

The influence of local industry economy on to the surrounding community: A case study of Kampung Eduwisata Gerabah Pagelaran and Sumber Maron

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ABSTRACT

This research aims to develop the knowledge of international students and FEB students at the Islamic University of Malang through introducing local industries in Malang. The case study focuses on Kampung Eduwisata Gerabah Pagelaran, which is a local business engaged in the pottery craft industry, and Sumber Maron which operates in the field of natural tourism. This research aims to introduce local industry in Malang Regency and also analyze the impact of this industry on the economy of the local community. Data was collected through in-depth interviews with international students who took part in this program and also several parties involved, as well as the managers of the Kampung Eduwisata Gerabah Pagelaran and Sumber Maron. Field observations are also carried out to gain a deeper understanding and develop knowledge for international students. It is hoped that this research can provide a better understanding regarding the benefits of introducing local industry in Malang Regency on the insight of international students. Apart from that, this research aims to inform the contribution of FEB Islamic University of Malang in developing international standard education and student experience in the field of business and entrepreneurship by introducing local industry to international students.

Keywords : Kampung Eduwisata Gerabah Pagelaran, Sumber Maron, Local Industry, FEB Universitas Islam Malang, International students, Malang Regency

INTRODUCTION

The Islamic University of Malang, as a higher education institution, is actively involved in welcoming international students, and also realies the importance of broadening one's academic horizons and experiences. UNISMA plays an important role in providing quality and relevant business for international students. In line with this, the service aim to develop the insight of international students and FEB UNISMA through the introduction of micro industry in Malang. Local industries has an important role in the local economy and culture. This case study will focus on the Kampung Eduwisata Gerabah Pagelaran, a micro industry that operates in the field of pottery crafts, and the Sumber Maron as a tourist destination that offers its natural beauty. We will analys the impact of

the introduction of local industries in Malang on the insight of international students and the economy of the surrounding community. It is hoped that international students will gain a deeper understanding of local business practices, culture, as well as the challenges and opportunities faced by local industry players. This community service has a positive impact, bringing communities together to make a meaningful difference in the lives of others. This exemplifies activities in building a stronger community economy. This will also provide insight to FEB UNISMA regarding contributions in expanding the experience of international students in the fields of business and entrepreneurship.

METHOD

Our research employs a qualitative approach where all of our data is collected through interview with the community at Kampung Eduwisata Gerabah Pagelaran and also Sumber Maron made by international students and UNISMA students. Other than research, we also made a field observation which helps to gain an inside view of the community and the setting. By observing and talking to people about the topic of interest or about the problematic, this method provides a deeper understanding of the problems.

By completing this research, we expecting that students will have a better understanding and insight regarding micro entrepreneurship. Indirectly, students also can strengthen their entrepreneurship spirit while expend their experience and put their thought on business especially in Gerabah production or involve in nature business as in Sumber Maron community.

RESULTS AND DISCUSSION

After we visited Kampung Eduwisata Gerabah Pagelaran and the Sumber Maron river, there is so many things that we got. As in Kampung Eduwisata we learn on how to make a pottery while in Sumbermaron we appreciate the calmness and beauty nature.

Firstly in Kampung Eduwisata Gerabah Pagelaran, we found out and learn on how should we make a pottery in a right way. For the pottery base, we have to make the foundation (clay) from mixing paddy soil, sand and water. To make sure that our pottery looks good and smooth we have to use few tools which give a different function and effect, the first tools is Perbot. Perbot made by stone which included as a important tools in pottery making, it used by potter as a base to support the clay and as a centre. You have to

use your own bare hands to pinch, coil or slab build your desired form of clay while the Perbot is spinning manually.

The following tools is Secang, this specific tools was created to smoothen the clay texture while Dalim had the same function but used at the specified part which is the edge of the craft. Kerik also used in pottery making, it's functioned for wheel-thrown pieces trim excess clay from and as a carving tools. Penggawe also used in pottery craft which very interesting and it's very unique tools since it's made by bamboo. It used to define if the product has the same height or as a tools to standardise the end product. The last tools is Sendat, it used as a separator since the clay is attached to Perbot.

In a nutshell, we can conclude that the community at Kampung Eduwisata Gerabah Pagelaran really used their creativity and heritage as a source of income. It's give us motivation on how to keep motivated in defend the cultural community activity and appreciate our ancestor product which promotes specific place while keep the tradition in a modern way.

Settled with pottery craft making, we go for a visit at Sumber Maron river which opened up our eyes and freshen our mind. This is because of the clear air, perfect weather and uncontaminated river water gives us an amazing experience. We also noticed that there's so many micro-entrepreneurs who run a business at the other side of river which inspired us to make a living no matter how and where we build the store. They really used what they have in a hand and prepare a facility for those who visited to Sumber Maron.



Picture 1 : The making og Gerabah using the specific classic tools

Picture 2 : The end of creative Gerabah product that made by us



Picture 3 : The beautiful Sumber Maron river view

CONCLUSION

As a closing to our visit to two benficial places which is Kampung Eduwisata Gerabah Pagelaran and Sumber Maron river we can conclude that this relationship between main community and international visitors can be an opened eyes activity which can be a starter point to students that we actually can run the business using ancestor product while promoting the culture. We also can be a micro entrepreneur by running a business at the nature places without making or causing any kind of pollution or changing the place structure.

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