



Lekesan: Interdisciplinary Journal of Asia Pacific Arts

Journal homepage <http://jurnal.isi-dps.ac.id/index.php/lekesan>

## Improving The Potential of Tourism Assets Through Souvenirs in Soko Village, Miri District, Sragen Regency

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Villages have a variety of potential assets, one of which is the tourism sector. Under the management of *Badan Usaha Milik Desa* (BUMDes), a centralized and profit-oriented village asset management unit, tourism assets can impact village progress. A medium that can provide information to the public about tourism assets and simultaneously generate profits is needed. Soko Village in Miri District, Sragen Regency, has potential tourism assets managed by BUMDes SOKO WIJAYA. This village uses tourist souvenir t-shirts that can introduce its tourism assets to the public and generate profits from their sales. Training for village youth as human resources is required to produce souvenir t-shirts with trend-setting designs and effective and efficient production. The result of this research and training activity can improve and introduce the village's potential by optimizing tourism assets and human resources.

*Keywords: Tourism Assets, Village Development, Human Resource Development, Creative Industry*

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*Received August 31, 2023; Accepted October 1, 2023; Published October 9, 2023*

*<https://doi.org/10.31091/lekesan.v6i2.2519>*

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## INTRODUCTION

A village is an administrative area with assets of natural and human resources in various sectors. The potential of these assets can be managed to develop the village. Asset management affects the improvement of village development, adequate facilities and infrastructure, and community welfare, ultimately impacting the human development index (Didiharyono et al., 2017; Azbihardiyanti, 2020). Asset management in these various sectors must support each other and be integrated. Therefore, a well-structured management body is needed. One of the management systems formed is the *Badan Usaha Milik Desa* (Village-Owned Enterprises/BUMDes). BUMDes is an economic management facility through various types of businesses that are in accordance with the village's potential (Adawiyah, 2018). According to Law No. 32/2004 on Regional Government Article 213 paragraph (1), "villages can establish village-owned enterprises in accordance with the needs and potential of the village". Meanwhile, in the Guidebook for the Establishment and Management of Village-Owned Enterprises (BUMDes, 2007), bumdes is an organization established in the village, managed by the community and village government to strengthen the rural economy formed in accordance with the needs and potential of the village (Supardi & Budiwitjaksono, 2021).

The Indonesian government has issued the Minister of Villages, Development of Disadvantaged Regions, and Migration (Permendes) PDTT Regulation No. 13 of 2020, which focuses on village SDGs covering 18 goals (Andari, 2021) (Boekoesoe & Maksun, 2022). Each village designs and manages these goals to create a competitive village. To support and achieve these goals, the awareness of the village to understand and utilize opportunities is needed, which includes knowledge, management, and relevant information. One of the government's missions is to develop villages by empowering communities to increase the productivity and diversity of rural businesses, providing facilities and infrastructure to support the village economy, building and strengthening institutions that support the production and marketing chain, and optimizing resources as the basis for rural economic growth (Fitriska, 2017).

Villages in Indonesia are closely associated with assets in the agricultural sector. However, in many villages, more significant profits are often generated from other sectors, such as natural or artificial tourism. The potential of the tourism sector provides opportunities for the presence of various commodities and consumers that drive the village economy in the context of the creative economy (Parmadi, 2021) (Prasiasa, 2022). The management of the tourism sector will run well if the human resources sector is also managed and improved. One of the efforts to manage and improve human resources in the village is through a village youth organization called *Karang Taruna*. The synergy between village assets and youth management produces opportunities that can direct the village to achieve the SDGs of villages with their partners and villages with equitable economic growth.

The problem that arises after a village has well-managed tourism assets and human resources is the effort to introduce these assets to the public. Improving the village's potential must be accompanied by disseminating information and efforts to show its existence. Thus, a medium to directly and indirectly introduce village assets to the public is needed. In addition, the information media will be more effective if it simultaneously generates financial profits.

Soko Village in Miri District, Sragen Regency, is strategically located because it is adjacent to tourism areas, such as the Sangiran Pre-Historic Museum to the south, the Mount Kemukus area, and the Kedung Ombo Reservoir to the north. Moreover, Soko Village also has tourism assets within its area, such as the Kedung Grujuk, which has recently been introduced to the public. These tourism sector assets are managed by the village-owned enterprise (BUMDes) SOKO WIJAYA. The introduction of Kedung Grujuk tourism assets has been carried out since the revitalization of Mount Kemukus into The New Kemukus in 2022. The average number of visitors to The New Kemukus reaches 400 people per day. This number is a potential target market for BUMDes Soko Wijaya in Miri.

With the opportunity from the potential target market, BUMDes (Village-Owned Enterprises) of Soko Village in Miri District created a souvenir business. These souvenirs aim to introduce village tourism assets to the public and increase village income. However, there are problems due to a lack of knowledge about effective and efficient souvenir production information. Thus, training in skills and business management is needed. One of the trainings that is suitable for the field conditions in the village is the application of the transfer paper technique as a process of making picture t-shirts. This technique can make production easier, cheaper, and without a minimum number of t-shirts for each print production. With this Tourism Souvenir T-shirt Making Training activity at Bumdes Soko Miri in Sragen, members of BUMDes Soko Wijaya Miri can make souvenir t-shirts independently with transfer paper techniques, so that the products of BUMDes Soko Wijaya in Miri become more varied and do not only rely on products from the agriculture and livestock sectors.

There have been many studies on improving village potential, tourism, and asset management. Thus, the method adopted in this study is action research using training to improve the potential of the village's tourism assets, economy, and human resource capacity by creating tourism souvenirs. The tourism souvenirs were selected because souvenirs have several potential benefits, such as introducing the village's existence and its tourism assets, improving the economy, and increasing the knowledge and abilities of the younger generation organized in youth organizations (Karang Taruna) for the regeneration of BUMDes Soko Wijaya human resource in the future.

## **MATERIAL AND METHOD**

The research used action research methods in the form of training in making souvenir t-shirts with participants from youth members of the *Karang Taruna* organization of Soko Village, Miri District, Sragen Regency. This research seeks to provide an alternative to increasing the village's potential from the tourism sector as part of the creative industry. The training activities in this study aim to synergize tourism assets with the improvement of human resource capabilities.

### **Training Activity**

Before the training, a survey of community needs, potential village assets, and the management of BUMDes Soko Wijaya was conducted. The majority of people in Soko Village are farmers, so the focus of asset management is on the agriculture and livestock sectors. Tourism assets are a new sector that is being developed, and the management of these assets is slowly being established under the auspices of BUMDes Soko Wijaya.

Most of the people living in the village are of productive age. However, after graduating from senior high school, many continue to get vocational training and work in industry in other cities or abroad. Thus, most people in the village are in their early teens and attending high school, while the rest are children and elderly.

This condition causes asset management to be constrained due to human resource problems, both in terms of number and work capacity. Based on the survey of the village conditions, efforts to increase the capacity of human resources, especially youth who are still in the village, must be made to provide awareness of the various potentials of the assets owned by Soko village, Miri district, Sragen Regency.

The training is a community service activity conducted for village youth members of the Karang Taruna of Soko Village who are part of the human resource assets of BUMDes SOKO WIJAYA.

The training was conducted for ten Karang Taruna members of BUMDes Soko Miri. In the training, several activities were carried out, including the introduction of informative and

trend-following designs, the introduction of media and the production process of t-shirts using the transfer paper technique (Figure 1), and the sharing of experiences regarding the management of village assets to increase their potential and benefits further.



Figure 1 Introduction to informative and trend-following designs, media, and the production process of t-shirts using transfer paper techniques

### **Production of souvenir t-shirts using the transfer paper technique**

The production of souvenir t-shirts using the transfer paper technique consists of two activities, namely:

#### ***Introduction to a variety of informative and trend-setting designs***

T-shirts are a type of casual clothing commonly worn by men and women from all walks of life. This type of clothing is generally decorated with images (visual) and or words (verbal), both on the front and back (Moerdisuroso et al., 2019). Various designs were introduced by providing an overview of various designs available on social media applications such as Instagram and Pinterest. This was done to make the trainees aware of various visuals that can represent tourism assets and are suitable for production on t-shirt media. As part of the community service activities, the researchers provided t-shirt design grants to the villagers to spark their creativity.

#### ***Introduction to the production steps of souvenir t-shirts with transfer paper technique.***

The production process of souvenir t-shirts using the transfer paper method begins with selecting t-shirt material and implementing the visual design. Next, the design image printed on special paper is implemented on the surface of the t-shirt by pressing or heating. T-shirt printing with the transfer paper method is a printing model similar to conventional screen printing. What distinguishes the transfer paper process from screen printing is that the transfer paper process is easier because it only uses images printed on special paper and pressed using an iron or high-temperature press. There is no need to mix colors or create image frames on the screen, which takes a long time.



Figure 2 Implementation of visual design from special paper on t-shirt media

### **Post training activity**

After the training, responses from the trainees, BUMDes Soko Wijaya managers, and the general public were collected. The results of this post-training activity are testimonials about the product-making training and the quality of the tourism souvenir t-shirts produced.

## **DISCUSSION**

### **Production results of souvenir t-shirt media**

According to Kelvin (2012), the transfer paper technique in making visual shirts is a coloring technique following a pattern or design using a printer on a piece of paper. The paper that has been given a pattern or design is then applied to the fabric's surface by pressing and heating so that the image or design is transferred from paper to fabric. According to Tri (2019), transfer paper is printing a design on special paper to be transferred on a printing material or textiles using a hot press.

The transfer paper technique is only suitable for t-shirts or textile materials with natural fibers, such as cotton or linen, as the ink will not stick well to synthetic fibers. The process of heating or pressing transfer paper on the fabric's surface requires precision because this process affects the durability of the printed image applied to the fabric.

Transfer paper is usually divided into two types for light-colored t-shirts, such as white and dark-colored materials. The advantage of transfer paper is the richness of colors that can be produced because it goes through a print process using special inks. Initially, screen printing was used to replace handwriting techniques, which, at that time, patterned fabric products with handwriting techniques were sold at very high prices (Sinaga & Malau, 2016). The disadvantage of paper printing using heat transfer paper is that the durability of the paper printing is not too long (cracking and fading.). Special care is needed so that the paper printing results on the t-shirt can last a long time.

Several tourism assets, such as Mount Kemukus, Kedung Grujuk, and Kedung Ombo Reservoir, inspired the visual design of the developed souvenir t-shirts. The implementation of the designs on transfer paper t-shirts resulted in a prototype of the village souvenir (Figure 3-5). Mount Kemukus is a religious tourist attraction that was once tainted with immoral behavior, making it famous as a prostitution area. However, the image of the area is now transformed into a religious and family tourist attraction. Kedung Grujuk is an area in the river that flows into Kedung Ombo. Kedung Grujuk is often used as a fishing attraction, a village bicycle route, and a geological and geographical study. Only part of Kedung Ombo is located in the Sragen Regency. The part of Kedung Ombo that is in the Soko Village area is

characterized by a jetty near Mount Kemukus. This spot offers visitors a beautiful view of the reservoir.



Figure 3 Visual design of Mount Kemukus and its implementation



Figure 4 Visual design of Kedung Grujuk and its implementation





Figure 5 Visual design of Kedung Ombo Reservoir and its implementation



Figure 6 The results of training on souvenir t-shirt production with transfer paper technique

The training on making souvenir t-shirts as an effort to increase this potential received a positive response from the participants and managers of BUMDes Soko Wijaya. The training was appreciated as a concrete step to improve the knowledge and creativity of the younger generation in the village. In addition, the souvenir t-shirt products inspired further visual design development with other t-shirt materials. The spirit to explore is an added value in this training from the perspective of the BUMDes managers, as they hope that the young generation of the Karang Taruna can become creative cadres, more knowledgeable, and sensitive to the times.

The products from this training were also tested on random members of the public who visited the village's tourist attraction. They gave testimony in the form of interest in the souvenir t-shirt product because, so far, visitors do not get souvenirs from tourist attractions there. The visitors hoped that the souvenir t-shirts could be sold at the locations of the tourist assets of Soko Village, Miri District, Sragen Regency.

## **Publication and the village's existence**

One of the goals of the SDG's program in Indonesia is Equitable Village Economic Growth. This is a goal of economic growth from various sectors with a real and equitable impact. Equitable economic growth can be achieved by increasing and maximizing the potential of village assets, both physical and non-physical. Physical assets are tangible things, such as natural and human resources, while non-physical assets are intangible things that affect the development of physical assets, such as knowledge.

Villages that already have management over their assets can achieve economic equality. In this case, Soko village has assets in agriculture, livestock, and tourism that are managed by BUMDes. After the equalization of economic improvement is achieved, a village can strive to achieve another SDG, namely Partnership for Village Development. The development includes tangible and intangible concepts, where the development process can go hand in hand with other SDGs.

Currently, villages need media to show their existence to be recognized by the wider community. This existence can be shown through publications in various media. Many media publications are currently carried out through internet technology-based media platforms, such as Facebook, Instagram, YouTube, blogs, and websites. These technologies can overcome space and time constraints because they can be accessed anytime and anywhere. The mastery of these media is currently dominated by people from the younger generation, especially Generation Z or Alpha (Mataram & Ardianto, 2019). Training and briefing the youth in the village can create an opportunity where the youth, as the next generation, can become agents who introduce and manage the village.

To fulfill this goal, efforts to build synergy and partnerships are needed. Synergy, in this case, is internal, i.e., the relationship within the village community with all the assets that the village has. The synergy produces chain activities supporting each other, including the relationship between assets and managers, the older and younger generations, and the synergy between residents and village officials. In this case, partnerships are external, such as partnerships with inter-village partners, academics, and other partners as part of stakeholders. Villages that establish various partnerships will conduct more information transfer to introduce the village or obtain relevant information from outside. These activities will demonstrate the village's existence and increase its popularity, which will lead to opportunities to improve the quality of the village.

## **CONCLUSION**

The training activities provided experience and knowledge about efforts to improve the potential and quality of the village. Souvenir T-shirts containing visuals of the village's tourist assets can be a medium to introduce the village to the public and increase income. T-shirts are casual clothing that can be purchased at an affordable price. In addition, transfer paper is a cheap, effective, and efficient printing method. The opportunity to increase the potential of the village through the media of souvenir t-shirts will be more effective if the visual design used follows the trends that are in demand by target consumers. Tourism asset management and population capacity building can be attempted using a creative economic activity approach. With this approach, the potential of the village published in various media can trigger movements in the economic sector and bring positive impacts and better synergies in the future. With publications in various media, villages can show their existence, making it more likely to find partners who can make the village develop further.



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