

Collaboration in Developing Wotgalih Village's Local Potential through the Integration of Water Hyacinth and Batik Based on Social Entrepreneurship to Achieve a Sustainable Creative Economy

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ABSTRACT

The Student Organization Capacity Building Program (PPK Ormawa) in Wotgalih Village, Yosowilangun District, Lumajang Regency, was implemented to empower the community by leveraging local potential. Wotgalih Village has abundant natural resources, including water hyacinths, and a strong batik-making tradition, both of which are underutilized. Through training, mentoring, and integrated production, the program transforms these potentials into creative, valuable products: "Gondo Laut" Batik packaged with woven water hyacinth crafts. Methods include observation, interviews, pre- and post-test questionnaires, and participatory evaluations to assess skill improvement and program effectiveness. Results show a significant rise in the community's ability to process local materials into marketable goods, the formation of the "Guyub Ranu Batik" business group, and increased entrepreneurship among women and youth. The program also fosters collaboration among universities, the village government, and local communities to build a creative economy rooted in local wisdom. This activity improves economic welfare, strengthens cultural identity, and establishes an innovative, sustainable model for village development.

Keywords: Sustainable Social Innovation, Eco-friendly Products, Local Creativity.



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INTRODUCTION

Wotgalih Village in Yosowilangun District, Lumajang Regency, has abundant natural and cultural resources that remain underutilized. Surrounded by fertile rice fields and waterways, the village is home to water hyacinths, often seen as a nuisance weed. However, with creative, sustainable processing, this plant can have significant economic value. Wotgalih's cultural potential lies in its batik tradition, which has been passed down from generation to generation. Although rich in artistic and historical value, batik making remains small-scale and has yet to become a viable economic

venture. Limited motif innovation, scarce training and capital, and weak marketing are the main obstacles to developing this local batik as the village's distinctive identity.

About 70% of residents do not know how to process water hyacinths into products, but 65% are interested in craft training and micro-business development. The community is willing to grow but needs more knowledge, skills, and resources. These challenges also offer opportunities for empowerment based on local potential. Using water hyacinths as the main material for handicrafts—such as bags, wallets, baskets, and home decorations—offers both economic and environmental benefits. Integrating water hyacinths with local cultural elements, such as batik fabrics featuring Wotgalih Village's patterns, adds further value. This collaboration can yield competitive, innovative products for local and national markets. Additionally, it aligns with creative economy principles rooted in local wisdom, emphasizing sustainability, innovation, and community participation. This program develops integrated water hyacinth and batik handicrafts to address the village's economic challenges, including limited job opportunities, low purchasing power, and few productive activities. It also creates opportunities for women and youth to join training, production, and marketing, fostering an inclusive and sustainable creative economy. Empowering the community through local potential enhances economic welfare and cultural identity, positioning the village as a sustainable development model that strengthens the national creative economy.

METHODS

The method for implementing this community service activity adheres to a local, potential-based community empowerment approach, systematically executed in Wotgalih Village, Lumajang, to optimize the potential of water hyacinth and the batik tradition. The activity flow begins with the Initial Preparation and Planning Stage, which involves coordinating and obtaining official permits from the Village Government, followed by the formation of the key partner group. This upstream stage is crucial for conducting observations and mapping local potential through surveys and interviews to identify the partner community's resources, skills, and specific needs. Following thorough planning, the activity moves to the Capacity Building and Implementation Stage, where integrated technical training is conducted, covering the processing of water hyacinth (from harvesting to weaving) and innovation of the village's distinctive batik motifs, to increase the community's skills and the economic value of the products.

This training is followed by the implementation of integrated production, taking the form of practical activities that integrate water hyacinth weaving with batik cloth, resulting in marketable handicraft products. The entire series of processes concludes with the Mentoring, Evaluation, and Sustainability Stage, which includes intensive support during production. At this stage, performance evaluation is conducted using data collection methods such as observation, interviews, and pre-post test questionnaires to assess increases in participants' abilities and to measure the program's quantitative and qualitative outcomes (number of products and participation rate). The expected outcome of this entire process is the formation of the independent creative business group "Guyub Ranu Batik," which can manage the program's results sustainably and encourage the growth of the local economy based on village wisdom.

RESULTS AND DISCUSSION

The implementation of the Student Organization Capacity Strengthening Program (PPK Ormawa) in Wotgalih Village, Yosowilangun District, Lumajang Regency, showed clear achievements and progress from start to finish. Strong institutional and organizational support was clear through the campus representative's presence at the equipment handover to the artisans.



Figure 1: The Team Hands Over the Equipment to the Artisans.

Source: Primary Documentation

This involvement confirms the institution's commitment and strengthens the legitimacy of the activity in the community. The higher education institution conducts strict monitoring and evaluation (MONEV) of documentation, finance, and field implementation, ensuring accountability. Full support from the Wotgalih Village Government was the main driver of success, opening the door to cooperation and encouraging active community participation. Community participation was evident from the start, with strong coordination among the implementing team, village officials, and artisans. 10 water hyacinth and batik artisans attended the opening and socialization events, with 7 directly involved in batik production. The positive response confirms strong local acceptance and support for the innovation.



Figure 2: The Team Conducted an Opening Session as Well as a Socialization About the Program They are Implementing

Source: Primary Documentation

The program's main achievement was product innovation using local potential, specifically creating an integrated product that combines water hyacinth weaving with distinctive village batik. Results include developing batik packaging boxes from water hyacinth weaving and producing batik cloth through drawing, *canting* (waxing), and coloring. Trials combining both elements matched the initial design, confirming the product's innovation in both looks and function. One of the main achievements, representing an authentic outcome of the program, is the birth of the distinctive Wotgalih Village batik motif, named Batik "**Gondo Laut**," which strengthens the village's local identity through the combination of two regional flagship potentials. This innovation significantly increases the product's selling value.



Figure 3: The Results of Our Program

Source: Primary Documentation

In addition to producing tangible products, the program successfully increased artisans' capacity through training, mentoring, and the provision of vital equipment such as garment and sack sewing machines, representing a concrete form of knowledge and simple technology transfer from the higher education institution. The capacity increase was also experienced by the Student Organization (Ormawa) through the development of hard skills and soft skills in the fields of activity management and community empowerment.



Figure 4: The Artisans Use the Tools Provided by the Team

Source: Primary Documentation

The Discussion and Sustainability Analysis indicate that the program has established a strong foundation for the development of creative enterprises. The results of interviews and field observations, summarized in the evaluation, accurately mapped the village's main potential. Providing tools and training enables artisans to continue independent production after the program concludes. The integrated product innovation combining Batik "Gondo Laut" and water hyacinth offers significant potential for market expansion, aiming to penetrate the export market through quality improvements and digital marketing strategies. Sustainability is also maintained through strong cooperation with the village government, which creates opportunities for regulatory support and facilitation. The involvement of the higher education institution remains secured through supervising lecturers and follow-up activities. Furthermore, this program provides room for regeneration among Ormawa students. Plans to develop branding and marketing through exhibitions, marketplaces, and campus networks are expected to strengthen the "Gondo Laut" product's position as an icon of Wotgalih Village's creative economy.

CONCLUSION

This program successfully addressed the partner's main problem regarding the low selling value of local potential by optimizing and integrating water hyacinth with traditional batik-making practices. The outcomes include the creation of an innovative flagship product, "Gondo Laut" Batik and woven packaging boxes, as well as significant improvements in the skills and capacity of the artisan group. The program's implications include establishing a foundation for an independent creative enterprise with high-value products. Future development potential focuses on strengthening business management, sustaining design innovation, and expanding market reach through digital promotion.

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