



Analysis of the effectiveness of asset-based community development in Beiji Village, Yogyakarta

Muhammad Akmal Rusydi*, Fitria Tita Noer Yastuti, Ichsan Rifki Sanjaya, Ema Sumegasari, Cita Kurniasar, Nella Inayatur Ro'fah, Qory Jati Widyastuti, Muhammad Lintang Ramadhan, Sofyan Adi Nugraha, Noor Bening Listia, Herlita Setya Ayu Saputri, Dhea Nisaa' Andhini, Muhammad Rizky Satya Nugraha, Ananda Putri Safitri, Fachrizal Faisal

Art Education Departement, Faculty of Languages, Arts and Culture, Universitas Negeri Yogyakarta, Colombo Street No.1, Sleman. Yogyakarta 55281, Indonesia

*Corresponding Author: muhammadakmal.2022@student.uny.ac.id

ABSTRACT

Beji village holds significant potential related to local arts and culture that could be leveraged to achieve the status of a cultural pilot village. However, it faces substantial challenges, such as the lack of a dedicated venue for arts activities and insufficient cultural development. This study aims to analyse the effectiveness of the Asset-Based Community Development (ABCD) approach in empowering local arts and culture in Beji village. It employs a qualitative research design and a case study approach. Data collection techniques include observation, interviews, and documentation to gather in-depth information on the impact of this approach. The findings indicate that the ABCD approach successfully empowered the community by enhancing skills and preserving arts and culture through a series of programs designed by the PPKO Seni Rupa team, which also collaborated with various partners, including a program named Berbinar (Bersama Beji Bersinar). These findings are expected to provide valuable insights for practitioners and local government in designing more effective resource empowerment programs.

Keywords: *Beji village, ABCD, local arts and culture, Berbinar, community empowerment*

ABSTRAK

Desa Beji menyimpan begitu banyak potensi terkait kesenian dan kebudayaan lokal yang dapat diangkat guna mencapai sebuah status desa rintisan budaya, namun terdapat permasalahan signifikan yang dialami seperti tidak adanya wadah untuk sebuah pusat kegiatan seni serta kurangnya pengembangan kebudayaan. Penelitian ini bertujuan untuk menganalisis efektifitas pendekatan Asset-Based Community Development (ABCD) dalam pemberdayaan sebuah kesenian dan kebudayaan lokal yang terdapat di desa Beji. Dengan menggunakan desain penelitian secara kualitatif dan pendekatan studi kasus. Teknik pengumpulan data melibatkan observasi, wawancara, serta dokumentasi guna mengumpulkan data secara mendalam tentang dampak dari pendekatan tersebut. Hasil penelitian menunjukkan bahwa pendekatan ABCD berhasil memberdayakan masyarakat dengan meningkatkan keterampilan juga pelestarian kesenian dan kebudayaan melalui serangkaian program yang dirancang oleh tim PPKO Seni Rupa yang juga bekerja sama dengan para mitra, melalui program yang dinamakan dengan Berbinar (Bersama Beji Bersinar). Hasil temuan ini diharapkan dapat memberikan pengetahuan bagi praktisi dan pemerintahan setempat dalam perancangan sebuah program pemberdayaan sumber daya yang lebih efektif.

Kata Kunci: *desa Beji, ABCD, kesenian dan kebudayaan lokal, berbinar, pemberdayaan masyarakat*

Article History:

Sent:

August 2024

Accepted:

....

Published:

....

Citation:

Rusydi, M. A., Yastuti, F. T. N., Sanjaya, I. R., Sumegasari, E., Kurniasar, C., Ro'fah, N. I., Widyastuti, Q. J., Ramadhan, M. L., Nugraha, S. A., Listia, N. B., Saputri, H. S. A., Andini, D. S., Nugraha, M. S. S., Safitri, A. P., Faisal, F., (2024). Analysis of the effectiveness of asset-based community development in Beiji Village, Yogyakarta. *Sungging: Jurnal Seni Rupa, Kriya, Desain dan Pembelajarannya* 3(2): 161-168.

INTRODUCTION

Beji Village holds great potential in local arts and culture that can be optimised to achieve the status of a cultural pioneering village. According to Muhaimin (2021), culture, which originates from the Sanskrit word *buddhayah*, the plural form of *buddhi* (mind or intellect), refers to matters related to human intellect and mind. In English, culture is derived from the Latin word *colere*, meaning to cultivate or work, which can also be interpreted as cultivating the land or farming. The word culture is also often translated as *Kultur* in Indonesian. Koentjaraningrat (2004) further defines culture as a whole system of ideas, actions, and human creations that are passed down through a learning process, encompassing arts as creations that satisfy the desire for beauty. Culture plays an essential role in society, yet in the context of globalisation and modern technology, many local cultures are becoming marginalised. This also applies to Beji Village, where artistic activities such as *wayang cakruk*, *tari reog*, and *gejog lesung* are becoming increasingly rare.

Through a series of programs initiated by the PPKO Seni Rupa team and in collaboration with several partners, including the Cultural Office of Gunungkidul Regency, the Cultural Office of DIY Province, the Tourism Office of Gunungkidul Regency, the Provincial Government, the Pathuk Cultural Council, Wulanpari Ecotourism Village, Dewi Elok Nusantara Tourism Village Jelok, Sanggar Budaya Turonggo Seto Wahyu Kembar, Sanggar Krido Mudo Budoyo, and Sanggar Tias Batik and Sanggar Batik Kapanewon Patuk, it is hoped that the variety of local arts can be optimised. To address the issues in Beji Village, this research will implement the Asset-Based Community Development (ABCD) model. As Fithriyana (2020) explains, this method focuses on identifying and utilising existing local assets, such as community skills, local knowledge, and available infrastructure. The implementation of ABCD in this research includes concrete steps such as mapping local assets, community-based skill training, and the development of cultural programs involving active community participation. With this approach, it is hoped that the community can independently overcome challenges and optimise their potential to preserve local culture. This approach involves identifying and strengthening existing resources within the community, such as skills, knowledge, and infrastructure, to address various problems in the area. Rather than focusing on shortcomings or issues, ABCD encourages the use of local assets to create more sustainable and relevant solutions. By involving the community in the planning and implementation process, this approach aims to enhance local capacity and effectively empower the community, leading to positive changes and better problem-solving.

Furthermore, Alhamuddin, Aziz, Inten, and Mulyani (2020) explain that the Asset-Based Community Development (ABCD) approach in community empowerment allows communities to tackle challenges by leveraging the resources and potential in their environment. By emphasising existing strengths and assets, this approach supports the development of more effective solutions that meet local needs. The primary goal of this approach is to strengthen the community's ability to manage and resolve its issues, which in turn enhances independence and sustainability. As a result, the community can increase its capacity to adapt and grow independently without reliance on external aid while also fostering a sense of ownership and responsibility in managing its resources more efficiently. This approach highlights the importance of active participation and asset-based empowerment to achieve sustainable and positive outcomes.

Most of the youth in Beji Village prefer to leave their hometown in search of better career opportunities, resulting in a diminishing number of younger generations inheriting traditional arts and culture. According to an interview with Mr. Arif Wahyu Subagyo, the Head of Beji Village, "Beji Village has noble values that, unfortunately, have been neglected over time, and the interest of the younger generation in preserving them is relatively low. Currently, Beji Village is still categorised as a Cultural Pocket Village" (Interview, August 2024).

To address this issue, the service initiative aims to reintroduce arts and culture innovatively through the "Berbinar" (Bersama Beji Bersinar) program. This program is expected to elevate the village's status as a cultural pioneer and increase the community's income through products such as batik and a series of other artistic programs.

METHOD

This study employs a qualitative research design using a case study approach to investigate the phenomena and dynamics intensely occurring in Beji Village. This method allows the author to explore and understand the implementation of art and cultural activities in the village in a comprehensive and detailed manner. Data collection was carried out using various techniques, including direct observation of art and cultural activities taking place in Beji Village. This observation provides the author with valuable insights into how these activities are organised, the challenges faced, and their integration into the daily lives of the local community.

In addition to observation, the author also conducted in-depth interviews with various relevant parties, including community leaders, heads of art enthusiast groups, the head of the youth organisation Karang Taruna Mekar, the village head, and the head of the hamlet. The purpose of these interviews was to gather data from multiple perspectives on the current situation, the issues faced, and the potential within Beji Village. The information obtained through these interviews is highly valuable as it provides different viewpoints on how individuals and groups perceive and respond to problems, as well as the efforts made to utilise local potential.

This study identifies several key issues faced by Beji Village, such as the lack of adequate facilities and platforms for artistic activities and the minimal development of local culture. The author also analyses how village potential is utilised using the Asset-Based Community Development (ABCD) approach. The ABCD approach emphasises the use of local assets, such as community skills and existing cultural potential, to address issues and create effective and sustainable solutions.

The results of this study are expected to provide a clear picture of Beji Village's current condition and potential and identify ways to enhance community empowerment through the ABCD approach. The author hopes that the findings of this research can offer valuable insights for local governments in formulating more effective strategies to preserve local culture and improve the community's welfare in the future.

RESULT AND DISCUSSION

Result

Beji Village is located in the Pathuk District of Gunungkidul Regency, Special Region of Yogyakarta Province. The village lies to the south of Yogyakarta City, approximately 24 km from the city centre and 25 km from the main campus of Yogyakarta State University. Geographically, Beji Village is bordered by Putat Village to the north, Bunder Village to the east, Ngeleri Playen Village to the south, and Pengkok and Salam Villages to the west (Desa Beji, 2021). Administratively, Beji Village is divided into six hamlets: Kerjan, Gunungan, Gedali, Beji, Krakalan, and Jelok, and consists of 37 RTs (neighbourhood units).

Beji Village is situated on a plateau 200-300 meters above sea level. With a population of 2,926 and an area of 942.6395 hectares, the village faces challenges in the development of arts and culture, particularly due to many young people choosing to seek career opportunities outside the area and the underdeveloped management of household waste, such as cardboard.

Community Skills

Based on observations and interviews conducted, the community's skills have improved, particularly through the Berbinar program, which focuses on enhancing human resource development in Beji Village. This program consists of Berbinar Batik, Berbinar Studio, and Berbinar Kreatif.

1. Berbinar Batik

In an interview during the implementation of the Berbinar Batik program, Ms Yuli, a participant from the Dusun, stated, "I am happy with the program held by you, as I have learned how to make batik and understand the process involved" (interview, July 28, 2024). Similarly, Ms Desy shared, "There was also a batik training in Jelok before, but it did not last long. So, the batik

training program you brought is great for sharpening the skills of the local PKK women here” (interview, July 28, 2024).

Thus, based on the interviews, there has been significant improvement in skills through the Berbinar Batik program, empowering the role of the PKK women in Beji Village. The Berbinar Batik program was implemented at the Gubug Seni, which was established to produce a distinctive Beji batik, including stamped batik and black sincere, as mass-produced products. These products aim to address the low average income of the community. The process includes socialisation and explanation of batik preparation, transferring patterns onto cloth, *canting*, removing wax stains during *canting*, dyeing using naphthol, boiling to remove wax from the fabric, and finally, drying the batik. However, some challenges were faced during the program, such as adjusting schedules to align with the PKK women’s agenda and ensuring technical readiness to support the activities.



Picture 1. The *canting* process in the Berbinar Batik program
(Source: PPKO Fine Art’s Team, 2024)

2. Berbinar Studio



Picture 2. Implementation of the Berbinar Studio program
(Source: PPKO Fine Art’s Team, 2024)

The Berbinar Studio program is designed to enhance the skills of the youth in Beji Village to compete in the digital era. This program focuses on education and training in design, packaging, branding, and social media management. Berbinar Studio also supports the Berbinar Batik program by applying the knowledge gained in designing packaging, branding, and marketing the distinctive Beji stamped batik. The program is conducted in two stages: socialisation and creation.

In an interview, Yoga, a participant in Berbinar Studio and the head of the Karang Taruna Mekar youth organisation, mentioned, “I welcome the program introduced to us, and I hope it continues in the future. I am confident that you all know much more about design and social media management. This activity has also had an impact on our members’ ability to create more attractive social media content” (interview, July 13, 2024). However, challenges were faced during the program, such as the lack of socialisation regarding packaging and the need to adjust schedules to fit the activities of Beji Village.

3. Berbinar Kreatif

The Berbinar Kreatif program targets educational groups such as early childhood education (PAUD), kindergarten (TK), and elementary schools (SD) because these institutions outnumber higher educational institutions like MI and MTs in Beji Village. The program focuses on teaching children to use household waste, particularly cardboard, as a medium for creating local puppetry art known as *wayang cakruk*. The goal is to stimulate children's creativity and optimise local cultural potential in an effort to preserve tradition. The program involves socialisation, material presentation related to *wayang cakruk*, and solutions to household waste issues, as well as preparation of tools and materials, mentorship during the crafting process, pattern creation on cardboard, cutting, colouring with wall paint, and assembling the *wayang* structure.

Challenges encountered during the program included scheduling issues and the need for more varied content and technical execution. However, high enthusiasm and skill improvement were observed, as reflected in the participation of children. Fauzi, a participant representing the Dusun Gedali, remarked, "When are you going to make more puppets? It is really fun!" (interview, July 12, 2024). Ms. Puji, a parent of one participant, also commented, "Your program is great! My child can now make puppets, and the results are fun and beautiful" (interview, July 12, 2024).



Picture 3. The results of children's work in the Berbinar Kreatif's program
(Source: PPKO Fine Art's Team, 2024)

Discussion

Beji Village, located in Gunungkidul Regency, Pathuk District, faces challenges related to optimising local arts and culture. This is evident in the limited local arts and cultural activities, the lack of facilities for cultural and artistic events, and the absence of a dedicated centre for such activities. Despite these challenges, Beji Village possesses a promising potential that can be innovatively and creatively developed. This potential includes available locations that could be repurposed or revitalised as cultural centres. Additionally, the abundant cardboard waste can be creatively used to produce artworks like *wayang cakruk*, a potential initiative not yet implemented in the village, especially for youth, as part of productive activities. The diverse culture and background of Beji Village could also be expressed through batik production, with further empowerment of youth as a strategy to promote local batik through social media management, design, packaging, and branding incorporated into the Berbinar Studio program.

1. Berbinar Batik

The Berbinar Batik program aims to develop the skills of the PKK mothers and address the issue of low average income in Beji village through the creation of batik with Beji's distinctive motifs. Based on interviews, the Berbinar Batik program has been found to enhance the skills of PKK mothers in the batik process, including pattern transfer onto fabric, canting, dyeing, wax removal, and the final drying stage. This empowerment follows the Asset-Based Community Development (ABCD) approach. Interviews and observations have shown a significant improvement in the participants' skills, which is evident in the neatness of the canting results and the minimal wax stains on the fabric.

This aligns with the theory presented by Salahudin et al. (2015), who describe the ABCD (Asset-Based Community-Driven Development) approach as a method focused on community development based on the resources and assets the community already possesses, critically leveraging these resources. The ABCD approach emphasises community development by utilising existing resources and assets in Beji village. In this context, the Berbinar Batik program takes advantage of human resources (the PKK mothers group).

Furthermore, Rumawas's (2019) theory of women's empowerment asserts that empowering PKK mothers and women in general plays a crucial role in building family economies. Therefore, the Berbinar Batik program aligns with both theories as it seeks to empower the community by enhancing skills and providing alternative sources of income to improve financial well-being.

2. Berbinar Studio

The Berbinar Studio program was implemented to enhance the skills of the youth in Beji village, particularly in social media management, design, packaging, and branding, with the goal of introducing Beji's unique batik products to a broader audience. The program was carried out through two main methods: outreach and production. These included delivering material on design elements and principles, techniques for creating packaging designs, strategies for strengthening branding, and social media management for crafting engaging content across various platforms. In practice, participants learned to apply design principles using the Pixel Lab application and create compelling content to increase the reach of batik products. Based on data gathered from observations and interviews, the Berbinar Studio program led to significant skill improvements in both design principles and social media management, as reflected in the participants' ability to use the application and create engaging content.

This can be analysed through the theory presented by Prasetyo, Purwanto, and Zairobi (2021), which asserts that, unlike traditional marketing, digital marketing offers a broader scope. Through digital platforms, consumers can access more detailed information to make decisions before purchasing. The Berbinar Studio program aligns with this theory by focusing on the key elements of design, packaging, digital marketing, and branding, all of which are crucial for attracting consumer attention and building a brand. As noted by Wirya (1999), in the face of increasingly fierce market competition, one strategy is to focus on packaging design. Product packaging plays a crucial role because it is the first element consumers encounter. Therefore, packaging must be designed in such a way that it influences consumers to respond positively, that is, by purchasing the product. The ultimate goal of packaging is to increase sales.

3. Berbinar Kreatif

Berbinar Kreatif is a program designed to provide children with a platform to express their creativity, considering the local artistic potential in Beji village, which can be innovatively packaged. This program is also linked to the management of household waste, mainly cardboard, which is repurposed into artistic creations. The implementation method includes the delivery of material related to *wayang cakruk* (traditional shadow puppets) and hands-on training. Based on observations and interviews, there was a noticeable enthusiasm and improvement in skills, which is evident in how easily the children followed instructions and stages in the process of creating *wayang cakruk* from cardboard waste.

According to Asmawati, (Septianingsih et al., 2017), recycled materials used in early childhood education include items that are no longer in use but can still be repurposed, such as old magazines, cardboard, newspapers, and plastic items like bottles and cans. The use of these recycled materials offers cost benefits and fosters creativity in children, encouraging them to create various works, such as dollhouses or piggy banks. Furthermore, Wahyudin (2007) states that creativity is the ability to generate original, new ideas, whether in the form of values, tools, or, specifically, the ability to develop new concepts. The Berbinar Kreatif program reflects this concept by stimulating children's creativity and imagination through exploration and the creation of art using household waste materials like cardboard. In this way, the program helps them develop their creative ideas.

CONCLUSION

The Berbinar program has proven effective in reviving local arts and culture in Beji Village, as well as contributing to the improvement of community welfare through the utilisation of technology and community involvement based on the Asset-Based Community Development (ABCD) approach. This program has successfully sparked interest in the increasingly marginalised cultural heritage, facilitated relevant learning and training, and created new economic opportunities for the residents of Beji Village. Furthermore, the success of the program in preparing the village as a cultural hub demonstrates the long-term positive impact as part of efforts to preserve culture.

However, this success still requires support to ensure the sustainability of the implemented program and its future development. Periodic evaluations need to be conducted to assess the overall effectiveness of the program and identify areas that require improvement. The next steps should involve strengthening partnerships with relevant stakeholders, increasing community engagement, and further utilising technology to expand the program's reach and impact. By addressing these aspects, Beji Village can continue to develop as a dynamic and sustainable cultural hub.

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