

EXISTENCE OF POTTERY TOURISM EDUCATIONAL VILLAGES PAGELARAN VILLAGE AS A VILLAGE ECONOMIC MOVER

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Abstract

The aim to be achieved with International Community Service activities is to provide training and assistance to youth/girls making pottery to continue their family-owned pottery business so that in the next few years the pottery business in Pagelaran village can be sustainable, increase promotion of the pottery business by utilizing various media, such as social media, websites and mass media, and improve packaging as attractively as possible. International Community Service activities are the village head and the village community, especially the administrators of the performance village pottery crafts association. In accordance with the objectives of establishing the performance village, it is carried out creatively, and another result is publishing this activity in an accredited national journal. Our hope as an International Community Service team for the performance village is that this can be done on an ongoing basis as a form of Village Development for the Village Government and a form of Community Service through Mentoring by Presenters of International Community Service activities.

Introduction

The pottery industry center of Malang Regency is a traditional center that produces kitchen goods, where the pottery village of Pangelaran village has various shapes and sizes, ranging from household utensils such as jugs, teapots and pans, to decorations such as flower pots, and various various other forms of pottery crafts. This pottery has its own characteristics, namely that it uses clay as raw material from the local area and is fired using a traditional kiln. The pottery industry center is currently one of the industries in the performance village of Malang Regency. This place has begun to be developed as a tourist village and this village is famous for its pottery crafts which have been around since the time of our ancestors.

The pottery village of Performance Village is a legendary pottery production village that has been recorded since the 1900s and there has been a lot of pottery

production here and currently there are seven recorded pottery crafts that are still produced in Performance Village, namely perbot, secang, dalim, sendat, kerik, penggawe, and tetekan . This craft mostly produces traditional pottery which is starting to become rare. The production center for the pottery village, the performance village, has now been transformed into a tourism education village with the aim of introducing and preserving the craft of pottery. The head of the performance village was aware of the emergence of the concept of tourism education because it was an idea that had been planned. In fact, the craftsmen also kept the positive benefits a secret because the representative of the Pokdarwis of the Performance Village, Widayar, was actually worried about the regeneration of pottery craftsmen in the Performance Village where there were almost no young men/women who continued the pottery craft. For this reason, the performance villages created ideas with creative pottery models that followed trends, so that with these ideas young people began to revive pottery crafts in order to increase the community's living standards again. The people of the performance village make pottery at varying prices depending on the model, starting from Rp. 2,000 to Rp. 700,000.

Problem

Based on a survey conducted by the Group 8 International Community Service Team in Pagelaran village, there were three main problems experienced by pottery craftsmen. These three problems are as follows:

- a. Business sustainability, where there is a tendency for young people to be reluctant to continue their family-owned pottery business so it is feared that in the next few years the pottery business in Pagelaran village will not be sustainable.
- b. Promotion of the pottery business still uses conventional methods, where pottery that is ready is taken by collectors.
- c. The need for more attractive packaging

Implementation Method

The targets of International Community Service activities are community members in Pagelaran village, Pagelaran District, Malang Regency, namely village officials, administrators of the pottery crafts association, pottery craftsmen and young people of Pagelaran village. The expected output from this activity is:

- a. The youth of Pangelaran village know how to manage a pottery business by making a business plan from marketing, production and financial aspects with the aim of managing the business optimally.

- b. Village officials, pottery crafts association administrators and pottery craftsmen understand digital marketing methods and more attractive packaging models.

The implementation of International Community Service is carried out in several stages, namely:

- a. Hold a meeting with the Pagelaran village head, head of the pottery crafts association, pottery craftsmen, and Pagelaran village youth to determine activity times and permission to carry out International Community Service activities.
- b. Prepare seminar materials to be presented.
- c. Carrying out seminar activities with various knowledge regarding preparing business plans and maximizing the adoption of digital marketing to target communities for the sustainability of the pottery business.
- d. Discussion method with the target community regarding the main problems of sustainability of the pottery business.

Discussion

This activity was held in collaboration with the Group 8 International Community Service Team in Pagelaran village. The implementation of this International Community Service is one of the important stages of this activity for young people as part of various universities which will be held on December 11 2023 starting at 09.00 WIB until finished. International Community Service activities were carried out in the Pottery Village Hall of Pagelaran Village, Pagelaran District, Malang Regency on Jalan Suropati No.54. The one who gave the opening remarks in this International Community Service activity was the Performance Village, Performance District, Malang Regency, East Java. This activity was attended by various village communities. Community figures who attended included the Pagelaran village head, the head of the pottery crafts association, pottery craftsmen, and Pagelaran village youth.

The village community who attended seemed very enthusiastic to explain the material presented by the International Community Service delivered by young people from the Pagelaran village, this was seen from the large number of students from various universities who asked questions and wanted to get a more in-depth explanation about the pottery village of Pagelaran village, Pagelaran sub-district, Malan Agar village. performances remain sustainable. In today's pottery management, it is very necessary to involve the younger generation, in order to develop creative pottery.

This International Community Service activity is to develop pottery that involves young people, carried out creatively and professionally, and another result is publishing this

activity in an Accredited National Journal. International Community Service activities are carried out using the lecture method using laptop and infocus media, discussions with college students. This International Community Service activity also aims to motivate young people to take part in developing pottery as a driver of the village economy. The many potentials that the performance village has include: pottery crafts and local wisdom. This potential can be developed by increasing the attractiveness of young people, increasing the promotion of pottery, improving the quality of packaging through the performance village by the Village Government and the village community together as efforts to increase the sustainability of pottery and the economy of the people of Pagelaran Village, Pagelaran District, Malang Regency. International Community Service material includes understanding pottery, namely what pottery materials are, making pottery, how to dry pottery, how to fire pottery, and how to finish pottery. In this International Community Service Activity, university students were very enthusiastic and understood about the pottery displayed in the village performance. However, to obtain maximum results, this activity must always develop marketing and quality so that they are able to manage and utilize pottery optimally in order to create an independent and prosperous village through pottery.

Figure



