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## STRATEGY FOR DEVELOPMENT AND REVITALIZATION OF BANYUMULEK POTTERY INDUSTRY, WEST NUSA TENGGERA WITH AN INTEGRATED APPROACH BASED ON TOURISM AND CREATIVE ECONOMY

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### Abstract

*This study is aimed to determine the development of pottery industry, the factors that influence the development of pottery industry, and to formulate the appropriate development and revitalization strategy for the community of potters in Banyumulek, West Nusa Tenggara. The type of research used is qualitative research with Focus Group Discussion method, and field visits (survey), which take place at Banyumulek Pottery Industrial Center. The result of the research shows that the industry of pottery in Banyumulek Village undergoes prospective development. The formulation results of community empowerment strategy in the form of program planning are: (1) establishment of community to preserve pottery industry, (2)*

*innovative entrepreneurship training and pottery-making skills; (3) development of marketing methods and (4) a tourism-based and creative economy approach.*

### **Keywords**

Banyumulek Pottery Craft, Pottery Revitalization, Creative Economy

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## **1. Introduction**

Culture which is developed and owned by humans is generally recognized as a combination of various systems that point to the continuity of the cultivation of the past (Toekio, 2003). In this case, for centuries clay has been used as a material used to make containers through simple techniques as tools and items that can be used daily at home (Sidharta, 1990). Furthermore, the art of pottery experiences a process that is inspired by human needs that increase with the times.

Banyumulek is a village that becomes one of the centers of pottery industry in Lombok and located in Kediri district, West Lombok regency. Its area reaches approximately 4. 21 ha with a population of 10,347 people and more than 80% of the people rely on pottery. According to Widarto (2010), originally Banyumulek only produced pottery used for household and kitchen. However, since acquiring coaching by suppliers from New Zealand in 1986, pottery products began to change from just kitchen and household purposes into artistic goods. Currently, the motifs and designs of Banyumulek pottery are approximately 300 types. Banyumulek pottery craft also has characteristic that is not found in other pottery products, in brownish spots on the surface, resulting from the spray of acid fruits. Furthermore, to enrich the decorative motifs, some of the pottery products that have been fired are added with certain ornaments, such as leaves, egg shells, and plaited rattan. The many types of pottery surely require equipment and technology that can help the potters to make them.

Banyumulek was chosen as the object of the research because this area has advantages both in the field of production and design process although it hasn't been maximized in terms of marketing and selling value. There are about 300 potters who are still active today in making Banyumulek pottery craft (Lalu Akhsan, FGD data). The condition of the material (clay) with a sufficiently high plasticity content is suitable for low firing temperature that is between 900 C-1200 C with water infiltration of approximately 10% from wet to dry.

The crafts of pottery, especially those that develop in Banyumulek West Lombok have specific value, not only the forms, design process, and ornaments that are applied, but also finishing that has already utilized semi-traditional techniques (modern). The community

of potters, in their work and creativity, perfect the production techniques as well as varying the designs on a continuous basis and their functions follow the growing consumer tastes at present.

## **2. Research Methods**

The research methods undertaken to carry out this study are the FGD method and field visits (survey). This research was conducted in Banyumulek Village, Kediri District, West Lombok Regency, West Nusa Tenggara Province (NTB). The study period started from November 2016 to May 2017.

The data and information used in this study consist of secondary data and primary data. The secondary data were obtained from related institutions, books and journals, while the primary data were obtained from SME respondents through questionnaires provided: the primary data collection was reinforced by discussions through the Focus Group Discussion (FGD) method.

## **3. Discussion**

Creative industry is industry derived from the utilization of creativity, skills, and individual talents to create prosperity and employment by generating and exploiting the creativity and creative power of individuals (Sudana, 2013). The prospect of pottery crafts in Banyumulek is promising but has not been able to lift the life of the potters to prosperity level, the researchers formulate some strategies for the development and revitalization of pottery in a concept similar to a tourist village.

### **3.1 Formation of Community to Preserve Pottery Industry**

The development of the art of pottery began to be known outside West Nusa Tenggara area after the entry of Lombok Craft Project (New Zealand), a private institution which was founded because of the initiative of an artist from New Zealand collaborating with the Indonesian government to foster traditional potters since 1988 (FGD data) but the interest of the native youngsters of Banyumulek to pursue the crafts of pottery decreased instead. Therefore, an organization to keep the pottery crafts not losing their enthusiasts is needed.

Community or *gemeinschaft* is a form of coexistence in which the members are bound by a pure, real and organic relationship. The community groups are often associated with rural or communal societies characterized with strong collective ties (Tonnie and Loomis, 2016). This community serves to observe and preserve culture.

With the formation of this community, it was expected that there will be good regeneration for pottery craftsmen in Banyumulek so that the crafts that have existed for a long time can still be inherited until the future. As a solution, it can be offered that in this community, discussions are held regularly to develop the continuity of Banyumulek pottery. Like bringing in pottery experts, or cultural observers, or, observers of small industries. From the results of the discussion can be applied and is expected as a solution to develop the pottery industry in Banyumulek.

### **3.2 Innovative Entrepreneurship Training and Pottery Making Skills**

Craft is one of the nomenclatures in the creative economy, because among all the nomenclatures of creative economy that exist, craft does not depend on high technology, either expensive software or hardware, and it is very potential to be developed (Wibowo, 2007).

Besides being used to complete household tools, at this time some types of pottery begin to be developed into objects that can be used as a medium for expressing creative and artistic ideas, so it is expected to be a means of increasing creativity, production, market demand, and income of potters. One of the forms and efforts of the improvement is the application of batik ornaments on the surface of pottery bowls with slit and pasting techniques. In addition to the efforts of increasing the market, it is also developed as an alternative to increase the aesthetic value of traditional pottery, especially pottery bowls. This is indirectly expected to also affect the improvement of the potters' economy. The increase of aesthetic value of pottery bowls can also automatically increase their selling price, as example, a plain bowl of pottery made without ornaments has a selling price of about Rp. 5.000, - up to Rp. 8,000, - per piece. But after obtaining additional ornaments of Bayat batik motif on the surface, with the original selling price of only Rp. 8.000, - it has now reached the price of Rp. 30.000, - per piece (Amboro and Wahyuningsih). Ornaments developed with the slit and pasting techniques can have various forms, such as pattern ornaments, plants, and animals. Plant-typed ornaments have a sacred or symbolic function that is based on the conception or view of a society on certain types of plants (Guntur, 2004).

Developing the innovative power of potters certainly cannot be separated from the role of government. It needs regular training and monitoring to reach the desired target.

Requires the involvement of experts or ceramic experts or cultural experts to develop creativity. Ceramics experts and experts are expected to be able to improve the quality of ceramic materials, so that the quality of ceramic will also become better.

In addition, it is also necessary to engage in design experts. It is expected to be able to improve the existing design without having to leave the character or local wisdom in Banyumulek. The humanist acts as a bridge for socialization of the changes that may occur so that there is no friction between opinions among craftsmen. Socialization is needed so that the change and development of Banyumulek pottery can be accepted by Banyumulek pottery craftsmen.

### **3.3 Development of marketing methods**

Marketing is crucial to business continuity, such as determining the right target market, determining the appropriate prices of the products that can be afforded by the target market, and determining how to package the products or service to more easily attract public interests to buy the products.

According to Kotler (2012) the definition of marketing management is as follows: Marketing Management is the analysis, implementation, and supervision, programs that are intended to exchange with the target market to achieve organizational goals. This is highly dependent on the organization's offering to fulfill the needs and desires of the market, and determining prices, communicating, and distributing effectively to inform, encourage and serve the market.

Most of the potters sell their products in traditional markets, display them in front of the houses or the production locations, or deposit them to the pottery distributors that in fact the selling price of the pottery products will not be able to be controlled (FGD data). Only a few of potters are already internet literate and market their products online. Meanwhile, the current online market segment is very promising and its scope is very wide. Education of marketing becomes a mandatory thing that must be done in developing the pottery crafts in Banyumulek.

In this case, the solutions offered in the marketing strategy are making leaflets, business cards, cataloging and also marketing through social media and the web. Business cards are used to introduce businesses to consumers and provide company and business information. The leaflet is used as a means of promotion and business information. Catalog creation has the purpose of making it easier for consumers to order Banyumulek craftsmen production pottery.

Online marketing was expected as market will expand and facilitate access between buyers and sellers. Thus, the likelihood that the goods sold will increase, there will be an increase in the income of the Banyumulek pottery craftsmen.

### 3.4 Tourism-based and creative economy approach.

With the development of pottery crafts in this village, this area is expected to be a tourist resort that can improve the welfare of the community. To support this, it is necessary to manage the area well in order to increase the number of tourists who come to the region. The planning of the cultural tourism area is influenced by the welfare of the people in this area related to the life of the community, namely the pottery and cultural tourism activities themselves. These factors are then explained by a spatial pattern and circulation, resulting in an integrative spatial pattern and circulation. For cultural tourism activities, the attraction object, transportation system, infrastructure, and information are taken into consideration to form a tourism concept. ICOMOS (2002) states that the basic principles in cultural tourism are as follows:

- Domestic and international tourism is the most important tool in cultural exchange. Therefore, cultural conservation should provide the responsibility and opportunity for local communities and visitors to experience and understand the heritage of their community and culture.
- The relationship between historical places and tourism is dynamic and involves conflicting values. It should be manageable in a way that supports present and future generations.
- Tourism planning and conservation for places of cultural heritage should ensure that the experience gained by visitors will be valuable, satisfying and encouraging.
- Indigenous people and inhabitants in their residence should be involved in conservation and tourism planning.
- Tourism activities and conservation should be beneficial to the indigenous people.
- Cultural tourism programs should be able to protect and enhance the characteristics of natural and cultural heritage.

With the development of tourism areas in Lombok, it is an advantage for Banyumulek ceramics to be able to contribute into the market activities that occur. Like making souvenirs for tourists who visit. This certainly requires the development of pottery designs that are produced and bring the potential and local wisdom in the area. Supported by the development of good packaging so as to attract the attention of consumers.

## 4. Conclusion

Overall research on the Strategy for Development and Revitalization of Banyumulek Pottery Industry, with an Integrated Approach based on Tourism and Creative Economy is a

research to develop the creativity of the Banyumulek community so it has an impact on increasing the income of Banyumulek pottery craftsmen.

Banyumulek pottery tends to use forms that have been derived since ancient times. Increased creativity is to bring new designs so that their production can be widely accepted by consumers. Besides, things that are optimized are the expansion of marketing reach. Using various media such as making leaflets, business cards and catalogs of goods will help them improve their selling.

The next research that will be carried out is research on the development of ceramic materials used by Banyumulek craftsmen. Improving the quality of the clay used will also add to the quality of the ceramic objects produced.

The research that has been carried out is limited by the development of pottery designs and the development of product variants that produced. The next step is to train Banyumulek Pottery Craftsmen to introduce them about marketing through social media and the web so that they can market their products there. The use of the world of social media and the web aims to facilitate and expand the reach between consumers and pottery craftsmen.

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