



COMMUNITY EMPOWERMENT THROUGH CREATIVE ECONOMY ENTERPRISES IN CREATING TOURISM VILLAGES

Mayfa Nabella¹, Annisa Rahmadanita^{2,3}

¹Universitas Terbuka

²Institut Pemerintahan Dalam Negeri

³corresponding author: anis@ipdn.ac.id

ABSTRACT

The problem in Melikan Village in running the pottery business is that the pottery-making process still uses manual tools, and the raw materials used are difficult to obtain. The study aimed to obtain an overview of community empowerment through Creative Economic Enterprises in realizing a tourist village in Melikan Village. The researcher chose Melikan Village from 5 Pottery Tourism Villages in Wedi Subdistrict as a research project because Melikan Village still maintains its ancestors' heritage in making pottery using manual techniques. In addition, the form of pottery made is only based on the ideas and creativity of each craftsman. This research employed a qualitative method with a descriptive approach. Data collection techniques were conducted through interviews, observation, and documentation. The results show that the government holds training socialization by bringing in the Industry Office, which is held twice a month to develop the creativity of the craftsmen. In addition, in terms of budget, the craftsmen only rely on personal budgets, not the local governments. Supporting factors include the potential for self-taught creativity of the craftsmen, enthusiasm, and positive response from the community. Meanwhile, the inhibiting factor factors are the competition between craftsmen in determining the selling price of pottery to consumers. In addition, the craftsmen also complained about the raw materials used to make pottery, which are now difficult to obtain in their villages. Hence, they have to take them from neighboring villages. In conclusion, community empowerment through creative economic businesses in developing tourist villages in Melikan Village is categorized as good enough.

Keywords: Tourism Village, Community Empowerment, Creative Economy Business.

ABSTRAK

Permasalahan di Desa Melikan dalam menjalankan usaha gerabah adalah proses pembuatan gerabah yang masih menggunakan alat manual, dan bahan baku yang digunakan sulit didapatkan. Penelitian ini bertujuan untuk memperoleh gambaran mengenai pemberdayaan masyarakat melalui Usaha Ekonomi Kreatif dalam mewujudkan desa wisata di Desa Melikan. Peneliti memilih Desa Melikan dari 5 Desa Wisata Gerabah

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yang ada di Kecamatan Wedi sebagai tempat penelitian karena Desa Melikan masih mempertahankan warisan nenek moyang dalam membuat gerabah dengan teknik manual. Selain itu, bentuk gerabah yang dibuat hanya berdasarkan ide dan kreativitas masing-masing pengrajin. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa pemerintah mengadakan sosialisasi pelatihan dengan mendatangkan Dinas Perindustrian yang diadakan dua kali dalam sebulan untuk mengembangkan kreativitas para pengrajin. Selain itu, dari segi anggaran, para pengrajin hanya mengandalkan anggaran pribadi, bukan dari pemerintah daerah. Faktor pendukung antara lain potensi kreativitas para pengrajin yang dimiliki secara otodidak, semangat, dan respon positif dari masyarakat. Sementara itu, faktor penghambatnya adalah persaingan antar pengrajin dalam menentukan harga jual gerabah kepada konsumen. Selain itu, para pengrajin juga mengeluhkan bahan baku pembuatan gerabah yang saat ini sudah sulit didapatkan di desa. Oleh karena itu, pengrajin harus mengambilnya dari desa tetangga. Kesimpulannya, pemberdayaan masyarakat melalui usaha ekonomi kreatif dalam mengembangkan desa wisata di Desa Melikan dikategorikan cukup baik.

Kata Kunci: Desa Wisata, Pemberdayaan Masyarakat, Usaha Ekonomi Kreatif.

INTRODUCTION

Villages have an important role in developmentnational (Iskandar, 2020). The contribution to national development cannot be separated from the important role of villages. Apart from supplying labor and food, villages also contribute to national tourism development. Villages provide labor that supports urban areas' agricultural and industrial sectors and ensure food security by producing diverse agricultural products. In addition, villages also contribute to tourism development by offering authentic cultural and natural experiences, which not only increase local income but also encourage the development of infrastructure such as roads and accommodation facilities, as well as preserving the culture and natural

environment. On the other hand, local communities play a major role in developing village tourism by exploring and promoting local culture, traditions, and wisdom and contributing to tourism planning, implementation, and management. This active involvement increases income quality of life and strengthens identity and pride in the village's cultural and natural heritage.

Tourism assets based on rural potential with uniqueness and attractiveness that can be empowered and developed by the local community as a tourism product to attract tourist visits to the village location is the meaning of a tourist village. The local community or society is the main actor in efforts to increase tourism potential or tourist attractions in the area. The development

of tourist villages in all stages, from planning to supervision and implementation, is important for local communities. Tourist villages have an important role in various aspects, one of which is the potential for the growth of the creative economy in the local environment. They can open employment opportunities for residents close to tourist locations. Quoted via Haris (2023). It is stated that the number of tourist villages in Indonesia will increase by 36.7 percent in 2023 to 4,674 villages, compared to 3,419 villages in the previous year.

Community development is always related to community empowerment. According to Mardikanto & Soebianto (2015). Community empowerment is an effort to increase the dignity of people who are in conditions where they cannot escape from poverty and backwardness. Enabling and making society independent is another word for empowerment. According to Mardikanto & Soebianto (2015). The scope of community empowerment activities includes human development, business development, environmental development, and institutional development. The creative economy is an important concept in efforts to empower the community's economy. Community empowerment in prioritizing the creative

economy requires exploring and honing the potential for creativity, innovation, and invention within society. The creative economy is a concept for realizing sustainable economic empowerment based on creativity.

Melikan Village is one of the tourist villages in Indonesia, located in Klaten Regency. Melikan Village is known as one of the tourist villages producing pottery, because the majority of people there are pottery craft entrepreneurs. Around 150 craftsmen are involved in the pottery business as their main source of income. Even though it is well-known and able to attract enthusiasts from other countries, craftsmen still use manual techniques in the process of making their pottery. The materials for making pottery are relatively easy to find because they are only made from clay and mixed with river sand. However, in 2023, craftsmen will have problems finding these raw materials because the clay in Melikan Village, which is usually used as raw material, is starting to run low. Given this, the village government must have a strategy to handle it because villages have an important role regarding the condition of their people.

Previous research related to the empowerment of creative economy-based tourism village communities has been

widely carried out. Research results from Wahyuningsih & Pradana (2021) used community empowerment theory by the Delivery Team during research, which consisted of the location selection stage, community empowerment socialization stage, community empowerment stage, and community self-reliance stage. In other research reviewed by Listyorini et al. (2021) making King Batik Tulis, which is made using the swiping technique, a creative economic venture developed for community empowerment. Other research by Dewi & Yasir (2023) community empowerment was carried out based on CBT (Community Based Tourism). Another study from Herdiana (2019) shows that the community does not benefit from the existence of this tourist village.

This research is different from previous research on creative economy-based community empowerment. Previous research studied the theory of Delivery Team and CBT, but for this research, we used the 4 Bina study. Previous research preferred to develop businesses by making natural tourism objects in tourist villages, and the community did not benefit from tourism activities in the village. In contrast to this research, which makes pottery a tourist village, by relying on the ideas and creativity of the local

community who make pottery crafts, all the profits are enjoyed by the craftsmen because some of the capital comes from individuals. In previous research, most of the people who contributed to business development were only the local government without involving the community. In contrast to this research, the local government and the community work together to develop this business. The aim of the research is to obtain a general overview of community empowerment through Creative Economy Enterprises in creating a tourist village in Melikan Village. This research is important to carry out because it has a practical contribution. It is hoped that it can provide guidance for local governments, community organizations, and local economic actors in developing creative and highly competitive economic initiatives in tourist villages.

THEORETICAL REVIEW

According to Mardikanto & Soebianto (2015), empowerment is the process of increasing or optimizing resources that are owned and can be utilized by the community, both in the form of capacity and courage and in the form of authority or bargaining power. Mardikanto & Soebianto (2015), develops the three main efforts of empowerment

into four main efforts: Human Development which focuses on developing individuals as managers, Business Development which is oriented towards improving economic welfare, Environmental Development which includes the influence of the physical and social environment, and Institutional Development which involves effective social organizations with components of people, interests, rules, and structures.

METHOD

This research employed a qualitative method with a descriptive approach. According to Zuriah (2007), qualitative research is research that provides direction about symptoms, facts, or events systematically and accurately regarding a particular area. The approach used was descriptive, with the aim that the descriptions created could produce accurate, systematic, and factual data regarding the facts of a particular area. The research was conducted in Melikan Village, Bayat District, Klaten Regency. Melikan Village offers tourist attractions for making pottery using rare techniques such as tilt turning, attracting visitors from within and outside the city and even abroad due to increasingly widespread promotions. The research time for data collection was carried out in November

2023. The research subjects were people who could provide complete information to researchers in accordance with the research objectives, namely about empowering the creative economy. The research subjects were five people: the Head of Melikan Village, the Head of the Community Empowerment Section, the Head of the Melikan Village Pottery Craftsmen Community, and two pottery craftsmen. Data collection was carried out using interviews, observations, and documentation (Sugiyono, 2012).

Researchers will use an interview guide that contains the questions that will be asked. This interview was addressed to the Head of Melikan Village, the Head of the Melikan Village Pottery Craftsmen Community, as well as pottery craftsmen. Researchers used observation techniques to collect directly observed data regarding the general description and analysis of community empowerment through creative economic efforts in creating a tourist village in Melikan Village. By using the documentation method, researchers can collect existing data so researchers can obtain small notes that were related to the research that will be conducted regarding community empowerment through creative economic efforts in realizing Tourism Villages. The documentation obtained in this research

was photos of pottery making, the pottery produced, and several tables of research data.

Data analysis was carried out by reducing and displaying data and drawing conclusions (Miles & Huberman, 1992). Data reduction is carried out by classifying raw data from interviews, observations, and documentation, then categorizing and processing. Finally, the researcher presents the data in the form of tables and figures. In the process of drawing conclusions, researchers interpret the results of research findings in the field.

RESULTS AND DISCUSSION

The Origins of Melikan Village Becoming a Tourist Village

Melikan Tourism Village is located in Melikan Village, Wedi District, Klaten Regency. The location of Melikan Village is very strategic for running a business because it is close to the Sunan Pandanaran religious tourist attraction. According to one of the craftsmen, E.ST, at 11.00 on November 11, 2023, the craft of pottery is a legacy passed down from ancestors that has existed since 1825. Even though there is no authentic historical evidence, the craftsmen believe that the tradition of making pottery cannot be separated from the role of Sunan Pandanaran, who at that time was

spreading Islam in Klaten Regency. This was believed to be due to the existence of Gentong Sinogo, a jar filled with water for ablution, which was located in the Sunan Pandanaran religious tourism area in Klaten Regency.

The tilted turning technique in making pottery was unique in Melikan Village because this uniqueness was able to attract the attention of a Professor from the Art Faculty of Kyoto Seika University in Japan, Chitaru Kawasaki, who visited Melikan Village in 1992 to study this pottery. Since then, he has established a pottery laboratory by establishing a foundation called the Titian Foundation and Qatar Foundation in 2009. This foundation is the vocational school (known as SMK) that has the first arts and crafts department in Indonesia, named Vocational School of 1 ROTA (Reach Out to Asia). According to the Head of Melikan Village E. SP on November 13, 2023, at 09.00, Melikan Village was first started by the Governor of Central Java on April 14, 2005, along with the inauguration of the ceramic laboratory. Since the inauguration, the tourist village management system has begun to improve, so in 2010, Melikan Village was active as a tourist village.

Community Empowerment in the Development of the Melikan Tourism Village

Community development is always associated with community empowerment. Efforts to increase the dignity of people living in conditions where they are unable to escape poverty are the definition of community empowerment (Mardikanto & Soebiato, 2015). According to Mardikanto & Soebiato (2015), community empowerment is a process of independently improving community welfare aimed at the poor, women, and other neglected groups. The scope of activities in community empowerment, according to Mardikanto & Soebiato (2015), includes the following points.

1. Human Development

Human development is a strengthening effort to develop capacity for all individual and group activities (Mardikanto & Soebiato, 2015). This

research examines human development organized by the government in the Melikan Tourism Village, Klaten Regency. Melikan Village was made into a Pottery Tourism Village because the majority of people in the village work as pottery craftsmen using tilted turning and flat turning techniques. Most of the craftsmen make pottery as their main income, but there are also those who make it a side job, considering that Melikan Village also has many natural resources that enable the community to farm. According to one of the E.ST craftsmen, on November 12, 2023, at 10.00 WIB at the craftsman's house, information was obtained that the background of the pottery craftsmen in Melikan Village does not come from professional members, but self-taught craftsmen can make their own pottery thanks to the legacy of their ancestors. In Melikan Village, there are approximately 150 pottery craftsmen who are still running their businesses.

Table 1. Training from the Industry Service

| Training from the Department of Industry | | | |
|--|-----------|------------------------|--|
| Training Date | Presenter | Number of participants | Training Content |
| October 1, 2023 | SP | 55 Craftsman | How to market pottery online and offline |
| October 26, 2023 | BW | 48 Craftsman | How to deal with price competition between craftsmen |

Source: Researcher Process, 2023

Table 1 shows that in order to improve the skills of craftsmen, there have been efforts from the local government, in this case, the Department of Industry, which organizes training activities, especially those related to online marketing. According to the words of the Village Head of Melikan E. SP on November 13 at 09.00 WIB, the role of the local government in relation to community empowerment is to hold routine socialization at least twice a month organized by the Klaten Regency Industry Service to provide direction and training for craftsmen to develop their businesses of the pottery craft. The training from the department of Industry, which was held on October 1, 2023, with SP as presenter and was attended by 55 craftsmen, contained instructions on how to market pottery online and offline. Meanwhile, on October 26, 2023, which was attended by 28 craftsmen, it discussed how to deal with price competition between craftsmen.

In addition, in 2007, after the earthquake in Melikan Village, the local Industry Service provided assistance in the form of a kiln and a flat rotating tool for making pottery. Assistance in the form of a kiln, flat turning tool, and capital for making pottery was sufficient and can still be used today, although it is often repaired. This socialization was carried

out because the human resources owned by craftsmen in the village were inadequate. Insufficient here can be interpreted because the majority of craftsmen are old, so they do not understand marketing through social media. Therefore, the local village government has a vision and mission to advance the craft business so that it continues to exist in this increasingly modern era. For clarity of organizational structure in empowering the community, they only form a community because they remember that the business they run is classified as a home industry.

Training activities organized by the local government provide significant benefits, especially for people who have creative businesses in Melikan Village. This is in line with the research findings from Mualifah and Roekminiati (2018) which states that training organized by the government can be useful in optimizing community businesses. Apart from that, training activities are also considered to be able to increase the knowledge and insight of village communities (Nugraha, 2019; Nurkhasanah et al., 2021), increasing the individual capacity of society (Aprilia & Prathama, 2023), improve skills (Saepudin, 2022; Trisnanda et al., 2022), and independence (Istiyanti, 2020). Rumondor et al. (2023) also added that

these training activities can improve the quality of human resources, especially the community so that they can produce greater sales value and profits. In line with that, Karwati (2017) emphasized that improving people's quality of life can be done through entrepreneurship training. Training activities are important for local governments to carry out because poor quality human resources are generally caused by limited knowledge and skills possessed by the community (Dianti & Effendi, 2019). Thus, the author considers that the regional government needs to increase the intensity and frequency of the training activities for the people of Melikan Village, especially in improving the quality of creative economy businesses in the village.

According to E.SP on November 13, 2023, at 09.00 at the Melikan Village Head's Office, in terms of communication and coordination carried out by the village government with the craftsmen, that is, when they run out of capital to purchase raw materials for making pottery, they will then submit a business proposal for assistance budget for business capital to the local village government. Before they rely on assistance from the government, they prefer to use their personal budget for capital to purchase raw materials. The capital proposed by craftsmen and

approved by the local village government is IDR 1,000,000. This capital is sufficient to purchase raw materials. Meanwhile, according to E.ST on November 12, 2023, at 11.00 at his residence, for communication carried out by craftsmen with buyers, that is, each craftsman in the village already has collectors or regular customers who buy their pottery crafts.

2. Business Development

Business Development is an effort carried out by the Government to support the improvement of community businesses in an environment that has been developed with active participation from the local community (Mardikanto & Soebianto, 2015). There is no specific method used in selecting commodities and the type of business run by local people because they have run this business from generation to generation as a legacy from their ancestors. The source of financing for community empowerment is partly from the craftsmen's personal budget and partly from local government assistance. Meanwhile, the condition of craftsmen's human resources and the competencies possessed by craftsmen are also inadequate. Because of these conditions, the Head of Community Melikan Village Pottery Craftsmen formed a community

with other craftsmen called the Abdi Rukun Pottery Craftsmen Community.

The Melikan Village Government formed this community so that it could become a forum for all craftsmen to share information, innovations, and ideas in developing their businesses. The vision and mission of establishing this community is to ensure that pottery crafts are increasingly in demand by the wider community and also to advance this business. Apart from that, of course, we also want to maintain the cultural heritage of our ancestors so that it doesn't disappear as time goes by so that future generations can still enjoy the cultural

heritage in Melikan Village. According to SK, on November 12, 2023, at 15.00 at his residence, during the corona pandemic, many students took part in learning the process of making pottery to fill their free time because, at that time, school was held online. As a form of assistance provided by the government to craftsmen, craftsmen who are members of the Abdi Rukun Community, apart from holding training outreach and business development in local villages, craftsmen have also attended training outside the area, namely in Kasongan Village, Bantul and Banjarnegara.

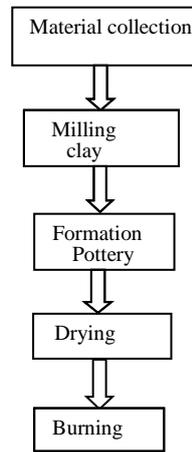
Table 2. Training outside the region

| Implementation of Training Outside the Region | | | |
|--|-----------------------|--------------------------|-------------------------|
| Place of execution | Execution time | Craftsmen Present | Training Content |
| Bantul | March 30, 2019 | 25 people | Processing the glaze |
| Banjarnegara | Feb 7, 2022 | 20 People | Making ceramic pottery |

Source: Researcher Process, 2023

Based on Table 2, the training held in Bantul on March 30, 2019, was attended by 25 craftsmen from Melikan Village, who were taught how to process clay, which was formed into glaze. Meanwhile, for the training in Banjarnegara, which was held on February

7, 2022, the craftsmen were taught how to make pottery into ceramics. Apart from how to process it into ceramic pottery, the training also focused on advancing the business of the craftsmen.



Source: Research Data, 2023

Diagram 1. Pottery-Making Process

The process of making pottery using the flat rotation technique and the tilt rotation technique is basically the same; the only difference is the rotation tool. The process of making pottery includes:

- a) The first process is collecting raw materials. The main raw material needed is clay, the clay is taken from Pagerjurang Hamlet, Melikan Village. Apart from clay, the raw material needed is river sand taken from the river in the village. If the supply of clay in Pagerjurang Hamlet runs out, the craftsmen usually take clay from the next village.
- b) The next process is grinding the clay. After the clay is ground, the soil is then trampled and mixed with river sand. The clay is ground, so it doesn't clump. It has a smooth texture, so it's easy to shape into pottery. The tool used

for grinding is usually called a molen.

- c) The next process is the formation of pottery. In the forming process, the soil is formed into a lump like a ball and then placed in the center of a slanted turntable and pressed and then shaped into pottery. Meanwhile, to make a flat rotating tool, you only need to clot the soil and then mold it in a mold. Then the tool is rotated.
- d) After the forming process, the next step is the drying process. Drying is done under sunlight by placing the resulting pottery on it. After the pottery is dry, rub it until it is smooth.
- e) The final process is combustion. In this firing process, the pottery is arranged and put into a kiln for firing. Burning uses wood and dry leaves for approximately 3-4 hours. After it has finished firing, the pottery is covered using munngur leaves so that it does not crack during the cooling process.

According to E.ST on November 12 2023, at 11.00 at his residence, pottery sales are currently experiencing a decline compared to before the corona pandemic, which tended to increase. Even, there are

no sales of pottery exported abroad. Currently, sales only rely on interest from the local community, where each craftsman already has their own collector. Craftsmen are currently complaining about the lack of availability of raw clay

materials, which are starting to become difficult to obtain; this, of course, also has an impact on sales income, which is also decreasing.

Table 3. Income Range for Craftsmen 2019-2023 Pottery Sales Table

| Time | Income Range |
|---------------------|-----------------------|
| Before the Pandemic | 2,500,000 - 4,000,000 |
| Pandemic | 3,000,000 - 4,000,000 |
| After the Pandemic | 2,000,000 - 3,000,000 |

Source: Research Data, 2023

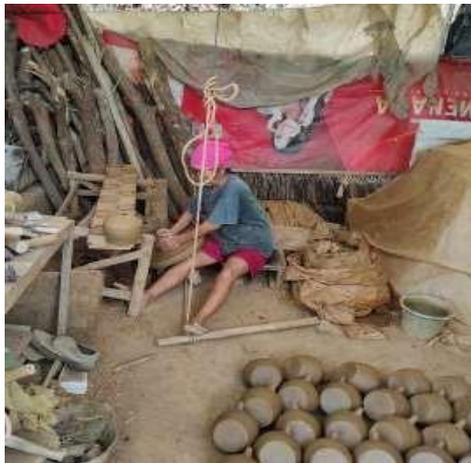
Based on Table 3, the range of income earned by craftsmen from selling pottery in 2023 tends to decrease due to the lack of raw materials used to make pottery. Meanwhile, before the pandemic, pottery sales ranged between IDR 2,500,000 – and IDR 4,000,000 for a month. During the pandemic, most entrepreneurs experienced a decline in their product sales turnover, but for craftsmen, pottery sales experienced a slight increase, ranging from IDR 3,000,000 – to IDR. 4,000,000 because, at that time, many students were practicing making pottery to fill their free time, so under these conditions, sales results could actually increase. The condition of pottery sales after the pandemic tends to decline, namely between Rp. 2,000,000 – Rp. 3,000,000. This happens because the clay

used for making pottery has started to run out in the village. This can actually be overcome by looking for clay from other villages. However, if they look for clay from other villages, it will increase their capital even more because they will usually only look for clay from their own village, and there is no budget for it.

As explained previously, village communities that have creative businesses in Melikan Village need business capital in order to repair and improve the quality of their businesses. A limited budget for running a business is a common problem faced by the community (Nugrahaningsih et al., 2021). On the other hand, one form of support for community empowerment related to the development of tourist villages can be done through the provision of capital assistance (Rohim, 2013). In

relation to this, it is stated that the government needs to be present to provide business capital for the community according to the community's needs (Hidayah, 2017; Raintung et al., 2021). The village government needs an adequate budget to encourage the successful empowerment of the village (Ulumiyah et al., 2013). Thus, the author considers that the Melikan Village Government needs to

increase the amount of capital provided to people who focus on creative businesses. This amount needs to be adjusted to the needs of the local community. In addition, the Melikan Village Government needs to set budget priorities, especially for community empowerment activities through creative businesses, for various aspects, from planning implementation to promotional activities.



Source: Researcher Documentation

Figure 2. Clay Teapot (left), Ashtray and Flower Vase (right)

Based on WL craftsmen's drawings, he made pottery using a tilted turning technique. The pottery produced in the form of a teapot, which is used as a container for drinking water from clay, can be seen in the picture (2 left). Meanwhile, E.ST prefers to make pottery using the flat round technique. The pottery produced using the flat rotation technique includes ashtrays and small and large flower vases, which can be seen in the picture (2 right).

3. Build The Environment

Environmental development in this research is related to environmental preservation and protection related to the impact of creative economic efforts carried out by the community (Mardikanto & Soebianto, 2015). Creative economic efforts, such as extracting raw materials and burning pottery, can result in environmental degradation, including a

decrease in soil quality and air pollution. The environment is one of the things that has the most impact because the raw materials used in making pottery are clay taken from the forest in the village and also river sand. Of course, this will have a big impact on natural conditions if it can result in landslides or floods because of the large amount of sand and clay that is dredged to make the pottery. In this conservation effort, if it is no longer possible to dredge the clay and river sand, craftsmen usually take the clay and river sand from Pegerjurang Village, which is located next to Melikan Village, so as not to damage the environment if a natural disaster occurs. If the stock of raw materials in Melikan Village or Pegerjurang Village runs out, it is best to buy them from other villages where there are still plenty of these resources. Apart from having an impact on the environment, the process of burning pottery can cause air pollution because burning still uses manual methods, such as using a burning stove that uses wood and dry leaves to burn. The ash produced from burning is recycled into compost, which is useful for plants to grow well so that it does not leave behind waste that can damage the surrounding environment.

Environmental impacts can be demonstrated through pollution due to

rubbish, landslides, or changes in the air in a particular area (Herningsih, 2019). Trisnawaty & Faizah (2022) explained that the obligation to maintain the environment is an important aspect because it can be related to the sustainability process. Meanwhile, sustainable development is considered a new paradigm for encouraging economic growth (Hayati et al., 2020). Ma'arif et al. (2023) explained that the development of tourist villages has an important role in promoting sustainable development goals. Sanusi and Wibasuri (2015) explained that through an educational approach to the community, it is hoped that the community will be more aware of wanting to maintain environmental sustainability.

The same thing was also conveyed by Riyanto et al. (2021), who stated that increasing public awareness regarding the importance of preserving the environment needs to be done. Local governments need to be present to ensure environmental sustainability is maintained. The author believes that local governments need to support creative economic business activities not only from the aspect of funding and improving the quality of human resources but also to pay attention to support related to environmental maintenance. This is because creative economic efforts carried out in Melikan

Village can cause environmental damage if they are not balanced with support from the local government. This confirms the explanation from Huda et al. (2023) that one of the challenges in environmental impact analysis (AMDAL) is related to support from local governments. Regional governments and village governments can provide guidance through outreach activities for the community regarding the importance of preserving the environment (Damar et al., 2022). Therefore, local governments can collaborate with NGOs and academics to get involved in environmental maintenance issues because this responsibility belongs not only to the government and local communities but also to all relevant stakeholders (Sentanu & Mahadiansar, 2020).

4. Institutional Development

The role of the Melikan Village Government in developing tourist villages is related to the role of communication and coordination with various parties supporting tourist villages. The government becomes a facilitator so that Melikan Village craftsmen can participate in training activities organized by regional agencies/agencies. Village governments play an important role in facilitating collaboration between communities, government, and related parties through

the establishment of cross-sector discussion forums. This strategy not only promotes collaboration and joint problem-solving but also encourages the development of the creative economy by increasing access to resources and markets for local entrepreneurs in Melikan Village. Institutional development in this research is related to the effectiveness of institutions implemented by communities formed in creative economic efforts (Mardikanto & Soebianto, 2015). In Melikan Village, there are two communities formed by craftsmen as a forum for developing pottery businesses to progress. There are many competitions between craftsmen, and this competition can be seen from the different pottery sales prices. What must be done to overcome price competition is that the local village government should provide a price benchmark so that craftsmen can equalize the selling price with each other. The supervision carried out by the local village government regarding community empowerment for craftsmen is in the form of an appeal to remain cooperative with fellow craftsmen so that they can live in harmony even though they have business competition in the same field.

Table 4. Melikan Pottery Community

| Melikan Village Pottery Community | | |
|--|--------------------------|---|
| Community Name | Number of Members | Job and function |
| Grace | 60 craftsmen | Promotion on Social Media and Training on Processing Glazes |
| Abdi Rukun | 98 craftsmen | Creating Pottery Tourism Education and Online Promotion |

Source: Researcher Process, 2023

Based on Table 4, in Melikan village, there are two communities formed by the local village government. The first community was named Anugerah, which included 60 craftsmen whose duties and functions were to promote pottery on social media and also provide training in processing clay into the glaze. Meanwhile, the second community, Abdi Rukun, is joined by 98 craftsmen, and the focus of this community is on making educational pottery tourism packages and online promotions. Both communities were basically formed with the same goal, namely to develop the pottery business so that it progresses and becomes better known to residents of other regions and countries. The village government formed two communities so that they would be more focused because if they were merged into one community, it would appear ineffective, considering that the majority of craftsmen in Melikan Village are already old.

This melikan pottery craft, apart from being sought after by local residents, is also much sought after by foreigners because much of the pottery is exported abroad. The Abdi Rukun Community has also created a pottery tourism educational package for students who want to learn about the process of making pottery. In the context of online marketing, apart from promoting pottery crafts, the community also offers educational pottery tourism packages. The pottery tourism educational package is priced at 25 thousand per person. In this package, you will be taken on a tour of the village to see the process of making pottery, which is usually done in front of the craftsmen's homes. Apart from watching, tourists are also given the opportunity to try out making pottery using the tilted rotation technique or the flat rotation technique, and when the pottery is ready, the results can be taken home. With social media, it can certainly increase the income of craftsmen. By empowering the community to develop a

tourist village, Melikan Village will be better known to the wider community, and those interested in the pottery, which is a characteristic of the village, will be well received by the community. Creative economic businesses run by local communities can improve the standard of living of their people. This is in accordance with the concept of creative economic enterprise itself, which is an important concept contained in community economic empowerment (Habib, 2021).

With this empowerment, it is able to attract more tourist visits so that the profits of craftsmen will also increase. Not only are local residents interested in buying this pottery, but it can also be exported abroad, attracting foreigners to be interested in buying local products from Melikan Village, which have a unique characteristic of making them, namely using flat or slanted turning techniques. For this reason, a more optimal institutional strengthening strategy is needed so that it can have implications for increasing the number of tourist visits (Triambodo & Damanik, 2015).

According to researchers, further institutional development strategies to increase the effectiveness and positive impact of creative economic businesses in

Melikan Village can be carried out in various ways. The Melikan Village Government can strengthen collaboration with other sectors outside the government, such as the private sector, business, academics, and the media. The existence of these various sectors can be confirmed to make a real contribution to the development of the Melikan tourist village through official village government documents.

On the other hand, the village government needs to develop human resources, especially village employees who are in charge of village tourism and community empowerment in Melikan Village. Apart from that, the development of human resources from the craftsmen's side can also be improved through collaboration with the various sectors above. Increasing community management capacity can also be carried out by the Melikan Village Government by carrying out systematic communication and coordination with related regional agencies/agencies. In this way, it is hoped that the community (especially craftsmen) can be better prepared to face challenges and take advantage of existing opportunities to improve the quality of life and economic development in Melikan Village.

CONCLUSION

Community empowerment through creative economic efforts in developing tourist villages in Melikan Village is included in the quite good category. This is shown in the human development dimension; the community receives more attention from the Department of Industry in developing its business, namely by providing outreach and training as well as providing capital assistance; the business development dimension is related to the government's efforts to increase business, namely by forming communities and providing assistance to participate in socialization outside the region; the environmental development dimension is related to environmental preservation and protection related to the impact of the pottery business. What should be done for conservation is not to take any more clay or river sand, which has started to run out, and craftsmen can buy these raw materials in areas where there are still plenty of resources. The institutional development dimension is related to institutional effectiveness. The community that was formed has been effective in carrying out its function in developing the pottery business to progress. The suggestion from the researcher is that regarding the difficulty of obtaining raw materials from Melikan Village, the local Village

Government should assign someone to carry out observations in other villages where natural resources are still abundant to be used as an alternative for craftsmen when these resources run out so they can buy raw materials from the others village that have not been explored. For price competition, it is best for the local village government to provide a benchmark price range that is agreed upon with the craftsmen so that the sales price of pottery between craftsmen can be equal and not too skewed for comparison. Researchers also suggest institutional development, which includes developing human resources, strengthening collaboration with external parties, and increasing community management capacity.

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