

Contribution of Creative Entrepreneurs in Supporting Village Development Strategies Based on The Potential of Local Products

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ABSTRACT

The research objective is to determine the contribution of creative entrepreneurs in developing tourist villages and to identify the potential of local products as opportunities for creative economy. The type of research conducted is qualitative by using a case study approach. The research location was in the Semeru Bamboo Belt Workshop in Sumbermujur Village, Candipuro District, Lumajang Regency. The research informants consisted of: Semeru Belt Workshop Management, Business Actors, Consumers and the Community. The results of research conducted indicate that the contribution of creative entrepreneurs in supporting the development of tourism villages with products that they have is quite large, given the creative industry products produced are obtained by utilizing the considerable natural resource potential, namely handicraft products made from bamboo, which are in the region, although the types of products produced are still limited, due to the limited knowledge and skills possessed by these business actors. The potential of local products developed in Sumbermujur village is quite diverse. This is very useful in supporting tourism activities carried out, among others: excellence of agricultural products, which are processed into various kinds of culinary specialties with superior recipe bamboo shoots, bamboo batik crafts, and currently the ones that superior is bamboo crafts

Keywords: Contribution, Creative Entrepreneurship, Local Product



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INTRODUCTION

Today's creative entrepreneurship is starting to develop, along with the development of technology that allows people to always be able to update all existing changes. The significant increase in the tourism sector provides a large opportunity for the development of the local creative industry to support the success of tourism activities being carried out. This can be seen from the increase in the number of tourists visiting. Tourist attractions favored by tourists include: natural, artificial, and handicrafts run by Micro, Small and Medium Enterprises (UMKM). (Sentra et al., N.d.)

The existence of a creative field in an area also contributes to creative economic activities. Creative economy according to Howkins (2001) (Harjawati, 2020). Changes in economic patterns and the creative economy are part of the orientation of the economy, industry and the information economy. Creative fields include: art, design, film, culinary, art media and music, as directed by the President of the Republic of Indonesia Joko Widodo stated that the creative economy is the backbone of the Indonesian economy, as stated in Presidential Regulation No. 2 of 2015 concerning the 2015-2019 RPJMN which contains general policies in increasing creative economic growth for equitable development and encouraging the acceleration of regional development activities and exploring regional potential. The creative economy also contributed greatly to the development of National GDP, for example in 2015 where the creative industry was able to contribute Rp. 642 trillion, or 7.05% of the total national GDP. The main contribution came from the culinary sector of 34.2%, fashion and fashion of Rp. 922.59 trillion or an increase of 7.44% of the total National GDP. (Bahri et al., 2019).

Such conditions indicate that the creative economy has great potential in Indonesia. Creative economy opportunities are not only in urban areas but also in rural areas. Especially in rural areas, the dominant creative economy activity is carried out in the form of community empowerment coordinated by certain groups. As implemented by the Semeru Belt Workshop in Sumbermujur Village, Candipuro District, which utilizes the potential of available natural resources, namely bamboo plants, as the main raw material for handicraft products produced. Bamboo plants have various functions that are useful if they can be used. Including when used in the creative economy, in the form of crafts. Sumbermujur Village, Candipuro District, Lumajang Regency needs to get appreciation related to village development through various innovations made, <https://prioritas.co.id>

Bamboo is a plant that thrives in the area. So far, the bamboo plant has only been used for its own needs, for housing and household equipment, so that it only functions as a trap. Due to creative and innovative ideas from the Tourism Awareness Group / POKDARWIS Sumbermujur Village, this abundant potential of bamboo is being tried to be developed into a creative business opportunity in the form of bamboo handicrafts. Programs related to bamboo handicrafts have been managed by POKDARWIS successors in collaboration with Karang Taruna, almost all administrators consist of teenagers or the local young generation, who are invited to work together in developing the craft. At first this home-based craft was only a side job, but now it has become a livelihood, considering that the demand for handicrafts generated by market demand is quite high, so it is economically very profitable in increasing income and business opportunities run by the community, <https://www.jatimtimes.com/>

Bamboo handicrafts are one of the selected creative economic products to support the existence of Sumbermujur Village as a tourist village. So that the tourism potential of the Bamboo Forest which is the icon of the village will be better known with the support of the creative economy run by local entrepreneurs in the area. All local products owned by Sumbermujur Village are expected to contribute not only to the tourism activities being carried out but also to the economy of the local community, because they are able to create jobs in the village as well as promote the potential of the village so that it can be widely known.

Research Problems

The research problem relates to the extent to which the contribution of creative entrepreneurs by utilizing the potential of local products that is owned is able to support the tourism sector which is carried out, so that the formulation of the research problem is as follows:

1. What is the form of the contribution of creative entrepreneurs in developing tourist villages?
2. What are the local product potentials that are feasible to be developed?

METHODS

Research Design

The type of research used is qualitative, namely research used to conduct research with natural concepts (as opposed to experiments), where the researcher is the key instrument of research activities carried out. The naturalness of the research conditions is an important element in the qualitative research conducted.

Research Approach

This study uses a qualitative method based on a case study approach, namely a detailed study of a single setting or subject or place where documents or a particular event are stored. An interesting case discussed here is related to the contribution of creative entrepreneurs in developing a tourism village development strategy based on the potential of local products, which is in Sumbermujur Village, Candipuro District, Lumajang Regency.

Research Object

The research object is in the Bambo Belt Semeru Workshop / BBSS, RT 06, RW 02, Krajan Hamlet, Sumbermujur Village, Candipuro District, Lumajang Regency. The handicrafts at the Semeru Belt Bamboo Workshop were deliberately chosen with the consideration that in that location it included being the first founders of a handicraft business using bamboo, while many types of crafts around it still used wood, the market share of handicraft products produced not only served local and regional markets but it is already an international market and the bamboo handicraft business that is being run is also supported by environmental care programs in the form of easier maintenance of handicraft products, does not use hazardous materials and the products sold are not only handicrafts but also bamboo plants, so they can be cultivated in other areas.

Population and Sampling Techniques

The research population is an area whose generalization consists of objects or subjects with certain qualities and characteristics determined by previous researchers to be studied, studied and then drawn conclusions. In the research, the population is all people who live in Sumbermujur Tourism Village, which are the object of research, because the community becomes the party who understands specifically related to the condition of the area. The sampling technique used was purposive sampling in which the determination of research informants was determined based on certain criteria in accordance with the data needs required in the research activities carried out.

Research Informants

Research informants / informants consisted of: POKDARWIS administrators on the basis of consideration as research informants because POKDARWIS as a party directly involved with creative entrepreneurial activities carried out, business actors on the basis of consideration as research informants because they are contributing to the continuity of creative endeavors carried out, tourists on the basis of consideration as informants because they are consumers / end users of products marketed by creative business actors and the community in Sumbermujur Village on the basis of consideration as informants because they understand the conditions of the area where the creative business is carried out.

Data Source

Sources of research data are divided into 2, namely primary data sources that come from interviews with research informants and secondary data from observations / observations carried out in real conditions in the field, and document studies that come from documentation in the form of photos, archives, and a review of previous research journals that become a reference for the research carried out.

Data Collection Technique

Data collection activities in research carried out using 3 techniques, including: interviews using semi-structured questions with research informants, observation / observation of conditions that occur in the field and study of documents using photos, archives, documentation in written form, such as archives, magazines from print and electronic media.

Data Analysis Techniques

The data analysis technique uses an interactive method consisting of the following stages: data collection, data reduction, data display and data conclusion drawing / verification.

RESULTS AND DISCUSSION

Research of The Result

Contribution of Creative Entrepreneurs in Tourism Village Development

Creative entrepreneurship which is the object of research is the Semeru Bamboo Workshop with the bamboo handicraft business field. Bamboo is a plant that thrives in the village. The existence of a bamboo forest which has become the icon of a tourist village provides evidence that bamboo is the superior product of the village. The bamboo handicraft business was chosen considering the availability of natural resources, in this case bamboo, which is quite abundant, thus providing sufficient raw material availability when used for business purposes. Bamboo plants have become part of people's lives, almost in every household we always find bamboo plants, along with personal needs such as for making household utensils and people's daily needs, bamboo plants have begun to be used as a variety of interesting creative products. As run by the Semeru Belt Bamboo Workshop.

The results of interviews conducted with research informants showed that bamboo was chosen considering the abundant availability of raw materials, as in the following interview results:

"... We choose bamboo as the raw material for the handicrafts we do, because bamboo raw materials in this village are quite abundant ..". The availability of sufficient raw materials helps in maintaining the continuity of the bamboo handicraft business being run. The form of bamboo handicrafts that are made uniquely, is interesting and different, so that consumers when buying marketed products will get a different characteristic from products that have been on the market, both in terms of the bamboo materials used, craft models, maintenance techniques and the others.

The results of interviews conducted with research informants show that the main attraction of the handicraft products offered is the uniqueness of the product design and the ease with which it is related to maintenance because it is environmentally friendly / food grade, so it is safe to use, this is as conveyed by research informants, namely visiting tourists. to the Semeru Belt Bamboo Workshop / BBSS to buy handicraft products being sold, as follows:

".. I am interested in buying products here, because they are unique, the price is affordable according to the product being sold and the most important thing is that they are easy to maintain, environmentally friendly. The handicraft products here are different which we do not find in other products .."

The bamboo handicraft products produced also contribute to supporting tourism activities carried out, because the products sold can be a souvenir for tourists visiting Sumbermujur Tourism Village, a selling location in the Bamboo Forest tourism area, very effective in supporting product marketing activities. Besides also carrying out product promotion activities through online and offline media. Based on the results of interviews conducted with informants, it shows that the existence of souvenirs from bamboo crafts is a special attraction for tourists, so that when tourists visit they are not only enjoying the atmosphere of the bamboo forest which is the icon of Sumbermujur Tourism Village, but also can get souvenirs typical of the area.

"... Souvenirs in the form of various handicrafts made from bamboo, which tourists get when visiting a bamboo forest, can be another option for handicraft products that can be used, because

the products are diverse and useful in everyday life, namely: glasses, teapots, trays, bowls, ashtrays, , plates, trays and various other home products .. "

Bamboo as a superior plant contributes to environmental conservation activities carried out, not only solely used without any conservation efforts, so that the Semeru Belt Bamboo Workshop not only sells products in the form of crafts but also cultivates bamboo seeds, to be marketed in addition to maintaining continuity of availability of bamboo raw materials needed for business activities, also preserving bamboo habitat by cultivating bamboo plants, and marketing bamboo products to consumers to participate in maintaining bamboo habitat by cultivating bamboo plants in other areas.

Based on the results of interviews conducted with research informants, they stated that:

".. To maintain the availability of bamboo, the products that are sold are not only in the form of bamboo handicrafts, but also selling bamboo plants, the results of their cultivation, so that bamboo plants can not only be cultivated here, but can also be grown in other areas. , because bamboo is a plant that is easy to cultivate, and has a big role in environmental sustainability. "

Bamboo handicrafts also contribute to creating new business opportunities for local residents. The management of the Semeru Belt Bamboo Workshop is mostly run by the local young generation, so the enthusiasm and desire to be able to progress and succeed in running big businesses, including the desire to develop the tourism villages in the area. Based on the results of interviews conducted with research informants who stated that the existence of a bamboo handicraft business, providing new work opportunities with them remaining in the village without having to move to the city to find new jobs, such as the following interview results:

"... Bamboo handicrafts are managed and run by local youths who have a strong desire and willingness to work and promote the handicraft business they are running."

The bamboo handicraft business being carried out is also inseparable from the problems faced in its development so that this affects the business activities carried out, especially when the number of requests increases. Based on the results of research interviews conducted with research informants, the following:

"... The bamboo handicraft business gets support from bamboo handicraft pioneers from Bandung, support from the local government and also the local young generation who are interested in learning bamboo handicrafts, but the obstacle is that not all understand craft-making techniques, so it requires training. so that the resulting handicraft products become more creative and innovative, most of the craftsmen are self-taught, so with the support of training and skills development it is very necessary to maintain the quality of the products produced ..".

Bamboo handicrafts contribute to the income obtained economically by business actors and local government, because the wider marketing area also supports the increase in market demand for marketed products. The statement by the following research informants "... handicraft products that are marketed are not only limited to meeting local market demands, but are regional, local and even requests from abroad ..". Seeing the wide range of marketing, it becomes an indicator that the products produced are in demand by consumers, this condition is the main driving factor for craftsmen to be able to further develop their business and create and innovate to create more diverse products with attractive functions and aesthetics, so that the products produced remain in demand by consumers and can compete with other bamboo handicraft products on the market.

Potential Local Products That Deserve to be Developed

Sumbermujur tourism village has a variety of tourist attractions, not only natural tourism with bamboo forests, but also agro-tourism with superior agricultural commodities, ecotourism, special interest tours such as bamboo crafts, cultural tourism with various local wisdom values owned and still maintained today, culinary tours with krecek bamboo shoots as a mainstay commodity and

various other tourist advantages. Based on the results of interviews conducted with research informants, expressed his opinion as follows:

"... Visiting Sumbermujur Village we can get a complete tour with its own uniqueness and charm, apart from being superior in natural tourism, supporting tourism is also diverse, so there are many tourist options that tourists can enjoy when visiting the village."

Sumbermujur tourism village is also a pilot village for other villages in Lumajang Regency, related to village management activities, both in terms of tourism management including creative industries in business development activities by exploring the potential of its local products, according to the opinions expressed by research informants, in the following :

".. The success of Sumbermujur Village has become an example for other villages in advancing their village both in terms of tourism and creative efforts to support tourism that is being carried out .."

The comparative study activities carried out were intended to learn about how to manage the village's potential with the hope that other villages could also progress and succeed in developing their villages, especially in the field of tourism and the creative industry that they are running.

Discussion

Contribution of Creative Entrepreneurs in Tourism Village Development

The contribution of creative entrepreneurs in the development of tourism villages is quite large, even the existence of the creative industry is able to support the success of tourism activities carried out, among others: the abundant availability of bamboo plants is what supports the consistency of business activities carried out, considering the continuity of the production process carried out also supports the success of activities product marketing undertaken. Bamboo handicrafts contribute to the development of the local creative industry, with bamboo handicrafts, various creative handicraft products will emerge that can be developed. The resulting creative crafts support tourism activities carried out in the village, at first when tourists come to the bamboo forest they can only enjoy the beauty of nature alone, with the existence of bamboo crafts, tourists will get another added value when visiting, namely bamboo handicraft souvenirs. Also supporting environmental conservation programs through bamboo plant cultivation, the Semeru Bamboo Workshop not only sells bamboo handicraft products, but also bamboo plants so that they can be cultivated in other areas as well. Bamboo crafts also contribute to opening up business opportunities for the community, by involving business actors from the local young generation, thus indirectly contributing to reducing unemployment in the village.

Another factors that need attention in this study are deficiencies related to skills in developing creativity and innovation in making various bamboo handicraft products, because most of the skills possessed are self-taught, so support related to the development of skills and knowledge related to bamboo handicraft the important thing.

Potential Local Products That Are Worth Developing

The various tourism potentials that are feasible to be developed in Sumbermujur Village also provide opportunities to exploit the potential of local products in it, so that there is synergy between the types of tourism developed and the local products used, for example natural tourism, with superior commodities of bamboo plants, agro tourism with Village agricultural products that are a mainstay, creative tours that can be visited include bamboo handicraft tours and bamboo batik tours, culinary tours developed are various processed foods made from bamboo, for example krecek bamboo shoots, organic rice and various traditional processed products that are widely developed by home businesses run in the village, such as: banana chips, ginger tings, sweet potato chips, taro and various other foods. The local potential that is owned and the success achieved in running the business, encourages interest from other villages to conduct comparative studies with the aim of adopting and collaborating so that other villages can also be successful as carried out by Desa Sumbermujur.

CONCLUSION

The contribution of creative entrepreneurs in supporting the tourism village development strategy has proven to be quite effective because the existence of the creative industry is able to support other elements of the tourism being undertaken, for example in terms of increasing sales turnover and product marketing reach, regional superior products as souvenirs of the region, education to care for the environment and as a business opportunities to overcome unemployment and support the economic development of local communities. The thing that needs to get attention from the sustainability of the creative industry that is carried out is related to increasing the skills and abilities possessed by craftsmen, this is important to maintain standardization of the quality of the product being run, so that the resulting product can compete with other products on the market.

The potential of local products that is owned creates various types of tourism that can be developed with their respective advantages and uniqueness. The success related to the development of the tourism sector and the creative industry that is being carried out provides an example for other villages to be able to adopt the developed techniques or strategies, thus providing new motivation and enthusiasm for other villages to be successful like those in Sumbermujur Village.

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