

Community Empowerment through Partnership-Based Handicraft Training Program at Gope Beach, Karangantu Area, Banten Lama

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ABSTRAK

Community empowerment is an effort to increase the creativity and productivity of the surrounding community in overcoming economic problems, social inequality and the utilization of natural resources. This research aims to analyze community empowerment strategies through partnership-based handicraft training programs with collaborative partnership efforts to improve the economic welfare of local communities by utilizing local potential. The research method used in this study is descriptive qualitative with data collection techniques through observation and in-depth interviews. The research population is a member of the partnership under the UMKM & Rumah Produksi outlet consisting of 20 active members who have skills in processing food and handicrafts located at Gope Beach, Karangantu, Serang City, Banten. With samples selected by purposive sampling. The results showed that the handicraft training partnership program hopes to increase the creativity of utilizing the potential of natural resources, including handicrafts derived from shells, conchs and so on. Empowerment strategies include identifying local potential, partnership cooperation, technical training, mentoring, business group formation, capitalization, product marketing, and quality control evaluation. Supporting factors for the success of this partnership program are cooperation with related parties, which can involve various parties, including NGOs, government, and private companies. These partners play a role in providing technical training, business management, and access to markets. Meanwhile, inhibiting factors include limited experienced human resources, inadequate production equipment, limited access to capital, and fierce market competition. The conclusion of this study is that the handicraft training partnership program has proven effective in providing a platform for creativity and utilizing local potential to improve the economy with collaborative efforts of surrounding community partnerships.

Keywords: Community Empowerment, Partnership, Handicrafts, Training

INTRODUCTION

Gope Beach Tourism located in Karangantu Area, Old Banten is one of the areas with considerable tourism potential and natural resources. Despite this, the surrounding community is often still trapped in economic limitations. With the community empowerment through a partnership-based handicraft training program is an effective strategy to utilize the local potential of natural resources in the form of coral reefs, shells, conchs and other resources. With this partnership program through handicraft training in the Gope Beach community, it becomes a place of creativity for the surrounding community to utilize natural resources around the beach into handicrafts that have artwork with high selling value.

According to data from the Central Statistics Agency (BPS) in the publication "People's Welfare Statistics 2023" shows that various empowerment efforts aim to achieve national development targets and Sustainable Development Goals (SDGs). This data-driven approach helps in identifying needs and designing appropriate interventions. Empowerment programs cover various sectors such as health, education, economy, and environment to ensure sustainable and inclusive development. The government itself continues to improve community empowerment through various programs and policies that focus on improving the welfare, independence, and participation of

communities in development to encourage inclusive and sustainable partnerships, with the main objective of improving community welfare and strengthening the local economy.

According to Sumodiningrat (1997), "the community empowerment phase is not forever, but until the target community is able to be independent, and then released to be independent, although from afar it is kept from being far away". From his explanation, it means that empowerment itself is a learning process where the individual or community is directed to have enthusiasm, conditions and abilities continuously so that they do not experience further setbacks, until they reach independent status. So that a certain individual or community can survive and become an independent human being because they have the ability or expertise that has been obtained from the community empowerment program.

This research is motivated by the fact that many residents have limitations in innovating in utilizing natural resources around Gope Beach which have only been underestimated, and providing new knowledge and experience in collaborating with external partners hoping to improve the economy of the surrounding community and become independent individuals with community empowerment programs through handicraft training. In order to provide solutions to these problems, the surrounding community formed MSME Outlets & Production Houses in empowering Gope Beach residents to have life skills in handicrafts that can be used to attract visitors and improve the economy of the area.

Through partnerships, the Gope Beach community can gain new knowledge in the utilization of resources brought by external partners, and can establish collaborative cooperation with various parties to increase the creativity and productivity of the surrounding community. Through a partnership program under the auspices of the UMKM & Production House Outlet, which consists of 20 active members who have handicraft skills, it can become a forum for channeling creativity and utilizing local potential and opening the widest possible way for MSMEs in the Gope Beach area to improve the economy and open cooperation with various parties with the collaboration of the partnership program.

The design of this handicraft training partnership program aims to provide new ideas or ideas to provide new references in making crafts from shells, conchs, oyster pearls to be used as souvenirs by tourists typical of Gope Beach. The results of handicrafts can be in the form of bracelet accessories, necklaces, brooches, key chains and one of the most popular miniatures and become typical souvenirs, namely the miniature of the Banten Great Mosque monument made of shells made with several stages, starting from sorting shells that are suitable for use, cutting, smoothing using machines and manually using emery to give a smooth texture to the surface of the shell, preparing the basic framework of the miniature using a sketch that has been made.. Then end the painting process using chemicals with the help of spray gun tools to provide natural results and varnish for results that accentuate the color and glossy for durability as well as improve product quality so that it looks luxurious and attractive.

However, the design of the handicraft training program has obstacles such as limited human resources experienced in the field due to the reduced interest of the community, especially the younger generation to preserve culture, inadequate production tools because they are expensive and difficult to find, limited capital, and fierce market competition. One of the strategies that can be done through empowerment is through collaborative efforts of partnerships with various parties, such as NGO cooperation, government, private companies, and using several social media platforms to promote handicrafts to improve the economic welfare of the local community by utilizing local potential.

RESEARCH METHODS

In this research, using the Systematic Literature Review method to conduct a systematic and planned literature review by combining the types of research that have been collected based on qualitative data collection. In the preparation process, this research collected data through in-depth observations and interviews, as well as several references to previous supporting sources such as journals, articles sourced from google scholar and other references.

The population in this study is a member of the partnership fostered by the UMKM & Production House Outlet consisting of 20 active members who have skills in handicrafts located at Gope Beach, Karangantu Area, Serang City, Old Banten. The sample was selected using purposive sampling technique, with the main criteria being participants who are active members of the partnership under the UMKM & Production House outlets and the surrounding community. One of the research objectives is to provide new knowledge and experience in collaborative partnerships to improve the economic welfare of local communities by utilizing local potential.

The obstacles that occur are limited human resources who are experienced in this field because of the reduced interest of the community, especially the younger generation to preserve culture, such as in handicrafts from shells, oyster pearls, conch and others, inadequate production tools because they are expensive and difficult to find, limited capital, and intense market competition in the community around Gope Beach, Karangantu Area, Banten Lama. One of the community empowerment strategies is through collaborative efforts in partnership with various parties, such as working with NGOs, government, private companies, and utilizing information technology on social media platforms to promote handicrafts to improve the economic welfare of the local community by utilizing local potential.

With the community empowerment at Gope Beach through a partnership-based handicraft training program can prove effective in providing a forum for creativity and utilizing the potential of local communities to improve the economy, collaborative partnership efforts by cooperating with various parties, and introducing local products to the public.

RESULTS AND DISCUSSION

Result

The partnership program through handicraft training hopes to increase the creativity of utilizing the potential of natural resources in the Gope Beach community, including handicrafts derived from shells, conchs and so on. The partnership program on handicraft training can prove effective in providing a forum for creativity and developing the potential of local communities such as the utilization of natural resources as improving the economy of the surrounding community with collaborative partnership efforts, by cooperating with various parties. These partners play a role in providing technical training, business management and access to markets.

One of the handicrafts from this craft training program, some souvenirs for tourists in the form of accessories such as bracelets, necklaces, brooches, key chains and miniature figurines, namely the Old Banten Great Mosque monument made of shells made with several complicated stages and requires a long time to work up to 2 weeks and requires accuracy and patience in its manufacture. The price range of handicrafts varies, ranging from ten thousand to hundreds of thousands depending on the difficulty and design.

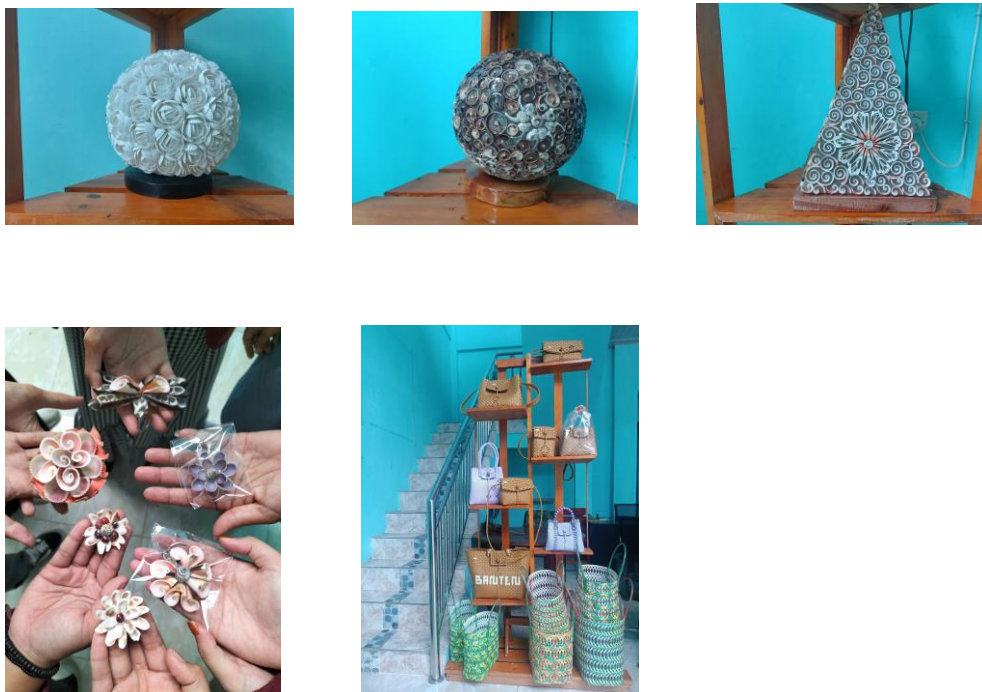
There are several stages of community empowerment in the process of training typical handicrafts from Gope Beach, starting from sorting shells, conchs, oyster pearls that are suitable for use, cutting, smoothing using machines and manually using emery to give a smooth texture to the surface of the shell, preparing the basic framework of miniatures using sketches that have been made. Then end the painting process using chemicals using a spray gun to provide natural results and varnish for results that accentuate the color and glossy for durability as well as improve product quality so that it looks luxurious and attractive.

Discussion

Designing a Community Partnership Program through handicraft training involves Stage 1). Identifying local potential, where sorting natural resources that are worth using, as well as working with collectors of shells, oysters, conchs and others to get a more economical price, Stage 2). Partnership Cooperation, with collaborative efforts from various parties to establish cooperation, such as NGOs, government and private companies to pave the way for regional MSMEs. Stage 3). Technical training and mentoring, conducting technical training by finding experienced human resources in the field of art by cooperating with course institutions, NGOs or the government to

provide handicraft training to beginners and providing assistance until they master these skills, Stage 4). formation of business groups, Inviting local MSMEs to develop potential and become a forum for creativity by cooperating with various parties to promote or introduce handicrafts to attract tourists visiting Gope Beach. Stage 5). Capital, submitting a training empowerment design proposal that has been designed to the local cultural government, or promoting products on social media reinforced by testimonials or buyer reviews, as well as attractive posters and photos of several handicraft products in the form of catalogs to attract tourists, Stage 6). Product marketing, and quality control/evaluation. In product marketing itself, you can use social media to promote handicraft products, can be in the form of attractive posters containing handicraft product catalogs, contact persons, prices and designs of various handicraft products, and try to sell e-commerce platforms to reach a wider target market. As well as conducting quality control, which conducts regular monitoring to evaluate weaknesses and improve them in the future.

Photo documentation of handicraft results



Supporting and Hindering Factors of the Partnership Program

Supporting factors for the success of this partnership program are cooperation with related parties, involving various parties, including course institutions, NGOs, government, and private companies. The contribution of the partnership in supporting the success of the handicraft training program is as follows.

1. In contributing to the success of the handicraft training partnership program, the partnership can work with NGOs to conduct ongoing mentoring and monitoring to evaluate progress and provide additional support if needed even after the training program is completed.
2. Provide technical and management training, In the partnership program, technical training will also cover aspects of small business (MSME) management, including time management, production planning, and quality control. This aims to improve efficiency and productivity in managing the community handicraft business.

3. The partnership program itself requires cooperation with various related parties, including partners with NGOs, government, and private companies. These partners provide technical training, business management and access to markets.
4. Infrastructure and Supporting Facilities, In partnerships, the success of training programs is strongly influenced by adequate infrastructure and supporting facilities, such as adequate training venues, adequate equipment and availability of necessary raw materials, accommodation and access to communication technology (IPTEK) are also very important to promote the results of craft training activities as well as support smooth access to the internet while searching for online training materials or digital marketing of craft products.
5. Quality of Training, Ensuring the success of the training program at the partnership in the quality of training, requires a comfortable training venue atmosphere and support for the training process, as well as providing rewards in the form of certificates recognized by the handicraft industry to participants who have completed the training as recognition of the skills acquired.

The partnership program aims to empower learners, improve the quality of craft products, and support the local economy. However, there are several inhibiting factors in the partnership program, including limited experienced human resources, inadequate production tools, limited access to capital, and fierce market competition. In this case, inhibiting factors greatly affect the success process of a partnership program, there are several challenges faced in the partnership, as follows.

1. Limited Resources, One of the challenges faced in the partnership itself is the limited resources available, in the form of limited funds, time, and professional workers who understand the field. Therefore, partners themselves are required to have careful planning.
2. Inadequate production equipment, Limitations in this production tool can affect the quality, quantity, and efficiency of production, which will have an adverse impact on competitiveness with industrial products that use advanced technology. By establishing partner cooperation with various parties by offering financing schemes, rental or lending and grants of production tools that allow craftsmen to use advanced technology with a modest budget.
3. Tight Market Competition, In community empowerment through partnership programs, market competition is getting tighter so that MSMEs producing local handicrafts themselves are required to innovate and maintain product quality. Partners are also expected to provide assistance in promoting and branding local handicraft products to attract tourists.

Community Empowerment Strategy based on the Concept of Community Partnership Program

In community empowerment based on partnership programs, this concept pays attention to analysis according to community needs. In its implementation, it prioritizes a participatory, collaborative partnership-based approach and self-reliance. The participatory approach is an approach that emphasizes active participation during the program, starting from decision making, planning, and implementing an activity. Meanwhile, the partnership approach aims to optimize the potential and effectiveness of an empowerment program by involving cooperation from various parties with relevant interests and resources.

The principle of empowerment underlies efforts to "empower certain groups based on their potential" according to Rahmat & Mirnawati, 2020. Where each individual is required to be responsible and able to develop individual or group capacity in controlling their own lives. By supporting participatory approaches and partnerships through strength (self-help), so as to provide an empowerment program to identify their own needs, utilize local resources, and lead sustainable change. Empowerment strategies in the concept of community partnership programs consist of internal and external, namely:

a. Internal: Develop internal capacity and resources through training, skills enhancement, and effective management to maximize community potential.

- **Technical and Creativity Training:** Organize workshops for local communities in Gope Beach on basic and advanced techniques in handicraft making from natural materials available around the beach.
- **Quality Improvement and Production Standards:** Conduct training on good finishing techniques, quality control, and production standards so that the products produced are consistent.
- **Use of Technology:** Train the community to use technology to increase productivity in marketing. Such as providing basic training on product photography for e-commerce, as well as how to use simple graphic design applications to create attractive product labels or packaging.

b. **External:** Develop relationships and cooperation with various external parties to support and strengthen community empowerment programs.

- **Cooperation with NGOs and Government:** Run joint projects with NGOs and government to achieve sustainable development goals, and collaborate in the development of policies that support community empowerment and sustainable development.
- **Partnerships with the Private Sector:** Work with companies to implement any Corporate Social Responsibility (CSR) programs that bring innovations that can help in economic and social empowerment.
- **Partnerships with Educational Institutions:** Collaborate with art schools, universities and training institutions to provide apprenticeships and training programs in the form of workshops or seminars involving teachers from educational institutions to introduce new techniques and innovations in handicrafts.
- **Collaboration with Local Communities:** Provide handicraft skills training programs for local communities, including women's groups, or youths to collaborate with other communities in organizing handicraft exhibitions and bazaars, as an opportunity for participants to showcase and sell their products.

By applying the partnership program strategy to this training, the community in Gope Beach can improve their skills in making handicrafts, improve product quality, and expand the market so as to increase the income and welfare of the local community.

CONCLUSIONS

Community empowerment at Gope Beach through partnership-based handicraft training programs can prove effective in providing a forum for creativity and utilizing the potential of local communities to improve the economy, partnership collaboration efforts by cooperating with various parties, such as course institutions, NGOs, government and private companies. The partnership program through community empowerment provides creativity, knowledge and new experiences for the people of Gope Beach in utilizing the natural resources around the beach. Because many residents have limitations in innovating in utilizing natural resources around Gope Beach which have only been underestimated, and provide new knowledge and experience in collaborating with external partners hoping to improve the economy of the surrounding community and become independent individuals with community empowerment programs through handicraft training.

In the process of empowering this handicraft training, there are several obstacles in the partnership program, including limited experienced human resources, inadequate production tools, limited access to capital, and fierce market competition. Where this problem becomes an obstacle for the local community in exploring, or making a handicraft. However, the government has also made strategies or efforts in community empowerment based on the concept of the Community Partnership Program (PKM), which in its implementation puts forward a participatory-based approach, collaborative partnerships and self-reliance in the form of an approach that emphasizes active participation during the program, starting from decision making, planning, and implementing an activity. While the partnership approach aims to optimize the potential and effectiveness of an empowerment program by involving cooperation from various parties who have relevant interests and resources.

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