

Research Article

Community Empowerment Through Diversification of Klithik Puppets Based on Creative Business to Promote Tourism in Wonosoco Village, Undaan District, Kudus Regency

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Abstract.

Klithik puppet, in Wonosoco Village, Undaan District, Kudus Regency, is a local cultural heritage that is not well-known by the wider community, especially in Kudus Regency. The existing cultural potential and the title of a Tourism Village have not been utilized optimally for the welfare of the people in Wonosoco Village. To support the realization of the Village SDGS and make it economically equitable, the community has to play an important role in supporting the implementation of this goal. So, the idea emerged to carry out economic empowerment through product diversification such as t-shirts, hats, and keychains with the theme of Klithik puppet. This research aims to find out whether economic empowerment through diversification of creative economic products affects the economic welfare of the people of Wonosoco Village. This research is field research with a qualitative descriptive analytical approach. Data collection techniques were observation, interviews, and documentation studies. The results of the research show that economic empowerment can improve entrepreneurial skills, open new jobs, and encourage tourism in Wonosoco village, Undaan district, and Kudus district. The patterns used in implementing activities include socialization, product manufacturing, product manufacturing training, mentoring and monitoring, marketing management as well as program evaluation and sustainability.

Keywords: Klithik puppet, economic empowerment, creative business, digitalization

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1. Introduction

Wonosoco Village is a village located at the southern tip of Kudus Regency which borders directly with Grobogan and Pati districts. Based on 2018 BPS data, Wonosoco has an area of 542,419 hectares with a population of 1,075 people divided into 1 RW and 4 RT. Geographically, Wonosoco Village is located in a fertile area, namely at the foot of Mount Kendeng to the north. So, most of Wonosoco Village area is an area used for the agricultural sector, in the form of rice fields, moorlands, and plantations. The majority of

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village residents work as farmers, industrial or building workers, and traders. Therefore, the economy of the Wonosoco community is still not evenly distributed.

Wonosoco Village, which is located in a rural area, has been designated as a tourist village by Kudus Regency Culture and Tourism Office because of its natural potential and cultural riches. The launch of a tourist village is a new paradigm for the creative economy that is being promoted by the Indonesian government, to improve community welfare. Based on BPS data in 2018, the number of tourists visiting Wonosoco Village was 495,328 people. Therefore, Klithik puppet performance in Wonosoco Village can be used as an object of creative economic study (Murtana, 2019).

Klithik puppet is one of the original cultural products from the Kudus district which is still preserved in Wonosoco village, Undaan subdistrict, Kudus district. Klithik puppet ritual has historical value, which is a form of national legitimacy that needs to be preserved. Klithik puppet is performed every July with various series of village cleans and springs in Wonosoco village. Klithik puppet has its uniqueness, that the puppets used must be made by residents of Wonosoco Village and the puppeteer who plays them must be from one family to the next generation. This culture is part of the village clean ritual, namely the Sendang Dewot and Sendang Gading springs. This ritual is a mandate from the founding ancestors of Wonosoco Village, namely Ki Pakis Aji and Prince Kajoran (Rofian et al., 2016)

As time progressed, puppet performances began to be abandoned, causing Klithik puppet performances to be performed less frequently. The lack of information discussing Klithik puppet and the very limited frequency of Klithik puppet performances also cause Klithik puppet to be unknown to the wider community (Hapsari, 2016). Apart from it, the influence of changing times and technological developments on arts and culture have resulted in a lack of interest among urban communities in the art of Klithik puppet, so the art of Klithik puppet has not developed like other cultural arts.

The natural and cultural potential in Wonosoco Village has not been utilized by the village community as a driving factor for the village economy. Based on these problems, the research team took the initiative to carry out economic empowerment and digitalization through websites and also utilized the creative business sector to introduce Klithik puppet culture. By the Village SDGs, namely Equitable Village Economic Growth, the empowerment carried out can introduce Klithik puppet more widely and as an economic driving force. So, Wonosoco Village can be known by the wider community and become a cultural village that can encourage local tourism.

The economic empowerment carried out focuses on the creative business sector. The creative industrial potential of Klithik puppet can be used as a mainstay produced by

the people of Wonosoco Village, Undaan District, Kudus Regency for potential export. The uniqueness of Klithik puppet craft is the cultural value contained in each puppet character and can encourage cultural tourism in Wonosoco Undaan Kudus Village. Klithik puppet crafts can be marketed in countries where the majority of the population likes art and in tourist destination countries.

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Irianto et al., (2019) in their research stated that the creative industry of Klithik puppet and miniature cars is one of the creative industries that contributes greatly to the level of national economic growth. So, by exploiting this potential, it is hoped that Klithik puppet in Wonosoco can be utilized as a creative economic business through product diversification of keychains, t-shirts, and screen-printed caps from Klithik puppet. So that it can create new jobs, can be a driving factor for tourism, and improve the welfare of the people of Wonosoco through the preservation of Klithik puppet.

2. Method

This research uses qualitative methods that are descriptive and analytical. The research subjects are the community and Wonosoco Village Government. Data collection techniques are interviews, observation, and documentation. Data analysis uses qualitative research stages. Meanwhile, checking the validity of the data uses data triangulation techniques. The implementation of community service activities is carried out in several stages, namely preparation, execution, monitoring, and evaluation.

1. Preparation

At this stage, socialization and consultation forums are carried out regarding the empowerment program being carried out. In this activity, an explanation was given regarding product diversification with the theme of Klithik puppet to preserve Klithik puppet which can increase the income of the people of Wonosoco Village. This can also build awareness and interest of residents around Wonosoco Village regarding the importance of preserving Klithik puppet through the use of the creative economy sector and the digitalization of information.

2. Execution

Apart from socialization activities which provide explanations, at this stage examples of Klithik puppet product diversification are shown to motivate participants in these activities. Then, training and assistance are provided to the community including product manufacturing techniques, packing processes, packaging design, and marketing assistance.

3. Monitoring

At this stage, monitoring is carried out during empowerment activities. Monitoring is focused on empowering the creative economy of Wonosoco Village based on product diversification of keychains, caps, and screen-printed Klithik puppet t-shirts. The things that will be monitored include: 1. The development of the skills of Karang Taruna Tunas Harapan members in managing the creative business sector which is carried out through the preservation of Klithik Puppet Culture. 2. The development of Klithik Puppet by the wider community has increased tourism in Wonosoco Village.

4. Evaluation

The evaluation stage was carried out to determine the development of the creative business being produced, namely keychains, caps, and screen-printed T-shirts for Klithik Puppet. This evaluation stage aims to ensure that this program can run sustainably and that the results obtained can be truly effective from this mentoring program. After the assistance has been implemented, it is necessary to carry out open evaluation and monitoring with the assisted community team with the aim of: a) Seeing the progress of the program that has been implemented. b) Knowing the problems and shortcomings in the program implementation process. c) Looking for solutions to existing problems to strengthen the program.

3. Results and Discussion

3.1. General Description of Klithik Puppet

Klithik puppet is one of the unique arts typical of Kudus. As a means of entertainment for the public, Klithik puppet emerged during the development of Islam in Java around the 16th - 17th centuries AD. This puppet is called Klithik, not only because of its small size but also because of the 'klithik' sound that occurs when each character in this

puppet collides with each other. The sound of impact can be heard from this wooden puppet (Hapsari, 2016).

Klithik Puppet culture is an annual tradition carried out by the residents of Wonosoco Village. Klithik puppet is a cultural arts product that emerged from the history of the creation of Wonosoco village. It has its uniqueness, namely that the puppets used must be made by residents of Wonosoco Village and the puppeteer who plays them must be from one family to the next generation. This culture is part of the village clean ritual, namely the Sendang Dewot and Sendang Gading springs. This ritual is a mandate from the founding ancestors of Wonosoco Village, namely Ki Pakis Aji and Prince Kajoran (Rofian et al., 2016).



Figure 1: Klithik Puppet Image.

Klithik puppet is an ancestral heritage that must be preserved. The number of Klithik puppet in Indonesia can be counted, this is because Klithik puppet is less popular than leather puppet (Wahono et al., 2018) .

3.1.1. Empowerment Strategy

1. Creating Products

2. Making Keychain Products

Klithik puppet-themed keychain is one of the empowerment products. This keychain is made from wooden crafts which are shaped to resemble one of the Klithik puppet characters. Keychains were chosen as one of the empowerment products because of their function and low prices.

1. Making screen-printed t-shirt products

Klithik Puppet Screen Printed T-shirts are one of the empowerment products produced. T-shirts as a medium for introducing Klithik Puppet can disseminate existing information by using the product.

2. Making Screen Printed Peci

Peci is one of the objects used everyday by the Indonesian Muslim community. Through the fusion of existing cultures with Klithik puppet as the headline, it is hoped that the public will know its uniqueness so that it can introduce Klithik puppet widely.



Figure 2: Klithik Puppet Performance.



Figure 3: Socialization and Introduction.



Figure 4: Klithik Puppet Keychain.



Figure 5: Socialization Program.



Figure 6: Learning Screen Printing.



Figure 7: Coordination with the Department.



Figure 8: Klitik puppet Clothes.

3.1.2. Establishing a Consultation Forum for the Empowerment of Wayang Klithik

The continuation of the empowerment of the diversification of creative businesses for Klithik puppet products is the holding of Klithik Puppet Empowerment Consultation Forum for the evaluation stage. There is a need for evaluation to know whether the results of empowerment have reached the target by the initial plan or whether it is still <50% of the initial plan target.



Figure 9: Peci of Klithik puppet.

A consultation forum will be held by Wonosoco village residents with the members of Karang Taruna Tunas Harapan to continuously monitor the empowerment of creative business diversification of Klithik puppet products. Monitoring is carried out regularly by visiting Karang Taruna Tunas Harapan. Monitoring is focused on empowering the creative economy of Wonosoco Village based on product diversification of keychains, screen-printed t-shirts, and caps designed with Klithik puppet features. The things that have made progress include as follow:

1. Development of the skills of Karang Taruna Tunas Harapan members in managing creative business fields carried out through the preservation of Klithik Puppet Culture.
2. The development of Klithik puppet by the wider community has increased tourism in Wonosoco Village.

4. Conclusion

Based on the results of the research and the discussion, the economic empowerment of Klithik puppet is becoming more widely known by utilizing digital media technology. The use of digital media is used to encourage tourism in Wonosoco Village through the “Klithik Puppet” project. Karang Taruna Tunas Harapan is the main actor in the process of empowering “Klithik Puppet” in Wonosoco Village. The empowerment of “Klithik Puppet” based on digital media can increase community knowledge in empowering cultural potential in Wonosoco Village. Apart from that, through the empowerment of Klithik Puppet, we can improve the welfare of the Wonosoco community by diversifying Klithik puppet products based on the digitalization of creative businesses as a form of driving the economy of Wonosoco Village.

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