



Efforts to Preserve Woven Art by Utilizing Pet Rope Waste at “Cemoro Pitu Nganyam Budoyo” Event in Dayu Village, Karanganyar

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Abstract

This research was conducted in the village of Dayu, Gondangrejo District, Karanganyar Regency by promoting regional culture. The activities carried out were themed with the name Cemoro Pitu Nganyam Budoyo which aims to promote the tourism potential of Dayu village to the public. In addition, this activity is an increase in the strategy or efforts of the Dayu village government to develop cultural potential, which at the same time provides space for the community to improve the economy through marketing local culture such as culinary, crafts, agricultural products, and others. The methods carried out are in the form of committee formation, location determination, floor plan design, and event concept, progress of activity design, marketing and publication, implementation, and sustainable empowerment programs. KKNT students also participated in the event committee along with youths from Dayu village, the head of Grenjeng hamlet. Determining the plan design needs to pay attention to several things related to the concept of the event including the location of the main stage, invited guests, culinary tourism spots, visitor selfie spots, children's play spots (traditional toys), off road spots, free spots. Cultural market activities and pet rope workshops provide sustainable benefits for the Dayu community in addition to Cemoro Pitu which can become a new tourist destination, pet ropes can open up opportunities to increase the community's economy and new jobs. The work of pet ropes made by the Dayu community can support the village program, namely Dayu as a tourist village by making pet rope creations as typical souvenirs.

1. Introduction

Dayu is a village in the Gondangrejo sub-district, Karanganyar district, which consists of 5 hamlets, 11 hamlets, 6 RWs, and 27 RTs with an area of 622.79 hectares. The population is 3,741 people, consisting of 1,858 men and 1,883 women. Dayu is a tourism

and cultural village. In addition to having an Ancient Human Museum, which was inaugurated on October 19, 2014 by the vice president of the Republic of Indonesia, Prof. Dr. Boediono, Dayu village still has a lot of interesting potentials to be developed both for its natural panorama and strong cultural heritage, including Song Cave, Ancient Hill, Ancient Valley, Sumur Emas, Nano Museum, Cemoro Pitu Park, Karawitan, Gamelan, and various classical dances that are still preserved by Dayu villagers. These various potentials can be synergized with one another to realize the development of village tourism as a step toward a sustainable tourism village.

Tylor (1871) states that culture is a complex, unified system consisting of knowledge, belief, art, morals, law, custom, and various abilities and other human activities as part of society. Besides being able to develop culture from primitive habits, culture can also be achieved through habitual learning outcomes in society. This is consistent with Linton (1936) viewpoint that culture is a construction of activities that are learned, and the results of this learning are then used together with its elements by members of the community. Based on this understanding, it can be understood that culture is born from the process of feeling, intention, and human creativity that is habituated in society. Thus, cultured humans are those who work to increase their dignity.

Dayu Village has a diverse culture that has been preserved by generations of village youths. Nganyam culture is one of the cultures that uses woven techniques in making a product that is used for the concept of "Pasar Budaya" events. This woven technique is one of the oldest traditional arts in Indonesia. At first, the activity was imitated by the way a bird weaves branches into a strong shape. This art, which is recognized as belonging to the Malay community, has existed since ancient times. At the Cemoro Pitu Nganyam Budoyo event, we used woven materials in the form of used pet ropes that were no longer used to make woven. Pet rope is used as a material for making this webbing because of its strong texture, which does not break easily, and because it is easy to implement using webbing techniques.

The Pasar Budaya "Cemoro Pitu Nganyam Budaya" is one of the annual rituals of Dayu village and aims to promote the tourism potentials of Dayu village to the public. In addition, this activity represents an increase in the strategy or efforts of the Dayu village government to develop cultural potential, which at the same time provides space for the community to improve the economy through marketing local culture such as culinary, handicrafts, agricultural products, and others. At this cultural market event, it is hoped that the area or location of Dayu village will remain sustainable and become better known to external areas.

2. Methods of Implementation

1. Preparation

This stage is the first activity carried out in order to make the Cemoro Pitu woven culture event a success. The event committee consisted of youth from Dayu village, the head of Grenjeng hamlet, and UMS 2022 KKNT students. The agenda was to form a committee structure and outline tasks and responsibilities for the smooth running of the event.

2. Location Determination, Floor Plan Design, and Event Concept

A. Location Determination

In determining the location where the event or activity will be held, the committee appoints a special team that is competent in this field, one of which is Mr. Heru Setiawan, who in the previous year was the chairman of the event committee. He was accompanied by three assistants. The team first consulted to determine the potential point to be chosen; there were three choices of places: the first was the golden well, which was the location for this cultural event two years earlier. Second, the ancient human museum of the Dayu cluster, which is under the direct guidance of the ministry of education and culture, and third, Cemoro Pitu Park, which has an attractive view of the city of Karanganyar. all have their own tourist and cultural attractions, but with considerations of compatibility with the theme of weaving, culinary tourism, and off-road spots, the team chose Cemoro Pitu Park, which has easier access, a spacious place, and an additional urban view that is rarely found in other villages, and also adds to the attractiveness of visitors as a scenic spot.

After the team agrees, it is then submitted to the big committee for further deliberations. From the various considerations that existed and the suitability of the theme of the activity, the committee approved the Cemoro Pitu Park as the venue for the 2022 Dayu Village Cultural Market Event.

B. Floor Plan Design

After determining the location, the team's next task is to determine the layout plan for the location of the event. In determining the design of this floor plan, the team must pay attention to several things related to the concept of the event, including:

1. The location of the main stage
2. A place for invited guests
3. Entrance
4. Culinary tourism spots
5. Visitor selfie spots
6. A child's play spot (traditional toys)
7. Off-road areas
8. Free spot

C. Event Concept

In this stage, the concept of the event to be held was developed, and it was agreed that the theme would be the preservation of the "woven" culture, which focuses

on the utilization of pet rope waste. The choice is not unreasonable or simply because Dayu Village has human resources with weaving skills passed down from generation to generation. Departing from this potential, the committee chose a woven theme as a form of caring for the potential that had receded, and the committee also gave a touch of innovation in terms of the raw material, which was previously bamboo, in this event by using pet rope waste, which is more modern and, in terms of durability, is much more durable than bamboo.

Apart from that, it also determines the name of the event activity; in this case, the committee determines a name that is easy to remember but can represent the excitement of the activity as well as an introduction to the potential of village tourism for sustainability in the future. Departing from the selected activity location, Cemoro Pitu Park, then the potential that we want to raise this year is woven crafts, which did not exist in the previous year, so the committee narrowed down all the ideas and suggestions of members to become a name, namely "*Cemoro Pitu Nganyam Budaya*."

3. Progress on Activity Design

The activities carried out at this stage include determining what arts and culture will be displayed in accordance with the carried theme and creating a schedule of activities. Furthermore, the committee also appointed resource persons who are experts in the art of weaving talipet as speakers and provided workshop training to the people who attended the event. Then the committee also made several photo spots that could be used as "selfie zones" for visitors and showcase the natural beauty of Mulyorejo Peak. The committee also works with traditional culinary traders to open food stands during the activity. In addition, the committee also provides an off-road zone for visitors.

4. Marketing and Publication

The next activity is to introduce and promote this event to the community, especially the people of Dayu village, so that they can participate in enlivening the event. The marketing method used is to make pamphlets that are distributed to the public. Apart from that, it also utilizes social media as a means to advertise and disseminate information about the event that will be held by posting interesting things related to the series of event activities.

5. Implementation

On the day of the event, the activities carried out were displaying various arts and cultures that could not be separated from the pet rope waste crafts ornament, which became the main icon in this activity. The event, which started at 8:00 a.m. and ended at 15:00 WIB, was opened with the art of Tari Topeng, followed by various other creative dance offerings that also showcased the beauty of pet rope crafts. This cultural market also provides workshops and art workshops for visitors who want to learn to weave from pet rope waste. At the end of the event, the Gejlug Lesung art and musical

performance were shown as examples of culture that is still being preserved in Dayu village.

6. Sustainable Empowerment Program

The follow-up empowerment program that was developed focuses on the pet rope art workshop. Starting from the great interest of visitors to the results of the pet rope art and the enthusiasm of the Dayu villagers to learn weaving, Furthermore, pet rope training activities were made for Dayu residents whose results could be traded. Apart from that, in terms of marketing, there is already a community of craftsmen who can help each other, so that this activity, apart from preserving the culture of weaving, can also boost the economy of the residents in the end.

3. Results and Discussion

A. Activity Overview

The cultural activity agenda of the Dayu Village, Cemoro Pitu Nganyam Budaya will be held on November 27, 2022. This activity involves a number of sequential events. The event started with singing the national anthem, Indonesia Raya, and continued with a prayer together. After that, the Talipet Mask Dance was shown as the opening dance. This is a form of creative dance. Creation dance is a form of dance that arises because of the awareness to process, create, or change the dance that forms its basis. (Purwaningsih dan Ninik Hartini, 2004). Pet rope was chosen as a form of creation in this dance because it adapts to the concept that is carried out, namely the use of pet rope waste.

The next event was remarks from representatives of the activity committee, which were followed by the inauguration of the opening ceremony, which was marked by the beating of Kentongan. Then, the Nusantara dance was also shown. Nusantara is a term used to describe the archipelago that stretches from Sumatra to Papua, which is now mostly part of the territory of Indonesia. (Salim, 2017). The Nusantara dance is shown to represent the diverse Indonesian cultural arts.

In the middle of the event, the Soyong dance was performed, which is an art form from East Java. Fans and shawl are the main accessories in this dance. "Luwes", "Gandes", and "Kenes" are his natural instincts. Apart from the Soyong Dance, the Cemoro Pitu event also features a Wonderland Dance performance, which is also a creative dance. The accessories worn by the dancers are also made of woven pet rope waste, with the aim of showing their beauty to the audience. Then, there is the carnival batik fashion that is exhibited and demonstrated with the aim of showing innovation from batik cloth, which is part of Indonesian culture, so that it remains sustainable.

Entering the core of the event, symposium and the pet rope weaving workshop. This activity held training on making woven creations from pet rope waste, as shown in Figure 1, by inviting resource persons who are experts in their fields. The

attendees will be taught how to weave by the resource persons, and the woven results will be given to the makers. Examples of works produced are bags, plates, flower vases, tables, and chairs. This activity is free of charge and can be attended by all groups.



Figure 1. Pet Rope Webbing Training Workshop

What is shown next is the Gejlug Lesung instrument by some Kedungulo residents, as shown in Figure 2. Gejlug Lesung is a traditional Central Javanese art form that involves playing a musical instrument using a traditional rice pounder commonly called a mortar and pestle. Apart from playing instruments, the Kedungulo residents also appeared while singing traditional Javanese songs such as "Prahu Layar" and invited the audience to sing.



Figure 2. Gejlog Lesung Performance

At the end of the event, there was a Karawitan art performance by Dayu Village children who are members of the Forum Anak Hebat (FONABA) organization. They played gamelan instruments, which are traditional musical instruments, and sang Central Javanese regional songs such as the song "Lir-ilir," as shown in picture 3.3. The event was closed by presenting a sustainable program plan regarding the utilization of pet rope waste to the Dayu people who were present to be involved. Finally, this event was closed with a group prayer.



Figure 3. Karawitan Art Performance by FONABA

B. Community Empowerment with Pet Rope Workshops

The pet rope workshop is a training program in making various handicrafts from pet rope waste that is open to all visitors to the “Pasar Budaya”. Also available are various handicrafts that are ready to use for visitors who are interested in buying. These handicrafts include trash cans, flower pots, motorbike baskets, decorative lights, shopping bags, and so on. In addition to MSME training, this activity also aims to preserve the weaving culture that already exists in Dayu village.

Even though pet rope waste is easy to get and the price is very affordable, pet rope has very good stretch and recovery properties, so crafts made from it will be sturdy and durable. Therefore, there are many enthusiasts for this workshop, and it is always full of visitors. either to take part in pet rope workshops or to buy various pet rope crafts to take home. All training participants may take home the work they made during the workshop free of charge. With this pet rope workshop, we hope that many benefits will come, especially in the economic and cultural sectors.

C. Sustainability and Constraints

One of the hopes for this Pasar Budaya activity and pet rope workshop is that it will provide sustainable benefits for the Dayu people. Apart from Cemoro Pitu, which we hope can become a new tourist destination, we also hope that having a pet rope workshop can open opportunities to improve the community's economy and create many new jobs. by planning ongoing training for the Dayu village community as well as assistance so that the community is independent in making, managing, and marketing the creations from pet rope waste. The purpose of planning this program is also to hope that the creation of pet ropes by the Dayu people can support the village program, namely Dayu as a tourist village, by making the pet rope creations a special characteristic.

Nevertheless, there are also obstacles encountered, such as the difficulty of arranging a schedule with pet rope workshop trainers because the schedule is full. Apart from that, it is also related to the target of developing Dayu as a tourist village, which is also constrained by road access that is less supportive in terms of infrastructure. Dayu Village is also far from the main road due to its location.

4. Conclusion and Suggestion

The conclusions obtained from the Pasar Budaya of Dayu village, Karanganyar, are as follows:

1. This activity is one of the efforts to preserve regional culture.
2. This program has the goal of empowering human resources through holding "pet rope" workshops.
3. The pet rope waste workshop is intended to reduce waste by recycling it into woven creations.
4. The follow-up program for this activity is advanced training on woven pet rope waste and cemoro pitu dayu tourist destinations.

Further training on woven pet ropes needs to be guided more intensely so that the community can be independent, starting from making, developing, and marketing their work. Also, the community needs to establish a strategy for the publication and marketing of Cemoro Pitu as a tourist destination in Dayu village, so that it can be known by the wider community.

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