

ABSTRACT

The main objective of the study is to design the empowerment model for embroidery small industries in Kudus, Central Java-Indonesia. The specific objectives are: 1) to estimate the efficiency of inputs used for production; (2) to identify the level of powerment of small industries of embroidery in Kudus; (3) to formulate the strategy of empowerment for small embroidery enterprises in the study area.

There were 108 respondents selected from the embroidery enterprises in the study area using multi-stages sampling. In-depth interview had been carried out with 10 keypersons who competent with embroidery industries activities. Descriptive statistics then was invoked to analyze the profil and the level of powerment of respondents. Then, production behavior and efficiency of embroidery small industries had been analyzed accordingly. Focus Group Discussion (FGD) and in-depth interview were used as a media to construct the strategy of empowerment to enhance the performance of small industries of embroidery in Kudus. Further, the analysis of Hierarchy Process (AHP) was employed to provide the empirical evidence of the empowerment strategy as prioritized by the study.

The results indicated that the variables of labor, raw and supplements-materials, electricity, machine and equipment were positively significant toward the embroidery production observed. The average of technical efficiency was 0,9538, this implies that the inputs used in production has not efficient. The level of powerment found relatively very low (below than 50%). The strategy should be outlined to improve the embroidery industries performance in the study area among others are through the three aspect, namely (1) economic aspect; (2) politic aspect; (3) social and cultural aspect. Several priorities should be put on the empowerment strategy among other are: makes access of raw materials easier, to facilitate soft loan, and to support machine.

Key-word: empowerment, strategy, small, industries, embroidery, production, Kudus.