

# **Business Mentoring Model for Batik and Handicraft SMEs in Indonesia: A Case Study of Batik and Handicraft SMEs Assisted by the Center for Handicrafts and Batik of the Ministry of Industry of the Republic of Indonesia**

**by Prof. Dr. Nahiyah Jaidi, M.Pd., Dinar Ari Prasetyo, S.T., M.B.A., Adin Gustina, S.E., M.Sc., Rullyana Puspitaningrum Mamengko, S.Pd., M.M.**

## **ABSTRACT**

### **Abstract**

This research focuses on determining the appropriate mentoring model for Batik and Handicraft SMEs assisted by the Indonesian Ministry of Industry's Ministry of Industry and Culture. In this study, an exploration and explanation of the appropriate business assistance strategy for the batik and handicraft industry will be carried out. By exploring the required business assistance strategies, it is hoped that the mentoring program can be carried out more optimally. In addition, this is done so that MSMEs can grow and develop in a sustainable manner. Aspects of mentoring and different performance indicators in each type of organization make this research aim to find out the model of business assistance for Batik and Handicraft SMEs that is in accordance with the characteristics of the business (1), determine the performance indicators that most influence the business development of Batik and Handicraft SMEs (2) and knowing the role of stakeholders in supporting the business development of Batik and Handicraft SMEs (3). This study uses a sequential mixed method design which combines qualitative and quantitative designs with 60 (sixty) respondents of Batik and Handicraft SMEs assisted by the Center for Crafts and Batik of the Ministry of Industry of the Republic of Indonesia and Batik MSMEs assisted by the LPPM UNY Business Incubator. The saturated sample technique is used in taking quantitative data by utilizing the entire population as the research sample. Meanwhile, to collect qualitative data, the researcher will conduct in-depth interviews with several sectors, namely MSMEs assisted (12 respondents), stakeholders consisting of the government (6 respondents) and the private sector (6 respondents), and MSME users (12 respondents). a total of 36 respondents to be interviewed. The use of this method allows exploration and explanation related to mentoring models and key performance indicators that are suitable for Batik and Handicraft SMEs assisted by the Center for Crafts and Batik of the Ministry of Industry of the Republic of Indonesia and Batik MSMEs assisted by the LPPM UNY Business Incubator.

Kata Kunci: *Mentoring Model, Key Performance Indicators, Stakeholders, MSMEs*