



Increasing Knowledge and Skills of Pokdarwis through Making Interior Products and Souvenirs Based on Local Wisdom

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ABSTRAK

Pengembangan pariwisata berbasis masyarakat menjadi salah satu strategi penting dalam meningkatkan kesejahteraan masyarakat lokal, terutama di desa wisata. Kelompok Sadar Wisata (Pokdarwis) memiliki peran strategis dalam mengelola potensi wisata secara berkelanjutan, namun seringkali menghadapi tantangan dalam aspek pengetahuan dan keterampilan untuk menciptakan nilai tambah melalui produk kreatif. Pembuatan produk interior dan cendera mata menggunakan bambu bertujuan untuk meningkatkan pengetahuan dan keterampilan pokdarwis dalam mengolah bambu menjadi produk ramah lingkungan berbasis kearifan lokal. Tujuan penelitian ini meningkatkan ketrampilan pokdarwis dalam merancang desain produk, mengubah bentuk menggunakan alat secara efektif, dan memperkenalkan produk yang telah dihasilkan pada masyarakat umum sebagai penguatan peran pokdarwis mewujudkan sapta pesona. Pelaksanaan kegiatan menggunakan pendekatan participatory learning and action dengan tahapan sosialisasi, penerapan teknologi, pelatihan dan pendampingan pembuatan produk. Data yang diperoleh dari hasil pre-test dan post-test dan diolah dengan analisis deskriptif kualitatif. Hasil dari kegiatan ini berupa peningkatan pengetahuan rata-rata 90% pada 10 peserta dan peningkatan ketrampilan pokdarwis dalam mengolah bambu menjadi produk interior dan cendera mata yang menghasilkan produk gelas, cangkir, dan partisi ruang dengan motif lumbon dan rafflesia yang merepresentasikan kekhasan nilai kelokalan. Implikasi penelitian ini adalah Meningkatnya pengetahuan dan keterampilan anggota Pokdarwis akan memperkuat peran mereka dalam pengelolaan pariwisata desa, khususnya dalam menciptakan produk kreatif berbasis kearifan lokal.

ABSTRACT

Community-based tourism development is an important strategy in improving the welfare of local communities, especially in tourist villages. The Tourism Awareness Group (Pokdarwis) has a strategic role in managing tourism potential in a sustainable manner, but often faces challenges in the aspects of knowledge and skills to create added value through creative products. Making interior products and souvenirs using bamboo aims to increase the knowledge and skills of Pokdarwis in processing bamboo into environmentally friendly products based on local wisdom. The aim of this research is to improve the skills of Pokdarwis in designing product designs, composing shapes using tools effectively, and introducing the products that have been produced to the general public as strengthening the role of Pokdarwis in realizing Sapta Pesona. Implementation of activities uses a participatory learning and action approach with stages of socialization, application of technology, training and assistance in making products. Data obtained from pre-test and post-test results and processed using qualitative descriptive analysis. The results of this activity were an increase in knowledge by an average of 90% for the 10 participants and an increase in the skills of the Pokdarwis in processing bamboo into interior products and souvenirs which produced glasses, cups and room partitions with lumbon and rafflesia motifs which represent unique local values. The implications of this research are Increasing the knowledge and skills of Pokdarwis members will strengthen their role in managing village tourism, especially in creating creative products based on local wisdom.

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1. INTRODUCTION

Bamboo is a natural resource that has the advantage of a fast regeneration process (Amalijah et al., 2020; Rahmawatia et al., 2019). Able to reduce water pollution by absorbing nitrogen and reducing air pollution because it produces oxygen, and has strength and style so it can be used as building construction materials (Putro et al., 2019; Ramawangsa & Prihatiningrum, 2020). Its easy processing makes bamboo a potential material for interior components such as ceilings, walls, floors, furniture products, household equipment products, decorative elements, tableware products, and architectural installation art products (Arhamsyah, 2022; Muhartono et al., 2021). Bamboo, which is easy to find and environmentally friendly, has the potential to innovate local products by combining it with recycled materials and attracts the interest of many people to use it in everyday life as an environmentally friendly product (Mubarat et al., 2020; Muhartono et al., 2021). Bamboo-based materials have enormous potential in various fields, so they play an increasingly important role in sustainable development, such as building bamboo houses using innovative bamboo methods that emphasize social sustainability aspects in low cost aspects. housing in the social production of housing. Bamboo can increase its added value and quality through appropriate bamboo processing technology to revive the community's economy by processing bamboo into woven products (Husain, 2019; Nuzula, 2021) Handicraft products made from bamboo and bamboo waste that are attractive in terms of motifs, shapes and color variations have selling value and create handicraft business opportunities (Fatimah, 2020; Jana, 2020). Bamboo processing techniques in the form of woven, non-woven (cut, split, perforated) or a combination of woven and non-woven make bamboo a business opportunity for creative economic products that can be developed in tourist villages, such as eco products in the form of glass and several types of bamboo products without preservative by peeling the skin and drying it first and using bamboo blades (Babullah et al., 2019; Husna et al., 2020).

Colonial, with the name Sido Mulyo Village, the majority of the population comes from Banyumas, Central Java. Kemumu Village, which has natural charm in the form of a waterfall and a Dutch heritage dam called Palak Siring, has been managed by Karangtaruna since 1990 and in 2018 it was managed by Pokdarwis Arga Tirta. Additionally, it has cultural appeal in European activities, Braid horse arts, and early traditions. Currently, tourism potential is being developed as a tourist village destination in the development of tourist villages (Arum et al., 2020; Djauhari et al., 2018). In supporting the seven charms in the Kemumu Tourism Village area, the existence of products as part of the seven charms of memories is very necessary. In 2024, Pokdarwis Arga Tirta will start making souvenir products such as key chains to create seven memorable charms for tourists visiting the Kemumu Tourism Village. However, important chain products made of plywood and vinyl paper require raw material costs. This is one of the obstacles in producing souvenirs. Meanwhile, around the Kemumu Tourism Village there are many apus bamboo plants (*Gigantochloa apus*) grow. On the other hand, several Pokdarwis members also experienced difficulties in processing bamboo into product ideas that had sales value because of the limited methods they understood and the use of simple tools to make bamboo products.

The problem experienced by partners is the limited knowledge and skills of Pokdarwis in processing bamboo. This is because Pokdarwis do not yet have the basic skills to process bamboo into a product based on local wisdom that has economic value. In advancing tourism villages, it is necessary to increase the capacity and active role of Pokdarwis in developing tourism in the region, especially in realizing tourism awareness and Sapta Pesona through lectures, discussions and field visits (Azhar et al., 2021; Carmona-Medeiro et al., 2020). Ideally, Sapta Pesona is realized because of the role of Pokdarwis so that Pokdarwis need to increase their knowledge and skills which can be realized in each element of Sapta Pesona. Bamboo which can be processed into interior products and souvenirs of local value is an opportunity for creative products. Souvenirs as markers of cultural heritage identity, enhancing local cultural identity, and educational tools through tourism experiences and objects offered to tourists as characteristics of geographical areas and arousing visitor interest in destinations that emphasize cultural heritage characteristics, consumer needs, methods and techniques for resource transformation to complete process sustainability (Ginting, 2018; Purwanti, 2022). Memories for every visitor/tourist who visits the Kemumu Tourism Village. In addition, processing bamboo for interior products with local characteristics has the potential to be in great demand because it strengthens the identity of a place. The urgency of this community service activity is to improve Pokdarwis' skills in processing bamboo as a first step in realizing environmentally friendly products based on local Kemumu wisdom. By recognizing the potential and local wisdom that exists in the Kemumu Tourism Village, this community service activity can create seven memorable charms to encourage local economic growth.

The solution offered in this community service program is to empower Pokdarwis to process and utilize the potential of bamboo in interior products and souvenirs based on local wisdom. The partners in this activity are the implementers of the activity through collecting raw materials and making interior

products and souvenirs. Based on this, it is deemed necessary to provide education, outreach and training as well as assistance for Pokdarwis Arga Tirta Kemumu in utilizing the potential of bamboo as interior products and souvenirs as souvenir products, which in the end can improve the economy of the local community. Making interior products and souvenirs goes through several stages of the production process using equipment and other supporting materials. The results are various interior products and souvenirs with unique local wisdom embodied in the products. From an economic and management perspective it has six dimensions: knowledge, values, skills, resources, decision-making mechanisms and group solidarity (Murwonugroho & Wiyoso, 2019; Nastia et al., 2020). As local values, local wisdom is an opportunity to discover, create ways and develop new concepts, ideas and solutions to preserve culture and care for the environment. The novelty of this research lies in an integrative approach that combines the empowerment of Tourism Awareness Groups (Pokdarwis) with the preservation of local wisdom through the development of interior products and souvenirs based on local culture. This research not only focuses on increasing technical knowledge and skills, but also encourages creativity in creating products that are innovative, unique and in line with the preferences of the modern tourist market. In addition, this research contributes to documenting and highlighting local wisdom as the main selling point of tourism products, which previously received little attention in the development of tourist villages. With this approach, it is hoped that this research can become a model for sustainable community-based tourism development efforts, with a real impact on cultural preservation and improving the local economy. The aim of this research is to increase the knowledge and skills of Pokdarwis Arga Tirta members so that they are able to produce interior products and souvenirs made from bamboo by instilling local values in the form of products so as to create memories for tourists who buy them. . Local wisdom is directly related to local human culture by reflecting the people's way of life.

2. METHOD

This community service activity applies a participatory learning and action approach which is characterized by socialization, discussion, direct training practices that can change awareness of work behavior, making new packaging design prototypes and absorbing the material provided. The direct practice method focuses on product manufacturing techniques but also uses a participatory approach in the interior product and souvenir design process. The novelty of this activity method leads to the introduction of local potential and wisdom with full participation of Pokdarwis members in making interior products and souvenirs. This includes the use of collaborative and participatory approaches in designing product designs, product design methods, and tools that speed up the product creation process. The method used in this community service activity is direct practice in making interior products and souvenirs by following the planned stages. Community empowerment with methods of mentoring, training and direct practice in making products has an impact on practical skills and product processing as well as having high creativity in creating more varied products for participants so as to produce high-value quality products that are realized by experts (Jannah et al., 2019; Juniawan et al., 2020). A participatory approach is the active involvement of a person in a social group in certain activities to obtain information about conditions of need that are in line with the concept of development to improve human destiny.

In this case, the service team carried out data collection by providing pre-tests and post-tests before and after providing intervention (socialization of the role of Pokdarwis in realizing interior products and souvenirs as the embodiment of Sapta Pesona, designing and arranging interior products and souvenirs based on local wisdom) to Pokdarwis, then the impact is measured. Data is processed using quantitative and qualitative approaches. Quantitative approach to measure Pokdarwis knowledge parameters before and after socializing the design and preparation of interior souvenir products. A qualitative approach can be used to understand the challenges faced by Pokdarwis related to making interior products and souvenirs based on local wisdom. The partners for this activity are the chairman and members of the Pokdarwis, with representatives from each tourist attraction section, one human resource development section, and one business development section totaling ten people. This activity was held as a solution to problematic conditions at the activity location, namely Kemumu Village, Arma Jaya District, North Bengkulu Regency. The distance from Bengkulu University to Kemumu Tourism Village is 55.9 km, with a travel time of around 1 hour 26 minutes using a four-wheeled vehicle, as shown in Figure 1.



Figure 1. Location and Distance of Community Service Activities

Based on existing conditions, most members of the Arga Tirta Pokdarwis process bamboo using the cutting and joining method with limited tools, resulting in photo spot facilities, pavilion facilities and gate installations. In early 2024, Pokdarwis makes souvenirs from plywood and vinyl paper, processed wood raw materials and requires additional costs. Meanwhile, around the Kemumu Tourism Village, lots of bamboo grows which can be used as raw material for environmentally friendly products. With Pokdarwis Arga Tirta's skill in processing existing bamboo potential, Pokdarwis' strategic role will increase the management and development of the potential of regional natural and cultural wealth in realizing the seven charms of the Kemumu Tourism Village. This is the background for the socialization and practice of making interior products and souvenirs based on local wisdom from bamboo. This activity was carried out on August 13 2024 and was attended by members of Pokdarwis Arga Tirta as the activity's target partners. The method for implementing community service activities consists of socialization, training and application of technology as well as mentoring. The stages of implementing this activity consist of;

First, socialization consists of three materials delivered by the community service team. The three socialization materials consist of the role of Pokdarwis in realizing interior products and souvenirs as seven memorable charms, designing interior products and bamboo souvenirs based on local wisdom, arranging interior product forms and bamboo souvenirs based on local wisdom. The socialization activity begins with completing a pre-test, presenting material, small group discussions and questions and answers, and ends with completing a post-test. The socialization activities for the three materials presented by the community service team are presented in [Figure 2](#).



Figure 2. Socialization of Material on the Role of Pokdarwis in Realizing Sapta Pesona, Material on Design Planning and Material on Preparing the Shape of Interior Products and Souvenirs.

Second, the training consists of three trainings, namely design design training which will be held on August 13 2024. In this session participants are provided with the stages of designing product designs

briefly in modules with a problem solving learning approach, namely a learning approach that focuses on developing problem solving skills and continues with group exercises using the group discussion method. Group discussion techniques will motivate group members to initiate interaction and, providing their respective views, exchange opinions about various ideas to achieve goals. By applying this method, Pokdarwis members can share roles in the group in finding discussion material, creating product design ideas, and presenting ideas at the end of the session. In this session Pokdarwis was provided with usage *Google Sketch* software application as one of the skills to support product visualization before it is compiled. Pokdarwis are also trained to design product designs based on market needs and potential by looking for valid reference data through online polls. Training activities for designing interior products and bamboo souvenirs based on local wisdom are presented in [Figure 3](#).



Figure 3. Product Design Training and Practice

The next training, namely product composition training, will be held on September 3 2024. In this session participants are provided with instructions for using tools and bamboo that is ready to be processed according to the design agreement that has been made and approved. by all Pokdarwis members as a product to be prepared. Before the composition session, Pokdarwis Arga Tirta members look for bamboo according to the characteristics of the product to be made and dry it. This training activity was accompanied by a community service team who provided knowledge about weaving techniques, turning and making motif shapes. Training activities for preparing interior products and bamboo souvenirs based on local wisdom are presented in [Figure 4](#).



Figure 4. Training and Practice in Preparing Product Forms

The next training training on catalog design will be held on September 4 2024. In this session participants are trained to prepare product catalogs that will be completed and ready to be introduced to the general public with the help of QR code technology. Training activities for making interior product catalogs and bamboo souvenirs based on local wisdom are presented in [Figure 5](#).



Figure 5. Training and Practice in Making Product Catalogues

Third, the practice of making interior products and souvenirs independently with the assistance of the community service team is carried out until the product is finished and arranged according to the Pokdarwis design, presented in Figure 6.



Figure 6. Practice Independently with the Assistance of the Community Service Team

3. RESULTS AND DISCUSSION

Results

The knowledge gained during the socialization is in the form of the first material, namely the importance of eco-literacy and cultural knowledge in strengthening the role of Pokdarwis in realizing the seven charms of memories; The second material is the methods and stages of product design design using; The third material is lathe techniques, how to weave and install bamboo threads. An illustration of the increase in knowledge and success of this socialization can be seen in the summary of the pre-test and post-test results for ten respondents who were members of the Arga Tirta Pokdarwis, with a total of 10 questions. Pre-test activities were carried out to determine participants' initial understanding of socialization; The final activity after the series of activities is to give an understanding test again of the activities that have been carried out using a post test to determine the level of knowledge mastery of participants after being given the material. The results of the pre-test and post-test data on the material presented are presented in Figure 7.

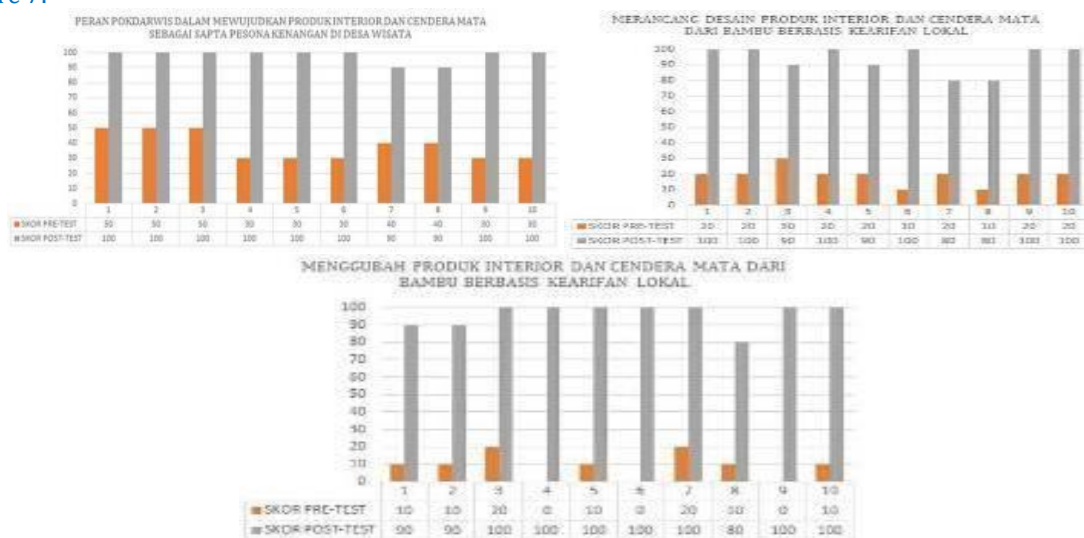


Figure 7. Comparison of Pre-Test and Post-test Scores for the First Material (Top Left), Second Material (Top Right), and Third Material (Bottom)

An illustration of the increase in knowledge in the first material, there were 8 out of 10 participants (80%) who had a score increase of at least 70. In the second material, 9 out of 10 participants (90%) had a score increase of at least 70. The score increase was 70, and in the third material, all (100%) experienced an increase in scores of at least 70. Skills acquired during training application of technology in visualizing product designs using *Google Sketch* software in the form of sketch output and simple visualization of the resulting product as in [Figure 8](#). application of turning, weaving techniques, using a lathe and weaving machine in the form of bamboo products being turned over and over and applying one of the weaving methods as in [Figure 9](#). implementation of catalog creation with the product catalog layout results shown in [Figure 10](#).

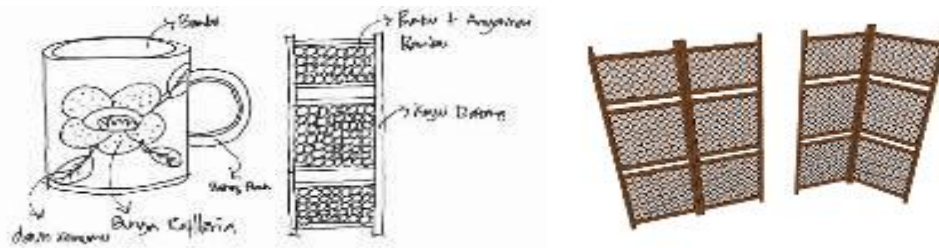


Figure 8. Sketching and Visualization of Product Design Modeling



Figure 9. Turning and Weaving Products



Figure 10. Catalog Layout Results

After going through a series of outreach activities, Pokdarwis were trained how to design and arrange interior products and souvenirs from bamboo. The community service team trains Pokdarwis by direct involvement. At this stage, the community service team shows the materials and tools needed to make partitions as interior products and glass as souvenir products, such as dry brushed bamboo, sanded bamboo slices, gloves, glue, and paint. After following this training stage, Pokdarwis has the skills to make partitions, glasses and glasses, presented in [Figure 11](#).



Figure 11. Glass, Glass and Partition Products Produced from Community Service Activities

This shows that there are significant changes that have occurred in Pokdarwis as participants after socialization, training and bamboo processing practices. Pokdarwis actively participates in this activity with the products produced; Apart from being an impressive product when realizing Sapta Pesona, they also have the opportunity to increase creative efforts for Pokdarwis. Pokdarwis is committed and consistent in improving skills in making interior products and souvenirs from bamboo because the raw material is easy to obtain and the price is affordable so that the objectives of the activities carried out can be achieved.

Discussion

The effectiveness of youth empowerment programs through local wisdom-based craft production in improving skills and creativity in cultural preservation and environmental management (Ekonomi Kreatif, 2020; Jamilah & Islamsyah, 2019). Therefore, efforts need to be made to realize Sapta Pesona. Based on Figure 7, it is known that socialization activities increase Pokdarwis' knowledge about the role of Pokdarwis in realizing bamboo products, the design planning stages, and the process of making interior products and souvenirs from bamboo based on local wisdom. Increasing public understanding of Sapta Pesona is related to better tourism services and a determining factor in encouraging economic development (Khomsah et al., 2019; Manola & Balermipas, 2020). One of the challenges faced is skills training that fosters creativity in protecting the environment and preserving local wisdom values which are manifested in product shapes and motifs. A participatory learning and action approach characterized by socialization, discussion and direct training practices is able to change awareness of work behavior, create new packaging design prototypes and absorb the material provided (Lachance & Mitchell, 2019; Ramawangsa et al., 2018; Tandirerung et al., 2020). Increasing the skills of Pokdarwis can be seen in Figures 8 and 9. By carrying out the practice of designing and compiling forms, Pokdarwis is able to design and make glass products and partitions so that this community service activity is carried out with the aim of increasing the knowledge and skills of Pokdarwis Arga Tirta in the Kemumu Tourism Village as one of the efforts to realize the seven charms and manage local potential as well as empower community groups in managing local potential is bamboo. By carrying out this activity, efforts are being made to encourage community groups to utilize natural raw materials available in the surrounding environment, such as bamboo plants, as the main raw material for making partitions, glasses and glasses that reflect the uniqueness of the local community. the wisdom of Kemumu Tourism Village (Wibhawa et al., 2019; Yusniar et al., 2023; Zhu et al., 2020).

The public can understand well and make products appropriately with activities that use clear and easy to understand language through socialization, product implementation and training. In the process of making interior products and souvenirs from bamboo, Pokdarwis Arga Tirta is involved in every stage starting from taking raw materials, searching for ideas, designing designs, preparing product shapes, making catalogs to introducing the products that have been produced. Practicing skills and encouraging one's creativity is a challenge in creating attractive accessories that have selling value (Setiawan, 2021; Triatmodjo, 2020). This active participation increases the knowledge and skills of Pokdarwis Arga Tirta, which is one of the important actors in developing tourist destinations. This activity had a direct positive impact on Pokdarwis Arga Tirta to be able to skillfully process sustainable bamboo materials to create seven memorable charms, as well as increasing the empowerment of Pokdarwis in the Kemumu Tourism Village.

The continued positive impact of this activity is not only for Pokdarwis Arga Tirta in realizing Sapta Pesona but is also the first step in improving the community's economy and representing the Kemumu Tourism Village as a sustainable, environmentally friendly tourist destination based on local wisdom. This is supported by the results of previous research that increasing literacy through training programs that focus on providing communities with the skills needed to use tools effectively will encourage local community involvement in the success and sustainability of the program, thereby increasing community effectiveness. service program to encourage sustainable rural development and produce creative industries

that support the community's economy (Supriyadi & Sukawi, 2020; Widyaningsih et al., 2019). The contribution of this activity is to support the effective use of local natural resources in the form of bamboo plants for the Pokdarwis Arga Tirta community group. Having knowledge and skills in processing bamboo is important capital for Pokdarwis members in developing the creativity and economy of the local community. Supported by the potential of local wisdom in the Tourism Village, it offers inspiration to create unique products. The expected results of this community service activity are to increase the knowledge and skills of members of the Arga Tirta Pokdarwis and improve the bamboo products of the Kemumu Tourism Village in the future so that the friendliness of the Kemumu Tourism Village is not only for the community, but also supported by the products produced can form an environmentally friendly and sustainable tourism trend.

The implication of this research is that increasing the knowledge and skills of Pokdarwis members will strengthen their role in managing village tourism, especially in creating creative products based on local wisdom. As well as increasing the competitiveness of local products which means interior products and souvenirs produced by utilizing local wisdom will have aesthetic and unique value that can attract tourists, thereby increasing competitiveness in local and national markets. This study has several limitations that need to be noted. First, the location coverage is limited to the Kemumu Tourism Village, meaning that the research results are not necessarily relevant for application in other tourist villages with different characteristics. Second, the relatively short duration of the research limited the evaluation of long-term impacts, such as the sustainability of production and its impact on the community's economy. In addition, limited resources, both financial and material, limit the number of training participants and the intensity of assistance provided. The varied responses from Pokdarwis members, who have diverse educational backgrounds and experiences, also pose a challenge in achieving equitable results. To overcome these limitations, it is recommended to expand the study area to other tourist villages to test the application of this approach in different contexts. Continuous assistance is also needed to ensure effective implementation and sustainability of the products produced, including in the marketing aspect. Apart from that, collaboration with government, academics and creative industry players can provide better technical, financial and strategic support. Developing a training curriculum that is appropriate to the level of ability of Pokdarwis members is also important to ensure more equitable achievement. Lastly, digital-based marketing efforts through e-commerce platforms need to be strengthened to expand market access for local wisdom-based products produced.

4. CONCLUSION

Based on the results of the problem analysis, several problems can be seen related to the realization of the seven charms in the Kemumu Tourism Village, with the priority of problem solving being to increase the role of Pokdarwis in realizing the seven charms. The importance of Pokdarwis participation in this activity can provide direct insight into Pokdarwis as a community group that has an important role in realizing the seven charms and developing tourist destinations. Through skill development and utilization of local resources with a participatory learning and action approach, Pokdarwis Arga Tirta is successful and able to create environmentally friendly interior products and souvenirs based on local wisdom. The ability to process bamboo products is a benchmark for the success of direct practice methods with participatory learning and action approaches which can increase product diversity and have an indirect impact on increasing community economic income; This activity also strengthens the sense of togetherness and participation in advancing the village. By involving various parties such as Pokdarwis, educational institutions and the government, this activity is an example of effective collaboration in building local potential. Furthermore, it is important to be able to consistently provide support and assistance to the community in developing interior products and souvenirs so that the interior products and souvenirs produced have the opportunity to become creative local products that provide sustainable benefits for the community and have a positive impact. contribution to tourist destinations and environmental sustainability in the Kemumu Tourism Village.

5. CONFESSION

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