

# Development Of The Community By The Head Of Tourism To Rais Local Wisdom Batik Ciwaringin Image

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**Abstract:** Culture is a way of life that is developed and shared by a group of people and is passed down from generation to generation. Culture is formed from many complex elements, including religious and political systems, customs, language, tools, clothing, buildings, and works of art and language, as well as culture, are an inseparable part of human beings so that many people tend to consider it inherited genetically. Local wisdom will be very important related to the existence of an area that will become aesthetic, characteristic of an area. Culture in Cirebon Regency is very diverse, one of which is local wisdom is Ciwaringin Batik. Ciwaringin Batik is a Lasem batik motif, Madura, originating from Ciwaringin Village, Ciwaringin District, Cirebon Regency. In its development, Ciwaringin batik needs coaching as a step to preserve coaching. There are two elements of this understanding, namely coaching itself can be an action / process, a statement of an objective, and both coaching can show the "improvement" of something. The government has implemented regional autonomy which makes Ciwaringin Village now a batik center in Cirebon, regional autonomy itself is the authority of the autonomous region to regulate and manage the interests of the local community according to their own initiatives based on community aspirations, in accordance with statutory regulations, and the regional autonomy used in regional development. The study used a qualitative method using data collection through interviews and observations supported by two key informants and supporting informants. The results of the interview concluded that the coaching program carried out by the government was quite optimal, only that the program needed time because in its implementation it had to take a fairly long process.

**Index Terms:** Community Development, Local Wisdom, Batik Ciwaringin. Introduction

## 1 INTRODUCTION

Etymologically, the word "culture" comes from Sanskrit, Buddhayah, the plural form of the word buddhi which means reason or mind. Culture is a way of life that is developed and shared by a group of people and is passed down from generation to generation. Culture is formed from many complex elements, including religious and political systems, customs, language, tools, clothing, buildings, and works of art and language, as well as culture, are an inseparable part of human beings so that many people tend to consider it inherited genetically. The form of culture is very obvious with local wisdom, because it is built on the basis of human self, as Ki Hajar Dewantara said. Local wisdom (local wisdom) is usually passed down from generation to generation through word of mouth. Local wisdom is in folklore, proverbs, songs and folk games. Local wisdom as a knowledge found by certain local communities through a collection of experiences in trying and integrated with an understanding of the culture and natural conditions of a place. This also makes Cirebon Regency in regional development and accommodating culture, to advance the region through the Culture Office of Youth Tourism and Sports in Cirebon Regency.

Cirebon City Youth Tourism and Sports Culture Office is a regional apparatus organization that has the authority to preserve and develop the culture of Cirebon to improve tourism based on local excellence, enhance the active role of youth, enhance sports coaching, which in carrying out these basic tasks is divided into four fields, namely Culture, Tourism, Youth and Sports, and in each field each has its own work program. One of them is the field of culture, in the field of culture there are 3 work programs namely conservation, inheritance, and appreciation. One of them is the preservation of regional culture that is Ciwaringin Batik culture. The word batik in Javanese comes from the word "tick". The word has a meaning related to a delicate, gentle, and small work, which contains beauty. Batik is the result of drawing patterns on fabric using canting and natural materials. Batik art is the art of drawing on cloth for clothing which was one of the cultures of the family of ancient Indonesian kings. Batik as a national cultural heritage is seen as a form of traditional knowledge (traditional knowledge) and traditional cultural expression from traditional Indonesian people, both in tradition-based technology and cultural expressions such as painting, dance, music, architecture, weaving, batik, stories and legends. Indonesia as a country consisting of various ethnic groups and very rich in diversity of traditions and cultures, Indonesia certainly has its own interests in legal protection of the intellectual property of traditional indigenous peoples.

## 2. THEORETICAL BACKGROUND

### A. Coaching

Coaching is an action, process, result, or statement for the better. In this case shows the progress, improvement, growth, evolution of various possibilities, developing, or an increase in something. There are two elements of this understanding, namely coaching itself can be in the form of

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an action, process, or statement of an objective, and both coaching can show the "improvement" of something [1].

### B. Image Definition

By definition an image is a representation or reproduction of something. Hence an image is dependent on what it represents. Therefore it is important to understand what an image might represent before tackling the derivative image itself. For purposes of scientific imaging, the "something" that images represent is the universe or, far more likely, portions thereof. The universe has been previously defined as An image is a representation or depiction of this distribution of mass/energy over three-dimensional physical space, varying with time [2].

### C. Local Wisdom (Local Wisdom)

Local wisdom is ideas or values, local (local) views that are wise, full of wisdom, good value that are embedded and followed by all members of the community [3].

### D. Ciwaringin Batik

Ciwaringin Batik is batik which has Lasem motifs, lyrical, cane series, aground ships, dlorongan, pring sedapur and ganfo. From these motifs by the creative hands of batik artists in Kebon gedang Ciwaringin Village, developed in accordance with the imagination of the craftsmen so that it will further enrich the variety of existing motifs. Another advantage of Ciwaringin batik that is exemplary for the sake of a healthy environment is to always use natural materials such as mahono leaves, palm skin and others. After the process of natural color fermentation, ie through boiling or heating, the colors that will be produced form high quality color art [4].

### E. Operationalization of Research Concepts

This research is Guidance by the head of the tourism sector to elevate the image of local wisdom (Batik Ciwaringin Batik in Cirebon District). Development consists of two dimensions, namely: action / process and improvement [1].

## 3. METHODOLOGY

The research method used in this study is a qualitative method. The informants in this study were the Head of Tourism in the Culture Department of Youth and Sports Tourism in Cirebon Regency and Ciwaringin Batik Entrepreneurs as well as Ciwaringin Batik Craftsmen. Data collection techniques in this study used semi-structured interview techniques, participatory observation and documentation. Meanwhile for the data analysis technique used in this research is descriptive analysis technique [7].

## 4. RESULTS AND DISCUSSION

Local wisdom means harmonious relationship between man, nature and the built environment in an area that is also influenced by its culture. The phenomenon of globalization and modernization makes the architecture more universal and creates cultural homogeneity. With globalization, the existence of local knowledge may be questioned, especially in built environment as a result of human culture. Therefore, this study aims to assess the local wisdom in built environment in the era of globalization [5]. This paper concludes that many of these communities are studying their problems, finding solutions, and are becoming strong again. They start by collectively studying

their problems, recovering traditional wisdom and knowledge which remain, and integrating new knowledge. Problems get resolved and any further development is appropriate. These communities represent richness, and have positive environmental and societal impacts [6]. In this chapter the author will elaborate observations with the author's analysis obtained by the author in research at the Culture and Tourism Office of Youth and Sports in Cirebon District, and in the craftsmen and batik makers of Ciwaringin. Namely with the title Community Development by the Head of Tourism in Lifting the Image of Local Wisdom Batik Ciwaringin in the Culture Office of Youth Tourism and Sports in Cirebon Regency. Guiding Head of Tourism to Raise Ciwaringin Batik Local Wisdom

### The results of the interview with Key Informants stated as follows:

"As long as we are in charge, we from the tourism sector in terms of the method of guiding Ciwaringin batik artisans is by directing the craftsmen to batik maestros in Cirebon, because the batik maestros are professionals in that field so that the craftsmen will better understand the related batik ciwaringin . In addition we only facilitate it through budgeting Ciwaringin batik tourist destinations. In terms of tourism batik is also a tourist attraction in the community, so we show batik in the exhibition ". (Date: April 5, 2019, 09:07 WIB)

### The results of interviews with Supporting Informants stated as follows:

"For guidance in the form of training from the Department, there has never been. But we were given training by the private sector, at that time invited lecturers from Yogyakarta University ". (Research Date: April 6, 2019, 14:36 WIB)

Obstacles in the Conservation of Ciwaringin Batik To improve the preservation of Ciwaringin batik by the tourism sector in the form of coaching is often not optimal, so there are still obstacles to achieving goals in the preservation of Ciwaringin batik itself. These obstacles are caused by the following factors:

1. There is no coordination related to coaching to jointly promote Ciwaringin batik. The lack of coordination meant here is, of course, the regional apparatus organization needs help from relevant parties from the Dinas as well, to jointly carry out coaching, the first thing to do is coordination, to exchange information and not violate related tasks and principal functions of each.
2. In terms of the tourism budget  
To carry out an action, a budget is used as operational so that the action can run smoothly. In this regard, coaching also needs a certain budget to carry out these coaching.
3. The unavailability of the Ciwaringin batik program  
Programs are important things that contain instructions, strategic steps, methods, and achievements that must be achieved. So, the program is a place to use the results of plans.

Efforts to overcome barriers to local wisdom (local wisdom)  
To overcome the obstacles of local wisdom, it is necessary

to have efforts aimed at overcoming or minimizing the obstacles in the implementation of coaching in increasing the local wisdom of Ciwaringin batik as follows, according to the results of the author's interview with the informant at the research location:

The results of interviews with key informants, stated as follows:

"We always participate and enter ciwaringin batik to be promoted always like participating in cultural events in Bali, then we hold a batik exhibition in collaboration with one of the Universities in Yogyakarta, the cultural festival held every year that all enter into the tourism calendar". (Research Date: April 5, 2019, at 09:33 WIB)

## 5. CONCLUSION

Based on the results of research in the Culture Department of Youth Tourism and Sports in Cirebon District, regarding community development by the head of the field in improving the image of ciwaringin batik local wisdom, the author draws the following conclusions:

1. Community Coaching by the Head of Tourism in Improving the Local Wisdom of Ciwaringin Batik.

### a. Action / Process

The actions in the Ciwaringin batik development carried out by the head of the tourism sector have not been optimal, such as the unavailability of a special program to manage Ciwaringin batik to further enhance the local wisdom of the Ciwaringin batik and the coaching carried out by the head of the tourism sector is limited to promoting and holding cultural events, promote it through online and online methods. Offline here is by means of daily interactions, and online is through media such as print and digital media. Introducing it through for example cooperation between institutions and private parties.

### b. Improvements on the promotion of Ciwaringin batik

That improvement on promotion has been carried out by the Office, such as conducting an evaluation of exhibitions that have been carried out to introduce Ciwaringin batik.

## 2. Obstacles in the Conservation of Ciwaringin Batik

- a. There is no coordination related to coaching to jointly promote Ciwaringin batik.
- b. In terms of the tourism budget To carry out an action such as taking part in an exhibition, conducting training, a budget is used as operational so that the action can run smoothly. In this regard, coaching also needs a certain budget to carry out these coaching.
- c. There is no program carried out by the head of the tourism sector, so the agency cannot take strategic steps towards Ciwaringin batik, because if there is a program, the Department will focus on developing Ciwaringin batik.

## 3. Efforts in Overcoming the Barriers to the Conservation of Ciwaringin Batik

- a. Also actively participating in batik exhibitions, for example following exhibitions in the Province of Bali this year, as well as organizing batik events in

one of the tourists centres in the city of Cirebon, and the cultural parade.

- b. Intensive cooperation with various parties, for example in 2018 entered into cooperation with one of the leading State University of Yogyakarta Special Region.

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