

**Empowering Quality Cococraft Craftsmen Through
Strengthening Partnerships Network**

Dumasari Dumasari^{1,*}, Budi Dharmawan², Sulistiyani Budiningsih¹



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Empowering Quality Cococraft Craftsmen Through Strengthening Partnerships Network

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Keywords

craftsman; empowerment; quality cococraft; partnership

Abstract

Empowerment through strengthening partnerships is urgent and crucial for quality cococraft craftsmen. The research location was determined using purposive sampling area technique at a quality cococraft craft center in Purbalingga Wetan District, Purbalingga Regency, Central Java Province, Indonesia. The research uses an in-depth case study method. The results showed that in the process of empowering quality cococraft craftsmen, it was revealed that the most dominant strengthening of the cooperation network was with the suppliers of raw materials. This partnership is beneficial to ensure the availability of raw *glugu* wood waste and coconut shells as the main raw materials for quality cococraft. Empowerment of quality cococraft craftsmen requires a network of partnerships with various parties, namely market traders, sales agents, customers, tourism market managers, exhibition event managers, local governments, universities and shipping service agents. The various elements that determine the strengthening of the partnership network include mutual trust, communication effectiveness, high social interaction, social closeness, length of social relationship, and symmetrical bargaining position.

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The Analysis of Insurance Agriculture Performance and the Risk of Risk Farming in Java

Widhi Netraning Pertiwi, Jangkung Mulyo, Any Suryantini, Masyhuri

The aims of this research are; (1) to determine the level of risk production and cost risk in rice farming. And (2) to find out the factors effects of the risk rice farming in Java. The research locations are in three provinces, Central Java, East Java and West Java Provinces. Each province are represented...

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Price Asymmetric Evaluation on the Cocoa Market as an Effort to Increase Economic and Bargaining Position of Cocoa Farmers in Pidie, Aceh

Zakiah Zakiah, Monalisa Monalisa, Ahmad Humam Hamid, Fauzan Fauzan, Ade Ratna Juniar

The price transmission process on agricultural commodities especially at the smallholder level generally occurs imperfectly as price asymmetric. This study aims to evaluate and identify the occurrence of price asymmetric in the cocoa commodity market in the Pidie Regency. This study also aims to look...

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The Importance of Socio-Economic Factors and Climate Constraints on Farmers' Preference for Using Ciherang

Diah Arina Fahmi, Irham, Lestari Rahayu Waluyati

Ciherang is a High Yielding Variety (HYV) of Rice produced by the Indonesian Agency for Agricultural Research and Development Agency since 2000. Ciherang, as an agricultural technology innovation, is still used by most farmers in various regions in Indonesia, especially South Sulawesi as one of the national...

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The Role of Agricultural Extension Workers in Urban Agriculture Development During the Covid-19 Pandemic in Yogyakarta City, Indonesia

Retno Wulandari, Roso Witjaksono, Ratih Ineke Wati

To support urban agricultural development, the role of an extension worker is needed, where this role is needed to build farmer attitudes and participation towards, especially during the Covid 19 pandemic. The aims of this study were to describe urban agricultural activities carried out by farmers and...

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Pattern of Cassava Demand as the Promising Commodity in the Future

Fachrur Rozi, Ruly Krisdiana, Imam Sutrisno

The efforts have been made to prevent potential future food shortages caused by climate change. Climate change is important factor endangering sustainable food production. The local resources such as cassava are not currently considered as the main staple food. In addition, its production is not significantly...

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Assessing Multidimensional Resilience of Smallholder Plantations in Bengkulu Province, Indonesia

Apri Andani, Irham, Jamhari, Any Suryantini

The resilience of smallholder plantations implies the ability of farmers to thrive in disturbances or disruptions on their farms. The farmers try to integrate social and economic capacities and resources to adapt, tolerate, and manage the risk, and enhance their farm resilience. There are three priority...

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Response and Feasibility of Kub Chicken on Household Business Level in Rural Area Sigi District

Heni SP Rahayu, M Takdir, Asnidar, Mardiana Dewi, Naufal M Ramedia, Pujo Haryono

The Indonesian Agency for Agricultural Research and Development (IAARD) already launched many technology innovations including Kampung Unggul Balitbangtan (KUB) which is disseminated in some programs in the Ministry of Agriculture. The success of an innovation is whether the product or technology innovation...

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Export Competitiveness of Indonesia Canned Pineapple in European Union Market

Annisa Wijarani Untoro, Lestari Rahayu Waluyati, Dwidjono Hadi Darwanto

Canned pineapple is one of the main exported commodities for Indonesia processed agricultural products. Moreover, Indonesia is one of the leading exporters of canned pineapples alongside Thailand and the Philippines. The European Union (EU) is an important destination market for Indonesia where canned...

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The Implementation of Farmer Partnership and the Factor Affecting Potato Farmers' Income in Ijen District, Bondow

Tiyas Anggraeni Juliawati, Soetriono, Joni Murti. M. Aji

Potatoes are one of the horticultural commodities that can be the national alternative food needs, but price is a problem faced by potato farmers. Then the researcher tries to find the solution to this problem by using farmer partnership. The purposes of these studies were, (1) analyze whether there...

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Assessing the Appropriate Technology Options on Utilizing Oil Palm Biomass for Rural Development in Riau Province

Zulfi Prima Sani Nasution, Rizki Amalia, Ratnawati Nurkhoiry, Sachnaz Desta Oktarina, Muhammad Ansori Nasution

Oil palm cultivation by smallholders is an agriculture sub-sector that urgently requires transformative changes to support rural development in Indonesia. A transformation of this sub-sector requires the adoption of new and innovative approaches that support sustainable outcomes. This paper presents...

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Profitability and Land Equivalent Ratio of Maize and Soybean Intercropping on Dryland Agroecosystem

Ria Rustiana, Taslim Sjah, Lalu Wiresapta Karyadi, Anas Zaini, Ahmad Suriadi

The provision of sufficient and sustainable food continues to increase as the population increases. A strategic effort to increase land productivity is the

intercropping planting system. However, to what extent the profitability a land efficiency of the intercropping system, especially maize and soybea

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Training Need Analysis Model at Central Java Agricultural Training Center

Nugroho Hasan, Widiyanto Widiyanto, Agung Wibowo

The training need analysis model is a strategy in the process of gathering information about needs that can be addressed by organizing training programs. This research aims to find out the training needs analysis model in the Central Java Agricultural Training Center. This research employed a descriptive...

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Development of Environmentally and Economically Patchouli Cultivation Using *System Dynamic Analysis* in Aceh Jaya Regency, Indonesia

Sofia Keumalasari, Anisa Nabila, Cut Intan Maulina, Ahmad Humam, Indra, Agus Nugroho

Patchouli oil is one of the Indonesian essential commodities accounting for approximately 95 % of the world market. Patchouli farming requires generous support of inputs. This situation puts traditional Patchouli farmers in a dilemma between boosting the quantity or protecting the environment. This study...

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Development of a Language Tourism Village Based on Local Natural Resources and the Local Community (A Case Study in Karanganyar Regency, Central Java, Indonesia)

Agung Wibowo, Dimas Rahadian Aji Muhammad, Eny Lestari, Ravik Karsidi

Human beings and the environment are a dynamic part of the ecosystem, and this is true for both traditional and modern communities. The boom in tourism development will have a detrimental effect if it is not based on ecological principles. The purpose of this research is to discover a development model...

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Social Cultural Dynamics in the Development of a Banana Center Leading to Sustainable Agricultural Development (A Case Study in Karanganyar Regency, Central Java)

Eny Lestari, Agung Wibowo, Paramita Rahayu

The approach to sustainable development is essentially an activity that combines economic, social, and environmental aspects. The development of a banana plantation in Jenawi has until now not been optimal, and farmers have needed skills in cultivation, processing, and marketing their produce in order...

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Existence Capacity of Rays Fisheries for Fisheries Resource Management in East Nusa Tenggara Province

Dati Nawastuti, Dwidjono Hadi Darwanto, Jangkung Handoyo Mulyo, Suadi

Rays fishery products in the international market especially luxury products, medicine, and tonic during the last decades are quite high. Government has issued regulations to protect, to use and to trade this species but it needs understanding from all stakeholders for good application of the issued...

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Comparative Advantage Analysis of Indonesia's Clove (*Syzygium aromaticum*) Export in International Market

Ayunina Zenti, Ratna Satriani, Adwi Herry K.E

The plantation sub-sector has a role in the national economy. Clove is one of the leading commodities of the plantation sub-sector, so Indonesia has the potential as an exporter country of this commodity. This study aims to analyze whether Indonesian cloves have a comparative advantage in the international...

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Economic Efficiency of Rice in South Lampung Regency

Aryan Ari Sepri YH, Masyhuri, Lestari Rahayu Waluyati

This study aims to determine the factors that affect rice production and determine the level of economic efficiency of rice farming. The research was conducted in Taman Agung Village, Kalianda Sub-District and Sidorejo Village, Sidomulyo Sub-District, South Lampung Regency with 85 farmers as respondents....

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Comparative Advantage of Myanmar's Selected Fruits in the Global Market

Saw Yan Naing, Masyhuri, Dwidjono Hadi Darwanto

The objective of the paper is to measure the comparative advantages of Myanmar's selected fruits, namely bananas, dates, mangoes, oranges, plums and watermelon using the United Nations Comtrade yearly data during the period 2011 to 2020. The methods of Balassa revealed comparative advantage (RCA), symmetrical...

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Comparative Advantage, Technical Efficiency and Risks Production of Inpari Unsoed 79 Agritan Farms in Saline Soil, Pemalang Regency

Altri Mulyani, Irene Kartika Eka Wijayanti, Ratna Satriani, Budi Dharmawan

One of the efforts to increase rice production is using marginal land, such as saline soil. The advantages of Inpari Unsoed 79 Agritan seeds are tolerance of saline soil, leafhoppers, and high productivity. This study aims to: Analyze the comparative advantage of Inpari Unsoed 79 Agritan on saline soil,...

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The Identification of Local Wisdom in *Lebak* Swampland Management (Shallow and Middle Type) and Its Relation to Rice Farmers' Household Income in Ogan Ilir Regency

Eka Mulyana, Indri Januarti, Friska Syaiful, Dini Damayanthi

Lebak Swampland is a sub-optimal land that has potentially been used by the community as an integrated agricultural land, generally located in basin areas, forming in various depths and durations of inundation, so that it requires different management techniques. In its management, lebak swampland is...

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Muh. Syukron

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Azizatun Nurhayati, Putri Perdana

As one of the business units of A-University, XYZ should be managed based on appropriate managerial principles and apply Smart Eco Bioproduction.

This study was conducted to understand the workload and managerial implications needed to increase employee productivity. The method used in this study is...

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Development Model of Business in Local Food Processed in Women Farmers Group “An-Naba” in Gamping Sub-District, Sleman District

Mesalia Kriska, Syarifah Alfi Nurumami, Alka Arisma

The development of local food processed businesses has been widely carried out in the Special Region of Yogyakarta, but not all are managed in groups. One of the groups that developed this industry is the Women Farmers Group (KWT) “An-Naba” in Sleman Regency. This group has received several awards in...

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Consumer Preference Towards Layer Chicken Eggs and Native Chicken Eggs in Yogyakarta

Fildzah Shabrina Putri, Any Suryantini, Jangkung Handoyo Mulyo

Protein needs in the body can be met by consuming chicken eggs. Native chicken eggs were the first to be consumed and produced in Indonesia, but layer chicken eggs are more widely consumed and produced than native chicken eggs. The study aimed to determine consumer attitudes and consumer preferences...

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Household Poverty Analysis of Local Farmers and Transmigrants in Gorontalo District

Amelia Murtisari, Irham Irham, Jangkung Handoyo Mulyo, Lestari Rahayu Waluyati

Transmigration program is normally used to improve the welfare and reduce poverty of transmigrants which consist of both Local and Non Local Transmigrants. The objectives of this study are 1) to measure the poverty level of local farmers households and transmigrant farmers households based on their household...

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Paddy Supply Response in Sleman Regency

Adi Britanianto, Lestari Rahayu Waluyati, Azizatul Nurhayati

This research aims to identify and analyze the variables that affect the paddy supply response in Sleman Regency and determine the level of elasticity of paddy supply in Sleman Regency. This research used a descriptive method with Nerlove adjustment. The research location was chosen purposively in Sleman...

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Strengthening Community Economics on the Slopes of Merapi through Innovation in Merapi Coffee Management Regional Potential of Sleman Regency

Dyah Permata Budi Asri, Edy Sriyono, Subeni

Merapi Coffee is a superior product of local potential in Sleman Regency because it attracts domestic and foreign tourists. This can also be seen from the great demand for this Merapi Coffee product, especially after the Helsinki Coffee Festival exhibition, which has been participated in by the Sleman...

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Implementation of Role Playing's Learning Model on the Agribusiness' Entrepreneurship Course Using Brainwave Technology

Budi Dharmawan, Anisur Rosyad, Alpha Nadeira Mandamdari, Lutfi Zulki i, Sunendar, Lusia Maryani Silitonga

Before learning occurs, the lecturer must do strategic planning and hopes that learning will achieve optimum goals by designing a role-playing approach based on SWOT analysis to build optimal learning achievement. This experimental study uses SWOT analysis with the role-playing paradigm of learning on...

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Increasing Livelihood Strategy of Rice Farmer by Developing New Rice Variety "Inpago Unsoed 1" in Central Java, Indonesia

Budi Dharmawan, Ratna Satriani, Ulfah Nurdiani

The livelihood approach is a popular concept for identifying the nexus between environmental and social entities. Strategies for sustainable livelihoods are usually used to achieve successful rural development related to food security, realize social equity and sensitivity to environmental integrity....

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Response of Agricultural Extension Agents in Yogyakarta Special Region Towards Social Media Application as the Agricultural Extension Media

Alia Bihrajihant Raya, Diah Fitria Widhiningsih, Mesalia Kriska

In order to improve communication effectiveness, the performance of source, message, channel, and receiver is necessary. In agricultural extension and communication, the channels become very important that the extension agent as a source can carry out the technology transfer successfully. Not only mass...

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The Sustainability of Household-based Urban Farming in Yogyakarta City

Riesma Andiani, Roso Witjaksono, Wanda Anastia Sari, Elia Mustika, Hega Deri Hernandau, Fadhila Annisa Puspadjati, Nadia Annastana, Yerman Aprilyanus Hia

Due to the quantity and quality degradation of urban land for farming activity, the Yogyakarta City Government has started to conduct studies to prove the importance of developing an urban farming program. Based on the studies, it is known that implementing urban farming in the form of a household-base...

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Sustainable Livelihood Approach Farming Communities in Temoloyo River Basin, Kebumen Regency

Nisrina Galuh Afifah, Widyawati Sumadio, Andry Rustanto

The Sustainable Livelihood Approach is a concept for measuring human or community efforts in existing livelihood assets and activities needed as a means of life to cope with and improve pressure, maintain, or increase assets and capabilities but not destroy existing natural resources. One of the sources...

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Managerial Competence Level Among Urban Farmers in Yogyakarta City

Nungki Maghdalia, Irham, Hani Perwitasari

Urban Farmers as entrepreneurs need to have managerial qualities. Managerial competencies help them to develop their farm. The aims of this study are (1) to describe the socioeconomic characteristics of urban farmers, (2) to determine personal managerial competence level such as planning, organising,...

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The Impact of Climate Variability on Economic Sustainability on Urban Agriculture: A Case Study in Yogyakarta City, Indonesia

Riskie Amanda Wahyu Primaningrum, Irham, Hani Perwitasari

The impact of climate variability on life has been widely studied. Climate variability has an impact on urban agriculture. It is suspected that the level of knowledge and the impact of climate variability would influence the sustainability of urban agriculture in the economic aspect. This study aims...

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Value Chain Analysis of Turmeric in Ponorogo District, East Java

Gusti Randy Pratama, Devi Urianty Miftahul Rohmah, Rustamaji, Hidayatun Nufus

Turmeric has a long history of use as a spice and a traditional medicine in many Asian countries, especially in Indonesia. Ponorogo District is one of the turmeric producers in East Java Province. Turmeric has been cultivated by the local community for herbal medicine and a source of income for the village...

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Empowering Quality Cococraft Craftsmen Through Strengthening Partnerships Network

Dumasari Dumasari, Budi Dharmawan, Sulistiyani Budiningsih

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Determinant Factors of the Consumption on Traditional Herbal Medicine as Processed Biopharmaceutical Products Post Covid-19 Pandemic in the Special Province of Yogyakarta, Indonesia

Arif Wahyu Widada, Gilang Wirakusuma, Aji Pangayoman

The Covid-19 pandemic has created a significant economic recession in almost all countries in the world, including Indonesia. Almost all economic sectors experienced negative growth except for the agricultural sector with positive growth. One of the agricultural commodities suspected of experiencing...

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Mitra Musika Lubis, Bakti Darma, Ginting Rahmanta, dan Ayu Sri Fajar

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Empowering Quality Cococraft Craftsmen Through Strengthening Partnerships Network

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ABSTRACT

Empowerment through strengthening partnerships is urgent and crucial for quality cococraft craftsmen. The research location was determined using a purposive sampling area technique at a quality cococraft craft center in Purbalingga Wetan District, Purbalingga Regency, Central Java Province, Indonesia. The research uses an in-depth case study method. The results showed that in the process of empowering quality cococraft craftsmen, it was revealed that the most dominant strengthening of the cooperation network was with the suppliers of raw materials. This partnership is beneficial to ensure the availability of raw *glugu* wood waste and coconut shells as the main raw materials for quality cococraft. Empowerment of quality cococraft craftsmen requires a network of partnerships with various parties, namely market traders, sales agents, customers, tourism market managers, exhibition event managers, local governments, universities and shipping service agents. The various elements that determine the strengthening of the partnership network include mutual trust, communication effectiveness, high social interaction, social closeness, length of social relationship, and symmetrical bargaining position.

Keywords: *craftsman, empowerment, quality cococraft, partnership.*

1. INTRODUCTION

Empowerment is a dynamic process to increase people's capacity to behave productively, creatively and innovatively. The function of empowerment is not only to increase economic capacity but also to develop socio-cultural feasibility by continuing to take environmentally friendly actions through the use of local resources [9], [20]. One of the goals of empowerment is to increase independence [1], [15]. The dimensions of empowerment are indeed broad and complex but require adaptive management that is strategic and sensitive to conditions, problems, needs and potential resources owned by residents including farmers and craftsmen [2], [8], [11]. Empowerment process cannot be carried out in pieces and in a limited period of time. The nature of empowerment requires a continuous cycle. Therefore, efforts to strengthen self-capacity require gradual and systematic planning. It is important to evaluate empowerment to find out the various weaknesses, strengths, obstacles, failures and successes achieved.

The empowerment process is always tied to participation, cooperation and support, including in the form of partnerships [15], [21]. Cooperation in the form of partnerships is the key that opens the way for the achievement of empowerment goals and this fact is found in a group of quality cococraft craftsmen in Purbalingga Wetan, Purbalingga Regency, Central Java Province, Indonesia. Cococraft craftsmen have formed partnerships with several parties to increase business productivity. Social relations with a partnership pattern are carried out by cococraft craftsmen not only in the production process but also in pre-production and post-production.

The existence of partnerships carried out by cococraft craftsmen is strengthened by social capital. Utilization of social capital has an essential value as a pillar of strengthening partnerships oriented towards community empowerment [6], [19]. Partnerships help farmers and craftsmen in facilitating the procurement of raw materials and product marketing [14], [22]. Optimizing the empowerment of craftsmen can be done by developing

the function of partnership cooperation with various parties [3], [9], [21].

Partnership cooperation has a function as a driver of the spirit and ability of craftsmen in producing quality cococraft products. Several partners have transformed production technology and modification in order to improve quality of the cococraft, so that the designs motif will be richer and more attractive [17]. Improving the quality of the craft cannot be separated from the assurance of raw materials in the form of wood waste and coconut shells that are selected with the best characteristics. This statement requires that the craftsmen must be skilled in identifying the characteristics of the best cococraft raw materials [4], [7], [16]. The guarantee of the best raw materials can be obtained by craftsmen through continuous partnership relationships with suppliers of raw materials.

The partnership pattern makes it easier for craftsmen to gain access to various potential market segments for quality cococraft products. Traders and sales agents as well as transportation service agents include those who have partnership with craftsmen in post-production activities. Partnership cooperation makes a major contribution to the empowerment of craftsmen as producers of quality cococraft through increasing entrepreneurial skills. The series of problems concerning the urgency of partnership cooperation for the empowerment of craftsmen motivates the theme of this research. The research is deliberately focused on the study of various socio-economic elements that determine the strength of partnership cooperation for the empowerment of quality cococraft craftsmen.

2. MATERIAL AND METHOD

The research method used is an in-depth case study. The research approach is a combination of qualitative and quantitative with a dominant type of qualitative [6]. The research location was deliberately set in the cococraft production center area in Purbalingga Wetan Village, Purbalingga Regency, Central Java Province, Indonesia. The reason behind the selection of research sites is the fact that the previous research [7-9] result shows that quality cococraft craftsmen have cooperative relationships with a partnership pattern with various parties. The established partnership supports the empowerment of craftsmen in managing quality cococraft businesses to be more productive, creative, and innovative.

The research population includes all cococraft craftsmen in Purbalingga Wetan. Respondents as primary data sources were determined by purposive sampling technique. All of the respondents must meet all the criteria that have been set. The criteria used to determine the respondents are the main income pattern as cococraft craftsmen, craftsmen produce quality cococraft regularly,

have partnerships with various parties both at the pre-production, production, and post-production stages, and actively participate in various empowerment processes. The number of selected respondents was not carried out proportionally according to strict statistical rules. However, the determination of the number of respondents is based on the fulfillment of data needs in order to answer the formulation of research problems in-depth and complete. For the purpose of checking the validity and correctness of the primary data, key informants were determined as other data sources. Key informants were selected using the snowball sampling technique.

Types of data collected in the form of primary and secondary data. Primary data includes a description of the partnership network, variations in the strength of partnerships, the terms of partnership sustainability, and various elements of partnerships in empowerment. Primary data collection techniques used in-depth interviews, participatory observation, and focused discussion. Secondary data in the form of previous research results and relevant ideas have been published in several scientific articles. The technique of collecting secondary data is using content analysis.

The data collected was processed qualitatively and quantitatively. Qualitative data has been processed and then analyzed using the Interactive Analysis Model [13]. Quantitative data that has been processed is directly analyzed using simple statistics in the form of percentage values, tabulations, frequency distributions, scoring, and average values. The data that has been analyzed is then interpreted and discussed in a complementary quantitative and qualitative description.

3. RESULT AND DISCUSSION

The partnership is one of the strategic needs of every community empowerment process, including farmers on-farm and craftsmen on off-farm. Partnerships are based on cooperation and can be expected to increase productivity, creativity and innovation. The essential value of partnerships is undoubtedly to increase the ability of farmers to maintain the sustainability of agricultural systems [12]. Partnerships provide economic, technological and social benefits for farmers [18]. Partnerships in agriculture do require clarity of goals, activities, rights and obligations that are mutually agreed upon by the partnering parties. The implementation of partnerships cannot be separated from mutual agreement [5]. Of course this is important so that no party is harmed. The results of this study also show that the partnership of craftsmen with various parties has been going on for a long time.

All of the respondents acknowledged that partnerships were always needed from the pre-production, production to post-production processes of

quality cococraft. This finding is in accordance with the results of other research that proves that handicraft businesses can benefit craftsmen to improve the quality and techniques of coloring as well as marketing, including tin-based crafts [22]. Each partner makes a special collaboration with the respondent. There are partners who collaborate on pre-production, production or post-production processes only. Suppliers of quality cococraft raw materials have partnered with respondents in the interest of preparing coconut waste in the form of wood and shell residues. Regular contact and communication on average twice a week. The first social interaction is for ordering and the second is for delivering orders for raw materials. Suppliers of raw materials are ready to meet the needs and requests of respondents regarding the accuracy of the type, volume and quality of raw materials. On the other hand, the respondent has an obligation to pay according to the agreement. Partnership activities between raw material providers and respondents are not only in raw material activities but also cooperate in the production process. Several suggestions were submitted by the raw material provider to the respondents for the technique of identifying the conditions and characteristics of good raw materials used in the quality cococraft production process.

Respondents conducted partnerships with various parties to expedite the production process. Apart from providing raw materials, respondents have developed partnerships with the Purbalingga local government and universities. Some of the results of research and service in the form of product modification technology, enrichment of motif designs, cutting, splitting and slicing tools, sanding machines for smoothing, tools and rafts, sorting and grading techniques, promotion and marketing techniques were conveyed to respondents. Partnership activities take place regularly and periodically. Not only in production activities, but local governments and universities are also interested in increasing the guarantee of raw materials and the smooth running of the quality cococraft market.

Respondents formed partnerships with sales agents for quality cococraft products which were marketed to several areas of Java and outside Java. Partnership activities with customer agents are not only limited to post-production, especially marketing. Sales agents often provide information about product motif designs that are

trending in the market. Likewise, customers convey quality cococraft collections that are contemporary and have high artistic value so that prices increase. Sales agents and customers always cooperate with respondents to fulfill several raw material requirements according to market demand in order to produce quality cococraft and motif design works. The respondent's partnership with sales agents and customers includes pre-production, production and post-production activities due to the importance of a lasting business relationship so that they try to maintain product quality to meet customer satisfaction.

Other partnerships were carried out by respondents with several parties for the benefit of post-production activities, especially the marketing of quality cococraft. It's just that market traders, tourist market managers, exhibition managers and goods transportation service agents only cooperate with respondents for product marketing. The partnership has lasted an average of > 5 years. Each party tries to maintain trust and fulfill obligations so as not to harm one party. A description of the diversity of the respondent's partnership with several parties in the pre-production, production and post-production activities of quality cococraft is shown in Figure 1.

The strength of the relationship between respondents and various parties shows differences in aspects of economic functional usefulness, duration, implementation of interactions, ease of agreement and fulfillment of rights and obligations. The raw material provider has the strongest partnership with the respondent compared to other parties. Both parties get maximum service from the partnership aimed at maintaining the availability and guarantee of premium cococraft raw materials. All respondents acknowledged the role of partners in providing raw materials to be the most dominant for the continuation of production. Respondents feel lost when raw supply partners cannot be contacted to order wood waste and coconut shells. The raw material provider has the right to receive cash payments by the respondent. There are rarely any late payments. The right of respondents to obtain raw materials is always responded quickly by partners. If raw materials are in short supply, suppliers of raw materials try to collect them from outside the Purbalingga area, especially from Banjarnegara and Wonosobo.

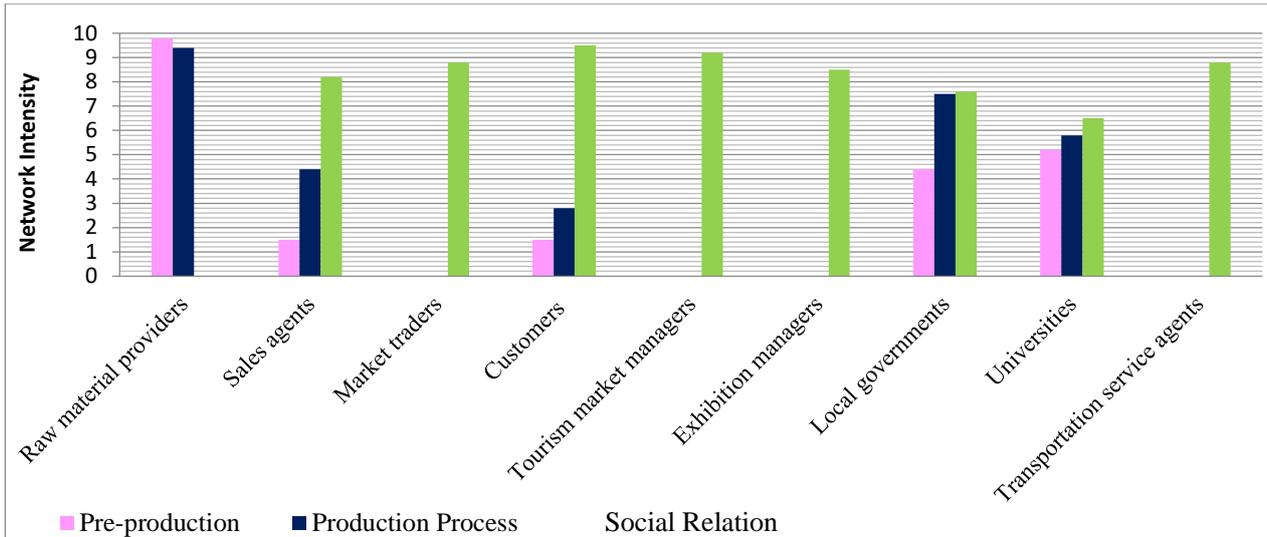


Figure 1. Partnership Network of Respondents in Pre-Production, Production and Post-Production of Quality Cococraft

The respondents also succeeded in establishing strong partnerships with market traders, transportation service agents, sales agents and customers. Some of these parties play a role in the strategy in helping the marketing of quality cococraft products. Market guarantees are provided by partners to respondents as a form of obligation that was mutually agreed upon from the start. The intensity of partnerships with local market traders, sales agents, transportation service agents and customers is relatively high because the coconut marketing process to artisans takes place on average once a week.

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The partnership relationship between respondents with local governments and universities has lower strength than raw material providers, market traders, sales agents, customers and transportation service agents. However, the partnership is stronger than that forged by respondents with tourism market managers and exhibition managers. The purpose of the partnership developed with local governments and universities is not much different, namely increasing the productivity of micro-businesses for quality cococraft as Purbalingga's superior product. Workshop facilities have been permanently prepared by the local government. The form of partnership with universities is oriented towards empowering craftsmen in utilizing several types of environmentally friendly production technology. The partnership with tourism market managers and exhibition managers does not yet have an established strength because they are incidental. The difference in the level of partnership strength regarding the empowerment of respondents in producing quality cococraft is observed in Figure 2.

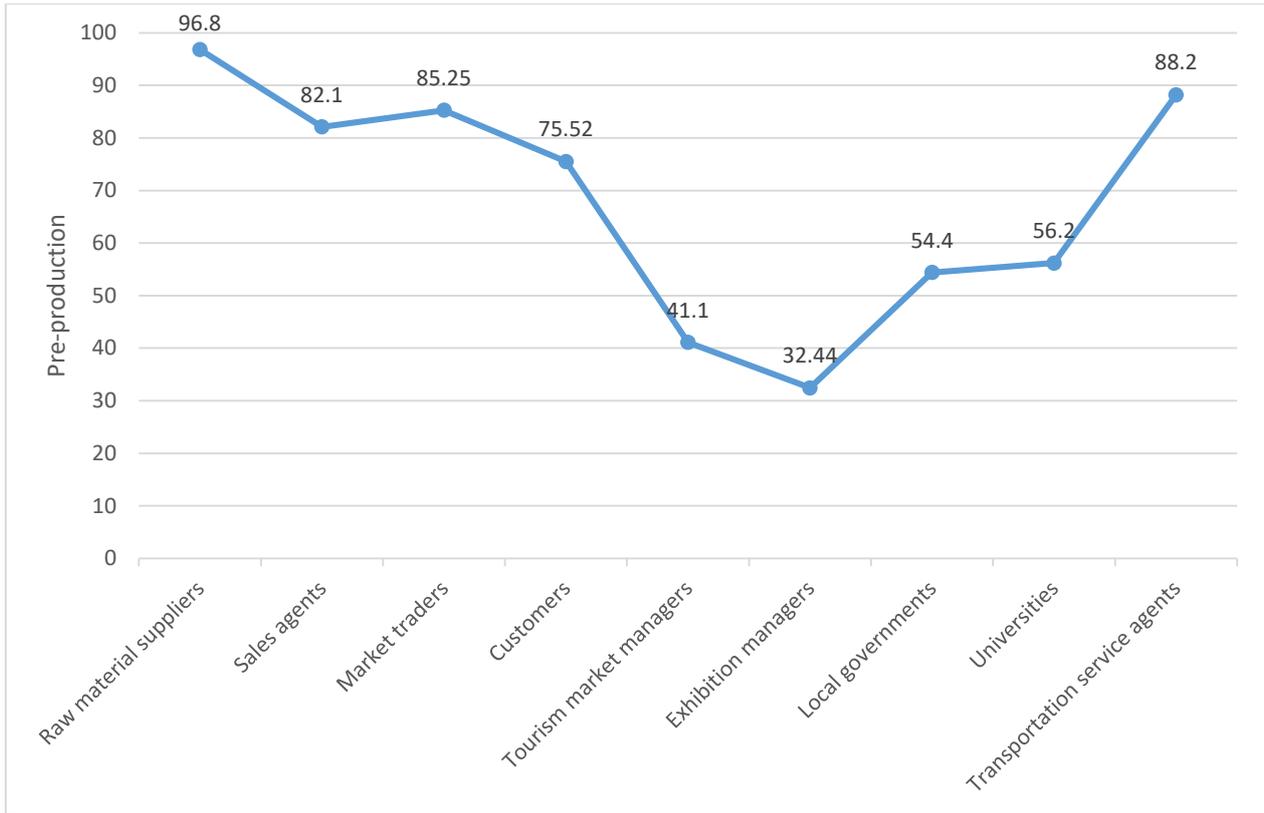


Figure 2. Level of Partnership Strength for Empowerment

The sustainability of the partnership function for the empowerment of respondents with various parties is determined by several conditions that bind the two. The most dominant requirement for maintaining routine frequency and social distance from activities stems from the ability of each party to provide an agreement regarding the certainty of the availability of time and activities. The time allocation of the two partnering parties is based on certain interests. Respondents and partners always try to avoid conflicts of activity time. However, it is often the respondent who tries to adjust the time of the activity. Adjustments are made so that there is a greater opportunity for quality cococraft micro-businesses to be empowered together with other parties.

Another requirement that determines the function of the partnership to support the empowerment of craftsmen

in producing good quality cococraft for the frequency of activities and social distancing is the clarity of activities and contributions made by each party. Respondents accept every activity, contribution and role given by the original partner for the development of quality cococraft production. Guarantee the availability of raw materials that are ready to be delivered on time is a pre-production activity that is given in the form of contributions from partners providing raw materials. Conditions related to the location of activities and the balance of exchange are not dominant determinants of the continuation of the partnership function for the empowerment of craftsmen in managing a quality cococraft business. Details of the requirements for the sustainability of the partnership function are clearly listed in Figure 3.

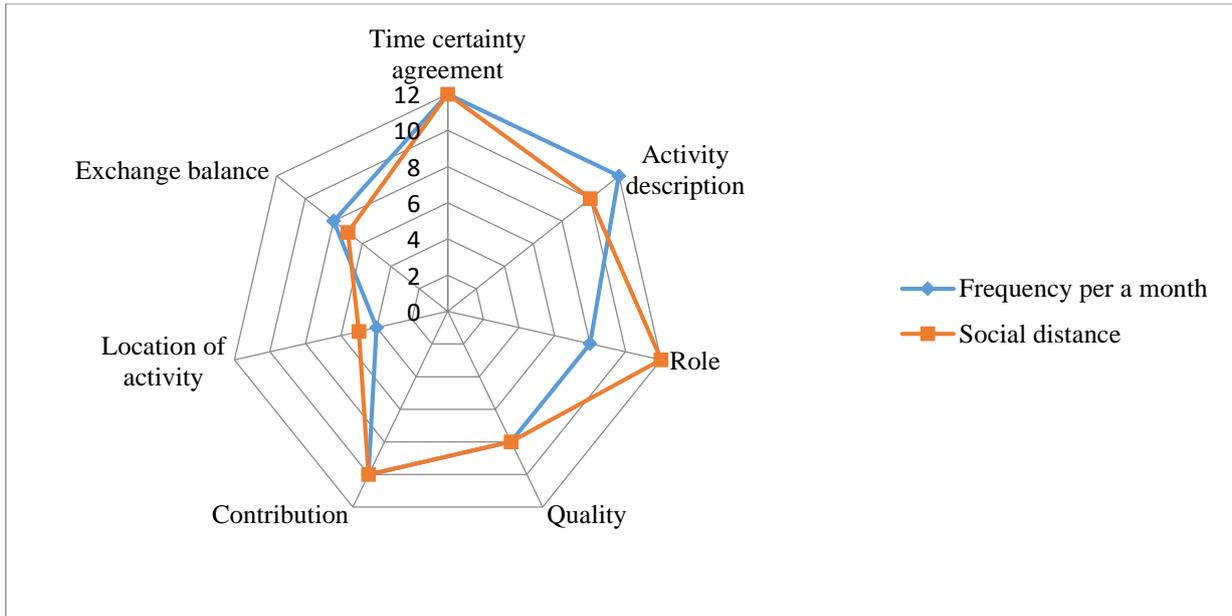


Figure 3. Various Terms of Partnership Sustainability

The elements of partnership in the process of empowering quality cocraft craftsmen are varied. The effectiveness of communication and social closeness are included in the elements that have dominant strength both in the strength of the partnership and its contribution to the empowerment of respondents. Regular communication with the same interests of messages regarding the type and quality of raw materials, cutting and splitting technology, binding and rafting techniques, smoothing techniques, enrichment of motif designs and artistic and contemporary texture arrangement techniques. Another dominant element is mutual trust

and social interaction between respondents and partners. These two elements are important in maintaining the partnership relationship so that it is continuous and beneficial for the empowerment of respondents. Only the symmetrical bargaining position element has a less dominant influence on the partnership function in supporting the empowerment of respondents. This is because the respondent's position with partners is not always required to be parallel during the technology transfer process or market segment expansion. The other elements can be observed in Figure 4.

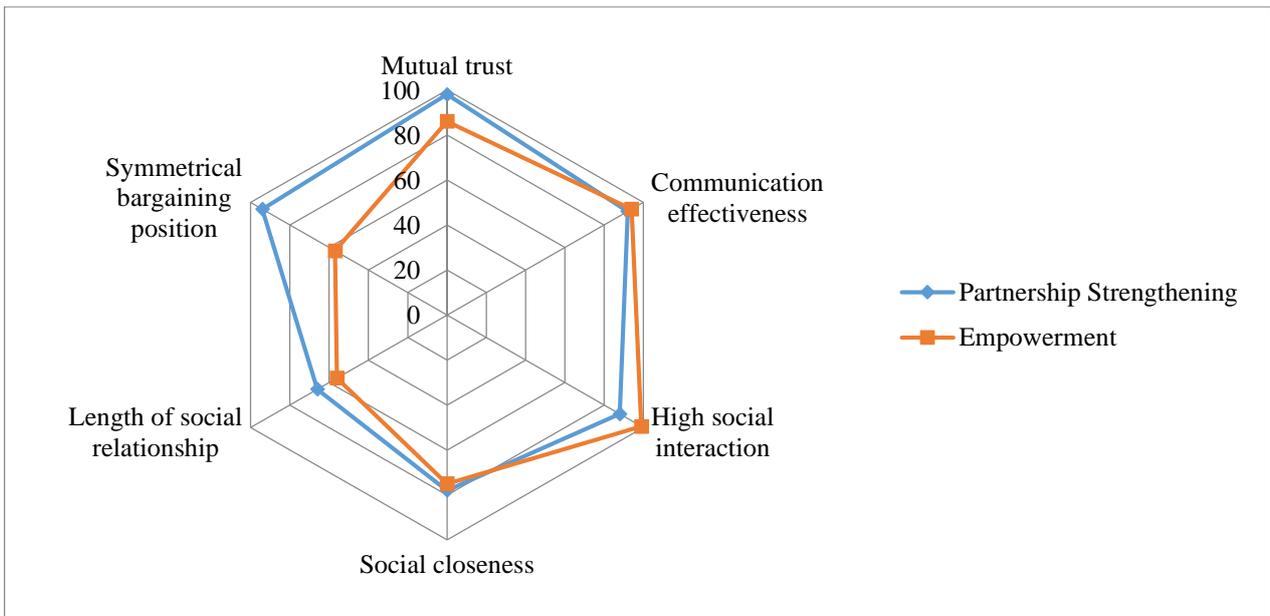


Figure 4. Elements of Partnership in Empowerment

The existence of social relations in the form of partnerships has proven to be an important part of the strategic need for respondent empowerment. Partnerships play a role in helping respondents open their horizons and access to entrepreneurial spirit, technology adoption and marketing of quality cococraft products. Cooperation networks based on social capital cannot be separated from empowerment [10], [12], [20].

4. CONCLUSIONS AND SUGGESTIONS

Social relationships in the form of partnerships found in respondents turned out to have a wide network. The partnership network does not only exist in the production process but also in pre-production and post-production activities. The strongest partnership that supports the empowerment of respondents comes from the raw material provider. However, the results of data analysis show that all partnership networks contribute to empowering respondents to be able to produce quality cococraft products. The elements of partnership in the form of effective communication, social interaction, social closeness and mutual trust need to be strengthened to continue to support the empowerment of respondents.

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