

## ANALYSIS RISK MAPPING OF BATIK KARAWANG DISTRIBUTION TO EXPAND DISTRIBUTION COVERAGE

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### Abstract

*Karawang has distinctive batik and is different from batik from other regions, so this batik is admired by the Karawang community itself. The distribution of Karawang batik still has many obstacles both in terms of regional conditions, the number of craftsmen and branding that are not yet strong. This research focuses on re-mapping the flow of Karawang batik distribution with reference to risk management. This research is very important to improve the flow distribution of Karawang batik, so that it will make the distribution coverage of this batik even wider. This study uses a mapping method distribution flow, taking into account the risk management. The risk management itself uses a Risk Register map, so that the risk exposure from Karawang batik will be increasingly clear and is expected to make mitigation and minimize risk. After conducting a causal analysis and risk map, several proposals were extended to expand the scope of marketing, including the Religious Community, the Government Organizations, Banking Companies, Private Companies, Motor and Car Commodities. The proposal is expected to be implemented and have a positive influence. Furthermore, it will be monitored once a year to see the changes*

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**Keyword: batik karawang; causal analysis; risk register map**

### introduction

Is one of batik karawang batik has a history in the development of the Indonesian batik. A batik is one of a batik as recorded by Dutch colonist. It has a batik name a batik tarawang ( batik tarum karawang ) and is one batik fabric participated in Java batik exhibition held in the Netherlands in 1892. Batik tarawang ( batik tarum karawang ) this is a batik made by artists batik a descendant of the Chinese national who settled in Indonesia. During that time a batik is made by the Tan Tjeng Kwat in 1860 in addition of these other also make a batik. Batik tarawang ( batik tarum karawang ) itself is one of a batik in production by Mrs. Vinca Hegen also known as the wife of a painter best known in Indonesia Raden Saleh. In 1931 the motives ( batik tarum karawang ) have to a collection exhibited also in the Netherlands. Batik this is a collection of and be developed further as motives batik karawang typical of this city. In developing the motives typical of the artist batik karawang city to develop and basic to the ornamental give form the motives with a coat of arms the appropriate current local culture and raised the local communities. Of the location region has the land, karawang the sea and these mountains being multiform type the motives that develops in this area. The motives was much the natural beauty as a pattern and motives on cloth batik from various regions. It is also occurred in the areas of natural beauty karawang has remarkable. With a of the about them and natural conditions characteristic of every motives batik the regions from the karawang characteristic is also having its own in the motives they may have made. Pattern from karawang batik design is develop and become the motives favored by the modern more the public. ( Rizkita, 2018)

**Table 1. Type of Karawang Batik**

No	Batik Motif
1	Panen Raya
2	Citarum
3	Cigentis
4	Pare Sagedeng
5	Cere Bulu
6	Kembang goyang kecil
7	Leuit
8	Aneka Padi
9	Pohon Padi
10	Panen Raya

11	Bulir Padi
12	Bungan Tarum Padi
13	Ceplok Sawah
14	Kembang Goyang Besar
15	Tangkai Padi
16	Batang Padi

Source: Bale Batik Taza 2019

## LITERATURE REVIEW

Coined the term supply chain capitalism describing the historical configuration of capitalism in which corporations produce and distribute goods globally. He emphasized the various and unevenly distributed relationships and positions of subjects - in terms of nationality, ethnicity, class, gender etc. - connected along one supply chain. The supply chain assembles a collective that is entangled in a complex and uneven manner along its path, most of which time is not even aware of itself. In connection with Tsing's analysis we want to show that this "political economy of articulated heterogeneity" (Tsing, 2016) fundamentally relies on various technological and calculative revolutions in managerial logistics during the second half of the 20th century (Allen, 1997); (Cowen, 2014)<sup>3</sup>; (Danyluk, 2018). Movable property or the business of relocating goods in space (Naylor, 2013) for centuries were considered as attachments to production. This changed in the 1960s, when large companies enthusiastically adopted insights from research into World War II operations. Operational

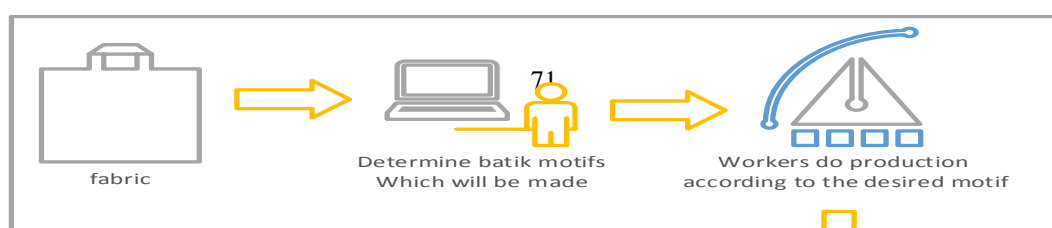
Perspectives allow transportation to be considered as an inseparable part of the production process (Bielowski, 1971). Material flow, which previously existed in the shadows as a fixed cost after production, has now become a phenomenon in the spotlight. Moving cargo represents only one modern logistics operation (Allen, 1997). What makes modern logistics its role is the interface that connects various manufacturing and distribution operations to a "sustainable production network." This development also comes directly from the meeting between military operations research and logistics science. Tools derived from operations research, analysis of total costs, recalibration of industrial logistics with lasting effects. The data sheet of the total cost calculation allows the mass of information earthed on the price and availability of raw materials, the price of human labor, and the tax regime to be collected in such a way as to optimize profits at each stage.

Recalibration of logistics as a key "operational key to globalized economic discipline" (Holmes, 2011) developed with widely adopted socio-technical standards and infrastructure improvements on a global scale. Standardization of the transport media, often directly related to military campaigns such as Vietnam, paves the way for new temporal rhythms of on-demand production and delivery (Holmes, 2011)<sup>8</sup>. To overcome the disproportion between supply and demand, Japanese car manufacturers develop a timely production system, which restructures the procurement business firmly. stock sitting idle in a warehouse (Danyluk, 2018), factories and distribution centers began to receive the flow of material to continue it to the next destination, either immediately or after further processing. From the 1980s, this new time horizon created a new demand for manage the connectivity of each value creation chain along the lines of geographic inequality of world markets. Drawing insights from research operations, the field of supply chain management takes over as a new governance technique that covers all logistics arrangements, involving all "channel partners" such as "suppliers, intermediaries, third-party service providers, and customers" (Professional Chain Management Board Supply, 2013, 187).

One of the basic philosophies behind Project Risk Management is that information generated through its use is applied to the project. To enable this, the Risk Register tool is generally used as a tool to record and document information generated through the use of Project Risk Management. The Risk Register itself is a very effective tool to enable everyone involved in the project to consciously evaluate and manage risk as part of the decision making process. It also provides a platform where mitigation actions and decisions can be made in the future, through ensuring greater understanding and acceptance of visible risks. However, more importantly, the Risk Register allows risk reduction and mitigation plans within the project itself to be documented. Patterson, FD, & Neailey, K. (2002)<sup>9</sup>.

## METHODS

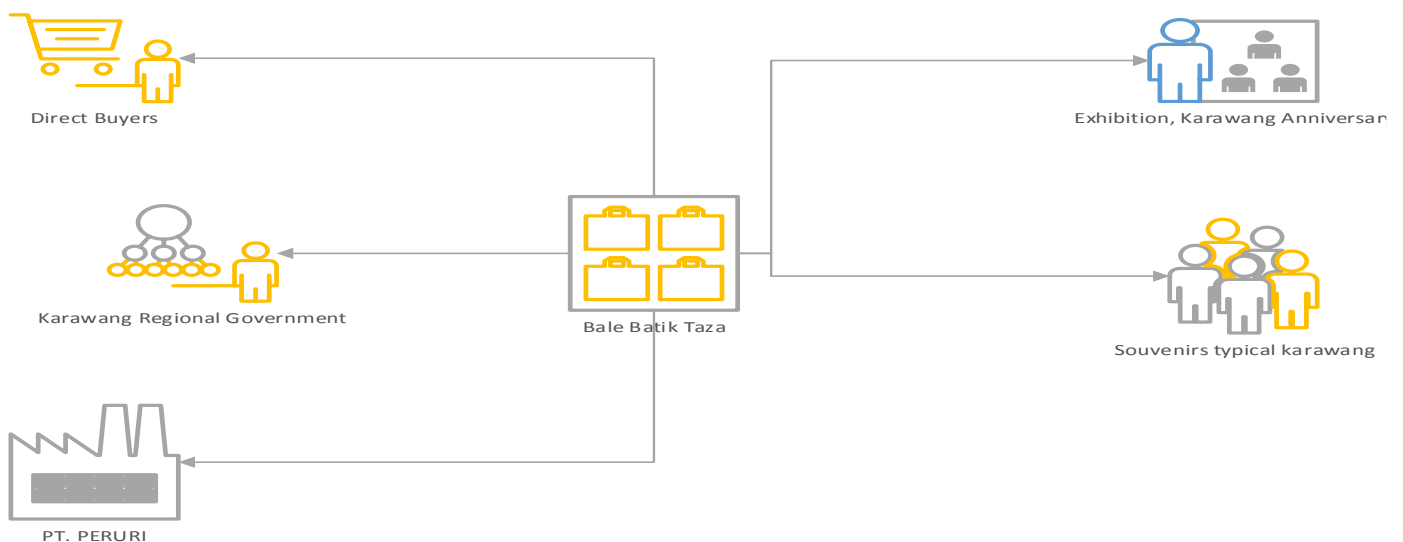
According to Dr. Kaoru Ishikawa in Sayuti ., M (2018) Fishbone or fishbone diagrams are one method or tool that serves to improve quality. This fishbone diagram is also called a cause-effect diagram. This fishbone analysis includes, "Why did that happen? How can we make that happen? " These two questions, both of which are very important in business settings, are essentially the same. The following is the process of producing or manufacturing typical Karawang batik at Bale Taza.



**Figure 1. Process Production Flow of Karawang Batik**

Picture above is a process production flow of Karawang batik which has 6 stages of process, the six stages of the process are: 1. Fabric selection that will be made into batik 2. The owner determines what batik motifs will be produced 3 Workers do batik motif printing in accordance with the owner's request 4. Checking the fabric that has been printed batik motifs before coloring. 5. The process of coloring batik, in the process of producing batik is the most difficult process. Because it requires several coloring stages according to the motive. 6. The process of drying after printing and the final process becomes batik.

The stages of the production process above have their respective difficulties in stages. The biggest difficulty is the coloring process, because this process must be several stages that go through in accordance with the color of the motif. Batik taza coloring is mostly done in Cirebon, because the coloring there is very good and there are many experts in doing the coloring process. The next stage after the production process is marketing, the marketing stage of the researcher takes the distribution stage. The following is the flow of distribution at Karawang bale batik.



**Figure 2. Distribution Process of Bale Batik Taza**

The picture above is a stage of the distribution process of Karawang Batik , the following explanation of the distribution:

- Direct Buyers: this stage buyers come directly to the bale batik taza to buy Karawang batik.
- Karawang Regional Government: Civil Apparatus Government of the Karawang Regional Government is required to wear batik typical of Karawang. Thus increasing batik sales.
- PT. PERURI: starting in 2018 PT. Peruri inaugurated a new batik uniform produced by Bale Batik Taza.

- Exhibition, Karawang Anniversary: batik taza follows the exhibition both in Karawang and outside Karawang and as a costume for Karawang's anniversary.

- As a souvenir: usually karawang batik is made for personal, government and private gifts.

After analyzing the production process and the distribution of goods there are several problems faced by the bale batik taza in Karawang. These problems include: 1. Resources 2. Stock 3. Interest in Karawang batik is still not too much 4. Less motif 5. Small distribution network

The problems faced by batik taza are a lot of stumbling blocks to develop distribution networks. These problems will be tried to be solved with several stages of the method. The following stages of the method will try to solve the problems in the bale batik taza; 1. Causal analysis (fishbone analysis) 2. Risk register (Risk register) 3. Improve distribution channels.

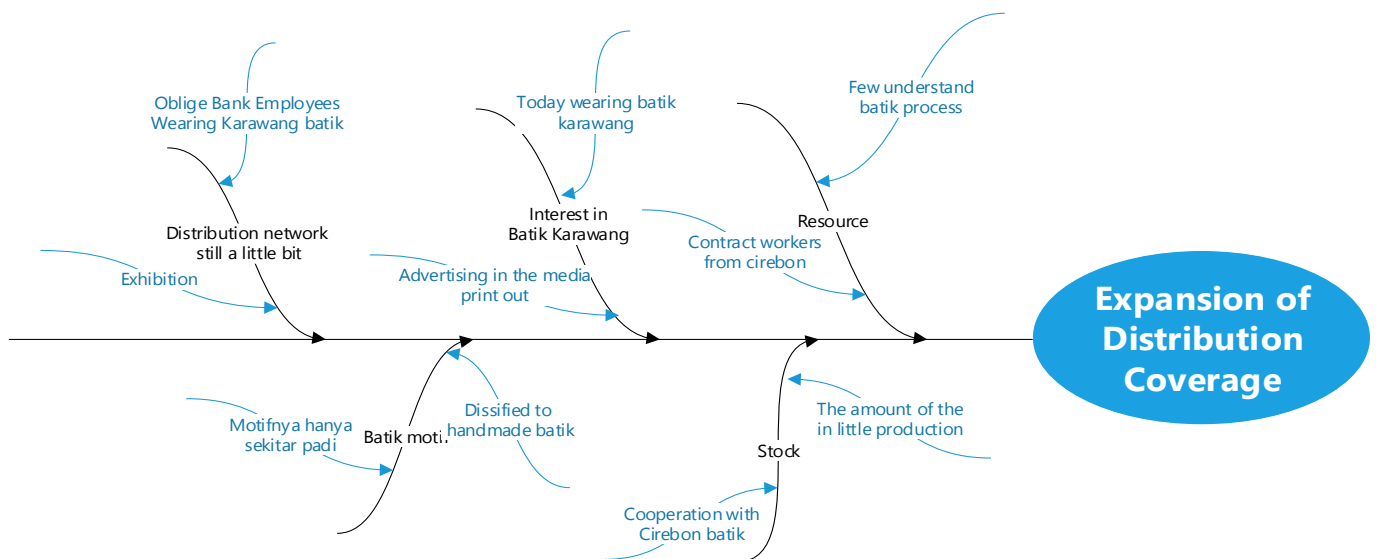


Figure 3. Cause and Effect Diagram

**Table 2. Risk Register Bale Batik Taza**

No (1)	Objective (2)	Business Process (3)	Risk Category (4)	Risk Event (5)	Risk Cause (6)	Risk Source (Internal/External) (7)	Severity
							Qualitative (8)
1	Resources	The expert on the process of batik production	Operasional	Only few employees understand the batik making process	a. The resources that understand the batik process is lack b. The employees prefer to work in factory	Internal	The production process is hampered and causing the amount of stock in the Bale Batik Taza is low
2	Stock	The large number of batik stock in Bale Batik Taza	Operasional	Bale Batik Taza in Karawang has few batik stocks	a. The production process is not routine b. Colouring is still done in Cirebon	Internal	Loss of income due to buyers choosing other batik besides batik Karawang. It is because there are only few stocks and choices
3	Less of interest on batik Karawang	A lot of people's interest in using batik Karawang	Operasional	Lack of interest in using batik Karawang in the Karawang society	a. Uncompetitive with batik Pekalongan and batik Cirebon b. The price is too expensive compared to other batik.	Internal	Loss of income due to buyers choosing other batik besides batik Karawang. It is because there are only few stocks and choices
4	Only few batik patterns	A lot of people's interest in using batik Karawang	Operasional	Consumers are bored with only few kinds of batik patterns.	a. Less kind of patterns b. Available patterns are only about rice	Internal	Less of buyer interest due to the patterns are already used by other people
5	Small distribution network	Large distribution network of batik marketing	Operasional	Only few costumers in Bale Batik Taza	a. The number of buyers in large quantities is very small. b. The number of batik Cirebon and Pekalongan which c. The price is quite expensive	Internal	Growth of regular customers is still low. It is difficult to develop its market.

**Table 2. Risk Register Bale Batik Taza (Advanced)**

Risk Owner (9)	Dept Related Unit (10)	Risk Treatment	
		Risk Treatment Options (11)	Act Of Mitigation Description (12)
The owner of Bale Batik Taza	The owner of Bale Batik Taza	Contracting employees from the Cirebon or Pekalongan regions to produce batik pattern in Karawang	Giving the training to employees in Cirebon or Pekalongan for making batik.
The owner of Bale Batik Taza	The owner of Bale Batik Taza	Increasing the amount of production by collaborating with batik Cirebon and it will increase the amount of stock.	Collaborating with batik Cirebon
The owner of Bale Batik Taza	The owner of Bale Batik Taza	Having a batik's day in Karawang, both private and Government employees	Advertising in mass media, printing media and social media
The owner of Bale Batik Taza	The owner of Bale Batik Taza	Add patterns and provide best color patterns.	Diversify the patterns and colors, then try to press the selling price
The owner of Bale Batik Taza	The owner of Bale Batik Taza	Discussing with the regional government about wearing batik on certain days for bankers and factories employees, like PT. Peruri.	Discussing with the regional government about wearing batik on certain days for bankers and factories employees

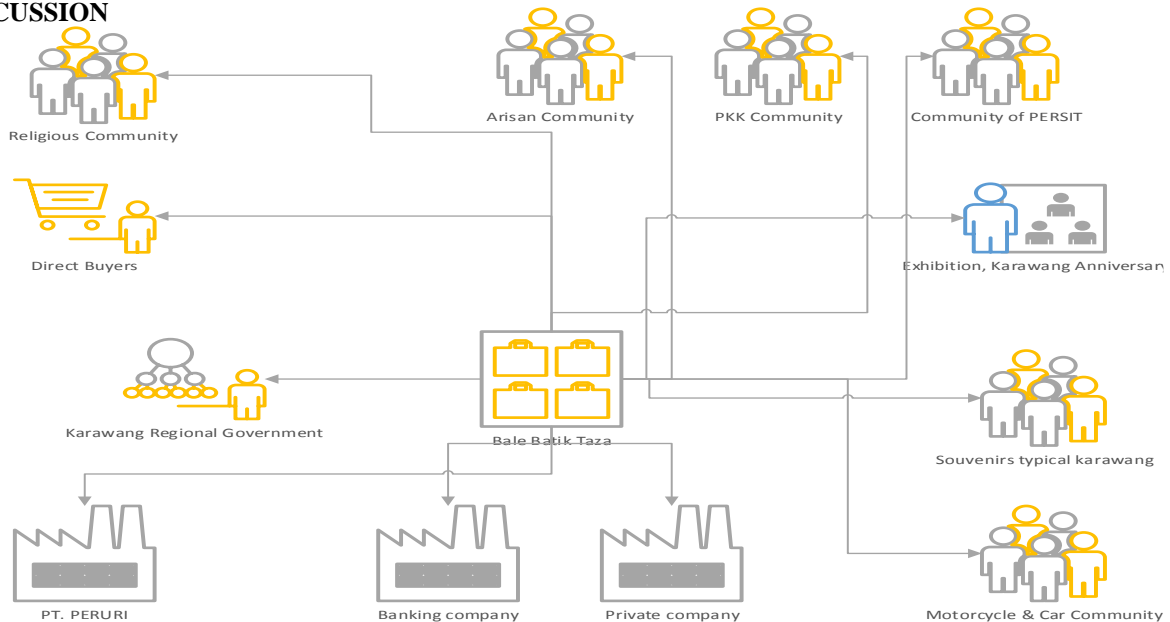
After obtaining the risk map, then we must determine the impact table to enter the risk position at which rank. This risk ranking is very useful to see the position of this risk in which area, so it is necessary to mitigate the risk so that it does not happen again with the same risk.

**Table 3. Monitoring Worksheet**

MONITORING WORKSHEET															
NO	RISK EVENT	MITIGATION PLAN	TIME OF MITIGATION IMPLEMENTATION DAN MITIGATION RELATION												EVIDENCE
			PER THE FIRST 6 MONTHS OF						PER THE SECOND 6 MONTHS OF						
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	OCT	NOV	DEC	
1	Only few employees understand the batik making process	Giving the training to employees in Cirebon or Pekalongan for making batik.													
2	Bale Batik Taza in Karawang has few batik stocks	Collaborating with batik Cirebon													
3	Lack of interest in using batik in the Karawang society	Advertising in mass media, printing media and social media													
4	Consumers are bored with only few kinds of batik patterns.	Diversify the patterns and colors, then try to press the selling price													
5	Only few costumers in Bale Batik Taza	Discussing with the regional government about wearing batik on certain days for bankers and factories employees													

The above table is a monitoring sheet of its function to find out how the actions have been carried out by the owner doing risk mitigation. The table above is very clear monthly, its function is to find out how the risk mitigation process is. Because at the monitoring stage the risk could have increased or the risk had been resolved, because the risks could have influenced each other.

**DISCUSSION**



**Figure 4.8 The Improvement of Bale Batik Taza Distribution Flow**

Figure shows the improvement of distribution flow after conducting mapping analysis cause and effect, then there are some additional proposals for distribution, namely:

1. Religious Communities
  2. Governance organizations
  3. PERSIT Community
  4. Banking Companies
  5. Private Companies
  6. Motor and Car Commodities.
- The above distribution proposals can succeed and may not succeed depending on the hard work of the owner to expand the distribution scope. In addition to the role of the owner, the role of Local Government policies that will provide policies for banking companies and private companies to use karawang batik. Opportunities for the development of batik Karawang is very large considering the many people who like to wear batik and there are certain days some companies both private and civil servants require to use batik. However, the threat is very large because of quite tight price competition and varied motives, so that they are less competitive with Cirebon and batik Pekalongan.

**CONCLUSION**

On research, using a analysis and effect, map risk. In conclusion that of five risk in discussed on the risk, there is five mitigation in offer writer for bale batik taza. Mitiga risk the fifth: a. Giving the training to employees in Cirebon or Pekalongan for making batik, b. Collaborating with batik Cirebon, c. Advertising in mass media, printing media and social media, d. Diversify the patterns and colors, then try to press the selling price, e. Discussing with the regional government about wearing batik on certain days for bankers and factories employees. After getting risk mitigation of maps, expected bale batik corporation taza fill a sheet provided by writer. Research can so continuous and improve the distribution bale batik taza.

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