

## **Development of Education-Based Tourism And Expansion of Marketing Networks in Kampung Batik Giriloyo**

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### **ABSTRACT**

**Purpose** - This community service aims to (information why this community service need to be done). Because The management of the tourist village is good but there are still shortcomings, especially in the development of variants of educational tourism attractions and expansion of marketing networks.

**Methods** - Metode community service activities. Methods of implementing community service activities in Kampung Batik Giriloyo include: First, program socialization, Second, Counseling and Training, Third, Monitoring and Assistance.

**Result and discussions** - The result report and the information about the activities. Activities carried out in this community service include education-based tourism development counseling training on making accessories made of batik, training on creating cooperation partner database, training on developing cooperation proposals, online media utilization training for marketing

**Conclusion**- To further support the development of edutourism in Kampung Batik Giriloyo, it is necessary to add various tourist attractions. It is intended that the development of edutourism can attract more tourists who visit the Giriloyo Batik Village

**Keyword:** *edu-tourism, partnership, database management, on-line marketing*

### **INTRODUCTION**

Kampung Batik Giriloyo is one of the centres of the written batik industry located in Dusun Wukirsari, Desa Imogiri Imogiri District, Kabupaten Bantul, Propinsi DIY. The majority of batik craftsmen in Kampung Batik Giriloyo are women with an average age of 40 years with batik skills that have been passed down from generation to generation. Batik Giriloyo is famous as written batik with a palace motif and the characteristic color of soga (brown). Its marketing area is domestic and abroad. In the Kampung Batik Giriloyo, there are 15 Batik Tulis MSMEs who are members of the Paguyuban Batik Tulis Giriloyo. The concept developed by the Paguyuban Batik Tulis Giriloyo in managing a tourist village is based on a mixed of culture and nature by paying attention to local wisdom. This concept is in line with the Bantul Regency tourism program, namely the Harmony of Culture and Nature. Local wisdom is about the local idea that consist with full of wisdom, good values that are embedded and followed by community members (Komariah et al., 2018).

. The development of tourism villages based on local wisdom must emphasize the following principles: authenticity, community traditions, attitudes and values, conservation and carrying capacity (Adyla & Nurlaela, 2018).

Tourism development was pioneered by the Giriloyo Batik Tulis Association. This started in the post-earthquake in Yogyakarta Province in 2006. In post-earthquake conditions, all batik business activities stopped. In 2009, the Giriloyo Batik Tulis Association began to experience a revival. This revival effort began by rebuilding the Giriloyo Batik Village. Of course, the awakening was helped by several parties

Initially, the main focus of the Paguyuban Batik Tulis Giriloyo was to reactivate the craftsmen to produce hand-drawn batik after the earthquake and along with its development, activities in the Kampung Batik Giriloyo developed into Shopping Tours. The profile of Kampung Batik Giriloyo as a location for community service implementation can be shown in the following photo:



**Fig 1. Profile of Kampung Batik Giriloyo**

Marketing is done conventionally (offline) and online. Conventional marketing is mainly carried out in collaboration with the Bantul Regency Tourism Office. Online marketing (digital tourism) through internet media such as: community and village websites, Instagram from the MSME group. The use of online media is still limited. online media is only used to inform about Kampung Batik Giriloyo. therefore it cannot be utilized to its full potential. This is due to a lack of knowledge about online marketing techniques.

The management of the tourist village in Kampung Batik Giriloyo has been going quite well, but there are still a number of problems. The problems and program solutions offered to community participation partners are as follows:

**Table 1. Problem and Solution**

No	Problems	Solution
1.	Limited types of educational tours offered to tourists.	Adding educational tourism variants by utilizing available raw materials.
2.	Partnership network with external parties is not well managed	Educational tourism developed is learning to make accessories made from batik patchwork
3	Lack of understanding of partners in preparing cooperation proposals to expand the partnership network.	Training to develop partner database for tourism village marketing cooperation.
	Limited knowledge and skills of craftsmen in utilizing online media for marketing	Training on making Cooperation proposals.

The objectives of implementing this community service are: (1). Developing groups that drive Tourism Villages to become more economically independent, (2) Increasing partnerships with those owned by the Paguyuban Batik Tulis Giriloyo so that they can work together to overcome various obstacles that arise, including barriers to marketing development

## **METHOD**

Methods of implementing community service activities in Kampung Batik Giriloyo include: First, program socialization. This activity is intended to inform the programs that will be implemented and the timing of the activities. Second, Counseling and Training. This activity is aimed at transferring knowledge and technology. The counseling activity in this activity is counseling about the development of educational tourism. The training activities include: learning to make various accessories made from batik patchwork, training in making collaboration proposals and online marketing training. Third, Monitoring and Assistance. This activity is intended to evaluate the implementation of the program that has been implemented. If the program that is being implemented is still not implemented properly, it will be continued with a mentoring program.

## **RESULTS AND DISCUSSION**

Activities carried out in this community service include:

### **1. Education-Based Tourism Development Counseling**

This activity is intended to provide understanding to partners regarding education-based tourism development strategies. The tourism developed is to add a variant of educational tourism. Counseling through knowledge transfer that actively involves participants. The material was delivered by the UMBY team and continued with discussions and questions and answers.

The implementation of activities is shown in the following figure:





**Fig 3. Educational Development Counseling**

## **2. Training on Making Accessories Made of Batik**

This activity is intended to increase the variety of educational tours to learn batik, so that tourists can also learn to make accessories made of batik cloth. Training on making handicrafts of various accessories by utilizing leftover batik cloth that is no longer used. The outputs achieved from this activity are: (a). Increased knowledge and skills of partners in utilizing the remaining batik cloth which is processed into various accessories, (b). Increased variety of products produced by partners, and (c). increase the added value of the product. The implementation of activities is shown in the following figure:



**Fig 4. Accessories Making Training**

## **3. Training on Creating Cooperation Partner Database**

This activity is aimed at educating partners on how to document the database of cooperation partners so that it is well managed and easy to use. This database can be used to offer tourism programs in Kampung Batik Giriloyo. The training is carried out by transferring knowledge in which involves the participants actively. In this activity, the material was delivered by the UMBY team and continued with the practice of creating a database. The output achieved from this activity is the increased knowledge of partners in creating and utilizing the cooperation partner database. The implementation of activities is shown in the following figure:



**Fig 5. Accessories Making Training**

#### **4. Training on Developing Cooperation Proposals**

The aimed of this activity to educating partners to prepare cooperation proposals. In this activity can be used to expand the tourism marketing network in Kampung Batik Giriloyo. Counseling is carried out by transferring knowledge that actively involves participants. The materi delivered by the UMBY team and continued with training in preparing cooperation proposals. The output from this activity is to increased knowledge of partners in making and preparing cooperation proposals. The implementation of activities is shown in the following figure:



**Fig 6. Training on Making Cooperation Proposals**

#### **5. Online Media Utilization Training for Marketing**

The purpose of this activity is to increase the knowledge and skills of participants in utilizing information technology. Especially, using social media to increase marketing activities and expand marketing reach. Activities are carried out through the transfer of science and technology with counseling and training methods. Participants bring a laptop or mobile phone to be able to practice directly in utilizing online media. The outputs of this activity are: (1) Increased knowledge of partners about on-line marketing, and (2) Increased skills of partners in the use of social media such as Instagram, Facebook and the marketplace for marketing batik handicrafts. The implementation of activities is shown in the following figure:



**Fig 6. Training on Using Online Media for Marketing**

The output of this activity is an increase in the knowledge of the Giriloyo Batik Tulis Association managers in developing attractive partnership proposals as well as the ability to identify potential external parties to conduct development cooperation. For partnership, the team has facilitated cooperation with universities and tourism bureaus that can help promote edutourism of Batik Tulis Giriloyo. In addition, the university will also further assist in conducting training on the development of innovation to manage edutourism of Batik Tulis Giriloyo

## **CONCLUSION**

To further support the development of edutourism in Kampung Batik Giriloyo, it is necessary to add various tourist attractions. It is intended that the development of edutourism can attract more tourists who visit the Giriloyo Batik Village. So far, edutourism activity is learning to make batik. In the future, another activity being developed by the UMBY team is learning to make accessories made of batik using batik patchwork.

Another effort that aims to expand the marketing of edutourism in Kampung Batik Giriloyo is to utilize visitor data. The manager of the Giriloyo Batik Village can take advantage of the agency or organization to help market the Giriloyo Batik Village. In addition, efforts to expand marketing are also carried out to find new partners such as the Department of Tourism, Tour and Travel, government or private agencies and community groups. To initiate this effort to expand the marketing of edutourism, The manager of the Giriloyo Batik Village making a collaboration proposal with partners.

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