



Culture-based Tourism through Optimisation of Lurik and Batik Industries in Klaten District

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ABSTRACT

Modern tourists prefer attractions which offer culture and art. Specifically, one village would offer one local product and tourists would be shown how the product is made. This research was conducted in Klaten district which is famous for its lurik and batik industries. Methods of analysis were Super Impose Analysis, Policy Analysis, and Interactive Analysis. The study used Local Culture Based Tourism Region Advancement Model or LCBTRA, consisting of Local Culture, Tourism Region which cover Attractions, Accessibility, Amenities, or Activities components, and also Advancement components, namely Attractiveness of tourism interests, Chances for tourism businesses, Job opportunities for the locals, Local community income and Regional economic development.

Keywords: Klaten district, LCBTRA, local culture, lurik and batik industries, tourism region

INTRODUCTION

Ecotourism has become very popular in recent times with tourists preferring attractions such as sea, beach, tropical forest, river, lake and tourism village. They are also increasingly interested in local culture and artistry especially 'handicraft

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villages' where locals demonstrate how a product is made.

Klaten district in Surakarta, is a region rich art and culture, especially its lurik and batik. These two cultural assets have the potential to be to contribute to the regional economy due to their uniqueness. Lurik and batik are unique traditional craft. Their uniqueness, is due to their production method which uses traditional tools, namely Non-Machine Loom Tools. Like with any other traditional craft, lurik production requires persistence and patience of the craftsmen. They play a significant role in maintaining the continuity of the batik industry which has high aesthetic value.

The development of lurik and batik is boosted by the fact the local community is interested to set up a business in lurik and batik making. Society's need to express their self through dress has made lurik and batik products very popular. This has driven the growth of industries that produce lurik and batik. In Klaten District, especially in Pedan, Bayat and Cawas Sub-districts, there are some small industries producing lurik and batik. Small industries support the effort in preserving local crafts while generating job opportunities for the locals and supporting development.

Cahyani (2009) examined traditional craft industries in Indonesia, which are now seen as sun set industries due to internal and external factors. In order to overcome this, craft industries should transform themselves into creative industries. The key to achieving this is through improving human resources. Additionally, there has to be bigger capital

investment in design development and showcasing uniqueness of the products.

Managerial capacity must be improved to optimise traditional crafts centres, taking strategic production policy steps and marketing the products. Artists are important in ensuring the continuity of traditional crafts. Sariyatun (2006) examined the batik business mainly owned by the Chinese in Surakarta in the beginning of 20th century. They have expanded their business from producing chemicals for batik into batik productions. This is made possible by the fact the Chinese have special quality in trading compared with the indigenous people, the availability of cheap labor, possession of batik chemicals, a strong capital with loan networks, distribution network, and also the capability to inject greater capital into batik production. Djoemena (2000) only focused on the symbols and meanings of batik.

Lurik and batik industries have the potential to contribute greatly to tourism. This study looks at how the potential of lurik and batik industries in Klaten can be optimised by utilising local resources and thus contribute to eco-tourism.

From the foregoing, there are some problems that can be identified: (1) In a regional development, there has to be a current a database. There has been no study on lurik and batik industries in Klaten yet, which can be transformed into a tourist attraction; (2) Regional governments must synchronise every policy and programme but in reality, there has been no study on the integration between Klaten government's policies and programmes in developing its

culture-based tourism by optimising lurik and batik industries; (3) All obstacles to achieve this must be removed. But, until today, there has been no study on this, especially one related to local culture-based tourism model which focuses on optimising the potential of lurik and batik industries in Klaten; and (4) There has to be a formula which can be used as a concept in the local culture based tourism advancement model by optimising lurik and batik industries' potential in Klaten District.

MATERIALS AND METHODS

Klaten District is one of the 35 districts/cities in Central Java. In order to develop tourism there, the Central Java Tourism Development Master Plan was proposed which included Klaten. Tourism development in Central Java Province has been sought through various strategies, among others through regional-based tourism development strategy. The Regional Regulation No. 14/2004 on Central Java Tourism Development Master Plan, mention that from the tourism region priority scale point of view, Central Java is divided into four regional categories namely Prime Region, Dependable Region, Developing Region and Potential Region

There are several criteria for a region to be designated as having tourism potential. First, Prime Region is a tourist attraction with unique features which cannot be found in other places. Second, Dependable Region is known for its strong attractions domestically, regionally and internationally and contributes to Central Java Province.

Developing Region on the other hand has unique attractions projected to be alternative attractions in the future with good potentials. Finally, Potential Region is relatively newly developed tourist attractions and which showcases unique products for domestic tourism.

The division of regions in Central Java Tourism Development Master Plan is meant to focus on development because the master plan compiles physical and non-physical development programmes, including human resources development and construction of tourism facilities and infrastructures across sectors and regions in the long term. Besides, Tourism Development Master Plan also functions as a reference to arrange lower level spatial plan in order to realise the linkage and balance of development among regions in Central Java. As a potential tourism region in Central Java, tourism development in Klaten is expected to be boost economic and socio-culture security in the region. Tourism development is an economic asset of Klaten which is viewed as having promising prospect and at the same time contribute at the macro as well as micro level. Klaten and other tourism regions are pillars of development that can support regional advancement.

Local wisdom has existed from prehistoric period until now. Cultural wisdom is a positive human behavior in connecting with life and their surroundings which may be based on religious values, local customs, and ancestral wisdom (Maulida, 2010). This behavior develops into a particular culture in the region.

According to Simatupang (2007), a creative industry's main elements are creativity, craftsmanship, and talent that potentially can improve prosperity through intellectual creation offers. Creative industry consists of providing creative products directly to customers and supporting the making of creative value in other sectors which are indirectly related to customers.

Creative products have the following characteristics as follows: short life cycle, high risk, high margin, high diversity, tight competition, and easily imitated.

Research Location and Data Collection

This research was conducted in Klaten District. Primary and secondary data were collected for analysis (see Table 1).

Table 1
Technique of data collection

No	Technique of Data Collection	Used for
1	Interview	<ol style="list-style-type: none"> 1. Identifying the potential of <i>lurik</i> and <i>batik</i> in the district 2. Examining the policy and programmes of Klaten in developing the area's potential, specifically the potential of <i>lurik</i> and <i>batik</i> industries in Klaten 3. Analysing supporting and obstructing factors for the advancement of local culture-based tourism region
2	Field observation	Recording physical and non-physical field and event of local culture-based <i>lurik</i> and <i>batik</i> industry areas
3	Content analysis	Examining secondary data (existing data) related to the potential of <i>lurik</i> and <i>batik</i> industries, policies and programs of Klaten government, supporting and obstructing factors of the local culture-based tourism region advancement through optimisation of <i>lurik</i> and <i>batik</i> industries' potential in Klaten
4	FGD	Collecting information from related parties from local culture-based tourism region on the potential of <i>lurik</i> and <i>batik</i> industries in Klaten
5	Result socialization	Social knowledge transfer related to the local culture-based tourism region advancement model by optimising the potential of <i>lurik</i> and <i>batik</i> industries in Klaten

Sampling Technique

Sampling technique employed in this research is purposive sampling and snowball sampling. Purposive sampling is conducted by taking samples from members of society, local government, private institution and user society, e.g. tourists. Snowball technique is used to determine informants

by contacting the first key person from society and government stakeholder as well as private institutions and finding the next key person from the information derived from the first key person and the next, until data needed is collected. This technique is expected to attain sufficient key informants.

Data Validity

Data validity is determined by applying respondent source of data triangulation and technique to achieve higher trust by comparing and rechecking the different source of information.

Technique of Data Analysis

Techniques of data analysis employed in this research are: (1) Super impose analysis, (2)

Policy analysis, and (3) Interactive analysis. Super impose analysis is used to identify the distribution of lurik and batik industries in Klaten, by using GPS (Global Positioning System). Meanwhile, policy analysis is conducted by applying qualitative method. This analysis is done to attain precise result of policy formula and strategy for regional advancement through optimisation of lurik and batik industries' potential in Klaten.

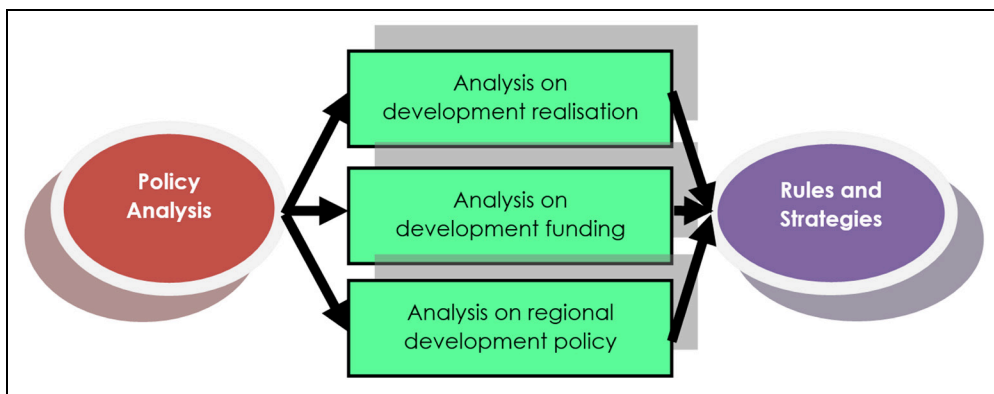


Figure 1. Policy analysis

Interactive analysis technique is conducted continuously from early data collection to verification process which takes place from the beginning until the end of research. Therefore, analysis is interactive and tests are done on components related to tourism region's advancement through

optimisation of lurik and batik industries' potential for alleviating poverty in Klaten. Interactive analysis suggested by Miles and Huberman (1992) includes data collection, data reduction, data display and conclusion/ verification.

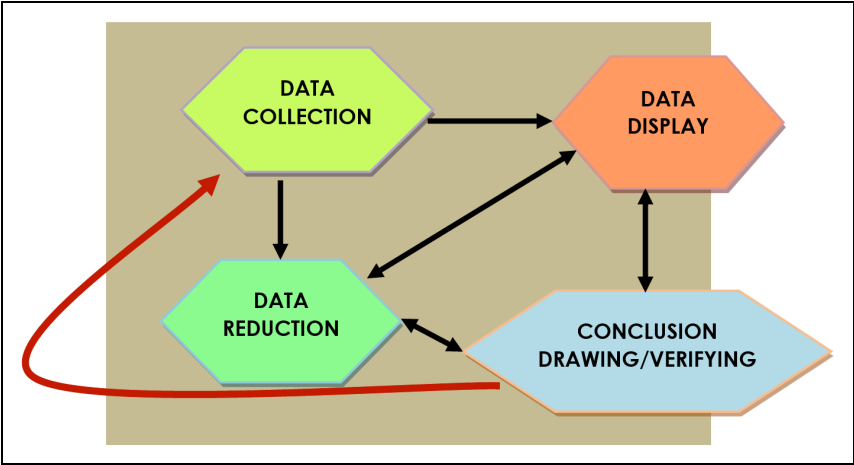


Figure 2. Interactive analysis

RESULTS AND DISCUSSION

Klaten Region's Potential

According to the Department of Industry, Trade, Cooperative and Micro, Small and Medium-scale Enterprise of Klaten, there are eight types of potential or prime products in Klaten, including metal, furniture, convection, tobacco, blacksmith, lurik, natural batik and ceramics industries. In 2013, prime products that had the highest value is metal industry with the value of Rp.2,442,027,000. Meanwhile, prime products having the lowest value is blacksmith industry's product with the value of Rp.1,004,404,500. Values produced from all of these products are expected to increase

continuously from year to year so that it can boost region and society's economy in Klaten. The detailed value produced by each type of prime product can be seen from the following table.

Table 2
Recapitulation of prime products in Klaten in 2013

Products	Value (Rp)
Metal Industry	2,442,027,000
Furniture Industry	2,412.826,500
Convection	2,022,343,200
Tobacco Industry	1,045,192,500
Blacksmith Industry	1,004,404,500
ATBM/Lurik	1,261,029,000
Natural Batik	1,284,154,560
Ceramics	1,365,393,750



Figure 3. The cluster map of prime product distribution in Klaten

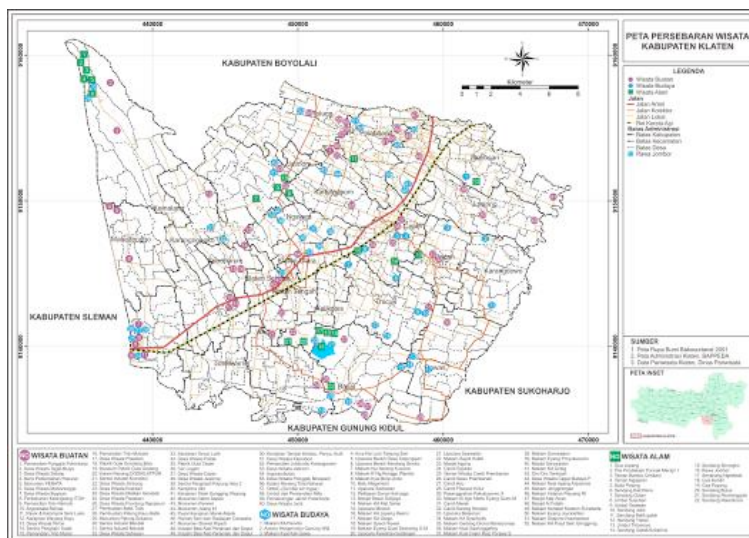


Figure 4. Map showing potential tourist spots in Klaten

The Potential of Lurik and Batik Industries in Klaten

The Lurik and Batik Industries are available in several districts such as Bayat, Pedan and Cawas sub-districts.

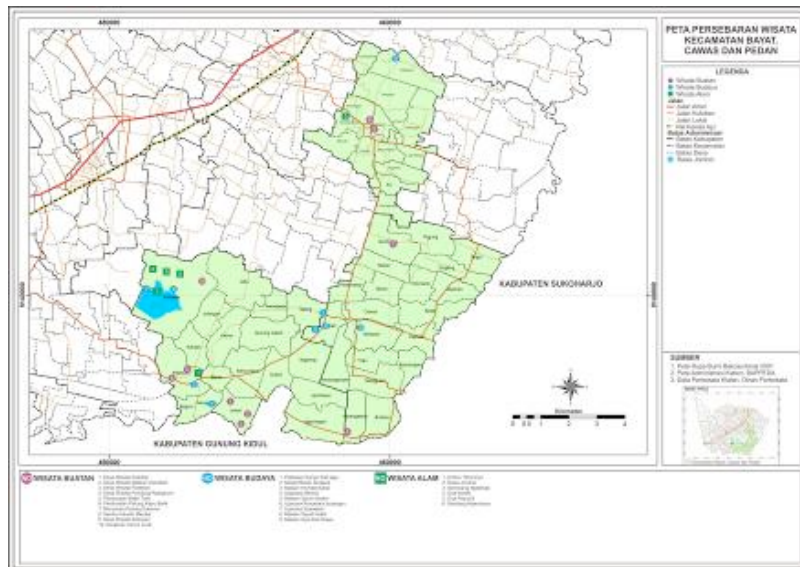


Figure 5. The map of tourism distribution in Bayat, Pedan and Cawas sub-districts

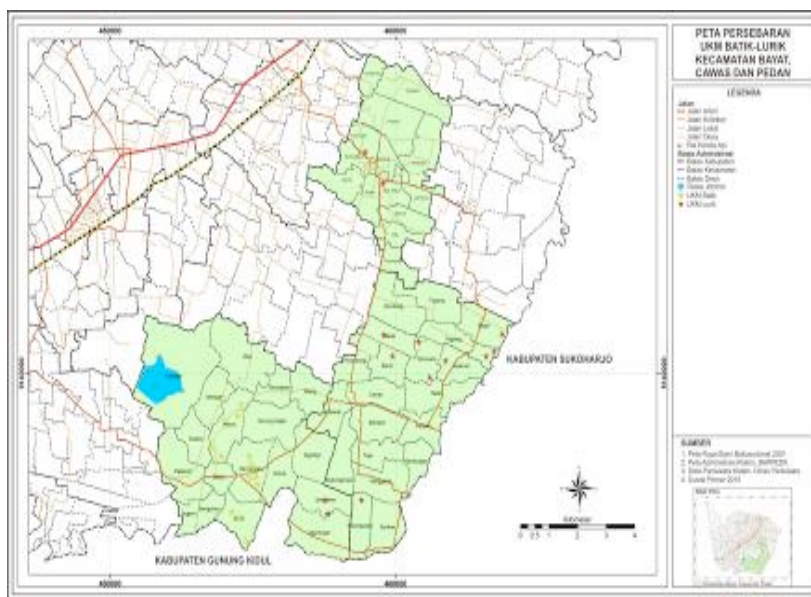


Figure 6. The map of lurik and batik's distribution in Bayat, Pedan and Cawas sub-districts

Lurik and Batik's Contribution to Government Revenue and Local Tax

The lurik and batik industries can contribute to PDB by 20%. There are both small and

medium industries (836 units) in Klaten and can provide opportunities for 1402 people, with production value of 10,35 billion per year and production volume

of 2,4 million meter. Lurik and batik industries in Klaten can be an attraction for tourists by visiting showrooms of lurik (at Dekranasda Women's Building) and batik (at Jarum). This development can encourage government and society to establish lurik and batik product-based tourism village which is expected to promote lurik and batik industries in Klaten.

The Policies and Programmes of the Government of Klaten in Developing the Region's Potential in Lurik and Batik Industries

Various programmes and activities have been conducted by the government to boost the popularity of lurik and batik industries, for example Lurik Batik Festival held on August 19th 2015 which is planned to be an annual event. Besides, Klaten government has arranged and implemented Regional Regulation about lurik cluster which principally protects lurik and batik industries' people. Some programmes organised by Klaten government to raise funds have focused on the effort to preserve lurik industry's sustainability by providing Non-Machine Weaving Tools for industries that still actively produce lurik. Several villages in Cawas Sub-district which get fund aids for lurik and batik development are Burikan village, Tlingsing village and Mlese village in the form of village development funds with a nominal value of 100 million rupiahs each. It is also supported by the existence of lurik-wearing policy stated in the Klaten Regent Decree 2010 which

is later revised to Klaten Regent Decree 2014 about wearing official uniforms made from Klaten traditional lurik. The expected impact is that Pedan lurik can become popular again, just like the time when Ismail Regent made it compulsory that government employees of Central Java have to wear lurik on Friday.

Supporting and Obstructing Factors of Local Culture-Based Tourism through Optimisation of Lurik and Batik Industries in Klaten

The main issue in preserving culture and industry of lurik making is regeneration. The interests of youths in this is declining. Only the government has taken some interest. One kind of activities to encourage youth participation is by having regular trainings like those hosted by CTI (Loving Indonesian Tenun) at the house of vice mayor of Solo on 8th – 12th June to overcome lack of youth involvement. This is due to widespread belief among Indonesian youths that weaving is not prestigious, as they are more interested in getting involved in 'prestigious activities'; even income is not the main issue. Thus, the Department of Industry and Trade of Klaten often provides trainings but the youths often do not participate in them seriously. Klaten has 36 tourism villages of which 11 of them already have Decree of Tourism Awareness Group and been cooperating with Tourism Association, ASITA, to develop tourism packages. This has the potential to be developed into local culture-based tourist attraction.

The Local Culture-Based Tourism Region Advancement Model through Optimisation of Lurik and Batik Industries in Klaten

The LCBTRA Model (Local Culture Based Tourism Region Advancement Model) is based on the potential, policy as well as

factors that hinder and support local culture-based tourism region through optimisation of lurik and batik industries' potential. This can be a reference to developing local culture-based tourism region through optimisation of lurik and batik industries' potential in Klaten.

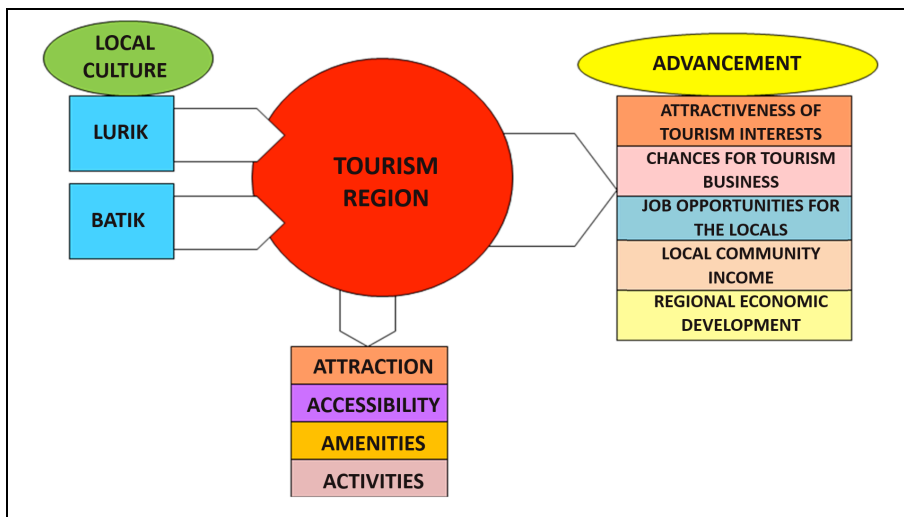


Figure 7. Local culture-based tourism region advancement model (LCBTRA)

The components of LCBTRA model are as follows:

1. Local culture is related to creating, using and appraising lurik and batik products in Klaten's local community. Each product has values within it so that the motif design and use has its own rules and cultural values.
2. Tourism Region covers all aspects, including Attractions, Accessibility, Amenities and Activities. In developing, preparing and organising, each aspect cannot be separated and must be integrated.
3. Advancement means that the local culture-based tourism region advancement model through optimisation of lurik and batik industries' potential also contribute to a significant development in the case of: Attractiveness of tourism interests, Chances for tourism businesses, Job opportunities for the locals, Local community income and Regional economic development.

CONCLUSION

Local Culture Based Tourism Region Advancement Model or LCBTRA. LCBTRA consists of several components, including Attractions, Accessibility, Amenities, Activities and Advancement. In this study, local culture-based tourism region advancement model has shown to optimise lurik and batik industries' potential in Klaten, but also contribute to a significant development in the case of Attractiveness of tourism interests, Chances for tourism businesses, Job opportunities for the locals, Local community income and Regional economic development.

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