

HANDICRAFT CENTERS DEVELOPMENT AS AN ATTEMPT FOR POVERTY ALLEVIATION

(Case Study: Koanara Village, Kelimutu Sub-district, East Nusa Tenggara, Indonesia)

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Abstracts;

Indonesia, especially East Nusa Tenggara in the southeast of Indonesia holds a poverty rate of 20.41%. According to the Central Bureau of Statistics (BPS) that divide two kind of impoverishment in Indonesia; vulnerable and chronic group. East Nusa Tenggara belongs to the second group which means it may or may not have economic facilities, but they are facing difficulty fulfilling their basic needs and rights.

Koanara Village in Kelimutu district, Ende Regency, East Nusa Tenggara became a tourist village based on the 2012 neighborhood hamlet of Ende – 2032. However, it is still one of the villages with high rate of poverty Most of the livelihood in Koanara Village are farming and gardening beside making bamboo and ikat handicraft. After an agreement among customary stakeholders, ikat weaving handicraft is transferred to the next village; Woloara and Pemo Village. Lack of facilities for crafts productions and selling counter causing lack of buying and selling. Thus, they have to sell crafts to the city of Ende City which can be sold to Koanara Village to support local tourism

In general, this research aimed to provide practical direction in order to alleviate poverty in villages through tourism by using cultural potential to improve the existing crafts art in Koanara, Woloara and Pemo Villageas well as empowering and optimizing the handicraft center facilities in Koanara Village. Methods used for research are quantitative descriptive, the scope of variables under study of geographical conditions, demographics, support facilities, and accessibility. Data processing is using Arc.Gis 10.1 device and overlay technique.

The final result of this research is to form the Site Plan of Koanara Village Handicraft Center which later can be used as the development direction of Koanara Village handicraft center.

Keywords: Poor people, poverty alleviation, development of handicraft center

INTRODUCTION

Background

Indonesia, especially East Nusa Tenggara in the southeast of Indonesia holds a

poverty rate of 20.41%. The province consists of several islands, including Flores, Sumba, Timor, Alor, Lembata, Rote, Sabu, Adonara, Solor, Komodo and Palue with Kupang in west Timor as their capital. The province consists of approximately 550 islands with three main

islands of East Nusa Tenggara; Flores, Sumba and West Timor. The province occupies the western part of the island of Timor.

The Central Bureau of Statistics (BPS) divides Indonesia poverty into two groups; the vulnerable poor known as transitory poor and the chronic poor below the poverty line. This group is dominated in the area of West and East Nusa Tenggara. Chronic groups may and may not have economic facilities, but they have difficulty meeting their basic needs and rights.

Based on RPJMD, the direction of Kelimutu is agriculture, plantation and tourism. The largest economic contribution is in agriculture and plantation sectors. Tourism Village developed since the last 10 years due to the growing development of Kelimutu three colors Lake. Koanara village has the advantage from agriculture and plantation, its strategic location enable the development of Hotel and restaurant. Bamboo crafts are another potential that is also develop. Weaving craft located in Woloara and Pemo Village will be directed to the marketing center in Koanara Village. While agro tourism is directed at Waturaka village.

Koanara village, located in center of the of Kelimutu district capital. Most of Koanara Village's livelihoods are farming, gardening. Beforehand, the residents also make craft arts in the form of traditional sarongs with colors and woven motifs that contain certain meanings and producing rattan crafts as well. Most crafts were made by women as home industry and sold it in

their houses. But with the agreement made by the customary stakeholders, weaving activities are transferred to Woloara and Pemo Village. Besides farming and gardening, people of Woloara and Pemo village do weaving, carving and craft activities made of bamboo. The lack of workshop and trade center to sell these handicraft sarong and rattan has cause the economic transaction from visiting tourists.

Rosjoyo (1993: 8) says that craft is an art that aims to present the needs of everyday life. According to Kadjim (2011: 10) craft is a business that is carried out continuously with a passionate perseverance, dexterity, persistence, dedicated and vigorous advanced in doing a work.

Unfortunately, Indonesia is too focused on mining industry, paper industry and other industries. Thus neglecting the craft industry which are more promising either for the addition of State income, improving the welfare of the community and also to introduce customs and cultures. Therefore, it is time for Indonesia to prioritize the handicraft industry that has not been optimizes as it should be

According to Article 5 of Law No. 5/1984 that regulates the field of business and types of industry, government classifies industry in two types of industries; Small industries including traditional skills and craftsmen who produce art objects and special industry for investment. Management and regulations,

coaching and industry development is regulated in Article 7 of Law No.5 of 1984. Handicraft industry has distinctive products in various regions in Indonesia. Facilities and support for handicraft are crucial to empower the development as well as improving welfare and tourism of particular area.

As we know, that the implementation of decentralization system that refers to regional autonomy encourages the Regional Government to improve the capability and utilize its own regional resources. The decentralization system is an effort to improve competitiveness, economic progress, increase in regional income and improve the welfare of the community. In this case, the Government should be mindful in seeing possible expanded opportunities, such as in the field of tourism and craftsmanship. This will help opens up space for governments to tackle poverty in their respective regions. As a form of responsibility of the District Government of Ende on the existence of Lake Kelimutu, the Government in this case the Tourism Office of Ende District made an intervention effort to the villages as supporters of Lake Kelimutu. The concrete form of it is to come up with the plan of the formation of a tourist village. There are 6 tourist villages to be independently established; Pemo Village, Waturaka Village, Koanara Village, Woloara Village, Nuamuri Village and Nduaria Village. The 6 villages are supporting villages of Kelimutu area which are all located within Kelimutu sub-district, Ende regency. To that

end, the government must increase community participation as they also become important actors in the success of regional development. Indeed, the community has the ability to actively contribute if the government puts it as a development partner with understanding and respect for the norms that apply between the two

Koanara village has the potential of handicraft and tourism that is not inferior to Wai Rebo Village in Manggarai Regency. Koanara Village is a Resource that must be optimized in addition to its natural beauty and its strategic location. Villagers keep the value of craft and culture in high manners.

Koanara village can be used as a tourist village that will support culture of customs and crafts as well as tourism in Lake Kelimutu. However, to develop the culture of customs and crafts, Koanara required availability and development of facilities and infrastructure to support the craft industry and tourism.

This research is generally aimed to provide direction that can be done to alleviate poverty of Koanara Village population through its culture and handicraft by empowering Koanara Village as handicraft center in addition to optimize facilities and existing means.

Research Methods

Data processing is using ARC software. GIS 10.1, analysis in this research, includes:

a. Site Analysis

Site analysis requires the main attention

to three main contexts:

- Context of space from footprint (natural and artificial)
- Behavioral Context (patterns of socio-economic activity of the site and locality, with government policies affecting the construction of the site)
- Perception Context (perception and use of space)

Its task is to implement and arrange spatial arrangements in a visually related way, in accordance with the site's capacity to accommodate and the user's behavioral requirements

A. Overlay Analysis

The ability to place one map graphic over another graphic map and display it on a computer screen or on a plot. In a nutshell, the overlay shows a digital map on another digital map along with its attributes and produces a composite map of both of which has attribute information from both maps.

Koanara Village Footprint Analysis

Site analysis requires attention to three main contexts namely the spatial context of the tread (natural and artificial), the behavioral context (patterns of socio-economic activity of the site and locality with government policies affecting the site development), and the perceptual context (perception and spatial use). Main function of site analysis is to implement and arrange the spatial arrangement in a visually

related mode according to the site's capacity of occupancy and user behavior requirements.

Analysis of the spatial context of the tread (natural and artificial) .Can be seen on the map of the region and the scope of the research as follows,

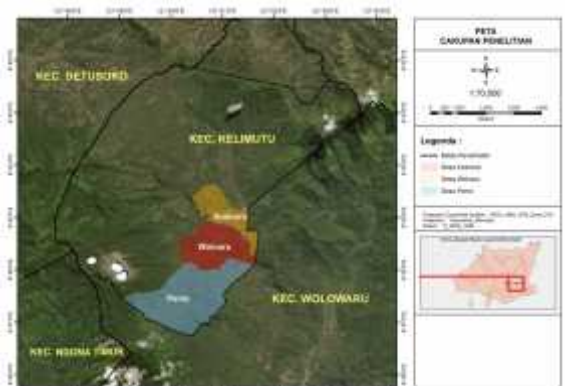


Figure 1. Map of research coverage

The research coverage map is showing Kelimutu Sub-district that include Koanara village selected as a tourism village based on by neighborhood hamlet of Ende Regency, while Woloara and Pemo villages as supporting villages of weaving, bamboo craft and carving.

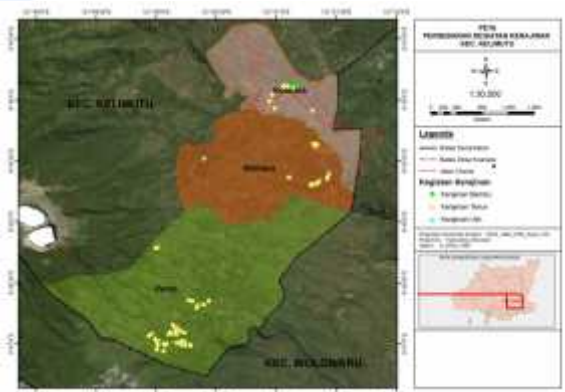


Figure 2. Meta distribution of craft activities.

Figure 2 are showing the distribution of craft activities in Koanara, Woloara and Pemo Village. Previously, there were weavers in Koanara Village but with the agreement by the customary stakeholders, Koanara Village become the center of agricultural and bamboo handicraft activities. Woloara Village as a village with weaving activities, carving and bamboo carving activities and Pemo Village with weaving and agricultural activities.

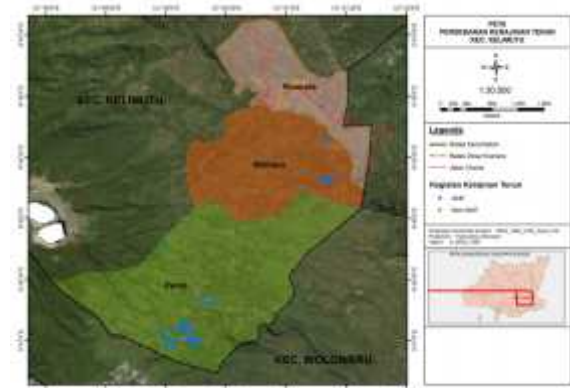


Figure 3. Map dispersion of ikat weaving craft

Behavioral context analysis

Analysis of the behavior context (patterns of socio-economic activities of the site and regional government policies that affecting the development site). Considering demographic conditions of the three villages; Koanara, Woloara and Pemo Village we can specified the livelihood of the population, especially on

aspects of craft that have not become the mainstream livelihood. Due to the constraints limitation on the capital factor, workmanship, materials and designs has caused ineffective marketing. The details of each craft can be seen in the following table

Tabel 1. Cost of crafts production

Village	Weaving Ikat	Carving	Cost of weaving (Rp)	Cost of carving (Rp)	Transportation cost to Koana (Rp)	Transportation cost to Ende (Rp)
Woloara			150.00	200.00	10.00	100.00
Pemo			160.00 – 250.00		20.00	200.00

Source: interview with craftsmen, 2018

Koanara villagers play an important role for the success of tourism development and blessed of various beautiful natural tourism. Thus, they should be able to maintain and preserve it. Therefore, community participation is expected for their capabilities to maintain and preserve it to provide a positive effect for the

environment as well as a source of income and welfare of the population. Based on Koanara Village RPJM 2016, this village is very potential to be a tourist village due to its strategic location of nearby distance to the international tourist attraction of Lake Kelimutu National Park. Villagers awareness of their strategic location can be seen in the following table,

Table 2. population responses to village development

No	Community Responses	Respondents	Percent age
		(People)	(%)
1	Strategic Location		
	Strongly agree	56	58.3
	Agree	34	35.4
	Neutral	6	6.3
	Disagree	0	0.0
2	Development of tourism villages		
	Strongly agree	27	28.1
	Agree	35	36.5
	Neutral	30	31.3
	Disagree	4	4.2
3	Government involvement		
	Strongly agree	38	39.6
	Agree	41	42.7
	Neutral	13	13.5
	Disagree	4	4.2
4	Acceptance by		

	customary law		
	Strongly agree	36	37.5
	Agree	44	45.8
	Neutral	13	13.5
	Disagree	3	3.1
5	Investors		
	Strongly agree	5	5.2
	Agree	14	14.6
	Neutral	41	42.7
	Disagree	36	37.5
6	Employment		
	Strongly agree	48	50.0
	Agree	34	35.4
	Neutral	10	10.4
	Disagree	4	4.2
7	Community participation		
	Strongly agree	34	35.4
	Agree	38	39.6
	Neutral	17	17.7
	Disagree	7	7.3
8	Training		
	Strongly agree	56	58.3
	Agree	34	35.4
	Neutral	3	3.1
	Disagree	3	3.1
9	Disturbance		
	Strongly agree	14	14.6
	Agree	26	27.1
	Neutral	45	46.9
	Disagree	11	11.5

Sources; Questionnaire 2018

The government will lead Koanara village toward a tourist village and fully support their development in the future in accordance with East Nusa Tenggara Province hamlet of Ende Regency in 2012-2032. Hamlet of Ende regency mentioned Koanara Village in the District of Kellimutu into zone II; an area in the region with advance tourism. Development in Koanara as tourism village becomes necessity judging from current condition. In addition to its natural and cultural richness, the strategic location of the village stretching between two major cities in Flores namely; Ende an Maumere, and next to Lake Kelimutu National Park. Koanara's development goal as tourism village also beneficial in saving nature and the culture of the region. Besides, this also raising villagers' awareness and welfare that affecting surrounding area as well.

Perception Context Analysis (perception and the use of space),

The function of perception context analysis is to carry out and arrange the spatial arrangements in a visually related mode according to the site's capacity of occupancy and user behavior requirements. Demographic condition of Koanara Village is an area of 6.33 km² that includes the area of settlement, paddy

field, and plantation area will be elaborate more in the following table.

Table 3. Area based on its usage

Settlement area	250 Ha
Paddy field area	156 Ha
Plantation area	287 /m ²
Graveyard	5 Ha /m ²
Field area	8 Ha/m ²
Garden area	1,5 Ha / m ²

Sources : RPJM Koanara village 2016

Table data has shown that the area of settlement is 250 Ha, with the population of 1163 people and the population density of only 29 per km for the development. Thus, nominating Koanara Village as a tourism Village is still possible with infrastructure enhancement and workshop center to support tourism and RPJM of Koanara Village.

The existing condition of utility in Koanara Village is excellent because it is located next to the primary arterial road connecting several districts on Flores Island. The distance from Koanara to the city of Ende is 66 km, and 83 km from Maumere. It takes about 3 hours from both cities to Koanara Village. The road condition is nice with beautiful scenery although the path is slightly meandering as it passes through the mountains. Since there is no direct public transportation from Ende or Maumere to Lake Kelimutu, tourists are facing slight difficulty. However, most tourists do not question this situation because they can use public

transportation through Koanara Village, or they can use car rent or travel services provided.

Although accommodation has been provided by local communities, local government as well as investors, it is a benchmark that determines the comfort of tourists in a tourist destination. Accommodations in Koanara Village are still far reached from descent. This are cause by mismanagement and the lack of understanding on service and accommodation facilities, be it a homestay or other accommodation.

Other provided facilities are sanitation, parking areas and economic facilities such as restaurants, souvenirs and shopping places for snacks and regional specialties. However, stalls condition is mainly seen in terms of insufficient quantity compared with loaded numbers of tourists. Therefore it is necessary to add stalls for souvenirs and foods with traditional dishes.

From the above analysis, the determination of the location of Koanara Village Handicraft Center was chosen with the following considerations;

In accordance with the Bumdes plan for the construction of Koanara Village empowerment site.

Accessibility should be close to the central government in Koanara Village so it can be easily reached by public transportation such as public bus, travel bus and motorbike (motorcycle taxi).

Supporting facilities such as markets, restaurants, parking lots and restrooms are available around the site.

The location should be close to the old craft-making site. Thus, based on these considerations it has narrowed down into the location shown in the map image below;

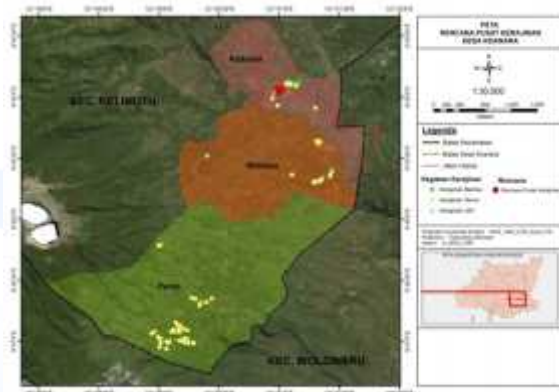


Figure 4. map of Koanara Village Handicraft Center

Barometer of Development in Koanara Village Handicraft Center

Basic Considerations for Drafting the Potential Concept of Area Study

Koanara Village is located in Kelimutu district, Ende Regency- Flores. Koanara Village has a strategic location on the provincial road that connects the City of Ende and Maumere and also has the potential to become a tourist village. Lake Kelimutu National Park that located next to Koanara village is a well-known international tourist destination. From these considerations

Koanara Village was chosen to be a tourist village in 2012 – 2032 Ende hamlet regency. The election of Koanara village as a tourist village are expected to facilitate tourism activities in the Lake Kelimutu National Park by providing good service for tourists that they may feel comfortable. Further, Koanara village as a tourist village are expected to improve the economy of the population and preserve the environment.

Obstacle for Area Study

The biggest dilemma is a poverty rate of 20.41% in East Nusa Tenggara. Based on the data of poverty in Kelimutu District- Ende Regency, poor villages such as Koanara, Woloara and Pemo Village are holding wide gap of poverty. Areas with abundant natural potential and richness yet in contrary are living below the poverty rate. The appointment of Koanara village by the hamlet of Ende as a tourist village is expected to improve the prosperity of the people surrounding area.

Concept of Handicraft Center Development

The planning of Koanara Village Handicraft Center are based on analyzes that have been made to identify problems and means to solve it. This concept is expected to improve tourism and cultural potential in Koanara Village and further develop the economy of the population other than Koanara Village itself with Woloara and Pemo Village as a supporter of *ikat* weaving, bamboo and carving craftsmanship.

The concept consists of Site plan, front view and perspective of Koanara Village Handicraft Center as follows;

Koanara Village Handicraft Center Site plan

Koanara Village Handicraft Center is located with;

North side bordering with community's plantation area

The east side borders with cottages

West side is bordered with regional government office

South side is bordered by the Trans Flores highway

Land area of about 800 m² consists of two buildings; the first building with an area of 400 m² and a second building with an area of 200 m². The first building was used as an exhibition place of *ikat* weaving, bamboo and carving with cultural performances and selling merchandise. While the second building is use as a place of workshop in order for the craftsmen to get a place to do their craft properly and centralized. The location is also strategically not only close to the central government but also close to the residential settlements. Site plan can be seen in the picture below;



Figure 5. Site Plan of Koanara Village Handicraft Center

Design of Koanara Village Handicraft Center

Koanara Village is a village with varieties of distinctive culture and customary building that is characterized by a conical with supplementary roof above it. Koanara Village Handicraft Center Building is designed by aligning the shape of the building with its surroundings. The shape of the building is displayed in the picture below;



Figure 6. The Koanara Village Handicraft Facility; Front View



Figure 7. Perspective of Koanara Village Handicraft Center

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

After thorough research in Kelimutu Sub-district especially Koanara Village, the researchers can conclude several things related to the development of Koanara Village Handicraft Center which are;

1. Villagers in Kelimutu district are still left far behind their standard of living. Numbers of residents are still living below the poverty line and it can be seen from the existing condition there. These conditions are mainly demonstrated in Koanara, Woloara and Pemo Village.
2. Koanara Village is villages that possess unique tourism and cultural potential compared to other villages because of its strategic location next to Lake Kelimutu National Park. With this consideration, Koanara Village was selected as a

tourist village that is expected to improve the economy of the people within and surrounding villages such as Woloara and Pemo village because of its adjacent location to Koanara Village.

3. Koanara as a tourist village does not have a handicraft center so the residents are still working on their craft in houses. The need for a workshop center for craftsmen that will later managed by residents and local government.

1. Koanara villagers should be given counseling and useful trainings to support their standard of living such as skills training and others.

2. Cooperation between stakeholders such as residents, local governments, tourists and investors should be improved because it is closely related to the success of village development in the future.

3. Koanara Villagers should maximize their tourism and cultural potentials management.

Suggestion

Based on the above conclusions, researchers will suggest the development of Koanara Village Handicraft Center as below;

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