

Realizing the Community Participation of Batik Craftsmen in Sustainable Development in Tampo Village, Banyuwangi Regency

Ni'matul Istiqomah^{1,*}, *M. Rudi Irwansyah*², *Rochman Hadi Mustofa*¹, *Lisa Rokhmani*¹, and *Rizqi Maulidianto*³

¹ Department of Development Economics, Faculty of Economics and Business, Universitas Negeri Malang, Malang, Indonesia

² Economic and Accounting Department, Faculty of Economics, Universitas Pendidikan Ganesha, Singaraja, Bali

³ Accounting Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta

Abstract. The development of a village can be built with the role of government and community participation. Tampo Village, Banyuwangi Regency is one of the villages with the potential for famous Banyuwangi batik craftsmen. Community participation is one of the capitals for a village to improve its economic development of a village. Sustainable development is one of the elements that encourage village development. This study uses descriptive qualitative research methods, namely analyzing qualitative data to explain how to build community participation in realizing sustainable development in Tampo Village with Potential as a Batik Tourism Village. Data collection was done by field observations, in-depth interviews, and documentation. As one of the possible villages, the role of community participation has not been implemented properly. The existence of the association has not helped the development of the village so much. Therefore, it is necessary to strengthen how to build a community of batik craftsmen as a form of community participation. requires local government and community support to realize sustainable development in Tampo Village, Banyuwangi Regency.

1 Introduction

Sustainable development has a multidimensional focus including changes in social structures and people's lives [1]. Sustainable development rests on a way to use resources to meet needs without losing the benefits of resources for the next generation [2,3]. With this sustainable development, all forms of community activity and mobility are increasing [4,5]. This is where the role of the community in the implementation of sustainable development. The impact caused by the activities and mobility of the people who are getting higher is the increasing

* Corresponding author: nimatul.istiqomah.fe@um.ac.id

number of problems from various sectors such as economic, social, and environmental. Even this excessive economic activity causes negative externalities.

Local governments and rural communities need to be aware of the important role of rural development [6,7]. Viewed from all aspects, the development of rural areas is the fulcrum of the development of Indonesian society. However, what is happening today is that we often see that rural development through community participation is not as easy as studying the theory of community participation. In addition to theory as a guide, it takes a strong attitude and commitment from the community and local government to realize development in rural areas. In addition, the condition of rural communities with various social statuses becomes an obstacle to the implementation of village development [8]. However, we can deal with this diversity to become a capital, especially in community participation. Therefore, a planned effort is needed for village development, including marketing, and producing the main village products for the welfare of the community.

Rural conditions that are currently visible are the occurrence of quite high mobility. This is due to the pull factors from the city, including a decent life and higher salary [9], while the driving factor from the village itself is the stagnation of life so that some younger generations prefer to move [10]. This condition causes the profile of rural areas to change and there is a shift in the roles and culture that the local village community has held. Supported by the modernization and reform of the public sector in a country, it is, therefore, necessary to have strength in building planned and structured public participation [11].

East Java as one of the provinces in Indonesia currently focuses on sustainable development while still focusing on the dimensions of a sustainable economy such as economic, social, and environmental [12]. Based on BAPEDA data, it has a fairly high average of 7.75% from an economic perspective. However, this average rate of economic growth is not proportional to poverty, which is still above the national poverty average. From the environmental dimension, from the last four years, it is analyzed that it requires environmental improvement.

Based on the dimensions of sustainable development, the economic dimension is one aspect that is in the spotlight together where this dimension relates to people's lives in meeting needs. East Java is one of the provinces with various potentials and types of community work. Like agriculture, East Java Province is a province with promising agricultural prospects. In addition, in some areas, tourism is developing which is one of the doors for people to find work and improve their economic life [13]. For example, one of the districts that have succeeded in developing its tourism is Banyuwangi Regency [14].

Banyuwangi Regency is one of the regencies that has the potential for agriculture, tourism, and culture which is of interest to local and foreign tourists [15]. One of the cultures that have attracted the attention of the world is that Banyuwangi has a unique batik pattern that is attractive and has become one of the cultural treasures of the Banyuwangi Regency. One of the potentials for this batik craft is in Tampo Village, Cluring District [16]. Tampo Village is one of the villages that produce Batik Fabrics typical of Banyuwangi. The people of Tampo Village, apart from making a living as farmers, are also batik craftsmen. In Tampo Village, there are 4 (four) famous batik industries, namely Virdes, Tatsaka, Najiha, and Tresno.

Tampo Village is preparing to become a Tourism Village in an effort to develop regional potential. The potential possessed such as social capital are the main points in village development towards a tourist village. However, this potential still does not fulfill the requirements to form a tourism village due to the constraints of community participation that have not been seen clearly. The participation form is still in the form of associations and associations with the aim of strengthening the community [17]. However, real participation should be included in social life to improve the economy of rural communities. The purpose of this study was to determine the condition of the participation of the Tampo Village

community as well as to provide an overview of the appropriate modeling to go to a tourist village with the potential of Batik Banyuwangi.

2 Methods

The research location is in Tampo Village, Cluring District, Banyuwangi Regency. Before taking data, the researcher made observations to find out the real conditions in the field. Observational data are used as the basis for making community participation models. This study uses qualitative methods. This study uses primary data and secondary data. Primary data were obtained by in-depth interviews with village heads and batik industry players in Tampo Village. Meanwhile, secondary data was obtained from the documentation of data from the local village government and other data from the Central Statistics Agency. Data collection techniques are as follows:

a. Observation

Observations were made by looking at the conditions in the field related to the situation related to batik production and the batik community in Tampo village. From the observations, it is known that the community of batik craftsmen is still not carried out optimally and supports the Tampo Village plan to become a tourist village.

b. Deep interview

In-depth interviews were conducted by taking participants from several batik craftsmen such as Virdes, Najiha, Tatsaka, and Tresno. In addition, the researcher also conducted in-depth interviews with the village head of Tampo.

Data analysis used descriptive qualitative. The data collected during the data collection process were analyzed using narrative and descriptive methods. Checking validity using triangulation technique.

3 Result and Discussion

Tampo Village is one of the villages that have the potential to become a tourist village has the potential, namely the production of typical Banyuwangi batik [18]. Based on observations, it is known that in the village of Tampo since the 90s, a center for the production of typical Banyuwangi batik has been started which has grown rapidly in various locations in the village of Tampo. Batik production is carried out by villagers in an effort to improve the community's economy. With so many outlets opened by the local community, an association was formed in the form of a group of batik craftsmen/businesses throughout the Banyuwangi district. However, from the formation of the group, it is known that the goal of forming a community for the welfare of batik craftsmen and voters has not been achieved.

The constraints faced by community participation are the awareness and initiative of the citizens which are the basic foundation for being able to create an association that is in accordance with the objectives [19]. This is evidence that the implementation of community participation still does not meet the elements of participation, namely responsibility, the contribution of suggestions for common goals, and involvement in the implementation of participation.

3.1 Society participation

What is the function of community participation in development, especially in regions in Indonesia? This is a question as well as a joint task of the local government and the community to realize the goal by using the capital of community participation. One of its functions is to contribute ideas and aspirations to the community [20]. In the results of interviews in Tampo Village, it was found that community participation tends to be low, and

this is in stark contrast to the cultural capital and potential possessed by the Tampo village. The cultural potential of batik apart from being a source of income and improving the community's economy [21,22], should be used to build community participation and empowerment. The village government has tried to provide opportunities for the community to build a community participation model for batik craftsmen, but the condition of the people who do not understand the purpose of community formation is an obstacle to community development to achieve the goal [23].

The following is the role of the village government in terms of contributing to the plan for the establishment of a tourist village in the Tampo Village:

- a. Assistance in promoting the potential of batik as a cultural potential typical of Banyuwangi
- b. Provision of facilities and infrastructure to facilitate community gathering places
- c. Batik marketing through the participation of each batik craftsman to take part in batik exhibitions
- d. Infrastructure development such as better road access

Based on the results of interviews with the village government, the potential of batik in the Tampo Village can significantly increase the income of the community, both in terms of owners and employees. Coupled with several employees who already have the skills decided to set up independent outlets with the help of their families. This situation shows a positive thing in terms of increasing community income and adding new outlets as a source of wealth for social and cultural capital in the Tampo Village.

Regarding community participation in the form of community, we have a checklist from the results of interviews with the village government.

Table 1. Observation checklist in Tampo Village.

Statement	Yes	Not
There is a community or association of batik craftsmen	√	
Community involvement in the development of the Tampo Village batik center		√
The real contribution of the community of batik craftsmen in the Tampo Village		√
Village government meeting with batik craftsmen Together with youth organizations about developing a batik center in the Tampo Village		√
Start planning the formation of a tourist village	√	
Tourist village concept	√	
Community cohesiveness to realize a tourist village		√

Based on the checklist above, it can be concluded that the community has been formed but has not been optimally managed. In addition, the plan for the formation of a tourist village has long been designed but there are obstacles such as the absence of a tourist village concept to be formed. Another obstacle faced is that BUMDES (Village Owned Enterprises) is still focused on the social sector, and has not yet penetrated into the economic field, so support from BUMDES still tends to be weak. However, the movement to form a tourist village began to be seen by compiling the landscape of the Tampo Village which was explained through a special profile and uploaded on the YouTube channel. This is at the same time a promotional event and the village government's efforts to start designing a tourist village in the Tampo Village.

BUMDES or Village-Owned Enterprises as described is one of the business entities that is expected to improve the village economy [24,25]. The village is a place where the community directly interacts with daily conditions. Village economic activities can be driven by entrepreneurship. With the potential possessed by a village, village communities can

develop strategies in development through entrepreneurship. This entrepreneurial activity can be carried out through BUMDES. BUMDES will assist village economic activities with all or part of the capital coming from direct participation through village assets which are separated and used for the benefit of the welfare of the village community.

3.2 Village Potential in Supporting Sustainable Development

Based on the results of interviews with the village government and batik craftsmen, the potential of the Tambo Village has been superior since 2000. Starting from the owner of the Virdes Batik Production House, who is the first business owner in Tambo Village, Batik is not yet well known because only Virdes is the pioneer. In 2000, Virdes recruited many employees for batik production, starting with training workers to building a marketing network. Because many employees are skilled in producing batik, some of the Virdes employees actually open their own batik production business with personal capital. Starting from the opening of a batik business by Virdes employees, Banyuwangi batik began to develop, become famous, and be in demand by the wider community.

Table 2. Village Development Program.

Participation Stage	Implementation	In-depth Interview Results
Planning	The community is involved in making decisions about the programs to be implemented. Activities carried out: meetings with the village government (discussions, conveying opinions or ideas, making decisions on ideas)	The Tambo Village Government has held joint discussions with the community and the batik craftsman community to discuss programs related to the goal of community formation
Implementation	At the implementation stage, the involvement of local communities in the program in the planning stage is very necessary. Moreover, what is the role of the community in preparing for village development through various ideas that have been outlined in the planning? In the implementation phase, the ideas are implemented.	In Tambo Village, the implementation stage is still starting with community formation and has not yet implemented the objectives in the planning, even though it has been planned to be a village program, that Tambo Village is prepared to become a tourist village. However, at the implementation stage, there are still no visible implementation efforts toward the realization of a tourist village.
Evaluation	At the evaluation stage, the program that has been carried out must be evaluated whether there are deficiencies or errors that may occur during implementation. The way to do this is to assess the effectiveness of the program that has been made in accordance with the evaluation objectives.	There has been no evaluation because the implementation has not been fully carried out.
Benefit	The benefits taken in community participation activities must contribute to people's lives, both socially, culturally, and economically. The program that is run must be in accordance with the objectives set out in the planned so that the benefits received by the community can be felt on a regular basis.	The benefits felt in Tambo Village still revolve around the creation of a sense of integration among fellow Banyuwangi batik craftsmen in Tambo Village. The benefits obtained are more for social benefits, not yet leading to economic benefits because basically, batik craftsmen have obtained economic benefits from the efforts they have made, not because of the formation of a batik craftsman community.

Currently the production and marketing activities of Banyuwangi batik in Tampo Village, the Banyuwangi batik production activities carried out by the community are actually considered very prospective and sustainable. This is reinforced by the results of an interview with Virdes as a pioneer in the batik business in Tampo Village. If you look at the many batik businesses that are currently growing and developing, batik production in Tampo Village, Banyuwangi Regency can be a potential local culture that has an impact on improving the community's economy.

Tampo Village, which is currently planning to develop itself as a tourist village, needs to make a design based on the local potential of the area which becomes its own selling point, in this case, the potential of Banyuwangi batik. It requires participation from the community, especially batik production groups who are incorporated in community participation, local government, and village government policies, and it is possible for the participation of the private sector as capital support. Community participation is an important asset and component in efforts to grow village independence into a tourist village. Community participation in the development of tourist villages can be seen in its role in the decision-making process and how the benefits are received by the wider community.

In Tampo Village, the local community plays an important role in developing the potential of Banyuwangi batik because of the inherent resources through the community of batik craftsmen, but the roles and objectives of the community have not yet fully functioned. To become a tourist village, the role of the community is needed. The success of a tourism village depends on the level of acceptance and support of the community. The role of the local community here is as a subject or host in village development starting from the planning, implementation, evaluation, and benefit-taking stages.

3.3 Modeling to form Community Participation of Batik Craftsmen

To form a model in realizing a joint effort in the community, it must first be adjusted to the needs of the local village. This need concerns the future program of the village. For this reason, an analysis of the regional potential that stands out from a village is needed. The potential in question can be the natural potential, local culture, and social capital from the local community.

Based on the results of the observation of needs analysis in Tampo Village, Tampo Village is preparing a concept to become a tourist village. And the potential of Tampo Village is the potential for Banyuwangi batik. Meanwhile, the effort made to realize itself as a tourist village is to form an association, but it has not been running optimally. The only one that was formed was the association of batik craftsmen and discussions with the village government, but it had not yet progressed to the implementation stage of becoming a tourist village. Seeing the potential that exists in Tampo Village, namely batik, is enough to serve as a typical icon of Tampo Village. However, stronger integration is needed between the community, batik craftsmen, village government, and the Banyuwangi local government.

Seeing the needs and potentials that exist in Tampo Village, a model is needed to shape community participation in order to realize the goal of a tourism village as a form of sustainable development. The following model was developed by the researcher based on the results of research in the field, namely observation and in-depth interviews.

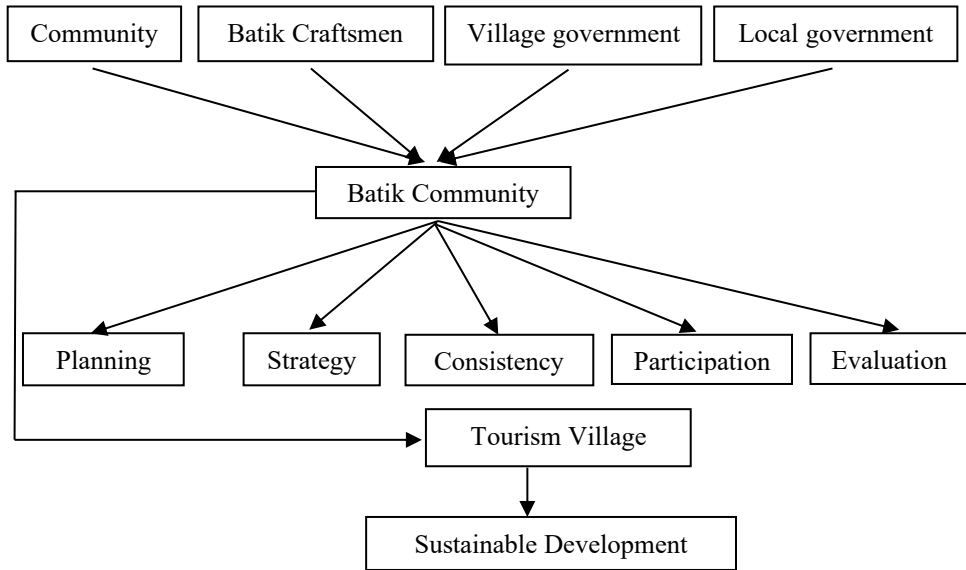


Fig. 1. Batik Craftsman Participation Model Chart.

Based on the Figure 1, it can be explained that Tampo Village has supporting components such as village communities, batik craftsmen, village governments, and local governments as supporters of regional policies. From the existing potential, and with an integrated collaboration, a community of batik craftsmen can be arranged. Things to do in the batik community include:

3.3.1 Planning

The initial plan includes the objectives of community formation, at this stage all aspects must map the objectives of the establishment of program objectives. Of course, the designed goals must show long-term goals by taking into account technological changes so that goals can be adapted to suit the times. In addition to the objectives, at this stage, programs are also determined according to the needs of the batik craftsman community.

3.3.2 Strategy

The strategy that is drawn up refers to the goals that are set. If the goal is in the long term, then the strategy must adapt to the needs of the times such as technological changes. The changing times are increasingly advanced due to changes in technological progress, the strategy taken must balance with the availability of developing technology.

3.3.3 Consistency

After the preparation of goals and strategies to achieve goals, the consistency of goals must be maintained. Apart from being consistent with the objectives, other consistency such as the integration between batik craftsmen needs to be maintained.

3.3.4 Participation

Participation is prioritized for members of the batik craftsman community. However, it is possible that participation from other parties is also needed, such as the participation of

village governments as accommodation providers and local governments as policy bearers and legal protection. This participation can also be seen from the implementation of the prepared program, whether all components participate in program implementation.

3.3.5 Evaluation

At the evaluation stage, all components observe the program activities carried out. From observations and experiences in running the program, it is known that various weaknesses or things have not been implemented. Here the evaluation function is to provide improvements to programs that are not running or programs that are running but not yet perfect.

The formed batik community is the initial step in as well as the capital towards the formation of a tourist village with the support of the local government. Tourism village as one of the potentials in supporting sustainable development has long-term goals that can be utilized from an economic, social, and environmental perspective [1].

4 Conclusion

Tampo Village is one of the villages that have the potential for batik craftsmen typical of Banyuwangi which is famous in Banyuwangi Regency. As a village that has the potential to become a tourist village, it is necessary to develop a community that cares about the purpose of forming a tourist village. To realize this, it is necessary to make a model reference that is in accordance with the conditions and needs of the Tampo Village. The model suggested in this study is started from supporting components such as local village communities, batik craftsmen, village governments, and local governments. Based on these supporting components, it is used as a support for the formation of a community of batik craftsmen where the community must carry out various stages such as planning, strategy, consistency, participation, and evaluation. The formation of this batik community as one of the capitals to realize a tourist village. Tourism village itself as one of the supporters of sustainable development.

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