

Tourism Development Based Creative Productsin Sukawati Village, Gianyar, Bali

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Abstrak

Sektor pariwisata merupakan salah satu pilar utama pembangunan daerah karena keberadaannya dapat meningkatkan pendapatan daerah. Tujuan dari penelitian ini adalah untuk mengetahui peran industri produk kreatif dalam mendukung pariwisata di Desa Sukawati. Penelitian ini dilaksanakan selama 12 bulan dimulai dari bulan Januari hingga Desember 2022. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara dengan pihak terkait, melakukan observasi langsung di lokasi penelitian, dan menggunakan beberapa dokumentasi seperti foto atau dokumen pendukung yang diperlukan. Berdasarkan data yang diperoleh, Hasil penelitian menunjukkan bahwa peran industri produk kreatif dalam mendukung pariwisata di Desa Sukawati adalah sebagai eksportir sehingga memiliki peran penting dalam bidang perdagangan dan peluang yang baik untuk meningkatkan kesejahteraan masyarakat, khususnya dalam aspek ekonomi, mencegah pengangguran, dan mengenalkan nama Bali, khususnya industri produk kreatif yang dapat dipasarkan di pasar global. Potensi pengembangan Produk Kreatif untuk menunjang pariwisata di Desa Sukawati adalah sebagian besar masyarakatnya adalah Pengrajin Produk Kreatif dan Desa ini merupakan salah satu jalur wisata. Sedangkan kendala yang dihadapi adalah berkurangnya SDM generasi muda yang berminat dan siap menekuni industri kreatif di Desa Sukawati. mencegah pengangguran, serta memperkenalkan nama Bali khususnya industri produk kreatif yang dapat dipasarkan di pasar global. Potensi pengembangan Produk Kreatif untuk menunjang pariwisata di Desa Sukawati adalah sebagian besar masyarakatnya adalah Pengrajin Produk Kreatif dan Desa ini merupakan salah satu jalur wisata. Sedangkan kendala yang dihadapi adalah berkurangnya SDM generasi muda yang berminat dan siap menekuni industri kreatif di Desa Sukawati.

Kata Kunci : Pariwisata, Produk Kreatif, Desa Sukawati

Abstract

The tourism sector is one of the main pillars of regional development because its existence can increase regional income. The purpose of this research is to find out the role of the creative product industry in supporting tourism in Sukawati Village. This research was carried out for 12 months starting from January to December 2022. The research method used was a qualitative approach with data collection techniques in the form of interviews with related parties, making direct observations at the research location, and using some documentation such as photographs or supporting documents needed. Based on the data obtained, The research results show that the role of the creative product industry in supporting tourism in Sukawati Village is as an exporter so that it has an important role in the field of trade and a

good opportunity to improve people's welfare, especially in the economic aspect, prevent unemployment, and introduce the name Bali, especially the creative product industry which can be marketed in the global market. The potential in developing Creative Products to support tourism in Sukawati Village is that most of the people are Craftsmen of Creative Products and this Village is one of the tourism routes. Meanwhile, the obstacles faced are the reduced human resources of the younger generation who are interested and ready to pursue creative industries in Sukawati Village. preventing unemployment, as well as introducing the name Bali, especially the creative product industry that can be marketed in the global market. The potential in developing Creative Products to support tourism in Sukawati Village is that most of the people are Craftsmen of Creative Products and this Village is one of the tourism routes. Meanwhile, the obstacles faced are the reduced human resources of the younger generation who are interested and ready to pursue creative industries in Sukawati Village. preventing unemployment, as well as introducing the name Bali, especially the creative product industry that can be marketed in the global market. The potential in developing Creative Products to support tourism in Sukawati Village is that most of the people are Craftsmen of Creative Products and this Village is one of the tourism routes. Meanwhile, the obstacles faced are the reduced human resources of the younger generation who are interested and ready to pursue creative industries in Sukawati Village.

Keywords: Tourism, Creative Products, Sukawati Village

INTRODUCTION

Tourism is a very important sector in the income of the Indonesian economy in general and Bali in particular. The tourism sector is one of the three major foreign exchange earners for the country. Balinese people mostly rely on tourism as their livelihood. Bali is a tourist destination for both domestic and foreign tourists. The tourism sector is one of the main pillars of regional development because its existence can increase regional income (Yasa et al., 2022). Bali as a tourist destination has a variety of natural beauty, marine and biological life as well as cultural uniqueness. Tourists from all over the world come to enjoy the natural and cultural beauty of the island which is heralded as the last paradise on earth. Various titles as the world's best tourist destinations have been obtained (Wardana et al., 2023).

The tourism sector has had problems in recent years. According to (Heryana et al., 2023) one of the tourism issues that occurred was that at the end of 2019 the world was shaken by the spread of a new virus that spread from China to various countries in the world. Since the spread of the virus called Covid-19, this has had an impact on the economic sectors of countries in the world, especially the tourism economic sector. If we look at the conditions of tourism specifically on the island of Bali from before, during and after the pandemic, there are quite significant differences in terms of the number of foreign tourists. Based on BPS data in (Gunawan et al., 2023) that in the last 5 years before the pandemic, the number of foreign tourists to the island of Bali continued to increase, namely in 2014 there were 3,766,638 visitors with a monthly growth of 14.89% then in 2015 there were 4,001,835 with a monthly growth of 6.24% then in 2016 there were 4,927,937 with a monthly growth of 23.14% then in 2017 there were 5.69 7,739 with a monthly growth of 15.62% then in 2018 there were 6,070,473 with a growth of 6.54% and finally in 2019 there were 6,275,210 with a monthly growth of 3.37%.

The province of Bali is a well-known tourism spot in Indonesia which has many tourist villages. The concept of a tourist village in Bali has received a positive response from various parties, from the community to the government. A tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, everyday life, traditional architecture, village spatial structure which is presented in a form of integration of tourism components including attractions, accommodation and supporting facilities (Rahmayanti, Suartina, Wijaya, Wardana, & Sumerta, 2022;Rahmayanti et al., 2022). One of the previous studies related to the development of tourism villages, especially in the province of Bali, namely in the village of Tegallalang by (Bargandini & Arsawati, 2022). This research formulates problem solving for marketing and capital strategies in developing the handicraft industry in Tegallalang Village,

Gianyar Regency. Similar problems that occur in this research and this research are the lack of productivity and product innovation carried out by local residents in developing handicrafts. With similar problems, the researchers took another case study in the same district, precisely in Sukawati Village, with the object of research, namely Sukawati Village. This research will later reveal specific problems that occur in the field related to the role of Sukawati Village in supporting tourism and the development of skills and productivity of handicraft workers in Sukawati Village.

METHODS

This research is a research with a qualitative approach. Qualitative research broadly refers to the category of research approaches that produce findings without relying on quantitative measurements or statistical analysis (WARDANA et al., 2021). Qualitative methods generally include individual and group interviews, participant observation, ethnography, and several other approaches. Traditionally, qualitative methods have been used across a variety of disciplines to explain how things are; such as, for example, participant observation in early cultural anthropology, which documented the beliefs and practices of specific cultural groups. The data source used in this study is primary data from interviews. Next is secondary data obtained from related documents such as data on types of wood for making handicrafts over the last few years whose truth can be accounted for. The techniques used in data collection are interviews, observation, and documentation. In this study, researchers conducted three data analysis activities based on the theory of Bryman & Burgess, (2002), including:

1. Data reduction, where the data reduction process is very helpful for editing data, summarizing it, and making it presentable. Therefore, data reduction is carried out so that the data set is more manageable and proven. According to (Wardana & Parwati, 2021) With data reduction, the potential of a large data set can be summarized in some way when the researcher chooses a conceptual framework, research questions, cases, and instruments. Once actual field notes, interviews, or other data are available, data reduction, coding, theme discovery, clustering, and description are all examples of further data selection and summarization.
2. Data presentation, where the reduced data is then presented in the form of a series of information, descriptions in the form of narratives that are logically and systematically arranged with reference to the formulation of the problem that has been formulated as a research question. (Sudarmawan et al., 2022) states that a rough presentation of data is the use of textual representations of data for the purpose of selecting the segment that best describes the research concept. General steps in presenting data: Read and re-read the transcription of data carefully, make marginal notes (research memos), highlight important sections or themes as representations of certain concepts.
3. Decision Making and Verification, is the result of research that answers the research focus based on the results of data analysis. Conclusions are presented in the form of descriptive research objects guided by research studies.

RESULT AND DISCUSSION

Creative Product Industry in Supporting Tourism in Sukawati Village

Based on the interview results, the handicraft industry by Sukawati Village has a role in supporting tourism in Sukawati Village. Informants in this study explained that the role of Sukawati Village is as an exporter so that it has an important role in the trade sector. This activity has a good opportunity to improve people's welfare, especially in the economic aspect, prevent unemployment, and introduce the name Bali, especially the Creative Product industry and its products in the global market. The following is the data obtained from the interview, among others:

1. Improving the welfare of society, especially in the economic aspect.

The island of Bali is one of the world's tourism destinations with a variety of tourist objects ranging from natural tourism to cultural tourism. As a world tourist destination, of

course it is a very promising market share for various creative industries, especially in the field of crafts. Globalization that has hit Indonesia itself has had an impact on the development of creative industries and the creative economy. The creative economy has become a world trend to increase regional competitiveness and strengthen regional economic structures(Wardana et al., 2022).

The existence of the handicraft industry is one of the doors to improve the economy of the surrounding community. The existence of the handicraft industry by Sukawati Village has had an impact on increasing community welfare because of the availability of jobs for the people of Sukawati Village, the majority of whom are Craftsmen of Creative Products. This is supported by Hieu and Rasovska's explanation in (Sugiarti et al., 2020) that the synergy between tourism and the craft industry to create craft tourism can create job opportunities, increase people's income, reduce poverty levels, and encourage regional economic development.

2. Prevent unemployment

The results of the research show that creative products become a potential and a trend in the market so that the products made will be adjusted to market demand and mass-produced. Thus, Sukawati Village produces large quantities so it requires more employees. It is from here that many local people are absorbed as human resources or labor to assist in production activities. The existence of the Sukawati Village can contribute to reducing the number of unemployed in Sukawati Village because it provides jobs for the surrounding community.

3. Introducing the name Bali, the handicraft industry and products produced in the global market.

The results of the study show that the handicraft industry by Sukawati Village acts as an exporter so that it has an important role in the trade sector. Exporting activities mean marketing the products produced to other countries so that it becomes a good opportunity to promote the company and the art of handicrafts of Creative Products from Bali.

Creative Product Development in Supporting Tourism in Sukawati Village

Gianyar Bali Regency is known as a storehouse of art in Bali, because many villages in Gianyar have their own artistic image and one of them is Sukawati Village. Handicrafts (Creative Products) are one of the characteristics of Sukawati Village so that they have the potential to be developed in the hope of being able to boost tourism in Sukawati Village. The results of the study show that the development of handicrafts is supported by the enthusiasm of the local community which is very good. there are internal and external factors that support the development of Creative Products, namely the environment in Sukawati Village, the majority of the people are sculpture craftsmen. While external factors that also support the development of Creative Products are Sukawati Village which is a tourism route so it has the potential to attract the attention of tourists who come to visit. In addition to the supporting factors, in the effort to develop Creative Products in Sukawati Village, there are also obstacles to be faced.

Obstacles that are felt in the process of developing Creative Products in Sukawati Village are related to human resources (HR). The results of the interviews show that currently the youth group in Sukawati Village is not very interested in the profession of Creative Product artisans and prefers other, more modern fields such as office work. This is a serious obstacle considering that human resources are an important element in the process of developing a craft and tourism. Thus it can be concluded that the potential in developing Creative Products to support tourism in Sukawati Village is that most of the people are Craftsmen of Creative Products and this Village is one of the tourism routes. Meanwhile, the obstacle is the reduced human resources for Creative Product artisans from the youth group in Sukawati Village.

Human resources are one of the important elements that must be considered in the process of developing the handicraft industry. Products produced from handicrafts such as wooden sculptures must have a high selling value. Therefore high creativity is needed by human resources in order to produce products of artistic and aesthetic value in accordance with market desires. Sukawati Village is very concerned about the development of trends in

the market so that it will be adjusted to the products produced. This is done so that no product is wasted so that production costs are used optimally. The company's knowledge of market demand will affect the creativity of employees in making Creative Product handicrafts.

The results of the study show that there are no special products produced by Sukawati Village because they have been commodified with market demand. However, the development of the handicraft industry to support tourism in Sukawati Village has received a positive response from the government. Tourism is one of the development sectors currently being developed by the government, because tourism is considered to have a very important role in Indonesia's development, especially as one of the regional and state revenue sectors. (Juniarta et al., 2022; Putra et al., 2023).

The form of government support in developing the handicraft industry by Sukawati Village to support tourism in Sukawati Village is by providing access for Sukawati Village to participate in art exhibition activities held by the government and the private sector. Thus this industry can display its best products so that it becomes an opportunity to introduce the company and the potential for sculpture from Sukawati Village. Activities like this are one of the strategies to promote Creative Product art as a tourism object in Sukawati Village.

Based on the explanation above, the products produced by Sukawati Village can be said to be able to contribute in supporting tourism in Sukawati Village. This Creative Product handicraft industry can be developed into a tourism object, not just as a souvenir or souvenir. Instead, it offers educational tourism where tourists can see firsthand the process of making the statue because the process of making the statue is done directly from the craftsmen's hands.

CONCLUSION

The role of the creative product industry in supporting tourism in Sukawati Village is as an exporter so that it has an important role in the field of trade and a good opportunity to improve people's welfare, especially in the economic aspect, prevent unemployment, and introduce the name Bali, especially the Creative Product industry and its products in the global market. The development of creative products in supporting tourism in Sukawati Village is supported by the enthusiasm of the surrounding community for products produced by Sukawati Village and has received support from the government so that they can participate in art exhibition activities. The potential in developing Creative Products to support tourism in Sukawati Village is that most of the people are Craftsmen of Creative Products and this Village is one of the tourism routes. Meanwhile, the obstacle is the reduced human resources for Creative Product artisans from the youth group in Sukawati Village. The creativity as well as the knowledge and skills possessed by the human resources in Sukawati Village are sufficiently qualified to meet the needs or demands for handicrafts for Creative Products based on market or consumer tastes.

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