

## Analysis of Mojokerto's Silver Craft-Based Creative Industry Development with One Village One Product (OVOP) Approach

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**ABSTRACT** : The One Village One Product approach is a local community economic development program by utilizing local resources, local culture, local wisdom and is a holistic and interconnected regional development program with three basic principles: making local products into global products (global product), independent business with initiative and creativity, as well as developing creative and professional human resources by involving local leaders who can be role models and community activists to develop their region.

One of the local products that are prospectively developed with the OVOP approach is silver craft which is a unique product that has high added value if it gets support in the development of technology, human resources, access to promotional information and capital assistance. This Batankrajan village, Gedeg sub-district, Mojokerto is a silver handicraft center that has been around for a long time and is a center for economic activities based on silver crafts that have been carried out for generations.

The purpose of this study is to identify the potential of creative industries based on Mojokerto silver craft and analyze the development of creative industries based on Mojokerto silver with an OVOP approach to develop silver products that are globally competitive while at the same time maintaining traditional values and product uniqueness. This research uses a qualitative descriptive approach who tried to illustrate the economic potential of the creative industries based on Mojokerto silver handicrafts and their development efforts through the OVOP approach.

**KEYWORDS:** Craft creative industry, OVOP, Mojokerto Silver Craft

### I. INTRODUCTION

The One Village One Product (OVOP) approach was first initiated in Oita, Japan. OVOP is an approach to developing regional potential in one region to produce products that are able to compete in the global market, while still having the unique characteristics of the region. The products produced are products that utilize local resources, both natural resources and human resources. This was in line with Joseph Ndua Ngugi and Prof. Henry Bwisa (2) stated that one village one product is an economic development program by increasing the added value of local products in a region in order to compete in the international market / global market. In Japan, this concept is known as one village one commodity (OVOC) or one village one product (OVOP) while in Thailand, a similar program is known as one Tambon one product or OTOP (3). This program provides benefits for the community to reduce poverty because it provides an opportunity for the community to market their local products and create job opportunities that encourage community members to carry out economic mobilization with the ultimate goal of optimizing their local resources (3)

OVOP implementation in Indonesia was carried out through the Ministry of Industry program since 2008 to develop the potential of small and medium industries, including the handicraft industry. (1). The handicraft industry is a national industry that is competitive, because Indonesia's superior craft products are quite sought after by foreign consumers. If seen from the export value produced in 2017 amounting to USD 776 million, the craft industry is one of the priority sectors for its development. (1). The silver industry in Indonesia has the advantage of a long history and solid infrastructure for the supply of raw materials. Even in the Dutch colonial period, Indonesia achieved the glory of silver crafts because in it there was a cultural wisdom that developed from time to time (4). Crafts and jewelry have their own uniqueness, especially from their distinctive carving motifs and have philosophical meanings, besides that craft products are produced by artisans who have carried out activities from generation to generation and use their expertise and cultural heritage in

their handmade and design methods. so that this silver handicraft product is known as a product that has an art value that is in great demand, both the domestic market and the outside market because of its unique level and high quality and artistic value. Even based on data revealed by the Minister of Industry, Airlangga Hartarto, the Indonesian silver industry has superiority in design and quality and has high added value from raw materials to finished goods, the value added reaches 50 percent. Mojokerto is a small city in East Java that has a lot of very creative creative industries to develop. Even in the 2012-2032 city planning area of Mojokerto the regional government is committed to promoting and developing the creative industries in its region to participate in supporting industrial tourism in the city of Mojokerto (5) Based on the findings and results of interviews in the field, that in the village of Batankrajan this is a silver handicraft center that has been done for a long time by local residents. When this silver craft booms, there are at least 41 businesses that exist in Batankrajan. In order to improve the existence of community groups as the silver industry players in Batankrajan centers, a Joint Business Group (KUB) was formed, "Majapahit Jewelry", on 1 December 2011 pioneered by Purbo as a pioneer of creative industries based on silver crafts in the village of Batankraja. With the establishment of this joint group, the existence of the center of the Batankrajan silver industry is increasingly recognized by the world as well as increasing its marketing turnover. BkhanBatankrajan village has been known as the silver village of Mojokerto whose silver products have penetrated the European market. Based on the results of interviews with a number of silver craftsmen in the village of Batankrajan, the current contraction of the Batankrajan silver industry has begun to decline since the Bali Bombing took place, because the turnover of most of the craftsmen made orders from Bali. Besides that there are various problems experienced by the Batankrajan silver industry players, namely: the lack of innovation and design of craftsmen so that product designs tend to be monotonous and unable to compete with other crafters such as Kotagedhe and Bali, have not implemented good quality management so that product quality is relatively low limited markets, lack of capital and limited access to financing sources. Besides that, there are many craftsmen who are just tailors, meaning that it is only production if there is an order for silver jewelry giving orders and raw materials. Based on the issue, constructive efforts are needed in order to develop the Batankrajan silver-based creative industry in order to be able to compete in the domestic, even international markets, considering that this silver craft has high artistic value because of its uniqueness and lack of ownership in other countries. The ONE Village One Product program is a model that can develop the Btankrajan silver industry into a competitive industry and will have an impact on increasing the economy and welfare of the batankrajan community because OVOP is an approach to developing regional potential to produce a unique global class product by utilizing local resources. One village as intended can be expanded into sub-districts, districts / cities, as well as other territorial entities in accordance with the potential and scale of business economically. With the OVOP program, it is expected that the market and display of attractive products from developing countries, including their own countries, can be widely promoted to the international community. The concept of One Village One Product (OVOP) is basically a regional core competency development program as a regional development approach in one region in encouraging developers a unique, global class product by utilizing resources and local culture [3]

The study aims to describe the potential of the creative industry for silver in Batankrajan Village, Mojokerto, East Java and try to analyze the development strategy of the silver kerajinan product of Mojokerto with the OVOP approach to improve local innovative and creative products that are unique in the region, have high added value, have international icon and brand image. This research is different from previous research because the industry that is the focus of research is the creative industry based on Mojokerto silver. Some of the research that has been done in creative industries in Mojokerto with the OVOP model is research by Arsvira Dani Ardhala et al. (5) which focuses on shoe-based creative industries that are associated with the development of creative tourism in Mojokerto, while research focusing on silver-based creative industries conducted by Wayan Yanuari et al who focused on developing competitive advantages to influence the performance of products in the international market with a focus on the silver creative industry in Celuk village, Bali (6)

The silver SME's Batankrajan is obliged to have superiority and characteristics products that are sustainable in order to survive in competition. The Batankrajan silver industry players must be able to face global challenges, such as improving product performance through product and service innovations, developing human resources and technology and expanding the marketing area. For this reason, the creative industry is a bridge for the silver industry to continue to exist in the world of the silver industry. Skills, innovation and creativity of human resources are needed in the creation of a creative industry that has a positive impact on increasing product sales and increasing visitors to industrial tourism destinations. Silver, especially in Mojokerto will eventually increase the economy and welfare

## II. METHODS

### 2.1. Research Approach

This study uses a qualitative descriptive method which aims to obtain a description of the complex, obtain detailed information and reports from respondents, and conduct studies on natural situations. Descriptive analysis in this study is conducted to obtain an overview of the factual and potential conditions of the creative industry of Mojokerto silver. In addition, a comparison between the results of the related research and the correlation between the results of the research and the relevant theory or concept were also carried out. This research is also exploratory in order to find out more and deeper information about OVOP concepts, both from its initial history in Oita, Japan and its application in several countries and its application in the development of the Mojokerto silver-based creative industry.

## 2.2. Research Samples

The population in this study were silver craftsmen who were domiciled in Batan krajan Village and had run a business minimum of 5 years as participant respondent to gather information about the current conditions of business actors and the problems they faced. Of the 40 silver craftsmen available, 30 technical craftsmen / businessmen in the silver industry in Batan Krajan village were selected based on technical considerations..

## 2.3. Data analysis

In the research, qualitative data analysis was used by using SWOT analysts, namely an analysis of the internal and external conditions of the silver-based creative industry in Mojokerto to be designed for its strategy and development with the OVOP approach. By analyzing the factual conditions both internally and externally, development programs can be analyzed with the OVOP approach that is more implementable and in accordance with the needs of the industry in the field.

## III. RESULT AND DISCUSSION

### 3.1 Profile of Batankrajan businessman / silver craftsman

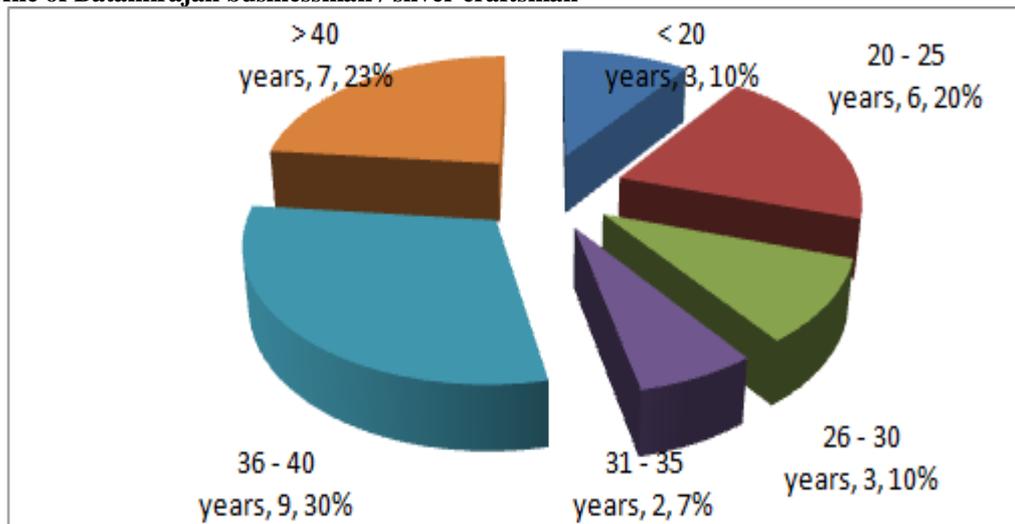


Figure 1. Profile of Batankrajan silver businessmen / craftsmen based on age

Based on the analysis of the age of respondents / silver handicraft entrepreneurs (percentage of samples) shows that business actors are mostly productive age of 20-50 years with the highest percentage aged 36 - 40 years, namely 30%. This means that the age of the majority of Batankrajan's silver businessmen / craftsmen is still quite productive and potential in improving their skills, knowledge and abilities in the development of Batankrajan's silver-based creative industry.

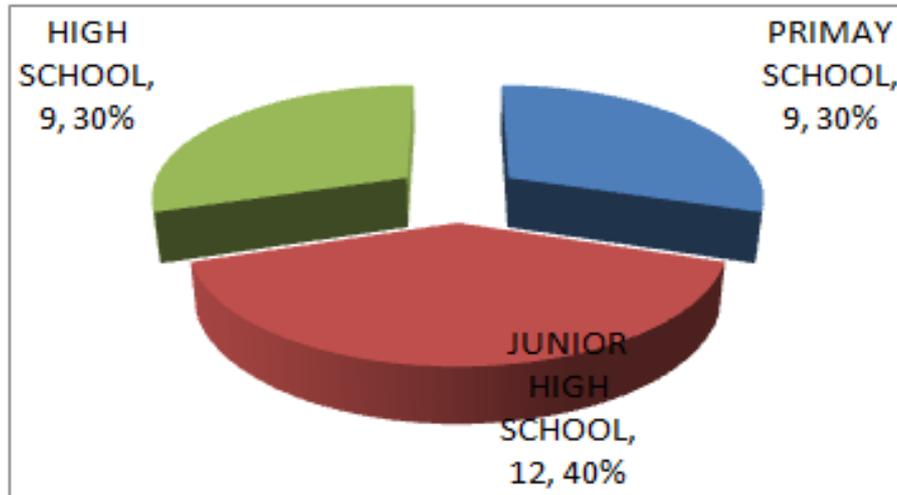


Figure 2. Profile of batankrajan silver businessmen / craftsmen based on education

For education, the majority of businessmen / silver artisans are percentages of 40%, so that the ability of knowledge in the management of abnormal business is relatively low, but in terms of skills as craftsmen, it is relatively sufficient even though the craftsman skills are inherited for generations.

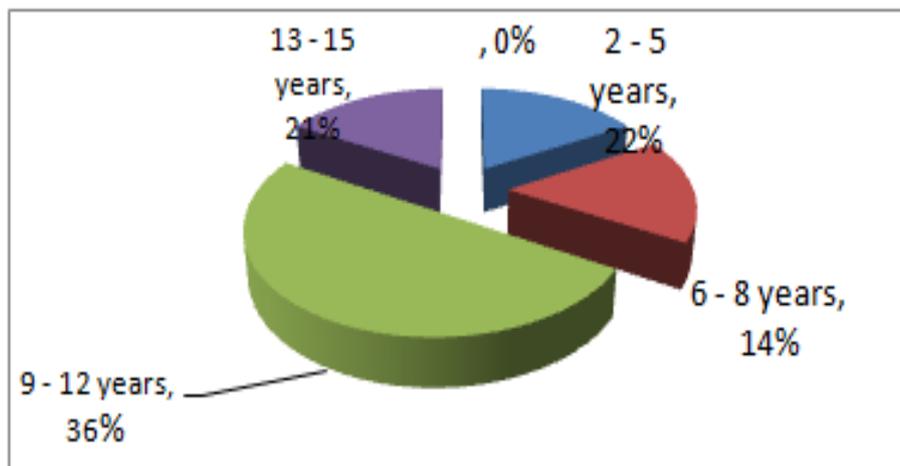


Figure 3. Profile of businessmen / silver craftsmen based on entrepreneurial experience

The majority of silver businessmen / craftsmen in Batukrajan center have entrepreneurial experience of 9-12 years (36%). Based on the results of interviews with business people / craftsmen, they started to open their own businesses in the 90s, although the actual activities as craftsmen have been carried out starting in the 80s as laborers / company workers of others.

### 3.2. The condition of the creative industry based on Silver Mojokerto

The center of the silver industry in Mojokerto is centered in the village of Batankrajan, District of Gedeg, Mojokerto Regency which has been determined by the local district as the center of the silver handicraft industry using the iconic silver jewelry industry center (7)

As a factual description of the current conditions of the Batankrajan craft centers are:

- From the results of the latest data collection from the Department of Industry and Trade in 2017 there are only 20 artisans who generally have two-three employees. Most have only six employees. Even though in the 1990s there were 40 silversmiths that existed. In its development, many artisans went bankrupt, due to fluctuating prices of silver raw materials and tending to rise.
- In general, many artisans from Batankrajan Village are just tailors. That is, it is only production if there is an order order for silver jewelry to give orders along with their raw materials.
- Marketing is generally carried out by collectors or third parties.

- d. The marketing of Batankrajan silver handicrafts generally only meets local and national needs, even now Batankrajan silver craftsmen are dependent on orders from Bali.
- e. In order to improve the existence of community groups that carry out business as producers of silver medal found in the silver jewelry center at - Batankrajan Village, Gedeg District, Mojokerto Regency, they proclaim themselves as the "MajapahitJewelry Joint Business Group". It is expected that with the formation of the KUB, the presence of silver jewelry centers in - Batankrajan Village, Gedeg District, Mojokerto Regency is increasingly recognized by the world as well as increasing the marketing turnover of their products. In the future, the group chaired by Matari will try to bring together its members to jointly promote handicraft products from their businesses.

Based on the findings in the field, the majority of silver handicrafts are small scale businesses because most of them only employ 2-10 people and are family-owned businesses, so it can be said that the management of their business is still relatively conventional and traditional and has not implemented modern and professional management. Whereas to improve the performance of businesses that are able to compete, business governance is needed that must be supported by entrepreneurship, management, financial, and other infrastructure facilities. This is also stated by McClelland (1987) in Meutiaa, et al., Who stated that the success of a business or business is influenced by internal factors (resources, capital, management, intreprenurship) (9)

### 3.3. Constraints and Development Problems

Based on the results of the survey that has been carried out, information on the constraints and problems presented in the following table is obtained

**Table1. Internal and external problems Batankrajan silver-based creative industry**

Aspects	Problems
<i>Internal Factors</i>	<ul style="list-style-type: none"> <li>• <i>Lack of ability to innovate products</i></li> <li>• <i>Limited production capacity to meet demand at short notice</i></li> <li>• <i>Limited availability of financial resources for business development</i></li> <li>• <i>Limited production process technology so that product quality has not been able to meet market demand</i></li> <li>• <i>Quality of human resources that do not have the skills / skills needed so that product quality is not optimal</i></li> </ul>
<i>External factors</i>	<ul style="list-style-type: none"> <li>• <i>Difficulty in expanding new market share, especially the export market</i></li> <li>• <i>Threats of similar products from outside regions with better quality</i></li> <li>• <i>Economic conditions that are less stable which affect raw material prices and product prices</i></li> <li>• <i>• Banking conditions with high interest rates and complicated credit processes</i></li> <li>• <i>• Lack of contributions from external parties, such as associations, investors, and other private parties that support the development of the batankrajajan silver IKM</i></li> </ul>

Source: primary data, processed 2018

### 3.4 Strength of the Silver Industry Batankrajan

Some of the strengths and strengths of the Batabkrajan silver industry can be seen from the following points: a) Batankrajan silver products are unique and unique because Batankrajan silver handicraft products are a typical product of the Mojokerto region and are distinctive because they are extracted from the local potential of the region. SetraBatankrajan is a center for silver handicrafts that have been developed for generations and are products that have long been developed by most people in Batankrajan, Mojokerto, East Java, b) availability of local raw materials because raw materials are an important component of the production process from side of quality and quantity. Silver as a raw material for silver can be found in various regions (Local), such as: Mojokerto, Yogyakarta, Garut, Tasik, and several other regions in Indonesia so that it can be said that the

availability of raw materials is sufficient for the development of silver handicraft IKM, c) Power availability adequate work because most craftsmen are local residents who already have the ability to develop because they have run their business as businessmen / silver craftsmen so that it is a relatively cheap local labor force to reduce production costs, d) Prospects of domestic demand for products silver is quite good. This is related to an increase in demand for products that are varied and oriented to consumer tastes and quality, d) Opening of export market opportunities for silver handicraft products It is evident that there are several business people in Sentra Batankrajan who are able to penetrate export markets, such as: Europe, Malaysia. Singapore.

### 3.5. Weaknesses

Some of the weaknesses of the Batankrajan silver industry can be seen from the following points: a) The fluctuating and rising prices of silver raw materials are not supported by sufficient capital, so entrepreneurs are less able to develop their business, b) Product design is relatively simple because of the design only depends on the order, the craftsmen do not develop their own product design beside limitations in product development, creativity and innovation. The Baankrajan silver craftsmen only market products with simple production design and technology so they cannot compete with the Yogyakarta craftsmen (Kotagedhe), Bali and Kendari. In addition, the limited ability / skills in silver craft design skills and not implementing quality management, c) Production depends order / order so that it has an impact on turnover and uncertain profits, d) Limitations in product development, creativity and innovation. Basically, silver entrepreneurs / craftsmen in the Industrial Center of Batankrajan have technical skills and skills in making silver crafts and factors supporters (equipment, machinery and raw materials) but the resulting designs are less varied and competitive so that they can only compete in the local and national markets, e) Difficulties in investment capital for business development due to relatively high banking interest rates and lack of investor involvement , associations and 1 other financial institutions that assist in business capital, f)The ability of Human Resources because the potential of many human resources is not balanced by adequate quality. The activity of developing silver handicraft IKM is very integrated with the production sector. The condition of silver craftsmen in Sentra Batankrajan is because almost all silver craftsmen are still relatively traditional business oriented with limited technical skills / skills so that product innovations are inadequate to meet market tastes and needs, especially global markets. In addition, due to the thin business profits, the motivation of the artisans to be lacking, g) Financial / Banking institutions with high interest rates and complicated credit processes make it difficult for the IKM to access capital sources and tend to have capital difficulties for their business development, h) Lack of contributions from external parties, such as: associations, investors and other private parties in developing silver handicraft IKM, i) The development of cooperative institutions as a joint business institution for silver handicraft IKMs, especially in Sentra Batankrajan, Mojokerto, East Java even though there are KUBs " MajapahitJewelery " which is a forum for silver entrepreneurs in Sentra Batankrajan, Mojokerto, East Java, j) Prices of raw materials continue to rise, even though the price of products is difficult to increase. The government is expected to participate in controlling the price of silver raw materials. K) Crafters generally carry out production activities for 3-5 months / year. Other months there are those who still produce for the stock of goods or businesses in other fields, including in agriculture. l) Craftsmen need marketing support including through exhibitions and bring bona fide and willing buyers or buyers from abroad. In addition, the difficulty of investment capital for promotion and exhibition and further business development, m) Marketing Research and Promotion, n) Limited marketing research and promotion activities, so that product development activities tend to not meet consumer preferences, and the potential is less exposed optimal. o) Information Center Information on investment and marketing promotions is not sufficient with good business network integration.

### 3.6 Opportunities for the Batankrajan silver industry

Some of the opportunities possessed by the batankrajan silver industry include: a) the opening of export and domestic market opportunities. The opportunity for the silver handicraft market is quite open. This is because this craft product is a competitive product with a distinctive local cirri content that has enough competitive market prospects. Consumer preference for regional hand-woven woven products, where silver handicrafts are purchased by consumers not only because of their function, but due to aesthetic values, cultural aspects, traditional ethnicity, resulting in a variety of silver products with varied designs and product quality b) Increased demand for varied and quality-oriented products due to consumers' preference for regional silver-filled handicraft products, where consumer silver products are purchased not only because of their function, but because of the traditional aesthetic, cultural, ethnic, and various silver handicrafts with a variety of designs and a variety of product quality, c) The impact of globalization is also expected to cause more open markets in each country for products from outside d) The technology of silver production is growing.

### 3.7. Threats

Competition in the silver industry originating from outside regions with better quality, such as Yogyakarta, Bali, Garut, Tasikmalaya, etc. which have created an innovative design of the global class, has led the Batankrajan silver industry to improve and create quality designs, so that it is known in broad society. Besides that, economic conditions that are less stable which affect the prices of raw materials and product prices must also be addressed by the traders to increase their capital, so that the increase in raw material prices does not affect the quality of their products. Banking conditions with high interest rates and complicated credit processes. This can also threaten the business continuity of the silver handicraft IKM in the field of business capital

### 3.8. Development of the Batankrajan silver-based creative industry with the OVOP approach

The development of Batankrajan's silver-based creative industry with the OVOP approach must be based on industry conditions, strengths and weaknesses in facing the increasingly competitive opportunities and challenges of globalization. Furthermore, it was adapted to the OVOP concept in the context of developing a competitive industry.

There are three basic principles in the OVOP concept that can actually be applied. The three basic principles that are worth fulfilling before further development are: (1) commodities are managed with local resource bases but are globally competitive (Locally originated but globally competitive), (2) innovative and creative continuous, (3) prioritizing the process of developing human resources (human resources development). This is in line with Kiyoto Kurokawa (2012) which states that the OVOP movement in OITA has three principles, namely *Think Globally, Act Locally*, independence and creativity and Human Resources Development. [3]. Through the OVOP Approach, besides being able to help achieve independence (abandoning import behavior) also to improve the image of "competitiveness and excellence" of Batankrajan silver products [10], this is in line with] Ratmono et al. achievement of independence to enhance the image of competitiveness and growth of regional superior products.

Based on the results of the research and findings in the field, the direction of the development of the Batankrajan silver-based creative industry with the OVOP approach is from the product aspect, the Infrastructure Aspect, the Promotion Aspect, the Institutional Aspect and the Financial Aspect. From the Product Aspect, the carrier is directed at Differentiation, Product Innovation and technological innovation to develop the creativity of quality-oriented craftsmen, highly competitive with regional characteristics. With the differentiation and competitiveness of product innovations that have unique and distinctive characteristics of the region, it is hoped that creating and enhancing the image of Batankrajan silver can be widely known by the community, both locally and internationally. This is in line with Joseph Ndua Ngugi and Prof. Henry Bwisa, 2013 [1] which states that the quality and innovation of small and medium industry products with the OVOP approach is needed to increase competitiveness in the global market because global customers pay more attention to products that are in line with International Standards for quality, health and safety and environmentally friendly. Based on this to create Batankrajan silver products, they must be able to adjust to international standards while maintaining local regional characteristics so that Batankrajan's Silver products become world-class products. From the aspect of infrastructure, it is directed to revitalizing more modern and effective machinery and equipment and technology to produce world-class silver products because based on findings in the field, the production machines of the craftsmen are still relatively simple and only rely on handmade craftsmen and there is no technological touch modern so that even though the product has competitiveness because of the skills of the craftsmen in terms of quality but from the quantity side it cannot meet the expected target so that production is still limited. Increasing physical infrastructure in the form of machinery, equipment and technological innovation will further fuel the creativity of craftsmen in terms of both the quality and quantity of Batankrajan's silver products. This is in line with Joseph Ndua Ngugi and Prof. Henry Bwisa, 2013 [1] which states that new technology can improve business performance through increasing value added and product innovation to produce competitive products. In addition, technological capability is an investment to build business capacity for the better (Agola and Wakabayashi, 2000) in Joseph Ndua Ngugi and Prof. Henry Bwisa, 2013. From the Promosi aspect of the development of the Mojokerto silver-based creative industry with an increase in the competition through display / exhibition exhibition of Batankrajan silver disorder business actors. This competition is intended to trigger motivation for entrepreneurs to improve the quality of their products while promoting their silver products at the local, regional and international levels. Because according to the OVOP concept, the second basic principle of OVOP is Self Reliance and Creativity and Human Resource Development which means to utilize creatively owned potential with independent businesses, so that the competition is a creativity competition for silver performers and growers of motivation. to continue to develop skills and abilities in creating silver products that are competitively creative and innovative. The bus competition event is also used as a promotional media for pre-competition players so that it is better known in the wider community. Through this competition, silver entrepreneurs will be born, who will be given the opportunity to participate in national and international events / exhibitions in the national and foreign countries so that they will be better known by local and international communities, besides Batankrajan's

silver businessmen will get access broader market, both in the domestic and foreign markets. This is in line with YoopinClaymoneChayapatWarenil [11] who stated that in the development of OTOP / OVOP in Thailand several strategies were needed, namely strategies to promote production and standardize production, strategies to optimize product management through the development of distribution channels, business networks and regional and international exhibitions to provide easy market access for Thai local products. Although implementation in Thailand is different in Indonesia, it can be a good example that might be applied. Development of promotional activities can also be done through technology-based promotion through social media, e-commerce and web-based applications to reach a wider market. For this reason, information and communication technology (ICT) preparation is needed. Craftsmen can use the internet network to find design inspiration that is a current trend, besides that the internet can be used for digital crafting applications. From the Institutional aspect, development is directed at developing human resources through technical training and silver production training from design, process aspects production, technology and things related to the silver production process, training in technical guidance is also conveyed to develop modern and professional business management with the aim of improving HR capabilities technically and management. This is also in line with Dana SantosoSaroso, Fauzi [13], who stated that in the short term training and technical guidance from the technical aspects of products and management is needed so that quality human resources can be provided in terms of technical production and increased knowledge about management, and entrepreneurship entrepreneurs.

The mentoring program focused on design development not limited to the technical training process, but also mentoring by professional designers who functioned as 'bank' designs and consultants. This is in line with MeirinaTriharini, DwinitaLarasati & R. Susanto [12] who states that the development of human resources through the OVOP approach means that it develops the potential of the community to have the spirit to be creative and able to face challenges. Craftsmen and entrepreneurs must understand with certainty that the market will be targeted, so that vary knowledge of design, taste and trend of the target market become very important so that designers have a very significant role in developing designs that can maintain traditional values. Although in his research case studies in Purwakarta but the weaknesses of the craftsmen in Purwakara and Mojokerto were almost the same, the design problems were monotonous and less varied. Development of institutional aspects is also directed by collaborating with strategic partners, such as the government, financial institutions, associations, universities to create networking in order to strengthen more professional institutions and work together to further develop the Batankrajan silver-based creative industry. This is in line with Stenning, Naomi, et al., Who stated that networking is needed to build cooperation in order to develop knowledge, skills, capital, technology, and capacity building of creative industries based on Batankrajan silver in the management of professional business institutions. [14]. From the Financial Aspect, development is directed through the development of cooperation with Banks, other financial institutions, the private sector and investment companies in order to increase capital and investment. This is in line with Dana SantosoSaroso et al. (13) who stated that cooperation with bang, other financial institutions, the private sector and investment institutions is needed to strengthen capital and investment in the context of increasing industrial professionalism and will have an impact on improving public welfare and regional development.

The development of the Batankrajan Silver-based creative industry with the OVOP approach is one of the efforts to advance the potential of small and medium craft industries in the region, especially the Batankrajan silver industry which has considerable potential. Promoting the potential of handicraft products not only aims to advance the craftsmen's economy, but also preserve the traditional values contained in the product, such as expertise passed down from generation to generation. The application of OVOP in order to advance the silver handicraft industry requires special strategies that are in accordance with the fundamental principles of OVOP and can solve problems faced by industry.

#### IV. CONCLUSION

Batankrajan's silver-based creative industry is a creative industry that is quite potential as a leading industry in Mojokerto City because the community support of Batankrajan as a silver handicraft business that has hereditary expertise has unique and distinctive characteristics of traditional values and government support to develop the Batankrajan silver industry as a regional superior product that is competitive.

The profile of the Silver Batankrajan perpetrators / craftsmen can be concluded that the majority of silver players / craftsmen aged 36-40 years old, have junior high school education and already have entrepreneurial experience of approximately 9-12 years

The basic weaknesses of industry players / craftsmen are less creative and innovative design problems, limited knowledge and capabilities in business management, limited capital and limited promotional activities and market access so that the development of Batankrajan's silver-based creative industry with OVOP approach is an effort to advance the potential of the silver industry to become a world-class product while maintaining the uniqueness and preserving the traditional values contained in the product. While the development direction of

Batankrajan's silver-based Keratif Industry with OVOP approach is the development of product aspects, infrastructure and technology aspects, promotion aspects, institutional aspects and financial aspects.

From the research that has been done also found an important factor for the implementation of the village OVOP Batankrajan, Given that the OVOP program is top-down, it is necessary to make deeper efforts to make OVOP understandable and interpreted by the people of a region as a spirit or enthusiasm.

The development of the Batankrajan silver-based creative industry must be carried out in a gradual and continuous manner and carried out with full responsibility and the OVOP requires a continuous process of supervision and evaluation so that the main objectives in the field can be achieved.

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