

Community Empowerment on Wood Batik Activities in Kreet Tourism Village, Bantul Regency

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Abstract: Kreet Tourism Village, located in Bantul Regency, is a center for wooden batik crafts. The community's skills in innovating in making batik works on wood have made Kreet village one of the tourist villages that has special characteristics as a producer of handicrafts with batik motifs. This study aims to describe 1) the community empowerment process for batik activities in Kreet Tourism Village, 2) to determine the factors that support and hinder community empowerment in Kreet Tourism Village, 3) to determine the impact of empowerment on batik activities carried out in the village. Kreet Tourism. This research is qualitative research. The subjects of this research were the administrators of the Kreet Tourism Village and the Kreet Tourism Village Community. Data collection techniques were carried out through interviews, observation and documentation. The data analysis technique used is data reduction, data presentation, and drawing conclusions. The results of the study revealed that 1) Community Empowerment in Batik on Wood activities were carried out through the awareness stage, the capacity transformation stage, and the intellectual improvement stage. 2) Forms of Community Empowerment in Batik on Wood Activities have involved the local community in increasing the skills and self-reliance of the community, including training and outreach regarding batik, coloring, design, marketing, screen printing training and K3 training. 3) the results of Community Empowerment in Wood Batik Activities, Kreet Tourism Village, Bantul Regency, namely increased community skills and independence, development of wooden batik activities in Kreet Tourism Village and exploration of human resources and maximizing local culture. Increasing the skills and independence of the community can be seen from the formation of batik studio groups and independent associations through the Sidokaton cooperative and batik groups from the community who have participated in various types of training so as to acquire and improve skills as well as additional income. 4) Erratic weather and the lack of supporting facilities for tourists are inhibiting factors in the process of Community Empowerment in Batik Activities on Wood, Kreet Tourism Village.

Keywords: community empowerment, wood batik

RESEARCH BACKGROUND

Kreet Tourism Village is a tourist village located in Kreet Hamlet, Sendangsari Village, Pajangan District, Bantul Regency, Special Region of Yogyakarta. The skills of the people of

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Krebet Hamlet in innovating and producing batik works using wood media have made this tourist village a center for crafts. Knowing the conditions in Krebet Hamlet and in order to support government programs in tourism development by providing alternative tourist objects, Krebet Hamlet was made a tourism center.

The development and improvement of tourism supporting facilities and infrastructure in Krebet Tourism Village is increasingly optimized to improve the quality of the tourist village, with the aim of increasing the number of tourists. The increase in tourists and ongoing tourism activities has indirectly made a difference to the lives of the local community. The wooden batik craft of Krebet Tourism Village is the hallmark of the village. Characteristics with wood media, attracting the interest of both domestic and international buyers. Tourists who come to Krebet Tourism Village are not only to buy various types of wooden batik, but also to learn about the manufacturing process, community traditions, and to enjoy the village atmosphere. Therefore, the existence of Krebet Tourism Village has had a positive impact on the lives of the local community.

The innovation and creativity of the people of Krebet Hamlet and the presence of tourists have had a positive impact on tourism activities in the tourist village. Communities are starting to enjoy the benefits of batik activities, namely increasing the economy, gaining knowledge and knowledge that is important to further develop their village. Apart from that, the positive things that can be felt from the behavior of the people who are not used to outsiders, in other words, are not friendly, but now the community has been able to position themselves properly as hosts towards guests, as the community has been able to show hospitality towards visitors, also seen from awareness community such as awareness of the cleanliness of the environment around the tourist village, maintaining cleanliness by sweeping the area in front of each community's house, not littering, and so on. But basically, even though tourism activities in the Krebet Tourism Village have had many positive impacts on the local community, not all village communities are empowered over the various types of tourism activities that exist, especially making batik on the wood of the tourist village.

Therefore, based on the description above, the researchers are interested in conducting research in the Krebet Tourism Village with the title "Community Empowerment on Wood Batik in Krebet Tourism Village, Bantul Regency."

REVIEW OF RELATED LITERATURE

Community empowerment

The definition of empowerment according to Sulistiyanti in (Ivana Khaerini, 2020: 17) can be interpreted as a "process" in which it consists of a series of processes or an action or also steps that can be taken either chronologically or systematically there are steps to change from those who are less fortunate or not powerless to be able or more empowered.

Community empowerment is a very important aspect in the aspect of community development. In accordance with the opinion (Afifullah, 2017: 24) community empowerment is an action that needs to be done at the present time. Looking at social phenomena, one of which is the powerlessness of the community which is the source of the emergence of national problems that are being faced at the present time. Powerlessness can be seen from the smallest groups

including families or households to large groups as well as government institutions. To minimize the existing problems, efforts can be made to overcome them, one of these efforts is community empowerment.

Community empowerment according to James, A. in (Suhaimini, 2016: 17) is a development process in which the community has the initiative to start a process of social activity with the intention of improving their own situation and condition to make it better. Empowerment can be said to be successful and get satisfactory results if the community participates actively in the empowerment process. Community empowerment according to (Wibowo & Mulyono, 2018: 32) in his journal is a gradual process carried out in order to improve capabilities and skills so that people have functional skills that function as work competitiveness and can be said to be independent communities.

Another opinion is the notion of community empowerment according to Payne in (Suhaimini, 2016: 25) is empowerment as a strategy for carrying out development, both the environment and society. In this development, humans have a very important position in the development process which can increase their ability as well as their independence by utilizing the resources they have, both material and non-material resources. Community empowerment can be said as a development strategy if it contains elements of helping weak communities to take action in solving existing problems. In addition, the actions taken can be in the form of reducing personal and social barriers by increasing the ability and self-confidence of weak people to take advantage of the power contained in their environment which can later be utilized properly and optimally. Based on the previous description, the meaning of community empowerment is a conscious and systematic planned step/process/stage designed according to needs and given by those who have power to those who are powerless in order to achieve self-sufficiency by taking good advantage of the opportunities in the surrounding environment and wise in efforts to improve the standard of living to achieve prosperity.

Empowerment Stages:

According to Ambar Teguh Sulistiyani (2004: 83), the stages that must be passed in the framework of community empowerment include:

1. The stage of awareness and behavior formation towards conscious and caring behavior so that you feel the need to increase your own capacity. At this stage the community empowerment party tries to create preconditions to facilitate an effective empowerment process. So that it can stimulate their awareness of the need to improve conditions to create a better future. In addition, at this stage it stimulates the enthusiasm of the community to improve their own abilities and the environment so that the community is expected to be aware and willing to learn. So that people become open and feel the need for knowledge and skills to improve conditions.
2. The stage of transformation of capabilities is in the form of knowledge insight, skill skills so that they are open-minded and provide basic skills so that they can take a role in development. At this stage the community undergoes a learning process about knowledge and skills that have relevance to what these needs demand. The community only provides a participation role at a low level, namely as a follower or object of development, not being able to become a subject in development.

3. The stage of increasing intellectual abilities, skills so that initiatives and innovative abilities are formed to lead to independence. Independence is marked by the community's ability to form initiatives, produce creations and carry out innovations in their environment. At this stage the community can independently carry out development. In the concept of community development in conditions like this it is often positioned as the subject of development or the main actor. The government is only a facilitator.

Tourism Village

According to (Hadiwijoyo, 2012: 42) a tourist village is a rural area with a whole atmosphere that is original and distinctive both from socio-economic life, socio-culture, customs, daily life, has a typical village architecture and spatial structure, economic activities interesting, and has the potential to be developed, such as attractions, accommodation, food and beverages, and other tourism needs. The existence of a tourist village in the course of tourism development in Indonesia is so important. Tourism villages have been able to color a more dynamic variety of destinations in a tourism area. The development of the tourism industry, which in this case is a tourist village, has an impact on the economy of a region, including increasing community income, employment, increasing village government income, increasing demand for local products and improving facilities for the community (Febriana and Pangestuti, 2018: 38) .

A tourist village is the development of a village that has tourism potential and is equipped with supporting facilities such as means of transportation or lodging. In addition, nature and the rural environment that are pristine and well-maintained are one of the important factors of a tourist village area. Through tourism villages, various daily activities of the community become an attraction for visitors, so that tourism villages do not change the face of the village, but instead strengthen the uniqueness that each village has, both its cultural and natural characteristics.

The definition of a tourist village according to Ika Putra (Ratna Sari, 2010: 27) is "a form of residential environment with facilities that are in accordance with the demands of tourists in enjoying or getting to know and living or studying the uniqueness of the village with all its attractions and with the demands of its community activities (residential activities, social interaction, local customary activities and so on). So that it is expected to realize a harmonious environment that is recreational and integrated with the environment. "Based on the explanation above, it can be concluded that a tourist village is a tourism object that has superior artistic and cultural potential in a rural area which is supported by facilities such as transportation and lodging which are in the structure of community life.

RESEARCH METHOD

The author in this study used a qualitative approach. Qualitative research is a research method used to examine natural object conditions, where the position of the researcher is as a key instrument, the techniques carried out when collecting data are inductive, and the results obtained emphasize meaning rather than generalization (Sugiyono, 2015: 24). The type of research used is descriptive qualitative. The researcher used a qualitative descriptive method, whereby the reasons for the problems that were examined discussed a lot of processes and required in-depth observations of the events experienced by utilizing various scientific

methods to obtain detailed, scientific and clear research data on Community Empowerment in Batik Activities on Wood. Kreet Tourism Village, Bantul Regency. Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood and the findings can be informed to others. Data analysis in this study was carried out before entering the field, while in the field and after finishing in the field. Activities in data analysis, namely data reduction, data presentation and drawing conclusions.

RESULT AND DISCUSSION

The implementation of community empowerment in batik making activities on wood, Kreet Tourism Village, Bantul Regency was carried out through three stages, namely:

Awareness Stage

The awareness stage is carried out with community activities that develop crafts with their own colleagues, starting from among those who have graduated from elementary, junior high and high school. They learn through studios and some have made their own business. The people themselves realize that as long as there is demand for batik, they will always be ready to fulfill the demand that consumers want. The most requested are educational tour packages. Because the community is aware of consumer demand, the manager here raises their awareness through the efforts made by the community itself and always introduces what is the demand for market share. So that the manager and the community are always related to each other. In this case, more than 100 craftsmen / batik makers provide teaching to every guest who visits the Kreet tourism village.

Innovation from the community to develop batik crafts on wood is to make new products or designs with new forms, participating in design competitions held by the government, provinces and ministries. Next is the current proker innovation which is sulking in a natural direction which of course follows market demand. An example is a trending product that will be followed by its development and then made into a design.

Ability Transformation Stage

To increase the ability of the community to become more proficient in batik activities on wood, the manager provides socialization in the form of coloring training, marketing, screen printing training, K3 training under the guidance of the Bantul Cooperative Office, SMEs and industry. Participating in official activities such as exhibitions and carrying out independent tourism programs, namely the Sudokaton Cooperative Association. This association aims to make the Kreet tourism village and its activities known to many people. Furthermore, not only the training and associations above, but the Kreet tourism village also received assistance with tools to carry out batik activities on the wood.

Intellectual Ability Improvement Stage

The form of knowledge transfer to the community is focused on the service process. In this case the community is taught how to serve guests properly, dress modestly, guide guests and give explanations to guests. In short, it is the formation of good character and ethics that society itself can create. On the other hand, the institution also plays a role in increasing empowerment in the Kreet Tourism Village. Tourism organizations such as Pokdarwis provide support to

the public to always be aware of tourism and they also create tour packages which are eventually introduced and at the same time invite the public to sell these tour packages to potential tourists.

Forms of Community Empowerment

The form of community empowerment in batik making activities on wood, Kreet Tourism Village, Bantul Regency is carried out through the following ways:

Participate Actively In Batik Activities

In this case, to launch batik activities on wood, the manager plays an active role in encouraging the community to participate. The form of business from the manager to the community is to always involve the community in various educational activities and provide them with special uniforms.

Coloring Training

Batik activities are carried out almost every day, as well as management efforts that encourage the community to make them more skilled in carrying out batik activities. They make batik every day, do coloring practices, and so on. It is during activities like this that the manager provides guidance and the best way to carry out existing batik. For this habit the community has become more skilled. Now the thing that is still being developed by the community is the coloring process, such as coloring designs with natural patterns that are being trained and implemented.

CONCLUSION

Community Empowerment in Wood Batik Activities, Kreet Tourism Village, Bantul Regency, can be said to be independent. The community has had their own innovations to develop and maintain batik activities on wood.

The type of innovation that they do is to make new designs according to consumer demand and on average the community has their own studio to sell batik products on wood. From the manager himself, he has facilitated the community through training such as coloring, how to design, screen printing and much more.

Then in the form of knowledge transfer, it places more emphasis on building good character and ethics in serving guests. The community also realizes that the existence of batik on wood is something they need to fulfill their daily needs.

Finally, the lack of supporting facilities (amenities) and erratic weather conditions are the inhibiting factors for community empowerment in Kreet Tourism Village.

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