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Dear Prof. Dr. Dewi Yulliati,

Greetings from Pertanika Journals. Your article is attached for your second proof-reading. Please send your reply within 48 hours (working days) of this email, at the latest before 4.00 pm. on the 9 August 2019 (Friday).

Thank you and have a nice day.

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Padurenan
Gebog, Kabupaten Kudus, Jawa Tengah
<https://maps.app.goo.gl/u1HPTZrWMBB7Cb2K8>

Kind regard,
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Dear Prof.,

Good morning and thank you for your prompt response.

The Empowerment of Kudus Embroidery Creative Industries for Strengthening the Cultural Identity of Kudus Regency, Central Java, Indonesia

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ABSTRACT

This study explores the endeavors of the embroidery industry communities in Kudus Regency, Central Java, Indonesia, to endorse the existence of their craft industries and craft identities. The work ethics of Kudus embroidery artisans are unique. The significant marks of the uniqueness include: “maintaining the traditional embroidery technique, the traditional embroidery designs, and the community-based cooperative management.” Based on this research, the researchers argue that the embroidery craft industries in Kudus have become an economic asset of Kudus Regency in the sector of creative industries as well as having served as a cultural identity, which is also very important to strengthen the Indonesian national identity.

Keywords: Kudus cultural identity, Kudus embroidery

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INTRODUCTION

A nation’s cultural identity is one of the elements of a nation’s character and behavior within the framework of the nation’s collective life based on its cultural values and reflecting some characteristics that can be viewed by other nations as the nation’s identity. Cultural values existing in a collective experience or a nation’s history can shape the pattern of the nation’s

character which includes: nationalism, national culture, identity, and ethos (Kartodirdjo, 1993). These four character elements are intertwined, and each mutually reinforces the other.

Cultural identity is a cultural feature that distinguishes the culture of a region from other regions or a nation from other nations. It is a genuine culture that marks the existence of a community, a society, or a nation. Cultural identity includes a sense of belonging, symbols, languages, history, the consciousness as inhabitants of a particular region, arts (drama, music, architecture, fashion, songs), culinary, and press (Yuliati, 2017). Without such an identity, a nation will experience difficulties when it has to show itself in the international forums.

In intercultural communities, an identity is essential in order to demonstrate “self-esteem” and “self-worth” of a nation, enabling the nation to show its national pride and to stand in parallel with other nations. Cultural identity is also useful for strengthening the sense of nationalism. Therefore, the cultural identity that has been rooted in Indonesian regions should always be conserved, upkeep, and developed to strengthen the adoration for the nation and the country.

Consecutively since the 5th until the 20th centuries, there has been shipping and trade relationships as well as cultural contacts between local and foreign cultures (India, Arab, China, Europe and Japan) in the Indonesian archipelago. The primary purpose of these countries’ arrival is to search for commodities that can be sold on

the world market, e.g., spices, sugar, coffee, indigo, and batik cloth. In this trading and cultural relation, people in the archipelago – especially in the coastal areas – are capable of being open, adaptive, adoptive, and democratic. These particular behaviors of Indonesian people can contribute to forming the cultural manifestations, which are acculturative.

Acculturative culture creation also exists in Kudus Regency society in Central Java Province, Indonesia. People in Kudus are able to create creative economic activities, particularly in the form of embroidery craft industry. Embroidery can be defined as patterns or pictures that consist of stitches sewn directly onto cloth or the activity of decorating a piece of cloth with stitches sewn onto it. (<http://dictionary.cambridge.org>). The embroidery craft industry in Kudus Regency has been operating since the mid-16th century when there were trading and cultural relationships between the locals, Moslem, and Chinese traders. Since the end of the 19th century, there have been many Chinese traders who lived in Kudus doing business (Supratno, 2016). It was said that the merchants from Gujarat and China sold cloth or clothing with embroidered motifs. Their embroidery skills were then absorbed by the people of Kudus whereby they initially developed the crafts with the nuances of Kudus local culture. Kudus embroidery craft industries have resulted in potential local cultural products, not only as a cultural identity but also as local creative economic assets. The creative economy or creative industry is defined as an economic

activity based on the individual creativity, skills, and talents promoting the people's prosperity (Suyaman, 2015).

Kudus is famous for *icik* (handcrafted) embroidery products. Such embroidery is made neatly with motifs that are initially designed by the local community. Thus, it takes a considerable amount of time to produce the embroidery cloth. However, the Kudus embroidery products are currently dealing with a lot of competitors, especially those that attempt to make embroidery products with computer-assistance. Furthermore, the next generation of embroidery artisans in Kudus is increasingly scarce. This phenomenon is a threat to the existence of Kudus embroidery craft industries. Hence, it requires immediate empowerment and strengthening to overcome these threats.

Based on the brief explanations regarding the potential opportunities and threats possessed by the Kudus embroidery industry described above, it is vital to conduct a study to discover ways in which the creative industry of Kudus Regency can be empowered. Therefore, the research problems are stated as follows:

- What are the distinctive characteristics of embroidery craft in Kudus?
- How do the embroidery artisans in Kudus express their creativities through the embroidery business?
- How does the government support the development of embroidery industries in this Regency?

The discussion in this study is focused on two villages, Padurenan and Karangmalang. These two villages are chosen since they are able to develop their respective areas as an embroidery industry cluster (Padurenan) and as an embroidery industry center (Karangmalang).

MATERIALS AND METHOD

Research on "The Empowerment of Kudus Embroidery Creative Industries for Strengthening the Cultural Identity of Kudus Regency, Central Java Province, Indonesia" is analytical and descriptive in nature, which is grounded in primary and secondary data. The primary data were obtained from Kudus Regency Industry and Trade Office, Monographs of Villages, photographs, and documents from the stakeholders (especially the embroidery artisans). The secondary resources were collected from several books which were relevant to this research.

This research was also done by direct observation in the field of embroidery industries in Kudus Regency, particularly in Padurenan and Karangmalang Villages. These two villages are cluster and center of the embroidery craft industries in Kudus Regency, Central Java Province, Indonesia. The interesting problem to be researched was how can the embroidery artisans in these two villages kept in existence their creativities to produce local embroidery motifs and how did they manage their embroidery craft industries based on their local community management.

In order to obtain essential information from the embroidery artisans in the two

mentioned villages, interview method was applied to some stakeholders. This interview was focused on the cultural system of embroidery artisans' communities in the two villages to obtain the information about their motivation, work ethics, sense of belonging to their local cultures, and competences in creative embroidery industries. All of the data obtained from this research were verified, interpreted, and composed in analytical and synthetic writing on *The Empowerment of Kudus Embroidery Creative Industries for Strengthening the Cultural Identity of Kudus Regency, Central Java Province, Indonesia*.

RESULT AND DISCUSSION

Result

This research was done in two villages in Kudus Regency, Central Java, Indonesia, namely Padurenan and Karangmalang. Since the first decade of 21st century these two villages become the centers of embroidery creative industries in Kudus Regency.

The development of these centers are supported by the entrepreneurship characters of the people in Padurenan and Karangmalang villages and their creativities to seek their better life. The research's findings to demonstrate that the people in Padurenan and Karangmalang villages have competences in entrepreneurship and creative economy are as follows:

1. Most of the people in Padurenan works in the embroidery and garment, i.e., as many as 1,627 people (52.3%). This data shows that half of the working-age population in Padurenan village works in the embroidery craft industries. This condition is supported by the presence of 200 units of small and medium industries in embroidery and garment sectors and 78 units in jacket and uniform makers (see Table 2).
2. There is a Village Cooperative in Padurenan Village, which manages and supports the production process of embroidery craft industries. This village cooperative is managed by the embroidery artisans or supervised by embroidery artisans community based management.
3. The embroidery craft industries in Padurenan village are also supported by the existence of the other creative industries, which are interrelated and mutually supportive, especially garment, bags, and culinaries.
4. Most villagers in Karangmalang work in the industry sector, especially in the embroidery craft industry (see Table 6).
5. The owners of the embroidery craft industries in Karangmalang village established a village multi-business cooperative called Koperasi Serba Usaha (KSU) Teratai Jaya Abadi in 2016. Previously, this village only had a group of embroidery artisans (Kelompok Usaha Bordir) which was founded in 1990. The new cooperative action has become a forum for embroidery entrepreneurs in Karangmalang Village.
6. The embroidery artisans in Padurenan and Karangmalang Villages can preserve the local

tradition embroidery motifs and method of production, especially jasmine and “krancangan” motifs by using *icik* method (using manual embroidery machine).

Discussion

Embroidery Industry in Padurenan Village and Karangmalang Village.

Embroidery Industry Cluster in Padurenan Village

The Padurenan village is administratively associated under Gebog Sub-district, Kudus Regency, Central Java Province. The total area of this village is 163.116 hectare with borders as follows:

- North : Daren village
- South : Getasrabi village
- West : Getasrabi village
- East : Karangmalang village

The map of Padurenan Village is demonstrated in Figure 1.

Based on the monograph of Padurenan village in 2017, this village is populated by 4,716 people (Padurenan Village Office Gebog Sub-district Kudus Regency, 2017). with details as follows:

- Male : 2,409 people
- Female : 2,307 people
- Age 0-15 years : 1,290 people
- Age 15-65 years : 3,264 people
- Age over 65 years : 130 people

This monographic data shows that the population majority in Padurenan village are in the productive age category. In addition, most of the villagers work in the embroidery industry sector. This condition is supported by the fact that the highest level of education which can be achieved by the people is averagely from primary school to higher education level. Generally, the primary to senior high schools graduates work in the embroidery industry sector, as this business can be done in their homes, where they are also accustomed to helping their parents



Figure 1. Map of Padurenan Village Gebog sub-district Kudus Regency from Regional of Development and Planning Agency Kudus Regency (2017).

work on the embroidery. The number of school and college students in Padurenan village is exhibited in Table 1.

The population of Padurenan village comprises 3,107 people according to the labor force. The type of livelihood and number of the labor force are presented in Table 2.

From the data presented in Table 2, it can be seen that most of the people in Padurenan works in the embroidery and garment, i.e., as many as 1,627 people (52.3%). This data shows that half of the working-age population in Padurenan village works in the embroidery craft industries. This condition is supported by the presence of

200 units of small and medium industries in embroidery and garment sectors and 78 units in jacket and uniform makers. The establishment of the embroidery and garment Industry cluster and “Koperasi Serba Usaha (KSU) Padurenan Jaya” is supported by the Government.

In addition to the existence of many small and medium scale embroidery industries in Padurenan village, there are also various home industries and small industries that support the existence of embroidery industry, e.g., garment, non-furniture woodwork, handicraft, culinary products (Industry and Trade Office of Kudus Regency, 2017). Therefore, Padurenan village is designated

Table 1

Level of education and number of school/college students in Padurenan Village in 2017

No	Education	Number of People
1.	Elementary School / equivalent	1,103
2.	Junior High School	810
3.	Senior High School	693
4.	Academy / D1-D3	131
5.	Undergraduate	253
6.	Graduate	4

Note. From Padurenan Village Office Gebog Sub-district Kudus Regency (2017).

Table 2

Types of jobs in Padurenan Village in 2010

No.	Type of Job/Livelihood	Number of people
1.	Agricultural laborer	220
2.	Cigarette laborer	225
3.	Construction laborer	303
4.	Embroidery and garment laborer	1,627
5.	Traders	165
6.	Civil Servant / soldier / police officer	40

Table 2 (Continued)

No.	Type of Job/Livelihood	Number of people
7.	Embroidery and garment artisans (SMEs)	200
8.	Jacket and uniform maker (SMEs)	78
9.	Others	198

as a handicraft industry cluster, i.e., a group of business activities consisting of the core industries, related industries, and supporting industries which are interrelated and mutually supportive (Adewicak, 2012).

The existence of mutually-supportive handicraft industries in Padurenan village has encouraged the Central Java Provincial Government together with Bank of Indonesia, Local Government of Kudus Regency, Center for the Increase of Labor Productivity - Indonesian Ministry of Manpower, Department of Manpower of Transmigration & Population of Central Java Province, and Central Java Bank to launch a program called "Productive Village Development Program of Embroidery and Convection Cluster in Padurenan Village, Kudus through the Diamond Cluster Approach". This program was inaugurated on August 5th, 2009, marked by the signing of Memorandum of Understanding (MOU) No. 11/37/DKBU/BPBU/SM, 563/6298/, B173/lattas-BBPP/VII/09, 4525/HT.01.02/2009. The program was aimed to develop Padurenan village as a tourism cluster that had high productivity and competitiveness in the field of industries, which then would be become a driving force for the economic growth of the surrounding villages.

In line with the government's program, a number of embroidery and garment entrepreneurs in Padurenan village have also established a village multi-business cooperative named "Koperasi Serba Usaha (KSU) Padurenan Jaya." This cooperative village acts as cluster management with the deed of establishment number: 503/208/BH/21/2009. KSU Padurenan Jaya is located in Padurenan village RT 01, RW 01, Jalan Kyai Hasyim, Gang 01, Gebog Sub-district, Kudus Regency, Central Java, 59354. It provides facilities for embroidery and convection artisans in Padurenan and surrounding villages.

The members of KSU Padurenan Jaya comprises the embroidery and garment artisans who market their products to the broader range of traditional markets in Indonesia, including Central Java, East Java, Bali, West Nusa Tenggara, and Kalimantan. The establishment of the cooperative is aimed to develop the potential of Padurenan village as a cluster of small and medium industries that produce embroidery and garment products, as well as bags and culinary products. Figure 2 is the picture of Padurenan Village Cooperative KSU Padurenan Jaya.

Figure 3 below is one corner of KSU Padurenan Jaya, which displays and sells

embroidery materials for the members of Padurenan Village Cooperative.

In 2010 Padurenan village has 200 small and medium craft industries which

are distributed in several hamlets (Table 3).

The names of embroidery craft industries in Padurenan village are presented as follows (Table 4).



Figure 2. Village cooperative, KSU Padurenan Jaya



Figure 3. Supplies of embroidery threads and tools in the village cooperative, KSU Padurenan Jaya

Table 3

Name of hamlets and type of products in Padurenan Village in 2010

No	Name	Type of Products	No. of Workers
1.	Salak	Embroidery and garment	37
2.	Krajan	Embroidery, garment, bags, tofu,tempeh, screen printing, <i>pindangpresto</i> (softened fish)	106
3.	Jerabang	Embroidery, garment	23
4.	Jetis	Embroidery, garment, <i>pindangpresto</i> (softened fish)	19
5.	Randukuning	Embroidery, garment, <i>pindangpresto</i> (softened fish)	15

Note. From Gebog Sub-district Office Kudus Regency. (2010b).

Table 4

Names of embroidery craft industries and their addresses in Padurenan Village

No.	Name of Handicraft Industry	Address
1.	Fida Jaya Bordir	Padurenan village RT 03, RW 09
2	Nawal Embroidery	Padurenan village RT 03, RW 06
3	Bordir Amiroh Wati	Padurenan village RT 01, RW 01
4	Bordir Arif Ariyanto	Padurenan village RT 03, RW 09
5	Bordir Noor Faizah	Padurenan village RT 01, RW 01

Table 4 (Continued)

No.	Name of Handicraft Industry	Address
6	Bordir Farochnah	Padurenan village RT 01, RW 01
7	Bordir H. Much. Ansori	Padurenan village RT 01, RW 01
8	Bordir Hj. Khotik	Padurenan village RT 01, RW 01
9	Bordir Hj. Sri Murniah	Padurenan village RT 01, RW 01
10	Bordir Hj. Sutarmi	Padurenan village RT 01, RW 01
11	Bordir Imronah	Padurenan village RT 01, RW 01
12	Bordir Muzarofah	Padurenan village RT 01, RW 01
13	Bordir Nusroh	Padurenan village RT 01, RW 01
14	Bordir Richanah	Padurenan village RT 01, RW 01
15	Bordir Sulfah	Padurenan village RT 01, RW 01
16	Bordir Sunaechah	Padurenan village RT 01, RW 01
17	Bordir Supaat	Padurenan village RT 01, RW 01
18	Bordir Uswatun Chasanah	Padurenan village RT 01, RW 01
19	Bordir Zaitun	Padurenan village RT 01, RW 01
20	Bordir Hj. Chifdhiani	Padurenan village RT 01, RW 01
21	Bordir Ahmad Nor	Padurenan village RT 01, RW 03
22	Bordir Sutami	Padurenan village RT 01, RW 01
23	Bordir siti Fatonah	Padurenan village RT 01, RW 01
24	Bordir Ahmad Duri	Padurenan village RT 02, RW 04
25	Bordir RifatTamzis	Padurenan village RT 02, RW 04
26	Bordir Suwarno	Padurenan village RT 02, RW 04
27	Bordir N. Chasanah	Padurenan village RT 03, RW 03
28	BordirSolichan	Padurenan village RT 03, RW 03
29	Bordir H. Abdul Basyir	Padurenan village RT 03, RW 03
30	Bordir IhsanMahbub	Padurenan village RT 03, RW 03
31	Bordir NahfidFahmi	Padurenan village RT 03, RW 03
32	Bordir Rosyad	Padurenan village RT 03, RW 03
33	Bordir Solikhul Hadi	Padurenan village RT 03, RW 03
34	Bordir UlilAbror	Padurenan village RT 03, RW 03
35	Bordir Zumairoh	Padurenan village RT 03, RW 03
36	Bordir BarokahQori Fashion	Padurenan village RT 03, RW 02
37	Bordir AMirowati	Padurenan village RT 03, RW 02
38	Bordir Almira	Padurenan village RT 03, RW 02

Note. Processed from Industry and Trade Office of Kudus Regency (2017)

The embroidery and convection products are marketed not only in the city of Kudus, but also in other areas, e.g., Semarang, Solo, Jogjakarta, East Java, Mataram, and Bali. Several embroidery products from Padurenan village can be seen

in the following Figures. The local tradition of embroidery motif is presented in Figure 4 and 5. Figure 6 is an embroidery production house in Padurenan Village.



Figure 4. An embroidery product with jasmine motif in Padurenan Village

Caption: A product by “Amirowati” embroidery craft industry.



Figure 6. One of the embroidery craft industry, named “Almira” in Padurenan village

Caption: Researcher’s photograph.



Figure 5. An embroidery product with jasmine and Krancangan Motifs

Caption: Using *Icik* (Manual) machine, a product by “Almira” embroidery craft industry.

Embroidery Industry Center in Karangmalang Village

Karangmalang village is located in Gebog District, Kudus Regency. Gebog District has the following borders: Jepara Regency in the north, Dawe District and Bae District in the east, Kaliwungu District in the south, and Jepara Regency in the west. This tropical sub-district is situated at an altitude of 155 meters above sea level and has a moderate temperature.

The area of Karangmalang village has the following administrative borders as follows (Statistical Office of Kudus Regency, 2017):

- North : Besito village
- South : Klumpit village, Gribig village, and Peganjaran village

- East : Pegunungan village and Besito village
- West : Klumpit village and Padurenan village

The map of Karangmalang Village is presented in Figure 7.

The total area of Karangmalang village is 2622.303 hectare which comprises areas for rice fields, farms, animal husbandry, handicraft industry, small to medium industry, and service and trade. Although the village has fields and farms, many of its residents seek additional income by becoming artisans, embroidery assistants, and trading workers. The village has a population of 9.622 people in which most of them belong to the productive age (15-

65 years old). The most recent condition of the village population by age can be seen in Table 5.

According to Table 5, it can be seen that approximately 50% of the Karangmalang population belongs to the productive-age category. Meanwhile, the list of people's livelihoods in Karangmalang village in 2016 is presented in Table 6. From the data presented in Table 6, it can be seen that most villagers in Karangmalang work in the industry sector, especially in the embroidery craft industry.

Embroidery industries in Karangmalang village initially started as home industries. In this village, these craft industries have been growing since 1982 when the government gave special impetus to the activities of



Figure 7. Map of Karangmalang Village, Gebog District, Kudus Regency from Google Map Data 2019

Table 5

Total population in Karangmalang village by age in 2016

Population Age		
0 -15 Years	15-65 Years	>65 Years
1992 people	5808 people	821 people

Note. From Karangmalang Village Office Gebog Sub-district Kudus Regency (2016).

Table 6
Type of livelihoods of the people of Karangmalang Village in 2016

Type of Job/ Livelihood	Number of People
Civil Servant	161
Soldier/Police Officer	13
Private Person / Industry	2062
Trader	68
Farmer	595
Construction laborer	651
Farm laborer	170
Retired person	41
Fisherman	2
Breeders	15
Service	5
Embroidery and garment artisans	30
Artist	2
TOTAL PEOPLE WORKING	3815

Note. From Karangmalang Village Office Gebog Sub-district Kudus Regency (2016).

small embroidery industries. In general, the embroidery craft industries in this village are run by housewives who have the abilities and skills to manage the industry since they inherit the abilities from their mothers who have also managed the embroidery craft industries.

These craft industries are operated at home, hence, so they can still manage their duty as housewives. They are very familiar with the embroidery craft for they have learned this craft since childhood from their parents who used to work as embroidery workers in Janggalan and Purwosari villages. In the early 1980s, the embroidery industries in these two villages receded since the workers from Karangmalang and Padurenan sought to

establish embroidery craft industries in their villages (Hj. Siti Khalimah, personal communication, September 30, 2017).

The presence of many embroidery artisans in Karangmalang marks this village as the center of embroidery craft industries in Kudus Regency. According to Siti Khalimah, an embroidery craftsman in Karangmalang, the first embroidery industries in Kudus Regency was developed in the villages of Purwosari and Janggalan. The workers were from outside these two villages; in which some were originated from Karangmalang village. The owners of embroidery industries often praise the embroidery artisans from Karangmalang who worked in Janggalan due to their neat and smooth embroidery products.

Since a lot of Karangmalang villagers worked in embroidery craft industries in Janggalan village, they have learnt many things about its industrial management. Therefore, they developed embroidery craft industries in their village. However, in the end, Janggalan and Purwosari villages – which have succeeded once as the Kudus embroidery industry center – experienced decline and bankruptcy as many employees that mostly from outside the two villages chose to resign.

The consumers often seek for embroidery products which have smooth features, up-to-date motifs, and affordable prices. The embroidery artisans have three embroidery techniques, namely *icik*, *juki*, and computer-assisted. The *icik* technique is an embroidery method using a manual sewing machine. The *juki* technique is an embroidery method using a dynamo-driven embroidery machine. Meanwhile, the computer-assisted technique is an embroidery method using a computer-operated machine. The artisans in Karangmalang village still preserve the *icik* method since this method is able to produce smooth, neat embroidery products, and the threads are not easily broken (Hj. Siti Khalimah, personal communication, September 30, 2017).

The owners of the embroidery craft industries in Karangmalang village established a village multi-business cooperative called Koperasi Serba Usaha (KSU) Teratai Jaya Abadi in 2016. Previously, this village only had a group of embroidery artisans (Kelompok Usaha Bordir) which was founded in 1990. The

new cooperative action has become a forum for embroidery entrepreneurs in Karangmalang village with the following committees:

- Chairman : Hj. Siti Khalimah
- Secretary : EnyZunita
- Treasurer : Suaidah
- Work Officer : Siti Mufarikhah

(Hj. Siti Khalimah, personal communication, September 30, 2017).

Table 7 provides information on the names of embroidery craft industries in Karangmalang village, Kudus Regency, which is incorporated in the KSU Teratai Jaya Abadi. The management and activities ran by KSU Teratai Jaya Abadi have not been as optimal as those run by KSU Padurenan Jaya, for it has just been established and has not had planned activities and sufficient assets.

In addition to the embroidery crafts industries data in Karangmalang Village presented in Table 7, there are also several embroidery industries categorized as the home industry (employing approximately one to five labors). Below are the owners of the embroidery craft industries categorized as the home industries (with a maximum amount of 5 workers) in Karangmalang village:

- a. Suparti
- b. Kustiyah
- c. Karsini
- d. Karjinah
- e. Maria Ulfah
- f. Yuli Astuti
- g. Hj. Jasminah
- h. Umi

- i. Supiah
- j. Supriyanti
- k. Sulistiyani
- l. Eka Dian Safitri
- m. Nailul Farih

(Hj. Siti Khalimah, personal communication, September 30, 2017).

The following figures represent the activities and embroidery products produced in Karangmalang village (Figure 8 to 10).

The embroidery artisans in Karangmalang village still maintain the embroidery production using the *icik* (manual machine) and manually use their

hands when making motifs. They will use a dynamo machine (locally called *juki* machine) and the computer if they receive a large number of orders. The advantages of the *icik* method are that it is able to produce smooth, neat products and the threads are not easily broken. The *juki* machine and the computer can not produce such quality since, in these two techniques, the patterns have already been programmed, and the threads are connected. Hence, if any part of the threads breaks, the connection will be easily broken as well.

Table 7

Name and address of embroidery craft industries in Karangmalang Village, Categorized as medium-scale industry (with a workforce of 20-99 people)

No	Name of Industry	Address
1.	Jasmine Embroidery	Karangmalang RT 05, RW 03
2.	Alima Embroidery	Karangmalang RT 02, RW 03
3.	YulinasBordir	Karangmalang RT 02, RW 03
4.	Bordir Tumiran	Karangmalang RT 01, RW 01
5.	Bordir H. Sumono	Karangmalang RT 02, RW 02
6.	BordirJamaah	Karangmalang RT 02, RW 02
7.	Bordir Haliyudi	Karangmalang RT 03, RW 04
8.	Bordir Sri Rejeki	Karangmalang RT 04, RW 02
9.	Bordir Dahlia	Karangmalang RT 04, RW 02
10.	Bordir Suparto	Karangmalang RT 05, RW 02
11.	Valthan Jaya	Karangmalang RT 04, RW 06
12.	Ra'fa Collection	Karangmalang RT 04, RW 02
13.	Cameo	Karangmalang RT 04, RW 08
14.	BordirYulinas	Karangmalang RT 04, RW 09
15.	Bordir Nusa Indah	Karangmalang RT 03, RW 02

Note. From Industry and Trade Office of Kudus Regency (2017)



Figure 8. Embroidery production using the computer system in embroidery craft industry, named “Sri Rejeki,” Karangmalang Village

Caption: Picture made by the researcher.



Figure 9. An embroidery product, made using the Icik technique (manual machine) in an embroidery craft industry, named “Sri Rejeki” in Karangmalang Village

Caption: Photograph taken by the researcher.



Figure 10. The owner of embroidery craft industry “Dahlia” in Karangmalang Village working on an embroidery motif “Krancangan”

Caption: Photograph taken by the researcher.

CONCLUSIONS

Based on the discussion described above, this study draws several conclusions as follows:

1. The embroidery craft industries in the Regency of Kudus serve as an economic and cultural asset and one of the sources of income for the Kudus people, especially

in Padurenan and Karangmalang village. In the economic field, the embroidery craft industries in both villages can generate jobs for hundreds or even thousands of people. In the embroidery production, the artisans have a sense of belonging to their local cultural identities, such as maintaining the *icik* method as well as the jasmine and *krancangan* motifs. The creativities of the artisans also have penetrated into the field of management. They manage to set up two government-aided cooperative activities which facilitate the needs of the embroidery artisans regarding capital, materials, and tools.

2. The embroidery craft industries can be categorized as the creative industries since they are developed according to the ideas and creativities without the need of large capitals. In addition, the tenacity

and persistence of the artisans have also created a medium-scale craft industry in their respective areas. This positive economic development has been going on for the last few decades to the present times.

3. Due to the creative competence in maintaining such a cultural identity, Kudus Regency Government and other stakeholders have supported the villagers by issuing a permit to establish two villages' cooperatives, KSU Padurenan Jaya in Padurenan village and KSU Teratai Jaya Abadi in Karangmalang village, which are expected to encourage and provide facilities for the progress of the embroidery craft industries. The government also facilitated banking loan for the cooperatives (through Bank Indonesia).
4. An ideas-based creative industry can generate a community-based management system and unique embroidery products with a local nuance, making others able to see the embroidery products as a cultural identity.

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THE EMPOWERMENT OF KUDUS EMBROIDERY CREATIVE INDUSTRIES

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**THE EMPOWERMENT OF KUDUS EMBROIDERY CREATIVE INDUSTRIES
FOR STRENGTHENING THE CULTURAL IDENTITY OF KUDUS REGENCY,
CENTRAL JAVA, INDONESIA**

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**THE EMPOWERMENT OF KUDUS EMBROIDERY CREATIVE INDUSTRIES
FOR STRENGTHENING THE CULTURAL IDENTITY OF KUDUS REGENCY,
CENTRAL JAVA, INDONESIA**

Abstract

This study explores the endeavors of the embroidery industry communities in Kudus Regency, Central Java, Indonesia, to endorse the existence of their craft industries and craft identities. The work ethics of Kudus embroidery craftsmen are very unique. The significant marks of the uniqueness include: “maintaining the traditional embroidery technique, the traditional embroidery designs, and the community-based cooperative management”. Based on this research, the researchers argue that the embroidery craft industries in Kudus have become an economic asset of Kudus Regency in the sector of creative industries as well as have served as a cultural identity, which is also very important to strengthen the Indonesian national identity.

Key words: Kudus embroidery, Kudus cultural identity

I. Introduction

A nation's cultural identity is one of the elements of a nation's character and behavior within the framework of the nation's collective life based on its cultural values and reflecting some characteristics that can be viewed by other nations as the nation's identity. Cultural values existing in a collective experience or a nation's history can shape the pattern of the nation's character which includes: nationalism, national culture, identity, and ethos (Kartodirdjo, 1993, p. 81-82). These four character elements are intertwined and each mutually reinforces the other.

Cultural identity is a cultural feature that distinguishes the culture of a region from other regions or a nation from other nations. It is a genuine culture that marks the existence of a community, a society, or a nation. Without such an identity, a nation will experience difficulties when it has to show itself in the midst of international relationship. In intercultural communities, an identity is necessary to demonstrate the "self-esteem" and "self-worth" of a nation so the nation is capable of showing its national pride and can stand parallel with other nations. Thus, the existence of a cultural identity is also useful for strengthening the nationalism. Therefore, the cultural identity that has been crystallized in the Indonesian motherland should always be maintained, reinforced, and developed to strengthen the love for the nation and the country.

Consecutively since the 5th, 12th, 15th, 17th, 20th centuries, in the Indonesian archipelago, there has been shipping and trade relationships as well as cultural contacts between local and foreign cultures (India, Arab, China, Europe and Japan). The main purpose of the arrival of the foreign nations is to search for commodities that can be sold in the world market, such as spices, sugar, coffee, indigo, and batik cloth. In such trade and cultural relationship, people in the archipelago, especially in the coastal areas, are capable of being open, adaptive, adoptive, and democratic. These behaviors of Indonesian people can contribute to form the cultural manifestations which are acculturative.

The creation of the acculturative culture also occurs in the people of Kudus Regency Central Java Province, Indonesia. The Kudus people create creative economic activities in the form of embroidery craft industry. The embroidery craft industry in Kudus Regency has been going on since the mid-16th century when there were trade and cultural relationships between the locals and the Moslem and Chinese traders. It is said that the merchants from Gujarat and

China sold cloth or clothing with embroidered motifs. Their embroidery skills are then absorbed by the Kudus people whereby they develop the crafts in line with the nuance of Kudus local culture.

Kudus embroidery craft industries have resulted potential local cultural products, not only, as a cultural identity but also as a local creative economic assets. The creative economy or creative industry is defined as an economic activity based on the individuals' creativity, skills, and talents for promoting the people's prosperity (Suyaman, 2015, p.43). Kudus is famous for the *icik* (handcrafted) embroidery products. Such an embroidery is made carefully and neatly with the motifs that are originally designed by the local community, so it takes a long time to produce the embroidery cloth. In addition, the Kudus embroidery products are currently dealing with a lot of competitors, especially those making embroidery products by using a computer. On the other hand, the next generation of embroidery craftsmen in Kudus is also increasingly scarce. This phenomenon is a threat to the existence of Kudus embroidery craft industries, so it requires immediate empowerment and strengthening to overcome it.

Based on the outstanding cultural and economic values described above, it is necessary to conduct a study to find out ways on how to empower the creative industry of embroidery craft in Kudus Regency, centered on its two villages, Padurenan and Karangmalang. Therefore, the research problems are stated as follows:

1. What are the special characteristics of embroidery craft in Kudus?
2. How do the embroidery craftsmen in Kudus express their creativities through the embroidery business?
3. How does Kudus Regency government support the development of embroidery industries in this Regency?

The discussion in this study is focused on two villages, Padurenan and Karangmalang, for the embroidery communities in both villages are able to develop their respective areas as an embroidery industry cluster (Padurenan village) and an embroidery industry center (Karangmalang village).

II. Materials and Method

Research on “The Empowerment of Kudus Embroidery Creative Industries For Strengthening the Cultural Identity of Kudus Regency, Central Java Province, Indonesia” is an analitical descriptive research which is supported by primary and secondary data. The primary data are obtained from Kudus Regency Industry and Trade Office, Villages Monographs, pictures, and from the stakeholders (especially the embroidery craftsmen). The secondary resources are collected from some boeks which are relevant with this resarch.

This research is also done by direct observation on the field of embroidery industries in Kudus Regency, which are focused on Padurenan and Karangmalang Villages. These two villages are cluster and center of the embroidery craft industries in Kudus Regency, Cenral Java Province, Indonesia. The interesting problem to be researched are how can the embroidery craftsmen in these two villages keep in existence their creativities to produce local embroidery motifs and how do they can manage their embroidery craft industries based on their local community management.

As regards getting informations from the craftsmen in Padurenan and Karangmalang villages, interview method is applied on some stakeholders, especially the embroidery craftsmen. This interview is focused on the cultural system of embroidery craftsmen community in Padurenan and Karangmalang Villages to obtain the information about their will, their work ethics, their sense of belonging to their local cultures, and their compenteces in embroidery creative industries.

All of the data obtained from this research are veryfied and interpreted, and then composed in an analitical and synthtic writing on “The Empowerment of Kudus Embroidery Creative Industries for Strengthening the Cultural Indentity of Kudus Regency, Central Java Province, Indonesia.

III. DISCUSSION

A. Embroidery Industry in Padurenan Village and Karangmalang Village

1. Embroidery Industry Cluster in Padurenan Village

The village of Padurenan belongs to Gebog Sub-district, Kudus Regency, Central Java Province. The total area of this village is 163.116 hectare with the following borders:

- North : Daren village
- South : Getasrabi village
- West : Getasrabi village
- East : Karangmalang village

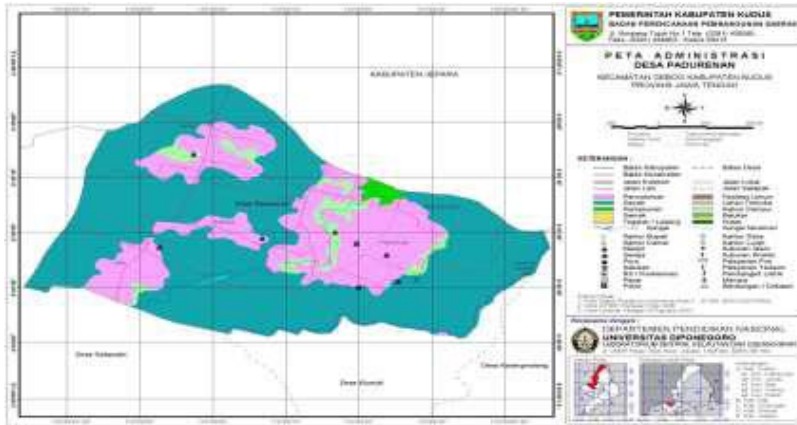


Figure 1 Map of Padurenan Village, Gebog Sub-district, Kudus Regency

Caption: <https://www.google.com/search?q=petapadesapadurenan>, downloaded on 18th October 2017.

Based on the monograph of Padurenan village in 2016, this village has a population of 4,716 people (“**Monographic Data of Padurenan Village 2017**”, Gebog Sub-district, Kudus Regency”) with details as follows:

Male : 2,409 people
 Female : 2,307 people
 Age 0-15 years : 1,290 people
 Age 15-65 years : 3,264 people
 Age over 65 years : 130 people

This monographic data shows that the majority of the population in Padurenan village belongs to the productive age category. Most of the villagers work in the embroidery industry sector. This condition is supported by the fact that the highest level of education able to be achieved by the people is averagely from the primary school up to the academy. Generally, the graduates of primary to senior highschools work in the embroidery industry sector as this business can be done in their own homes, and they are accustomed to helping their parents work on embroidery. The number of school and college students in Padurenan village can be seen in Table 1.

Table 1 *Level of Education and Number of School/College Students in Padurenan Village in 2017*

No	Education	Number of People
1.	Elementary School / equivalent	1,103
2.	Junior High School	810

3.	Senior High School	693
4.	Academy / D1-D3	131
5.	Undergraduate	253
6.	Graduate	4

Caption: *Monograph of Padurenan Village 2017, Gebog Sub-district, Kudus Regency*

The population of Padurenan village according to the labor force amounts to 3,107 people. The type of livelihood and the number of the labor force are presented in Table 2.

Table 2 *Types of Jobs in Padurenan Village in 2017*

No.	Type of Job/Livelihood	Number of people
1.	Agricultural laborer	220
2.	Cigarette laborer	225
3.	Construction laborer	303
4.	Embroidery and garment laborer	1,627
5.	Traders	165
6.	Civil Servant / soldier / police officer	40
7.	Embroidery and garment craftsmen (SMEs)	200
8.	Jacket and uniform maker (SMEs)	78
9.	Others	198

Caption: “*Kecamatan Gebog Tercinta: Analisis Desa Produktif*”, downloaded from Padurenan village.html, on November 13th, 2017.

From the data presented in Table 2, it can be seen that most of the Padurenan people’s job are the embroidery and garment laborers, i.e. as many as 1,627 people (52.3%). This data shows that half of the working-age population in Padurenan village works in the embroidery craft industries. This condition is supported by the presence of 200 units of small and medium Industries in embroidery and garment sectors and 78 jacket and uniform makers.

The Establishment of the Embroidery and Garment Industry Cluster and “Koperasi Serba Usaha (KSU) Padurenan Jaya”

In addition to the presence of many small-scale and medium-scale embroidery industries in Padurenan village, there are also various home industries and small industries that support the existence of embroidery industry, such as garment industries, non-furniture woodwork, handicraft, culinary products, and so on (**Directory of Small and Medium Industries, Kudus Regency 2017**). Therefore, Padurenan village is designated as a handicraft industry cluster, i.e. a group of business activities consisting of the core industries, related industries, and supporting industries which are interrelated and mutually supportive (“**Sentra, Klaster, dan OVOP?**” retrieved from <http://adewicak.blogspot.co.id/2012/04/apa-itu-industrisentra-klaster>, on October 1st, 2017”).

The existence of mutually-supportive handicraft industries in Padurenan village has encouraged the Central Java Provincial Government together with Bank Indonesia, Local Government of Kudus Regency, Center for the Increase of Labor Productivity - Indonesian Ministry of Manpower, Department of Manpower of Transmigration & Population of Central Java Province, and Central Java Bank to launch a program called “Productive Village Development Program of Embroidery and Convection Cluster in Padurenan Village, Kudus through the Diamond Cluster Approach”. This program was inaugurated on August 5th, 2009, marked by the signing of Memorandum of Understanding (MOU) No. 11/37/DKBU/BPBU/SM, 563/6298/B173/lattas-BBPP/VII/09,4525/HT.01.02/2009. The program was aimed to make Padurenan village as a tourism cluster that has high productivity and competitiveness in the field of industries, which then will become a drive force for the economic growth of the surrounding villages.

In line with the government program, a number of embroidery and garment entrepreneurs in Padurenan village also establish a village multi-business cooperative named *Koperasi Serba Usaha* (KSU) Padurenan Jaya. This village cooperative acts as a cluster management with the deed of establishment number: 503/208/BH/21/2009. The KSU Padurenan Jaya is located in Padurenan village RT 01, RW 01, Jalan Kyai Hasyim, Gang 01, Gebog Sub-district, Kudus Regency, Central Java, 59354. It provides facilities for embroidery and convection artisans in Padurenan and surrounding villages.

The members of KSU Padurenan Jaya include the embroidery and garment craft industrial craftsmen who market their products to the larger traditional markets in Indonesia, including Central Java, East Java, Bali, West Nusa Tenggara, and Kalimantan. The establishment of the cooperative is aimed to develop the potential of Padurenan village as a cluster of small and medium industries that produce embroidery and garment products, as well as bags and culinary products.



Figure 2 The Village Cooperative, KSU Padurenan Jaya



Figure 3 Supplies of Embroidery Threads and Tools in the Village Cooperative, KSU Padurenan Jaya

Caption: Researcher's Photo, dated August 6th, 2017

Padurenan village has 200 small and medium craft industries which scattered in its hamlets, which can be seen in Table 3.

Table 3 Name of Hamlets and Type of Products in Padurenan Village in 2017

No	Name of Hamlet	Type of Product	No. of Workers
1.	Salakhamlet	Embroidery and garment	37
2.	Krajanhamlet	Embroidery, garment, Bags, Tofu, Tempeh, screen printing, <i>Pindang Presto</i> (softened fish)	106
3.	Jerabanghamlet	Embroidery, garment	23
4.	Jetishamlet	Embroidery, garment, <i>Pindang Presto</i> (softened fish)	19
5.	Randukuninghamlet	Embroidery, garment, <i>Pindang Presto</i> (softened fish)	15

Caption: *Kecamatan Gebog Tercinta: Analisis Desa Produktif*, retrieved from Padurenan village.html, on 13 November 2017.

The names of embroidery craft industries in Padurenan village are presented as follows.

Table 4 *Names of Embroidery Craft Industries and their Addresses in Padurenan Village*

No.	Name of Handicraft Industry	Address
1.	Fida Jaya Bordir	Padurenan village RT 03, RW 09
2	Nawal Embroidery	Padurenan village RT 03, RW 06
3	Bordir Amiroh Wati	Padurenan village RT 01, RW 01
4	Bordir Arif Ariyanto	Padurenan village RT 03, RW 09
5	Bordir Noor Faizah	Padurenan village RT 01, RW 01
6	Bordir Farochnah	Padurenan village RT 01, RW 01
7	Bordir H. Much. ansori	Padurenan village RT 01, RW 01
8	Bordir Hj. Khotik	Padurenan village RT 01, RW 01
9	Bordir Hj. Sri Murniah	Padurenan village RT 01, RW 01
10	Bordir Hj. Sutarmi	Padurenan village RT 01, RW 01
11	Bordir Imronah	Padurenan village RT 01, RW 01
12	Bordir Muzarofah	Padurenan village RT 01, RW 01
13	Bordir Nusroh	Padurenan village RT 01, RW 01
14	Bordir Richanah	Padurenan village RT 01, RW 01
15	Bordir Sulfah	Padurenan village RT 01, RW 01
16	Bordir Sunaechah	Padurenan village RT 01, RW 01
17	Bordir Supaat	Padurenan village RT 01, RW 01
18	Bordir Uswatun Chasanah	Padurenan village RT 01, RW 01
19	Bordir Zaitun	Padurenan village RT 01, RW 01
20	Bordir Hj. Chifdhiani	Padurenan village RT 01, RW 01
21	Bordir Ahmad Nor	Padurenan village RT 01, RW 03
22	Bordir Sutami	Padurenan village RT 01, RW 01
23	Bordir siti Fatonah	Padurenan village RT 01, RW 01
24	Bordir Ahmad Duri	Padurenan village RT 02, RW 04
25	Bordir Rifat Tamzis	Padurenan village RT 02, RW 04
26	Bordir suwarno	Padurenan village RT 02, RW 04
27	Bordir N. Chasanah	Padurenan village RT 03, RW 03
28	Bordir Solichan	Padurenan village RT 03, RW 03
29	Bordir H. Abdul Basyir	Padurenan village RT 03, RW 03
30	Bordir Ihsan Mahbub	Padurenan village RT 03, RW 03
31	Bordir Nahfid Fahmi	Padurenan village RT 03, RW 03
32	Bordir Rosyad	Padurenan village RT 03, RW 03
33	Bordir Solikhul Hadi	Padurenan village RT 03, RW 03
34	Bordir Ulil Abror	Padurenan village RT 03, RW 03

35	Bordir zumairoh	Padurenan village RT 03, RW 03
36	Bordir Barokah Qori Fashion	Padurenan village RT 03, RW 02
37	Bordir amirowati	Padurenan village RT 03, RW 02
38	Bordir Almira	Padurenan village RT 03, RW 02

Caption: *Processed from the Directory of Small and Medium Industry, Kudus Regency*

The embroidery and convection products are marketed not only in the city of Kudus, but also in other areas such as Semarang, Solo, Jogjakarta, East Java, Mataram, and Bali. Some embroidery products from Padurenan village can be seen in the following Figures.



Figure 4 An Embroidery Product with Jasmine Motif in Padurenan Village,

Caption: A Product by “Amirowati” Embroidery Craft Industry



Figure 5 An Embroidery Product with Jasmine and Krancangan Motifs,

Caption: Using *Icik* (Manual) Machine, A product by “Almira” Embroidery Craft Industry.



Figure 6 One of the Embroidery Craft Industry, named “Almira” in Padurenan village
Caption: Researcher’s photo

2. Embroidery Industry Center in Karangmalang Village

Karangmalang village is located in Gebog District, Kudus Regency. Gebog District is bordered as follows: Jepara Regency to the north, Dawe District and Bae District to the east, Kaliwungu District to the south, and Jepara Regency to the west. This tropical sub-district is situated at an altitude of 155 m above sea level and has a moderate temperature.

The area of Karangmalang village has the following administrative borders (*Kabupaten Kudus Dalam Angka 2016*, Indonesian Central Bureau of Statistics, BPS):

- North : Besito village
- South : Klumpit village, Gribig village, and Peganjaran village
- East : Peganjaran village and Besito village
- West : Klumpit village and Padurenan village



Figure 7 Map of Karangmalang Village, Gebog District, Kudus Regency
Caption: Google Map Data 2017

The total area of Karangmalang village is 2622.303 Hectare which is comprised of areas for rice fields, farms, animal husbandry, handicraft industry, small industry, medium industry, and service and trade. Although the village has fields and farms, many residents seek additional income by becoming craftsmen, embroidery laborers, and trading workers. The village has a population of 9622 people in which most of them belong to the productive age (15-65 years old). The latest condition of the village population by age can be seen in Table 5.

Table 5 *Total Population in Karangmalang Village by Age in 2016*

POPULATION AGE		
0 -15 Years	15-65 Years	>65 Years
1992 people	5808 people	821 people

Caption: *Monograph of Karangmalang Village, Gebog Sub-district, Kudus Regency, 2016*

According to Table 5, it can be seen that as many as 50% of the population of Karangmalang belongs to the productive-age category. Meanwhile, the list of people's livelihoods in Karangmalang village in 2016 is presented in the following Table.

Table 6 *Type of Livelihoods of the People of Karangmalang Village in 2016*

Type of Job/ Livelihood	Number of People
Civil Servant	161
Soldier/Police Officer	13
Private Person / Industry	2062
Trader	68
Farmer	595
Construction laborer	651
Farm laborer	170
Retired person	41
Fisherman	2
Breeders	15
Service	5
Embroidery and garment craftsmen	30
Artist	2
TOTAL PEOPLE WORKING	3815

Caption: *Monograph of Karangmalang Village, Gebog Sub-district, Kudus Regency, 2016*

From the data presented in Table 6, it can be seen that most villagers in Karangmalang work in the industry sector, especially the embroidery industry.

Embroidery industries in Karangmalang village started from home industries. In the village, these craft industries have been growing since 1982 when the government gave special impetus to the activities of small embroidery industries. In general, the embroidery craft industries in this village are run by housewives who have the abilities and skills to manage the industry because they inherit the abilities from their mothers who also managed the embroidery craft industries. These craft industries run at home so these do not bother their job as housewives. They are so familiar with the embroidery craft for they have learned this craft since childhood from their parents who used to work as embroidery workers in Janggalan village and Purwosari village. In the early 1980s, the embroidery industries in these two villages receded since the workers from Karangmalang and Padurenan sought to establish embroidery craft industries in their own villages (**Interview with Hj. Siti Khalimah, an embroidery craftsmen in Padurenan village, on September 30th, 2017**).

The presence of many embroidery craftsmen in Karangmalang makes this village as the center of embroidery craft industries in Kudus Regency. According to Siti Kholimah, an

embroidery craftsman in Karangmalang, the first embroidery industries in Kudus Regency were developed in the villages of Purwosari and Janggalan. The workers were from outside this two villages; some were from Karangmalang village. The embroidery craftsmen from Karangmalang who worked in Janggalan often got praise from the owners of embroidery industries due to their neat and smooth embroidery products. Since a lot of Karangmalang villagers worked in embroidery craft industries in Janggalan village, they learned many things about the management of these craft industries, so finally, they developed embroidery craft industries in their own village. In the end, Janggalan and Purwosari villages which once succeeded as the Kudus embroidery industry center experienced decline and bankruptcy because many employees, mostly from outside the two villages, resigned.

The consumers often seek for embroidery products which have smooth features, up-to-date motifs, and affordable prices. The embroidery artisans have 3 embroidery techniques, namely *icik*, *juki*, and *computer*. The *icik* technique is an embroidery method using a manual sewing machine. The *juki* technique is an embroidery method using a dynamo-driven embroidery machine. Meanwhile, the *computer*-based technique is an embroidery method using a computer-operated machine. The craftsmen in Karangmalang village still maintain the *icik* method since this method can produce smooth, neat embroidery products, and the threads are not easily broken (**Interview with Hj. Siti Khalimah, an embroidery artisan in Karangmalang village, on September 30th, 2017**).

The owners of the embroidery craft industries in Karangmalang village, in 2016, established a village multi-business cooperative called *Koperasi Serba Usaha* (KSU) Teratai Jaya Abadi. This village previously only had an Embroidery Craftsmen Group (*Kelompok Usaha Bordir*), founded in 1990. The new cooperative has become a forum for embroidery businessman in Karangmalang village with the following management:

Chairman : Hj. Siti Khalimah
Secretary : Eny Zunita
Treasurer : Suaidah
Work Officer : Siti Mufarikhah

(Interview with Hj. Siti Khalimah on September 30th, 2017)

Table 7 below, provides information on the names of embroidery craft industries in Karangmalang village, Kudus Regency, which are incorporated in the KSU Teratai Jaya Abadi.

The management and activities run by KSU Teratai Jaya Abadi have not been as optimal as those run by KSU Padurenan Jaya for it has just been established and has not had planned activities and complete assets.

Table 7 *Name and Address of Embroidery Craft Industries in Karangmalang Village, Categorized as Medium-Scale Industry (with a workforce of 20-99 people)*

No	Name of Industry	Address
1.	Jasmine Embroidery	Karangmalang RT 05, RW 03
2.	Alima Embroidery	Karangmalang RT 02, RW 03
3.	Yulinas Bordir	Karangmalang RT 02, RW 03
4.	Bordir Tumiran	Karangmalang RT 01, RW 01
5.	Bordir H. Sumono	Karangmalang RT 02, RW 02
6.	Bordir Jamaah	Karangmalang RT 02, RW 02
7.	Bordir Haliyudi	Karangmalang RT 03, RW 04
8.	Bordir Sri Rejeki	Karangmalang RT 04, RW 02
9.	Bordir Dahlia	Karangmalang RT 04, RW 02
10.	Bordir Suparto	Karangmalang RT 05, RW 02
11.	Valthan Jaya	Karangmalang RT 04, RW 06
12.	Ra'fa Collection	Karangmalang RT 04, RW 02
13.	Cameo	Karangmalang RT 04, RW 08
14.	Bordir Yulinas	Karangmalang RT 04, RW 09
15.	Bordir Nusa Indah	Karangmalang RT 03, RW 02

Caption: Kudus Regency. 2016. *Direktori Daftar Industri Kerajinan di Kecamatan Gebog* [List of Handicraft Industry Directory in Gebog Sub-district].

In addition to the embroidery enterprise data in Karangmalang village presented in Table 7, there are also several embroidery industries categorized as the home industry (having about 1-5 employees). Below are the names of the owners of the embroidery craft industries categorized as the home industries in Karangmalang village:

- a. Suparti
- b. Kustiyah
- c. Karsini
- d. Karjinah
- e. Maria Ulfah
- f. Yuli Astuti
- g. Hj. Jasminah
- h. Umi
- i. Supiah

- j. Supriyanti
- k. Sulistiyani
- l. Eka Dian Safitri
- m. Nailul Farih

(Interview with Hj. Siti Khalimah on September 30th, 2017)

The following Figures present the activities and embroidery products produced in Karangmalang village.



Figure 8 Embroidery Production using the Computer System in Embroidery Craft Industry, named “Sri Rejeki”, Karangmalang Village. Caption: Picture made by the researcher.



Figure 9 An Embroidery Product, Made using the Icik Technique (Manual Machine) in an Embroidery Craft Industry, named “Sri Rejeki” in Karangmalang Village. Caption: Picture made by the researcher.



Figure 10 The Owner of Embroidery Craft Industry “Dahlia” in Karangmalang Village is Working on an Embroidery Motif *Krancangan*.Caption: Picture made by the researcher

The embroidery craftsmen in Karangmalang village still maintain the embroidery production using the *icik* (manual machine) and use their hands when making the motifs. They will use a dynamo machine (locally called the *juki* machine) and the computer if they receive a large number of orders. The advantages of the *icik* method are that it can produce smooth, neat products and the threads are not easily broken. Such qualities cannot be produced by the *juki* machine and the computer since, in these two techniques, the patterns have been already programmed and the threads are connected so if any part of the threads breaks, the connection will be easily broken as well.

IV. CONCLUSIONS

Based on the discussion described above, this study draws several conclusions as follows:

- 1) The embroidery craft industries in the Regency of Kudus serve as an economic and cultural asset and one of the life foundations of the Kudus people, especially in Padurenan and Karangmalang village. In the economic field, the embroidery craft industries in both villages are able to generate jobs for hundreds or even thousands of people. In the embroidery production, the craftsmen have a sense of belonging to their local cultural identity, such as maintaining the *icik* method as well as the jasmine and *krancangan* motifs. The creativities of the craftsmen also penetrate into the field of management. They manage to set up two government-backed cooperatives which facilitate the needs of the embroidery craftsmen in terms of capital, materials, and tools.

- 2) The embroidery craft industries can be categorized as the creative industries since they are developed according to the ideas and creativities without big capitals. In addition, the tenacity and persistence of the craftsmen have also created a medium-scale craft industries in their respective areas. This positive economic development has been going on for the last few decades of the 20th century to the present.
- 3) Due to the creative competence in maintaining such a cultural identity, Kudus Regency Government and other stakeholders have supported the villagers by issuing a permit to establish two village cooperatives, KSU Padurenan Jaya in Padurenan village and KSU Teratai Jaya Abadi in Karangmalang village, which are expected to encourage and provide facilities for the progress of the embroidery craft industries.
- 4) An ideas-based (creative) industry can generate a community-based management system and unique embroidery products with a local nuance so that the embroidery products are seen by others as a cultural identity.

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