



## THE ROLE OF TOURISM VILLAGE IN STRENGTHENING POTTERY SMEs IN KASONGAN TOURISM VILLAGE, BANTUL DISTRICT, YOGYAKARTA

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### ABSTRACT

#### Article History

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This research was conducted to examine the role of tourism villages in strengthening pottery SMEs in Kasongan Tourism Village. Pottery products are the superior product of this village tourist attraction. The existence of pottery products cannot be separated from the role of the tourist village as a bridge to attract tourists. Data collection methods used are observation, interviews and literature study. Interviews were conducted with 20 people that are Kasongan Tourism Village manager and SMEs actors. Determination of informants using the Non-Probability Sampling technique, namely Purposive Sampling. Methods of data analysis using qualitative data analysis method. The results of the study are the role of tourism villages in strengthening SMEs which consist of

making tour packages, destination branding and partnerships. There are two tour packages, namely seeing the process of making pottery and being directly involved in making pottery. The destination branding is Kasongan Tourism Village as a pottery educational tour. Partnerships are carried out, namely working with vendors and joining cooperatives.

**Keywords:** Role; Tourism Village; SMEs

### INTRODUCTION

MSMEs (Micro, Small and Medium Enterprises) have begun to be developed in Indonesia recently. The role of MSMEs can be a business field for the community by promoting local wisdom or local brands. In addition, MSMEs can also support tourism activities. Micro businesses built by the community in tourist areas complement tourist attractions. On the other hand, the community gets other income from developing a tourist destination. MSME development is increasingly being carried out by providing many facilities through programs from the government. The Ministry of Tourism of the Republic of Indonesia provides support to 2,600 MSMEs in the ten priority destinations, namely Labuan Bajo (East Nusa Tenggara), Borobudur (Central Java), Bromo (East Java), Seribu Islands (Jakarta), Tanjung Lesung (Banten), Wakatobi (Southeast Sulawesi), Morotai (North Maluku),



Tanjung Kelayang (Bangka Belitung), Mandalika (NTB), and Lake Toba (North Sumatra) (Widianto, 2021). The existence of MSMEs has an important role in providing a direct impact on society, especially in relation to strengthening macroeconomic resilience (Perguna et al, 2020). Strategic area planning is very important to support the progress of tourism potential owned by an area in order to improve the economy of the local community and the introduction of tourism products that are owned (Iskandar, 2021).

The role of MSMEs has an important position in the development of a tourist destination. Products produced by SMEs can be a choice of new products that can attract tourists. MSMEs can provide added educational and economic value and support the strengthening of local products (Yuliawati, et al 2020). Strengthening MSMEs can be done in collaboration with various stakeholders, developing an analysis of the Dick and Carey Model with skill-based learning (Kusumadewi, 2021). One of the strengthening of MSMEs is through tourist villages. Tourism Villages can be a forum for making certain programs to support the sustainability of MSMEs in a tourist destination. A tourist village is a village that has potential and lives with that potential which is used as a tourist attraction (Djunaid, et al 2022). Management of a tourist village must be supported by good human resources, optimizing the promotion of tourist villages using the latest technology and creating culinary delights with ingredients from the surrounding environment (Iskandar, et al 2020). The development of MSMEs can be driven from the following 3 things, namely capital, production methods and MSME globalization. MSMEs have their own characteristics such as the ease of adapting to consumer needs, businesses with relatively small capital, can enter and exit the market freely (Muchlis, 2017).

Yogyakarta Province as one of the tourist destinations that has developed a lot of tourism villages and MSMEs as a support. The number of tourism villages continues to grow, followed by the number of tourism awareness groups. The following is data related to the development of tourism villages and tourism awareness groups in the Province of the Special Region of Yogyakarta during the last 5 years period.

Table 1. Number of Tourism Villages and POKDARWIS in DIY Province in 2018-2022

Sub Elemen	Tahun				
	2018	2019	2020	2021	2022
<b>Jumlah Desa Wisata</b>					
a) Jumlah Desa Wisata Rintis	-	-	-	-	-
b) Jumlah Desa Wisata Berkembang	57,00	39,00	33,00	39,00	54,00 *
c) Jumlah Desa Wisata Maju	25,00	48,00	60,00	31,00	51,00 *
d) Jumlah Desa Wisata Mandiri	-	-	-	-	-
<b>Jumlah POKDARWIS</b>	<b>129,00</b>	<b>131,00</b>	<b>131,00</b>	<b>164,00</b>	<b>81,00 *</b>
a) Jumlah Pokdarwis di Kab. Gunung Kidul	41,00	42,00	42,00	42,00	18,00 *
b) Jumlah Pokdarwis di Kab. Kulon Progo	20,00	20,00	20,00	20,00	3,00 *
c) Jumlah Pokdarwis di Kab. Sleman	15,00	15,00	15,00	48,00	13,00 *
d) Jumlah Pokdarwis di Kab. Bantul	39,00	40,00	40,00	40,00	8,00 *
e) Jumlah Pokdarwis di Kota Yogyakarta	14,00	14,00	14,00	14,00	39,00 *
Keterangan * data sementara pada tahun 2022					

Source: DIY Tourism Office, 2022

The data in the table above shows the development of tourism villages and Pokdarwis developing significantly. This number decreased during the pandemic in 2020 and 2021. Furthermore, it has experienced development again with the latest management patterns after the pandemic. Many tourist villages have developed and are in the category of advanced tourism villages. Each tourist village has its own uniqueness and products that are used to attract tourists. One of the tourist villages that develops MSMEs as the main product is Kasongan Tourism Village. Kasongan Tourism Village has pottery crafts as the main attraction. The location of Kasongan Tourism Village is in Kasihan District, Bantul Regency. The existence of pottery tourism as the main commodity has continued for hundreds of years, namely from around 1820 to the present. So that the Kasongan Tourism Village is nicknamed the Pottery Tourism Village. The development of pottery products is growing with the assistance of local community SMEs. The uniqueness of Kasongan Tourism Village is also the main attraction that distinguishes it from other tourist villages. The purpose of this research is to examine the role of the Kasongan Tourism Village so as to get an overview of the basis for strengthening the Pottery MSMEs in the Kasongan Tourism Village.

## LITERATURE REVIEW

### MSMEs

MSMEs is an abbreviation of Micro, Small and Medium Enterprises. Businesses that are categorized into micro-scale are a type of business that has an annual sales turnover of approximately Rp. 200,000.00 and includes the value of the assets of a business (Kwartono, 2007). According to Priamana (2009) micro-enterprises can be classified into various types depending on the products made such as manufacturing, human resources, agribusiness and agrarian industries. Micro enterprises are also one of the drivers of the economy, especially in developing countries, one of which is Indonesia. In Law No. 20 of 2008 concerning MSMEs states that the definition of business included in MSMEs has certain criteria and definitions. This definition is contained in articles 1, 2 and 3, namely:

- a) Provision 1 states that MSMEs are productive businesses owned by business entities or individuals with certain criteria.
- b) Provision 2 states that MSMEs are stand-alone micro-enterprises, which can be owned by business entities or individuals and are not included as subsidiaries or branches of other companies.
- c) Provision 3 states that MSMEs are independent businesses, which can be owned by business entities or individuals and are not included as subsidiaries or branches of other companies, provided that the amount of wealth is regulated in law.

The criteria in the MSME business can be divided into several types depending on the UMKM product, namely Livelihood Activities, Micro Enterprise, Small Dynamic Enterprise, and Moving Enterprise (Rahmana in Undari, 2021). The following is an explanation of the MSME criteria:

a) Livelihood Activities, is a small and medium business that can be used for the purpose of earning a living or as a job opportunity in the informal sector. An example of an MSME type of Livelihood Activity is street vendors.

b) Micro Enterprise, namely small and medium businesses that are engaged as craftsmen and do not yet have entrepreneurial traits. An example of a Micro Enterprise type of MSME is a home craftsman business that has just been built and does not yet have a definite market share.

c) Small Dynamic Enterprise, is a small and medium enterprise that already has an entrepreneurial spirit and can accept jobs in the form of sub-contracts and exports. An example of an MSME type of Small Dynamic Enterprise is a handicraft and souvenir business.

d) Fast Moving Enterprises, namely small and medium businesses that already have an entrepreneurial spirit and can transform into large businesses. An example of an MSME type of Fast-Moving Enterprise is a domestic subsidiary business with a local brand that has been widely sold in the market.

Strengthening MSMEs can be done in various ways such as through partnerships, and optimizing tourism villages through MSMEs with an emphasis on Destination Branding and Sustainable Comparative Advantage (Raharjo and Rinawati (2019); Sridadi (2014);Perguna et al, 2020). Based on this description, it can be explained again that a business can be classified as an MSME, namely by taking into account the location of the business, and the products sold and there are not many binding regulations related to taxes, administration, and other permits. The role of MSMEs can open new jobs and encourage a more equitable economy in an area.

### **Tourism Village**

A tourism village is a tourism asset that is developed from the potential of a village with all its attractiveness and uniqueness. This potential is developed and empowered as a tourism product to be able to attract tourist visits to the village (Sudibya, 2018). According to Yuliati and Suwandono (2016) a tourist village is a combination of tourism attractions, facilities, and comfort that is packaged into a tourist destination by highlighting the pattern of community life as well as indigenous customs and traditions that exist in a village. One of the efforts to realize the Comparative Advantage of the potential of an area is to develop tourist villages. A tourist village must meet the four elements of a tourist attraction, namely Attractions (attractions), Amenities (accommodation), Accessibility (accessibility), and Additional Services (tourism support facilities) Cooper in Permadi et al (2021). Tourism villages can display their local wisdom to be able to compete and become the main commodity in attracting tourists. Local products owned by a tourist village can be a comparative advantage that differentiates it from other tourist villages.

### **METHOD**

The research method used is an exploratory research approach. Explorative research is research that tries to dig deeply into a problem and tries to get the causes and effects of a social phenomenon (Arikunto, 2019). Explorative research was used

with the aim of obtaining as detailed research results as possible regarding the role of Kasongan Tourism Village in strengthening MSMEs. Data collection methods used are observation, interviews, and documentation. Observations were made directly by going down to the Kasongan Tourism Village. The location of this research is in the Kasongan Tourism Village on Jalan Kasongan Number 3, Kajen, Bangunjiwo, Kasihan District, Bantul Regency, Special Region of Yogyakarta. The interviews were carried out with the type of in-depth interviews with the managers of the Kasongan Tourism Village in the form of POKDARWIS and 20 pottery tourism MSMEs. Determining the number of sources or informants uses the Non-Probability Sampling technique, namely Purposive Sampling.

The data analysis method used in this study is the qualitative data analysis method proposed by Spradley in Sugiyono (2020), which consists of Domain Analysis, Taxonomic Analysis, Componential Analysis, and Cultural Theme Analysis. Domain Analysis is in the form of obtaining a general and comprehensive description of the object under study. Taxonomic analysis, namely a more detailed description of the focus of the discussion. Component analysis, namely describing the results of observations and interviews into research results. Furthermore, the Cultural Theme Analysis is connecting between all the agreed results and then draws conclusions from the entire data that has been analyzed. These steps were taken to describe the role of the Tourism Village in strengthening MSMEs in the Kasongan Tourism Village.

The expected results of this study are an overview of the activities and programs carried out by the Tourism Village to support the strengthening of MSMEs. Furthermore, it can provide an overview of the ability of Kasongan pottery tourism MSMEs to survive for hundreds of years amidst competition for tourist villages that are widely developed in the Special Region of Yogyakarta. This research is also expected to provide academic and practical contributions to other tourist villages so that they can continue to develop properly and remain attractive for tourists to visit.

## **RESULTS AND DISCUSSION**

### **Overview of Kasongan Tourism Village**

Kasongan Village is one of the villages in Bantul Regency which has been producing pottery for hundreds of years. The history of making pottery begins with an ancestor of the community, named Kaesong Nyai Song. The name Kasongan itself is taken from his name. Early pottery production was only for kitchen and furniture tools. In 1980 came an artist named RM Sapto Budoyo introduced the art of paste. Then pottery developed not only for kitchen needs but also exterior and interior.

Tourism potential that is the main attraction in Kasongan Village is pottery or ceramics, besides that, it also has the potential for culinary tourism, arts, and culture as well as natural tourism (Swesti, et al 2022). A large amount of tourism potential has encouraged Kasongan Village, which was originally only a center for making pottery, to develop into a tourist village. The Tourism Village was formed around 2005, and the development of the tourist village was followed by the formation of the Tourism Awareness Group (POKDARWIS). The new Pokdarwis was formed in 2017. Furthermore, the Kasongan village was called the Kasongan Tourism Village.

This tourist destination is not only limited to being a center for pottery craftsmen but as a location that offers a variety of tourism products based on local wisdom.

Develop pottery products produced by pottery craftsmen and create businesses in the form of MSMEs. The number of pottery craftsmen to date is 1,700 people with 356 MSMEs units. In each MSMEs unit, the number of artisans who work varies according to the small MSMEs business built.

There are various types of pottery products made by pottery craftsmen that tourists can choose from. The following table shows the various types of pottery products in Kasongan Tourism Village.

Table 2. Types of Pottery Products in Kasongan Tourism Village

No.	Pottery Products	Motive
1.	Ceramics	jars, pots, vases, terra cotta, fountains, buddha statues, wuwung, loro blonyo
2.	Kitchen appliances	kitchen equipment such as pans, water storage containers, rice storage containers, jugs, cooking stoves, utensils for eating, such as plates, cups, and bowls
3.	Exterior	tile decoration, gate decoration, entrance decoration, wall and wall decoration
4.	Interiors	Sculpture displays, candle holders, garden lamp holders, flower shaped pots, character shaped pots

Source: Diolah Peneliti, 2022

The Kasongan earthenware products in the table above have various prices according to the motive and level of difficulty of manufacture. The price also depends on the size of the pottery. The price of the most expensive pottery product is dominated by the jar variant, which ranges from Rp. 300,000 to millions of rupiah. The lowest price is in the form of small souvenir products such as mini statues, pencil cases, candle containers, and ashtrays with prices ranging from Rp. 5,000 till Rp. 30,000,000. The price offered is different and quite competitive between MSME units and depends on the pattern, color, and manufacturing technique.

The existence of the Kasongan Tourism Village has made the Bantul Regency Government establish the Kasongan Tourism Village as a Strategic Socio-Cultural Area. This decision was contained in the Bantul Regency Regional Regulation Number 4 of 2011 concerning the 2010-2030 Bantul Regency Spatial Planning covering the Strategic Areas of Kasongan Tourism and Craft Villages, Lemahdadi (Kajigelem), Gendeng and Jipangan (Seliari, 2018). Apart from its strategic location, Kasongan Tourism Village develops a sustainable tourism culture and creative economy (Irawati, et al 2022). Kasongan Tourism Village is one of the tourist villages that can be the choice of tourists to visit. Tourists who visit besides seeing a variety of pottery products can also learn to make pottery. the existence of Kasongan Tourism Village cannot be separated from tourist visits every year. The number of tourist visits to Kasongan Tourism Village averages 1,500 to 2,000 people each month. Visits are highest, especially during the peak holiday season between July and December. Tourists are colored by group visitors or tours from various schools and family tourists (Pokdarwis Desa Wisata Kasongan, 2022).

## The Role of Tourism Villages and Strengthening MSMEs

The role of tourism villages in strengthening MSMEs in Kasongan Tourism Village is assisted by Pokdarwis. The activities carried out by Pokdarwis every year are the pottery festival which is usually held in December. The peak of tourist visits in that month can simultaneously market MSME products more broadly. In addition, Pokdarwis also held Digital Marketing training to improve online marketing. This quote was conveyed by BR, the tourism village administrator who is also the administrator of the Kasongan tourism village.

"Marketing of MSME products is carried out in two ways, namely offline and online. Online, assisted by social media, in early 2022 we will receive digital marketing training for packing pottery sales using internet media. (BR, result of interview 12 December 2022).

The next activity carried out to strengthen MSMEs, namely tourism villages make tour packages that tourists can choose according to price and type of activity. The following is a table of prices and activities that can be carried out in the Kasongan Tourism Village.

Table 3. Tour Package Prices

No.	Activity	Prices (Rupiah)
1	Pottery Education Tour Package: See the process of making pottery from scratch to product	10.000,00 /pax minimun 100 pax
2	Pottery Making Education Package: Participants can make a craft out of pottery guided by a team from Nangsib	25.000,00/pax minimun 100 pax

Source: Pokdarwis Desa Wisata Kasongan, 2022

In addition to the two tourist activities to choose from, the tour package is complemented by a tour around the village. Tourists will be invited to take a tour to see the life of the Kasongan Tourism Village community along with a series of shops from the MSME unit that display their pottery products. The following is the documentation of the pottery tourism educational package activities.



Figure 1. Pottery-Making  
Sumber: Dokumentasi Pribadi, 2022

This village tour activity also opens the opportunity for tourists to see more about the pottery products that are made. The community is given a way to open a

business on either side of the road by setting up a showroom (exhibition hall). This showroom exhibits pottery products made by local people.



Figure 2. Pottery Showroom  
Sumber: Dokumentasi Pribadi, 2022

Kasongan Tourism Village in supporting MSME empowerment activities forms a Destination Branding, namely Kasongan Tourism Village as the center for Pottery Education Tourism. According to excerpts from the interview with the owner of the MSME unit, namely BB, they are as follows.

"kasongan's branding is Pottery Education Tourism, the center for the most pottery production in the Yogyakarta Special Region Province, to be precise, is here in Kasongan Village, Bantul Regency. Visitors who come can see the process of making pottery as well as learn how to make pottery." (BB, interview December 19, 2022).

"there are two pottery-making techniques commonly used here, namely the molding technique and the rotary technique. Tourists prefer the rotary technique even though the process is longer. There, the challenge of making pottery and the sensation felt by tourists is more like that." When we first started teaching, we didn't just let it go to make pottery, but we taught the process to be one unit first. Now, after understanding, the pilgrims will immediately take over, while watching and teaching until the pottery is finished. (BN, interview December 19, 2022).

Branding Kasongan Tourism Village as a center for learning to make pottery makes MSMEs not only limited to producing pottery and then selling it. challenging MSMEs as learning media for pottery making for tourists who come to Kasongan Tourism Village. In addition, pottery-making workshops are also held routinely every month which invite tourists and employees who want to practice and know the pottery production process.



Figure 3. Pottery Workshop  
Sumber: Dokumentasi Pribadi, 2022

The next strengthening of MSMEs assisted by the Tourism Village is forming partnerships with various vendors. Pottery SMEs in Kasongan are the main producers of several vendors to meet the needs of pottery product suppliers. In addition, there is a partnership conducted by the Kasongan Tourism Village with a cooperative partnership. This cooperative is called the Setya Bawana Cooperative. This cooperative is under the auspices of the Bantul Regency Perindakop Service. This partnership has been established since 2010. This cooperative is a savings and loan cooperative that helps MSMEs in terms of financial business convenience and the sustainability of Pottery MSMEs.

Strengthening the existence of the Kasongan pottery industry center is also supported by the surrounding hamlets consisting of Kalipucung Hamlet, Gedongan Hamlet, Tirto Hamlet, Sendang Semanggi, Sembungan, Nglentong Village (Gustami, et al 2014). Pottery production activities in the Kasongan Tourism Village area have expanded to the surrounding hamlets. This condition also attracts outside investors to develop new pottery industrial areas. However, Wista Kasongan Village remains a trade mark as Pottery Village until now.

## CONCLUSIONS

The role of the Tourism Village in strengthening Pottery MSMEs consists of making tour packages, destination branding, and partnerships. There are two tour packages, namely the activity of seeing the process of making pottery from start to finish and participating in the making of pottery directly by tourists. This package is equipped with a tour around the village and see the showroom and buy pottery products from the people of Kasongan. Destination Branding for Kasongan Tourism Village, namely Pottery Education Tourism. Citra Kasongan Tourism Village is very well known for the pottery learning process in the Bantul Regency area. Partnerships carried out in strengthening MSMEs are working with partners and participating in the membership of the Setya Bawana Cooperative.

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