Maintaining and Developing the Creative Knit Industry in Binong Jati

E S Soe
go
to* and S T Margana
Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

*eddysoeryantas@email.unikom.ac.id

Abstract. The purpose of this study is to raise and strengthen the identity of craftsmen knit community in Binong Jati to be officially known as a center model of other craftsmen industries community. The method used in this research is community development method with the concept of place making. Place making is used to create a new public space community that aiming to strengthen the identity of Binong Jati area, so it gradually improve the economic, social, and environmental quality around Binong Jati society. The project is progressive and continuous. The result of this industrial community center is to create an industrial center that offers fun and educative shopping experience.

1. Introduction
Creative Industry is an Industry whose main elements are creativity, skill and talent that has the potential to improve welfare through the offering of intellectual creations. The creative industry consists of providing creative products directly to customers and supporting the creation of creative value in other sectors that are indirectly related to the customer. Creative products have characteristics: short life cycle, high risk, high margin, high diversity, high competition, and easy to imitate. [1] Other definitions say that the creative industry includes advertising, architecture, art and antiques markets, computer and video games, crafts, design, fashion designers, film and video, music, performing arts, publishing, software, television and radio. Although the sector of inheritance, archives, museums, libraries, tourism and sports are excluded. However, other authors and organizations also include inheritance, toys and cultural tourism. [2]

Creative industries developed by Indonesian government has set a total of 14 (fourteen) sub-sectors of the creative industries. [3] The classification of industries grouped into three classifications, which is small industry, medium industry, and big industry. In a regional economy, the third classification of the industry is very influential on the economy or regional income.

The researcher who once discussed Binong Jati case is Farisi R.A, [4] Lestari F, [5] and Darusman F.M, [6]. But the three researchers still lack the discussion on the characterization of small to large community who run this creative business, and have not been able to explain about the place making as a concept that will be the solution for the existing community in Binong Jati.

The branding strategy in the city is done by looking for the uniqueness of the city's products, while the cultural city strategy promoted as uniqueness and locality can easily sink into the normative branding strategy. [7] Place and space are important, as well as the value of social interaction. On the other hand production is essential for economic experience where tourism and genuine search require consumers to visit first hand, in this sense has become a site of exchange, social reproduction and commodification, but is no longer confined to local communities and commerce. [8] The creative city and the promotion
of 'space' is a global phenomenon due to the reasons of pseudo-scientific policy relying heavily on proxy but light on theory or strong evidence adopted in cities and countries seeking to claim their share of the knowledge economy and cultural city rankings. [9]. Modern cultural economies can be broadly represented by sectors (Similarly, the cultural product industry) that produces goods and services whose subjective meaning, or, more narrowly, the value-mark to the consumer, is high compared to the purpose of its usefulness. [10].

1.1. Definition Of Community

The word community must have been familiar to our ears. Almost every day we hear the good community from the electronic media, talk to other individuals, or interact directly with the community. Sometime, society does not understand what community is, even some people tend to be negative with the community. This is caused by the actions of some communities that disturb other community.

The community is essentially an association of individuals, who share common interests and professions. The community has several kinds, such as: creative community, professional community, hobby community, industrial community, community of craftsmen etc. The existence of the community is directly proportional to the action, the product, or the outcome of the activity. The more positive the better the existence. The better of the quality of the product the better the existence of the community. Of course this is what people judge. Because in daily activities, the community must interact with the community.

Some communities are threatened by their existence, not because of the poor quality of the community but because of technological advancements and people's lifestyles. An example is the community of local craftsmen who are losing their existence in people minds because of the satisfaction of the branding of large industries that have the same products as the local community. Therefore, local communities need an external help from the communities to keep their competitiveness high.

Community development requires an understanding of the community itself. So there is a need for supporting literature on the definition of community.

The first literature lies in the opinions expressed by McMillan and Chavis (1986) that the community is a collection of its mutually belonging members, tied to one another and believes that member's needs will be fulfilled as long as the members commit to continue together.

Before McMillan & Chavis expressed his opinion about the community, Hillery, George Jr. (1955) has undertaken a research in rural psychology, as a form of finding a definition of community. As The result of the research, community is defined as the thing that is built with the physical or geographical location and the basic similarity to the interests or needs needs.

Another opinion presented by Webster's new world dictionary (1998), said the community is a group of people who live together as a social unit that has an interest among one and the other.

The next literature review come from Dewey in Democracy and Education that communities awakened from bundles (commonalities) that were intricately intertwined through communication. Dewey observes that "society does not continue to exist because of its spread, because of communication, but it is sufficient to say that society manifests itself in communication" (1916, p.4). a Bonds, in forms such as 'goals, beliefs, and knowledge' (p.4), are a necessity for community formation, and awakened through a communication. In Dewey's conception, communication and the ways in which communication is done are crucial to the formation of a community, and we can conclude also that the 'quality' of communication blends with the quality of the community.

Based on the literature from various sources and based on how the expert opinion above, it can be concluded that the definition of community is an individual or a social group that has similar characteristics. The similarity is the situation experienced by the community of the community such as equality of geography, culture, race, religion, or socioeconomic conditions are equivalent. Communities can be defined from the location, race, ethnicity, occupation, and interest in a problem or other similar issues. Because interest in social society is the main equation with other individuals. So that Vision and mission can be built and applied more effectively without feeling burdened on either side.
1.2. Community Development

Community development is an effort undertaken by the community by working with the authorities to develop the quality of the community. So it increases the economy, environment, and social of the community. Today, many people start to think of the need to develop a community using either new design, place making methods or by simply improving the existing environment by maximizing the potential that can be developed.

This stage required gathering information about the understanding of community development in order to know the characteristics or needs that need to be developed in a community.

According to Hayden (1979: 175) Community Development is a process that is an effort of its own community integrated with government authorities to improve socio-economic and cultural conditions of the community, integrate communities into national life and encourage more optimal community contribution to national progress. This opinion has a broad understanding as the community grows. The impact is not only experienced by the community alone but will have a positive effect on the surrounding environment and also the state of the economy.

Community development can not be separated from the development of industrialization and modernization that occurred in the world. In addition, new the issue of westernization turned into issues that are quite worrisome. These factors make the community criteria of seeing a product change. These things change from the pattern of thought to the principle in society. The very bombastic process of foreign product marketing has changed the pattern of people's minds in developing countries. The local industrial community should be more prosperous and has high impact on the state revenues as maximizing the number of Indonesian people.

According to Alexander in 1994, Development is a process of change that encompasses the entire social system, such as politics, economics, infrastructure, defense, education and technology, institutions and culture. Then Portes in 1976 defines development as an economic, social and cultural transformation. Development is a planned process of change to improve various aspects of people's lives. The two opinions above explain the important role of development for economic progress and its impact on other supporting factors in everyday life. While Deddy T. Tikson (2005) said that national development can also be interpreted as a deliberate economic, social and cultural transformation through policies and strategies toward the desired direction. Economic transformation can be done through the efforts of developing creative economy, which is developing local industries in a creative field. Because the creative industry is a field that is favored by the consumers and has overseas market. The society's need for product satisfaction is very high because the world style product changed very quickly. By increasing the identity of the community, it can make a positive commercial value. In addition to the economy, consumers will be interested to know the product further, such as how the product is made etc. It can also make the community area has tourism value. With the arrival of tourists, the generated profit opportunities will be higher and wider business opportunities.

Thus, all aspects of society such as the economy, social, environment, cultur, politic, ongoing aspects of the macro (national) and micro (community / group) levels will increase. The most important of development is to be better, advanced, and can develop independently in the long term. With the growing diversity of the environments, the notion of modernization no longer merely covers the economic and industrial fields, but has made various aspects that can affect people's lives. Therefor, modernization is defined as the process of transformation in society which includes all its aspects, whether economic, industrial, social, cultural, and so forth.

In the process of modernization that occurs significantly on improvements, development management experts consider modernization as a process of development in various areas that are done with modern tools.

The area has many types, one of which is the community area. Community area is the area that occupied by people with the same profession, expertise, and hobbies. The community is one of the factors that builds the region and the advancement of a region because the community can generate income and improve the living standard of the community.
Successful communities can make a region has a strong attraction, whether become a tourist area, educational area, or as a model that can attract a tourists. The community is also one of the containers or ways of society to express and develop interests and talents. Community existence is a very high selling value, because it deals with talent enthusiasts, member development, and also product enthusiasts.

Along with the times and the very rapid development of economy and technology, local community started to fall behind by a new modern and also greater industry. It makes the existence of local community forgotten by the surrounding even though the community is located in the urban area and has been established for a long time. As matter of fact the society is more familiar with the products of large industries from outside region.

There are several considerations to make the community need to be developed, namely:
1. The community is still active activities
2. The community has long been established, but began to be forgotten by society
3. Communities are beginning to lose their existence and competitiveness
4. Communities located in urban areas, so as to compete amidst the hard life and economic development in urban areas.

Local communities that meet the above four criteria are the community of Binong Jati knitting craftsmen. So the Community needs a development in order to continue their existence and can compete with the big industries in Indonesia. Industrial center owned by Binong Jati, should become a target for tourist who want to do a shopping. However, Binong Jati area is not fully become a tourist area Bandung City. Like other tourist area, Binong Jati still needs an infrastructure improvements, such as road access and road repair itself.

Therefore the Binong Jati Sentral Knit needs an architectural design arrangement to improve the quality of industry and develop the environment and society in Binong Jati area, not only become knitting center, but also as tourist area. By becoming a tourist area, people will get a higher economic value, accommodate the knit community to do a joint activities so it can become the center of craftsmen or knitting industry in Bandung city, increase the attractiveness of the region, and attract tourists to improve the quality life of the community.

Community development as a social science, practice and approach is guided by fundamental principles and foundations. However, it is important to note that there is a fine line between conceptualization, theorizing and defining the principles and foundations of community development. For some, it can be one and the same thing, but for others it means two completely different things. In order to develop authentic considered society, it should be directed towards the achievement of social justice, self-determination, work and collective learning, participation, reflective practice, and sustainable society. The development of a society that meets some needs but ignores others things can not be considered authentic.

The community is as old as humans and over the past two hundred years the word community has been defined by different people at different times in different ways, and this is still a difficult term to understand.

2. Method
The method used in this research is community development method with place making concept. Place making is used to create a new public space community, aiming to strengthen the identity of Binong Jati area, so it gradually improve the economy, social, and environmental quality around Binong Jati society. The project is progressive and continuous. The Steps in the development of Binong jati community are:
1. Analyzing the location of the design of industrial centers
2. Analyze the needs of Binong Jati knitting community.
3. The process of designing industrial centers
4. The process of development of industrial centers and the environment
5. Maintenance
3. Results and Discussion
The purpose of this study is to raise and strengthen the identity of craftsmen knit community Binong Jati so back known to the public and can be a model for community centers other industries craftsman (See table1).

| Year | Number of enterprise (Business Unit) | The number of workers |
|------|-------------------------------------|-----------------------|
| 2012 | 293                                 | 2143                  |
| 2013 | 140                                 | 1680                  |
| 2014 | 120                                 | 1440                  |

Sources: Cooperative of Center of Binong Jati Knit Industri

From table 1 we can see the continuing depreciation of both the Number of Business and Number of Workers Knitting industry is one of the fastest growing industries, so that many emerging new industries are more modern and masiv so require a solution for the Jati binong teams can remain competitive in society. In addition, the lack of availability of facilities as a place of education makes knitting less desirable by the younger generation.

The grand idea that became the focus of the arrangement of this community area is that consumers can enjoy the different sensation of shopping from shopping elsewhere, because at the center of the process of making knitting into an interesting attraction for consumers. It is also important to make the area easily reachable by consumers from any access. So that consumers and the community itself can access industrial centers with ease. In addition to physical factors, connectivity is also defined by the connectivity between community activities and community character.

The problems that found in Binong Jati knitting community are:
1. The absence of community to develop product quality
2. The existence of the community declines, the identity of the area faded
3. The rapid of Industrial development
4. Community knitting Binong Jati stagnant and tends to decline
5. The surrounding environment is not well ordered
6. The difficulties of the Accessibility

The result of this industrial community center is an industrial center that offers a fun and educative shopping sensation. Facilities built in the structuring of Rajut Industrial Center are:
1. Knit house
2. Knit store
3. Knitting workshop
4. Knitting Gallery
5. Library
6. Knit Souvenir shop
7. Community Pavilion
8. Thematic amphitheater

4. Conclusion
Local communities are marginalized by large industries, so there is a need for development efforts in local communities to become more developed and competitive with large industries. Community center is one long-term solution that can solve the problem. Because it can facilitate communities and communities to be more developed. In addition, the community center can be a drag area makes Binong Jati location to have an attractive tourist value. This certainly can improve the economy of society and Long term trigger the growth of the surrounding environment for the better.

Therefore it is needed a community center that can strengthen the identity of Binong Jati area so that it can increase the existence of community, economy, social, and also the environment. In addition community center can be a liaison of the surrounding environment and a center of community activity.
This has a positive value in increasing social interaction and also social bonding. In the long term, the surrounding become a better environment, such as the accessibility and management of the Binong urban village. Surely this requires active community participation, both in the process before the development and after the construction of the center. In other hand, it provide sustainable impact (Can be used for Long term and can make the community become independent), the role of community itself is very important in the operation and maintenance.

References
[1] Simatupang T M, & Perindustrian M K D 2007 Industri Kreatif Jawa Barat. Bahan Masukan Kepada Dinas Perindustrian dan Perdagangan Provinsi Jawa Barat. 3 pp.13-25
[2] De-Miguel-Molina B, Hervas-Oliver J L, Boix R, & De-Miguel-Molina M 2012 The importance of creative industry agglomerations in explaining the wealth of European regions. European planning studies, 20(8) pp.1263-1280
[3] Jerusalem, A 2009 Perancangan Industri Kreatif Bidang Fashion dengan Pendekatan Benchmarking pada Queensland’s Creative Industry. In Prosiding Seminar Nasional PTBB 2009, 4(1) pp. 380-389
[4] Farisi R A 2013 PENGARUH INOVASI DAN KREATIVITAS PENGUSAHA TERHADAP KEBERHASILAN USAHA: Survey Terhadap Para Pengusaha di Industri Rajut Binong Jati Bandung (Doctoral dissertation, Universitas Pendidikan Indonesia) 6 pp.15-48
[5] Lestari F 2013 Pengaruh jiwa kewirausahaan dan kreativitas terhadap keberhasilan usaha pada sentra industri rajutan Binong Jati Bandung. Available at elib. unikom. ac. id. 8 pp. 14-27
[6] Darusman F M, & Rostiana E 2015 Penyerapan Tenaga Kerja pada Sentra Industri Rajutan Binong Jati Kota Bandung. TRIKONOMIKA, 14(1) pp.25-37
[7] Pratt A C 2011 The cultural contradictions of the creative city. City, culture and society, 1(2)pp.20-40.
[8] Pratt A C 2011 The cultural contradictions of the creative city. City, culture and society, 2(3) pp.123-130.
[9] Evans G 2009 Creative cities, creative spaces and urban policy. Urban studies, 46(5-6) pp.1003-1040.
[10] Adorno T W 2005 The culture industry: Selected essays on mass culture . 7 pp.15-17