

Optimizing the Arts and Culture of the Young Generation of Kandangan Village

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ARTICLE INFO

Date of entry:

23 January 2025

Revision Date:

22 February 2025

Date Received:

27 February 2025

ABSTRACT

Kandangan Village, known for its rich cultural heritage, faces challenges in preserving traditions and fostering youth entrepreneurship. The Student Organization Capacity Strengthening Program (PPK Ormawa) was implemented to increase cultural awareness, develop cultural infrastructure, and empower the younger generation through arts-based businesses. The program includes traditional arts and entrepreneurship training, digital marketing promotion, and the establishment of the Tengger Brang Wetan Cultural Museum. The museum serves as an educational center and tourist attraction, showcasing local arts, crafts, and oral traditions. As a result, community participation in cultural activities increased, leading to the creation of youth-led businesses in handicrafts, culinary arts and cultural tourism. Digital platforms also helped increase public engagement and tourism. The findings highlight the importance of cultural preservation as an economic driver, demonstrating that participatory approaches can sustain local heritage while promoting economic growth in rural communities.

Keywords: Cultural Preservation, Economic Development, Kandangan Village, Traditional Arts, Youth Entrepreneurship.



Cite this as: Nirmala, L. E., Tias, E. W., Udin, Y. S., Salsabila, Q., & Meilan, R. (2025). Optimizing the Arts and Culture of the Young Generation of Kandangan Village: Culturel Village. *Empowerment Society*, 8(1), 17-25.
<https://doi.org/10.30741/eps.v8i1.1435>

INTRODUCTION

Kandangan Village in Lumajang District, East Java, has a long history and rich cultural arts that can be utilized as important capital in local economic development through tourism and culture-based entrepreneurship (Irawati & Priyanto, 2018). However, the village's cultural potential has not been optimized due to limited supporting facilities and low community participation in the preservation of local arts and culture. This challenge indicates the need to develop cultural infrastructure that can attract young people to engage in cultural preservation efforts while building entrepreneurial skills (Noor et al., 2020).

The government through the Student Organization Capacity Strengthening Program (PPK Ormawa) from the Ministry of Education, Culture, Research, and Technology seeks to empower student organizations as agents of social change in society. This program provides opportunities for universities to carry out community service activities that can improve student skills in managing local cultural potential (Pedoman Program Penguatan Kapasitas Organisasi Kemahasiswaan (PPK Ormawa), 2024). With programs like this, it is hoped that the younger generation can be actively involved in the development of their villages through the preservation of arts and culture, as is the case in Kandangan Village (Wulandari, 2024).

The PPK Ormawa program has also shown positive results in various other regions in Indonesia, where initiatives to build cultural infrastructure and develop the local economy through culture-based tourism are able to encourage the improvement of the welfare of village communities (Triwardani & Rochayanti, 2014). Kandangan Village holds significant potential in its rich cultural heritage, traditional arts, and local craftsmanship, which, if developed properly, could become a valuable asset for both cultural preservation and economic growth. The village likely has traditional dances, music, and folk performances that reflect its historical roots and identity, as well as unique handicrafts, textiles, or culinary traditions that can be further promoted as cultural products. The development program initiated by the PPK UKM PSM group of Widya Gama Lumajang Institute of Technology and Business aims to transform these cultural assets into sustainable economic opportunities. By revitalizing cultural infrastructure, such as building or restoring performance spaces and art centers, the village can provide a proper venue for training and showcasing local talent. Moreover, increasing accessibility and promotion through digital platforms, tourism collaborations, and cultural festivals can attract visitors and investors, boosting local economic activity. The creation aspect may include cultural workshops for the younger generation, documentation and digital archiving of traditional art forms, and the innovation of cultural products that blend tradition with modern appeal, ensuring their relevance in contemporary markets (Djuarni, 2023). With active community participation and structured support, Kandangan Village has the potential to become a thriving cultural hub that not only preserves its heritage but also enhances the welfare of its residents through cultural entrepreneurship and tourism.

METHODS

The Strengthening the Capacity of Student Organizations (PPK Ormawa) program in Kandangan Village was implemented with a participatory approach to involve the local community in cultural preservation and entrepreneurial skills development (Pedoman Program Penguatan Kapasitas Organisasi Kemahasiswaan (PPK Ormawa), 2024). The target community of the PPK Ormawa program in Kandangan Village includes a diverse group of individuals with different ages, backgrounds, and roles in society. The main focus is on the younger generation, particularly university students, youth organizations, and young entrepreneurs, as they play an important role in preserving and innovating cultural traditions while blending them with modern business opportunities. These groups were targeted through social media platforms such as WhatsApp and Instagram to ensure greater engagement (Apsari et al., 2024).

In addition, the program engages indigenous and cultural leaders, such as elders, artists and performers, who have in-depth knowledge of local heritage and can serve as mentors in cultural preservation efforts (Khalim & Hernawati, 2024). They play an important role in passing on traditional arts, music and crafts to the younger generation. Furthermore, the program reaches out to aspiring entrepreneurs and small business owners, especially those interested in developing culture-based businesses, such as traditional handicrafts, culinary arts, or tourism services. Their involvement helps transform cultural assets into viable economic opportunities (Rahmatillah et al., 2019).

The involvement of village officials, educators and community representatives ensured broader support for the initiative, creating a structured environment where cultural training and entrepreneurship could flourish. By targeting these various groups, the program encourages an inclusive and sustainable approach to cultural preservation and local economic development (Fatin et al., 2024).

This approach begins with direct socialization to the community, where important village figures such as the village head, traditional leaders, and local cultural arts leaders are involved in an effort to attract community interest in participating (Panda.Id, 2023). This socialization is done through direct meetings at the village hall and using social media such as WhatsApp and Instagram to reach a wider audience, especially the younger generation. After socialization, cultural arts and entrepreneurship training was conducted by presenting resource persons who are experts in their fields, namely the cultural leader of Kandangan Village and Management lecturers. They delivered materials relevant to the objectives of the activity, such as the development of local cultural products and entrepreneurial strategies to increase the economic value of existing cultural potential (Wibowo et al., 2021). The training aims to enable the community, especially the younger generation, to gain knowledge and practical skills that can support them in cultural preservation and culture-based business development.

As a concrete form of this training, the program also includes the construction of the Tengger Brang Wetan Cultural Museum in Kandangan Village. This museum serves as an educational center that displays local art and cultural collections as well as a promotional tool that can attract tourists and increase public awareness of the importance of cultural preservation (Noor et al., 2020). The Tengger Brang Wetan Cultural Museum in Kandangan Village showcases traditional arts, crafts and historical artifacts, including textiles, wood carvings and ceremonial objects. The museum also features musical instruments such as gamelan and angklung, along with recordings of traditional dances and puppet shows. Visitors can explore oral traditions, folklore and culinary heritage, and gain insight into local history and culture. The museum serves as an educational center and tourist attraction, promoting cultural preservation and economic growth. Young entrepreneurial groups in Kandangan Village manage various culture-based businesses to encourage economic independence while preserving local traditions (Prabawati, 2019). These include the production and sale of traditional handicrafts, such as woven bamboo, wood carvings and locally patterned handmade textiles. In the culinary sector, they offer traditional Tengger Brang Wetan food and beverages, including herbal drinks, local snacks and authentic village dishes. The group also runs a cultural tourism service, organizing guided tours, traditional dance and music performances, and interactive workshops for visitors. In addition, they produce and sell souvenirs such as mini wayang puppets, batik-patterned accessories and handmade pottery. To further enhance cultural and tourism engagement, they manage event and festival planning, organizing exhibitions and performances that showcase the village's artistic heritage. Through these efforts, the program not only enhances cultural preservation but also creates employment and contributes to the economic growth of the village (Rosilawati & Mulawarman, 2021).

RESULTS AND DISCUSSION

The service activity of the Student Organization Capacity Strengthening Program (PPK Ormawa) carried out by the Student Activity Unit (UKM) of the Student Choir has been carried out in Kandangan Village, Lumajang Regency, East Java. Kandangan Village is located about 36 kilometers west of Lumajang City, with a travel time of approximately 40 minutes. The location of this village is in the Selogending Cultural Heritage Site area, precisely in Krajan Hamlet, RT 05, RW 01, Kandangan Village, Senduro District.

This service activity lasted for three months, starting on June 3, 2024 and ending on November 15, 2024. Throughout this period, various development programs have been designed and implemented

to increase cultural awareness, promote local arts, and develop the entrepreneurial skills of local youth. Through this series of activities, it is expected that there will be an increase in community participation in the preservation of local culture, as well as the creation of new economic opportunities based on the cultural potential of Kandangan Village.

Table 1. The Work Program

No.	Activity	Date/Period
1.	Workshop activities and socialization of cultural arts and entrepreneurship	June 30, 2024
2.	Formation of Kandangan Arts Youth Group (KPSK)	July 17, 2024
3.	Cultural Infrastructure Development	July 18, 2024
4.	Grand Opening Activity of Tengger Brang Wetan Cultural Museum	August 15, 2024

The first step taken by the PPK Ormawa UKM Student Choir team in this community service program was to conduct a site survey at Pura Mandara Giri Semeru Agung, Senduro Village, Lumajang. The results of the survey brought the team together with Mr. Wira Dharma, the Head of Arts and Culture of Kandangan Village, who provided insight into the various challenges faced by the local community, especially related to the development of arts and culture.



Figure 1. Site Survey

Source: Author Data (2024)

Among the problems identified were limited facilities that support the implementation of arts and cultural activities, lack of access to promote local cultural heritage, and the lack of arts and cultural managers and administrators in the village. In response to these conditions, the PPK Ormawa team from Widya Gama Lumajang Institute of Technology and Business formulated a comprehensive cultural development program in Kandangan Village. One of the solutions agreed upon with the village head was the construction of a village museum. The museum is designed as a means to raise cultural awareness, strengthen cultural infrastructure, expand accessibility and promotion of cultural arts, and activate community participation in local cultural preservation efforts. Through this initiative, it is hoped to create a deeper awareness of the importance of local arts and culture as well as increased community involvement in cultural activities.



Figure 2. Program Socialization

Source: Author Data (2024)

Socialization activities related to cultural arts preservation and entrepreneurial skills development were held on June 30, 2024 at the Kandangan Village Office, Senduro Subdistrict, Lumajang Regency. The event featured a keynote speaker, Dr. Fauzan Muttaqien, S.E., M.M., who is a Management lecturer with expertise in community-based business development and entrepreneurship. Through this socialization, Dr. Fauzan gave a comprehensive presentation on the importance of community involvement in efforts to preserve local arts and culture, emphasizing relevant activities in Kandangan Village.

The socialization process also involved key stakeholders, such as village heads, hamlet heads, arts and culture leaders, and local traditional leaders. These figures play an important role in encouraging wider community participation, given their influence in the local community. The resource persons emphasized that arts, culture and entrepreneurship activities can be more effectively delivered and promoted through social media such as WhatsApp, Instagram and other digital platforms. This approach is expected to reach the younger generation, so that messages about the importance of cultural preservation and arts-based economic development can be conveyed more widely and deeply among the community.



Figure 3. Formation og KPSK Peradah

Source: Author Data (2024)

The next stage in the program was the formation of the Kandangan Village Youth Arts Group (Peradah), which was designed to provide support and mentoring for the younger generation in developing arts, culture and entrepreneurship skills. The group was formed as an initiative to increase youth involvement in the preservation and development of local culture in Kandangan Village. Through this mentoring, the younger generation is encouraged to develop their creativity and spirit of culture-based entrepreneurship, which is expected to strengthen the local economy and expand appreciation of the village's cultural heritage.

In addition, the Peradah group management will be responsible for the operational management of the Tengger Brang Wetan Cultural Museum. The museum is expected to function as a cultural

education and promotion center, which not only presents local art collections but also a platform for youth to innovate in cultural activities. Thus, the formation of this group is expected to contribute sustainably to the preservation of cultural arts and creative economic development in Kandangan Village.



Figure 4. Museum Construction Process

Source: Author Data (2024)

The next stage in this program was the construction of a Cultural Museum in Kandangan Village, which was initiated by the Student Choir Team. The construction process lasted for four weeks, starting in the first week, on July 18, 2024, with a groundbreaking ceremony. The ceremony was led by Romo Dukun Gatot Harjo Wardoyo who performed traditional rituals as a symbol of respect for local cultural values.

In the early stages, activities focused on developing the foundation and designing a museum concept that reflected the rich culture of Kandangan Village. The museum construction process showed significant progress, with the second week of construction progress reaching 60%. The construction was targeted to be completed within four weeks, and on August 14, 2024, the museum construction was successfully completed in accordance with the plan. The museum is designed to be a center for education and preservation of local culture, and is expected to be an attractive destination for tourists and local people who want to learn and appreciate the cultural heritage of Kandangan Village.



Figure 5. Grand Opening and Launching of Tengger Brang Wetan Cultural Museum

Source: Author Data (2024)

Initial planning for the construction of the minimuseum in Kandangan Village began with determining a strategic location in the Selogending Site area, which allows easy access for local communities and tourists. This location was chosen so that the minimuseum could function optimally as a center for education and promotion of local culture. The next stage includes identifying the types of artworks to be exhibited as well as designing a spatial layout that includes the placement of collections and interactive areas for visitors.

The project team works closely with community leaders and the local government in supporting the construction and operational process of the minimuseum. This collaboration aims to ensure the minimuseum can function not only as a repository for cultural artifacts but also as a living learning tool for the community and younger generation. The minimuseum was built to showcase and preserve the art and culture of Kandangan Village, equipped with props and in-depth explanations of the village's history and culture.

Promotion for the Grand Opening of the minimuseum was carried out through the distribution of postres in various strategic locations, such as schools, markets, and village halls, in order to increase community awareness and participation. Thus, the minimuseum is expected to become a cultural center that facilitates interaction between the community and their cultural heritage, as well as attracting tourists who want to get closer to the rich culture of Kandangan Village.



Figure 6. Program Implementation Result Poster

Source: Author Data (2024)

To strengthen the impact of the Grand Opening promotion and highlight the significance of the Tengger Brang Wetan Cultural Museum, references to previous research or similar community service programs can be added. For example, (Noor et al., 2020) emphasized that cultural museums play an important role in preserving local traditions while encouraging a tourism-based economy. In addition, research by (Wibowo et al., 2021) highlights that strategic promotion through community engagement and digital platforms effectively increases public participation in cultural initiatives. Other supporting evidence comes from community-based cultural preservation projects, such as the revitalization of heritage sites in Yogyakarta (Juwita, 2015) which shows how integrating local communities into cultural activities generates economic and social benefits. Similar findings are presented in (Panda.Id, 2023), which discusses the success of participatory approaches in increasing youth engagement in cultural entrepreneurship. By incorporating such references, the promotional strategy for the minimuseum Grand Opening gains credibility, demonstrating that effective cultural promotion and community engagement can lead to sustainable cultural and economic development (Wahyuni et al., 2023).

CONCLUSION

The Student Organization Capacity Strengthening Program (PPK Ormawa) implemented by the Student Choir of Widya Gama Lumajang Institute of Technology and Business succeeded in developing the potential of arts and culture in Kandangan Village and improving the entrepreneurial skills of the younger generation. Through workshops, training, and socialization activities, the people of Kandangan Village began to be more aware of the importance of preserving local arts and culture, and became more actively involved in various cultural activities. The program also succeeded in establishing a Minimuseum as a center for education and promotion of local arts, which contributes positively to the village economy. The active participation of the younger generation in entrepreneurship shows an increase in economic independence, which has a direct impact on improving their welfare and that of the surrounding community.

The results of this program show an increase in community involvement in cultural activities, the formation of an active youth entrepreneurship group, and an increase in tourist visits thanks to promotion through digital media. This initiative demonstrates how cultural preservation can become a local economy and can serve as a model for other villages facing similar challenges. The program also emphasizes the importance of collaboration between the government, community, and private sector to create an ecosystem that supports the sustainability of arts and culture in rural areas.

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