

www.javamebel.com is a marketplace connecting buyers and sellers, using the Internet to increase outreach at low cost. This joint marketing portal has been developed to help small and medium enterprises in Jepara thrive. Members of the Jepara Small Craft Association (APKJ) market their products through the site, directly connecting with potential buyers.

Data sources

- CIFOR 2010 Jepara road network map at a scale of 1:50 000 and a census report of small-scale furniture producers
- BAPPEDA 2008 Thematic map of the district of Jepara, used for administrative boundary data and road network
- BAKOSURTANAL Digital topographic base map of Indonesia (RBI) with the basic scale of 1:50 000, sheet numbers 1409-313, -314, -331, -332 and -334, used for the road network and settlement data
- Tourism and Culture Unit, District of Jepara. Map of Jepara's tourism interest points.

The boundaries shown on this map are not an official reference.

Photographs by Taufiq Istiqial, Murdani Usman and Diana Vela

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[www.cifor.org/furniture](http://www.cifor.org/furniture)



Fish chair



Mirror frame



Betawi chair



Crab chair



Marlboro chair



Lounger



Dressing table

# Jepara Furniture

Tourist map and shopping guide



FRK - IFJ



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## The carving city of Jepara

The region of Jepara has been renowned since the reign of Queen Kalinyamat (1549–1579). At that time, Jepara was the main commercial port on the island of Java and a naval base. Queen Kalinyamat was instrumental in the development of a sculpture tradition, which is still an economic mainstay of Jepara. Jepara-style carving has unique characteristics because it marries features of the carving styles of the Majapahit Kingdom with a contemporary style of Chinese origin.

Queen Kalinyamat made Jepara into both a prosperous and a powerful, famous region. To commemorate her reign, the anniversary of Jepara is celebrated on the day she was crowned as ruler of Jepara, the 12th day of Rabiul Awal 956H or 10 April 1549. Her coronation was marked with the four-word slogan, *'Trus karya tataning bumi'*, which can be interpreted as 'Keep working hard to build the region.'

## Reviving the Jepara furniture industry

Although Jepara is located outside the main economic and tourism corridor of Java, it has its own special advantage, which makes it a unique and valuable destination for tourists and other guests. For a long time, Jepara has been recognised for its master carvers and carpenters, and this Central Javanese city has come to be known as 'The Carving City of Jepara.'

Unfortunately the Jepara furniture industry has been in decline since the 2000s; similar industries have developed in other places and teak wood sources are depleted. The local government has therefore decided to try to revive the glory of the furniture industry and of Jepara carving.

Although the Jepara furniture industry has been known for hundreds of years, tourists or buyers who come to Jepara have trouble finding furniture of the type and quality they desire. This is because there is no reliable guide for finding the many furniture workshops and stores.

This map benefits tourists, buyers and furniture artisans alike. Tourists can easily find the type of product they are looking for, with the price and quality of their choice. Carpenters and carvers scattered across Jepara have the opportunity to interact directly with buyers.

Apart from the wood furniture industry, Jepara has various other manufacturing industries that support the local economy, some of which have been included in this guide.

## Krasak–Gemiring area

This is the gateway to the district of Jepara, either from Demak or Kudus. The industry in this region is dominated by official industrial centres set up by the local government.

### Mayong

Mayong is the centre for clay roof tiles. The sales area is located on the right of the main road from Jepara to Kudus

■. Products offered here include roof tiles such as Mantili, Supersoka, plastered roof ridges and shingle. Through marketing, products have reached many areas in Indonesia and Malaysia.

### Gemiring Lor

These shops, on the eastern edge of the map, are close to the Kudus District ■. Products offered here include *gebyog*, carved wooden walls and doors, and jamb carvings for traditional Javanese wooden houses.

### Kriyan

This area is specified by the local government as a centre for white steel (monel) manufacture. Usually sold as jewellery or home decorations, Indonesians who have made the hajj wear white steel bracelets produced in this area as a status symbol ■.



### Telukwetan

The village of Telukwetan is the centre of the rattan industry, where you can buy many types of furniture made from rattan or a combination of rattan and wood ■.

Nearby, in the village of Pelemkerep, Mayong District, on the right of Mayong District office, is the monument that marks the birthplace of R. A. Kartini, the Indonesian women's emancipation heroine (B6).

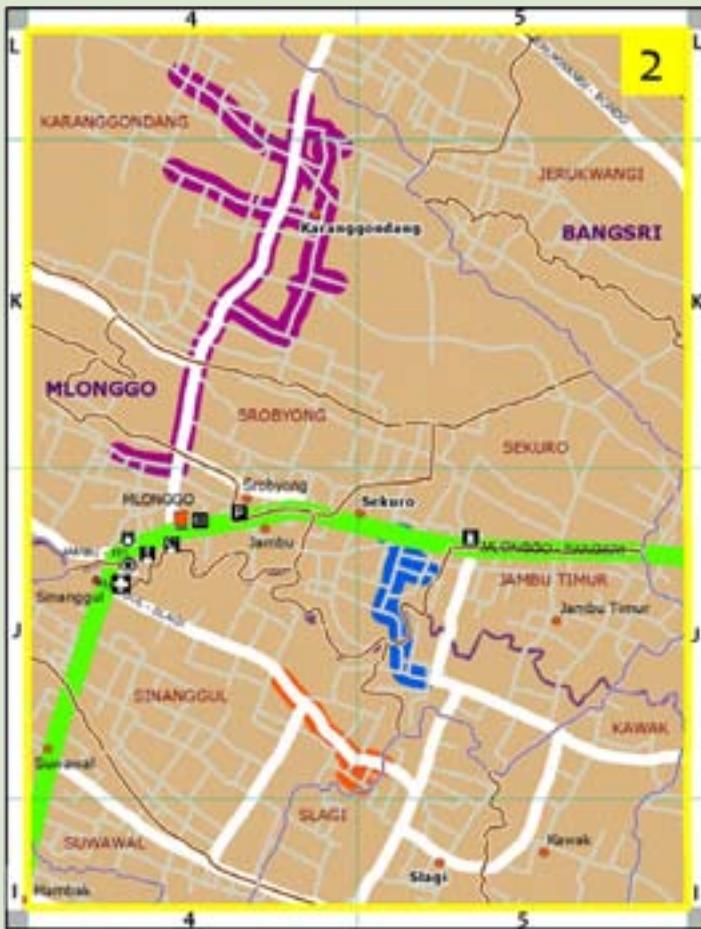
### How to use this map

For the sake of efficiency, woodworkers who make similar products usually cluster in one location. This practice has made it easy to identify groups by

the products they sell. The clusters described here include both official industrial centres set up by the government and informal groups of producers. The clusters are named according to the main product they offer. For ease of use, several clusters are

grouped by location and shown on detailed maps. The main map covers the entire region. On this map, each cluster boundary is depicted with a different colour. For orientation purposes the map is set in a three by three kilometres grid with the rows labelled

A, B, C, etc and the columns 1, 2, 3, etc starting from the bottom left corner. The detailed maps are not all drawn to the same scale, but each is equipped with the corresponding labels and grid.



## Bondo–Sekuro area

This area includes the districts of Mlonggo, Bangsri and Pakisaji. Several furniture production centres are located here.

### Karanggondang

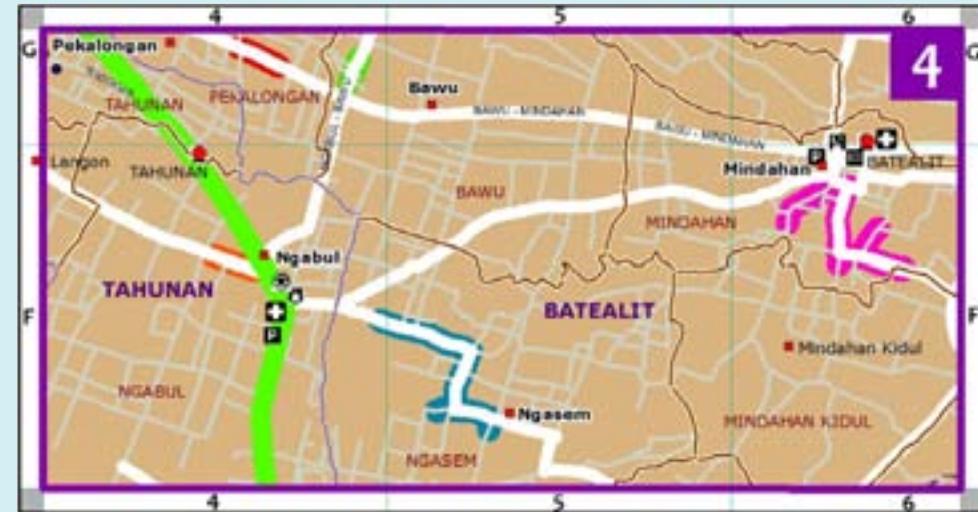
From the main road that connects Jepara to Pati, turn left at Mlonggo. Follow the road towards Karanggondang ■. Products sold here include folding chairs and lounge chairs.

### Sekuro

The main product produced here is the extendable table ■, which is made from local teak and targeted at the domestic market.

### Slagi

Slagi, located south of Sekuro, is the centre for the slatted, outdoor Marlboro bench, a chair with a high backrest, horizontal stripes and a curved armrest on each side ■. Products are made for export to the United States, Germany, Brunei Darussalam and Africa.



## Ngabul–Mindahan area

This area covers the subdistricts of Tahunan and Batealit. Several groups of carpenters and carvers work here.

### Ngabul

Ngabul is well known for antique, wooden furniture with ancient designs and carving, and products made from older, recycled wood ■. Both indoor and outdoor products are

produced to meet export standards. Products are targeted at the domestic market, as well as for export to destinations such as Malaysia, France and Australia.

### Ngasem

Daybeds and baby cots can be found in the Ngasem area ■. Other products include sofas, dressers, kitchen sets, *gebyog* and gazebos.

### Mindahan

To the east in Batealit, Mindahan is the sales centre for nightstands and divans ■. Made from local teak and targeted at the domestic market, these products are on sale as unfinished products.

### Bawu

Located in the northern area of the map ■, Bawu is the place to find wooden easels made from teak and mahogany for both local and export markets.

### Pekalongan

Pekalongan, to the west of Bawu ■, is where you can find coat racks made of mahogany and intended for the domestic market. Outside this area, products from Pekalongan can be found in Jepara, Yogyakarta and Surakarta (Solo).

## Kedungcino–Mulyoharjo area

Several groups of artisans work in this region.

### Mulyoharjo

From the Ratu Shima main road heading towards Mulyoharjo, turn left on Belakang Gunung Street ■. This area has been set up as a centre of wood sculpture by the district government. The statues are made from various types of wood including rain tree wood, coffee wood, teak root, wood waste and fossilized or recycled wood.

### Bandengan

Bandengan is north of Mulyoharjo. Go north on the Ratu Shima main road and turn left at the sign for Bandengan ■. The unique products offered here include furniture shaped like boats, as well as

chairs and bookcases. These export quality products, made from old teak salvaged from boats, are produced for the European and North African markets.

### Kedungcino

The northernmost furniture shops in this area are at Kedungcino. From the Ratu Shima main road turn left on the Wonorojo–Bandengan road that goes to Kedungcino ■. The speciality in this location is garden furniture including the grape chair, a chair carved with a grape ornament on the back of the seat, and the *betawi* chair, of Batavian traditional design. Made from local teak, the products are targeted at the domestic market and sold in an unfinished state.





## Kawak-Plajan area

The Kawak-Plajan area includes the subdistricts of Pakisaji, Mlonggo and Bangsri.

### Kawak

This area can be reached via the main road from Mlonggo to Bangsri; turn right at the road that goes to Guyangan. After about 1.5 km, turn right again [blue square]. The flagship item in this area is the *rekal*, a stand for the Qur'an or any other book.

### Plajan

From Kawak, go southeast to Guyangan. The selling location is quite extensive, following the Guyangan to Plajan road [red square]. Plajan is the place to buy stackable office chairs and the peanut bench, an outdoor chair shaped like a peanut.

## Bulakbaru-Dongos area

The Bulakbaru-Dongos area includes the subdistricts of Tahunan, Pecangaan and Kedung.

### Troso

The district government has designated Troso as the centre of the weaving industry, located on the main road from Demak to Jepara. Turn left on to the road leading to Bulakbaru [orange square]. Products offered here include tablecloths, pillowcases, curtains, gloves, long cloths and mats.

### Dongos

Northwest of Troso is Dongos, which covers quite a large area [purple square]. Here you can find a special piece of furniture known as the eagle and stair chair.

Products are made from mahogany and targeted at both domestic and export markets.

### Bugel

Bugel is located to the west of Dongos [green square]. This area is famous for the crab chair (*kursi yuyu*), a chair designed in the shape of a crab. It has four curved legs without a backrest and its armrest has seven stripes. The products here are made from local teak and intended for domestic and export markets.

### Menganti

Menganti is located northwest of Bugel. From the Bulakbaru road, turn right at the Bugel-Mantingan junction. Products include the Roman style chair [pink square]



and the *balero* chair, a dining chair with a high backrest and five stripes [yellow square]. Besides these two items, other products found here are the *salina* chairs, which consist of four dining chairs and one round dining table, the basket chair and various tables.

### Kerso

Kerso is north of Menganti [blue square]. In this area you can find *betawi* and *salina* chairs, the balero chair, various dining chairs, and the box seat, a chair with box motifs.

### Jondang

Jondang is located south of the Bulakbaru road.

From Menganti, go south, past the crossroads at Kedung, and you will arrive at Jondang [red square]. Specialities from this area include pot chairs, made for flower pots, and Roman style chairs. Carved from local teakwood, these products are manufactured specifically for the domestic market.

### Bulakbaru

Located on the western edge of the map [brown square], Bulakbaru is famous for one product, the nightstand or bedside table. *Terawangan* transparent carvings are also found here, along with sideboards and cabinets.

## Tegalsambi–Sukosono area



The Tegalsambi–Sukosono area covers the subdistricts of Sukosono, Tahunan and Jepara. There are fewer workshops and showrooms in this area but there is still variety.

### Demaan

Demaan, in the north of the map ■, is well known for its corner seats. This item is made from a combination of teak and rosewood, which results in a gradation of two colours of wood. Products are targeted at the domestic market.

### Krapyak

Going south along Kalinyamat Road and turning right at Randusampit Street, you arrive at the centre for chair production, in particular the minimalist Hong Kong chair, a chair with Chinese style ornamentation ■. Products are produced for the domestic market and sold as unfinished furniture.

### Tegalsambi

Further down the road going south to Mantingan Kalinyamat, turn right towards Tegalsambi, and there are centres for dresser manufacture ■. Frames for mirrors and various types of table can also be found here.

### Mangunan

In this area the *bale-bale*, a wooden daybed, is manufactured ■. Other products, which are sold on the domestic market, include cabinets and laundry baskets.

### Demangan

Demangan is the centre for sideboards, nightstands, lawn chairs and *krapyak*, which are wooden blinds for indoor use ■. Products are exported to destinations such as Taiwan, Singapore and Germany.

### Semat

As in Demaan, furniture produced in this area combines teak and rosewood, and includes dining chairs, guest chairs, patio chairs, display cases, wardrobes and desks ■. The historical point of interest in this area is the statue of R. A. Kartini, located at the intersection of KS Tubun, HOS Cokroaminoto, Kartini and Pemuda streets.

## Kuwasen–Kecapi area

This area is located near Jepara city centre, and extends into the subdistricts of Jepara, Pakisaji, Tahunan and Batealit.

### Senenan

On the main Jepara–Pati road, slightly north of Senenan and on the left is a centre for wooden relief carving ■. Immediately east of Senenan is a production centre for Roman and Monaco style furniture ■.

### Kecapi

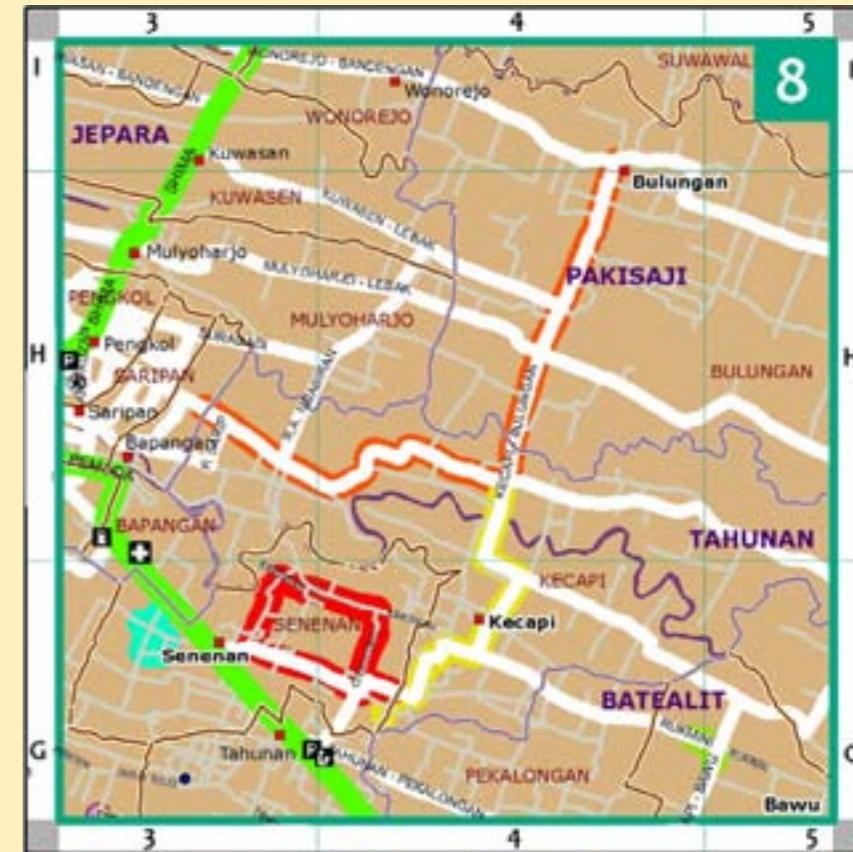
Kecapi is the centre for carved partitions and room dividers. The showrooms are along Citrosono Street up to Sosrokartono crossroads on the northwest side ■.

### Bulungan

This is the centre for cabinet manufacture. The showrooms extend along Sosrokartono street; turn left to go north on the road heading to Bulungan ■. You can find any kind of cabinetry here, from wardrobes and bookcases to shelving units, chests of drawers and sideboards.

### Bawu

Bawu is located southeast of Kecapi, on the crossroads of two streets, Kecapi–Bawu and



Rukmini ■. This area is the centre for the king's chair, named as such because it

replicates the kind of chair used in palaces in England.

# Mantingan–Sukosono area

The Mantingan–Sukosono area is located close to downtown Jepara, about 3 km from the centre on the main street from Jepara to Demak.

## Tendok

Along Tendoksari Street there are many types of frames for paintings and mirrors ■. The products are usually for export to the East Asian market, especially to China and Korea. A *pigura* is a wooden picture frame.

## Langon

Not far from Tendok, on Sidodadi Street, there is a *ketapang* centre ■. Tables and beds made in *ketapang* style have distinctive legs that curve inwards and are usually made from teak, mahogany or durian. These products are exported to destinations such as Korea, Japan and France.

Still around Langon but further south at the crossroads of Sidodadi and Sultan Hadlirin streets, you will find a centre for coffin manufacture ■. Items are made from teak or mahogany and sold on the domestic market.

## Sukosono

From Langon, follow the road that connects Donggos to Sukodono and you will arrive at the centre for furniture made in shapes inspired by plants and animals ■. The best known products from this area are chairs with carvings of crabs, dragons, fish and roses. These products are intended for sale on domestic and export markets.

## Rau

Rau, at the southwestern corner of the map, is the centre for corner seats ■. Products are made from teak and mahogany and intended for the domestic market.

## Mantingan

Mantingan, in the northwest of the map, is the centre for sideboards, bookcases and display cabinets ■. Products are exported, especially to Belgium. Miniature furniture for children and dolls can also be found here.

## Sukodono

In the vicinity of Sukodono, there is a centre for salina seats ■, which have a wide variety of shapes and ornaments, including carved roses. Salina seats are generally produced for the domestic market.

## Randusari Bendo

In the north, especially around Jayadi Rojo Street, you will find a centre for sofas. The area is known as Randusari ■. Bedroom sets and door frames are also made and sold here.

You can visit some historical sites in this neighbourhood, including the Mantingan



mosque complex. This ancient mosque was built during the reign of the Sultanate of Demak, in the Saka year 1481 or 1559 AD, by Emperor Hadlirin, the husband of Queen Kalinyamat and brother-in-law of Sultan Trenggono, the last ruler of the Sultanate of Demak. This was the second mosque built in Indonesia, and became the centre of Islamic proselytising on the north coast of Java. In this complex you can also find the graves of Sultan Hadlirin and Waliulah Bah Abdul Jalil, also known as Sheikh Siti Jenar.



Teak forest in Jepara



Offloading logs



Carrying the log





Using a chainsaw to shape the wood



Assembling a chair



Sanding the furniture

