

Mendong

INDONESIAN *Handicraft*

WHAT'S INSIDE

Indonesia is known not only for its vast natural resources but also the skills of its craftsmen turning various kinds of raw materials into useful handicraft goods, such as baskets and carpets. One of the raw materials is mendong, a plant found in swampy, watery area which can be turned into durable goods. The imagination is the limit as the craftsmen keep introducing new products to the market to meet market demands.

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Dear Valued Readers,

The year 2014 is a year of significant change for Indonesia with the presidential election running smooth despite heightened tense during the campaign periode. We at the Directorate General of National Export Development (DGNED), Ministry of Trade of the Republic of Indonesia, are upbeat that the export performance will not be negatively affected.

The DGNED embarks on various efforts to promote Indonesian products for the export markets including, among other things, publishing this Export News bulletin and organizing trade shows all over the world.

The August edition of Export News brings you the potentials of handicraft products made from Mendong (Fimbristylis Globulosa), also known as fimbry, fimbristyle or fringe-rush. Mendong is a plant that lives in swampy or muddy area with plenty of water. Once considered a useless plant, mendong proofs to be a highly usable plant as a raw material for various durable products, from bags and wallets to baskets and rags.

Indonesian export of handicraft goods made of mendong stems have been increasing since 2008 with the export was recorded at US\$123.11 million, which is an increae of 27.14% from 2011's figure. Most of the products is still sold domestically with only some 10% being exported. Once the shortage of raw materials can be solved, we can expect that the export capacity will also increase. The trend of looking for environmentally friendly goods is another possible driver for increased export of mendong goods as the raw material is renewable.

All interested parties can directly contact the exporters and producers which are listed in the Augst edition of Export News. We do hope that you will reach a profitable deal, beneficial for all parties involved.

Thank You

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hot issue

Mendong (*Fimbristylis Globulosa*)

Mendong (*Fimbristylis Globulosa*), also known as fimbry, fimbristyle or fringe-rush, is a plant that lives in swampy or muddy area with plenty of water. Mendong lives at a height of between 300 meters to 700 meters above sea level. Sometimes considered as weeds, mendong can grow up to between 1.3 meters and 1.5 meters. Mendong has stiff, ridged stems and cone-shaped terminal panicles of

spikelets. In Indonesia, mendong can be found in Java, Sumatra, Kalimantan and Papua.

In Indonesia, mendong is used as a material for handicrafts. The handicraft has been known widely in the society. In the past, mendong was mostly woven into mats while nowadays the products are more varied. Various home cottages turn mendong

stalks into various products such as mats, hats, bags, wallets and baskets. Other products from woven mendong stalks include sandals, envelopes, picture frames, waste bins and many others.

Centers of mendong handicraft include Tasikmalaya, West Java; Minggir, Yogyakarta; and Wajak, East Java. The products are marketed not only domestically but also sent abroad such as to Japan, Malaysia, South Korea and the United States. Many foreign customers are looking for the exotic handicraft products.

Mendong plant is harvested when five-month old and can be harvested up to 7 times after being planted. The stems are cut and then tied vertically to reduce the water content. The harvest is then dried directly under the sun to get a uniform color. After being dried, the stems are then woven according to the desired products. To get even higher quality, after the first drying, the stems are soaked in water and then dried again. The aim is to strengthen the stems so as not to easily broken when being woven. Producers have to pay attention all production process to get quality products starting from harvesting, production and marketing the products. The production process consists of coloring, molding and weaving to get the intended form.

The advent of plastic products, which replace virtually almost all goods and objects made from natural materials, has become a challenge for mendong handicraft makers. Many of the craftsmen were forced to be out of the business. However, with the presence of more products made of woven mendong stalks, the buyers have been returning. Not only it is an environmentally friendly material, the woven stalks are getting more interesting with colorful paints.

As in any production process, there is also waste in the form of unused, cut stalks. In Bandung, the local craftsmen have found a way to used mendong waste as a material to make fancy paper, giving higher value

added. The waste is soaked in water and then rinsed and milled into pulp. The pulp is then pressed and dried. After being dried, the resulting paper are cut and ready for use. One kilogram of mendong waste can be turned into 40 A4-sized paper sheets.

Fancy paper has high arts value, good texture and high resistance to tear. Not to mention that the raw material is free. However, the craftsmen find a serious obstacle as the processing machine is quite expensive at between Rp 70 million and Rp 75 million (US\$5.760-US\$6.175)



A collection of handcrafted boxes and planters on a wooden table. The boxes are made of woven natural fibers, some in light beige and others in dark blue with red accents. One box is open, showing a dark red interior. A planter with white flowers is also visible on the table.

Indonesian Handicraft Mendong



Mendong woven handicraft products is enjoying increased demands, both locally and from abroad. Domestic demands come from major cities such as Jakarta, Bandung and Bli while foreign demands are from countries such as Japan, Malaysia, Middle East and the Netherlands. Based on a 1999 data, the total production was 6,63 million units worth Rp 49,24 billion. Only 10% of the products was exported.

Craftsmen in Tasikmalaya find that there is not enough raw materials. They have to search for raw materials in Central Java and East Java as mendong production in Tasikmalaya only contributes some 15% of the stalk needs. Raw material shortage

causes the economies of scale cannot be met for export production.

Indonesian export of mendong handicrafts have been on the rise since 2010. The export value reached US\$89,94 million in 2008 but slumped to US\$73,25 million in 2009 due to the global financial crisis. The export rebounded in 2010 with US\$80,86 million and surpassed the pre-crisis figure with US\$96,83 million. The increasing trend continued in 2011 with an export of US\$123,11 million, which is an increase of 27,14% from 2010's figure. All in all, Indonesia enjoyed a growth of 9,49% in the 2008-2012 period.

WORLD EXPORT OF MENDONG HANDICRAFTS

No	COUNTRIES	EXPORTED VALUE (US DOLLAR THOUSAND)				
		2008	2009	2010	2011	2012
ALL COUNTRIES		8.546.996	7.369.929	8.448.884	9.399.985	9.566.351
1	China	4.086.305	3.401.129	3.877.321	4.539.066	4.821.525
2	Germany	890.134	790.510	840.991	955.064	907.888
3	United States of America	355.546	328.964	360.850	366.524	377.632
4	Viet Nam	173.118	158.595	190.041	228.708	267.582
5	Mexico	238.016	224.944	242.096	230.838	224.504
6	Italy	254.911	203.655	221.841	238.589	223.867
7	Switzerland	177.526	157.881	176.722	189.814	178.941
8	Netherlands	131.533	118.738	129.094	167.989	159.904
9	Belgium	194.540	158.787	158.215	175.169	153.246
10	Czech Republic	120.157	99.376	114.255	141.669	144.788
11	France	124.668	109.162	114.531	135.779	136.473
12	United Kingdom	125.166	103.651	115.551	144.101	133.854
13	Japan	98.567	80.767	108.116	120.817	126.428
14	Indonesia	89.940	73.258	80.866	96.830	123.111
15	Sweden	111.772	93.567	105.955	114.807	117.845
16	Hong Kong, China	134.055	105.714	105.555	114.842	114.937
17	Poland	102.927	87.071	94.004	110.279	108.540
18	Canada	89.416	87.474	94.871	99.710	94.025
19	Spain	84.467	80.066	81.074	94.902	81.828
20	Ireland	34.660	57.153	94.155	85.454	80.579
	Other Countries	929.572	849.467	1.142.780	1.049.034	988.854

Sources : ITC Calculations Based On Un Comtrade Statistics

The world's export also showed similar pattern with a total export of US\$8,54 billion in 2008 before spiralling down to US\$7,36 billion in the following year. The export recovered in 2010 when the export value reached US\$8,44 billion, just slightly

below the 2008 level. The export value jumped to US\$9,39 billion and US\$9,56 billion in 2011 and 2012 respectively, or an increase of 1,77%. During the five-year period of 2008-2012, the export grew by 4,80%

Indonesian Export Of Mendong Handicrafts

NO.	COUNTRY	2009	2010	2011	2012	2013
		VALUE IN US\$ 000				
1	UNITED STATES	25.282	29.867	31.805	35.426	32.797
2	NETHERLANDS	4.145	5.675	5.821	13.323	12.171
3	JAPAN	13.829	12.958	14.358	14.396	13.982
4	GERMANY	2.910	2.586	4.721	6.685	5.965
5	UNITED KINGDOM	2.139	2.021	4.398	3.487	5.254
6	AUSTRALIA	3.249	4.838	5.898	6.637	6.484
7	KOREA, REPUBLIC OF	2.354	2.227	2.556	5.350	6.044
8	BRAZIL	379	432	638	1.375	1.431
9	SINGAPORE	800	1.818	2.208	2.283	2.417
10	PAKISTAN	297	404	532	1.357	1.926
11	SPAIN	1.444	1.822	1.929	2.578	2.456
12	BELGIUM	1.325	1.053	1.532	2.915	2.119
13	UNITED ARAB EMIRATES	460	474	597	607	698
14	FRANCE	1.784	1.816	2.055	3.391	2.076
15	CANADA	597	529	896	1.365	1.837
16	ITALY	1.285	1.105	2.170	2.560	2.059
17	SOUTH AFRICA	162	232	249	485	610
18	SWEDEN	166	191	1.713	3.027	1.714
19	JORDAN	601	262	351	431	230
20	PHILIPPINES	36	216	109	67	525
21	MALAYSIA	1.089	1.002	988	1.100	1.059
22	NEW ZEALAND	280	334	341	431	478
23	CHILE	582	1.006	469	655	722
24	AUSTRIA	42	51	1.123	821	876
25	RUSSIAN FEDERATION	58	61	160	900	875
26	CHINA	138	337	670	1.647	1.485
27	DENMARK	159	224	254	611	793
28	COLOMBIA	80	137	229	246	277
29	FINLAND	155	333	337	286	315
30	POLAND	215	299	172	870	565
	OTHER COUNTRIES	7.214	6.556	7.550	7.801	7.403
	TOTAL	73.258	80.866	96.830	123.112	117.642

Sources : BPS-Statistics Indonesia, prepared by DGNED

The mendong craftsmen, however, face a number of problems to develop their export markets. First, the craftsmen find it difficult to penetrate the wider market. The production of mendong handicraft decreased after some craftsmen ceased their activities. Economic reason was the main reason that a craftsman can no longer rely on the business. The craftsmen now weave the stalks only as a part-time business and to spend their leisure time.

The price of a woven mendong mat is pretty cheap. A mat the size 1.2-meter-by3.5-meter is priced at Rp 20.000 while the raw material is bought at Rp 10.000. The craftsmen can only produce a mat of the forementioned size in three days using their free time in the afternoon.

The second problem is inadequate capital. The business has been surviving for years with lack of capital. There has been also no support from external institutions. The productivity of mendong craftsmen can be boosted by using a manual weaver but the price tag between Rp 1 million and Rp 2 million each have prevented the craftsmen from buying one. Because, profits from a part-time business do not justify the purchase of weaver priced at more than Rp 1 million. Only full-time mendong weaver are willing to buy such weavers.

Another factor is lack of promotion for mendong handicraft products. In Minggir, Yogyakarta, there is a huge potential of mendong plants but is still largely untapped. Most of the farmers sell raw mendong and only a small number of them weave mendong into mat and sell it to mendong craftsmen. Mendong will provide higher profit if it is processed into a variation of handicraft products.

With such condition, a number of measures need to be taken, which include:

- Training or advocacy for craftsmen to continuously creating new innovation in product design to be more variative.
- Institutional arrangement between craftsmen and financier to reach a balance in regards to responsibility and risk.

- Looking for new export markets in addition to maintaining the existing markets.
- Providing incentive to craftsmen not to leave their works while cultivating their agricultural lands.

Mendong actually can use environment as a strategic issue which can be translated as a promotion them. Environmentally aware society can start by using objects made of natural materials. The risk of environmental degradation can be reduced by not adding non-degradable artificial materials.

When compared to plastic mat, mendong mat is certainly safer. Mendong is not hazardous both as a natural material and as waste because mendong can be naturally degraded. Nowadays, the use of plastic is skyrocketing with the largest part of garbage is from plastic. Risks on environmental danger will arise because plastic is not naturally degradable. The only way is to recyld it into a new object. On the other hand, there are health risks for human from plastic recycling process which cleanliness is not guaranteed.

Therefore, picking daly objects made of mendong over plastic ones is already a perfect choice. It has a two-sided advantages, preserving nature at one hand and supporting locally made products on the other.



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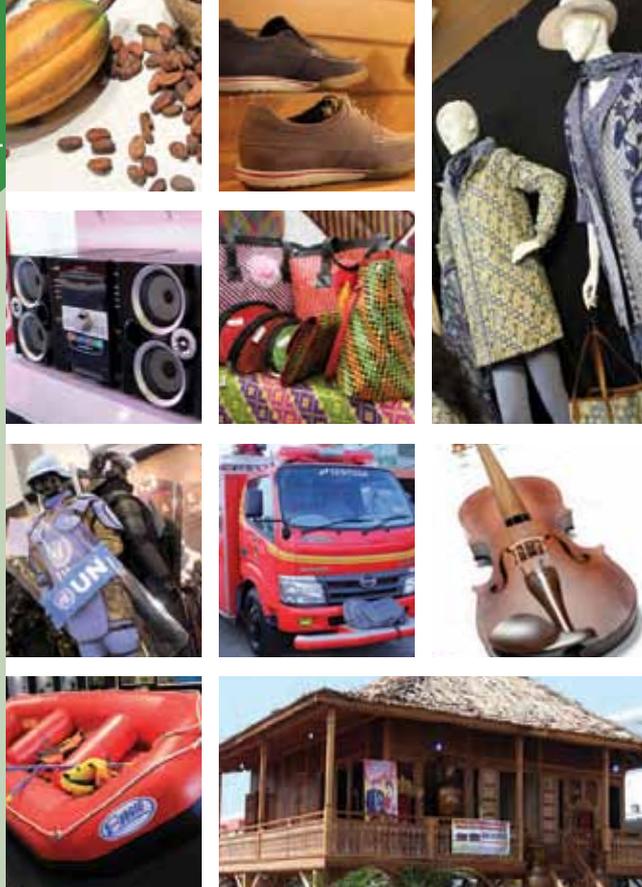
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