

Conference Paper

An Evaluation of Community-Based Weaving Program Implementation in Gamplong Tourist Village Sleman Yogyakarta

Alfin Julianto¹ and Sujarwo²¹Graduate Student of Non-formal Education, Yogyakarta State University²Lecturer of Graduate Program of Non-formal Education, Yogyakarta State University

Abstract

The objectives of this study were to evaluate the implementation of community-based weaving program in Gamplong tourist village and to find the obstacles in executing the program for the local community. This study applied descriptive qualitative research method. Data were collected through observation, interviewing, and document analysis. The data analysis techniques employed in this study were data reduction, data display, and conclusion drawing. The result of this study showed: *First*, planning phase consisted of preparing the regeneration of weavers and local raw material plantation. *Second*, implementation phase comprised the execution of predetermined plan of weaving training as a regeneration effort and making use of local raw material. *Third*, evaluation phase was done to evaluate the regeneration effort of weavers and fulfillment of local raw materials. *Fourth*, the problems faced by the administrator of the weaving program in Gamplong Tourist Village were about natural resources, particularly raw material for weaving and human resources relating to the regeneration of weavers.

Corresponding Author:

Alfin Julianto

alfinjulianto.2017@student
.uny.ac.id

Received: 2 May 2019

Accepted: 19 June 2019

Published: 3 July 2019

Publishing services provided by
Knowledge E**Keywords:** Evaluation, Weaving, Tourist Village, Community-Based

© Alfin Julianto and

Sujarwo. This article is

distributed under the terms of

the [Creative Commons](#)[Attribution License](#), which

permits unrestricted use and

redistribution provided that the

original author and source are

credited.

Selection and Peer-review under

the responsibility of the ICMEd

Conference Committee.

1. Introduction

As a city of cultural tourism, Yogyakarta is a famous city known for its special tourist attractions. A research study explained that Yogyakarta is the second tourist destination in Indonesia after Bali [1]. Tourism is one of new industry sectors that can accelerate the process of economic growth, employment, income increase, standard of living, and stimulate other productive sectors [2]. Nowadays, local and foreign are not only interested to tourist attractions with beautiful scenery but also interested to tourist attractions with unique culture and tradition of its communities.

A study found that tourism sector needed more grassroots tourism, it means that stimulus to develop tourism sector derived from bottom up process was needed [3].

 OPEN ACCESS

One of tourism types derived from bottom up process is a tourist village that presents locality and uniqueness of the village, which is managed by the community itself.

Gamplong Tourist Village is a tourist village known for its weaving tradition located in Gamplong, Sumber Rahayu, Moyudan, Sleman, DIY. Based on the data recorded by Paguyuban TEGAR, the number of visitors in 2015 was 3.115 people and 4.410 people in 2016. Meanwhile, in 2017, there were 5.321 people and in 2018, with the latest data recorded in July, there were 2.467 people visited the village. The visitors came from various places throughout Indonesia.

Regardless of the strength and opportunity that Gamplong Tourist Village has, there were aspects indicating weaknesses and threats in the village. Based on the initial survey of this study, it was found that innovation in the village was still lacking that it caused stagnation. The past few years, from 2012 until now, there were no new innovation on tourist service facilities and tourist attractions offered. If there was no any innovation, the possibility of the tourist attraction in the village becoming boring would be high. The result of the study stated that local-based tourist attractions required an active participation of its community and its tourist village administrators to be creatively and innovatively developing the village [4].

An evaluation of the program implementation was done to measure success and failure of the weaving program in Gamplong Tourist Village and to find any solution and alternative strategy to the development of the tourist village. The evaluation of the program implementation was done to observe the process of planning, implementation, evaluation, and difficulties faced by the people who joined the weaving program in Gamplong Tourist Village.

2. Literature Review

Weaving is a technique to produce cloth made of cotton or silk yarn by inserting the yarns transversely on a loom. [5]. Tourist village is a rural area, which has natural attraction attached to its community's structure of life in terms of custom, social and cultural life, tradition, architecture, and daily activities of the people in the village that are integrated in form of attractions, accommodations, and tourist facilities [6]. Community based tourism is a form of community integration that offers local residents wide opportunities to participate in the tourism activities so that the community can benefit from it [7].

3. Material & Methodology

This research study employed descriptive qualitative research method. Qualitative study was used to observe and analyze social phenomena deeply [8]. Besides, data were collected through observation, interviewing, and document analysis [8]. Data analysis techniques applied in this study were data collection, data reduction, data display, and conclusion drawing [9]. The data sources of this study were Mr. Sugyono as the Head of TEGAR Association, Mr. Sigit Tri Susanto as the Head of Sumberrahayu Village, and 3 people of Gamplong Tourist Village.

4. Results and Discussion

4.1. Result

The result of this study consists of description of the tourist village, evaluation of the program implementation, and problems of the program. The result is explained as follows:

4.1.1. General description of Gamplong Tourist Village

Gamplong Tourist Village is a tourist village known for its weaving tradition located in Gamplong, Sumber Rahayu, Moyudan, Sleman, DIY. The tourist village has a traditional weaving industry where manual looms are still used. There are 5 (five) types of programs in Gamplong tourist village, involving weaving program, souvenir-crafting program, culinary program, crafting program, and furniture program. These five programs are held by an association called Paguyuban TEGAR which has 23 pendopo (large-roofed platform without walls) in the village. The association was formed so that the community of the village can manage the tourist village to actualize community-based tourism.

The weaving program is a flagship program. It becomes an icon of Gamplong Tourist Village as a rural tourist village where the people do weaving using traditional loom, which is rarely found in other places. The weaving industry in Gamplong Tourist Village is one of the oldest and the biggest weaving industries in Yogyakarta.

4.1.2. Evaluation of weaving program implementation

Planning

Preparation of Weaver Regeneration. The result showed that the administrator of Gamplong Tourist Village has been preparing for a regeneration of weaving craftsmen by facilitating the community to join weaving training program. There were 5 places in Gamplong facilitating the community to join the program. Every place could accommodate 15 until 20 participants. The tutor of the weaving training was local residents who mastered things about weaving.

Plantation of Local Raw Material. The result of this study pointed that the administrator of Gamplong Tourist Village has been dealing with difficulties in obtaining weaving raw material by planting water hyacinth plants, bamboo plants, coconut trees, etc.

Implementation

Executing Weaving Training as a Regeneration Effort. The result of this study showed that the implementation of the weaving program has been done as it was planned. Participants of the weaving training were dominated by people coming from outside the village. The observation result indicated that the numbers of participants joining the program, in every weaving training place, were 2 until 4 local residents and 6 until 9 people coming from outside the village.

Making Use of Local Raw Material. The result of this research study pointed that the local raw materials for the weaving were taken from local plant product. However, the stock of the local material was not enough to fulfill demand of weaving material so that the community had to buy raw materials from other regions, like Cilacap, Magelang, East Java, etc. Based on the obtained data, it was found that the purchase of raw materials from other region reached 80% while the local raw material was only enough to fulfill 20% needs of materials for weaving production.

Evaluation

Effort to Regenerate Weavers. Regeneration effort has been done by the tourist village administrator to prepare the regeneration of weavers in Gamplong Tourist Village. Based on the collected data, after the implementation of weaving training program starting last year, it was known that there were 19 weavers of local residents and 63 weavers from outside the village passed the training program.

Local Raw Material. The attempt to plant local raw materials for weaving production has been used by the weavers but it was not enough to fulfill 50% needs of the materials. It caused the community to import raw material from other regions. To reach 50% needs of raw materials for producing weaving fabric, the community needs wider space to cultivate local raw material plant.

4.1.3. Weaving program problems

First, natural resources still became one of the difficulties in executing the program. The raw materials that were used for weaving was bought from Tasik, Semarang, Jember, and Cilacap where the people also wanted to develop their cities' potency. *Second*, human resources also become an obstacle in executing the program because there was a little number of regeneration resulting to only few weavers belonged to productive working age involved in the production process. The weavers were mostly dominated by people who were included in old age group.

4.2. Discussion

Community-based tourism is a type of tourism that involves active participation of the local residents to build and manage tourism sector so that they can earn income from the sector. In order to create the innovation for Gamplong Tourist Village, it is important to consider ecological perspectives, social justice perspectives, and human rights. Involving ecological perspectives and social justice, to the vision of the community development, will create bottom-up change, and it will also invite active participation of the people in the process of community empowerment [10].

The participation of the community in the tourism sector consists of two perspectives: community participation in the process of decision-making and the profit received by the community from the tourism sector. Basically, there are 3 (three) main principles of a community-based tourism development planning strategy: 1) involving local community in decision-making, 2) local community receives benefits from tourism activities, and 3) educating local community about tourism [11].

Based on the result and the discussion above, it is recommended for the administrator of Gamplong Tourist Village to add tourism spots in the village. Adding tourist spots is an execution of concentric diversification strategy. This can be done, as an innovative way, to develop Gamplong Tourist Village.

1. Adding Rafting Spot.

After observing sites in Gamplong Tourist Village, it is found that there is a river that can be used for rafting. If it is managed well, it can be an interesting tourist attraction. It aims to give the local community a chance to participate in the village tourism sector and increase the community income that result to the village economic growth.

2. Adding Campsites.

Moreover, adding campsites is possible because there were some potential spots for camping near the river used for rafting in Gamplong Tourist Village. It can be an innovation to anticipate the village to be boring tourist attraction. It is expected that this diversification strategy can be a solution to the stagnation problem of the tourist village.

5. Conclusion

Based on the data and the result of the planning, implementation, evaluation, and the problems faced in executing the weaving program in Gamplong Tourist Village, it was concluded that: *First*, planning phase comprised the preparation of weaver regeneration and planting local raw material. *Second*, implementation phase comprised performing the predetermined plan of weaving training as a regeneration effort and making use of local raw material. *Third*, evaluation phase was done to evaluate the effort to regenerate weavers and the use local raw material. *Fourth*, the problems faced by the administrator of the weaving program in Gamplong Tourist Village were about natural resources, particularly raw material for weaving, and human resources relating to the regeneration of weavers.

A recommendation for further research concerning weaving program in Gamplong Tourist Village is a research about the development of the tourist village including improvement of tourist service facilities and addition of tourist spots.

Acknowledgement

This research project was done by the support of the administrator of Gamplong Tourist Village, the community of Gamplong Tourist Village, and Yogyakarta State University.

References

- [1] Tafiprios, et.al. “*The Influence of Cultural Values, Tourist Motivation, and Word of Mouth towards the Destination Image and the Implications of Visit Intention (Study On Tourist Destinations In Yogyakarta)*”. International Journal of Management Sciences and Business Research. Vol. 5, 99 – 110. (2016).
- [2] Wahab, Saleh. “Industri Pariwisata Dan Peluang Kesempatan Kerja”. Jakarta:PT. Pertja. (2003).
- [3] Hampton, M.P. “*Entry points for local tourism in developing countries: evidence from Yogyakarta, Indonesia*”. Geogr. Ann., Vol. 85 B (2), 85–101. (2003).
- [4] Sahawi, M.E. “*Community Participation in the Development of Rural Tourism and Society Standard of Living Improvement*”. Repository IPB. (2016).
- [5] Poerwadarminta. “Kamus Besar Bahasa Indonesia”. Balai Pustaka: Jakarta. (1989).
- [6] Fandeli, Chafid. “Perencanaan Kepariwisata Alam”. Fakultas Kehutanan Universitas Gajah Mada. Yogyakarta. (2002).
- [7] Mitchell, Jonathan dan Caroline Ashley. “*Tourism and Poverty Alleviation: Pathway to prosperity*”. London: Earthscan. (2010).
- [8] Creswell, J.W. “*Research Design: Qualitative and Quantitative Approaches*”. SAGE Publications, Inc. Thousand Oaks. (1994).
- [9] Milles, M.B. and Huberman, M.A. “*Qualitative Data Analysis*”. London: Sage Publication. (1984).
- [10] Ife, Jim dan Tesoriero Frank. “*Community Development Alternatif Pengembangan Masyarakat di Era Globalisasi*”. Pustaka Pelajar. Yogyakarta. (2014).
- [11] Sunaryo, Bambang. “Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya Indonesia”. Yogyakarta, Gava Media. (2013).