

Strategy for Empowerment of Pottery Craftsmen in Kasongan Tourism Village, Bantul Regency

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Abstract— This descriptive qualitative study which aimed to formulate the empowerment strategy for pottery craftsmen community in the Tourism Village of Kasongan using primary and secondary data. SWOT analysis was used in this study. The data collected through observations, documentation, interviews and focus group discussions. The result showed that SO strategies improving motivation and skill in empowering pottery craftsmen in the Tourism Village of Kasongan. Furthermore, WO strategies that could be applied are the provision of capital assistance, the provision of tools for modern pottery production, and marketing training. ST strategies consisted of training to improve innovation and quality of earthenware and increase youthful interest and motivation. Thus, WT strategies consisted of training in entrepreneurship management, bidding in partnership with entrepreneurs, enhancing institutional quality and capacity and in the procurement of affordable raw materials at a cheaper price.

Keywords—*component; craftsmen; pottery; tourism village of kasongan.*

I. INTRODUCTION

Yogyakarta is one of the provinces that should not be underestimated in terms of handicraft products produced by the community given the number of Micro, Small and Medium Enterprises (MSMEs). Bantul is one of the districts that cannot be removed from the history of Yogyakarta as the city of struggle and history of the Indonesian history in general. It is one of the regencies in the Yogyakarta that has a variety of unique craft products, starting from indoor and outdoor property accessories, a variety of wedding souvenirs, earthenware pottery, and also various other products. Both domestic and foreign tourists can observe creative processes of these artisans. They can even purchase these handicrafts as a souvenir to be taken back home. In addition, travellers also receive satisfying and memorable care. The impression of the tourists is further strengthened by the surrounding beauty of nature and of the well-designed setting, the uniqueness of the creative process and the unique products of local craftspeople, as well as by the hospitality of the communities who are directly involved in sustaining the craft centers.

The Office of Cooperatives, Small and Medium Enterprises craftsmen and Industry (KUMKP) of Bantul Regency records the growth of MSMEs in the years 2011-2016 growing by 40%. The growth has a positive impact on the development of the tourism destination in the District of Bantul (The Office of KUMKP Bantul, 2017). Bantul Regency has many ceramic craft centers that are not only well-known by the local community, but also by foreign people who recognize the existence of ceramics production centers in various regions in Bantul Regency.

During the period of 2006-2016, the volume of pottery production in Kasongan Village experienced a fluctuation and tended to experience a decline in the last 7 years. In 2008, there were a total of 2987 pieces/year of pottery production. However, in the following years, from 2009 until 2016, the number has decreased to 1367 pieces/year. The decline in the volume of production was followed by a decrease in the value of pottery production in the Kasong village and the decline in local community income. The results of the initial observations done to some of the pottery craftsmen in Kasongan Village showed that there are various factors that influence the decrease on the production of pottery products in Kasong Village, among which are the decrease in pottery demand, the price of goods which are increasingly expensive, reduced labor, limited capital, lack of target and infrastructure, weak competition and partnership, and increasingly fierce market competition.

Reference [1] said that there are several aspects that have to be fulfilled in the effort to develop the pottery business in Kasongan Village such as information on innovation, working capital, entrepreneurship, and education level as well as technology adoption of pottery production. Meanwhile, Reference [2] said that there are several efforts that could be made to develop the pottery business including the establishment of a pottery industry preserver community, entrepreneurship training and innovative pottery making skills, capital development and procurement of drying equipment. Later, [3] states that entrepreneurship motivation is one of the important factors that directly influenced the development of the pottery business because motivation can motivate the pottery craftsmen in the production process and business development. Therefore, the purpose of this study was to develop a strategy

for empowering the community of pottery craftsmen in the Tourism Village of Kasongan.

II. RESEARCH METHOD

This study was a qualitative descriptive study. This research focused on empowering the pottery craftsmen in the Tourism Village of Kasongan in Bantul Regency in Yogyakarta. The data in this study were primary and secondary data. The primary data was obtained from observations, interviews, documentation and Focus Group Discussion. Meanwhile, the secondary data obtained from literature, articles, and journal papers on the internet related to the research conducted. In addition, secondary data was obtained from the Planning and Development Agency (Bappeda) of Bantul Regency and the Office of Cooperatives, Small and Medium Enterprises, Industry, Regency of Bantul and the UPT for the Development of Kasongan Ceramic.

The sampling technique in this study was a purposive sampling technique and there are six subjects considered to know the problem being examined and at the same time understand what is expected in the research. The subjects included among them were from Bappeda of Bantul Regency, The Office of KUKMP of Bantul Regency, UPT Development of Kasongan Ceramics and Cooperative of Setya Buwana in Kasongan. Data collection techniques in this research included observation, interviews, documentation and Focus Group Discussion.

The analysis technique in this research used the SWOT analysis technique. SWOT analysis is an identification of various factors systematically to formulate the strategy of empowering pottery craftsmen. This analysis is based on the logic that can maximize Strengths and Opportunities but simultaneously can minimize Weakness and Threats. The decision-making process in this way is done by comparing between external factors and internal factors (strengths and weaknesses) to determine the strategy formulation (strategic planning) in the effort to formulate the empowerment of the existing pottery craftsmen in the Tourism Village of Kasongan in the District of Bantul Yogyakarta.

III. RESULT AND DISCUSSION

Bantul is a district in the Province of Yogyakarta that has a huge tourism potential considering that this area is one of the favorite tourist destinations. Located in the south part of the region, Bantul is not only well known for its beautiful beaches and highlands but also the handicrafts. As a tourism city, this right has become a special advantage in marketing various handicraft products in the form of souvenirs, gifts, and handicrafts. Bantul Regency has pottery potency, especially in Kasongan Tourism Village because in this village almost all of the population earn a living as craftsmen and pottery entrepreneurs, as seen in Figure 1.



Fig. 1. Products of pottery as a handicraft in Kasongan Village

Kasongan Tourism Village is a residential area of *kundi* or *pitcher*, designated for pottery or pottery maker. Kasongan Village became one of the tourist destinations in Yogyakarta which attracted many tourists. Besides for travelling, the visitors can also learn to make various crafts from pottery. They have an opportunity to witness the authentic creative works in the numerous craft art centers that were established in the area. Craft art became a commodity product, a material for sale to consumers locally, nationally, and internationally.

But in recent years, pottery production in Bantul Regency has tended to decline. There are various factors that affected the decline in pottery production in Kasongan Village including falling demand for pottery, increasingly expensive raw material prices, reduced labor, limited capital, lack of facilities and infrastructure, weak institutions and partnerships, and increasingly tight market competition. These problems indicate the need to empower pottery craftsmen in Kasongan Tourism Village. This study strived to develop a strategy of empowering pottery craftsmen in Kasongan Tourism Village by using a SWOT analysis.

The SWOT analysis in this research was used to determine the development strategy of the Borobudur Temple tourism area by analysing external factors (opportunity and threats) and internal factors (strengths and weaknesses). From the results of the analysis of internal factors and external factors in the empowerment of pottery craftsmen in Kasongan Tourism Village, a SWOT matrix can then be arranged. The SWOT matrix was used to develop a strategy that clearly illustrates the opportunities and threats faced by pottery craftsmen so that can be adapted to their strengths and weaknesses. This matrix produced four possible alternative strategies namely the S-O strategy, the W-O strategy, the S-T strategy and the W-T strategy. The SWOT matrix in this study can be seen as follows:

TABLE I. SWOT MATRIX

Internal Factors	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Skill and ability of craftsmen who are capable of creating pottery 2. The strategic location of Kasongan Tourism Village in Bantul Regency 3. Good quality and uniqueness of Kasongan pottery 4. There are various variations of pottery innovation in Kasongan 	<ol style="list-style-type: none"> 1. The expensive raw material for making pottery 2. Difficult access to marketing 3. Limited craftsmen capital 4. The traditional method of producing pottery 5. Competition between pottery craftsmen 6. The absence of business partners 7. Weak business management and local pottery craftsmen institution
External Factors	Opportunities(O)	Threats (T)
	SO Strategy <ol style="list-style-type: none"> 1. Increased motivation and skills of pottery craftsmen 2. Conducting events on a broader scale 3. Increased promotion of Kasongan Tourism Village as a thematic village of pottery 4. Improved tourism infrastructure in Kasongan Tourism Village 	WT Strategy <ol style="list-style-type: none"> 1. Training on enhancing earthenware innovation 2. Increasing the quality of kasongan pottery so as not to compete in the market 3. Increasing the interest and motivation of local youth to preserve local wisdom in the form of pottery
	WO Strategy <ol style="list-style-type: none"> 1. Providing capital assistance for pottery craftsmen 2. Providing ease of market access for craftsmen including online marketing 3. Provision of assistance for modern earthenware production equipment 4. Export-scale pottery marketing training 	ST Strategy <ol style="list-style-type: none"> 1. Entrepreneur management training for Pottery craftsman 2. Partnership offer with exporters entrepreneurs 3. Increasing the quality and capacity of pottery craftsmen institution 4. Procurement of alternative raw materials for pottery at a cheaper price

Source: Primary Data, Processed

Table 1 was the SWOT matrix which identified the internal factors and external factors. The result of the analysis revealed the strengths in the empowerment of pottery craftsmen in

Kasongan Tourism Village were the skills of craftsmen, strategic location, the quality of the pottery itself and the variety also innovation of the pottery. The weaknesses include the expensive raw material, difficult access to marketing, the conventional method, and the absence of business partners. After identification of internal factors and external factors above, several alternative strategies can be prepared in this SWOT analysis. Four alternative strategies were proposed. The first strategy was SO (Strengths-Opportunities) strategy which is considered through looking for the Strengths-Opportunities in empowering pottery craftsmen in Kasongan Tourism Village. The second was WO (Weakness-Opportunities) strategy, found through identifying the weaknesses and utilizing external opportunities in the empowerment of pottery craftsmen in Kasongan Tourism Village. The third strategy was ST (Strength-Threats) strategy, formulated through identifying the threats to avoid the impact of external threats to pottery craftsmen in Kasongan Tourism Village. The fourth strategy was WT strategy (Weakness-Threats) through reducing internal weakness and avoiding threats. The four strategies can be described as follows:

A. SO Strategy

SO Strategy is a strategy in empowering pottery craftsmen in Kasongan Tourism Village by increasing existing strengths and taking advantage of opportunities. It includes increasing in motivation and skills of poetry craftsmen, conducting events on a broader scale, increasing promotion of Kasongan Tourism Village as a thematic village of pottery and improving tourism infrastructure in Kasongan Tourism Village. Each point can be described as follows:

(1) The increase in motivation and skills of pottery craftsmen. Most pottery craftsmen in Kasongan Village are local craftsmen who have inherited skills and craftsmanship from generation to generation in making pottery. However, the problem is that most of their ability in making pottery is still monotonous so that the pottery products produced have not varied. Even though in this era, there are many pottery products from other regions or from imports that have more interesting variations. In addition, natural disasters that occurred in 2006 left some trauma for the craftsmen to make pottery on a large scale so that their productivity declined. There are also craftsmen who claimed that their motivation to produce pottery is not what it used to be because the marketing of pottery is not as busy as before. When someone does not have a strong basis of motivation in entrepreneurship and does not take action in the form of innovation, then it is less likely that a business will experience growth [3]. Therefore, it is necessary to increase the motivation and skills of the pottery craftsmen to develop the pottery works.

(2) Conducting events on a broader scale. So far, the majority of pottery marketing in Kasongan Village still relies on the local market and also orders from consumers. Even though this marketing method sometimes faces various obstacles because of the uncertain number of pottery they have to produce. Some of them even rely solely on orders from outside the area. This certainly hampered the marketing of pottery from Kasongan Village. To expand the market for pottery, it can be done by

conducting events for earthenware crafts on a national scale. It is expected that the event will help the craftsmen to market the pottery they produce on a wider market scale.

(3) Increased promotion of Kasongan Tourism Village as a thematic village of pottery. In this current era, tourism is one of the sectors driving the regional economy. Many regions rely on the tourism sector in contributing Locally generated Revenue (PAD). Bantul is one area that has potential in the tourism sector. Kasongan Village is one of the tourist villages in Bantul Regency which actually has a brand as a pottery craft tourism village. Still, the Kasongan Tourism Village brand is not widely known by the public at large because of the lack of promotion done. The need to increase the promotion of the Kasongan Tourism Village aimed to make this village more widely known by the wider community so that it will be able to attract people to come to Kasongan Village. Thus, it will be able to increase the market for earthenware craft in Kasongan Village.

(4) Improving tourism infrastructure in Kasongan Tourism Village. Infrastructure is an important factor in tourism. Infrastructure in Kasongan Village can be said to be still lacking so that it hinders the development of tourism in the village. The condition of the partially damaged roads and the lack of directions and supporting facilities such as meeting rooms, Wi-Fi, public facilities, and so on must be of particular concern to the local government. As a tourist village, the supporting facilities must be sought in order to increase the attractiveness of Kasongan Tourism Village so that more visitors are interested.

B. WO Strategy

This strategy aimed to minimize internal weaknesses by utilizing external opportunities in the empowerment of pottery craftsmen in Kasongan Tourism Village. The result of this study identified four actions that could be done to reduce the internal lack for the empowerment of pottery craftsmen in Kasongan Tourism Village including:

(1) Providing capital assistance for pottery craftsmen. Capital is an important element in a business. The existence of capital for a business is obligatory for the development of the business. The greater the capital owned by the craftsman, the greater the opportunity to produce earthenware craft and in fulfilling customer orders [2]. The pottery business is a handicraft business that needs business capital because this business requires initial capital both for purchasing raw materials and for the production process. However, the difficulty of accessing capital faced by the pottery craftsmen in Kasongan Tourism Village is one of the obstacles to the development of the business they run. Generally, the difficulty they face is the difficulty of obtaining capital loans with soft interest and with conditions that are too complex for them to meet. These conditions will certainly hamper the development of this working effort. The provision of capital assistance for craftsmen is clearly needed to develop the pottery business in Kasongan Tourism Village.

(2) Providing ease to market access for craftsmen including online marketing. Marketing is a process that greatly influences the success of a business because it is directly related to the

productivity of business actors. Once the product marketing is good, it will increase the production of the business. The marketing of earthenware crafts which still relies heavily on ordering and local traditional markets certainly hampers the development of the earthenware business. Marketing which is done by relying on consumer orders at the moment is also uncertain and not as promising as it used to be, especially for small-scale entrepreneurs, considering the sudden decline in orders sometimes and the emergence of competitors from various pottery products from other regions [4]. In the modern digital era recently, online marketing is one alternative marketing method that can be done to reach a wider market. Besides being used for promotion, the internet can also be used as an online marketing medium [5]. The pottery craftsmen need to be given easy access in marketing their crafts online so they can reach a wider market.

(3) Providing assistance for modern earthenware production equipment. The majority of pottery craftsmen in Kasongan Tourism Village still rely on the production process with traditional tools which hinders the efficiency and productivity of their businesses. According to research by [6], it is said that the majority of pottery craftsmen, especially in Southeast Asia, tend to survive using traditional production tools because they are already accustomed to it and are a cultural hereditary to be done. Even though many similar competitor products use modern production equipment so that the products produced are more qualified and attractive in the market. In addition to creating production efficiency, the existence of modern and technology-based earthenware production equipment will increase production capacity for craftsmen and also reduce the risk of fatigue and injury for craftsmen [7]. Therefore, there is a need for the help of modern production equipment for pottery craftsmen to increase the efficiency and innovation of pottery production in Kasongan Tourism Village.

(4) Training for export scale pottery marketing. The majority of earthenware craft marketing from Kasongan Village still relies on the domestic market. Although there are some craftsmen who have been able to penetrate the export market, the number is still very small. Many pottery craftsmen claimed not to have access to the export market because of their weak knowledge and network. Therefore, it is necessary to hold export-scale marketing training in order to be able to increase pottery marketing to foreign markets. According to [8], a large market area will have a positive impact on a business, especially the pottery business.

C. ST Strategy

This strategy was used to avoid or reduce the impact of external threats to pottery craftsmen in Kasongan Tourism Village. Three actions were proposed based on the result of SWOT analysis. In avoiding external threats to pottery craftsmen in Kasongan Tourism Village, the strategies that can be applied were training on pottery innovation improvement, improving the quality of Kasongan pottery so as not to compete in the market and increasing the interest and motivation of local youth to preserve local wisdom in the form of pottery. Each strategy can be described as follows:

(1) Pottery innovation improvement training. Innovation is one of the supporting factors in the progress of business including pottery business. Without innovation, the products produced will struggle to compete with similar products on the market. According to [9], innovation in the design of earthenware, crafts need to be done considering the desires and interests of consumers can change at any time in accordance with the times. In this era, pottery has undergone many developments so that various innovations appear on these products. Meanwhile, earthenware products in Kasongan Village have not had much innovation so that sometimes they are less competitive with earthenware products from other regions. Pottery innovation training for local earthenware craftsmen is certainly expected to be able to create earthenware product innovation in Kasongan Tourism Village so that it can compete with other earthenware products from other regions.

(2) Improvement on the quality of kasongan pottery so as not to compete in the market. Quality is one important element that must be owned by a product. Low product quality will certainly be resulted in the weak competitiveness of these products because consumers will choose similar products with better quality. In a study by [10], it was said that good quality pottery would affect the price of the pottery. The higher the quality of a pottery product, the higher the price of the pottery will be. The production methods and equipment used by the pottery craftsmen in Kasongan Tourism Village, which are generally still traditional, make the quality of the pottery produced also less than optimal. Therefore, it is necessary to provide assistance and training from related agencies in order to improve the quality of pottery in the Kasongan village.

(3) Increasing the interest and motivation of local youth to preserve local wisdom in the form of pottery. The majority of the pottery craftsmen in Kasongan Village are elderly. Even local youths are rarely interested in continuing the existing earthenware business because they feel less profitable and prefer to work in another. This makes the next generation of pottery craftsmen threatened because of the lack of interest in local youth to inherit expertise in producing pottery. If this is not immediately addressed, it will certainly threaten the sustainability of the earthenware craft in Kasongan Village.

D. WT Strategy

This strategy was a tactic on how to survive in competitive market and tourism industries. This strategy was formulated through reducing internal weakness and avoiding threats. From the result of SWOT analysis, four tactics were proposed as the way to survive including:

(1) Pottery craftsman entrepreneur management training. Existing business management in the pottery business in Kasongan Tourism Village is still very minimal. The educational background of the majority of local craftsmen who are low impact on the low management of business management conducted such as the minimum accounting of businesses both from the initial purchase of raw materials to the marketing process that has not been managed properly. This certainly has an impact on the difficulty of businesses to develop local pottery craft businesses. It is necessary to have entrepreneurial management training for the pottery craftsmen so that they are more skilled in managing the businesses they run.

(2) Offering a partnership with exporters. The business partnership carried out by the pottery craftsmen in Kasongan has not run optimally. Most craftsmen do not have a partnership, so they have difficulty in developing their businesses. Business partnerships can be carried out with a number of relevant stakeholders such as investors and entrepreneurs such as exporters to increase the marketing of pottery from Kasongan Village. Therefore, it is necessary to have a partnership run by the craftsmen so that they have the ease in developing the business they run.

(3) The improvement of institutional quality and capacity of pottery craftsmen. An institution is one element in a business that cannot be ignored. Because the existence of an institution for a business can help the business in overcoming obstacles and constraints. The institution of pottery craftsmen in Kasongan Village is a cooperative consisting of local craftsmen. Nevertheless, the existence of the institutions has not been fully able to support the development of the pottery business because the management of the institution is still very minimal, and the existing programs are not yet optimal. Therefore, it is necessary to improve the quality and capacity of existing institutions so that it will have an impact on the progress of the local pottery business.

(4) Procurement of alternative raw materials for pottery at a cheaper price. One obstacle that cannot be denied faced by the pottery craftsmen in Kasongan Tourism Village is the price of raw materials which become increasingly rare and expensive. This makes craftsmen reduce the capacity of pottery production. The high cost of pottery in the form of clay is due to the presence of increasingly scarce raw materials and the origin of such raw materials must be imported from other regions. Therefore, there must be alternative raw materials with lower prices but the quality is not much different so that the pottery craftsmen do not mess around with the high cost of raw materials that exist recently.

IV. CONCLUSION

From the results and discussion of the research that has been presented, it can be concluded that SO strategies that can be applied in empowering pottery craftsmen in Kasongan Tourism Village were increasing craftsman motivation and skills, holding events on a wider scale, increasing promotion of Kasongan Tourism Village and increasing tourism infrastructure. Then the WO strategy that can be applied was the provision of capital assistance, the provision of easy access to markets, providing assistance for modern earthenware production equipment and marketing training. Furthermore, ST strategies included training to improve innovation, increase the quality of pottery, and increase youth interest and motivation. Whereas the WT strategy consisted of entrepreneurial management training, offering partnerships with business partners, improving the institutional quality and capacity and procuring alternative raw materials for pottery at lower prices.

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