



IMPACT OF SILVER CRAFT DEVELOPMENT ON SOCIO-ECONOMIC CONDITIONS IN KOTAGEDE DISTRICT

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ABSTRACT

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This study aims to identify the dynamics of the development of the silver craft industry in Kotagede District, identify aspects related to the problems of the silver craft business, and analyze the influence of the development of the silver craft industry on the socio-economic conditions of household business actors. The study uses a descriptive approach with qualitative and quantitative methods. Data were collected through structured interviews, field observations, and documentation. The analysis technique used is descriptive with the presentation of data in the form of tables and diagrams. The results show that the silver industry is a small and medium industry, and the development of the silver craft industry has a significant impact on the income of business actors, ownership of household assets, and children's education.

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1. INTRODUCTION

The Kotagede silver craft industry has a long history, dating back to before the 1990s. Kotagede is known as the Silver Craft Center due to the large number of silver industries located in the area. The development of the Kotagede Silver Craft Center is closely tied to the history of the Mataram Kingdom, an Islamic kingdom in the region. Kotagede District was once the center of government and trade in the kingdom (Litiloly, 2019). Even after the kingdom's center moved, the Kotagede silver craft center continued to thrive, as the community maintained its urban character with economic activities focused on trade, crafts, and other non-agrarian sectors (Saputra, 2020).

The arrival of the Dutch in Kotagede District was a significant catalyst for the development of the silver craft industry (Daliman, 2000). This led to a shift in the orientation of silver crafts, from primarily serving the needs of the palace to becoming commercially and business-oriented. The Dutch became interested in the silver craft products, placing orders and using them as souvenirs. This spurred the growth of silver craft centers in Kotagede, and the products began to be marketed internationally, especially in the Netherlands. The significance of this study lies in examining the dynamics of the Kotagede silver craft industry and its impact on the socio-economic conditions of the local community (Aqmar & Widiyastuti, 2018).

Statistical data on the number of silver craft units and craftsmen can provide insight into the industry's development over time. However, earlier data on the initial conditions of the silver craft industry was not readily available, with records only dating back to 1922 regarding the number of traders and craftsmen in Kotagede. In 1960, the number of silver craftsmen was 225, which decreased to 94 in 2016, with only 50 active members (Pinandito & Adishakti, 2019).

The existence of the Kotagede silver craft center can have significant implications for the surrounding community. One of the key advantages is the employment opportunities it provides (Birsyada & Siswanta, 2020). However, not all workers in the silver craft industry are from the local Kotagede area, as some come from outside the district. The people of Kotagede themselves are heavily dependent on the silver craft center, with most relying on it as a source of livelihood, either as craftsmen, shopkeepers, or in other related roles. Kotagede District is also nicknamed the Jewellery of Jogja because it is a popular silver craft center in Indonesia, and is always busy with domestic and foreign tourists (Kemenparekraf/Baparekraf, 2022)

Given this background, the aims of this paper are: 1) To identify the dynamics of the development of the silver craft industry in Kotagede District; 2) To identify aspects related to the problems faced by the silver craft business in Kotagede District; and 3) To analyze the influence of the development of the silver craft industry on the socio-economic conditions of household business actors in Kotagede District.

2. RESEARCH METHODS

This research uses a descriptive approach with qualitative and quantitative methods. The data collection techniques were: 1) Structured interviews, interviews were conducted with key informants, including business owners, workers, and local government officials, to gather information on the dynamics of the silver craft industry, the problems faced by businesses, and the socio-economic impacts (Nawawi et al., 2015); 2) Field observations, the researchers conducted field observations to directly observe the silver craft production process, the business activities, and the conditions of the silver craft centers; and 3) Documentation, the researchers collected relevant documents, such as statistical data, industry reports, and previous studies, to supplement the information gathered through interviews and observations (Sugiyono, 2017).

The analysis technique used in this research is descriptive, with the presentation of data in the form of tables and diagrams. The analysis focuses on: 1) Identifying the dynamics of the development of the silver craft industry in Kotagede District, including the periodization of its growth and changes over time; 2) Identifying the aspects related to the problems faced by the silver craft businesses, such as marketing, production, and labor-related issues; 3) Analyzing the influence of the development of the silver craft industry on the socio-economic conditions of household business actors in Kotagede District, including their income, household asset ownership, children's education, and health conditions (Giovani & Purwohandoyo, 2016).

3. RESULTS AND DISCUSSION

Silver crafts emerged along with the development of the Mataram Kingdom. In the beginning, silver craft products were made only to meet the needs of the palace. Along with the times, products have developed their function as souvenirs. From then on the silver craft industry emerged, such as Onyc's Silver, Salim Silver, and HS Silver. The large number of silver industries in Kotagede has formed the Kotagede Silver Craft Center.

The capital referred to in this research is the origin of capital. Most silver craft industry owners in the Silver Craft Center use their capital and the amount is still limited. As time progressed, the silver craft industry began to grow larger, and capital lending institutions emerged. This capital lending institution is not only from banks but also from silver cooperatives, namely KP3Y (Yogyakarta Silver Entrepreneurs Production Cooperative). Based on the results of interviews with silver craft industry owners, the initial capital used was personal capital. Around 2001 the silver industry owner used bank loans to develop his business.

Generally, the raw materials used to make silver craft products have not changed drastically. The raw materials used for silver crafts from the past until now are still the same, only experiencing slight developments. The raw material for making silver crafts is in the form of granules known as acir. These granules have a diameter of about 0.2 cm. Silver grains have the same color as silver craft products. These raw materials are obtained from the free market, PT. Aneka Tambang, and KP3Y (Yogyakarta Silver Entrepreneurs Production Cooperative).

Table 1. Origin and Type of Raw Materials

| Industry Silver Crafts | Origin of Raw Materials | Initial Raw Materials | Development Production Raw Materials |
|----------------------------|------------------------------|-----------------------|--|
| Onyc Silver | Local | Silver (Acir) | Silver (Acir), Brass |
| Salim Silver | Local and all over Indonesia | Silver (Acir) | Silver (Acir) |
| Sotta Art | Local and Outside Country | Silver (Acir) | Silver (Acir), Brass |
| Unique Silver | Local | Silver (Acir) | Silver (Acir) |
| G Silver | Local and Indonesia | Silver (Acir) | Silver (Acir) |
| Nur Parwanto's Silver home | Local | Silver (Acir) | Silver (Acir) |
| Fiyan Silver Crafts | Local | Silver (Acir) | Silver (Acir) |
| Nono Silver | Local | Silver (Acir) | Silver (Acir) |
| Mbasen.com | Local, Indonesian, Import | Silver (Acir) | Silver (Acir), Gold, Platinum, Palladium |
| MH Silver | Local, Indonesia | Silver (Acir) | Silver (Acir) |
| HS Silver | Local, Indonesia | Silver (Acir) | Silver (Acir) |
| Narti Silver | Local | Silver (Acir) | Silver (Acir) |

Source: Processed data (2021)

Based on the table 1 above, there are several industries experiencing developments in raw materials. The raw materials for silver crafts in Kotagede are local. Craftsmen usually buy silver raw materials in shops around Kotagede such as Setiti. The raw materials traded can be pure silver raw materials and recycled silver raw materials. The development of these raw materials emerged due to the production of new crafts. Initially, the silver industry in Kotagede only made handicraft products from silver, but over time there have been innovations in raw materials. Currently, the craft industry does not only produce products made from silver, new raw materials have emerged besides silver, brass, platinum, gold and palladium.

When the craft industry was established at the Kotagede Silver Craft Center, the industry did not yet have a workforce. Most of them only work alone. Basically, silver craftsmen in the Kotagede Silver Industrial Center are a home industry (Syahdan, 2019). The craftsmen work on silver crafts from their respective homes. Along with the development of the silver industry, industry owners began to attract or employ several craftsmen to work in workshops and other employees from various fields such as production and marketing employees also developed. In recent years, the silver craft industry has begun to experience a decline. This causes a decrease in the number of workers and a shift in the origin of the workforce. Currently, many workers come from outside Kotagede, even outside Yogyakarta City. Characteristics of business actors (craftsmen and employees) who come from Kotagede and its surroundings, most of them are aged between 41 and 50 years and have worked in the silver craft industry for around 21 to 30 years.

The silver craft industry in Kotagede processes raw materials into finished goods. There are two types of locations used to produce silver crafts: some are done in one place, often called workshops, and some are done in individual homes, so the locations are spread out, some even outside Kotagede. Not all industries in Kotagede have workshops, so craftsmen prefer to complete their work at home and are considered more comfortable. The figure 1 below explains the process of making silver craft products in Kotagede.

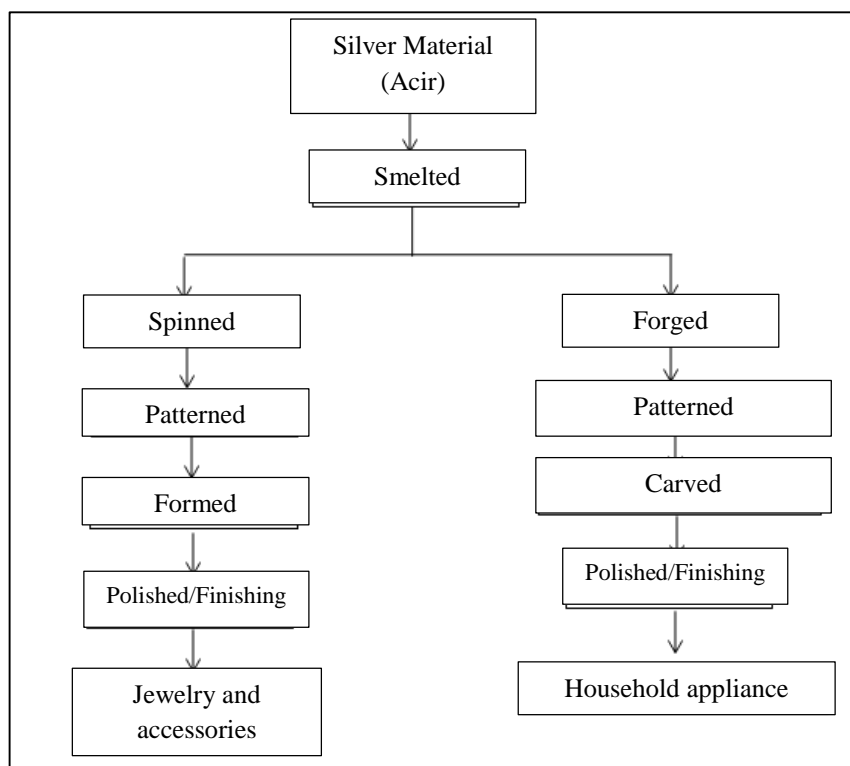


Figure 1. Process chart for making silver crafts
Source: Processed data (2021)

The products produced by each craftsman also vary according to the manufacturing process. There are two types of processes for making silver crafts based on the product, namely filigree and plain. The process of creating accessories or jewelry uses a filigree process through stages, namely melting, spinning, pattern making, pattern formation, and finishing process. The process of making household utensils such as plates, bowls, and glasses is called plain products, with the manufacturing stages in the form of melting, forging, forming or ondel, carving or inlaying, and the finishing process.

The technology used to make silver crafts is still simple. At the beginning of the establishment of the silver craft industry, craftsmen used only manual tools. Currently, technology is more sophisticated, even though the silver industry in Kotagede as a whole is still produced manually or handmade, and machine technology still does not use computers.

The beginning of the marketing of silver craft products at the Silver Craft Center was only locally or around Kotagede, door to door. At that time, silver shops began to develop along Jalan Kemasan, Jalan Modorakan, and Jalan Tegalendu. One of the government's efforts to develop the Kotagede Silver Craft Center is holding various exhibitions. Currently, several industries are exporting silver craft products to multiple countries. The products produced include jewelry, household items, accessories and miniatures.

The dynamics of the development of the silver craft industry in Kotagede have changed over time. The dynamics of the development of silver crafts can be observed based on the growth in the number of industrial units. The figure 2 below shows the dynamics of the development of the silver craft industry based on the number of industrial units.

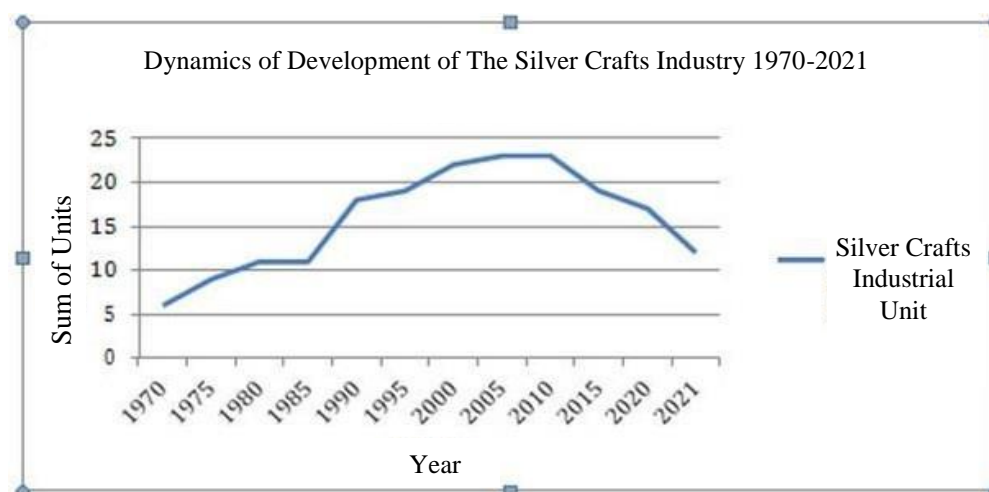


Figure 2. Dynamics of Development of the Silver Crafts Industry
Source: Processed data (2021)

The dynamics of the development of the silver craft industry are observed from the development of the number of industrial units. The dynamics of the development of the silver craft industry in Kotagede are divided into five periods, before 1970, the silver craft industry had already developed. From 1970 to 2000, Kotagede silver crafts continued to experience an increase in the number of industrial units. From 2000 to 2010 Kotagede silver crafts were still developing and continued to experience an increase in the number of industrial units. The years 2010 to 2020 can be said to be a period of downturn marked by a decline in the number of craft industry units in the Kotagede Silver Craft Center. In 2021, the silver craft industry in Kotagede is tiny compared to the heyday of silver at that time.

The decline in the number of silver craft industries occurred around 2010. This decline occurred because interest in silver crafts decreased. Many young people no longer use items or accessories made from silver. Low interest in silver causes people's purchasing power for silver to be low. Apart from that, people's purchasing power is low because there are foreign products whose prices are much cheaper or lower, so people prefer to buy foreign products or imitations. This causes orders for silver crafts to decline, resulting in decreased production of silver crafts. To keep the silver craft industry afloat, this is by reducing the number of craftsmen and employees.

Apart from that, there were also events, namely the Bali bombing and the International Crisis. The Bali bombing incident caused silver crafts to become sluggish. All markets that depend on Bali are experiencing shrinkage. Almost all orders from Bali are non-existent, even though most of the Kotagede silver industry is marketed to Bali. The lack of orders resulted in many silver industries reducing their workforce and even some industries that were unable to survive chose to close their silver industries.

In the early years of the development of the Kotagede Silver Craft Center, it was difficult to obtain capital loans. In the past, there were no capital lending institutions, so the capital was only from our capital and the amount was still limited. Usually, capital assistance is obtained from parents or closest relatives. Several silver craft industries often experience a lack of capital for the production of silver crafts. The way to overcome this is by setting a down payment or partial payment. This method helps entrepreneurs to buy raw materials and develop their business.

Obtaining raw materials depends on the rise and fall of prices, the price of silver raw materials tends to increase. High raw material prices result in limited raw material quantities. Industrial businesses at the Silver Craft Center have also experienced limitations in the amount of raw materials. The way to overcome this is to buy recycled silver material and immediately spend the raw material before the price of the raw material increases.

Initially, many people were interested in the silver industry, which was marked by the large number of silver craftsmen at that time. As time passes and the condition of the silver industry in Kotagede declines, the attraction of working in the silver industry begins to decline. Recently, the silver craft industry has experienced difficulties finding the next generation to become craftsmen and their numbers are becoming increasingly scarce.

Another problem arises related to the skills of craftsmen. Several new techniques have emerged, and not all craftsmen can make certain silver craft products. To overcome this, look for craftsmen from outside Kotagede, provide training for new craftsmen, and hire workers from other places to complete the silver crafts produced.

Initially, for industry owners who could craft, only did the work themselves, so silver products took quite a long time to produce. Making silver craft products is mostly done manually, so it takes a long time. The way to overcome this is by using special workers or experts, such as forgers, wire makers, etc., so that the production process can be accelerated. Apart from that, we also hire more skilled personnel to work on the product.

The technology used in making silver crafts is still manual and some technologies are outdated. As time passes, new techniques emerge that must be completed with special machines or tools. However, not all industries have it and only one or two silver industries already have this tool. This can hinder the process of making silver crafts and not all types of orders can be accepted due to technological limitations. The way to overcome this is by innovating new technology, such as making molds and completing this stage elsewhere at a higher cost.

Recently, the industry in the Silver Craft Center has experienced sluggishness due to a decline in people's purchasing power. This decrease in purchasing power was caused by the emergence of imitation products at cheaper prices so people tended to choose these products so that silver sales experienced a decline. Besides, several industries are unfamiliar with the online world, so sales are still minimal. The way to overcome this is by innovating silver craft products to make them more attractive and diverse. Several industries also strive to recognize and study social media to market their products so that the

Problems that occur in an industry cause a decrease in production. The industrial issues experienced by each silver industry in the Kotagede Silver Craft Center are different. The main problems felt in each silver industry are some of the obstacles in the development of the silver industry. The issues often experienced by the silver craft industry are related to marketing. Product marketing is an important key in selling a product. The figure 3 below shows aspects of the industrial problems experienced by the industry at the Kotagede Silver Craft Center.

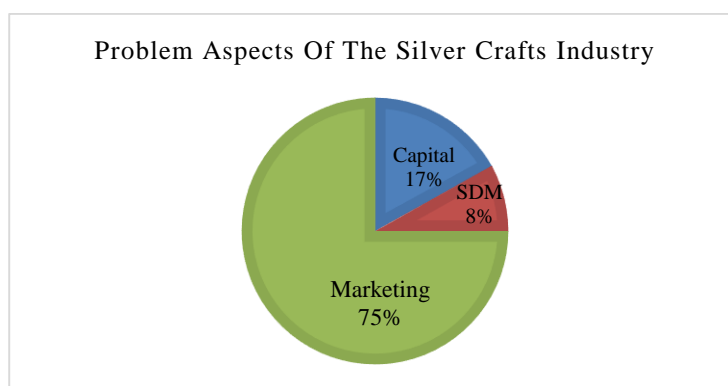


Figure 3. Problematic Aspects of the Silver Crafts Industry
Source: Research results (2021)

Based on figure 3 on the previous page, as many as 75% of the craft industry stated that marketing was the main problem. There are 17% of industries that state that the capital aspect is the main problem and 8% for the human resources aspect. The Covid 19 pandemic has had an impact on decreasing sales. One of the strategies chosen is optimizing marketing by encouraging sales through social media or online.

The fluctuating industrial development in the Kotagede Silver Craft Center impacts the socio-economic conditions of business actors, especially craftsmen and employees. These impacts can be observed in income, household asset ownership, children's education, health, and community participation (Pambudi et al., 2017; Rahmat & Budiani, 2013).

The dynamics of the silver craft industry cause uncertain income. During Silver's heyday, of course, the revenue of craftsmen and employees increased (Rahmat & Budiani, 2013). On the other hand, when silver experiences a decline, the income of craftsmen and employees decreases. In recent years, the overall economic condition of several craftsmen and employees has tended to decline due to a lack of orders.

Most craftsmen and employees, especially those who started working before the 2000s, already have a place to live, although some still live with other families in the same house. Overall, craftsmen and employees already have motorbikes and several electronic items. Under current conditions, most craftsmen and employees have not experienced major changes in household asset ownership. They are still able to survive without having to sell assets to meet their daily needs.

Education level is not the main requirement to become a silver craftsman. Education level is only required to register as an employee. The educational level of craftsmen and employees varies, some have elementary, middle, high school education, and some even go to college. However, the impact related to education can be felt when craftsmen and employees have a decent income when they work in the silver craft industry (Pratami & Purwohandoyo, 2021). Overall, craftsmen and employees have high expectations for children's education. This is because pursuing higher education also requires money, so that when they have more income they feel able to send their children to school until they graduate from high school or even to college.

Most craftsmen and employees do not experience changes in their health conditions while they work in the silver craft industry. Regarding health assistance, not all industries provide health assistance if a craftsman is sick. For micro and small-scale enterprises, the assistance provided is usually in the form of money. Meanwhile, for medium-scale industries, it is in the form of health insurance that has been registered when they first entered.

The community involvement felt by craftsmen and employees has changed. At the beginning of the community's founding, almost all craftsmen joined the silversmith community. The existence of this community provides benefits for craftsmen, namely that with this community, the craftsmen receive financial assistance from the government and obtain information related to efforts to develop the silver craft industry. Along with the decline in the silver craft industry in Kotagede, this community is no longer active and to date, there is no sustainability.

Industrial development in the Kotagede Silver Craft Center has been observed through the history and characteristics of the industry. The existence of the silver industry in Kotagede existed long before the 1990s. Every characteristic of the silver craft industry can be observed in industrial businesses and always experience development from time to time. The characteristics of the silver craft industry can be observed through industrial aspects such as capital, raw materials, human resources, production processes, technology and marketing reach. With each development, problems arise, which are identified through industry characteristics.

The fluctuating industrial development in the Kotagede Silver Craft Center impacts the socio-economic conditions of the community, especially the conditions of craftsmen and employees. Socioeconomic impacts can be observed in income, household asset ownership, children's education, health, and community.

A geographical approach is identified in the development of industry in the Silver Craft Center and its influence on the socio-economic conditions of the community. An approach seen from the spatial aspect is the emergence of an industrial business activity in the same space. These industries form agglomerations with the same industrial characteristics as each other. The silver craft industry has developed over time. The development of industry in the Perak craft center has led to interactions between business actors, starting from industry owners, craftsmen, and other employees. This interaction is a geographic approach in the form of environmental aspects.

Other interactions also arise between craftsmen and consumers and sellers of raw materials. Craftsmen need raw materials purchased from raw material producers or distributors who provide raw materials. The raw materials obtained are not only available in Kotagede but also outside Kotagede. Raw materials mined outside Kotagede are then distributed to distributors providing raw materials. These distributors are in the form of shops or cooperatives.

Craft industry activities in the Kotagede Silver Craft Center lead to regional interactions. This interaction is the result of complex regional identification. This interaction arises from the marketing reach of silver craft products. Product distribution by industrial business actors creates interaction between business actors and consumers in the marketing area for silver craft products. A complex regional approach can give rise to interactions that have an influence on the economic and social conditions of business actors, especially craftsmen and industrial employees at the Kotagede Silver Craft Center (Ria, 2017).

4. CONCLUSION

The study found that the silver craft industry in Kotagede has gone through several developmental periods, with a significant increase in the number of industrial units from 1970 to 2010, followed by a period of sluggishness from 2010 to 2020. The key aspects related to the problems of the silver craft business are primarily in the area of marketing. The development of the silver craft industry has had a considerable impact on the socio-economic conditions of household business actors. This includes increasing their incomes, improving household asset ownership, and enhancing children's education. However, the impact on the health conditions of business actors and the overall existence of the community is relatively small.

Future research could explore the specific marketing challenges faced by the silver craft businesses and strategies to address them. Additionally, investigating the long-term sustainability of the industry and its ability to adapt to changing market conditions would be valuable. Examining the potential spillover effects of the silver craft industry on the broader Kotagede community could also provide insights into its broader socioeconomic implications. Overall, the findings highlight the importance of the silver craft industry as a key economic driver in Kotagede, with significant implications for the livelihoods and well-being of local households. Addressing the industry's marketing challenges and exploring its long-term sustainability could help ensure the continued prosperity of this important craft center.

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