

INCREASE IN THE VILLAGE'S INCOME THROUGH POTTERY BUSINESS IN PAGELARAN VILLAGE

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ABSTRACT

This community's dedication explores the potential for increasing the village's income by developing a pottery business and edu tourism in Pagelaran Village. Research methods involve the planning and implementation of activities. This research suggests that developing a small business has great potential to increase the village's income by leveraging local expertise and available raw materials. The key to the program's success is to empower the community through training in tourism skills, local product marketing, tourism management support training, and infrastructure support. With increased production and market attractiveness to local farm products, Pagelaran Village can sustain economic growth, create jobs, and strengthen the sustainability of the village economy. This research contributes to a further understanding of the potential of local business development as a strategy for increasing the village's income.

Keywords : edu tourism, village income, pottery

INTRODUCTION

The village of Pagelaran has excellent potential for increasing revenue by developing harbors. The Pagelaran village is in Pagelaran Prefecture, Malang District, East Java Province. The abundant presence of clay and the traditional expertise of the community in the manufacture of turbines became the principal capital in making this village a turbine village. There are many different kinds of kitchenware, such as brown, cabbage, strawberries, potatoes, cribs, plywood, canteens, ceremonial appliances, and various products that have been developed. Through proper development and marketing strategies, it is expected to significantly contribute to the village's economic growth and the well-being of local communities. The village has many craftsmen, a total of about 153 handicraftsmen. As time passed, the number of artisans in the villages decreased.

Several factors influenced the decline in the numbers of artisans in the Village of Pagelaran, among other things: limited market access, the artisans of the village of Pagelaran generally only sell their products in the traditional local

market and to the middleman as well as the lack of interest of the younger generation who are more interested in working in other sectors.

With the increase in the village's income, the villages were transformed into educational tourist villages. Edu tourism is a program where tourists visit a tourist location to acquire a learning experience directly at the tourist objects. Edu tourism is a tourism activity that combines the elements of education and entertainment. Edu tourism aims to provide a



Picture 1.
kitchenware

Picture 2.
drying process



Picture 3.
the burning process of the Pottery



pleasant learning experience for tourists while introducing and preserving the crafts of the tourists to the general public.

METHOD

The methods used in public service are:

1. Planning activities through surveys
2. Implementation of activities.

RESULTS AND DISCUSSION

The method used in public service is the planning of activities. A survey was conducted on planning activities by the Faculty of Economics and Business of Islamic University Malang. Once well-planned, carry out the activities. In implementing the activities, the students visited the Village of Pagelaran. They conducted interviews with the perpetrators of the enterprise, observed the process of making the perch, and traveled around the village of perch to see the various types of perches.

Pottery is one of the forms of handicraft art that has existed since prehistoric times in Indonesia. In implementing the visit activities, it is known that you need tools such as Perbot, Secang, Dalim, Barracks, Kerik, Tetekan, and Punching to make the barracks. The materials needed are land, water, sand, river, and land Puru. The creation process is done by forming, sunbathing until dry, then burning for 8 hours. In a day, the artisans can produce about 150-200 bars. They are usually sold to skulls at a price ranging from two thousand to seven thousand rupees. The bargain sales carried out today are still done through traditional methods. The artisans should improve the quality of their SDMs to make sales with effective and optimal marketing techniques. One way is making online sales through social media like Instagram and TikTok Shop and e-commerce like Shopee, Tokopedia, and Lazada, which is expected to reach a broader market.

During the Eduvisata activities, the guide invites the students to tour the village of the barracks and see the process of making and burning the barbacks by the local artisans directly. The guide allows the students to try to make the Barracks themselves. Educational tourism provided by the administrator still needs to be more attractive because the carpets produced by the artisans have often been seen, so the artisans should innovate against the types of carpets produced. The villagers are also expected to be able to speak English so that they can communicate with foreign tourists.

CONCLUSION

The village of Pagelaran is one of the places that produces barbecues. In the manufacture of barbecue, the artisans should improve the quality of their SDMs in order to be able to make sales with effective and optimal marketing techniques. One way is making online

sales through social media like Instagram and TikTok Shop and e-commerce like Shopee, Tokopedia, and Lazada, which is expected to reach a broader market. Artisans can also innovate on the kinds of scavengers produced to attract public interest or the market. The village manager is also expected to be able to speak English so that they can communicate with foreign tourists who visit Pagelaran Village.

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