

# Social Capital Analysis of Sculpture Decoration Leather Handicraft Business Based on Local Cultural Heritage in Indonesia

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**Abstract**— The purpose of this research is to analyze social capital of handicraft leather sculpture decoration business based on local cultural heritage in Sukoharjo Regency, Indonesia. The research was conducted in Sukoharjo, in June-September 2017. The selection respondent of research was done purposively and the respondents were selected by census method. Technique method of data collection is done by literature study, observation, interview and Focus Group Discussion (FGD). The research design used descriptive analysis. The result of the research shows that social capital of craftsmen is high with score 86 that is good cooperation, trust to others, obedient to common norm, care about other people condition and engage in social organization of society. The aspect of cooperation among others shows that sculpture decoration leather in Sukoharjo district has good cooperation in supporting sculpture decoration handicraft business (score 90). Aspects of confidence level among fellow craftsmen in Sukoharjo in high category (score 88). It indicates that the establishment of mutual trust both within the family, community leaders, government and outsiders as a supporter of his business. Aspects of adherence to norms, rules or rules are categorized as high (score 86). Aspects level of concern for others in high category (score 86). Involvement of artisans in social organizations of society is high with a score of 80..

**Key words:** social capital, handicraft, sculpture decoration leather, local cultural heritage.

## I. INTRODUCTION

Sukoharjo regency is one of the development areas that involves creative industry subsector, especially the development of sculpture decoration leather handicraft as one of the mainstay craft of Sukoharjo Regency. Sculpture decoration handicraft is one of art craft kind found in leather puppet making process, wall decoration, fan, lamp shade or handicraft made from leather. The art of sculpture decoration leather is more synonymous with the process of making shadow puppets. As the name implies, the art of sculpture decoration is two activities consisting of sculpting and coloring. The making of shadow puppet requires a long process. Some stages are done such as the selection of raw materials in the form of leather, leather processing, retouching, coloring and finishing. Leather-cutting craft as part of creative industries based on local cultural heritage requires conservation attention, in line with the National Creative Industries roadmap that contributes significantly to exports by 18% (Minsitry of industry and trading, 2010). The demand for export in the context of cross-cultural education needs and the demand of souvenirs from several foreign countries such as Malaysia, Netherlands, Australia and Suriname are often obtained through overseas art performances, which further orders the fulfillment of their

export requirements to SMEs puppet maker in Sonorejo Village, Sukoharjo District, Sukoharjo District (Murtiasri et al, 2015). The profile of economic attractiveness and the strategic value of the local culture provides a description of the macro and micro situation on the importance of innovative and commercial innovative edutainment innovations in the craft of sculpture decoration as a way of maintaining its existence amid the dynamics of modern entertainment art (BPMPP Sukoharjo, 2015). One of the obstacles that often faced by leather sculpture decoration artisans in Sukoharjo in terms of marketing is the problem of product branding. Branding products play a very important role in the success of a business. It takes effort to empower SMEs handicraft sculpture decoration in order to face competence competition. Social capital is one of the factors that determines the success of the empowerment process. According to Sidu (2006), the success of the empowerment process is highly dependent on the support of physical capital, human capital, social capital, and the ability of the empowerment actors. Social capital is a norm or value that has been understood by society that can strengthen positive social network / work, mutual cooperation, awareness and solidarity and encourage trust between people in order to achieve common goals (Sidu, 2006).

Based on this background, research on social capital analysis on leather sculpture decoration handicraft business based on

local cultural heritage in Sukoharjo District, Sukoharjo Regency, Indonesia is needed.

**II. MATERIALS AND METHODS**

This research was conducted in Sukoharjo Sub-district, Sukoharjo District in June-September 2017. The selection of research sites was done purposively based on certain considerations taken based on previously known characteristics or characteristics in accordance with the objectives of the study (Singarimbun and Effendi, 2012). The selected research location is Sukoharjo Subdistrict, Sukoharjo District based on the consideration that Sukoharjo Subdistrict, Sukoharjo District is a center area of leather Sculpture decoration artisans used as research object. This location there are SMEs that produce sculpture decoration leather. The respondents were selected by census method. The census method is a sampling technique in which the sample taken is the entire population to be studied (Singarimbun and Effendi, 2012). Sample samples of existing leather sculpture decoration are all taken as research respondents. Data analysis using descriptive analysis.

**III. RESULTS AND DISCUSSION**

**Characteristics of Respondents**

Characteristics of respondents in this study include age, education level, number of family members, occupation and gender of respondents.

**1. Age**

The age of respondents in this study is seen in Table 1.

*Table 1. Age of respondents*

Age (years)	Total (people)	Percentage (%)
15-19	0	0
20-54	22	73,33
55-64	6	20
>64	2	6,67

Source: Primary data is processed, 2017.

Based on Table 1 shows that the highest number of respondents is in the age group of 20-54 years as many as 22 people with a percentage of 73.33%. The largest percentage belonged to the age group of 20-54 years, according to Partanto (2001) that age shows being in productive age group. It is expected that respondents in the productive age group can develop a handicraft leather sculpture decoration business in Sukoharjo regency

**2. Level of education**

The level of education of respondents can be seen in Table 2.

*Table 2. The level of education of respondents*

Source: Primary data is processed, 2017.

Level of education	Total (people)	Percentage (%)
Elementary school	12	40
Junior high school	7	23,33
Senior high school	10	33,33
University	1	3,33
Total	30	100

Based on the data, Table 2 shows that the highest percentage of primary and elementary school is equal to 40% and the number of farmers is 12 people. Low educational level of responden is due to the cost to continue their education to a higher level. Skills and knowledge of respondents with relatively low level of education need to be improved by providing non-formal education so that respondents are not left behind with the development of era and technology, especially in the development of handicraft leather sculpture decoration (Tiafery, 2016). High skills are expected to have an impact on the performance of leather sculpture decoration handicraft business that will grow (Siregar, 2009).

**3. Number of family members**

The number of family members who are the responsibility of respondents can be seen in Table 3 below:

*Table 3. Number of family members of respondents*

Number of family members (people)	Total (people)	Percentage (%)
1-3	8	26,67
4-6	20	66,67
>6	2	6,66
Total	30	100

Source: Primary data is processed, 2017

Based on Table 3 shows that the number of family members who are the most respondent responsibility on the group of 4-6 people with the number of respondents 20 people and the percentage of 66.67%. The highest percentage indicates that the number of family members is quite large. According to Nurcahya (2009), the number of relatively large families is a source of labor supply, but also a burden of life that must be borne by the head of the family.

**4. Employment**

The work of respondents in this study can be seen in Table 4.

*Table 4. Respondent's work*

Employment	Total (people)	Persentase (%)
Craftsmen	5	16,67
Entrepreneur	23	76,67
Farmer	1	3,33
Trader	1	3,33
Total	30	100

Source: Primary data is processed, 2017

Based on Table 4 most of the respondents in this study have the main employee job as many as 23 people with percentage 76.67%, while other respondents livelihood as traders, craftsmen and farmers. Employment status is important because it determines the amount of time one spends on the business it undergoes. The classification of work is divided into 2 namely the main job and side job (Tiafery, 2016). According Susanto (2003) states that to face business risks, side business is done as one source of income to meet basic family needs.

**5. Gender**

The respondents' gender in this study can be seen in Table 5.

*Table 5. The respondents' gender*

Gender	Total (people)	Percentage (%)
Male	28	93,33
Female	2	6,67
Total	30	100

Source: Primary data is processed, 2017

Based on Table 5 the majority of respondents is male as many as 28 people with percentage 93.33% and female sex as much as 2 people with a percentage of 6.67%. Craftsmen in work require physical conditions to support their work, this causes more men who become craftsmen in leather sculpture decoration because generally men are in charge of the family's livelihood (Noviana, 2016). According to Marmawi (2009), men are responsible for family leaders, the main breadwinner and responsible for the survival of the child and his wife.

**Social Capital Analysis**

Social capital is a norm or value that has been mutually agreed by the community that can strengthen the network of mutually beneficial cooperation, cultivate awareness and solidarity and can encourage the level of trust between fellow / group / institution in order to achieve common goals. Social capital is a shared resource and value to build democracy, increase human resources and prosperity (Sidu, 2006). Social capital in this research is the establishment of good cooperation, the growth of trust and caring among others, compliance with existing norms and involvement in the activities of social organizations of the community. These aspects of social capital are expected to develop in a better direction in society. The result of social capital analysis shows that craftsmen have social capital belonging to high category (score 86) that is good cooperation, trust to others, obedient to common norm, care about condition of other people and engage in social organization of society. The

results of the assessment on the quality of social capital owned by respondents can be seen in Table 6.

*Table 6. Result of assessment on quality of social capital of respondent*

Variables and Indicators	Skor	Rating level
Social Capital	86	High
1. Level of cooperation among fellow	90	High
2. Higher levels of trust among people	88	High
3. High compliance level of the norm	86	High
4. Awareness level towards fellow	86	High
5. The level of involvement in social organization activity	80	High

Source: Primary data is processed, 2017

Description: Hose score 0-100. Rating category:> 50 = low, 50-75 = medium, and > 75 = high

Table 7 shows that all aspects of social capital are included in the high category with score 86. The aspect of cooperation among others shows that sculpture decoration in Sukoharjo has good cooperation in supporting sculpture decoration handicraft business (score 90). Aspects of confidence level among fellow craftsmen in Sukoharjo regency is high category (score 88). It indicates that the establishment of mutual trust both within the family, community leaders, government and outsiders as a supporter of his business. Aspects of adherence to norms, rules or rules are categorized as high (score 86). This is because the craftsmen generally still have certain norms, rules or rules that govern the behavior of society. Factors that play a role in the formation and strengthening of social capital of craftsmen is through formal and non-formal education so that craftsmen will interact and associate among others in accordance with norms, rules or rules that apply. In addition, the ability factor of the empowerment actors. Empowerment actors have a high level of concern and commitment to help and empower unskilled craftsmen and opportunities to optimize their potential and access resources optimally so as to raise the awareness of craftsmen to meet the needs and develop potency requires the involvement of others. Therefore, it is necessary to develop the spirit of cooperation, mutual trust, obedience to prevailing norms, care for others, and active in organizational activities in society (Sidu, 2006).

Involvement of craftsmen in social organization of society is high with score 80). Craftsmen who are members of Joint

Business Group (KUB) meet once every month to discuss the problems faced by craftsmen as well as efforts to solve them, information on sculpture decoration handicraft business and other activities that support their business.

#### IV. CONCLUSION

The result of the research shows that social capital of craftsmen is high with score 86 that is good cooperation, trust to others, obedient to common norm, care about other people condition and engage in social organization of society. The aspect of cooperation among others shows that sculpture decoration in Sukoharjo Subdistrict has good cooperation in supporting sculpture decoration handicraft business (score 90). Aspects of confidence level among fellow craftsmen in Sukoharjo in high category (score 88). It indicates that the establishment of mutual trust both within the family, community leaders, government and outsiders as a supporter of his business. Aspects of adherence to norms, rules or rules are categorized as high (score 86). Aspects level of concern for others in high category (score 86). Involvement of artisans in social organizations of society is high with a score of 80.

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