

## COMMUNITY EMPOWERMENT AND DEVELOPMENT IN THE FIELD OF WOVEN BAMBOO CRAFTS THROUGH AN INTEGRATED MANAGEMENT SYSTEM

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### Abstract

The economic condition of the community which tends to be stagnant has resulted in Lembah Hijau Village having to be able to look for other opportunities to support an increase in the economic level of the community. Of the various livelihoods that exist in Lembah Hijau, woven craftsmen have considerable potential to help fulfill their daily needs. However, it is very unfortunate that the production process to the distribution of woven bamboo products is still very traditional and the producers face various obstacles. This study aims to describe how woven becomes a source of economic potential in improving people's lives. The method used is the method of analyzing local potentials and problems. The results of this study indicate that the woven bamboo industry has great potential if the local government and non-governmental organizations participate in empowerment training programs. more innovative and diverse so that their potential can develop from time to time.

**Keywords:** Empowerment, Crafts, Woven Bamboo

### Introduction

Poverty and unemployment in rural areas will lead to urbanization. The flow of urbanization that continues to grow will have a negative impact on urban and rural areas (Harahap, 2013). In urban areas, there is an increase in population which is often not supported by the availability of new jobs. Various problems that exist in rural areas need to be addressed immediately so that the quality of life of rural communities can improve.

One solution is to carry out village community development. Community development is a planned and systematic effort carried out by, for, and within the community in order to improve the quality of life of the population in all aspects of life within a unified area (Sudjana, 2001).

Village community development will be effective if it involves the community as the subject of development. Where the community is directly involved in the process of planning, implementing and evaluating various development activities. Communities are given full power to choose for themselves the type and variety of activities that are in accordance with the potential and needs of the community in an effort to solve problems in their lives.

The community empowerment program is one of the activities that can make a major contribution to community development efforts. Community empowerment can be interpreted as an effort to encourage people to participate actively and independently in solving problems in their lives. Community empowerment has a goal so that people can be empowered, have competitiveness towards independence (Anwas, 2014).

Indonesia's territory has different local potential both in terms of human resources and natural resources, all of which have distinctive characteristics and of course with different management from each place. Natural resources also usually indicate the livelihoods of the people. Even with abundant natural resources in Indonesia, there will be a potential to improve the welfare of its people, but it must be managed properly and correctly so that the results can be maximized (Safitri, 2018). Indonesia's natural potential is a gift from God which must become the prosperity of the Indonesian nation, especially through economic development.

The economy plays a very important role in maintaining and advancing a country. If an economic system adopted by a country cannot maintain stability and develop its economy, then the country is on the verge of collapse (Firdaus, 2016).

Handicraft activities are one of the activity programs that have a major contribution to empowering village communities. Handicraft according to (Nasir, 2013) is an artistic activity that processes certain materials into products that are not only useful but also contain aesthetic values. Handicraft activities have bright prospects because craft products have an important role in supporting economic growth in Indonesia.

The majority of handicraft activity programs are carried out on the initiative of the village community itself. The existence of a handicraft activity program is one of the solutions to reduce unemployment in rural areas, increase people's income, improve the quality of human resources, and be able to create new jobs by optimizing the existing potential in rural areas. In addition, the existence of handicraft activities in rural areas is expected to change poverty into prosperity and can be used to stem the flow of urbanization.

## **Method**

In the process of recognizing the community, a research needs to carry out good approaches so that it is able to explore what problems and potential the community has.

The Participatory Rural Appraisal (PRA) method produces a description of local social conditions that shows the potential, problems, opportunities and strengths of the community to be used as a basis for planning problem solving, program plans, achievements and joint monitoring according to potential and capabilities (Muhsin et al., 2018) .

Through the PRA Method, the community is no longer an object that receives programs from above (top-down), but becomes a subject that determines development from the bottom (bottom-up) by continuing to be active in the planning process, determining program priorities, budgeting, implementation, and utilization of development results controlled at the village level.

With the high presence and interest of the community in the steps of realizing village programs that are based on self-sufficiency, the community plays a very important role in the welfare of their village (Hudayana et al., 2019). PRA is an action research method developed to increase community participation in development. Robert Chambers emphasized that PRA enables villagers (read: communities) to express and analyze their own situation and optimally plan and implement this determination in their own village (Mikkelsen, 2011).

## **Results and Discussion**

In Lembah Hijau Village, most of the people's livelihoods are farmers and woven craftsmen. The economic condition of the community which tends to be stagnant means that Lembah Hijau Village must be able to

look for other opportunities to support an increase in the economic standard of its people. Of the various livelihoods that exist in Lembah Hijau, woven craftsmen have considerable potential to help fulfill their daily needs. However, it is very unfortunate that the production process to the distribution of woven bamboo products is still very traditional so that the output produced is not sufficient to meet the needs of life which are growing from time to time.

Most of the livelihoods of the people in Lembah Hijau Village are still in the agricultural sector and woven bamboo crafts. Residents who live in rural areas usually have these livelihoods because of the abundant natural resources that make them have a variety of livelihoods. As for other livelihoods for the people of Lembah Hijau village, namely: Traders, Farm Workers, Civil Servants/TNI/POLRI, Private, and others.

One of the goals of rural development is to improve the welfare of rural communities. The low level of community welfare in rural areas is still one of the problems of economic development in Indonesia. Based on Law Number 32 of 2004 concerning Regional Government Article 231 paragraph 1 it states that "Villages can establish village-owned enterprises according to the needs and potential of the village" and is also stated in Government Regulation (PP) Number 71 of 2005 concerning Villages (Pemetinrah Republik Indonesia, nd). These two laws show that basically every government at the village level has the right to establish a Village-Owned Enterprise (BUMDes) which was formed in an effort to facilitate the community so that they can recognize the potential of the village they have so that it can lead to prosperity. Green Valley Village which is located not far from the mountains which has various natural resources in it, one of which is bamboo trees. Since ancient times, Muaradua has been known as a community that is good at exploiting this natural potential.

The community then makes it as one of the livelihoods. Starting from the raw material in the form of bamboo from the forest, the community processes it independently in their respective homes which is then created and processed into various handicrafts that are useful for everyday life, such as cecempeh (small tampah), cetok (large tampah), fans, baskets, and other woven bamboo products. Woven bamboo that is only glimpsed as part of everyday equipment that doesn't mean it can be created into products with high selling power. Product innovation needs to be considered so that it can increase the use value of woven products, both in terms of product diversity, adding aesthetic values and others that can attract the interest of today's society.

### **Obstacles in the Bamboo Matting Industry in Lembah Hijau Village**

If you look at how the journey of the "Plaited Bamboo" home industry is, there are indeed various obstacles faced by the producers, including:

1. Lack of community empowerment.

Village-Owned Enterprises (BUMDes) owned by the local village government should be able to facilitate the community in order to recognize village potential and provide a forum for development and empowerment of village communities, however, the dim role of BUMDES and several other supporting organizations has resulted in the woven industry being hampered.

2. Lack of diversification/diversity in owned micro industry.

From the past until now, Muaradua village tends to lack diversification in the products it produces. The community only produces everyday goods that have been selling well in the market for a long time, such as cecempeh (small cup), cetok (big cup), fans and baskets.

3. The existence of the role of middlemen as a reservoir of production results

The role of the middleman as a link between producers and consumers often burdens the producers. The

lack of production capital to process woven bamboo makes people inevitably have to borrow capital from middlemen. The sale proceeds obtained from the matting will later be deducted according to the loan previously made.

#### 4. Big capital with small profits

The capital issued by woven craftsmen is greater than the income generated.

### Results

Based on the results obtained through the Focus Group Discussion (FGD) of the people of Pasir Angin hamlet, Lembah Hijau village, the community agrees that there needs to be a role from various parties such as the government and non-governmental organizations to participate in empowering the community, especially in the woven bamboo industry sector in Lembah village. This is green so that the potential it has can experience development from time to time and be able to compete with a wider market.

industry can be used as an economic potential for the people of Lembah Hijau village so that it can increase people's income. There are several empowerment activities that can be carried out to empower the woven bamboo industry, including a series of ongoing training starting from pre-production to post-production so that the community as producers understands very well how to process product processing to marketing.

In the early stages, community problems related to the lack of product diversity can be overcome by providing "Product Diversification Training". Product diversification/diversification is the development of woven products to provide added value or economic use value as an effort to fulfill consumer demands, both traditional and modern processed products in order to optimize production utilization.

The implementation of the training program can be said to be successful if the participants experience a process of knowledge transformation, in this case including increasing the ability to process woven bamboo to be more innovative and more diverse so that with product diversity it is hoped that they will be able to open new product lines to get new target markets as well. thereby increasing the opportunity to benefit from more sales volume.

The content of this activity is divided into several aspects, namely; learning about the importance of owning product identities, such as names, logos, brands and special designs to give product characteristics and be a differentiator between our products and others.

Lembah Hijau Village is a bamboo woven producing area. As a village that produces woven bamboo, the location of this village is quite far from the main road. Besides that, craftsmen are elderly people who have limitations in social media and marketing accessibility.

By creating a platform for marketing woven handicrafts through online media, woven bamboo craftsmen can market their woven bamboo products to the wider community without the need to sell woven bamboo products. This step is an adequate solution in overcoming the problem of marketing bamboo handicraft products. The success indicator of this activity program is that the craftsmen want to take part in this activity program, the craftsmen have knowledge about online marketing in selling their products, the craftsmen have knowledge about online marketing which is a selling techniques that cover a wider range, not only through intermediaries such as middlemen.

The craftsmen are expected to have the motivation to be able to change marketing techniques, and to improve their standard of living.

### Conclusion

The woven bamboo craft is a local wisdom from the village of Lembah Hijau which has great potential to be developed. Woven bamboo which is often considered to be limited to household appliances is in fact capable of breaking into the world market to the point where it is valued at a fantastic nominal. If you look at the conditions that are owned by the village of Lembah Hijau, local woven bamboo is less developed

and tends to only provide a small profit. This is of course not without reason, there are various obstacles faced by producers ranging from the lack of role of the local government in terms of empowering the potential of craftsmen, small capital, to a lack of product innovation.

In realizing the achievement of community empowerment above, it is necessary to have the role of various parties such as the government and non-governmental organizations to participate in empowering the community, especially in the woven bamboo industrial sector in Lembah Hijau village so that the potential that it has can experience development from time to time and able to compete with a wider market.

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