
Business Location Planning Assistance: Preservation of Traditional Culture of Kampong Batara Banyuwangi

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ABSTRACT

The era of the Covid-19 pandemic reduced many forms of business of the Indonesian people and as a result the economy also declined. During the pandemic, many people have been exposed to the products produced by the Banyuwangi people. This area is better known for its culture, one of which is the traditional children's playground culture which is preserved in Kampong Batara. In supporting the preservation of this culture, various bamboo handicraft businesses have been developed. The problem that occurs is that the production results quickly mushroom when stored for a long time. A Focus Group Discussion (FGD) has been conducted with the originators of Kampong Batara. The result is planning to make a storage place for bamboo handicraft production with proper air circulation and at the same time planning a heating machine to reduce the moisture content contained in the bamboo. In addition, it is also planned to build a toga garden so that children who play and the community feel comfortable in Kampong Batara. Part of the bamboo handicraft production will be donated in preserving the traditional culture of children's traditional playgrounds.

Keywords: Cultural Conservation, Traditional Games, Bamboo Crafts



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INTRODUCTION

The Indonesian government has set targets to support inclusive and sustainable economic growth, a full and productive workforce, and decent work for all. One of them is in 2030, designing and implementing policies that support sustainable tourism that can create jobs while supporting local culture and products (Wardoyo, 2020). However, in the era of the Covid-19 pandemic, many workers have to work from home (Sulistyan, 2020). The biggest problem with the covid-19 pandemic is that the Indonesian economy is not yet strong, so the government continues to try to restore and improve the economy (Ibrahim & Nurdian, 2020). The community is not ready to face this unexpected situation, so that their productivity decreases (Prawira, Hadijah, Ritabulan, & Nuraeni, 2020). The biggest result is the decline in the economy of the community at large (Fakhriyyah, Wulandari, & Kharisma, 2020).

During the Covid-19 pandemic, many products have been revealed by the community, one of which is the Banyuwangi community (Fakhriyyah et al., 2020; Prawira et al., 2020). Banyuwangi

has become the main focus in increasing local products and osing culture (Paramita, Rizal, & Taufiq, 2017, 2019, 2020c; Paramita, Rizal, Taufiq, & Dimiyati, 2017). Culture in this area has been revitalized through the Banyuwangi Ethno Carnival (Anoegrajekti, Sariono, Macaryus, Kusumah, & Tseligka, 2018). Even the millennial generation really appreciates the traditional of the Osing tribe and is very motivated to preserve its culture (Yulianingsih, Jacky, & Nugroho, 2020). Banyuwangi also has an inspiring village known as Kampoeng Batara. Located in the Papring neighborhood, Kalipuro Village, Banyuwangi Regency. This area has received many awards from both government and non-government agencies (Paramita, Rizal, & Taufiq, 2020b). The survey results show that in Kampoeng Batara, handicraft businesses made of bamboo have been developed, including baskets, teruntum, welat, and liningan.

Crafts made from bamboo in the pandemic era also need improvement and expansion of the network, one of which is by using digital technology (Ibrahim & Nurdian, 2020). Bamboo crafts have been widely spread in Banyuwangi, such as in the Rogojampi area (Murti & Murwandani, 2018), Gintangan (Zazilah & Mecha, 2020), Purwoharjo (Mahmud & Jannah, 2020), and many other areas. Bamboo crafts in Kampoeng Batara Banyuwangi have a major problem, namely that they are still using the order system. This system is not able to develop because of the constraints of the storage area for its products that are not moisture resistant. Much production was mushroomed due to this humid place. Order-based production systems are also very ineffective because buyers have to wait some time to get the product. Kampoeng Batara, which is more preserving culture, hopes that the existence of proper infrastructure will increase the interest of the community to further preserve its culture from the production of bamboo handicrafts. As Hult and Bradley (2017) have stated, infrastructure and culture must collaborate. So the people are no longer buyers but will be more eager to act as makers.

METHODS

The method used is in the form of preparation, implementation, and evaluation stages (Sulistyan, Setyobakti, & Darmawan, 2019). The preparation stage was carried out by conducting a Focus Group Discussion (FGD) to determine the problems. The problem experienced is that local products in the form of bamboo handicrafts can easily mushroom when the place for storage experiences moisture. So that the bamboo handicraft maker workers only work based on orders to avoid mushrooming products. The implementation stage is carried out by implementing what has been planned. The existence of a high level of humidity requires planning in making a good storage area in the form of a product gallery. The evaluation phase is carried out by assessing the level of success of the planning implementation of the program. The level of success is assessed by the existence of careful planning and is ready to be implemented, namely planning the gallery location design, layout planning, and required budget planning.

RESULTS AND DISCUSSION

The preservation of culture in Banyuwangi is very important so that it is not displaced by the advancement of times and technology. One of the highlights is Kampoeng Batara (Kampoeng Baca Taman Rimba). In this village, a children's reading and playing park was developed. In this area it is also better known for the preservation of traditional games (Paramita, Rizal, & Taufiq, 2020a; Paramita et al., 2020b). In Kampoeng Batara, dedication is carried out to provide solutions to the problems that are being faced. Activities are carried out starting from the preparation, implementation and evaluation stages.

The preparation stage was carried out by means of a Focus Group Discussion (FGD) with the manager and the initiator from Kampong Batara. The results show that there is a problem with the production results that are not resistant to moisture and if left untreated, mold will appear.



Figure 1. Focus Discussion Group (FGD)

Another problem that occurs is the existence of erratic orders. The finished product cannot be stored due to limited storage space and humidity. If there is an order, you still have to wait some time for the product to be ready for sale. The production of bamboo handicrafts is truly traditional. Everything is done manually and armed with what is the equipment.



Figure 2. Bamboo Craft Production Kampong Batara

The implementation stage is a form of discussion with partners. The activity starts with a location survey that will be used as a storage location for bamboo handicraft production. The planned location is not far from the main place of the production process, a distance of 50 meters. Access roads that are traversed need improvement for smooth delivery. Improvement of roads can be in the form of paving or cast or concrete roads. The currently usable road width is only 1 meter. The process of building a hall for children's learning activities is already underway and it is estimated that it will be ready for use in a few months. The community hopes that children can learn and preserve traditional games in Kampong Batara.

Further activity, namely planning the building design for storing production products. After the measurements were taken, the usable size of the land was obtained 18 x 20 meters. The location is right next to the hall and a toga garden is also planned so that children and the public can enjoy the cool views. In addition to the construction of a storage area, proper air circulation is required so that moisture does not arise and results in the production of bamboo handicrafts mushrooming when stored for a long time. In addition, in order to increase production output, a temperature adjustable heating machine is also planned. This machine will be useful as a bamboo dryer or

reduce the moisture content in the bamboo used for crafts. The hope is that by reducing the water content contained in the bamboo, it will be able to minimize the mushrooming of production if stored for a long time.



Figure 4. Survey of Storage Location of Bamboo Craft Production

Evaluation is carried out by measuring the accuracy and re-surveying the storage location that has been planned. The results of the evaluation are in the form of an appropriate location design and heating machine (oven) to be used. The workers who produce bamboo handicrafts also really hope that what has been planned can be realized immediately. The workers are very motivated to increase their production when there is a proper storage area.



Figure 5. Final Stage of Activities

The bamboo handicrafts produced were also donated for children's learning park activities. There is a culture beyond reason in this area (Paramita et al., 2019) where children will be very enthusiastic to welcome guests, whether they are known or not. This place is very far from luxury, but cultural preservation is really maintained.

CONCLUSION

Kampoeng Batara is well known for its culture of preserving traditional children's playgrounds. In addition, it is also supported by various kinds of bamboo handicrafts made by the local community. This activity is carried out in three stages, namely preparation, implementation and evaluation. The problem of bamboo handicrafts that is rapidly mushrooming can be overcome by making storage places with proper air circulation and making heating machines to reduce the moisture content contained in bamboo which will be used for the production process.

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