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Local-made Craft as Tourist Village Souvenirs: Challenges and Opportunities

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ABSTRACT

Loyok is one of the villages in the Sikur sub-district, East Lombok Regency, West Nusa Tenggara which resides in the southern part of Mount Rinjani. This village constitutes one of the central woven bamboo handicrafts. These local crafts require development the so-called tourism village souvenir products. The development of local craft-based tourist village souvenirs is expected to be the start of increasing the value of local crafts in Loyok village. This article describes the opportunities and challenges as well as formulates a strategy for developing local craft-based tourist village souvenirs in Loyok village which is the center of bamboo handicrafts. The method used is in the form of a qualitative descriptive which begins with collecting data from interviews with informants, they are all business actors of woven bamboo craftsmen in Loyok village, filling out questionnaires by tourists visiting Loyok village, as well as documentation directly to the location of making woven bamboo handicrafts in Loyok village. Meanwhile, the technique of formulating a strategy for developing woven bamboo handicrafts into village tourism souvenirs based on local crafts is carried out through a SWOT analysis. The results and discussion will be discussed further.

Keyword: *Local Craft; Tourist Souvenirs; Economic Development.*

ABSTRACT

Loyok merupakan salah satu desa yang ada di kecamatan Sikur, Kabupaten Lombok Timur, Nusa Tenggara Barat yang terletak di bagian selatan Gunung Rinjani. Desa ini merupakan salah satu desa sentral kerajinan anyaman bambu. Kerajinan lokal tersebut memerlukan adanya pengembangan, yang salah satu bentuk pengembangan yang dapat dilakukan yaitu produk souvenir desa wisata. Pengembangan souvenir desa wisata berbasis kerajinan lokal ini diharapkan dapat menjadi awal peningkatan nilai kerajinan lokal di desa Loyok. Artikel ini memaparkan tentang peluang dan tantangan serta merumuskan strategi pengembangan souvenir desa wisata berbasis kerajinan lokal di desa Loyok yang menjadi pusat kerajinan bambu. Metode yang digunakan berupa deskriptif kualitatif yang diawali dengan pengumpulan data dari wawancara terhadap para narasumber yaitu seluruh pelaku usaha pengrajin anyaman bambu di desa Loyok, pengisian kuisioner oleh wisatawan yang berkunjung ke desa Loyok, serta dokumentasi langsung ke lokasi pembuatan kerajinan anyaman bambu yang ada di desa Loyok. Sementara, teknik perumusan strategi pengembangan kerajinan anyaman bambu menjadi souvenir desa wisata berbasis kerajinan lokal dilakukan melalui analisis SWOT. Adapun hasil dan pembahasan akan didiskusikan lebih lanjut.

Keyword: *Kerajinan Lokal; Souvenir Desa Wisata; Pengembangan Ekonomi.*

A. PENDAHULUAN

Loyok Village is a village in the Sikur District, East Lombok Regency, West Nusa Tenggara which is geographically located in the southern part of Mount Rinjani (kaskus.co.id). Demographically, Loyok Village consists of five hamlets, they are Loyok Hamlet, Mangkling Hamlet, Ajan Hamlet, Lelupi Hamlet, and Wengkang Hamlet, which as a whole is one of the villages with a handicraft industry center in East Lombok. The number of residents living in Loyok village in 2022 is 7,253 people consisting of 3,159 male residents and 4,094 female residents with a total of 3,712 household heads. Most of the residents of Loyok village work as woven bamboo craftsmen, farmers, breeders, and others (jadesta.kemenparekraf.go.id).

There are several types of craft industry centers in Loyok village, such as bamboo, rattan, wood crafts, and several unique crafts made by craftsmen in Loyok village. The skilled hands of the craftsmen in Loyok village have produced various kinds of woven bamboo products, such as bags, wall hangings, coasters, plates, ashtrays, lamp decorations, and so on. Besides being used for daily needs, the goods produced by the craftsmen are also suitable for use as souvenirs and sweeteners for home interiors. This can be seen when visiting several local houses or hotels, most of which use woven bamboo from Loyok village to decorate their interior. Not infrequently, local products from Loyok village have penetrated not only the local market, but also the national market. Now, there are at least 500 businesses in Loyok village engaged in handicrafts (kaskus.co.id).

Not only as a center for woven bamboo handicrafts and souvenirs, Loyok Village also has stunning natural beauty. Loyok Village offers an atmosphere that reflects the beauty and authenticity of the countryside, both from the creativity of craftsmen, farming, local wisdom of mutual cooperation, village coolness, landscapes of green rice fields, patterns of socio-cultural life and customs of the local community which are still strongly maintained (jadesta.kemenparekraf.go.id). Thanks to its potential, Loyok village is now awarded as one of the tourist villages in West Nusa Tenggara Province. Loyok Village is one of the most popular tourist destinations and is known as the largest and only center for bamboo handicrafts in West Nusa Tenggara (The Central of Bamboo Handicraft Village in West Nusa Tenggara). One of the craft icons they have is *Dedungki*, *Gegandek*, and other woven bamboo crafts. Along with advances in technology, information and the development of the tourism industry on the island of Lombok, the woven bamboo craftsmen in this village have received many ideas and innovations. And now, Loyok Village continues to move forward to become one of the digital-based tourism villages and smart homestays in West Nusa Tenggara Province (jadesta.kemenparekraf.go.id).



Since it was initiated as a tourist village, Loyok village has continued to show its development. This can be seen from the many visits from various circles, both from local tourists and foreign tourists. In order to strengthen the woven bamboo handicraft business in Loyok village, it is important to establish a bamboo woven handicraft group. This is in accordance with the research of Apriyanti (2014) that it is very difficult to succeed in dominating the market on its own, with a joining strategy (alliance), companies will get a value that is mutually beneficial to one another.

Over the last four years, the woven bamboo craft business has experienced a decline in sales. One of the woven bamboo craftsmen said that since 2018, there had been a decrease in orders from both the government and the private sector. Furthermore, in 2020, the pandemic period further reduced sales levels due to the lack of visitors coming to Loyok village. This certainly has an effect on decreasing the income of woven bamboo craftsmen (Ernawati, et al., 2021).

Therefore, this research was conducted with the aim of examining the potential for woven bamboo handicrafts made by the people of Loyok village, which is their superior product, to be developed as souvenirs to attract wider market attention. More specifically, this research will discuss the various opportunities and challenges in developing local craft-based souvenirs. In addition, this research will also formulate the strategies needed in the development of woven bamboo crafts in Loyok village so that they are expected to be able to compete in the global market considering the existence of souvenirs is very important in each destination as a symbol of memory for every tourist.

B. RESEARCH METODE

This research uses descriptive qualitative by presenting the results of research that has been conducted regarding the opportunities and challenges of developing local craft-based tourist village souvenirs conducted in Loyok village, East Lombok. Sources of data are collected in the form of primary data and secondary data. Primary data is obtained through interviews. In addition, the researchers also distributed questionnaires to visitors in the tourist village of Loyok. Meanwhile, secondary data was obtained from the author's documentation directly to the woven bamboo craftsmen in Loyok village. Another process used in situational analysis is a SWOT analysis. This analysis technique aims to look at the strengths, weaknesses, opportunities and threats experienced by woven bamboo craftsmen in Loyok village and their development strategies.

C. RESULT RESEARCH



The activity of woven bamboo as a component in tourism development has become something interesting for tourists to do. This is confirmed by Christiani (2018) about *something to do*, which is related to activities carried out by tourists in a tourist area, by interacting directly in the manufacture of a product. The results of woven bamboo made by tourists while learning to weave can be one of the souvenirs to take home. This is also in accordance with the tourism development component related to something to buy, namely by Putri (2017) that *something to buy* occurs because there is a desire to see, then learn about it, so that the desire to own, because there will be buying and selling activities as a form of appreciation for handicrafts or community art.

Opportunities owned by the local crafts of Loyok Village are indeed of good quality, judging from the various precision of the woven. The quality of the woven bamboo produced in Loyok village is also of good quality, judging from the unique quality of the bamboo they use. In addition, many people from other villages also buy handicrafts from Loyok village because of the quality they have. Likewise, what was explained in the Guntur FM article, that the woven bamboo handicrafts of Loyok Village are of quite good quality, their handicraft products are also selling well in the market, as are locations that many consumers are targeting. The opportunity to develop woven bamboo as a souvenir for the Loyok tourist village has also received support from tourists visiting Loyok Village.

Table 1. Tourist Responses to Procurement of Loyok Tourism Village Souvenirs

No	Number of Respondents	Response	Respondents Presentation
		Strongly agree	70%
		Agree	30%
		Don't agree	0%
		Strongly disagree	0%
TOTAL			100%

Source: Composed by author (2023)

The table above illustrates that the majority of respondents, in this case tourists, strongly support the sale of woven bamboo products as souvenirs typical of Loyok tourist village. Because apart from being unique and interesting, the woven bamboo is a superior product owned by the people of Loyok Village. So that the existence of souvenirs in the form of woven bamboo will become *an icon* or characteristic of a tourist village which of course can only be found in Loyok Village.

Product classification scheme



Based on the product classification scheme, the advantages of woven bamboo crafts in Loyok village can be described as follows: 1) product durability. Bamboo woven handicraft products are included in the type of products that are durable and also environmentally friendly. 2) Tangibility. Based on the level of embodiment, this woven bamboo handicraft product is included in the type of product that is tangible dominant. Thus, the product is really in the form of goods that can be seen and felt by the five human senses. 3) usability. Woven bamboo handicraft products such as bags, baskets, ashtrays, tissue boxes, hats and others can be used for daily needs and several times, which means that these items have a low frequency of purchase because they are durable.

SWOT analysis

Internal Environment Analysis

Internal analysis of woven bamboo handicrafts in Loyok Village was carried out by looking at the strengths and weaknesses of the group's business. What needs to be done in this analysis is that every company or organization needs to assess its strengths and weaknesses compared to its competitors. Based on the results of observations, interviews and analysis on woven bamboo handicrafts in Loyok Village, it can be seen from several factors. Based on the research by Rahayu et al. (2018) that the role of human resource development, use of technology, access to finance and capital, access to marketing, access to information, and management is very important in improving the craft industry. The development of SMEs includes: a) the low skills and innovativeness of human resources; b) there is still a lack of motivation and entrepreneurial spirit from the craftsmen; c) most of the raw materials are still imported from outside so there is a need for cooperation between raw material providers and entrepreneurs or craftsmen for the continuous availability of raw materials; d) financial management and access to capital are still low; e) there is still limited information that can be accessed by entrepreneurs/craftsmen so that they are unable to keep up with market demand trend; f) limited promotions to expand sales of production (Rahayu et al., 2018).

Production Factors

Factors of production include basic materials and equipment as well as production methods.

Raw material

The raw material used by woven bamboo craftsmen in Loyok Village is bamboo. Bamboo is a type of weed that can be found around gardens, forests and rice fields, so the potential for this plant is quite large in Lombok area, especially in Loyok Village, which is filled with plantations and rice fields. Bamboo plants in Loyok Village thrive on their own and do not require



maintenance. Therefore, the business of woven bamboo handicrafts is very feasible to develop when viewed from the sustainability of the availability of raw materials. However, because now many craftsmen need bamboo, many woven bamboo craftsmen buy from bamboo collectors around Loyok Village. Therefore, this bamboo plant needs further cultivation.

Labor factor

The woven bamboo craft in Loyok Village has been passed down from generation to generation. Therefore, the people of Loyok Village have the ability to make woven bamboo crafts. Even many teenagers have participated in the management of woven bamboo. Skills in making woven products that are owned by artisans for generations only cover the basic techniques of making woven. Meanwhile, capabilities related to product innovation such as shapes, concepts and manufacturing methods are obtained through on-the-job training, courses and further education provided by the government and the private sector. The woven handicraft business has the support of expert human resources and long experience.

There are three labor sub-activities for woven bamboo craftsmen, they are housewives who work as woven bamboo craftsmen and farmers who make woven bamboo as a side business. Second, those who work as collectors, producers and at the same time market the results. Third, those who serve as collectors and marketers are those whose activities only collect woven products, especially basic woven products and directly market the results, both in the form of basic woven and the production of creative end products from the woven bamboo.

Marketing factor

Bamboo woven crafts are local crafts that can be developed to enter the global market, the processed raw materials can become high-value products. This kind of raw material is favored by customers from developed countries because it is environmentally friendly. The opportunity to market woven bamboo handicrafts is still quite large, both in national and international markets. In general, sales of woven bamboo handicrafts are obtained from buyers who come directly to the craftsmen's place. Consumers who come directly to the place of craftsmen are usually traders or consumers themselves.

Meanwhile, marketing is carried out with promotions at outlets in front of craftsmen's houses or group leaders. In addition, marketing began to be carried out through social media such as Instagram, Facebook and Youtube, the unique characteristics of social media such as interactivity and individualization, integration of communication channels and product distribution. Proximity and information gathering have an impact on traditional marketing communication frameworks (Valos et al., 2016). In accordance with research (Vianna et al., 2016)



that there is a positive relationship between consumer perceptions of advertising campaigns posted on networks, viral marketing, *brand awareness* and buyer intentions. In addition, the seriousness of the East Lombok city government in developing local bamboo handicrafts is needed. The East Lombok City Government also assists woven bamboo crafts in product promotion and marketing through national and international events and exhibitions.

Capital factor

The capital used by woven bamboo craftsmen is obtained from their own savings or with the help of their families. Some woven bamboo craftsmen still have a lack of capital to increase their business. Craftsmen of woven bamboo are often assisted by group leaders in terms of capital. Assistance can be in the form of raw materials, where the cost of buying these raw materials will be paid off when they finish processing the craft products. In addition, the group of woven bamboo craftsmen has formed a cooperative so that member capital can be obtained from the cooperative. Each product sold by members of the group must contribute one thousand rupiahs for the continuity of the cooperative.

Business and organizational management factors

The business of processing woven bamboo handicrafts in Loyok Village has been running for a long time and has been passed down from generation to generation. In its development, development efforts have been seen with the formation of business craft groups. Even though there is a group of woven bamboo craftsmen, group business management still needs to be improved, such as organizational structure, recording of financial reports, bookkeeping, capital, income and profits properly.

External Environment Analysis

The external environment of a business is a force and trend that comes from outside the company that can create opportunities or threats. This strength is uncontrollable and must be monitored and evaluated by the company or organization. The external environment includes politics and regulations, social and culture and technological developments (Westwood, 2016).



Table 2. SWOT Analysis of Woven Bamboo Crafts in Loyok Village

<p>Internals</p>	<p>Strengths</p> <ul style="list-style-type: none"> • Availability of product raw materials • Availability of local workers who have skills passed down from generation to generation • Eco-friendly woven handicraft products • The uniqueness of the product because it is a local product 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Craftsmen's education is still low so innovation and product diversity are still low • Basic knowledge, product conformity to market trends, marketing and promotion through exhibitions organized by the local government • Simple equipment • Lack of working capital
<p>external</p> <p>Opportunities</p> <ul style="list-style-type: none"> • Government support to make woven bamboo crafts a national and export product through exhibitions of regional handicraft products • Loyok village to serve as a tourist destination • Foreign markets are still open for product marketing 	<p>SO strategy</p> <ul style="list-style-type: none"> • Growing entrepreneurial motivation and creativity to produce and innovate woven bamboo crafts • Expanding the market through international exhibitions 	<p>WO strategy</p> <ul style="list-style-type: none"> • Providing education and training that is more aimed at increasing knowledge and skills in production, product innovation and marketing • Need to pay attention to changes in market and consumer behavior
<p>Threats</p> <ul style="list-style-type: none"> • Many competitors from other areas • Materials that are easily damaged when the goods are in a damp place • It is difficult to produce in large quantities because woven craftsmen cannot use machines • Not everyone likes the results of woven bamboo handicrafts 	<p>Strategy ST</p> <ul style="list-style-type: none"> • Providing showrooms in each business group as a business development service which includes production activities, marketing for product promotion, cooperation with partnerships and application of appropriate technology • Growing new entrepreneurs • Doing generation through technology-based training 	<p>WT Strategy</p> <p>Besides being able to maintain the market, it can also create job opportunities and markets for woven bamboo craftsmen for local, national and export needs</p> <p>Make policies and appeals to cultivate environmentally friendly woven bamboo handicrafts</p>



Discussion

Core Strategy is the essence of how a company chooses how to compete. The elements of the core strategy include business vision and mission, product/market coverage and business differentiation. The business vision is what the ideal company wants and the business mission is the operationalization of the business vision. This business vision and mission will lead to a statement of values, strategic intent, big, many and bold goals and objectives as well as all performance targets. This business vision and mission aims to provide direction and a set of criteria to measure the progress achieved. A vision that is based on spiritual capital is proven to be able to catapult the company. Loyok Village's vision and mission is to become a leading tourist village in East Lombok and West Nusa Tenggara. With the vision and mission as well as the SWOT analysis, the implementation of the strategy needs incentives to be carried out in the following way:

Market Penetration Strategy

The penetration strategy is a strategy directed at efforts to find new, bigger markets for existing products through marketing efforts, it is by conducting sales promotions through product showrooms, entering modern markets such as *Transmart*, *Giant* and *Hypermart* as well as online marketing on social media. The existence of a place to display goods for promotion is very necessary. With this showroom, craftsmen can store and market their products. Provision of showrooms apart from making it easier for buyers to get to know industrial products, can also function as a place for discussions in aspects of business development services including production, marketing and partnership activities as well as the implementation of appropriate technology and/or services in the financial aspect; providing market opportunities for craftsmen for local, regional and export needs. Apart from having to maintain an existing market, marketing woven bamboo crafts also needs to carry out e-commerce development. Promotion is needed to cultivate the production of Loyok Village in providing souvenirs at various events or other seminar activities.

Market Development Strategy

This strategy aims to introduce existing products or services to new areas. This strategy introduces products widely by entering local, national and international markets. Currently, woven bamboo handicraft products have not entered modern markets such as *Transmart*, *Hypermart*, *Giant* and others in West Nusa Tenggara. Current market development needs to be done by strengthening promotions using digital marketing.



Product Development Strategy

This strategy emphasizes the need to implement product development of woven bamboo handicrafts by diversifying products by increasing the number and variety of types of woven designs that are oriented to market dynamics. Processed bamboo products in Loyok Village that are often made are in the form of bags, baskets, baskets and others. For unique products, it is usually processed based on orders. Diversification of woven bamboo products can be carried out even without orders to attract consumers, such as processed bamboo in the form of hats, baskets, modified mats, wallets, drink containers, tissue holders, bags, folder holders, flower pots and skull caps.

Action Plan

The plans and strategies that need to be carried out for woven bamboo handicrafts in Loyok Village are: 1) Market penetration strategies, by creating attractive product showrooms, entering modern markets, online marketing and sales. 2) Market development strategy, the so-called a strategy to introduce products widely by entering local, national and international markets. This strategy is carried out by holding entrepreneurship training, business management training and online marketing training which includes: online marketing, digital marketing to start a business, basic content marketing, digital marketing and e-commerce. 3) Product development strategy by carrying out product development of woven bamboo handicrafts, carrying out product diversification, increasing the number and variety of woven designs that are oriented to market dynamics, carrying out training and mentoring on the innovation of various woven bamboo crafts, making various interesting woven bamboo crafts and processing product using tools.

D. KESIMPULAN

Bamboo woven crafts have the potential to be developed because woven bamboo is a superior product and there is government support to make Loyok Village a tourist destination and educational village. Woven bamboo handicrafts constitute superior products because of the availability of raw materials for the product, the availability of local workers who have skills passed down from generation to generation in weaving bamboo, environmentally friendly woven handicraft products and the uniqueness of the product because it is a local product. Production factors, labor factors, marketing factors, capital factors, business management factors, and organizational factors of woven bamboo crafts are factors that need to be improved and are important in the management of woven bamboo development. While political and regulatory factors, social and cultural factors as well as technological factors are external environmental factors that can become opportunities for the development of woven bamboo craft businesses.



Based on the vision and SWOT analysis, the development strategy for making woven bamboo crafts into superior products and being able to compete in the market is an incentive strategy, the so-called a market penetration strategy, a business strengthening strategy and a product development strategy. From this study is the need for assistance from the government to provide training and assistance in implementing incentive strategies for the development of woven bamboo handicrafts. For woven bamboo craftsmen, there must be regeneration of technology-based craftsmen in running their business. The community can use woven bamboo crafts as an environmentally friendly shopping product.



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