

# Strategies for Improving the Economy Based On Micro, Small and Medium Enterprises in the Wong Kito Palembang Gallery

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## Abstract:

This study aims to determine and analyze the improvement of the economy based on Micro, Small and Medium Enterprises (MSMEs) at Wong Kito Gallery Palembang. Wong Kito Gallery Palembang initiated a program to use horticultural waste as a dye in making natural batik. This program itself is a flagship Corporate Social Responsibility (CSR) program of PT PLN Indonesia Power Keramasan Generating Unit called Pesona (Plant based Recycling on Ecoprint Innovation) Sriwijaya. Pesona Sriwijaya is one of the flagship CSR programs of PT PLN Indonesia Power Keramasan Generating Unit which raises the issue of empowering women and vulnerable groups.

Batik CINDO or Clean Batik is one of the new products from Pesona Sriwijaya. Clean batik is the result of a natural batik making process and does not use chemicals. The stage of making batik from the initial stage to the final stage which usually uses several types of chemicals is then changed to natural materials. The goal is that Pesona Sriwijaya becomes a program that continues to innovate to produce environmentally friendly products.

**Keywords:** CSR, Empowerment, Zero Waste, Clean Batik

## 1. Introduction

PT PLN Indonesia Power Keramasan Generating Unit is located in Palembang City, South Sumatra Province, precisely in Kemang Agung Village, Kertapati District. The Pesona Sriwijaya program is the flagship CSR program of PT PLN Indonesia Power Keramasan Generating Unit. The Pesona Sriwijaya program is located in two villages with two different sub-districts. The Pesona Sriwijaya program focuses on the company's ring 1 community, namely Kemang Agung Village, Kertapati District, and Bukit Lama Village, Ilir Barat I District.

The Pesona Sriwijaya Program has two locations, Kertapati Subdistrict and Ilir Barat I Subdistrict, based on the administrative boundary map of Palembang City. Kertapati sub-district is the sub-district where the PT PLN Indonesia Power Keramasan Generating Unit is located. The distance between Kertapati District and Ilir Barat I District is 11 (eleven) kilometers.

Economic problems that occur in Kertapati Subdistrict and Ilir Barat I Subdistrict include the high number of unemployment. The number of unemployed people recorded at the Central Statistics Agency (BPS) in the Kertapati District and Ilir Barat I District in 2021 to 2023 can be seen in table 1.

No	Region	Year		
		2021	2022	2023
1	Kertapati District	4.109	4.283	5.494
2	Ilir Barat I District	5.909	5.587	3.820

Based on this table, the number of unemployed people in Kertapati Subdistrict in 2021 was 4,109 people, in 2022 it was 4,283 people, and in 2023 it was 5,494 people. The number of unemployed people in Kecamatan Ilir Barat I in 2021 was 5,909 people, in 2022 it was 5,587 people, and in 2023 it was 3,820 people.

Pesona (Plant-based recycling on Ecoprint Innovation) Sriwijaya is one of the flagship CSR programs of PT PLN Indonesia Power Keramasan Generating Unit which raises the issue of empowering women and vulnerable groups. Pesona Sriwijaya is a program based on potential in 2019. The potential of the existing community is utilized properly so that it becomes a solution to the problems that occur in the community. Pesona Sriwijaya utilizes the existing potential, namely the gambier sap waste around, the basic skills possessed by group members, and the free time possessed by housewives. This potential can then solve environmental problems that occur, namely the utilization of waste into natural dyes.

Pesona Sriwijaya utilizes the potential of housewives so that they have more productive activities and increase their income. Pesona Sriwijaya is a program that has been tailored to the potential and needs of the community, not just a program formed as a form of social and environmental responsibility. Pesona Sriwijaya also aims to restore ancestral traditions by using natural dyes.

Pesona Sriwijaya is a synergy and collaboration of five groups/communities, namely Keramasan Crafter, Bukit Crafter, Aksara Group and the Indonesian Women with Disabilities Association (HWDI) and the Hijrah Group (prisoners of the Women's Correctional Institution class IIA Palembang City), where these five groups are fostered by the parent group called UMKM Galeri Wong Kito (GWK).

No	Group Name	Number of Member	Year Joined
1.	Galeri Wong Kito	20 People	2019
2.	Keramasan Crafter	21 People	2019
3.	Bukit Crafter	14 People	2020
4.	Aksara Group	16 People	2022
5.	Himpunan Wanita Disabilitas Indonesia (HWDI)	42 People	2023
6.	Hijrah	20 People	2024
<b>TOTAL MEMBERS</b>		<b>133 People</b>	

One of the phenomena that occurred was the burning of one of the Sukawinatan Landfills (TPA) in Palembang City covered in thick smog in 2023 (Kompas, 2023). The fire at the Sukawinatan landfill is a serious problem because the abundance of household waste, horticultural waste and other waste exceeds the capacity or capacity of the landfill. As an upscale MSME that cares about the environment, the Pesona Sriwijaya Group initiated a program to minimize horticultural waste and domestic waste in the nearest landfill by developing a Clean Batik / Natural Batik program using dyes from horticultural waste or leftover food ingredients.

	2019	2020	2021	2022	2023
Food waste horticultural waste generation (%)	53,1	43,26	46,74	46	55,75

In this study, horticultural waste used as batik dyes are Gambir, Ketapang, Agarwood, Coconut and Banana. As for food waste, it is shrimp skin pulp which is used in the mordanting (coloring) process as a color enhancer.

In the aspect of social innovation status, in terms of sustainability, it is seen from the utilization of

horticultural waste and food waste in the nearest landfill into dyes and the existence of local heroes with active group regeneration in sharing knowledge with other community groups from these social innovations. The systemic changes that occur appear to include an increase in group capabilities, increasing cohesiveness in the group and the surrounding community with the formation of new social capital strengths. In addition, Zero Waste behavior in daily life, new social practices through knowledge transfer to other communities, and government support.

### **Research Methods**

The research method is a scientific way to get data with specific purposes and uses (Sugiyono, 2018). The research method used in this research is a qualitative approach with descriptive methods. Data analysis in qualitative descriptive research is data-driven and does not use approaches that arise from pre-existing philosophical or epistemological perspectives (Lambert and Lambert, 2012).

The research data was taken from the research area located in accordance with the program implemented by the company. The data used in the preparation of research on corporate social innovation programs are secondary and primary data. Primary data in this study is data obtained directly from informants through face-to-face interviews or other media to get an overview of activities and achievements that have been obtained. Meanwhile, secondary data includes written data and information related to the planning, implementation (monitoring) and reporting of program results.

### **Results and Discussion**

Pesona Sriwijaya is a program that was formed in 2019 which was formed from the existing potential. Pesona Sriwijaya is located in Lorong Setiawan, Bukit Lama Village, Ilir Barat 1 District, Palembang City. This potential, if utilized properly, can be a solution to the problems that occur in the community. Pesona Sriwijaya utilizes the existing potential, namely horticultural waste and food waste around, as well as the free time of housewives. This potential can solve environmental problems that occur, namely the utilization of horticultural waste and food waste into natural dyes. Pesona Sriwijaya utilizes the potential of housewives so that they have more productive activities and increase their income. Pesona Sriwijaya is expected to be a program that is in accordance with the potential and needs of the community, not just a program as a form of social and environmental responsibility. Pesona Sriwijaya also aims to restore ancestral traditions by using natural dyes. Pesona Sriwijaya is expected to be a sustainable program in the community. Pesona Sriwijaya is a synergy and collaboration of five groups/communities namely Keramasan Crafter, Bukit Crafter, Aksara Group, Indonesian Disabled Women's Association (HWDI) and Hijrah Group (prisoners of the Women's Correctional Institution class IIA Palembang City), where these five groups are fostered by the parent group called Galeri Wong Kito (GWK).

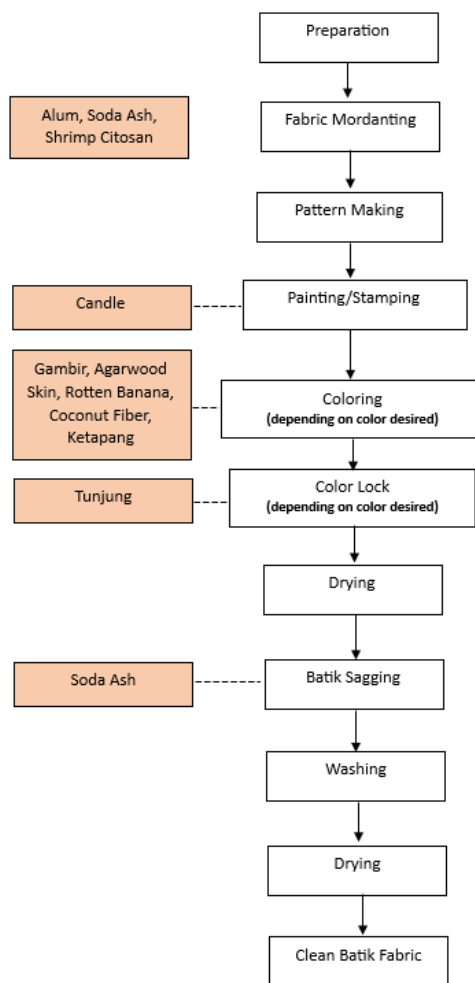
Departing from the problem of horticultural waste and food waste around the environment that is not utilized and only accumulates in the landfill, Pesona Sriwijaya comes up with the idea to minimize the waste by utilizing it into natural dyes in batik (Clean Batik / Natural Batik). Horticultural waste used as batik dyes are Gambir, Ketapang, Agarwood, Coconut and Banana. As for food waste, the shrimp skin pulp is used in the mordanting (coloring) process as a color enhancer. This Clean Batik / Natural Batik making program is called Palembang CINDO (Clean batik iNiative for INDOnesia). For more details can be seen in table 3.

No	Horticultural Waste / Food Waste	Type Horticultural Waste	Function	Quantity required / month	Purchase Cost (including transportation cost)	Material Substitution
1	Shrimp	Shrimp Shell Dregs	Color enhancer (mordanting)	20 – 30 Kg	Free (Reciprocal scheme: MSMEs provide shrimp shell waste, collectors process & provide chitosan powder in a ratio of 3: 1)	Substitute for coating wax for mordanting process
2	Gambir	Gambir sap extraction residual water	Dark brown color producer	9.720 Liter	Rp 13.500.000,-	Indigosol dyes (Nitrite & HCL)
3	Coconut	Coconut fiber	Light brown color producer	10 – 20 Kg	Free	Indigosol dyes (Nitrite & HCL)
4	Ketapang	Leaves	Bright brown/yellow color producer	20 – 30 Kg	Free	Indigosol dyes (Nitrite & HCL)
5	Gaharu	bark and leaves	Light brown color producer	20 – 30 Kg	Free	Substitute for Fragrant Root
6	Banana	Bananas rotten / not worth harvesting	Indigofera color producer (green - blue)	30 – 40 Kg	Free	Brown Sugar substitute as indigovera mix

For the processing of horticultural waste and food waste above, different processing is required. Gambier waste is purchased from gambier farmers directly in the form of gambier waste extraction water. For the processing of rotten bananas crushed and then mixed with water and indigofera (composition 1: 1), this material is used as a substitute for brown sugar which makes high production costs. Then coconut processing, namely coconut fiber is cut and then dried and boiled with water with a composition of 1: 2. For agarwood processing, the agarwood bark is chopped and then woven. And for ketapang, the processing is boiled with water in a composition of 1:2. And for shrimp processing, a reciprocal scheme is used, MSMEs provide shrimp shell pulp obtained from residents/collectors, then shrimp collectors process & provide in the form of chitosan powder in a ratio of 3 : 1 (MSMEs provide 3 kg of shrimp pulp, shrimp collectors return in the form of 1 kg of processed shrimp chitosan powder).

After laboratory testing and the results of trials using the above waste, the results of making natural batik with beautiful natural colors, environmentally friendly and can be purchased at a price that is quite

affordable for all groups. And the waste used is also easy to obtain both free and paid.



In addition to utilizing waste in the landfill, Pesona Sriwijaya has also socialized with the surrounding community to collect food waste needed in making Natural Batik, as well as utilizing the surrounding workforce when there is an overload in production. As for the welfare of the group itself, there has been an increase in income of around 50% according to the amount of production or Rp. 3,850,000 per month. Pesona Sriwijaya also helped open new jobs for 133 people and increase the income of Gambir Farmer group members ± Rp. 13,500,000 per month. And in terms of the environment, the Palembang CINDO program has reduced the generation of horticultural waste and food waste. In other words, it has reduced waste generation in South Sumatra Province by about 7% per year (5.36 tons per month).

## Conclusion

Based on the results of the research and discussion that has been carried out, it is concluded that Pesona Sriwijaya is a combination of 5 Srikandi groups that are not only based on MSMEs but also care about environmental issues. Pesona Sriwijaya comes with a new terosobon, Palembang CINDO (Clean batik iNiative for INDOnesia) where the batik coloring comes from horticultural waste and food waste obtained from around the business environment. Batik CINDO initiated by the Pesona Sriwijaya group under the guidance of PT PLN Indonesia Power Keramasan Generating Unit has improved the economy of MSMEs, especially in Palembang City.

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