

EMPOWERMENT OF POTENTIAL EDUCATIONAL TOURISM IN THE POTTERY VILLAGE INDUSTRY IN PAGELARAN VILLAGE, MALANG DISTRICT

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Absract

This community engagement aims to enhance the potential and competitiveness of the pottery industry in Pagelaran Village, Malang District, through an educational tourism approach. The pottery industry has long been a rich cultural heritage with historical and artistic values, yet it faces various challenges in marketing, technology, and product development. Through collaboration with local industry stakeholders, communities, and related institutions, this empowerment program integrates an educational and tourism approach to introduce the richness of pottery culture to local and international tourists. The engagement method involves a series of training activities, workshops, promotions, and the utilization of digital technology to broaden marketing outreach. The anticipated outcomes of these activities are expected to have a positive impact on pottery artisans by enhancing their skills, product development, and local economic improvement. Furthermore, these efforts aim to raise awareness among the community about the importance of preserving local cultural heritage through a tourism-based creative industry.

Keywords: Community Empowerment, Educational Tourism, Pottery Industry, Local Culture, Malang District

Introduction

Tourism has become not only a platform for introducing a nation's identity to the world but has also evolved into an industry capable of driving economic progress. The pottery industry in Pagelaran Village, Malang District, has long been an integral part of the local cultural heritage. The village's pottery artisans inherit skills and traditions passed down through generations in crafting high-value ceramic goods. However, facing the changes of time, new challenges have emerged in sustaining this industry. Technological advancements, market trend shifts, and the need for more effective promotion have become significant obstacles for pottery artisans in Pagelaran Village. Limited knowledge of modern marketing, inadequate access to a broader market, and a lack of understanding about the cultural industry's potential in tourism are some key factors limiting the progress of the pottery industry (Herdiana, 2018).

Rural educational tourism development is a long-term and potential investment for the government since human and natural resources are readily available. There is a need for a new approach to strengthen this pottery industry, and educational tourism is one promising solution. Through this approach, pottery artisans can receive training in marketing, digital technology, and the use of social media to expand their market reach. Moreover, by harnessing educational tourism potential, Pagelaran Village can become an attractive tourist destination for travelers interested in learning and experiencing the pottery-making process firsthand (Neneng Komarian, 2018).

The pottery industry in Pagelaran Village holds significant cultural value, inheriting skills and traditions that have endured through generations. Rural tourism development is driven by three factors. The first factor is the rural area's relatively more authentic natural and cultural potential. However, in this era of globalization, the pottery industry faces various challenges, including a lack of market penetration, limited knowledge of modern technology, and inadequate effective promotion for local pottery products. These conditions hinder the growth and development of the pottery industry as a sustainable livelihood for the people of Pagelaran Village (Istiyanti, 2020).

To address these challenges, empowering the community through educational tourism emerges as a promising alternative. Educational tourism can effectively combine educational and tourism aspects, creating new opportunities for pottery artisans to expand their marketing networks. However, in community empowerment efforts, an important consideration lies in the characteristics of the community before empowerment. During the empowerment process, conflicts may arise within the community. This is because not all community members are willing to accept the empowerment efforts despite their ultimate positive goals. Therefore, specific approaches are required to encourage community participation in the planned program. The use of this approach not only enhances the skills and knowledge of pottery artisans in marketing their products but also provides an opportunity for tourists to learn and experience the creative process of pottery-making firsthand (R.H. Andrianto, 2020).

Methodology

The implementation of community empowerment uses a qualitative descriptive method. To achieve the objectives of this community engagement, several steps are taken. Firstly, the method involves interviews with pottery artisans. Secondly, the development of an educational tourism curriculum: designing a training curriculum based on educational tourism for pottery artisans. This curriculum covers marketing knowledge, technological

skills, the use of social media, and creative aspects in developing products. Thirdly, training and workshops: conducting a series of training and workshops involving pottery artisans in direct learning. The focus is on improving marketing skills, technology, digital media usage, and product development.

Result And Discussion

Community empowerment activities in Pagelaran Village, Malang District, were conducted by providing an understanding of technology. Pottery artisans experienced an improvement in their understanding of digital technology, the use of social media, and online marketing tools. They were able to leverage digital platforms to promote and market their pottery products more effectively. This improved technological understanding also contributed to an enhancement in marketing skills among the community. Through training and workshops, pottery artisans acquired new skills in online marketing, including creating appealing visual content, social media management, and other modern marketing techniques. The digitalization of marketing helps pottery artisans reach a wider market, both locally and internationally. By presenting their products online, they can reach consumers in various regions without being limited by geographical constraints. Through broader market access, enhanced marketing skills, and increased online visibility, pottery artisans experienced increased income from the sales of their pottery products.

Community empowerment activities aimed at improving technology understanding were conducted at the Pagelaran Village office in Malang District on December 11, 2023, with a series of welcoming events opened by the village head representative and continued with a presentation on Improving Technology Understanding for reaching a wider market and higher income. Before the technology understanding socialization, we conducted a review of the production process for various pottery products in Pagelaran Village.



Gambar 1 Photo of Ceremonial Offering by the Campus and Offering from Pagelaran Village
Observing the production conducted by the community in Pagelaran Village is commendable and rapid in producing one piece of pottery even though using traditional methods. However, what is still lacking in the Pagelaran community is the understanding of technology in the marketing field, which is relatively low, as only a few are knowledgeable about technology. In Pagelaran Village, there is also a lack of youth involvement in advancing production and marketing; they are only focused on advancing production and improving product quality. Marketing efforts conducted so far have been through traditional methods, and recently, there have been middlemen taking their products to various locations. Understanding and increasing knowledge of technology are crucial, especially in marketing and branding products and the Pagelaran Village itself



Gambar 4. Production Process Review Photo

Conclusion and Suggestion

Community empowerment activities in Pagelaran Village, Malang District, have played a vital role in elevating the potential of the pottery industry through an educational tourism strategy. Collaborative steps between local stakeholders, communities, and relevant institutions, as well as the application of educational and tourism approaches, have significantly boosted the pottery industry's development. In this context, training, workshops, and the use of digital technology have successfully opened up broader marketing opportunities for pottery artisans. Enhanced knowledge of digital technology and proficiency in online marketing has resulted in increased income and global market access for their pottery products. However, there exists a technological knowledge gap among some artisans, requiring special attention to ensure that all parties benefit equally from this empowerment program.



The above figures demonstrate the increased production resulting from market expansion conducted by the community, both selling through middlemen and via social media. Therefore, to maintain these positive outcomes and bridge the technological knowledge gap, strategic steps need to be taken. Firstly, the development of sustainable training programs related to digital marketing and technology for pottery artisans is crucial. Real efforts are needed to strengthen partnerships with relevant agencies to support the pottery industry's development through a cultural tourism approach. Secondly, education and involvement of the younger generation in digital marketing innovation become the main focus to address the technology knowledge gap among artisans. Continuous evaluation of the impact and effectiveness of the program needs to be carried out to ensure the

sustainability and continuous improvement of this educational tourism approach. With these strategic steps, it is expected that the pottery industry in Pagelaran Village will continue to grow and harness educational tourism potential to preserve cultural heritage and sustainably increase pottery product marketing.

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