
ESCALATION OF SOCIETY'S COMPETITIVENESS: ESCALATION OF YOUNG ENTREPRENEURSHIP COMPETENCE THROUGH WORKSHOP OF PROCESSED TAMARIND ON TOP OF WASTRA

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Abstract

The government has established five premium Tourism destinations and Special Economic Zones (SEZ) in Indonesia to escalate tourism. One of them is Yogyakarta. Yogyakarta's best potentials are Batik, Culinary and Tourism. All of them are highly expected to attract international tourists to come to Indonesia. To best achieve it, The Ministry of Transportation works hand in hand with Dewan Kerajinan Nasional (DEKRANAS) to hold Program Pendidikan Kecakapan Wirausaha (PKW) for craftsmen through Directorate of Courses and Training, General Directorate of Vocational Education, The Ministry of Education, Culture and Tourism. Program Pendidikan Kecakapan Wirausaha (PKW) is aimed for young entrepreneurs and fostered craftsmen of Yogyakarta's DEKRANAS. The main purpose of PKW is to improve young entrepreneur competence through workshop of processed tamarind on top of *Wastra* to make cold wax Batik. The method used for this workshop is mentoring through approaches of Asset Based Community Development (ABCD). This approach prioritizes the usage of assets and potentials of the society's surroundings. As the result, the society can best make use of the eco-friendly tamarind as a motif on top of *Wastra*. The outcome of this workshop is to create the best versions of Batik motif variations from each region that is expected to create proponent crafts as attractions to best promote Yogyakarta generally and Borobudur specially.

Key words:

Borobudur, *Wastra* craftsmanship, Cold wax, Tamarind, eco-friendly

Introduction

Borobudur temple is World Heritage and one of five most prioritized tourism destinations in Indonesia. The temple's condition is getting worse and the number of tourists is getting lower. (Rochma Harani et al., 2020) (Setiawan, 2012). This issue is becoming government's concern to attract more tourists by elevating local regional content associated with government's policy that is to make Borobudur temple as one of premium tourism destinations. This policy is a groundbreaking effort to create a tourism destination that is expected to escalate international tourists to come to Indonesia not to only visit Bali (Yuliawaty Eny, 2017). This time around, there have been 51 tourist villages all around Borobudur. Every village has its own uniqueness, either its culture, nature or handicraft. This craft tourism village had created some products, such as pottery, carving, sculpture, *Batik* and some other crafts. As time goes by, the attractions around Borobudur temple can be relied on and is expected to keep improving.

The concrete step to make this happen is the craft development by DEKRANAS that gives attention to younger generations so that they can explore their creativity through *Program Pendidikan Kecakapan Wirausaha (PKW)* in their association with Directorate of Courses and Training, General Directorate of Vocational Education, The Ministry of Culture and Tourism. The program is aimed for young entrepreneurs and fostered craftsmen of Yogyakarta's DEKRANAS. *Program Pendidikan Kecakapan Wirausaha (PKW)* is also an effort to accommodate dropout teens to pursue better educations through vocational education that is mainly focusing on courses, trainings or workshops.

To elevate the ability of start-up businesses, *Program Pendidikan Kecakapan Wirausaha (PKW)* is also working hand in hand with Investment Coordinating Board and Small & Medium Enterprises (SMEs) as their associates or professional industry to hold *PKW* that involves 7 study centers which come from both formal and non-formal education providers as the organizers. One of the examples is the partner of *Wasta Tamarind* that held a workshop of the making of shawl utilizing their local goods, Tamarind. This workshop was hold by some lecturers and teachers from a few cooperating institutions, represented by lecturers of Trisakti University, Universitas Kristen Maranatha, Institution of Technology Bandung and Junior High School 1 Cimahi. This workshop was a form of realization of triple helix that involved Government, Micro enterprise and University (Syahsudarmi, 2019). The government purposely invited the Universities in order to empower

lecturers to give workshop about processing the waste of tamarind into a media to make *Wastra* tamarind.

1. Superiority of Tamarind

Some sources state that tamarind produces pods filled with sweet and sour paste-like pulp (Putri, 2017). Almost every part of tamarind can be utilized into something useful; its leaves, stems, flowers, fruits and seeds. Other than that, tamarind is a very beautiful plant to decorate and protect house yard and streets, serve as green plants, windbreaker, improve the barren environment and prevent erosion (Hendrawati et al., 2013) (Mahardika et al., 2020). All the above potentials are yet to be utilized by the people in Yogyakarta. It is only commonly used to make *Jamu* or Indonesian herbal drink (Andriati & Wahjudi, 2016). Other than *jamu*, people only use tamarind as food or drink ingredients. They do not bother using the seeds and just throw them away unprocessed.

2. Processed Waste Of Tamarind

The processed waste of tamarind is a material that can be utilized to make arts and designs. Tamarind seeds are somehow utilized into a basic material to make cold wax *Batik*. This cold wax is a mixture of tamarind seeds (*Klungsu*) added with a small amount of butter or margarine. The use of tamarind seeds powder in artmaking is considered eco-friendly. It is used to draw lines to guide and determine the shape, barrier between one color to another, one shape to another, during the coloring of *Batik*. The tamarind seeds mixture acts as the substitute of hot wax that is commonly used on traditional *Batik* making. The plus point of using tamarind seeds mixture is that it requires no heating tool such as stove, therefore is it very safe to be used by anyone (Nuning Damayanti, 2018) (Primayanti & Lestari, 2019) (Pandanwangi et al., 2020) (Apriani & Pandanwangi, 2020).

This potential that comes from commonly found fruits on the land of Java, is the main idea that will be poured onto the cloth and create a motif, all utilizing the processed waste of tamarind. The creation of art and design using tamarind seeds mixture is expected to create the best local products with a great selling rate and act as the escalator of local society's competitiveness.

3. Borobudur temple and Young Entrepreneurship

Borobudur temple is located in Magelang, Central Java. It is the biggest temple in South East Asia (Alfiyan, 2020). Borobudur temple is an international standardized tourist attraction (Wiratmoko, 2012), Its surroundings have a lot of potentials to improve to best promote tourism in Indonesia (Budaya et al., 2007). This idea is strengthened by the role of government that plan to declare Borobudur temple as one of premium tourist attractions and acts as top priority to attract international tourists. The beauty of Borobudur temple has been responded to by human's creativity, in terms of its beautiful sunset panorama, objects around the temple, plants that grow around the area even the faunas that can easily be found there. This condition was positively responded by attendees that later inspired them to create the *Wastra* they desired (Kwee, 2008) (Islam, 2013). The identity of each region can be seen and recognized from the local art crafts' characteristics.

This situation became the main idea of community service that was held on November 24-26, 2020 at Crafts & *Batik* hall Yogyakarta Jl. Kusumanegara no.7, Semaki, Umbulharjo, Yogyakarta, Central Java. This agenda was initiated by the government and referred to strict health protocols by requiring all trainers to be tested Negative on Antigen SWAB test and all attendees to wear masks, wash their hands and keep safe distance between each other during the event.

Discussion

1. Mentoring through People's Potential Utilization

The similar community service that had been done before was painting using *Gutta Tamarind* by a group of mothers in Bendungan Hilir, Jakarta. The activity started with a demo that allowed the attendees to learn how to paint on the cloths. After that, the attendees were asked to practice what they learned from the demo by painting on 60 x 60 cm cloth that was placed on a wooden frame to help stretch the cloth. The painted cloths would be made into beautiful cushion cover for interior design (Rianingrum, 2020).

Another community service that was hold in BISA, school of scavenger kids and teens, done by a team from Trisakti University, was painting utilizing cold wax. It is meant to train the kids to have craftsmanship and skill that would be useful in the future. The method given in this training was giving mentoring and painting stimulation. Trainers trained the kids how to paint as well as giving them an understanding that having a skill would allow them to earn incomes. First thing first, trainers tried to grab the kids' enthusiasm in taking part during the activity, then they introduced the kids with the eco-friendly materials they were going to use. Finally, they started giving the demo and encouraged the kids to tag along. The paintings were made into wall decorations that the kids could use to decorate their homes. They were very happy to acknowledge that they had the abilities to make such beautiful things.

Moving to Yogyakarta, a team from Maranatha Christian University worked hand in hand with local union, served a community service that involved local *Batik* craftsmen. It was meant to socialize an alternative media other than hot wax to make *Batik*. It was believed as an important matter as many problems resurfaced due to a high cost only to make a piece of *Batik* cloth. The

methods used were lecture, discussion and practice. As the results, motifs samples based on floras, faunas and local surroundings were created (Pandanwangi, 2020).

Community service was also hold in Likupang, East Indonesia by a team from various universities. The purpose of this service was to best prepare *Wira Usaha Baru (WUB)* that was initiated by regional government's synergy. Processed tamarind waste was utilized during this community service as it was one of local crops that could be easily found in that area (Lengkong et al., 2018). The methods used were demo and practice for two whole days in a row. As the result of this community service, people learnt how to make cloths and shawls (Kartiwan, 2020).

All the above community services done by specifically involving the government, universities and industries are yet to make a significant appearance. Therefore, this community service had bigger superiority compared to others mentioned above, industry hold a major importance as it holds both producer and marketer roles. The differences could be seen in the methods used, that was mentoring through approaches of Asset Based Community Development (ABCD). This approach prioritized the utilization of assets and potentials of local society's surroundings. The society means here were 20 start-up business owners in Yogyakarta, Borobudur and surroundings. Some of them had graduated from school but were unemployed, some were even dropouts. The training itself took 2 days, started at 08.00 A.M and finished at 05.00 P.M each day.

Community service through *PKW* by giving training is really needed to be done as there is local ideas adapted in each *Batik* making can be told through new motifs (Manun, 2018). As this training was done during the COVID 19 outbreak, it somehow gave an inspiration that this material be used during the new normal era. The representative of the government stated in between the training, that this *Batik* was an alternative option other than hot wax *Batik* as the material could easily be found and processed. It surely could help create a new business opportunity.

This meeting was made special by the attendance of the Minister. During her visit, she stated that it could create a new business opportunity as tamarind could easily be found on the land of Java. The result of this mentoring was exhibited by DESKRASNAS on their exhibition in Yogyakarta.



Figure 1. PkM's catalogue November 2020 issue.
Resoruce: Team. 2020

2. Process and Result

The mentoring was done in a few steps that will specifically be described below.

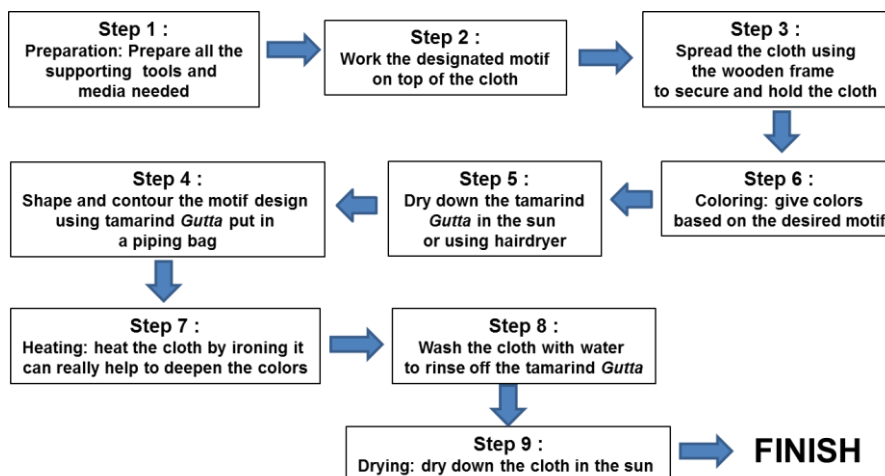


Figure 2. The monitoring of Processing Tamarind *Wastra* training
Resoruce: Team. 2020

It can be seen based on the above picture the flow of community service that utilizes local society's potential and surroundings. Those potentials come from many aspects such as its nature, tourist attraction, culinary, local *Batik* of Yogyakarta, floras and even faunas. Other important potential is definitely the human resource that is empowered by young entrepreneurs. They need development for the products they produce. During the pandemic, a big loss from decreased income and low purchasing power cause them to adjust into a more affordable capital. It is a groundbreaking effort that requires the utilization of local goods and corps such as tamarind to be processed into a paste to create an eco-friendly product on top of *Wastra*. The monitoring can be observed through the below pictures.



Figure 3. Briefing for instructors, Tamarind *Wastra* tools kit, cloth, Tamarind *Gutta*, Dye, Brush and Cloth application on wooden frame.
Resource: Tamarind *Wastra* team, Yogyakarta 2020



Figure 4. Training step: Pole making, *Gutta* placement, Dyeing, Washing, Drying, Pressing to enhance the color.
Resource: Tamarind *Wastra* team, Yogyakarta 2020



Figure 5. Attendees and their Tamarind *Wastra* artworks.
Resource: Tamarind *Wastra* team, Yogyakarta 2020

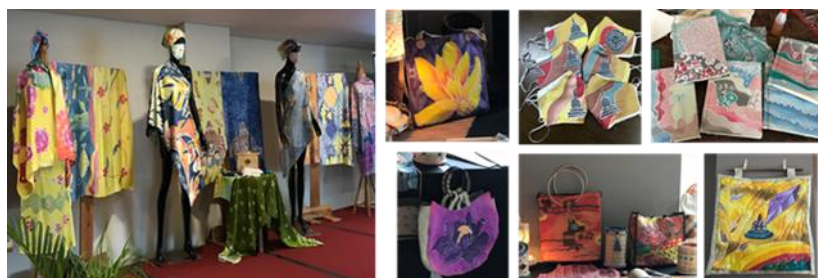
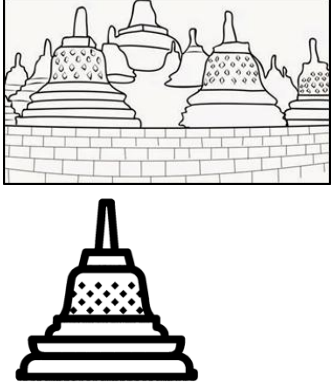







Figure 6. Tamarind *Wastra* artworks made into Shawl, cushion cover, Purse, Mask and Wall decoration.
Resource: Tamarind *Wastra* team, Yogyakarta 2020

Local potential that is poured through visual study, then created into a motif based on local potential, and the results of the motif on top tamarind *Wastra* can be seen in Table 1 below:

Table 1: Transformation of Visual study to Borobudur and Yogyakarta Motifs

Study Visual	Motive initiated from regional potential	Motifs on the Tamarind Wastra
<p>Borobudur temple, the icon of the top priority tourism destination in Yogyakarta</p>		
<p>Yogyakarta and its wide range of plants diversity such as Jasmine, Banana tree, decorative plants, etc</p>		
<p>Yogyakarta and its wide range of exotic faunas and fruits diversity</p>		

<p>The motif of Batik becomes the main idea of Tamarind Wastra variant development</p>		
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Table 1 column 3, all the products made by the attendees. All the artworks made are inspired by local potential. The use of processed tamarind as color dividers is very helpful in creating white lines after rinsing and creating contrast between colors. The rinsing is very easy and leaves no waste that is harmful to the nature.

Conclusion

Art craft is one of creative industry sectors that gives major contribution to nation's economy. Art craft industry that is dominated by Small & Medium Enterprises (SMEs) is expected to keep growing and improving to create more business opportunities in a massive scale.

The training of creating motif by utilizing processed tamarind seeds has become the government's association to create possibilities for dropout students to make incomes through *Batik* artwork.

Batik artwork is expected to sell out as Borobudur merchandise with a good price point. On this training, attendees had successfully made a tamarind *Wastra* shawl with Borobudur motif. All of the attendees followed the training very thoroughly, full of spirits and enthusiasm from the very beginning until the very end because the making of *Batik* using processed tamarind seeds was very easy, efficient and an interesting thing to do. It had been proven by looking at the result that came after the two-day training, all attendees came up with very high-quality artworks that could be sold as merchandises for tourists.

The result of the training was very well welcomed and inspired the attendees with new media and techniques. The new alternative created by the local potential, processed tamarind powder, can be utilized by young entrepreneurs in the new normal era. This material is very easy to utilize and is eco-friendly. The features that is used in making *Batik* is inspired by the local surroundings and empowered by the local potentials. This way of thinking is expected to bring pride towards the local artworks for young entrepreneurs.

Based on what is explained on the above analysis, we can be sure to conclude that this method of mentoring and training through workshops is very useful, especially for the society and all of the attendees. The success of these workshops can be seen by the enthusiasm shown by all the attendees despite the pandemic. Even though the results are yet to be maximum, the implementation of new and fresh ideas through the new techniques is pretty much successful. During the new era, we are adapting to the new method of mentoring through virtual meeting. As the results, *Wira Usaha Baru (WUB)* has shown a very good work of making *Batik* using the drawing on the cloth method.

A few suggestions that might be useful for the workshop; 1) Trainers are required for beginners in the industry of *Batik*, therefore the progress and the quality of work can be monitored thoroughly 2) The esthetic of tamarind *Wastra* plays an important role to determine its value, product trials in the market can be very useful to see its demand in the market 3) Government to empower the Small and Medium Enterprises (SMEs) by helping out with capitals.

Art craft is one of the biggest sectors in the industry of creative economy and gives major contribution to nation's economy. Small and Medium Enterprises is expected to keep growing in order to open job opportunities among the society.

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