Economic Activity And Community Of Cultural Wellbeing: A Case Of Bantengan In Batu Of East Java

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Abstract—This study aims at understanding the existing condition of Bantengan Community in Batu from the perspective of economic and household welfare. In addition, this paper analysis both consumption and productive activities. This study applied a qualitative method following phenomenology approach. This study was conducted in Bantengan community in Batu of East Java in Indonesia. The data were gathered through observation, in-depth interview and focus group discussion. The findings showed that the existing economic condition of the community is insufficient to cover daily consumption. However, they believe that the sustainability this community is important even though they only received small amount of money from this activity. Furthermore, it is known that they also have another economic productive activity such as a farmer, a seller, tourism and so forth. Surprisingly, the actors of Bantengan believe that economic welfare is not only measured by the revenue from this business but also the same feelings in the term of kindship, togetherness and cohesiveness from the community.

Keywords—economic welfare, community wellbeing, economic activity, consumption

1 INTRODUCTION
The community of cultural wellbeing is closely related to cultural development and community development. The concept of cultural wellbeing is interesting topic for Indonesia which has various types of culture (Asfina & Olivia, 2016). In fact, cultural wellbeing is not developed yet by many researchers and government. Wellbeing aspect could be a model to measure the development of a nation (Hicks et al., 2013; Fischer & Boer, 2011). It also can be enhanced as indicator to understand the community of cultural wellbeing. A culture plays an essential role in building and consolidating social ties, peace, welfare and social capital which are prerequisites for a healthy society and a developing economy (Azevedo, 2016). Cultural wellbeing is defined as the vitality that communities and individuals enjoy through participation in recreation, creative and cultural activities and the freedom to retain, interpret and express their arts, history, heritage and traditions (Atkinson et al., 2017). This paper examines the achievement of cultural wellbeing through cultural development in the context of community development. The interrelationship between these three concepts can be briefly explained that the condition of cultural wellbeing tends to be subjective and can only be felt and explained by people from that cultural background (Dodge et al., 2012). Cultural wellbeing will be achieved if people are involved in joint activities in developing their culture development (Lawson, 2005; Wexier, 2009). This cultural development process certainly requires organizing which is then carried out in the form of community development such as the Bantengan community in Batu as one of the forms of a community of well-being communities whose existence needs to be maintained. Batu as one of the administrative cities in the Province of East Java that has cultural arts that have noble values and customs is Bantengan. The Bantengan is an art that was born since the time of Singasari Kingdom (Attar et al., 2013; Mulyono & Swendra, 2016). Bantengan becomes a program at a village event such as a performance to welcome guests from overseas. The problem occurred is that there are no policies that can support the creation of mindset, systems, and practices of creative industries based on the performing arts. In fact, performing arts is one of the priorities that can be developed in order to improve the welfare of the Bantengan artists and their supporting communities. It ideally provides new opportunities for the development of industries based on the knowledge and creative abilities of citizens. In central government policy, the creative industry is understood as an industry that originates from the use of creativity, skills, and individual talents to create prosperity and employment by producing and exploiting creative and creative power (Galloway & Dunlop, 2007; Tschmuck, 2013). The absence of strategic policies makes local governments unable to create clear and directed policies related to the development and empowerment of creative industries.

The existence of the Bantengan community shows that this traditional Bantengan is declining in popularity. This is still exacerbated by the condition in which the regeneration process or the formation of cadres of Bantengan art who are willing to continue the existence of this performance art that exists in the community. In terms of preserving Bantengan, it usually relies heavily on the devotion of several community leaders, where the existence of Bantengan. Therefore, in the development of Bantengan art does not have a strategic plan that involves various elements of government agencies and other communities including non-governmental organizations. The art of Bantengan becomes increasingly difficult to develop when it has to deal with modernization which is marked by the development of the mass media. On the other hand, the Bantengan community in Batu face poverty and negative stigma related to performing arts that are not feasible from the point of view of contemporary society, even imitated, in the midst of the struggle the arts community increases knowledge and creativity so it does not really matter what the creative industry is. These problems have become obstacles to the development of the performing arts-based creative industry. In this study the concept of...
strengthening local institutions and the economic development of the Bantengan community is interpreted through the existence of the Bantengan art community in developing their creativity and conceptualizing the creative arts model based on the Bantengan performing arts. The importance of this study is based on: first, bringing up the strategic idea of developing a creative industry based on the performing arts. Second, there is the potential of the Bantengan art community which can be the basis for developing creative industries. Third, provide input to the Bantengan art community and related institutions regarding the creative industry model based on the performing arts, without having to dissolve in market hegemony but prioritizing the characteristics of existing cultural values, as well as providing opportunities for increasing the welfare of the Bantengan community in Batu.

2 METHOD
This study applied a qualitative method following phenomenology approach. This study was conducted in the Bantengan communities in Batu of East Java in Indonesia. This research used both primary and secondary data. The primary data were gathered through observation, indepth interview and focus group discussion. There are several data collected including the existing condition of Bantengan in Batu, the opportunity from the community to be developed, and the government role in supporting the community. Meanwhile, the secondary data were obtained from the literature study, journal and other relevant sources. Furthermore, the stages of decision-making activities following several stages. First, conducting the first stage interview with a number of stakeholders to get an indication of the program to be proposed, conducting the second interview to establish variables. Engaging the final interview and is only done with the active community in the group to do. In addition, identifying alternative programs using the Fishbone Diagram method, establishing a proposed program, indicating the program were obtained from the results of preliminary interviews with a number of respondents who were considered to represent the problem of developing a participatory model in community empowerment through the Bantengan in Batu. Lastly, variables are obtained through the next FGD process where the stakeholders resulting from the discussion produce a number of criteria, starting from the most important to the criteria with the lowest level of importance.

3 RESULT AND DISCUSSION
Existing Condition of Bantengan Community
There are several point gathered including, first general condition of the community. From the study it can be found that the people in the community suffers the sufficient economic condition. The income from the community is low amount of money. Therefore, from this activity, they cannot fulfil the household consumption. From the study it also found that people who join in the community came from the poor household but they really happy to do these activities. In exception, some of them also have another business such as landowner rental. The brief conclusion from the research, the Bantengan art is not a business that invited more salaries. The lack of government support also the major problem of Bantengan. However, when it is developed properly it can be a business that can reduce poverty besides to make the culture sustainable. Surprisingly, even though they receive small amount of money, they believe that doing the activity giving a happiness for the actors.

Consumption and Productive Behaviour of the Community
In acquaintance with consumption behavior, it can be found that Bantengan communities are only can fulfill basic needs rather than their wants. They are inseparable from the desire to be able to buy goods and services beyond their income capacity. Therefore, in this context they are facilitated to be able to obtain loans from community owners. Productive economic activities other than Bantengan, are actual economic activities or main economic activities, including: Farmers, Traders, Workshop worker, Tour guide and so forth. From this finding, it can be concluded that Bantengan art activities are not the main livelihood of the Bantengan art performers. From this problem, it needs to increase the ability of the productive economy to generate better income for the availability of capital in community, which can be accommodated with the formation of community-based economic community. Therefore, in the long run the availability of capital for businesses and businesses can grow in line with the artistic ability in helping. In addition, training and coaching for community members to further improve the welfare of the community in particular. The training and coaching are related to improving business and financial management skills and initiating the formation of cooperative organizations in the community.

The Perspective of the Community toward Economic Welfare
From the interview with respondents, it can be known that welfare is not identical with economic problems. Therefore, the context of art and economics are two different things and are not related. In addition, from the study, it can be seen that the happiness is measured by inner peace with activities in the Bantengan community. By doing art activities they can get the happiness that they received in art, which may not be obtained by people who are outside the community. Moreover, there is an invaluable happiness to be involved in the community, or to be a part of the Bantengan performers. Artists of Bantengan feel happy because they can participate in preserving the nation’s culture so that it becomes a pride for them. In addition, cohesiveness, togetherness, and feelings of the same fate and continuity can provide a sense of peace and calm because the problems in economic life can be solved together. Their skills in managing finances make them feel prosperous with these simple needs.

4 CONCLUSION
welfare is an organized activity with the aim of helping reciprocal adjustment between individuals and their social environment. This goal is meticulously achieved through techniques and methods with the intention of enabling individuals, groups and communities to meet their needs.
and solve problems in adjusting themselves to changing patterns of society, as well as through collaborative actions to improve economic and social conditions. From the results of research conducted to maintain the economic viability of these artists need capital management through the Profit center, to ensure the sustainability of their economic activities. As an economic community that is formed and produces productive economic activities to maintain the availability of capital in the community. Therefore, from the community is very much needed capabilities in business innovation and financial management.

REFERENCES


