
The Role of Kampoeng Community Leaders in Malon Nature Tourism in Maintaining Its Existence as a Batik Village

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Abstract

Community leaders as key figures have an important role in moving the community. The importance of the role of community leaders in this case is because the role of community leaders is the main factor related to the success or failure of Kampoeng Wisata Alam Malon to continue to exist as a Malon Batik Village. Therefore, this study aims to describe the role of Kampoeng Wisata Alam Malon community leaders in maintaining its existence as a Batik Village knowing the factors that influence the role of Kampoeng Wisata Alam Malon community leaders in maintaining its existence as a Batik Village. This research uses a qualitative approach with the research subjects including ten informants. Data was collected by observation, interview, and documentation techniques. For data validity techniques using source triangulation, while data analysis techniques with data reduction, data presentation, and conclusion and verification. The results showed that Kampoeng Wisata Alam Malon community leaders have carried out their roles as well as the theory of the role of community leaders in an effort to maintain the existence of Kampoeng Wisata Alam Malon as a Batik Village, and there are factors that influence the implementation of its role both internally and externally. The role of Community Leaders in maintaining its existence as a Batik Village, among others, needs to strengthen the implementation of the role of community leaders, both as motivators, facilitators, and mobilizers, so that the people of Kampoeng Wisata Alam Malon do not lose their identity after the Covid-19 pandemic ends.

Keywords: Community Leader, Kampoeng Wisata Alam Malon, Kampung Batik

INTRODUCTION

Kampung Batik has been the government's mainstay icon to show the existence and ownership of batik which is one of Indonesia's most valuable cultural heritage (Kusumawati et al., 2021). A lot of support was provided, both in the form of capital and thoughts and initiatives to continue to develop the batik industry in this country (Novitasari, 2022). From year to year, batik is increasingly known to foreign countries. With innovations carried out by well-known designers and with increasingly diverse patterns inspired by various types of batik typical of each tribe in Indonesia (Maesaroh, 2020). Batik is used as clothing that has high aesthetic value with contemporary models, so that the country's celebrities are very confident wearing batik produced by the nation's children as an identity when they attend national and international events (Sugiarto et al., 2021). This event made batik increasingly known and in demand by the world community. Call it famous Indonesian designers such as Oscar Lawalata, Denny Wirawan, Edward Hutabarat, Chossy Latu, Itang Yunasz, Lia Afif, Riana Kusuma Astuti, Ghea Panggabean, Carmanita, and not to forget the designer behind the batik clothes that were often worn by the late Nelson Mandela, namely the maestro Iwan Tirta. They all managed to bring batik go international and amazed foreign guests who saw their work at various leading exhibitions in major cities of the world.

On October 2, 2009, UNESCO gave international recognition that Indonesian batik was officially recognized as a Masterpieces of the Oral and Intangible Heritage of Humanity (Hanggraito et al., 2020). Therefore, President Susilo Bambang Yudhoyono through Presidential Decree Number 33 of 2009 set October 2 as National Batik Day. This has a logical consequence that the Indonesian people must work on, namely all continuous efforts to preserve batik (Syed Shaharuddin et al., 2021). One of them is by supporting batik artists or craftsmen, both those who work personally and who are gathered in Batik Villages in certain cities, because it is the artists who play a very important role in maintaining the sustainability of batik existence.

UNESCO recognition makes batik increasingly recognized by the world and the image of batik is increasingly uplifted (Wang, 2019). Batik is no longer seen as traditional clothing or clothing that is formal, old, and rigid. UNESCO certainly does not without reason give recognition of batik as a humanitarian heritage and culture (Sedjati & Sari, 2019). They see technique, symbolism, and culture in making hand-dyed batik on cotton and silk. The tradition of batik making has been carried out from generation to generation (Permatasari & Cantoni, 2019). In addition, since childhood, babies have been carried with batik cloth and when they die they will usually be covered with batik cloth, which means that batik has long been integrated with the lives of the Indonesian people (Putra, 2022). In fact, there is an important thing that has escaped our attention so far, that behind the expanding existence of batik there are certainly batik artists or craftsmen who inhabit Batik Villages in various regions in Indonesia, who are constantly trying hard to continue to be creative and innovate to develop colors and motifs in batik.

One of the Batik Villages that plays an important role in raising the existence of batik in the current era, especially in Semarang City is Kampoeng Wisata Alam Malon located on Jl. Malon, Gunungpati Village, Gunungpati District, Semarang City. Since its election as a target village for the thematic village program by the Semarang City Government, UNNES, and also PT. Indonesia Power UP Semarang in 2012, this village began to exist with its distinctive batik crafts because it really uses natural dyes. The community empowerment program that has been given to the people of Kampoeng Wisata Alam Malon is recognized as having a considerable impact on the local community, because since it became a thematic village engaged in the batik handicraft industry, Kampung Alam Malon was then known as Kampoeng Wisata Alam Malon or also Kampung Batik Malon. At first, people were taught how to make batik by two groups of batik craftsmen, namely Zie Batik and Salma Batik. Seeing the excellent response of the community, who were previously unemployed after doing

morning routines such as taking children to school, washing, and so on, can now make batik and increase income. Long story short, four groups of batik craftsmen were formed, and then came assistance from the government and from PT. Indonesia Power.

The existence of an area being lifted does not necessarily materialize just because of its uniqueness, of course there are supporting factors in the form of the influence of the role of the community which then the results return to the community itself. This is also what happened to Kampoeng Wisata Alam Malon. This village continues to exist with its batik, of course, it cannot be separated from the role of community leaders who continue to strive to maintain consistency and improve the quality of batik crafts produced by all batik craftsmen involved in Kampoeng Wisata Alam Malon. The vital role of community leaders has a huge influence on the smooth and successful programs launched, both by the people of Kampoeng Wisata Alam Malon itself, or programs launched and supported by the government (Torabi & Noori, 2019).

This view is in line with the writing Simmons et al. (2020), which provides an overview of community leaders who are critical resources that should be used to prevent and mitigate a problem at the local level. The experience and involvement of community leaders enables a more thorough understanding of the factors critical to the development of comprehensive interventions to address issues at the community level (Samsu et al., 2021). This makes it clear that community leaders have an essential position because they have a huge influence on the surrounding community and the development of regional potential. The phenomenon of the continued mushrooming of tourist villages in Indonesia has not been balanced with the capacity of professional skills and knowledge in its managers. Self-taught and learning by doing they are in the process of realizing a tourism village to capitalize on local energy sources to improve the welfare of the surrounding community (Chalik & Samosir, 2022). Community leaders as key figures in village development have an important role in moving the community to market the managed tourism villages. Similarly, with Kampoeng Wisata Alam Malon, the importance of the role of community leaders in this case because the role of community leaders is the main factor related to the success or failure of Kampoeng Wisata Alam Malon to continue to exist as a Malon Batik Village. The existence of the existing Batik Village must be maintained, and the batik artists or craftsmen must have regeneration. The existence of Kampung Batik is closely related to the existence of batik itself. And the foundation of it all is, of course, the role of public figures. However, there is still a lot that we do not know as the general public about what factors actually affect the role taken by community leaders in acting, both supporting factors and inhibiting factors.

Public figures act as influencers for their communities or communities according to Candland (2000) in (LoMonte & Leibert, 2023), so the role of these public figures is important to analyze. The purpose of this study is to describe the role of Kampoeng Wisata Alam Malon community leaders in maintaining its existence as a Batik Village and describe the factors that influence the implementation of the role of community leaders.

METHOD

This research uses a qualitative approach (Bouncken et al., 2021). The research location is in Kampoeng Wisata Alam Malon which is part of the Gunungpati sub-district area, Gunungpati District, Semarang City, which in 2016 was appointed as one of 16 regions that received the Semarang City "Thematic Village" program. The subjects in the study included one head of a tourism awareness group (Pokdarwis), one head of a large batik group, one respected informal community leader, one head of a small batik group, four batik craftsmen, and two general public. The research focused on the role of Kampoeng Wisata Alam Malon community leaders in maintaining the existence of Malon Batik Village and factors that influence the implementation of the role of Kampoeng Wisata Alam

Malon community leaders in maintaining its existence as a Batik Village. Data sources come from primary data obtained directly from informants (research subjects), and secondary data obtained through observation. Data was collected by observation, interview, and documentation techniques. The study lasted 52 days. For data validity techniques using source triangulation (Moon, 2019), While data analysis techniques with data reduction, data presentation, and conclusion and verification.

DISCUSSION

The Role of Kampoeng Community Leaders in Malon Nature Tourism in Maintaining Its Existence as a Batik Village

The Role of Community Leaders as Motivators

The role of Kampoeng Wisata Alam Malon community leaders as motivators has been realized from the efforts that have been made by community leaders by always providing motivation to the local community in every opportunity and meeting. Thanks to the continuous motivation given by community leaders, it makes some people encouraged to take part in existing batik training and realize that women or in this case housewives can also be empowered and earn income to help meet family needs.

This process in motivating the community continues to this day, this is supported by the results of observations made by researchers. Researchers have witnessed firsthand how the Head of the Big Batik Group encourages the remaining batik craftsmen to continue to hone their batik skills once a week, namely on Thursdays. Not only giving encouragement in the form of speeches, he was also directly present to accompany and always try to raise the enthusiasm of the batik craftsmen by instilling positive suggestions that the covid-19 pandemic would end soon so that batik craftsmen must be optimistic that in the future they will again receive many orders, participate in many exhibitions, and will also find many visits.

The event shows that Kampoeng Wisata Alam Malon community leaders have been able to create excellent interpersonal relationships with their communities. This is in line with the opinion of Akbar et al (2015) in (Ruba et al., 2021) which states that support from community leaders is obtained from interpersonal relationships that refer to pleasure, tranquility, and benefit assistance. It can be in the form of verbal information that a person or society receives from public figures so as to create behavioral effects. Support in the form of verbal information in question includes advice, instructions, suggestions and feedback.

The Role of Community Leaders as Facilitators

Community leaders must be able to act as facilitators who are actively involved in facilitating and helping to solve everything that makes it difficult and presents concerns to the community. Therefore, community leaders should be able to become facilitators for their communities. The results showed that Kampoeng Wisata Alam Malon community leaders have also carried out their role as facilitators. This can be seen from the attitude of community leaders who facilitate regular meetings as a forum for deliberation or discussion between community leaders and local communities as well as the way local community leaders facilitate various community affairs.

The active role of community leaders in bridging communication between the people of Kampoeng Wisata Alam Malon and the Semarang City Government has so far also been one form of implementation of the role as a facilitator. This fact is in line with the statement expressed by Raharjo et al. (2019) That the function of utilizing community leaders is also found in building harmonious communication with the surrounding community, so that community leaders can bridge communication between an agency and local communities in order to establish more harmonious relationships.

The results of the implementation of the role of the facilitator can be seen from the fulfillment of batik making facilities as needed, the disbursement of budget from the Semarang City Government for the construction of various supporting facilities, and the optimism of batik craftsmen because they are always accompanied in batik making activities and in facing existing obstacles. The ability of Kampoeng Wisata Alam Malon community leaders in carrying out their role as facilitators is one of the important factors that make the existence of Kampoeng Wisata Alam Malon as one of the best Batik Villages in Semarang City maintained to this day.

The Role of Community Leaders as Mobilizers

The title of community leader obtained informally means that the person has such an important service to the community, whether it is in the field of religion, belief, custom, or development, which makes him influential in front of the local community. This proves that someone who is recognized as an informal community leader has played a role as a mobilizer for his community. The results of the research that has been conducted reveal that Kampoeng Wisata Alam Malon community leaders have carried out their role as mobilizers very well. Kampoeng Wisata Alam Malon community leaders have been trying to mobilize the local community for something that has progressed since 2016 until now.

Kampoeng Wisata Alam Malon community leaders have their own methods in mobilizing the people of Malon Village to be willing to be involved in gotong-royong activities that are promoted. This is in line with what was written by (Keeping Up With Sunset, 2022) Effective leadership is about how it can encourage sustainable development in its community. The implementation of the role of community leaders as mobilizers in Kampoeng Wisata Alam Malon can be seen from the actions of community leaders in mobilizing local communities to work together in establishing one by one the supporting facilities for Batik Village tourism such as gates, painting poskamling with pictures of various batik, and more recently the gotong-royong movement to create the Malon Food Market which is targeted to operate from early 2022.

Based on the results of the study, it can be concluded that Kampoeng Wisata Alam Malon community leaders have carried out their role as mobilizers very well, so that the community remains consistent with collective work in making Kampoeng Wisata Alam Malon remain with its existence as a Batik Village.

Factors Influencing the Role of Kampoeng Community Leaders in Malon Nature Tourism in Maintaining Its Existence as a Batik Village

Age

Age is a calculation of the passage of life for every living thing that is written and mentioned in the form of numbers, be it time in hours, days, months, or years (Roberts et al., 2023). Age is often associated with human performance in carrying out daily routines and productivity (Šmite et al., 2023). As Menon points out (Santin et al., 2021) that in certain societies, maturity and age are considered social processes containing roles and relationships with others, rather than on the basis of chronological years and biological changes. Informal community leaders, who are generally no longer young people in their early 20s (twenty), often file complaints regarding their responsibilities as community leaders with their relatively old age.

The results of research related to the role of Kampoeng Wisata Alam Malon community leaders in maintaining their existence as Batik Village, show that the age that is quite old is not an inhibiting factor for Kampoeng Wisata Alam Malon community leaders in carrying out their respective roles. In fact, 2 (two) out of 4 (four) community leaders interviewed revealed that at their middle age it feels

good because they have many activities and can meet many people. This is considered as a way for them to avoid stress vulnerability in middle age, especially for women. This is in line with the opinion of (Khuluq, 2020) which states that the absence of relationships in middle-aged women can be stressful, especially because they do not have feelings of responsibility and concern for others, not being with family or colleagues. Instead of that, it can be said that age is not an inhibiting factor, but instead becomes one of the supporting factors for the role of Kampoeng Wisata Alam Malon community leaders in maintaining its existence as a Batik Village.

Education

Education is not a learning process that only takes place indoors and is only in the form of conveying information (or commonly referred to as knowledge) from educators to students. In Non-Formal Education, it is always instilled in us that education can take place anywhere, anytime, and from anyone. This means that humans can learn from everything that lies in the universe. And humans can get education from every environment in which they are, ranging from the family environment, school environment, to the community environment. This confirms that education can also affect a person when playing a role in society.

The results of research on Kampoeng Wisata Alam Malon community leaders revealed that the educational history they had, both formal and non-formal education such as training, in fact was indeed one of the supporting factors for Kampoeng Wisata Alam Malon community leaders in carrying out their roles to maintain the existence of the village as a Batik Village. This is in accordance with the concept of the nature of learning from UNESCO, one of the four pillars of learning that is learning to work which is understood as a way to make someone have a certain skill or become an expert in a certain field. People who have certain skills become their own capital for them in living their lives in society (Garnodin & Hagoldin, 2022).

Work

For adults, work is an important routine in life that takes the most time and energy. Having a steady job with a fixed salary seems to be everyone's life goal. There is one reason why work is so fundamental for adults, which is to earn money to meet the needs to survive properly and comfortably, both for themselves and for the family they have to support. Therefore, time and energy that have been drained due to work are often the reason someone is reluctant to contribute more to the progress of the area where he lives. However, the community is central to the development of community-based tourism.

The success of community-based tourism village development lies in the extent to which the community is involved and contributes to the tourism development process that will and has been implemented (Powered by Hernando, 2019). This is in accordance with the results of research in Kampoeng Wisata Alam Malon which shows that the work of each individual in their community leaders is not an inhibiting factor for these community leaders in carrying out their roles to maintain the existence of Kampoeng Wisata Alam Malon as a Batik Village, because they are aware that the success of Kampoeng Wisata Alam Malon is closely related to the contribution they make.

Motivation

The motivation that a person has when he wants to do something can be the key to the person's persistence in carrying it out in the future. Motivation is closely related to a person's reasons and goals. Deciding to accept responsibility as a public figure who has a big responsibility certainly requires strong motivation from oneself, so that in the future it is not easily influenced by others. As stated by Tasrim & Elihami (2020) that performance is basically the result of multiplication between

ability and motivation. Thus there is a close relationship and mutual influence between a person's motivation and the resulting performance. And the results of the study revealed that the statement is true. Motivation is a supporting factor that becomes a strength for community leaders in maintaining the existence of Kampoeng Wisata Alam Malon as a Batik Village.

The motivation of the community leaders of Kampoeng Wisata Alam Malon is not for personal gain, but to invite the community to be empowered, have skills that are of economic value, the community's economy can be further improved, and so that Kampoeng Wisata Alam Malon is more advanced and known for the quality of Malon batik, namely with its natural dyes.

Social Environment

In carrying out their roles, community leaders certainly need support from their social environment. However, not everything can go as expected. The social environment can provide support or even be the most difficult obstacle to deal with.

However, based on the results of the study, Kampoeng Wisata Alam Malon community leaders revealed that their social environment provides support for their role, at least moral support, so that with this social support they can overcome problems related to their role which are basically intended for the benefit of the local community. This is in line with the statement of Tentama (2015) in (Daawi and Nisa, 2021) Social support becomes very valuable when individuals experience a problem, therefore the individual concerned needs the closest people who can be trusted to help in overcoming the problem. The social support received can make individuals feel calm, cared for, loved, self-confident and competent.

Facilities

The facilities referred to here are related to facilities and infrastructure provided specifically to support the activities and roles of Kampoeng community leaders of Malon Nature Tourism. Facilities can be external factors that are quite influential on a person's activities and productivity. So whether or not there are special facilities available to support the role of informal community leaders who basically do not have a sponsor for the procurement of facilities from the government is an important thing that must be examined.

The results showed that the facilities in question were not owned by community leaders. The factor that is felt to have a more significant influence in supporting their role as community leaders is the mutual cooperation attitude of the Kampoeng Alam Malon Tourism community itself. This is in line with the conclusions of research that has been conducted by (Igalla et al., 2020) which shows that CBIs (Community-based initiatives) have an impact on the potential of their local communities. This means that community-based initiatives such as the gotong-royong movement are more influential in supporting the role of community leaders, so that facilities are not a supporting factor or an inhibiting factor for community leaders in carrying out their role in maintaining the existence of Kampoeng Wisata Alam Malon as a Batik Village.

Media

In an era that is all digital and versatile like today, the media has a huge influence. Communication that is able to fold distance and time, the speed of information dissemination, audio-visual entertainment, self-image development, products, or an agency, can all be done using media available on devices or laptops known as social media. In developing the tourism sector, social media has the potential to be used as a promotional tool. Social media can have a considerable impact on the existence of the place, but it still depends on whether or not the content presented is interesting. The results revealed that Pokdarwis Kampung Alam Malon has used social media as one of the efforts

to promote Kampoeng Wisata Alam Malon. However, promotion using social media has not seen results.

According to the Head of Pokdarwis, Mrs. Imroatun, social media has not been so influential to make Kampoeng Wisata Alam Malon more existing with its Batik Village because the content is still not creative. And this does not affect community leaders in carrying out their roles to maintain the existence of Kampoeng Wisata Alam Malon as a Batik Village. According to the Chairman of Pokdarwis, this only motivates to be more creative, adds enthusiasm to immediately improve so as not to be left behind and the existence of Malon batik does not dim. Because as stated by (Corral de Zubielqui et al., 2019) Technology and media integrators are the ability to use technology and social media to create high-performance organizations. Therefore, it can be said that the media is also a supporting factor for the role of Kampoeng Wisata Alam Malon community leaders in maintaining its existence as a Batik Village.

CONCLUSION

Community leaders who in this case refer to informal community leaders in Kampoeng Wisata Alam Malon have carried out their roles as well as the role theory of community leaders which includes the role as a motivator, the role as a facilitator, and also the role as a mobilizer, in an effort to maintain the existence of Kampoeng Wisata Alam Malon as a Batik Village. Community leaders have an important role in maintaining the existence of Kampoeng Wisata Alam Malon as a Batik Village that has been built for quite a long time. Therefore, Kampoeng Wisata Alam Malon community leaders carry out their role as motivators which can be seen from their ability to overcome community complaints that initially objected to the presence of the Thematic Village program in Malon Village in 2016, as well as by becoming a discussion partner for the community regarding the sustainability of Kampoeng Wisata Alam Malon known as Batik Village. Kampoeng Wisata Alam Malon community leaders have also carried out their role as facilitators. This can be seen from the steps taken by community leaders when they found difficulties experienced by batik craftsmen, and also the active role of community leaders so far in bridging communication between the people of Kampoeng Wisata Alam Malon and the Semarang City Government. And furthermore, Kampoeng Wisata Alam Malon community leaders have also carried out their role as mobilizers no less well. This is shown by where Kampoeng Wisata Alam Malon community leaders have tried to mobilize the local community for something that has progressed since 2016 until now, namely by running community empowerment programs in batik making activities that use natural dyes as their trademark. The community leader also has his own method in mobilizing the people of Malon Village to be willing to be involved in the existing batik groups. Referring to statements from several batik craftsmen, the method used by local community leaders is very simple and popular, namely with an individual approach and socialization. Internal factors that influence are age, education, occupation, and the most dominant influencing factor is motivational factors. External factors that influence the role of community leaders include the social environment, facilities, and media.

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