

Use of Technology Appropriate to Batik's Small Medium Enterprises Up Class Through E-Catalog

Dodik Jatmika

Kahuripan University Kediri, East Java, Indonesia

Email: dodik_jatmika@kahuripan.ac.id

Mardiana Andarwati

Merdeka University Malang, East Java, Indonesia

Email: mardiana.andarwati@unmer.ac.id

Abstract: The purpose of this study was to find out the effect of using appropriate technology on batik UKM going up the class through e-catalog. The population of this study is the owner and batik maker and business manager of batik in Trenggalek Regency with a total of 107 people, and from all population numbers sampled. The results of the study indicate that the use of appropriate technology influences the E-catalog. The use of appropriate technology has a direct negative effect on UKM in high-grade batik. The e-catalog has an effect on UKM in batik up the class. The use of appropriate technology has an effect on UKM in hand-painted batik going up the class through e-catalog. Recommendations for researchers who will research appropriate technology and e-catalogs for batik are advised to look for implications for the impact on user satisfaction of accounting information systems.

Keywords: *appropriate technology, UKM go up to class, e-catalog*

1 Introduction

Batik written is a form of embodiment of creativity carried out by the community in appreciating the interests and artistic talents that are owned by the level of naturalness or the typical value of an area that is appointed so that it has a high selling value. Trenggalek is one of the regions that has the remarkable results of written batik products, to increase the selling value or increase the status of small and medium enterprises (UKM) into high-grade hand-painted batik, so that more creativity is needed. According to Porter (1994) comparative advantage can be done at the company level and at the national level. Porter described a scheme that is a condition such as skilled labor and infrastructure.

Appropriate technology is needed in encouraging batik UKM to go up to class, because after batik products are made, it is better if batik is packaged in attractive packaging so that prospective buyers who see it immediately are interested in making purchases of batik products, so UKM batik will experience increase in sales turnover. According to Ferdinand (2000) every effort to compete so that its business can still be superior to its competitors' business and so that the business can survive in the market by increasing the competitiveness of its products.

Increasing the sales turnover of written batik can also be helped by the existence of an e-catalogist, because the public can directly see the collections of batik UKM online without having to come to the

company, thereby reducing the marketing costs of written batik products.

2 Literature Review

2.1 Appropriate Technology

According to Goeritno, Arief (2003) appropriate technology is an alternative form to overcome the problems faced by business people. Appropriate technology must meet several criteria including: converting natural resources, absorbing labor, spurring home industries and increasing people's incomes.

2.2 E-Catalog

According to Estukara (2013) E-catalog is an electronic information system which includes the list, types, specifications of a product, and the price of goods or services offered or sold by the company. The advantages of using E-catalogs are (1) reducing marketing costs, (2) no need to worry about separating color accuracy, paper thickness or print quality. (3) reach the market without distribution costs. (4) increase the level of service for company customers quickly. (5) reducing the time and costs of maintaining an updated and accurate catalog.

2.3 UKM Go Up To Class

According to Elfahmi and Jatmika (2017) UKM going up to class are the company's ability to improve its business, upscale UKM are formed by three indicators including turnover, number of employees and assets.

3 Research Methods

This research method uses quantitative research, namely by taking samples from the population using a questionnaire as a data collection tool. The primary data of this study came from the writing batik Trenggalek through a questionnaire.

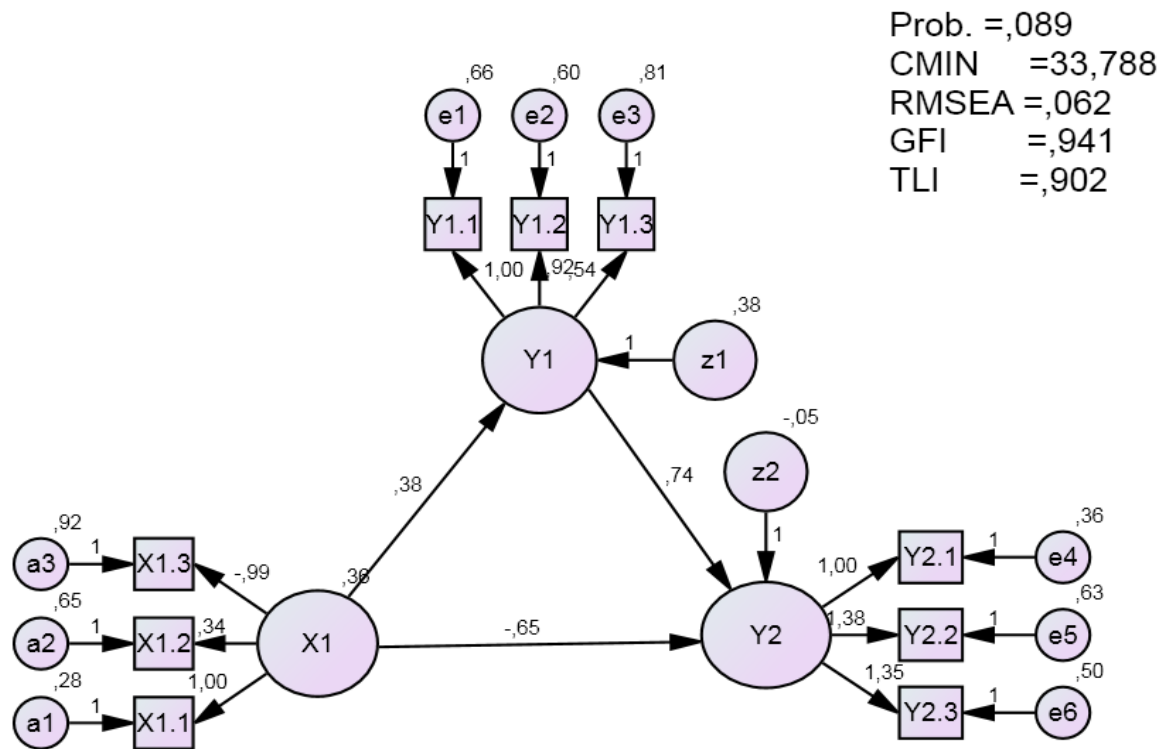
The population of this study is the owner and batik maker and business manager of batik in Trenggalek Regency with a total of 107 people, and from all population numbers sampled.

Operational definition, appropriate technology is a technology that is made to increase production, whose indicators include; Investment costs are relatively low, technical is quite simple, traditional technology improvements. E-catalog is a catalog whose data is stored in a computer data base that can be directly viewed online by all prospective consumers or consumers. The indicators include frequency, attention and intensity. UKM in high-class written batik is a batik business that is able to increase production and is followed by a quota of increases in product sales so that the number of assets and also employees increases. The indicators include: omset, number of employees and assets.

4 Results

SEM Analysis Results

Based on the results of data processing, produce the model structure as follows:



Prob. =,089
 CMIN =33,788
 RMSEA =,062
 GFI =,941
 TLI =,902

Information:

X1 : Appropriate technology

- X_{1.1}: Investment costs are relatively low
- X_{1.2}: Technical is quite simple
- X_{1.3}: Improvement of traditional technology

Y1 : E-Catalog

- Y_{1.1}: Frequency
- Y_{1.2}: Attention
- Y_{1.3}: Intensity

Y2 : Batik UKM Up Class

- Y_{2.1}: Omset
- Y_{2.2}: Number of Employees
- Y_{2.3}: Asset

a1-a3: *unobserved endogenous* variable from endogenous loading factor
 e1-e6: *unobserved eksogenous* variable from exogenous loading factor
 z1-z2 : *unobserved* latent variable

The results of SEM analysis show that all indeces goodness of-fit criteria meet the requirements as in table 1.

Table 1. *goodness of-fit value*

Criteria	Cut-of Value	Test Results	Information
Sig. Proba	>0.05	0.08	Baik
Cmin/df	≤2.00	1.40	Baik
RMSEA	≤0.08	0.06	Baik
GFI	≥0.90	0.94	baik

Primary data sources are processed in 2018

Table 2. hypothesis testing

Hypothesis	Directly	Indirect	Total	Prob
H ₁ Use of appropriate technology for E-catalogs	0.345		0.345	0.48
H ₂ The use of appropriate technology for Batik Up-Class UKM	-.847		-.847	0.00
H ₃ E-catalog of Batik Ride Up UKM	1.063		1.063	0.00
H ₄ The use of appropriate technology for UKM Batik goes up the class through E-catalog	0.345	1.063	1.408	0.00

At the level of sig. 5%

5 Discussion

Based on the results of the study show that the use of appropriate technology which is reflected in the low investment costs incurred by batik entrepreneurs in producing batik can improve the function of the E-catalog which is reflected in the large number of frequencies of prospective consumers who look at the collection of batik in catalog.

The results showed that the use of appropriate technology had a direct negative effect on the rising batik UKM, the improvement of technology that was originally traditionally changed into technology so that the technical work in making technical batik was far more simple and easy and could not influence the UKM UKM to go up, this is because the turnover of batik has decreased due to the fading of the authenticity or originality of the writing batik creativity.

The results showed that the E-catalog had an effect on the batik UKM to rise in class, the E-catalog reflected in the frequent and large number of prospective customers who looked at collections of batik made by batik makers, with a high number of potential customers looking around Batik collections affect the increase in assets owned by Batik written companies, with many prospective customers who see the collection of batik making them interested in buying written Batik products so that the UKM of hand-painted batik go up the class with a lot of assets.

The results of the study showed that the use of appropriate technology had an effect on batik UKM going up the class through E-Catalog.

6 Conclusions and Recommendations

6.1 Conclusion

- Based on the results of the study indicate that the use of appropriate technology has an effect on the E-catalog.
- The results of the study showed that the use of appropriate technology had a direct negative effect on UKM in high-grade batik.
- The results of the study showed that the E-catalog had an effect on UKM in the upscale batik.
- The results of the study showed that the use of appropriate technology had an effect on UKM in hand-painted batik going up through E-Katalog.

6.2 Recommendation

a. for batik craftsmen

If the batik maker wants the written batik product to be able to go up the class, the use of technology is maximized in product packaging and marketing of written batik products, because producing batik must show the natural nature of the batik product itself.

b. for researchers

For researchers who will examine the appropriate technology and e-catalog for batik, it is suggested to look for implications of the impact on user satisfaction of accounting information systems.

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