

Research article

The Role of Job Training and Innovation in Raising the Work Productivity of UKM Batik Seng, Sengguruh Village, Malang Regency

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Abstract.

The current study analyzed the effect of job training and innovation on the work productivity of batik artisans at the MSME Batik Seng, Sengguruh Village, Malang Regency using job training and innovation as two independent variables and work productivity as the dependent one. The batik artisans at the MSME Batik Seng were asked to fill out a survey and the data obtained from them were analyzed through regression. First, the validity and reliability of the questions for each variable were tested. Then, the regression of job training and innovation on artisans' productivity at the MSME Batik Seng was done. The results showed that the variables of job training and innovation had a significantly positive effect on the work productivity of the batik artisans. Hence, the batik SME owners are expected to provide opportunities for the artisans to improve their skills through training and rewards to good batik artisans in the form of wage bonuses and other compensation.

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1. Preliminary

Community service is one of the obligations of academics in higher education. The implementation of expertise in the field of science can be applied in helping people find solutions to social, cultural and economic problems. Preservation of Indonesian culture is the responsibility of the entire nation, in this case one of the forms of culture is written batik which is the original craft of the Indonesian nation. The Indonesian people themselves have to fight for the sustainability of written batik. Education about written batik is carried out by socializing written batik both about history, motifs and the process of making it [1]. Results of community service to instill an understanding of written batik artisans that there are procedures in the process of producing written batik. The activities carried out so far by the artisans are part of the stages or processes in the written batik procedure. Without realizing it by the artisans, it turns out that the

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batik production process, if carried out according to the procedure, will lighten the work, because all processes can be planned both in terms of time and costs. Some of the obstacles that have been experienced by crafters are also one of the effects caused by the process being carried out not in accordance with the proper procedures for the production of written batik [2].

MSME Batik Seng Sengguruh Village is one of the MSMEs assisted by LPPM Merdeka University, Malang whose product quality is quite good. This is evidenced by the large number of written batik orders received. MSME Batik Seng is quite experienced in producing various patterns and motifs of written batik. The business activities carried out are not limited to producing only, but are also active in introducing their products through various exhibitions and socializing the batik-making process both to the surrounding community. The program of activities carried out in this service has an impact on the partner's production cycle.

The impact of the COVID-19 pandemic has also affected the sustainability of Seng's batik SME. Where during the pandemic and there was a decline and even the cessation of production activities, these MSMEs survived by processing the existing batik cloth production into items that consumers needed, namely cloth masks [3]. Strict health procedures, as well as restrictions on community activities affect operational and production activities so that the work productivity of batik artisans ultimately declines. The duration of restrictions on community activities which is long enough to almost 2 years causes stagnation in work productivity so that it requires appropriate efforts to re-optimize the work productivity of Seng batik artisans in Senggrung Village, Malang Regency. Productivity of human resources or labor is very important, because labor productivity has a big role in determining the success or failure of a business. Therefore, productivity must be a part that should not be forgotten in formulating a business strategy, which covers the fields of production, marketing, finance and other fields [4].

Labor productivity is one of the factors that have a big role in determining the success or failure of business activities. With the increase in labor productivity, it will indirectly provide job satisfaction to the workers, but it will also encourage the motivation of workers to improve performance for the better. The level of work results provided by the workforce in a work process is largely determined by the various underlying conditions, in accordance with the qualifications possessed by the workforce both internally (age, years of service, and number of family dependents) and externally (natural conditions and organization). The factors that influence productivity are education, training and skills, attitudes and work ethic, motivation, smooth work, nutrition, and health as well as income levels [5]. Low productivity can be due to four possibilities, namely lack of skills,

low education, lack of work experience and lack of job training inside and outside the workplace. So what need to be considered by companies in increasing labor productivity is the working time needed and the ability of the workforce to produce goods and services.

Proper and structured training can affect employee productivity. Training is a short-term educational process that uses systematic and organized procedures in which non-managerial employees learn technical knowledge and skills for limited purposes [6].



Figure 1: Batik "Seng" Writing Training.

In a business world where competition is getting sharper, companies need to manage job training programs so that companies can survive or even thrive. Good training will produce employees who work more effectively and productively so that their work performance will increase. In addition to on-the-job training, innovation is a foothold for MSMEs, especially MSMEs in batik Seng, to achieve a competitive level of competitiveness, especially for MSMEs engaged in the creative industry. The competitiveness of Batik Seng is reflected in product competitiveness and organizational competitiveness. High innovation, both process innovation and product innovation, will increase the ability to create higher quality products. High product quality will increase competitive advantage in MSMEs which in turn has an impact on the work productivity of Batik Seng MSMEs themselves.

2. Literature Review

2.1. Work Productivity

Productivity can be grouped into three: 1) the traditional formula for overall productivity is none other than the ratio of what is produced (output) to the overall production equipment used (input). 2) productivity is basically a mental attitude that always has the view that the quality of life today is better than yesterday, and tomorrow is better than today. 3) Productivity is a harmoniously integrated interaction of three essential factors, namely: Investment including the use of knowledge and technology as well as research; management; and workforce [7]. Yuniarsih [8] argues, individual work productivity can be assessed from what individuals do, namely how someone carries out work or performance in achieving targeted results. As explained by Simamora the factors used in measuring work productivity include quantity of work, quality of work and timeliness [9].

2.2. Job Training

Training is something that cannot be separated in the world of employment. This is closely related because training is a series of activities or processes that aim to improve the knowledge, skills, and attitudes of an employee or employee to carry out their duties. Training is a learning process that involves the acquisition of skills, concepts, rules, or attitudes to improve employee work [9, p. 273]. According to Dessler [10], training is "giving new or existing employees the skills they need to do their jobs". Training is important. If even high-potential employees don't know what to do and how to do it, they improvise or don't do anything useful at all. Training usually focuses on providing employees with specific skills or helping them improve through training, every effort is made to improve employee performance in the jobs they currently occupy, because training is directed at helping employees carry out their current jobs more efficiently [9]. The training indicators are as follows: 1) Employee training participants (number, competence, knowledge and learning motivation), 2) Form of training (content and quality), 3) Training or instructors (mentoring), 4) other facilities (supporting elements). [11]

2.3. Innovation

Innovation in a broad concept is not only limited to products [12]. Innovation can be in the form of ideas, methods or objects that are perceived by someone as something new. Innovation is also often used to refer to changes that are perceived as new by the people who experience it. Innovation has been cited as one of the important aspects of the entrepreneurial process as an independent construction dimension [13] that will help businesses increase their productivity. The focus of research that makes innovative behavior a company/business need has begun to be widely discussed. Innovation helps to renew companies, increase competitive advantage, spur growth, create new job opportunities, and generate wealth [14]. Innovation is formed with four indicators of product excellence, product uniqueness, product packaging and cost efficiency [15]

2.4. Methods

This study uses a quantitative approach by describing multiple linear regressions between the two independent variables and the dependent variable. In this study, the dependent variable is work productivity (Y) and the independent variable is job training (X1), and innovation (X2). The population and sample in this study were 57 Seng Batik Artisan. The sampling technique used in this research is total sampling. Data collection methods used in this study was questionnaires, interviews and documentation. The questionnaire used revealed the variables of work productivity, job training, and innovation. The data analysis method used in this research is descriptive analysis and multiple regressions.

3. Results

The multiple linear regression model obtained based on the research results can be written in the form of the following equation

$$Y = 23,542 + 0,756 X1 + 0,534 X2 + e_i.$$

Based on the regression equation, the two independent variables have regression coefficients in a positive direction. This means that the better job training and innovation, the better the work productivity of Seng batik artisans. From this equation, it can be explained that the constant (a) generated is 23,542, this indicates that the amount of work productivity is 23,542 if innovation is constant zero, the regression coefficient

for the resulting job training variable is 0.756, this shows that every change in the job training variable (X1) will have a positive effect on work productivity (Y)

The regression coefficient of the resulting innovation variable is 0.534 this shows that every change in the innovation variable (X2) will have a positive effect on the work productivity of Seng batik artisans (Y). The positive regression coefficient value indicates the effect that arises in the same direction, where the increase in the innovation variable (X2) is one unit, the work productivity will increase by one with the assumption that the job training variable is constant. Statistical results show the influence of innovation (X2) on entrepreneurial attitudes (Y). An F test result, the calculated F value is 23,892, which is greater than F table with a significance value of 0.00 less than 5%. The influence of the two independent variables, namely job training (X1), and innovation (X2) on the dependent variable, namely work productivity (Y) simultaneously contributes 73% while 27% is influenced by other variables outside the variables studied.

4. Discussion

4.1. The effect of job on work productivity

Job training has a significant effect on the work productivity of Seng batik artisans, Malang Regency. Thus it can be said that the increase and decrease in good work productivity is influenced by the job training provided. Providing proper training will increase knowledge, as well as understanding of the work being carried out. This will have an impact on the way of working, mindset and working conditions so that it will have an impact on the work productivity of batik artisans. The results of this study are in line with previous research which states that there is an effect of job training on increasing work productivity [16] [17] [18] [19] [20] [21]

Training can also change human behavior so that they can do their work more effectively. Training can be attended by all levels of entrepreneurship within an organization or by increasing skills, productivity increases as well because of high efficiency, business productivity increases and resource continuity is guaranteed. The training must be adapted to the needs of the participants, in this case the method of determining through productivity analysis where the level of a person's productivity can be known by comparing the technique and work performance before and after the training of a person. If a person's technical results and work performance are below the work performance standard, the authorities must analyze why this happened. [9].

4.2. Effect of Innovation on work productivity

Innovation has a significant effect on work productivity of Seng batik artisans, Malang Regency. Thus it can be said that the increase and decrease in work productivity can be influenced by innovation. Innovation in terms of information technology and batik equipment. Modern and environmentally friendly innovations can increase work productivity. The results of this study support the results of research that has been carried out which states that innovation has a positive effect on increasing work productivity. [22] [23] [24] [25].

If the innovations made are more innovative in the sense that business owners can develop new ways of making batik, the process of "written batik", making work easier, and the process of making batik being done on time, work productivity will increase.

4.3. Effect of job training and innovation on work productivity

Work productivity is influenced by several factors. This study examines the test of the effect of training job and innovation on the work productivity of Seng batik artisans' in Malang Regency. Referring to the research results on the simultaneous test (F test) shows a value significance of $0.000 < 0.05$, which means that the hypothesis is accepted and significant. These results explain that there is an influence between training job and innovation on the work productivity of Seng batik artisans in Malang Regency. The combination of job training provided with new innovations will facilitate the production process of "written batik" so that the work productivity of batik artisans will also increase.

5. Conclusion

Based on the results of data analysis and discussion above, it can be concluded as follows: 1) Job training has a significant influence on the work productivity of batik artisans at MSME Batik Seng, Sengguruh Village, Malang Regency, 2) Innovation has a significant influence on productivity work of batik artisans at MSME Batik Seng, Sengguruh Village, Malang Regency, and 3) Job training and innovation have a significant influence on work productivity of batik artisans at MSME Batik Seng, Sengguruh Village, Malang Regency

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