

## Local Cultural Wisdom in Waste Handling and Supporting Creative Industries

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### ARTICLE INFO

Date of entry:  
2 January 2023  
Revision Date:  
14 Februari 2023  
Date Received:  
2 Maret 2023

### ABSTRACT

Local cultural values are often an alternative solution in solving problems in society. Including social and environmental problems including waste. The purpose of this study is to conduct an assessment of the problem and alternative solutions to the waste problem at village tourism sites based on local culture and potential. The method used qualitatively with interviews. The results obtained are that there is a pattern of approach to handling waste problems by utilizing the potential of banana plants, namely banana stems to become a creative industry as a substitute for environmentally friendly places to eat and drink.

Keywords: Creative Industry, Plastic Waste, Banana Fronds.



Cite this as: Setyobakti, H. . (2023). Local Cultural Wisdom in Waste Handling and Supporting Creative Industries. *International Journal of Accounting and Management Research*, 4(1), 19–22. <https://doi.org/10.30741/ijamr.v4i1.993>

## INTRODUCTION

Culture is one of the inherent characteristics of society, especially traditional in various regions in Indonesia. Culture will make an area known with certain characteristics that distinguish it from others. The meaning of culture has a very broad meaning, not limited to the context of art, but activities, habits and even aspects of household activities by utilizing the resources they have, and carried out from generation to generation, that is also part of the values of local wisdom which contains elements local culture. Caring for culture is carried out by maintaining positive local wisdom values that apply in society. Caring for culture is part of efforts to maintain culture itself. Not a few of the activities of caring for culture have an impact on the economy of a society.

One example of the utilization of local potential which has become a routine and rooted habit, such as the use of local resources to become a tangible product of the creative industry which indirectly also has an impact on the preservation of the culture itself as well as income for the community. Activities of this kind include in the village of Burno, Senduro District, Lumajang Regency, where one of the efforts to care for culture is by utilizing local resources in the form of bananas as an idea in making creative industries. Burno is known as a region with a highland topography, because it is located on the slopes of Mount Semeru. Has a lot of potential, especially tourism and agriculture and animal husbandry (setyobakti et al., 2020). One of the cultures known in Burno village is the use of banana plants for various types of activities and products. One of them is segogedang, selling bananas and the like. In the past, based on information from village leaders, Sego gedang was one of the alternative foods of its time (laily yuni prastiwi; moh. hudi setyobakti, 2020). Bananas are indeed known as multipurpose plants, it's no wonder that these plants are very available in many

types and quantities. There are at least 70 types of banana plants in Burno village (Profil Desa Burno, 2013). This condition is influenced by topography and geographical conditions that make it possible for farmers to grow bananas easily. This has encouraged the people of Burno for a long time to use bananas as part of their daily living activities by using bananas as food or crafts..

The geographical location of the village which is on the slopes of a mountain makes Burno have natural cool air. The burno area, part of the western part of the region is in the State forest area, whose management is based on social forestry. So that makes Burno also has pretty good tourism potential including the Siti Sundari rest area and waterfalls (setyobakti et al., 2020). The Siti Sundari rest area is one of the tourist destinations that has just been opened to the public. The management of the area is managed by forest village community institutions. Economically, the existence of the Siti Sundari area has an impact on the people's economy, although it is not yet optimal. However, on the other hand, a new problem has arisen, namely the problem of plastic waste from the use of plastic cups and the like. At least in a day there is a buildup of at least 10 kg of piles of plastic waste. Of course this creates environmental problems for the village. This is what encourages village youth through Bumdesa to look for alternative solutions in reducing the ecological impact of plastic waste. The alternative offered in the model of handling the samoah problem is to minimize the use or even replace the use of plastic with environmentally friendly materials.

## **METHODS**

This research was conducted in order to assess the needs of a case phenomenon that occurred. In the research using documentation data, both village data and photos, as well as interviews using a qualitative approach, the informants were parties related to communities affected by waste problems, banana farmer groups and Bumdesa management representatives as craftsmen organizers. The analysis used is to explore the problems that occur and look for alternative solutions based on the potential of existing resources, both human and natural resources. Validation of the results of the activity was carried out using the triangulation method through focus group discussions with the parties involved, to find ideas for the treatment to be carried out.

## **RESULTS AND DISCUSSION**

Burno Village is known as a fertile agricultural area, with banana plants as one of its superior products. There are uses of banana plants that are sold directly, and there are also those that process them into processed products. There is still little utilization of bananas which are used as products other than processed food, although there have been those that have used them for the woven rope industry. However, its development did not continue due to market problems. According to existing data, there is a land area of 60ha of banana plantations, with 70 species being developed. Even the government of Burno village has prepared a special land for a pilot, bearing in mind that the planning of Burno village in accordance with the Village strategic plan will make Burno Village a banana agro-tourism area.

Burno also has a number of forest tourism destinations, one of which is the Siti Sundari rest area. The Siti Sundari tourist area has been opened to the public within the last year. The number of visits reaches an average of 100 people per day with an open schedule for one full week. The area is prepared as a means of rest area, so that there are kiosks prepared to provide food and drink services. There are approximately 30 stalls or stalls located at the location (setyobakti et al., 2020).

### **Problems Definition**

The management of Siti Sundari tourism is expected to have an impact on improving the people's economy. This can indeed be felt by the people who are direct partners by being one of the sellers at the kiosk in the area. The interview with Tukijo said, "I am grateful for this tourist location, now

I can sell and get additional income." Tukimin, one of the coffee sellers, also said "I can sell senduro coffee, besides making a profit, I can also introduce the specialty coffee here".

The concept developed in this tour is a rest area, meaning that people don't come for a long time, so they need to be served quickly. This encourages managers in providing services to tend to provide instant services, so many use plastic or Styrofoam containers for both eating and drinking. So that it has an impact on the accumulation of waste, with an average plastic waste produced of approximately 10 kg per kiosk. Based on an interview with one of the visitors, a sister ninik, a resident of Lumajang, said "I got food serving services using plastic, I've been here five times, the way of serving is always the same. This was reinforced by the opinion of the local residents, who stated "I have seen first-hand piles of plastic waste piling up behind the stalls every day, approximately 10 kg per day". Based on these data, the benefits of opening the Siti Sundari area, on the one hand economically, have had a positive impact, but on the other hand it has created a new problem, namely plastic waste.

### Alternative Problem Solving

The expected problem-solving approach is based on local potential utilization patterns. On the one hand, this pattern does not only provide a solution but also has an impact on increasing the economy for the community, due to the use of existing local resources (Sidik, 2015).

The results of the identification carried out based on village potential data, Burno Village has a number of potentials. The related potential that can be developed in handling the problem of plastic waste is banana plants by utilizing their stems. Bananas are known as multi-use trees, from the stump to the leaves (Rosariatuti et al., 2018). Utilization of banana fronds will later be made into cups or other food and beverage containers. You do this by drying it and then pressing it with a press machine according to glass or other molds. This activity will later become a new activity based on the culture of using bananas, to become an innovative creative industry. It is hoped that with this industry, the problem of plastic waste will be replaced with environmentally friendly products, and these products will not only be used as substitutes, but can also be sold as special Burno souvenirs. The implementation process is in stages; socialization, training, institutional strengthening and partnerships with village economic institutions (Bumdesa) as group partners play the role of capital and marketing providers (Bakti, 2018).

### CONCLUSION

Creative industries based on exploiting local potential are expected to provide added value. Through local potential-based creative industries, it turns out to be able to solve the problem gap. Local cultural values with people's habits of using banana plants as a hereditary product, can be raised by creative industry activities, even being able to solve existing problems. Through creative hands, banana fronds can provide added value and can solve waste problems. This is a symbiotic mutualism between parties (Setyobakti et al., 2021).

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