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COMPETITIVENESS-BASED DEVELOPMENT STRATEGY FOR PURUN (TYPHA LATIFOLIA) CRAFTSMEN IN HAUR GADING SUB-DISTRICT, AMUNTAI, HULU SUNGAI UTARA DISTRICT DURING COVID-19 PANDEMIC PERIOD

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ABSTRACT
Weaving purun (*Typha latifolia*) has been a hereditary culture for generations of women for approximately 500 years ago, including the people of Haur Gading District. Initially, purun (*Typha latifolia*) products were limited to household utensils, so that they developed into crafts and weaving activities became people's livelihoods. The research objective is to analyze the purun (*Typha latifolia*) product development strategy based on internal and external factors so that craftsmen can adjust to all conditions and business climate conditions, for example a decrease in economic activity as a result of activity restrictions during the Covid-19 pandemic period. This research uses qualitative research methods through Focus Group Discussion (FGD) and quantitative analysis using SWOT analysis. Based on primary data sources obtained through Focus Group Discussion (FGD) and questionnaires with 35 respondents through random sampling techniques in the assessment of SWOT analysis. Based on the results of the SWOT analysis, it is in Quadrant III, namely that the purun handicraft business has a large market opportunity. There are internal weaknesses in purun craftsmen which become an obstacle. The development strategy is WO (Weakness Opportunity), which is a strategy to improve internal weaknesses and strengthen opportunities to gain a bigger market share. This is supported by the results of the FGD stating that purun (*Typha latifolia*) craftsmen need (1) funding assistance in the production process (2) purun craftsmen need training to produce innovative products so that they can compete in the national market. The opportunity for purun (*Typha latifolia*) craftsmen is that the results of purun weaving are very attractive to the lower and upper middle levels. The results of this weaving are an effort to support the go - green movement. Weaving purun (*Typha latifolia*) is one of the local wisdoms so it needs to be preserved.

KEY WORDS
Purun (*Typha latifolia*), development strategy, Focus Group Discussion, SWOT analysis, Haur Gading District.

Haur Gading is one of the districts in Hulu Sungai Utara Regency. The distance to the district capital of Hulu Sungai Utara Regency is about 7 km. Where, this trip takes about 33 minutes by using a private vehicle and 3 hours of travel when on foot. The Haur Gading area is along the banks of the Tabalong River. During the rainy season, almost the entire village area is in the form of water and swamps. Meanwhile, during the dry season, the water will recede, and the plains area in Haur Gading will become wider. The main source of livelihood is planting rice, while weaving purun (*Typha latifolia*) is used by mothers or women as an addition to family income. Purun (*Typha latifolia*) plants thrive in these peat land areas. The rice that they plant once a year is used by the community to meet family needs and the rest is sold as a source of income. Purun (*Typha latifolia*) is used as a raw material for making various crafts as another source of income when the rainy season comes. This is because the rainy season is the right time to uproot the purun that the community planted in the dry season 2 years earlier (Pangaribuan & Silaban, 2017).

Purun (*Typha latifolia*) craft products are increasingly developing into something valuable, attractive and have high value when managed professionally. For the Haur Gading society, purun (*Typha latifolia*) can be a source of income and improve the economy of the

local community. Furthermore, purun (*Typha latifolia*) weaving activities have a positive impact in preserving the peat ecosystem. This is because purun (*Typha latifolia*) plants need a good peat ecosystem to grow. So to continue to benefit from purun (*Typha latifolia*), all people must protect the peat ecosystem. The community tries to conserve nature by maintaining peat lands and preserving purun plants. The development of purun into a craft is one of the potentials in wetlands that needs attention so that it can be beneficial for culture, society, and most importantly, namely the economy. The potential that exists in wetlands can be a driving force for the local economy if it can be utilized wisely (www.Indonesia.wetlands.org). This potential, if managed properly and optimally, will not only benefit the community but also for the government, for example, becoming a source of Regional Original Revenue (PAD) through the handicraft trade to tourists and the wider community from the local area and outside the Hulu Sungai Utara area (Rofiqah Wahdah & Amalia, 2016).

METHODS OF RESEARCH

This research was conducted in Haur Gading District, Amuntai, Hulu Sungai Utara Regency, South Kalimantan Province. Data in research is primary, namely data obtained directly through data sources without changing the state of the data for specific purposes (Sekaran & Bougie, 2016). Data collection is carried out by communicating directly with the purun craftsmen community in the area. The data collection technique was done through Focus Group Discussion (FGD), interview, observation, documentation and questionnaire with 35 respondents using random sampling technique.

Focus Group Discussion (FGD) was held in two stages (Bungin, 2007). The first stage was carried out with the aim of obtaining information related to the general description, conditions and needs of purun craftsmen through interviews with purun (*Typha latifolia*) craftsmen regarding the situations and conditions faced in adjusting to the market during the Covid-19 pandemic period. Then, the second stage was carried out by Focus Group Discussion (FGD). Confirmatory with the aim of conveying and confirming the results of the information obtained in the first stage. This is done to avoid misalignment of information between researchers and purun craftsmen.

Observations in this study were carried out with the aim of extracting information related to the availability of purun (*Typha latifolia*) raw materials, purun (*Typha latifolia*) processing facilities and pre-processing facilities, as well as the marketing process carried out by craftsmen. This study uses a questionnaire in order to find information related to internal and external factors of purun (*Typha latifolia*) craftsmen in carrying out business development and innovation in order to adapt to market conditions during the Covid-19 pandemic period. Existing factors will be analyzed using SWOT analysis with the analysis stage:

Compiling and Determining the External and Internal Strategic Factors of a Company Compiling and calculating the weight, rating, and score values for external and internal tables are made using the following scale techniques (Rangkuti, 2013):

- Score weight: 1.00 = very important; 0.75 = important; 0.50 = fair; 0,25 = unimportant; 0,10 = very unimportant;
- Score rating: 5 = very good; 4 = good; 3 = fair; 2 = bad; 1 = very bad.

Score value, the measurement of calculated value can use the calculation model which is formulated as follows:

$$SN = BN \times RN$$

Where: SN = Score value; BN = Score weight; RN = Score rating.

RESULTS AND DISCUSSION

The development strategy is carried out with a quantitative approach to SWOT analysis based on the scores obtained through the results of weighting and rating on each question on the questionnaire that represents internal and external factors supported by the results of interviews in the Focus Group Discussion (FGD). The calculation of the SWOT analysis can be seen in the table below which shows internal factors, namely strengths and weaknesses as well as external factors, namely threats and opportunities.

Table 1 – IFAS (*Internal Factor Analysis Summary*)

NO.	STATEMENTS	WEIGHT	RATING	VALUE
IFAS (INTERNAL FACTOR ANALYSIS SUMMARY)				
STRENGTHS				
1	Purun (*Typha latifolia*) craftsmen have the facilities to produce the purun craft.	0.05	4	0.31
2	Purun (*Typha latifolia*) craftmen have the startup capital in this covid-19 pandemic period.	0.05	5	0.21
3	Purun (*Typha latifolia*)'s ecosystem maintain well.	0.05	3	0.15
4	The Purun (*Typha latifolia*) crafts have better quality.	0.06	5	0.29
5	Purun (*Typha latifolia*) craft industry is the main livelihood of the society.	0.06	3	0.19
6	The Purun (*Typha latifolia*) raw material are easy to get.	0.06	3	0.18
7	The Purun (*Typha latifolia*) crafts are distributed to many places	0.07	2	0.14
8	The ability to weave Purun (*Typha latifolia)* is passed down from generation to generation until now	0.07	3	0.20
				1.67
WEAKNESSES				
1	The Purun (*Typha latifolia)* craftsmen's profit decrease during the Covid-19 period.	0.06	5	0.31
2	The Purun (*Typha latifolia)* craftsmen face difficulties in managing the capital in the Purun (*Typha latifolia)* business.	0.06	4	0.25
3	The Purun (*Typha latifolia)* craftsmen face difficulties in joining some training held by the government.	0.08	3	0.28
4	The Purun (*Typha latifolia)* craftsmen have obstacles to gather the startup capital during the Covid-19 period.	0.07	5	0.35
5	The facilities and infrastructures are still very limited in the Purun (*Typha latifolia)* business.	0.07	4	0.26
6	The number of Purun (*Typha latifolia)* craftsmen decrease during the covid-19 period.	0.05	3	0.16
7	The Purun (*Typha latifolia)* raw material are difficult to get.	0.06	3	0.19
8	The society's interest in weaving Purun (*Typha latifolia)* are now decreasing.	0.05	2	0.09
				1.91

Table 2 – EFAS (*External Factor Analysis Summary*)

NO.	STATEMENTS	WEIGHT	RATING	VALUE
EFAS (EXTERNAL FACTOR ANALYSIS SUMMARY)				
OPPORTUNITIES				
1	Market demand is increasing in the Covid-19 period	0.08	5	0.39
2	The trend of society towards Purun (*Typha latifolia)* crafts keep increasing during the pandemic.	0.07	4	0.30
3	The distribution facilities availability for the Purun (*Typha latifolia)* crafts to the other regions.	0.08	3	0.23
4	The craftsmen are facilitated to the Purun (*Typha latifolia)* crafts trainings in the covid-19 pandemic period.	0.08	4	0.33
5	The special place to market the Purun (*Typha latifolia)* crafts.	0.08	3	0.24
6	The Purun (*Typha latifolia)* craftsmen get the production facilities in the covid-19 pandemic period.	0.07	3	0.21
7	The government and the other parties give full support to the Purun (*Typha latifolia)* craftsmen during the Covid-19 pandemic period.	0.07	2	0.14
8	The access viability to the capital during the Covid-19 pandemic period.	0.06	3	0.18
				2.02

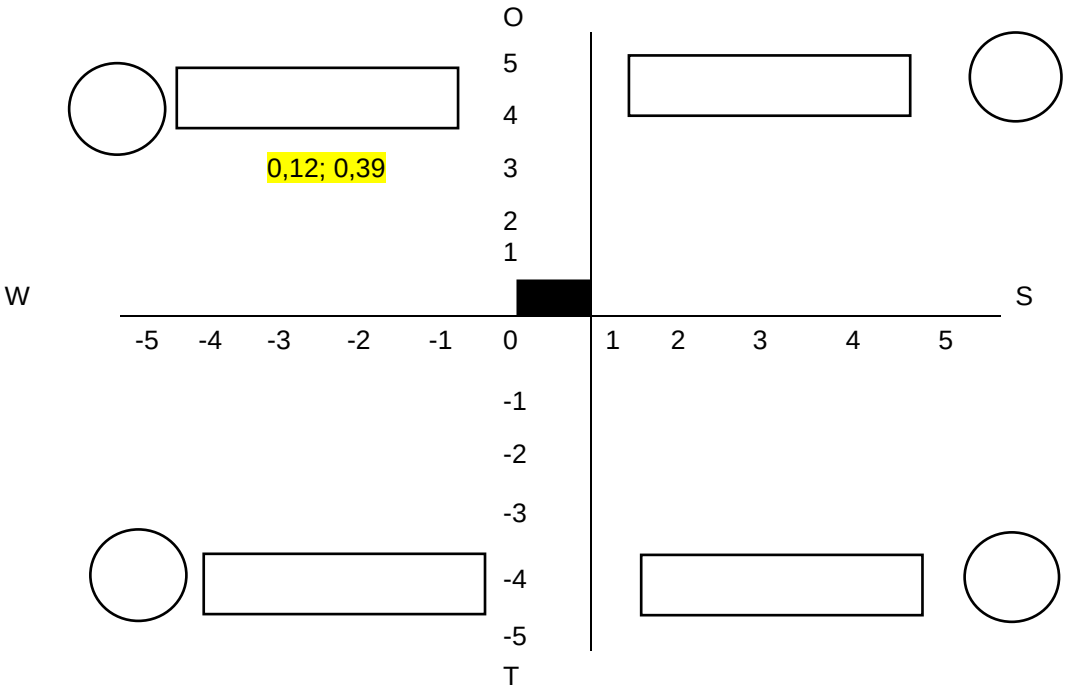
THREATS				
1	The outsider companies activities might disturb the Purun (*Typha latifolia)*'s ecosystem.	0.04	4	0.17
2	There are crafts other than Purun (*Typha latifolia)* that have a better reputation in areas that are more desirable.	0.04	3	0.13
3	The market for selling Purun (*Typha latifolia)* crafts became limited during the Covid-19 pandemic period.	0.05	5	0.23
4	The trainings held by government stop during the Covid-19 pandemic period.	0.05	2	0.09
5	Market demand is decreasing in the Covid-19 period.	0.05	4	0.21
6	The distribution facilities unavailability for the Purun (*Typha latifolia)* crafts during Covid-19 pandemic period.	0.06	3	0.17
7	The fire in the Purun (*Typha latifolia)* field	0.07	2	0.14
8	The trend of society towards Purun (*Typha latifolia)* crafts keep decreasing during the pandemic.	0.05	2	0.10
				1.24

The SWOT analysis is determined using the Vectoral formula where the value of each factor, namely:

- Strength = 1,67;
- Weakness = 1,91;
- Opportunities = 2,02;
- Threats = 1,24.

$$X = \frac{\sum S - \sum W)}{2} \qquad Y = \frac{\sum O - \sum T}{2}$$

$$X = -0{,}12 \qquad Y = 0{,}39$$



Based on the results of the analysis, the total score is obtained with the coordinate points on the SWOT analysis diagram which is located in Quadrant III (Conservative), where it shows that there is a great opportunity but on the other hand there are some internal weaknesses that become obstacles. The strategy for purun (*Typha latifolia*) craftsmen is a

strategy of WO (weakness opportunity), namely by fixing the internal weaknesses of purun craftsmen and maximizing external opportunities.

The results of interviews with local craftsmen through Focus Group Discussion (FGD) stated that the purun (*Typha latifolia*) crafts business opportunities include the first, purun (*Typha latifolia*) crafts themselves are the only regional handicrafts produced by the people of Haur Gading District, Amuntai, Hulu Sungai Utara Regency. This is because the activity of weaving purun (*Typha latifolia*) is a local wisdom that has become a tradition for the local community, especially women, so that this skill continues until now. The purpose of weaving activities is not only to become a source of income that can improve welfare but also to preserve culture as a form of concern for local wisdom. So weaving activities need to be preserved.

The second opportunity, handicraft products are in great demand by various parties from various circles so that it can be said to be souvenirs from the Amuntai area. The results of purun (*Typha latifolia*) weaving have been in great demand by people outside Kalimantan such as Java, Sumatra and Bali. Several purun (*Typha latifolia*) crafts that have innovative, high creativity and good quality have been sent to Japan. This means that purun (*Typha latifolia*) crafts have a large market opportunity if they are managed professionally.

Purun (*Typha latifolia*) crafts such as baskets have been used as shopping bags to replace the use of plastic bags or bags. People use baskets to reduce plastic waste. This basket is increasingly an added value because it is environmentally friendly and reduces plastic waste, thus supporting the go-green movement. Therefore, basket weaving needs to be well socialized so that it can be used by the community as an environmentally friendly shopping bag.

The third opportunity, the location of Haur Gading District, which is located on the banks of the Tabalong River, is used by the surrounding community to become a tourist destination along the river, where tourists are facilitated to follow the river around the District location with views of the expanse of purun (*Typha latifolia*) plants along the river. This tourism activity has been going on, but it has not been well publicized so that not many tourists know about it.

The results of interviews with purun (*Typha latifolia*) craftsmen through Focus Group Discussion (FGD) stated that the obstacles experienced by this purun (*Typha latifolia*) craft business include the first; the craftsmen have limitations in terms of obtaining purun (*Typha latifolia*) raw materials. Purun (*Typha latifolia*) plants thrive on their own in peat lands. The location of the plants which is quite far from the settlement can only be accessed by boat. Some people who own canoes can get purun (*Typha latifolia*) raw materials directly. The problem is that people do not own canoes, so they have to buy the purun (*Typha latifolia*) raw materials. This can be overcome by managing the supply of purun materials for craftsmen. For example, the local government helps the process of supplying purun (*Typha latifolia*) raw materials so that it does not burden the craftsmen. The support from the local government is urgently needed by the purun (*Typha latifolia*) craftsman community, so that the cost of raw materials can be minimized.

The second obstacle, namely the total production cost is the full responsibility of the craftsmen. Craftsmen get sales results after the order is completed and it reaches the customer, this is what become an obstacle for craftsmen is to develop purun craft businesses due to limited funds. During the production process, all costs are borne by the purun (*Typha latifolia*) craftsmen, this causes difficulties for the craftsmen who do not have funds for production. This can be overcome by channeling soft loans to purun (*Typha latifolia*) craftsmen by banks. The bank distributes funds while the village assists the community in marketing purun (*Typha latifolia*) craft products, so that the loan funds can be returned by the craftsmen.

The next obstacle, information related to purun (*Typha latifolia*) processing training was carried out not to all craftsmen but only to representatives from each village in Haur Gading District. At least 5 representatives per village. Meanwhile, there are 21 villages in Haur Gading District. So that there is an imbalance of information and the skills possessed by

craftsmen are not evenly distributed. So, training is needed in every village because so far the training has been held per sub-district so that not all people can participate in the training.

Suggestions for the local government to provide a regional company or regional company for purun (*Typha latifolia*) crafts which are managed by the government and the purun craftsmen community. If the management is good, purun (*Typha latifolia*) crafts that already have a wide market share can develop so that they can increase local income and improve the welfare of the community.

CONCLUSION

The strategy of purun (*Typha latifolia*) craftsmen in Haur Gading sub-district, Amuntai Regency, South Kalimantan based on the SWOT analysis is located in quadrant III. In this quadrant, purun (*Typha latifolia*) craftsmen have great opportunities and internal constraints. Great opportunities can be increased in various ways such as creating innovative, creative, and expanding market share with E market, promotion and advertising supported by local governments, banks, and the private sector. Internal obstacles for craftsmen can be overcome in various ways, such as providing continuous, consistent training and this training must be followed by all purun (*Typha latifolia*) craftsmen. Purun (*Typha latifolia*) craftsmen must have a structured management from the acquisition of raw materials, production processes, and high quality results. Knowledge of inputs, processes, outputs to financial reporting must be owned by the craftsmen. Purun (*Typha latifolia*) craftsmen are looking forward to high support from the local government, provinces, and the private sector.

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