

International Community Service Mentoring To Increase The Awareness Of The Younger Generation On Puppet Crafts In Wukirsari Village Imogiri Bantul

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Abstract.

The Wayang Wukirsari preservation program aims to reintroduce this traditional art to the wider community and increase appreciation for local culture by the younger generation. This activity is mentoring and training in making shadow puppets and digital marketing training. The large number of participants from the younger generation and the general public shows the success in reviving public interest in Wayang wukirsari. The program also provides significant benefits for participants, who get the opportunity to develop creative skills, as well as for artists and local art communities who gain a platform to promote their work. Support from the local government strengthened cultural preservation efforts by providing the necessary policies and facilities. Recommendations to continue the success of this program include increasing community involvement, especially among the younger generation, strengthening government support and sponsorship, collaboration with educational institutions, developing promotional platforms, and mapping stakeholder networks.

Keywords: *Wayang Wukirsari; Cultural preservation; Art exhibition; Youth involvement; Government support; Cultural promotion.*

I. INTRODUCTION

a. Background

Wukirsari sub-district is one of 8 villages in Kapanewon Imogiri which is located approximately 3 km to the north of Kapanewon Imogiri office. Wukirsari sub-district has an area of 15,385,504 ha with a population of \pm 17,245 people and 5428 family heads. Wukirsari Bantul has a variety of business potential, especially in the fields of culture, tourism, crafts, and agriculture. Wukirsari has some excellent potential that can be developed, including hand-written batik crafts, tatah sungging (making leather puppets), bamboo crafts, and processed food products such as criping gadung. In addition, there is also tourism potential such as the tombs of the Imogiri kings, waterfalls, hills, and special interest tourism such as tubing.

Wukirsari Tourism Village, has achieved international recognition as one of the 55 World's Best Tourism Villages in 2024 by the United Nations World Tourism Organization (UNWTO). The announcement was made on November 14, 2024 in Cartagena de Indias, Colombia. The shadow puppet craft in Wukirsari has been developing since before

independence, starting with a high-ranking official of the Yogyakarta Palace who left the will of leather puppets and percutaneous birds to Mbah Atmo Kariyo. Wukirsari then became a shadow puppet tourism village in 2014, with the aim of preserving culture and improving the welfare of the community. The village is also supported by various parties, including the BCA, in infrastructure development and human resource development.

In Wukirsari sub-district, Imogiri, there are about 70 industrial houses (wayang kulit craftsmen) that produce puppets for generations, according to ANTARA News Yogyakarta. They produce about 5,000 pieces of various types of wayang crafts per month. Wukirsari village is known as one of the centers of shadow puppetry in Bantul, Yogyakarta. The production of shadow puppets in this village has been going on for decades and is the main livelihood for many of its residents. Wukirsari's leather puppet craftsmen even market their products to foreign countries. The leather puppets produced vary from fine, medium, to rough quality, with prices also varying depending on the level of difficulty and type of raw material.

Wayang wukirsari is one of Indonesia's cultural art forms that is increasingly marginalized in the midst of cultural modernization. In bantul, especially among the younger generation, interest in the craft tends to decline. To address this issue, the work program designed includes the main activities. Firstly, workshops and trainings involving local artists as facilitators aim to educate the younger generation about puppet making techniques, the stories told, and the cultural values contained in Wayang Wukirsari. Secondly, exhibitions and art performances in schools and cultural centers are held to give the younger generation and the general public a first-hand experience of the uniqueness of Wayang Wukirsari. Thirdly, digital promotion and the use of social media were utilized to expand the promotional reach of Wayang Wukirsari. This strategy includes the creation of creative content such as short documentary videos on the puppet making process and interviews with artists.

Digital technology and social media have proven effective in the preservation and promotion of traditional culture. Research shows that the use of social media can increase awareness and interest in local arts and culture (Hermawan, 2020). In the context of Wayang Wukirsari, this strategy can help reach a wider audience, particularly the younger generation who are active on digital platforms. Moreover, digital documentation and online archives also provide a reliable way to sustainably preserve and promote the artwork. Educational approaches through workshops and exhibitions are also important. The study by (Prilosadono et al., 2019) shows that hands-on engagement through practical activities can increase participants' appreciation and understanding of traditional arts. In the case of Wayang Wukirsari, direct interaction with artists and experience in wayang making can generate a sense of pride and interest in local culture.

The main objective of this community service activity is to raise awareness, interest, and appreciation of the younger generation towards Wayang Wukirsari as part of Indonesia's cultural heritage. This activity aims to educate the younger generation about the history, techniques, and values contained in Wayang Wukirsari, as well as creating a platform for Wayang Wukirsari artists to promote their work and reach new audiences. In addition, this activity also aims to increase community participation in cultural activities, especially among the younger generation. The benefits of this activity include cultural preservation, economic empowerment of local artists, and strengthening cultural identity among the people of

Yogyakarta. With a structured work program based on technological and educational approaches, it is hoped that Wayang Wukirsari can regain its place in the hearts of the community, especially the younger generation who will be the inheritors of this culture in the future.

The proposed plan for the Community Service Program activities on this occasion, the implementation team will propose alternative solutions to the priority problems faced by Wayang Wukirsari Imogiri Bantul so that it can be an attraction for the younger generation in continuing and developing the wayang craft in Wukirsari. Based on the results of surveys and coordination with craftsmen, the priority problems that will be given solutions by the proposing team include the following:

1) The problem of workshops and education to the younger generation.

Many of the younger generation have not participated in puppet workshops and training on making Wukirsari puppets and also for this workshop and training will involve local artists as facilitators aiming to educate the younger generation about puppet making techniques, the stories told, and the cultural values contained in Wayang Wukirsari.

2) Problems with art performances and exhibitions

So far, it is rare to hold exhibitions and art performances in schools about puppets and puppet making, therefore it is necessary for schools (PAUD / TK to universities) and cultural centers to hold exhibitions and art performances and puppet making processes to provide direct experience to students, the younger generation and the general public about the uniqueness of Wayang Wukirsari.

3) Marketing Expansion Issues

The lack of digital promotion carried out by puppet craftsmen so that the market share is not yet wide and has not touched the millennial youth, making young people less enthusiastic about the development of puppets as a local culture that is worldwide. Therefore, digital promotion and intense use of social media are needed which is directed so that digital promotion and the use of social media can be utilized to expand the promotional reach of Wayang Wukirsari. This strategy includes the creation of creative content such as short documentary videos about the process of making puppets and interviews with artists.

b. Objectives

- 1) To increase the younger generation's awareness, interest and appreciation of Wayang Wukirsari.
- 2) Increase art performance activities and exhibitions in schools from the lowest level to universities with a regular monthly schedule.
- 3) Increase the marketing reach of Wayang Kulit by 50% from before.

II. IMPLEMENTATION METHODS

The service method used includes several stages, namely preparation, counseling, training, mentoring, and demonstration. In the preparation stage, the service team worked with partners to design activity programs and prepare educational materials and tools needed. The counseling stage was carried out by giving presentations on the history, cultural values, and techniques of making Wayang Wukirsari to participants. Training includes hands-on workshops where participants can learn to make Wayang Wukirsari and understand staging techniques.

Mentoring is done by local artists who guide participants in every step of wayang making and staging . Demonstrations are held as the culmination of activities where participants can display their work in front of the public, as well as followed by Wayang wukirsari performances by professional artists (Allman, 2013). The partner in this international service activity is Wukirsari Wayang Crafts Imogiri Bantul Regency. The method of program implementation to overcome partner problems is as follows:

a. Needs Analysis Stage

- 1) The team will conduct a survey to identify the potential of the group members as a whole.
- 2) The data collection stage, at this stage the implementation team conducts data collection by going directly to the location and the data obtained in the form of photos of the production of puppet crafts, materials, tools and membership and other data needed.
- 3) Conducting socialization to explain the activity program plan that will be implemented to the puppet craftsmen and establish intensive communication with the head of the puppet craftsmen group.
- 4) Preparation of work plans and targets.

b. Implementation stage

1) Aspects of young generation participation:

a. Implementation of Workshops and Training

At the workshop, TIM will invite a resource person who is a practitioner of puppet culture. In this case the partners will be given knowledge about wayang and the training includes a hands-on workshop where participants can learn to make Wayang wukirsari and understand the staging techniques. Assistance is provided by local artists who guide participants in every step of making and performing the puppets.

b. Art Performance and exhibition

Artisans conduct art performances and exhibitions in collaboration with schools and local government, where demonstrations are held as the culmination of activities where participants can display their work in front of the public, as well as followed by Wayang Beber performances by professional artists. This is to be the beginning of monthly art performances and exhibitions in schools and colleges targeting the younger generation.

2) Business Management Aspects

a) Marketing

The methods used to provide solutions to the marketing aspect are:

i. Branding Training

Branding training is carried out by inviting resource persons to provide training on how to strengthen the puppet brand so that it can be recognized and expand marketing reach.

ii. Assistance in creating digital marketing content with social media

The technology that will be transferred to the Wukirsari puppet craftsmen group is digital marketing by utilizing social media. Puppet craftsmen who will be involved are members who cannot carry out production activities but are familiar with Android phones. Social media that will be used as Instagram, Facebook,

Whatsapp, Youtube and Tiktok. This is by considering that it is necessary to increase the brand awareness of wukirsari puppets so that these puppets are known by the wider community, especially the younger generation and can excel in competition. The content that will be created will prioritize storytelling narrative techniques to strengthen this puppet product among the younger generation.

III. RESULT AND DISCUSSION

The results of the implementation of community service to overcome the problem of the younger generation's concern for Wayang Wukirsari Bantul include several stages, namely:

1. Socialization and FGD

This stage involves explaining the planned activities to be carried out by the Wayang Kulit Puppeteers group and establishing intensive communication with the group leader to develop work plans and targets.

2. Training Phase

Training activities are carried out using the lecture method by inviting resource persons who have knowledge and competence in HR and Marketing. The resource person for this training is Anna Probowati SE.M.Par, a lecturer at the Management Study Program and the resource person for marketing training is Dr. Dewi Shanti n., SE, M.Mpar. The training was held on May 20, 2025 at the shadow puppet craftsmen member's house. The training was attended by 20 members of Wukirsari shadow puppet craftsmen.

In the first session, the training speakers talked about the awareness of the younger generation about puppets, the main role of the younger generation where the potential and survival of local culture, especially Wukirsari shadow puppets, is already in the younger generation.

In the second session, the resource person provided training on brand marketing, including an understanding of branding, brand strategy, and how to build and manage a strong brand. This training aims to equip participants with the knowledge and skills to create, develop, and market brands effectively. The following are some of the materials that are commonly taught in marketing constraints training including:

1. Basic Concepts of Branding and Brand Marketing
2. Brand Strategy and Brand Positioning
3. Brand Communication
4. Brand Equity and Brand Management
5. Content Marketing Creation

3. Application of Technology

The technology applied in order to strengthen the promotion of the Wukirsari leather puppet craft is:

Branding and assistance in strengthening digital promotion of the Wukirsari shadow puppet brand by means of promotion and marketing will be expanded by creating digital-based marketing content, while strengthening brand awareness will be strengthened by the narrative / story telling method on social media such as Facebook, Instagram, Youtube and Tik Tok.

4. Mentoring and Evaluation

Mentoring is carried out by local artists who guide participants in every step of making and performing puppets.

1ST PICTURE DOCUMENTATION OF ACTIVITIES



WAYANG WUKIRSARI BANTUL

IV. CONCLUSION AND SUGGESTIONS

1. Conclusion

The conclusions that can be obtained from the implementation of the International Community Service program to increase the awareness of the younger generation of Wukirsarin shadow puppets in Imogiri Bantul are:

- The high level of participation from community service program partners has a positive impact on program implementation, as seen from the training and mentoring programs that have been carried out running well and followed by all participants.
- The implementation of the program is able to produce the outcomes expected by the science and technology program for the community, although the level of understanding of materials related to information technology requires a lot of time and diligence.

2. Suggestions

In terms of leather puppet exhibitions and activities in schools and colleges are still rare and digital marketing-based marketing of leather puppet craft members in the program "International Community Service assistance in increasing the awareness of

the younger generation on puppet crafts in the village of wukirsari imogiri bantul" which is currently still limited.

Based on the transfer of science and technology that has been implemented in the Wukirsari Wayang Craft Group involving partner groups, there are several suggestions that are worth considering, namely:

- a. Appointed participants are representatives of each business group who should be able to empower and socialize the knowledge and skills gained from this ICS activity to other group members.
- b. Increase the involvement of the community, especially the younger generation, in traditional arts activities through more extensive training programs and workshops.
- c. Strengthen support from the government and sponsors by providing additional facilities and funds to ensure sustainability of activities.
- d. Collaboration with educational institutions from pre-school to university level needs to be expanded to integrate Wayang Wukirsari in the curriculum and conduct research that supports cultural preservation.
- e. The development of promotional platforms through local, national and digital media can help reach a wider audience and increase the visibility of Wayang Beber.
- f. Mapping and strengthening the stakeholder network will ensure effective collaboration between the government, arts community, NGOs, media and companies, ensuring the preservation of Wayang Wukirsari is sustainable and beneficial for the community and future generations.

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