Haugh, 2007). In other words, the concept of social entrepreneurship is to combine philanthropy and government subsidies with business income (Boschec, 2003).

Framework Social Entrepreneurship :



From the above framework it can be concluded that the components mentioned above are the variables forming the definition of social entrepreneurship which should include innovation, leadership, opportunity, profitability, value creation and social benefits. The following is a formula for social entrepreneurship:

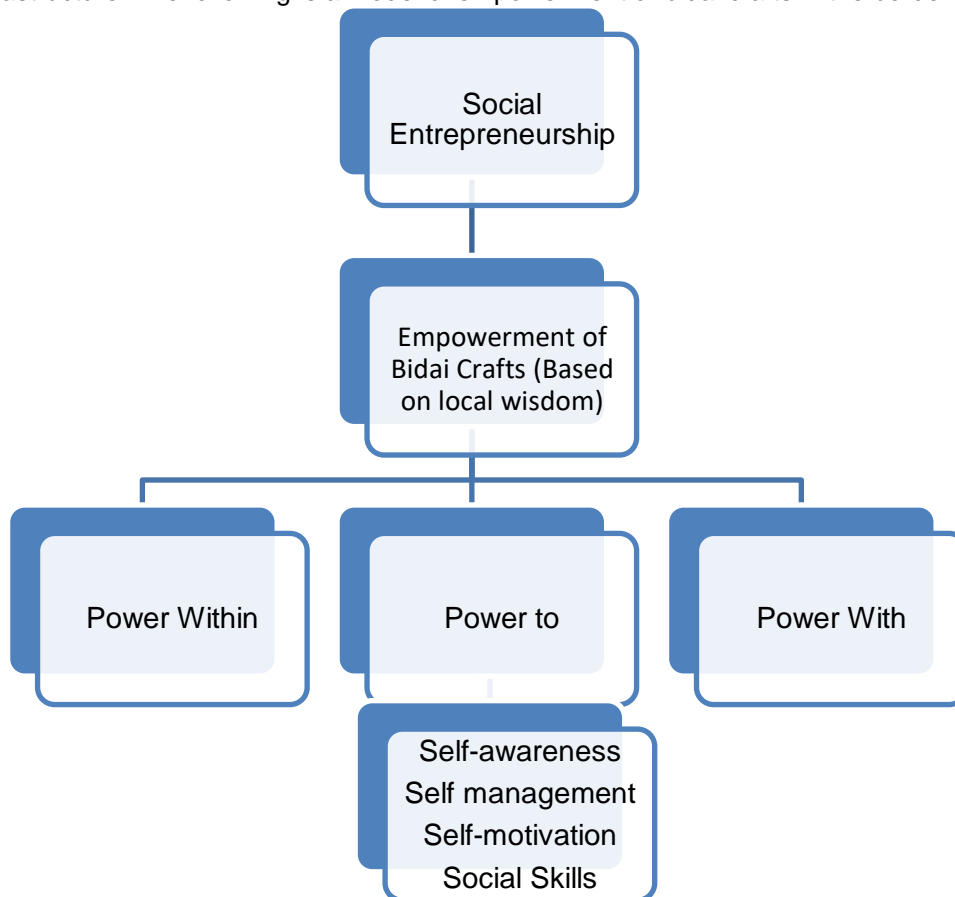
$$\text{Innovation} + \text{Leadership} + \text{Opportunity} + \text{Profitability} + \text{Value Creation} + \text{Social Benefit} = \text{Social Entrepreneurship}$$

Based on the formula above, social entrepreneurship is someone who uses his ability to lead and the ability to innovate to find opportunities to create something and have an impact on providing solutions to overcome the problem of unemployment in border areas. Referring to the understanding of social entrepreneurship it can be analogous that regulating, making and managing social enterprises and then achieving the desired changes. This management is achieved by integrating profit-oriented social activities, achieving self-sufficiency, reducing dependency on government funds, and increasing the empowerment of local potential.

## Empowerment of Bidai Craft

The Dayak indigenous people in Bengkayang Regency have long been engaged in the craft of splints as part of the pattern of community social life. Bidai handicraft business is a type of home industry that is carried out by families which incidentally is not organized. Initially, these techniques and craft products were only used for personal or family needs. Over time, many parties from outside the Bengkayang Regency are interested in having the handicraft products produced, making it a business opportunity for several communities in Bengkayang. In the village of Seren Selimbau there is a quite productive group of bidai craftsmen. The craftsmen of splints in one week can produce more than 5 pieces with the number of workers around 5 people. The ready-made splint is directly marketed. Technical in marketing, the splinters produced are marketed online and offline. Usually splashes are sold in Bengkayang markets or sometimes splashes are sold to containers in the Serikin weekend market, Malaysia. So that this product is not only known by the local community but also from neighboring countries, with the hope that the product position position is quite high in international markets. Bidai has a high bargaining power so it must be supported by quality assurance and productivity. In this case the continuity of products produced in accordance with the target market, means that the craftsmen are required to be productive, creative and innovative in the processing of splinters.

Empowerment of bidai craft is pursued through concrete actions such as education, training, health improvement, provision of capital, information, employment, markets and other infrastructure. The following is a model of empowerment of bidai crafts in the border areas:



In addition to overcoming unemployment, empowerment of bidai crafts can have a positive impact on various aspects; economic aspects, social cultural aspects and legal aspects. The economic aspect can be seen from the market share and interest of the splint to the international level, this will affect the economic income of rural communities, but it can also become an income for Bengkayang Regency. From the socio-cultural point of view, this splash is a product that has descended from the ancestors and is a capital to promote culture in the border areas. Meanwhile, from the legal aspect, this product should be patented as a local product so that the market in Malaysia does not claim that splints are their products. This

condition is indeed difficult because the process of obtaining a patent is not easy. Empowerment of bidai crafts in the village of Seren Selimbau involves many stakeholders, including the role of government.

## **The Role of Government**

Efforts that can overcome the problem of unemployment include, among others, government policies both in the central and regional governments. Some examples of government policies are divided into several aspects, there are economic aspects, social political aspects and actions of local governments. To overcome the problem of unemployment in the village of Seren Selimbau, the village government of Seren Selimbau offers a short-term solution that is practical, that is, add skills and expertise to the community to have a lot of expertise and can be mutually beneficial for themselves and for the village government. These trainings include workforce training, strengthening the Kube and empowering craft splints to create social entrepreneurship. For workforce training, the village government cooperates with Bengkayang Work Training Centers (BLK). Every year there is a budget for job training for its citizens aged 17 (seventeen) years and over and do not consider having a diploma or not. The training is aimed at reducing unemployment by training skilled workers in various fields, for example training in making splints for teenagers in collaboration with the Ministry of Tourism and Creative Industries. It is expected that after passing the training, participants can work and open business opportunities and have social entrepreneurial skills, especially the ability to manage existing natural resources so that they have high economic value. In addition, the village government developed the craft of splints by managing the demand of splinters from the communities around the district of Bengkulu with the aim that the splints produced could be marketed and support economic progress.

To overcome unemployment in the long run, human resources are the main key. Eradication of unemployment problems can only be done through improving the quality of education. In Bengkayang Regency there is a splash processing industry which is under the auspices of the tourism and creative economy department of Bengkayang Regency because it is part of the development of the creative industry and it is hoped that every activity will be sustainable with programs from the Ministry of Tourism and the creative industry office.

## **CONCLUSION**

### **Conclusion**

Based on the results of research conducted on the empowerment of craft splints as a solution to reduce unemployment in border areas, it can be concluded as follows:

1. The root of the problem of unemployment in the village of Seren Selimbau is because the number of job seekers is not proportional to the number of jobs that are able to absorb it and the wrong education system. So far, education from school to university is only oriented to finding work and not opening jobs. Education should build the business mentality of its graduates.
2. Social entrepreneurship is a solution to overcome social problems. The goal of social entrepreneurship is to make social change for the better or positive and solve social problems for the benefit of the community or the assisted group. Social entrepreneur can be said as an institution that innovates in the social field by doing business or business that has a social goal that is solving social problems such as unemployment.
3. The empowerment of bidai crafts in the village of Seren Selimbau has an impact on the community of the village of Seren Selimbau, especially young people. In this case the splint is not just an art product that has a sale value from an economic aspect but also has a positive impact. The impacts include: improving community income and creating jobs needed by the community (access to employment both in the village of Seren Selimbau and outside the village of Seren Selimbau) thereby reducing unemployment in the border area
4. The village government of Seren Selimbau has made several efforts in overcoming the problem of unemployment in the long-term and short-term that are practical. The aim of adding skills and expertise is that the people of Seren Selimbau village have a lot of expertise and can benefit each other both for themselves and for the village government. These trainings include training in making splints that aim to create social entrepreneurship.

### **Suggestion**

The local government should help the craftsmen by allocating aid funds and protecting copyrights for this product is very necessary because the product is marketed in Malaysia.

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