

THE DEVELOPMENT OF EDUCATIONAL TOURISM IN KAMPUNG GERABAH DESA PAGELARAN THROUGH PRODUCT QUALITY MANAGEMENT

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ABSTRACT

Kampung Gerabah Desa Pagelaran, Malang, East Java is one of the potential educational tourism destinations. However, its development is still hindered by the non-standardized quality of pottery products. Therefore, efforts are needed to improve the quality of pottery products through quality management. Quality management is an approach used to enhance customer satisfaction by meeting customer needs and expectations. In the context of developing educational tourism in Kampung Gerabah Desa Pagelaran, quality management can be applied to enhance the quality of pottery products, which are the main attraction of the tourism site. The efforts to improve the quality of pottery products can be carried out through several stages, namely: Analysis of customer needs and expectations, Formulation of product quality standards, Measurement of product quality, Improvement of product quality.

The implementation of quality management in the development of educational tourism in Kampung Gerabah Desa Pagelaran is expected to enhance the quality of pottery products and the attractiveness of the tourism site, thus making the development of educational tourism in Kampung Gerabah Desa Pagelaran more optimal and sustainable.

Key word: quality management, eduwisata, Kampung Gerabah Desa Pagelaran

INTRODUCTION

Kampung Gerabah Desa Pagelaran is one of the cultural tourism potentials in Malang Regency, East Java. The village has long been known as a center for pottery craftsmanship that has been passed down through generations. The pottery products made by the artisans in Kampung Pagelaran are of high quality and diverse, ranging from household utensils, art crafts, to souvenirs. The development of educational tourism in Kampung Gerabah Desa Pagelaran has great potential to improve the welfare of the local community. Edu-tourism can serve as a means to introduce and preserve the pottery

culture to the wider community, as well as enhance the tourism appeal in Malang Regency. The challenges faced by Kampung Gerabah Desa Pagelaran include intense competition due to the abundance of pottery production and the sales methods, which are crucial factors for the success of the business. The research implemented a qualitative approach with a case study method, gathering data through interviews, observations, and document studies.

METHOD

The research used a qualitative approach with a case study method. The qualitative approach was chosen because the research aimed to understand the social phenomena occurring in Kampung Gerabah Desa Pagelaran. The case study method was selected because the research focused on one case, which is the development of educational tourism in Kampung Gerabah Desa Pagelaran. The research subjects included pottery artisans, educational tourism managers, and tourists visiting Kampung Gerabah Desa Pagelaran. The study was conducted to gain insights into the social and economic aspects of pottery production and educational tourism in the area. The research aimed to understand the challenges and opportunities faced by the local community in developing and promoting pottery products and educational tourism in Kampung Gerabah Desa Pagelaran.

THEORETICAL BASIS

The research data was obtained through interviews, observations, and document studies. Interviews were conducted with pottery artisans, educational tourism managers, and tourists. Observations were carried out in Kampung Gerabah Desa Pagelaran to observe the pottery production process, educational tourism activities, and the interaction between tourists and pottery artisans. Document studies were conducted to analyze documents related to the development of educational tourism in Kampung Gerabah Desa Pagelaran.

The research was conducted on December 11, 2023. The research was carried out with attention to research ethics, which include treating research subjects fairly and respecting their privacy, maintaining the confidentiality of information obtained from research subjects, and writing the research report honestly and objectively.

RESULT AND DISCUSSION

The quality management of pottery products is one of the important factors in the development of educational tourism in Kampung Gerabah Desa Pagelaran. High-quality

pottery products will be able to meet the needs and satisfaction of tourists, and can enhance the competitiveness of Kampung Pagelaran's pottery products in the global market. A new innovation becomes the determinant to increase the sales of pottery by making Desa Pagelaran an educational tourism site, which then opens up opportunities. This research aims to examine the development of educational tourism in Kampung Gerabah Desa Pagelaran through the management of product quality. The research is focused on understanding the social and economic phenomena related to pottery production and educational tourism in the area. The study aims to comprehend the challenges and opportunities faced by the local community in developing and promoting pottery products and educational tourism in Kampung Gerabah Desa Pagelaran.

The media approaches that have been implemented in Kampung Gerabah Desa Pagelaran include:

1. Socialization

The research results show that in 2020, pottery artisans in Desa Pagelaran began to improve the quality of their products through the establishment of a community led by Yatmono. The production of pottery in Desa Pagelaran, Malang, has undergone significant changes compared to the pre-independence era. The pottery production center that has been supplying household needs since the 1930s has continued to develop to meet market demand for household pottery products such as cobek, kendi, tempayan, tungku api, or prapen (incense burning stove). The center supports four traditional markets in Malang, but they generally do not encourage the improvement of product quality, only the quantity and price of the products. This has led to a situation where pottery artisans only receive minimal profits, and they face difficulties in innovating. Therefore, the researcher is increasingly convinced that there is a need for a pottery production management system that can be implemented by pottery artisans in Desa Pagelaran. The research aims to examine the development of educational tourism in Kampung Gerabah Desa Pagelaran through the management of product quality.

2. Education

The pottery industry center in Pagelaran produces traditional kitchen utensils such as maron, cobek, genthong kendhil, kuwali, wajan, prapen, kendi, ceremonial equipment, and various other developed products. The pottery production in Kampung Gerabah Desa Pagelaran is still done in a very traditional way by the local community. The tools used to make pottery include perbot, secang, salim, sendat, kerik, tetekan, and bamboo workers. On the other hand, the materials used are paddy soil, water, and river sand. The making

of pottery begins with mixing all the materials to become clay with the desired quality. Maintaining the quality of the raw materials greatly affects the final result of the pottery.

To maintain the existence of the pottery industry in Kampung Gerabah Desa Pagelaran, various socialization efforts have been carried out. One of them is the introduction of the basic types of pottery produced by the local community, where the average population of Desa Pagelaran is a pottery artisan, both men and women. This introduction includes the types of pottery, tools used, and the direct process of making pottery, starting from preparing the raw materials to becoming a finished product ready for sale. The socialization aims to introduce the pottery culture to the wider community and to attract more tourists to visit the pottery village.

In addition to socialization, various media approaches have also been implemented in Kampung Gerabah Desa Pagelaran. These include the development of an educational tourism startup in Desa Pagelaran, particularly in Dusun Mentaraman and Kampung Gerabah, by focusing on the digitalization of educational tourism through the development of a website and social media platforms. An Android-based MSME information system has also been implemented in Kampung Gerabah, which provides a platform for the promotion and marketing of handicraft products. The pottery craftsmen in Banyuasin Regency have also undergone business management and product quality improvement, which aims to empower the partners to become independent communities and increase the competitiveness of their products. The upgrading of traditional combustion management patterns for pottery craft development in Pagelaran Village, Malang, particularly through the improvement of the traditional pottery firing process, has also been implemented. The release of the first website for the digital promotion of Kampung Wisata Edukasi Gerabah Pagelaran has addressed the need for digital marketing and e-commerce for the pottery village.

3. Training

The pottery industry center in Pagelaran produces traditional kitchen utensils such as maron, cobek, genthong kendhil, kuwali, wajan, prapen, kendi, ceremonial equipment, and various other developed products. The pottery production in Kampung Gerabah Desa Pagelaran is still done in a very traditional way by the local community. The tools used to make pottery include perbot, secang, salim, sendat, kerik, tetekan, and bamboo workers. On the other hand, the materials used are paddy soil, water, and river sand. The making of pottery begins with mixing all the materials to become clay with the desired quality. Maintaining the quality of the raw materials greatly affects the final result of the pottery.

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4. Evaluation

In the village, tourists can also try making pottery themselves with the guidance of an instructor and the assistance of local craftsmen. This hands-on experience allows tourists to immerse themselves in the pottery-making process and learn about the traditional methods used by the local community. The pottery produced by artisans in the village is of high quality and diverse, ranging from household utensils to artistic crafts and souvenirs. During the pottery-making process, tourists are guided by an instructor and assisted by local craftsmen. This opportunity allows tourists to learn the art of manual pottery-making and experience the daily life of the local community. By offering these initiatives, the village aims to improve the welfare of the local community and provide an attractive resource for visiting tourists.

CONCLUSION

The pottery village of Desa Pagelaran in Malang, East Java, is renowned as a rich cultural heritage center for pottery craftsmanship. Artisans in this village have been producing high-quality products for generations, ranging from household items to souvenirs. The village has great potential for educational tourism, which not only enhances the welfare of the local community but also preserves and introduces pottery culture to the wider society. This research focuses on intense competition and effective sales strategies, using a qualitative method through case studies and data collection via interviews, observations, and document studies. Product quality management is key to the development of educational tourism, ensuring that pottery products not only satisfy the needs and desires of tourists but also enhance their global competitiveness. Potential innovations include transforming Desa Pagelaran into an educational tourism destination, creating new opportunities to increase pottery product sales. This research specifically aims to evaluate the development of educational tourism in Kampung Gerabah Desa Pagelaran through the product quality management approach.

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