

Facilitation of Local and Cultural Community Industry Practices

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ABSTRACT

This study aims to explore how facilitation was conducted in a community of practices (CoP) in a souvenir industry in Mojokerto. Through qualitative approach research, practices and experiences were observed and recorded in a souvenir industry. Facilitation means like technology, knowledge and social networks were integrated in CoP. This study combined primary data from deep interview with various stakeholders and secondary data from previous research. This study is able to highlight gap in understanding facilitation contextually and shows that the implementation of CoP in Mojokerto souvenirs industry emphasize collaboration between stakeholder interests, groups, facilitation interaction, and support learning with utilization of technological tools, human interaction, physical facilities, financial information, and knowledge. Educational tour in Mojokerto is also one of the strategies implementation of CoP experience especially in raising local and cultural values.

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1. Introduction

Tourism is a phenomenon involving provision of travel and various facility as well as services provided by entrepreneurs, communities, and government for tourist. This includes holistic and multidimensional interaction and is represented in symbolic ways by definition given by tourists themselves [1]. Tourism gives economic impact in increasing national income per capita, creating work field, pushing area development, supporting local businesses, improving consumption product culture, and expanding the domestic market [2]. Tourism in substance has these four core elements: tourism objects, activities, knowledge, and souvenirs that can be purchased [3]. On the side other, tourism tradition in a historical site have merges with the culture of local area, bringing a new recreation area [4]. Travelers hope to see something interesting or do something that they have not seen or tried before (*something to see, to buy, to do*) [5]. The availability of souvenirs would increase interest travelers to shop as a part of experience, that springs from one core element, *i.e. something to buy* [6], since the majority of travelers want to bring souvenirs from their place of visit [7].

Realizing life in the regime of ethical and representative art, involving the practice of art in religion, culture, and hobbies. Placed in mass or social media, a tourism object can be considered beautiful if it can show aesthetics diversity in life daily [8]. In pre-historic era, a painter would tell history through his/her art representative [9], despite the regime of Neo-Plasticism (*de Stijl*), that refused art figuration, which put forward shape and color as language free form of representation. Artists as universal harmony agents, express work in a way anonymous and impersonal, like Mondrian's work [10]. Today, taking advantage of local historical character is relevant in integrating history with contemporary art to prevent lagging behind without sacrificing traditional heritage. Other efforts, such as reconstruction, restoration, replication, and even imitation are required to maintain local and cultural characters that have started to diminish [11]. Hence, some typical souvenirs from a village, for example, combine contemporary element design while maintaining inheritance in its history [12]. Ulos fabric, which was traditionally originally processed during a prayer while making it, now are transformed into clothes, bags, ulos shirts and a mere ulos-patterned souvenirs. Ulos ornaments are not considered as ulos, but as borrowing ulos motifs for ulos batik [1]. Clay crafts are now developed with more varieties in accordance with the market demand. Local ingredients like coconut shell, bamboo, rattan and wood are used to make decoration [13].

Arts and crafts industries play important role in economy and maintaining cultural heritage. However, they face lack of financial and technical support that limit growth and power in similar competitive product. Therefore, more efforts are needed to be done to expand the market and improve readiness of these technical craftsmen for art industry. This becomes an integral part of identity and economics [14]. Lots of art traditional inheritance has become the symbol of national pride, like temples, *batik*, carvings, masks, *wayang*, and clayworks, that are frequently seen in work scientific and other media. Now, traditional art works that has returned to the modern era are in the form of replica with variation of new colors and has adapted with contemporary need. Although in fact, the appearance of these new arts still features traditional nuances, yet these products rely heavily on market demand in the form of replicas or imitation [15]. These replicas have reduced the authenticity or loses its historical proofs that have been found [16], yet in the creative industrial era, this is needed to succeed in the competition. The souvenirs must be unique and provide journey memories for the tourists [17].

Previous studies has discovered that Majapahit Culture Project Tour aims to conserve legacy history of the kingdom of Majapahit in the Watesumpak, Trowulan, Mojokerto village. This is an area of 5.5 Ha covers exhibitions, performances, and replicas of historical buildings. An approach design has employed "postmodern historicism" architecture, emphasizing transformation of "Expressive" macro elements and micro "Creative" elements that aim to give information and education about the culture of Majapahit [18]. Study by Yatno states that the splendor temple of Borobudur, that was built in the 8th century, has experienced transformation that includes the use of an altar in the Buddhist Stupa monastery and became a regional icon, leading to miniatures souvenirs productions [19]. Research result by Basyar, Supeno & Wardiyanto show how the policy use of the Majapahit houses has positive impacts to improving business, visits, and requests for souvenirs. However, there is a lack support for human resouces improvement

programs, due to transition authority, which requires coordination between inter-agencies to create a more systematic programs [20]. The research results by Budi, Rukmi & Siregar state that sales of typical Majapahit souvenirs has reached expected results [21].

The Community of Practice (CoP) concept applies ideas from Jean Lave and Etienne Wenger which focus on social learning inside an individual group who owns interests and have similar goals [22]. In the context industry of Mojokerto souvenir, CoP implementation begins with identification perpetrator of industry, group establishment, facilitation of interaction, learning support, solving problem together, and continuous evaluation. The hope is, with this approach, Mojokerto souvenirs industry can increase its collaboration, innovation, and sustainability. Regarding the Constitution Number 10 of 2009, which states that tourism is a journey action by individual or group to fulfil certain recreational needs, self-development, or to study about uniqueness visited objects, in period or temporary time. Additionally, industry needs a pull power so that the tourism objects can be visited [23]. This is in line with Ambarwati et al., who state that tourist involve component like destination, marketing, people sourcing, and industry that must be integrated. Tour education combine learning with tourism activity, giving knowledge to visitors, especially students. Edu-tourism delivers experience that are directly related with the of area visited during the tours [24].

Community of Practice (CoP) in the context of tourisms tends to be more-wide than tour education. CoP involves various stakeholders' interests in tourism development, including destination, marketing, people empowerment, and strengthening industry. On the other hand, tourism education is a subset of the CoP, whereas its focus is more limited to giving experience directly to visitors, especially student, inside tour area. In this context, we focus on the facilitation of Mojokerto Resources Industry Practices community (CoP). The CoP concept refers to collaboration and involvement of various holder interests in the development industry of souvenirs in Mojokerto, including souvenir producers, marketing perpetrators, and local society. The concept of Mojokerto tourism is that "you can get education in Mojokerto" as one of the strategies implemented by the CoP, by giving experience directly to visitors on making local souvenirs as well as values related to Majapahit culture. Therefore, everyone can become part of collaborative effort to develop souvenirs industry in the area.

There have been various study which support the exploration of community industry practices (CoP) empowerment souvenirs in Mojokerto. There is an apparent effort to preserve inheritance culture, like project tour culture of Majapahit that aims to guard historical legacy in Trowulan. However, there are obstacles that appear related implementation policy, like lack of support for human resources improvement programs, as well as lack of success in sale of typical souvenirs Majapahit. Likewise, it is necessary to place attention to dependency in arts and crafts industry on customers, as well market expansion and readiness technical craftsman to guard the growth of the industry. In this industrial creative era, it is important to utilize known characters in history that is relevant as well as retaining traditional inheritance without reducing authenticity of history. It is therefore necessary to enable coordination amongst interagency and further research must

be advanced to obtain more understanding in about potential and challenges in souvenirs industry in Mojokerto.

This study aims to explore how facilitation of community empowerment is conducted in a community industry practices (CoP). souvenirs in Mojokerto. Although industry souvenir has become an integral part of economy local in Mojokerto, previous research has not yet fully explore this process in CoP context in the tourism souvenirs sector. It is hoped that the exploration of practice and experience within the perpetrators souvenirs industry in Mojokerto will provide an understanding to the use of facilitation resources like technology, knowledge and social networks in CoP. Additionally, this research can also contribute to give outlook about government effort and society in facilitating growth industry souvenir as part from development local economy.

2. Method

This study employed qualitative method with focus on the concept of Community of Practice (CoP) in the context of Mojokerto souvenir industry. CoP stressed social learning inside individual group who owns interests and similar goals. Steps of CoP implementation including identification perpetrator industry, establishment group, interaction facilitation, learning support, solving problem together, and continuous evaluation. CoP in Mojokerto includes various holder interest for development industry souvenirs, incl producers, marketers and society local.

Regency and City of Mojokerto were selected as this study location because they have been known to own a souvenir industry which is still developing. The informants of this research in Mojokerto City are: Jani, owner of JM. Gallery (Miniature Small Industry boat screen) Kedungkwali Warriorkulon; Achiyat Supardi, owner of Hasta Anugerah (Small Fiberglass Souvenir Industry) Jl. Arjuno I/ 23 Wates Magersari; Edy, owner of Edy Jaya (Maker Miniature Sailboat) Suratn Ngaglik I/46 A Warriorkulon; and Abdul Kholiq owner of Mento Collection (Producer of Goods from skin or imitation skin). Meanwhile, informants in Mojokerto Regency were centralized in the sub-districts of Trowulan are: Multazam, Sari Bronze (Majapahit Souvenir Center) Jalan Kedungmaling 2 Gang 1. Maha Vihara Majapahit, Bejjong, Subdistrict Trowulan. Other informants were also selected from stakeholders who are Mr. M. Iwan Abdillah, SH., S.Sos, M.Sc as the Head Department of Industry and Trade Mojokerto Regency, as well as Mrs. Ani Wijaya, SE, MM as the Head Diskopukmperindag Mojokerto City. All names represented in this article has given consent to the publication of this research.

Documents from government related to creative tourism and industry policies as well as literature related CoP and management concepts to community empowerment also become source of important information. Data analysis was carried out through coding and categorization of qualitative data to identify patterns, themes, and relationships between drafts in the context of Community Resources Industry Practices (CoP) Facilitation in Mojokerto Souvenirs industry, as well as interpretation of findings to understand CoP's role in Mojokerto souvenirs development industry as well as their implications to the continuity of souvenirs industry and developments of local economy.

3. Results and Discussions

An area without tour destination can not create and shape a powerful pull tour like culinary, education and shopping tour. For a successful tourism, a collaboration between government, investors and society are necessary to be implemented [25], and on the other hand interested visitors can invite more visitors candidate who have the potency to visit tourism object, that has been visited previously [26]. Knowledge about tourism objects is an important tools in empowering public, to develop tourism. The public may increase its political awareness as well as motivating social cooperation, and in turn will have an impact on economy empowerment with determined work opportunity [27]. Kediri, East Java, for example, has a special tourism object that has become a learning place for English Language: *Kampung Inggris*. This tourism village (*kampung*) has combined education element with active tourism that involves direct interaction between tourists and the local public [28,29]. The simplest thing with exists draft Development of TPS 3R in Taro Village which became Power pull new for traveler with exists strengthening identity culture local, upgrade involvement public in guard environment, promotion education environment in schools, and exchange culture through visit tourists who whole capable increase awareness environment, strengthen bond social, and promoting exchange positive culture [30].

Recommendation by Pantiyasa & Darsana, in their research includes the development of infrastructure, agrotourism improvement, partnerships with local community, and diversification of product tour [31], which strengthens the support that is needed to conduct Community Resources Practice (CoP) facilitation. Ridwan's research, which explored the potency of North Toraja tourism from aspect wisdom local also finds that the tour provides geographical learning for its tourists that highlights the riches of its culture, nature and historical areas. Tourism management involves various party such as existing foundations, farmers, local government, and families. With qualitative approach, this research supports the continuity of local tourism and becomes the source of study for students to learn geography [32]. The example literally shows the integration with the concept of Community of Practice (CoP) in development and maintenance local tour objects. Further, an analysis of young tourists motivation in visiting these destinations can become an important reference in marketing strategy destination tour for future tourists [33].

By investigating the idea of peripherals participation, it can not be assumed that internship (in the contextof a traveller involved in souvenir production) always facilitate practical learning. Effectiveness in the level of learning varies between one case to others [22]. Lave criticized cognitivism and behaviorism aspects because situational learning has to be considered. He stressed the importance of learning through direct participation. This is a shaping base for the theory on Participation Authorized Peripheral, which highlights how new participant becomes part of a community through his/her participation in carrying out simple tasks [34]. Based on interview results with stakeholders, a terminology on interesting and unique tour can be withdrawn that become the main power to pull visitors, to temporary be involved in activities of making souvenirs, which give them different and valuable experience. Through the practice of souvenirs making, visitors can study about the manufacturing process as well as the cultural values contained in these souvenirs.

Availability of representative in art and local souvenirs as well as souvenirs from places they visit, can increase the experience of tourists. This shows that traveler will be more interested to learn and to experience souvenirs making practice, hence creating a new pattern in the tourism industry.

Various available references and from results interview with research informants as souvenir industry players in Mojokerto provide the following findings. There is little study on integral review of Community Resources Industry Practices (CoP) facilitation in souvenir industry in Mojokerto. Jean Lave and Etienne Wenger's concept merely focus on social learning in individual group who has common interest [22]. This has become a basis for the idea of latest tourism model which facilitate the following. First, technological resources (in effort to facilitate souvenirs industry in Mojokerto, it is important to utilize available resources). This includes the use of digital tools like computer, application device software, and online platforms for increase communication, collaboration, and the exchange of information between member community. In addition, audio-visual aids such as projectors, videos, and multimedia presentations can be used to support learning or presentation about souvenir practice making.

Second, human resources (in the context of souvenir industry, the role of humans is very important). This includes involve skilled facilitator in guiding, managing, and supporting activity group or session learning about making souvenir. Further, it is inviting expert with special knowledge about making souvenir who can give valuable insight and expertise into the process. Third, physical Resources (to facilitate souvenirs industry in Mojokerto, necessary action is needed to ensure availability of physical resources). This includes ensure availability suitable space for do activity or related events in souvenir industry. Additionally, it provides material like inventory, equipment, and other assets necessary for the manufacturing process.

Fourth, financial resources (procurement of funds is an important aspect in facilitate souvenirs industry in Mojokerto). Actors must search for adequate funding for procurement support to acquire resources and sustainable financing activities in souvenir industry. Fifth, information and knowledge (in an effort to facilitate souvenirs industry, it is important to get access to relevant information and knowledge). This includes making documentation like written, guides, and instructions material that provide information and instructions about souvenir making. Additionally, data collection and analysis provide relevant results to help in decisions making and to provide solutions to problems faced in souvenir industry development.

In the context of Mojokerto, tourism and souvenirs industry are filled with historical values since it is still dominated and linked with Majapahit kingdom. People has often forgotten that SDN Purwotengah is a historical place because the first President of Indonesia, Ir. Soekarno, attended and studied there from 1907 to 1912, and later attended junior high school education at SMPN 2 Mojokerto City [35]. This history has not been researched enough and there has not yet been a historical project tour (*napak tilas*) at the history of little Soekarno in Mojokerto, such as his residence, his school and play places, which need to be set as a heritage and as an object of historical tourism. There is naturally a need to facilitate various partis and supportive community, to be able to exchange

knowledge and resources, and to increase learning and problem solving to develop this project.

From the results interviews and documents collection and analysis, local and cultural tourism actually involve spiritual and cultural aspects for the visitors. Apart from enjoying the richness of culture and spiritual traditions, tourism also includes enriching experiences and exhibitions for the visitors' minds with cultural expression [36]. In the context of something to see, to buy, to do [5], implementation Community Industry Practices (CoP) Mojokerto souvenir, would not only strengthen economy aspects, but also experiential substance of the travelers who continuously look for experience. Merchandise goods attract interests but experience would promise sensation, renewal, inspiration, or redirection, so gives a deeper meaning in the mind of the travelers [37]. This also exist in Rendang Lokan tourism that meets the criteria of "something to see" a the travelers are involved in the process of making and processing ingredients and spices of rendang. This experience gives travelers "something to do" which involve tourists in cooking Rendang Lokan, and leads to "something to buy" which functions as a souvenir [38]. This effort is in tune with the government constitution number 10 of 2009, which states that tour is action journey individual or group to fulfil certain needs for recreation, self-development, or study about the uniqueness of visited objects, in a period of temporary time.

4. Conclusion

Implementing the concept of Community of Practice (CoP) in a souvenir industry in Mojokerto means emphasizing collaboration between stakeholder interests, group formation, interaction facilitation, and s learning support to increase collaboration, innovation, and sustainability, by utilizing empowerment in technological, human, physical, financial, information, and knowledge aspects. Educational tour in Mojokerto is also one of the strategies implementation of this CoP in order give direct "live" experience in making local souvenir as well as values related culture.

In the tourism context, CoP allows wider collaboration between various stakeholder interests, including souvenir producers, marketing perpetrators, and local society. Educational tour in Mojokerto is part of this CoP strategy, which will not reduce CoP concept but, on the contrary, to be part of a collaborative effort to develop souvenirs industry in the area. This study also delivers an outlook about government effort and society in facilitating souvenir industry growth as a part of local economy development.

Although the CoP concept has been used in the souvenirs industry context, this also contributes to policy implementation draft in Mojokerto. The success in applying this policy still faces its own challenges, such as lack of improvement program to support human resource empowerment and their lack of success in souvenir sales. Apart from that, dependency that exists in souvenirs industry to customers and its readiness to provide technical craftsmen must also become an attention. This research calls for more collaboration between inter-agencies and further research must be advanced to explore understanding of potential and challenges in souvenirs industry in Mojokerto

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