

Empowering Awing Gading Bamboo Processing Innovation in Wukirsari Village to Increase Added Value and Local Community Welfare

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Abstract.

Wukirsari Village is one of the tourist villages located in Imogiri District, Bantul Regency, Special Region of Yogyakarta Province. The beauty of Wukirsari is offered to both domestic and foreign tourists. This study aims to provide innovation in processing awing gading bamboo in Wukirsari. The benefits are to increase added value and welfare for the local community to be productive in making bamboo crafts. Data sources were collected through observation methods, interviews, and focus group discussions involving bamboo craftsmen. The results of this study indicate that the community, government, universities, the business world, and the media have an active role in developing Wukirsari into a tourist village known to the wider community.

Keywords: *Awing gading bamboo; Bamboo Craftsmen; Focus Group Discussion; Wukirsari Village; Wider Community.*

I. INTRODUCTION

Tourism is a sector that plays a crucial role in the sustainability of national income. In addition, this sector has the potential to be an alternative to create new jobs for the community. Conventional tourism such as natural, artificial and cultural tourism is considered common among the community. Therefore, it is necessary to develop educational tourism that can improve the competence of tourists. The development of this tourism should involve the active role of the community. The demand to create alternative tourism has received support from the community, one of which is through the development of tourist villages (Ferdiany Da Costa et al., 2025).

Tourism village is a form of integration that combines the potential of natural, cultural, and man-made tourist attractions in a particular area. This integration is supported by various attractions, accommodations, and other facilities that are in accordance with the local community (Setiadi & Arinto, 2020). There are two main indicators that define a tourism village, namely, tourism activities based on resources available in the village, and direct communication between tourists and local residents and resources available in the village (Rohmatih & Lukito, 2020).

Wukirsari Tourism Village is located in Imogiri District, Bantul Regency, Special Region of Yogyakarta Province. This village has various potentials that support its development as a tourism village (Lambert et al., n.d.). Hereditary crafts, such as making wayang kulit, batik tulis, bamboo crafts, as well as the existence of tombs of kings and culinary tourism that can be significant capital to form a tourism village in sustainable tourism.

Bamboo is one of the plants found in almost all regions of Indonesia, the use of which is quite varied, ranging from building materials, household products to food ingredients. Wukirsari Village in Imogiri District, Bantul Regency is one of the villages that utilizes the availability of bamboo in its village to be used as a craft material (Maryani & Zaenuri, 2021). The skills of making bamboo craft products in Wukirsari Village have been passed down from generation to generation. Bamboo craft products produced by Wukirsari Village craftsmen are still limited, namely producing tampah, so there is no advantage or uniqueness of the products produced (Santosa Utomo & Widjanarko, 2022). However, tampah products that sell very well are especially small tampah. In addition, based on interviews and discussions with bamboo craftsmen, there are several problems faced, one of the main issues is the design of bamboo craft products which still uses traditional methods, namely by tying 50 pieces together. In addition, the weaving process still uses traditional methods, namely the results of the hands and there is no assistance from machines. So, craftsmen still need quite a long time if there are orders in large quantities. And people today still rely on collectors to sell their products.

II. METHODS

To overcome the problems faced by bamboo craftsmen in Wukirsari Village, the ICS team carried out community service on bamboo crafts through joint discussion activities. The purpose of this community service activity is to find solutions to the problems experienced by craftsmen in Wukirsari Village. This process consists of several stages, namely:

1. Observation and Interviews

The first stage involved interviews with bamboo craftsmen to identify the main problems faced. In addition, observations were also made on the craft products produced in Wukirsari Village and observations during the weaving process.

2. *Focus Group Discussion (FGD)*

Based on the results of observations and interviews with bamboo craftsmen, the main problems they face are the lack of modern training (product development, packaging) and the lack of funding for bamboo raw material supplies because currently the craftsmen still buy their own raw material supplies.

III. RESULT AND DISCUSSION

Observation and Interview activities with the resource person, the head of the bamboo craftsmen, were held on May 20, 2025, at the Wukirsari village puppet tourism corridor. Observation and Interview activities were held for approximately two hours, where the bamboo craftsmen also attended the event.



Figure 1. Documentation of Observation, Interview and FGD activities

Before the discussion was held, a presentation and explanation were first given by the resource person, namely the head of the bamboo craftsmen. This presentation covered various aspects, such as the process of making bamboo crafts, the products produced, the sales process and building a marketing network, to the packaging process to package the products produced and the problems or obstacles currently faced.

DISCUSSION

After learning about the problems faced by bamboo craftsmen, the ICS team had an innovation that had been discussed with local bamboo craftsmen to increase the value of bamboo crafts and the welfare of the local community (Naning & Hadi, 2021). This includes building relationships with local village heads or related agencies to increase added value to existing bamboo crafts and improve the welfare of the local community. In addition, these relationships can involve Micro, Small, and Medium Enterprises (MSMEs) to hold activities such as exhibitions, expos, training, and technical guidance (Rosyida et al., 2022). By participating in various activities, bamboo craft products from Wukirsari Village with more modern designs will be better known by the wider community. This also has the potential to build a better marketing network. In addition, the importance of promotion in marketing can be utilized through various social media (Ari Kristiningsih et al., 2023). In this case, promoting bamboo craft products with the help of the children of the craftsmen to help develop promotional media through social media (Hartabela et al., 2023).

IV. CONCLUSION

The conclusion of the discussion that has been conducted with bamboo craftsmen is the importance of building relationships with local village heads or related agencies in order to obtain funding for the supply of raw materials for bamboo crafts and involving MSME actors to provide training or technical guidance, especially on modern product design so that the products produced by bamboo craftsmen in Wukirsari village can be known by the wider community and know the

importance of the benefits of promotion on social media so that the marketing network becomes wider with the support of the role of the community, government, and universities.

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