



## GRAND DESIGN OF TRANGSAN RATTAN TOURISM VILLAGE DISTRICT SUKOHARJO, CENTRAL JAVA

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**Abstract.** *Trangsan is the largest producer of rattan handicrafts in Central Java and number 2 in Indonesia. It contributes to increase revenue through export taxes and foreign exchange. Rattan was the second largest contributor to exports of Solo Raya after textiles. Trangsan is a village in Sukoharjo district which has a unique, specific, and historical. The village layout is very strategically and located at the intersection of three major cities (Solo - Yogyakarta - Semarang), and at the crossing of mass transportation. This scientific paper will be the basis for designing Trangsan rattan for being the Tourism Village. Starting from this Grand Design, then expected to be one of the tourist destinations in Sukoharjo. Grand Design approach adopted institutional capacity building combined with the pattern of empowerment in the industrial district. Promotion approach through information technology and governance approach is intended to bring the partnership to ensure the sustainability. Grand Design arranged followed by the inauguration of the first step the establishment of a tourist village (Launching). The next stage is the preparation of a global media campaign with the creation of websites for marketing the tourist village of rattan. Segmentation of the market today is the foreign buyer, but must be followed up with the creation of products for the domestic market that are easy to carry visitors this tourist village.*

**Keywords :** *Grand Design; Community Development; Tourism Village Rattan Industry*

### INTRODUCTION

Trangsan village with an area of 2.48256 million meter square is one of the villages located in District Gatak, Sukoharjo. Trangsan village is potential area as a center for rattan craft producers since 1927. This village is the center of the biggest rattan in Central Java

province and the second largest in Indonesia. This area has a unique, specific, and interesting historical. The geographic location of the Trangsan village is very strategic, because it is at the intersection of three large cities (Solo, Yogyakarta and Semarang). It is only took 15

minutes from Airport Adi Sumarmo Solo and were on crossing the railway line Solo-Jogja, and have strategic easy access to the Port of Semarang. Trangsan village with a population of 6808 people has capability of producing rattan capacity of 552,000 units/month, spent raw materials by approximately 500 ton/month. This rattan industry is able to absorb the labor of 2,787 direct labors and 3,000 indirect labors. In Trangsan until there are currently 210 craftsmen with a variety of business scale who have been able to penetrate the export market directly.

Trangsan rattan center provide very significant regional revenue through export taxes and foreign exchange earnings. Export value of this commodity reach Rp. 56.0654 billion, - and was the second largest contributor to exports of Solo Raya region after textile products. Based on Central Bank of Indonesia (Bank Indonesia) Economy Annual Report (2011) Solo Raya furniture exports in 2011 amounted to US \$ 7.89 million. Rattan furniture contributes 30% of that amount. The products from Trangsan regency has been known in the world, ranging from the United States, Europe, Australia, Middle East and Asia (Japan and Korea). The Potential and conditions of Trangsan described in the following chart:

**Table: 1 Trangsan`s Profile**

1	Name	Trangsan Village, districts Gatak, District Sukoharjo
2	Geographical	15 minutes from Adi Sumarmo Airport (Solo) 20 minutes from Balapan Station (Solo) 45 minutes from Adi Sutjipto Airpport (Jogjakarta) 2 hours from Tanjung Emas Port (Semarang)
3	Population	6.808
4	Businessmen	Craftsmen= 210, exporter=26
5	Labor	Direct Labor=2787, Indirect Labor=3000
6	Production Capacity	Final product= 552.000 units/month Raw material=5000 ton/month
7	Export Volume	Rp. 56.065.400.000,-
8	Potential product	Rattan Crafts

Source: Sukoharjo Annual Report, 2015

One of the local potential to be developed in order to empower the rattan industry centers are based on creative tourism industries. It is related to the exploration of creativity for someone to earn a living, absorbing employment and improve social welfare. Creative industries mission was basically to encourage the creativity of the local economy to increase productivity, variety of goods, value added, and familiarity competitiveness through technology and innovative works (innovative findings). Creative industries will not mean anything if it is not supported by imaging and create a tourist attraction. The strategy can be done by building centers of rattan into a tourist destination. The motivation was in order to introduce a superior product. Therefore, many researches on the commodity and the potential of certain regency absolutely needed as the scientific framework of creative tourism industry.

The economic structure of Sukoharjo District showed consistency throughout the years 2009-2013. The three main sectors driving the economy in contributing to the GDP were: the manufacturing sector, trade, hotels and restaurants sector, as well as the agricultural sector. In fact, the agricultural sector is seen declining from year to year in contributing to the GDP Sukoharjo district throughout 2009-2013. In contrast, the two other major sectors have increased from year to year. The increase in the GDP contribution of the building sector and the financial sector, leasing and business services sector also showed an increase. Development in the industrial sector is the main priority of economic development. The industrial sector plays a very important in the economy of Sukoharjo district. By the year 2012 the number of business units/ industries increased by 0.32% to 16 906 units and 97.75% of them are small industries. At the same time the number of workers also increased by 1.40%, while the value of investments in 2013 sebesar 2,27 trillion and the value of production amounted to Rp.7.82 trillion.

**Table: 2. Number of Industrial Business in Sukoharjo 2014**

Type	Amount
Big size	105
Medium	276
Small	16.525
<b>Total</b>	<b>16.906</b>

**Source:** Sukoharjo Annual Report, 2015

In line with the structure of economic conditions and the carrying capacity of the region, the Sentra Rattan Trangsan need to be developed to become an attractive village. This is because with the cane as a superior product through attractive village, will lead to a multiplier effect on other businesses, for example: culinary, transportation, souvenirs, and strengthen the economic structure of Sukoharjo district. So the presence of the attractive (tourism) Rattan Village Trangsan will further enhance economic growth and prosperity.

The purpose of this paper was to empower the rattan industry center in Trangsan village, Gatak, Sukoharjo. The main objective was to promote the Trangsan rattan industry to be a superior product. In addition, this article also trying to increase the volume of rattan production, which has decline due to the effects of the European crisis several times ago. The other important goal of this activity is the creation of rural tourism based cane industry.

**Literature Review**

In the year 2010 began the emergence of awareness of the population to create jobs and efforts to solve the economic problems of Trangsan Rattan industry. Institutional community namely Bulakan Rattan Cluster was an institutional form of global economic problem solving in Trangsan, Sukoharjo. The expectation placed on this organization was to empower the communities to create economic resilience at the Trangsan rattan industry.

Cluster Rattan is one form of social entrepreneurship, because there are functions empowerment and improvement of public welfare orientation other than profit. During

this modernization in the entrepreneurial sector or SMEs (Small and Medium Enterprises) conducted during this benefit only to a small group that has the ability to economically and politically. So it needs an alternative paradigm of strategic development of the entrepreneurial spirit. The Paradigm should be holistically, integrated and able to maintain a balance between activities production, management and distribution. Alternative strategy which oriented on resources or Resource Based Strategy (RBS) needed to realize the holistic development. The approach of RBS is a local resource management strategy oriented: the quality, process, performance, development, and culture. It is also about the environment (management by process) which is based on learning, competence, excellence, systematic thinking, and knowledge (knowledge based management).

Community empowerment is a process of development opportunity, willingness, motivation and ability of people to access the resources, thereby increasing its capacity to determine its own future by participating in influencing and realize the quality of life of themselves and the community. Sumardjo (2007) says that the community empowerment is the process of empowering people of a particular state toward a condition of life in the future more clearly. Short-term goal of community empowerment should be clear, measurable, simple, thus creating conditions that foster community interest in the well-being within a certain time. Community empowerment goals there needs to be more complex and should be defined as a long-term goal (vision). A clear vision has the potential to be a guidance of cooperation activities between communities to set short-term goals of empowerment. So the empowerment process more targeted, effective, efficient.

Community empowerment is a new term in the concept of sustainable development in the third world. This concept often creates the same perception with terms for the implementation of community development. Cook (1994) states that community development is a concept related to the

business in order to improve and develop the society towards a better direction. While Giarchi in Supriyono and Subejo (2004) looked at the development of society is an activity that has focused attention on helping people at various ages to grow and develop through a variety of facilities. The Facilities will support them to decide, plan and take action to manage and develop the environment physical and social wellbeing.

Bartle (2003) in (Supriyono and Subejo, 2004) defines community development as an instrument for making society more complex and powerful through a social change. Based on the different views, concepts, and approaches, the community empowerment in the spirit of social entrepreneurship can be done by forming community groups. The essence of empowerment with the spirit of social entrepreneurship is to apply the principles of science and entrepreneurship as a central point in solving social problems in the communities. The principal successful key in empowerment was through the application of social work in order to drive people in accessing the economic non-economic resources. Beside, the development of a community and organization was the essence of social work.

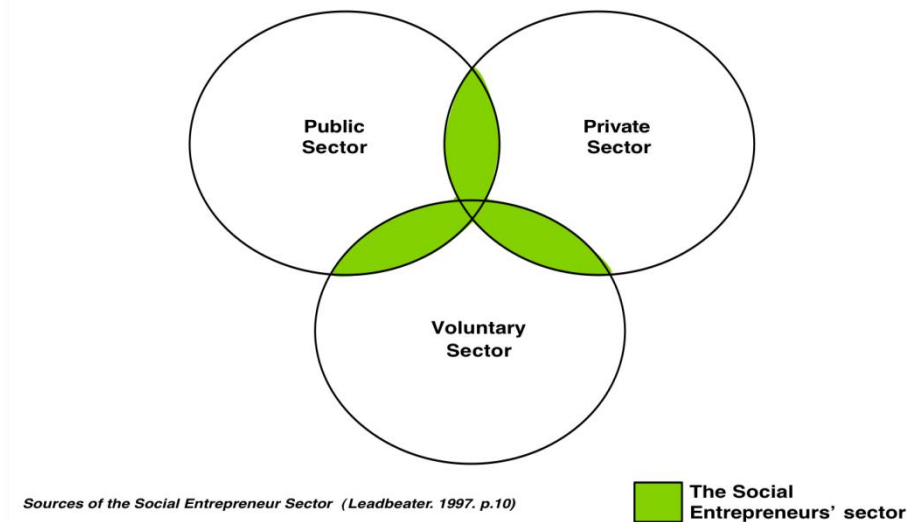
Friedman (1994: 76) said that the focus of empowerment approach was to give the high autonomous in taking decision from a group of society based on the private resources. It can be done through direct participation model which provide direct social experience. Empowerment guide the society to become successfully stands alone in economic and political aspects. Then, society will have a great bargaining power both in national and international position. Social entrepreneur was to be more motivated in doing business based on local resources and aspects.

In economics views, there are 3 important resources to be developed in empowerment process: 1). Human resources including education aspect, level of knowledge, skill, and

ability in management process., 2). Environment resources namely for potency which is developed based on geographical and natural condition., 3). Economic resources namely for ability in creating value added to gain higher economic value. Specify, these economic aspects can be developed using CIPOO analysis (Context, Input, Process, Output dan Outcome). Teguh (2004) said that the detail of CIPOO analysis can be described as:

1. Context: consist of institutional organization; management system for policy analysis, finance, human relations, information, and external relations; and the work of organization,
2. Input: a whole potency both from internal and external which can be used in partnership work,
3. Process: including capacity building approach, new public management approach, job approach, and substantial approach,
4. Output: was the result of the whole process,
5. Outcome: was the form of certain clear and strong procedure of partnership which can provide the economic welfare to all of stake holder.

In the operational level, social empowerment highly related to social entrepreneurship. Austin, Stevenson & Wei-Skiller (2006) said that social entrepreneurship was the form of demonstration by government and non-profit institution in doing their activity using business principles. Therefore, the CIPOO analysis will be successfully done for social empowerment by partnership of 3 institutions; they are the society, government, and private sector.



Source: Santoso (2010)

Figure 1, The Party in CIPOO Analysis

**METHODOLOGY**

Qualitative method was more appropriate for this article because including interviews in order for the researcher to be able to understand the reasons for the attitudes and opinions for having a tourism industry in Trangsan (Saunders, 2009). Data and information obtained through in depth interviews with stake holder, such as: rattan craftsmen, rattan exporter, local government, private business, and academician. Several focus group discussions were hold to gain the comprehensive information which is needed for the TOWS analysis. The information and data collected were used as the material for designing empowerment strategies.

The methods for empowerment of the rattan industry as a superior product is an institutional capacity building approach. The capacity of the institutional of the craftsmen became the main objective. Craftsmen have not thought thoroughly about their business. Most of them just focus on production without regard to the existence in the middle of increasingly global competition. So they need to be given a deeper knowledge of the existence associated with its business. The trainings and assistance was done as part of effort to empower institutions rattan craftsmen.

This grand design was directed at not only the expansion of the Trangsan rattan industry to not only produce, but also become a center of

rattan which worthy interest to visit. Managerial training for institutional strengthening and skills training were also becoming something which will be done to achieve the output target. The main objective was to change the orientation from the buyer for rattan industry. The existing condition shows the Trangsan rattan craftsmen prefer to sell abroad (push-factor) than rather than creating their industry appeal (pull-factor). If the two factors can be combined, its will be something highly profitable and attractive.

Several instruments were combined with this program. The promotion through information technology (web-based) was needed to accelerate the process of empowerment. Governance approach is meant to embody the partnership ensure the sustainability of this design. This grand design also requires the collaboration of Corporate Social Responsibility.

**Data Analysis**

In order to analyze of Trangsan rattan position in the matrix we used TOWS analysis. The threats and opportunities analyzed first because the main objective of this paper is very visionary. Grand design is something important and big concept for certain village which has specified product in the future. We analyzed the overall both threats and opportunities aspects through focus group discussion with private sector, government, and rattan craftsmen.

The focus group discussion among 3 parties (private, government, and academican) also discuss for the strengths and weaknesses as the internal self-assessment. The two aspects

were needed to combine with the threat and opportunity to formulate the strategy of the grand design of Trangsan rattan tourism village. The mapping of TOWS analysis as shown bellows:

**Table: 3 TOWS of Trangsan**

THREATS	OPPORTUNITIES	STRENGTHS	WEAKNESSES
Scarcity of rattan raw material	The Major rattan raw material supplier	The product originally handmade	Low quality of the infrastructure
Global financial crisis	Incubator for business	Skillful craftsmen	High depend on the export market
Natural disaster	The center of research and development for rattan product	Long life established	Very weak in promotion and marketing
The lack of purchase order	The center for training and short course for craftsmen	Integrated area	Bad social capital
Unfair regulation	One village one product minded	very strategic geographic location	
		Trangsan product already well known in abroad	

Source: primary data, 2016

From the table, we put the rating and weight to identify the Trangsan potential in the matrix space as shown bellows:

**Table: 4 Matrix External Space (Strategic Position and Action Evaluation)**

EXTERNAL ASPECTS	Weight (W)	Rating (R)	W x R	Comment
<b>OPPORTUNITIES</b>				
The Major rattan raw material supplier	0.15	4	0.60	the most potential
The center of research and development for rattan product	0.05	2	0.10	
The center for training and short course for craftsmen	0.10	2	0.20	
One village one product minded	0.15	3	0.45	
Support from the local government	0.15	4	0.60	to be one of the city branding
<b>THREATS</b>				
Wholesalers of rattan raw material	0.10	2	0.20	
Global crisis	0.05	1	0.05	
Natural disaster	0.05	1	0.05	
The lack of purchase order	0.10	2	0.20	
Unfair regulation	0.10	1	0.10	
<b>Total</b>	<b>1.00</b>			
<b>Opportunities – Threats</b>			<b>1.35</b>	

Source: primary data, 2016

**Table: 5 Matrix Internal Space (Strategic Position and Action Evaluation)**

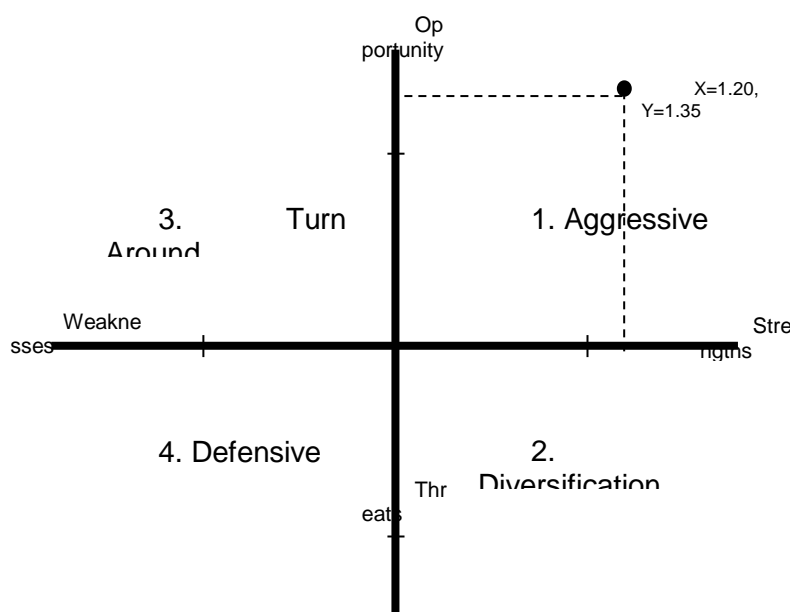
INTERNAL ASPECTS	Weights (W)	Rating (R)	W x R	Comment
<b>STRENGTHS</b>				
The product originally handmade	0.20	4	0.80	
Skillful and high experience craftsmen	0.10	4	0.40	
Integrated area				
Very strategic geographic location	0.10	2	0.20	
Trangsan product has already well known in abroad	0.10	2	0.20	
	0.10	3	0.30	
<b>WEAKNESSES</b>				
Low quality of the infrastructure	0.10	3	0.30	
High depend on the export market	0.05	2	0.10	
Very weak in promotion and	0.05	2	0.10	

<b>marketing</b>			
<b>Bad social capital</b>	0.10	1	0.10
<b>Pragmatically attitude</b>	0.10	1	0.10
<b>Total</b>	<b>1,00</b>		
<b>Strengths - Weaknesses</b>			<b>1.20</b>

Source: primary data, 2016

If one aspect of the self and external assessment becomes more urgent, then we put the higher score. Vice versa, if the aspect becomes less important then the score will be lower. Scores for the weights depending on the justification of all three parties involved. The gap between strength and weaknesses

combined with the gap between the opportunities and threats in the form of matrix coordinates. Thus, the intersection of internal and external assessment scores is located in quadrant I, because both of the score has positive value (+ 1.35 and 1.20). The figure as shown bellows:



Source: primary data, 2016

Figure 2, TOWS Matrix of Trangsan Rattan Industry

The figure 2, shows that the socio-economic aspects analysis of Trangsan is located in quadrant I (potential to be developed). Therefore, it is important to explore and develop every aspect. Government support became the most important elements to realize

this great project. A project that will create a lot of demand for handmade rattan craft, create new job opportunities, realize the social system that was productive, and improving the social welfare at large.

**DISCUSSION**

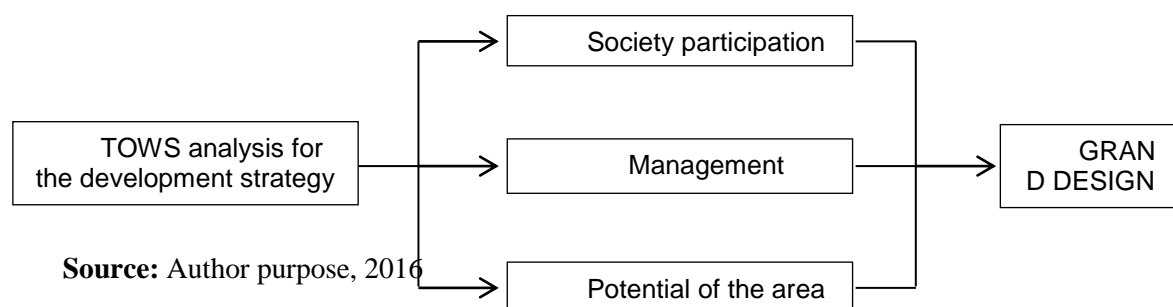
Based on the TOWS analysis the strategy recommended are: (1) involve the community in rural tourism development from planning,

implementation and evaluation,(2) develop a good corresponding program to the tourist villages for the potential of culture as the rattan

industry centers,(3) establish an organization for the management of rural tourism rattan based industry,(4) built coordination between government and community groups to increase the institutional capacity of rural tourism, (5) assisting the communities to oversee the process of transformation of tourism awareness (POKDARWIS), (6) improve human resource capacity of Trangsan Village community by trainings especially in tourism, (7) provide counseling and guidance to the public especially those who reside in the surrounding sights (POKDARWIS). The socialization should talk about the importance of tourism

and the benefits from the business. It is because the tourism business will support regional economic development and improving the welfare of rural communities who live around tourism activity.

Community can be involved in management in order not only to empower rural communities but also to sustain the rattan industry. Rattan can be expected as a superior product and make the village as a tourist destination. The model of Trangsan Tourism Village development illustrated in the figure below:



Source: Author purpose, 2016

**Figure 3,The Model of Trangsan Tourism Village Development**

Grand design of Rattan Tourism village is a big goal which can be achieved with a well managed strategy. The strategy has to be implemented in several important phases. The phases for this grand design:

1. Initiation is done by mapping the potential and threats surrounding Trangsan as a material for the rattan tourism village grand design. The complete content in this steps containing:
  - 1). Infrastructure plan, Centre Region Space Structure Plan, Macro and Micro Plan for Transport Network, Land Use Plan, Electricity and Telephone Network Plan, Drainage and Sanitation Plan, strategic area plan, landscape region plan.
  - 2). Role division among stakeholders, this step is needed in order to synchronize the role for each party. The objective is for realizing the initiation. The party involve in this project are:
    - a). academician as the party to strengthen the education and training,

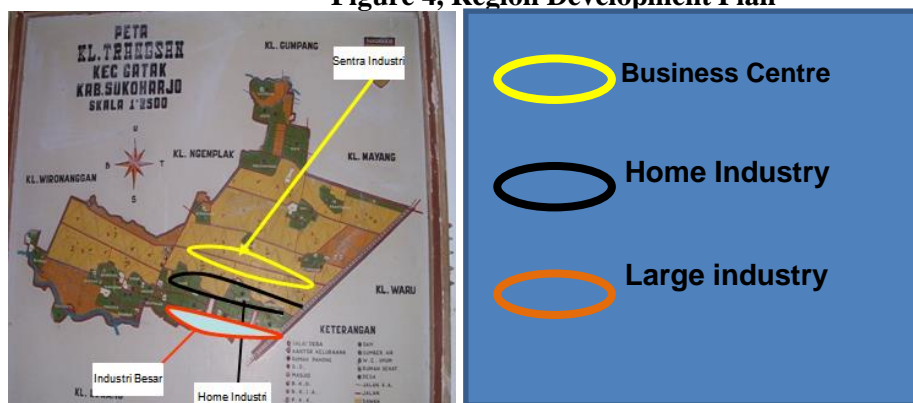
- b). private financial institution as the funding sector,
  - c). rattan supplier, from the other region as the raw material supplier,
  - d). Local government, facilitating the overall development planning and region optimization for physical facilities (Gate, Sidewalks, Drainage, Roads, Public Park, transportation lines, patent of the products), institutional strengthening, improving the quality of human resources, and education context.
  - e). Rattan association, as the intermediate party between the rattan craftsmen and the market.
  - f). Non-Government Organization, as the party to run the advocacy system. It is needed to checking and balancing the process between the concept and the implementation.
3. Arrange the management, the structure of Trangsan Rattan Tourism Village design



- containing: the local government, the rattan cluster, village agencies, academicians, and the business.
4. Memorandum of Understanding, this is the note rule of the game of Trangsan Rattan Tourism Village which has to be obey as a guidance.
  5. Socialization, the steps inform the whole grand design to all stakeholders both internal Trangsan or external side.
  6. Launching, the step as announcement to public about Trangsan as a Rattan Tourism Village,
  7. Running the program, actually carry out the entire contents of a grand design.

The concept of Trangsan Rattan Tourism Village illustrated from the figure bellow:

**Figure 4, Region Development Plan**



Source: Village Monographic, 2016

Business Centre is developed to facilitate visitors. Visitor needs such as public toilets, parking, souvenir, and cafeteria are provided here. Home industry is an area of native artisans/ rattan craftsmen work every day. This artisan activity is one of the tourist attraction offered in this area. Visitors also can see the process of making rattan directly. Large

industry is a rattan factory location. There are two great companies (PT. Karisma Rotan and PT. Hari International) which hold wicker products on a large scale for export purposes. Foreign visitors will be directed by a guide to this area and the home industry area.

The schedule of this grand design as shown to the table bellow

**Table: 6 Grand Design Schedule**

NO	Program	Year					PIC
		2015	2016	2017	2018	2019	
1	Launching		√				Local Government
2	Institutional strengthening	√	√	√	√	√	BAPPEDA Local Government
3	Courses	√	√	√			Academician Universitas Sebelas Maret
4	Promotion	√	√	√	√	√	Rattan Association Local Government Academicians
5	Legality	√	√	√	√	√	Local Government

6	Brand Facilitation	√	√	√	√	√	Local Government Academician
7	Infrastructure	√	√	√	√	√	Local government Private Corporate
8	Funding	√	√	√	√	√	Private Financial Institution Central Bank of Indonesia (Solo)
9	Raw material supplier	√	√	√	√	√	KSU Trangsan Manunggal Jaya
10	Assisting the Program	√	√	√	√	√	Academicians

**Source:** Grand Design, 2016

The most important discussion related to this grand design laid on the sustainability of the project, the participation of all parties, and awareness of Trangsan citizens as a tourist destination. The process of building awareness required continuous efforts. The success of a community empowerment program is measured by the changes in the behavior of community itself. Community has to keep the environment in accordance with the mandate of SAPTA PESONA Indonesia which is containing: save, orderly, clean, cool, beautiful, friendly, and memory. Trangsan as an industrial area of rattan, but the people must realize SAPTA PESONA in their daily activities. It because the SAPTA PESONA is a mandatory element in terms of tourism in Indonesia.

## CONCLUSION

The most important discussion related to this grand design laid on the sustainability of the project, the participation of all parties, and awareness of Trangsan citizens as a tourist destination. The process of building awareness required continuous efforts. The success of a community empowerment program is measured by the changes in the behavior of community itself. Community has to keep the environment in accordance with the mandate of SAPTA PESONA Indonesia which is containing: save, orderly, clean, cool, beautiful, friendly, and memory. Trangsan as an industrial area of rattan, but the people must realize SAPTA PESONA in their daily activities. It because the SAPTA PESONA is a

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