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The Development of Graphic Design with the Content of Literary Literacy to Improve the Local Economy in the Convection Business Group in Summersari Village Bondowoso Regency

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ABSTRACT

This article describes a graphic design development program with the content of literary literacy in Summersari, Maesan, and Bondowoso villages. This activity was the second year agenda with the vision of creating a literacy-based convection village. This year, the team collaborated with the youth community of Summersari village, namely "Pusaka" (Pemuda Summersari Krajan) which consisted of 32 youngsters to develop the potential of the village in the convection field. The human resources in Krajan, Summersari were 13 tailors, 1 hijab convection, and 3 screen printing micro business. So far, these businesses were still traditional-domestic. Through target needs analysis, the business groups required product and business branding in order to compete in a wider market and increase their income. The team focused on collecting data and recruiting human resources by program socialization, product branding and additional graphic design skills training that aimed at increasing value and building product character, as well as capacity building in market services. The program was relatively successful because an industrial bag based on screen printing skills has been formed which was initiated by the team named "Pusaka Connection". Pusaka Connection was the center for business production and marketing with the brand named "Boker (Bondowoso Keren)" which collaborated with other screen printing entrepreneurs and tailors in Krajan, Summersari. The flagship product of Pusaka Connection currently focused on era-sensitive t-shirts with the content of literary literacy of East Java. Through this program, it is hoped that in the next two years, the community will be able to develop the industry and be able to become a local convection industrial area like "Dagadu" in Yogyakarta and "Joger" in Bali. In addition to this activity article, the output of this program were training materials in the form of handbooks, activity videos on YouTube, and market places on Instagram and Shopee.

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INTRODUCTION

The industrial revolution 4.0 changes the spirit of a consumptive society into a productive society. The community can compete in selling products/services according to their interests, fields, and skills. Among the people who have been able to take advantage of digital market technology, there are some people who are still unable to operate in the digital economy because of the lack of supporting facilities, skills, and capital. Thus, instead of using digital technology, non-digital society still has to survive in a manual and traditional way. Of course, this way has lost in technological competition. For them, support in the form of coaching assistance or even capital is needed.

Sumbersari Village, located in Maesan District, Bondowoso Regency, is one of the fostered villages by University of Jember. Out of 3,571 people, 89% of them work in agriculture, 12.89% work in services (government, trade, transportation, skills, etc.), 1.46% work in industry, and the remaining 1.12% do other works. Other data states that the number of people aged 20-55 who have not worked are 324 people out of a total workforce of around 3,571 people. Through these data, the unemployment rate in Summersari Village can be said to be quite high considering the age range that can be said to be productive (<https://dssourcesari.wordpress.com/profile-desa>).

In the Law of the Republic of Indonesia, article 3 concerning Industry, is held with the aim to realize national industry as a pillar and national economy mover. Summersari Village has quite a lot of human resource potential in terms of sewing skills. There are at least 13 home tailors, 1 hijab convection, and 3 screen printing micro business in Krajan, Summersari. This potential can be developed into a larger business, namely the convection business to make it easier to compete in the economic world. Tailors in Summersari who previously only relied on local domestic (neighbors) orders were able to strengthen their economy by working in the convection industry. Likewise, the screen printing business does not only accept screen printing orders but can create its own designs and products (brands) by building a convection business that can give the character of the village's flagship products. Teenagers or youth around can be trained and fostered in the field of branding, graphic design, making branded ribbons, and others to build an integrated convection business. Thus, people who do not have jobs can be absorbed. With sufficient human resources, and several sewing and screen printing businesses that are already running, Summersari is a village that has the potential to be developed into a convection village such as “*Dagadu*” in Yogyakarta, “*Djoger*” in Bali, and “*Ala-pola*” in Pamekasan. The partner in this program was Summersari Village. The target of this village development service program were people who worked in the field of sewing and screen printing skills services, as well as village youth who were members of the *PUSAKA* community (*Pemuda Summersari Krajan*). *PUSAKA* consisted of at least 32 members in the range of 17-38 years old.

Based on the results of an interview with the Head of *PUSAKA* (*Pemuda Summersari Krajan*), the obtained information was *PUSAKA* has fostered young people who have not worked by forming activities, one of which was screen printing. The problems faced by partners were as follows: (1) the screen printing business has not been able to produce its own products and did not have its own brand due to limited capital. So far, it has only relied on screen printing orders, while T-shirts were obtained by partnering; (2) the existing tools were still limited obtained from community self-financing assistance; (3) marketing was still limited by the *getuk tular* (mouth to mouth) method through kinship and regency community because of the weak understanding of marketing strategies. Even so, Summersari screen printing has penetrated Banyuwangi and Bali; (4) there was no team/organization and good governance. Based on the

problems, providing literacy-based graphic design training was very necessary. This program provided managerial, literacy, and governance training in shaping the convection industry. The expected positive impact is the condition of the people in Summersari Village, Maesan District, Bondowoso is empowered in the creative industry.

The development of branding and value for the convection business in Summersari Village was carried out so that later it can support other industries such as batik industry, natural tourism, and cultural tourism in Summersari Village and/or surrounding villages. Thus, the industry in various sectors could be well-managed. The megalithic stones kept in the cultural tourism industry in Maesan District were promoted through era-sensitive t-shirt convection and so on. This business supplied the uniforms to the other units in village, like *The Waroeng*, Bakso Pak Gembrot, Summersari Football Club, community groups and so on.

The screen-printing business run by *PUSAKA* was still lack of product value. Therefore, the team along with the program had a series of assistance related to the raise of product *value* dan *branding* by having local literature literacy. *Value* was vital to root the solid *branding*. It also became the determinant of product development. Chritton (2014:114) stated that “*As a set of standards that determine your attitudes, choices, and actions*”.

This literacy was the first alternative the Team had. Its content were considered upon: (1) literature embodied a key role for the establishment and development of the nation; (2) noble cultural heritage was widely found through and/or in literature; (3) literature gave humans a shout to understand lives. Supplementarily, Wurianto (2017:24) said “...literature is a product of a civilized and cultured society/nation.” Soedjatmoko in Wurianto stated that the concept of humanist religious education was very appropriate for the learning community. Humanist Religion, a part of literature values, refers to practical and pragmatic educational model influencing the society and nation lives. It was due to the critical religious attitude and sense of humanity in profound literature which will nurture a sense of nationalism and transcendent ethics leading to the new kin of critical and ethical and honorable human beings (Wurianto, 2017: 25).

Cultural approach was put into the product value of *PUSAKA* convection as its literary content. Through product development, the community was benefited through the literacy and cultural practices by this value simultaneously; which then was transformed into convection products. Indirectly, people saw through themselves, world, and dare to express their identity. Certainly by maintaining noble values in literature as a form of cultured and culture. If the learning community was a literacy-sensitive society, then the product was developed hand in hand with the the times. The developed literary literacycontent as product branding pictured the writers, literary works of prominent writers, or slogans, and distinctive puns presenting local characteristics. Nowadays, the development of era-sensitive t-shirts targeted its market to the young. Era-sensitive t-shirt illustrated with literary content had been traded in many appstores such as shopee, tokopedia, and others. Take Chairil Anwar's koas (Literary T-shirt) which was custom-produced. The possibility of convection to raise its selling value was rooted on the fame of the writer/his work and or puns characterizing the locality of the tribe or region.

METHODOLOGY

In collaboration with *PUSAKA* community (Pemuda Summersari Krajan), this program involving 32 young people of Summersari Krajan. *PUSAKA* served itself as a forum for socialization program, to recruit human resources, and mobilize the community. Previously, the screen-printing run by *PUSAKA* gave a positive impact to this activity as it was directly felt by *PUSAKA* members. At last, *PUSAKA* contributed to the Team to educate and provide assistance

to other screen-printing businesses and the community to establish an integrated collaborative business unit.

The method implemented by the team and its partners in Summersari Village, Maesan District, Bondowoso Regency was three pillars-based activity (*three pillars system*). The coordination regarding activities, places, and facilities and infrastructure were explicitly communicated and coordinated. As the village official chose to have the synergistic communication and strategies, mutual beneficial relationships were formed for both parties. For PBD Team, this program was a way of community service (*Tri Dharma*) in developing the village assisted by the institution; whilst this program gave an opportunity to the partners to educate the community, prepare them to develop self-quality and local economy which impacted the independence and village development.

In this development of community business, the Team as a facilitator provided the technological and financial literacies. The team was experienced to develop and carry out a *study program-level convection business* at PS-PBSI (Era-sensitive t-shirt of Wacana PBSI Industrial House). Through this program, the community was guided to implement digital systems in marketing design and services.

RESULT AND DISCUSSION

The Program Coordination and Collaboration

The team feasibility should be put at the top as human resources undergoing the proposed devotion program must be appropriate. The feasibility was seen based on the relevance of scientific field and capabilities related to the success, effectiveness, and efficiency of the program. The team program covered Indonesian language and literature-learning experts coming across in the “WACANA” t-shirt business through PBSI Creative Industry House, as well as the graphic design expert. It aimed to develop human resources, especially the community or local screen-printing and convection entrepreneurs who barely had knowledge on graphic design and marketing services, facilities, and infrastructure.

Moreover, the activities were completed upon good coordination between teams. The activity handbooks and mentoring socialization were prepared by having periodical coordination. This coordination was needed to root an understanding of the philosophy and direction of the program. The coordination was intensively administered by the team to the optimum program implementation. The coordination was then directed to formulate effective and productive collaboration for the designed program; to unfold the aesthetic, attractive, and marketable graphic designs so that future-convection villages were able to be realized.

On a practical level, this program which was done collaboratively involved a team of lecturers, graphic design experts, and partners engaged in the convection and screen-printing business; listed as Rifky Khairil Affan K.P. (entrepreneur and Owner of *MainKaos*) and Sifatul Nuraini (the member of *WACANA* graphic design community) to assist the graphic design and the digital market. This collaboration certainly looked forward to provide new touch and more attractive content and graphic design of convection products so that the market was able to accept it well.

The implication of this program was a positive contribution to the economic improvement of local communities. Indeed, a more massive impact was expected to ignite the surrounding community. Summersari Village, in that context, became a portrait of the local community who continued to move with their abilities as a center for convection production. In

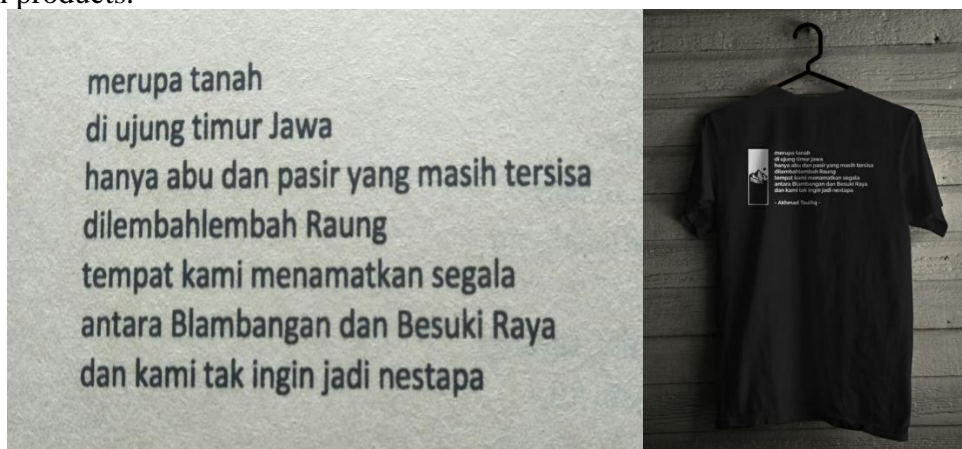
that context, this collaboration would be able to be an example that could ignite a broader range of the local community in Bondowoso.

Content Development of East Java Literary Literacy

As Taufiq (2018: 2) stated, Javanese East Literature is an affirmation of the intention to capture and reflect on the cultural movement in the eastern part of Java Island. It is an essential cultural twist, not only as a historical mosaic; but also as a cultural history marker. At the eastern end of Java, there has spread creativity with a unique literary creative repertoire that can take its cultural path. It is a cultural path that is not meant to be a form of resistance; but rather a form of identity construction for the literary repertoire that has been silenced. In that context, there are two exciting aspects: first, the repertoire of East Javanese Literature, which reflects the culture of humans in East Java (Pasuruan-Banyuwangi); and second, East Javanese literature which is a historical marker of its time. For this reason, the literary texts contained in the anthology of East Javanese Literature can cover these two things. In the context of convection products, these texts were able to become the content strength (value) of the convection product itself. It contained two things at once.

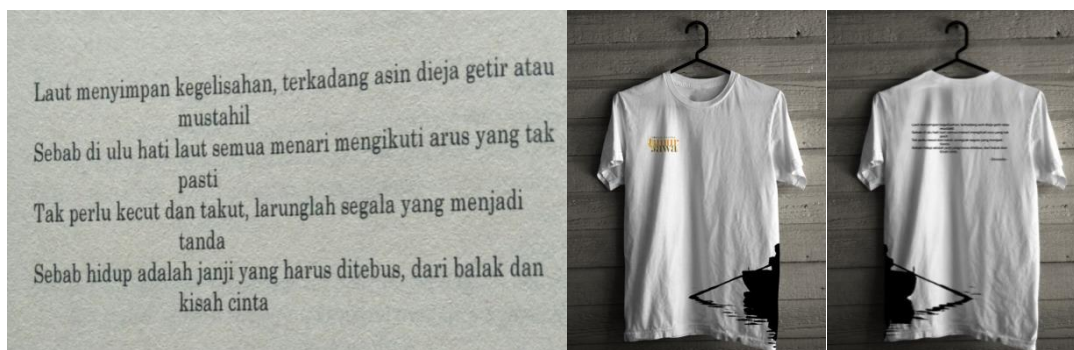
East Javanese Literary Texts are constructed and designed in such a way as to become a complete part of convection products. It is constructed to convey messages and value to the people upon the reality of culture. Convection products become an effective instrument to penetrate the market. Not only product materials are offered; however, it is the message and value (value/content) within it.

Below are some of the contents that have been developed into *Bondowoso Keren (Boker)* convection products.

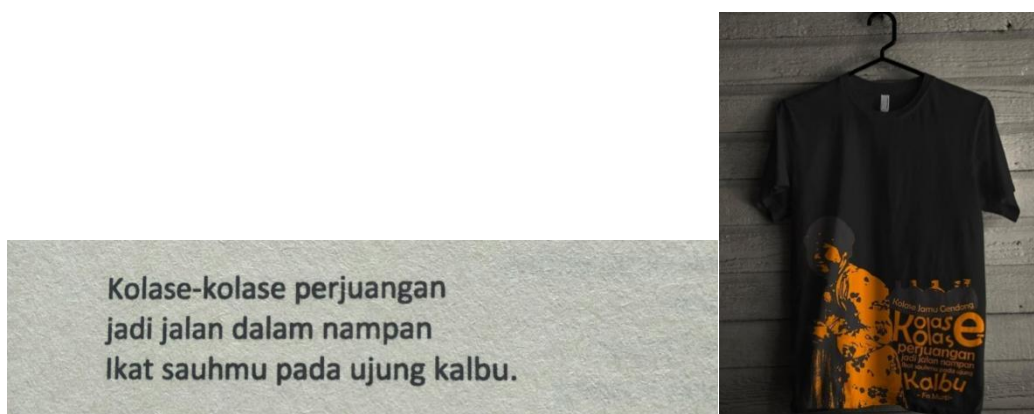


Source: In connection with the East Java Literature, a forum was established to accommodate the literary ideas and creative processes of poets, artists, and culturalists in East Java in 2015

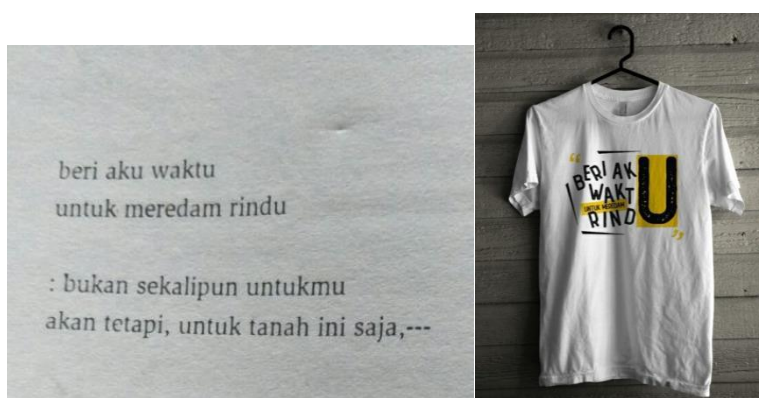
The 4th stanza of the poem entitled "*Merupa Tanah di Ujung Timur Jawa*" by Akhmad Taufiq. The Poetry Anthology Book "*Merupa Tanah di Ujung Timur Jawa*" (Ombak: 2015) and the *Boker* T-shirt product.



The 2nd stanza of Siswanto's poem "*Memetik Laut, Mengeja Muncar*". Taken from the poetry anthology "*Risalah Tubuh di Ladang Kemarau*", 2019 and the *Boker* T-shirt product.



The 6th stanza of FN Murti's poem "*Kolase Jamu Gendong*" is taken from the 2015 anthology "*Merupa Tanah di Ujung Timur Jawa*" and the *Boker* T-shirt product.



The 7th and 8th stanzas of Akhmad Taufiq's poem entitled "*Beri Aku Waktu*". Taken from the poetry anthology "*Balada Tanah Takat*", 2017 and the *Boker* T-shirt product.

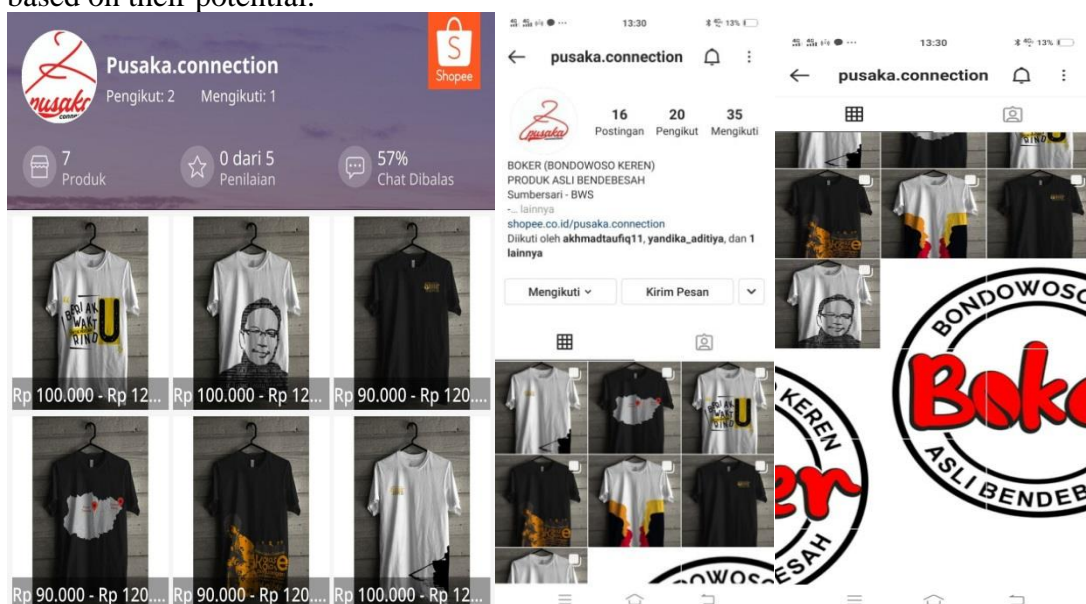
These products were examples of the many poetry works taken from three poetry anthologies published by the East Java Literature Forum in 2015, 2017, and 2019. Furthermore, the development of such products could continue to be explored in several poetry anthologies of East Javanese literature by considering the commitments that need to be built together.

The Implementation and Progress of the Summersari Convection Village PPDB Program

The PPDB of Summersari Convection Village in first year focused on developing the convection business through data collection and recruitment of human resources related to the preparation for an independent economic community in the screen printing sector and the big target to be achieved in the following years, namely the realization of the Summersari Convection Village. This PBD program was carried out through socialization and mentoring graphic design life skills as an initial technical provision for the graphic design team of screen printing entrepreneurs who have relied on the services of (hiring) other people outside of partner membership. Through this socialization and assistance, it was hoped to increase partnership human resources and cut production costs so that entrepreneurs could work more independently and efficiently. Things that were conveyed in the socialization activities included (1) program socialization, (2) product branding and additional training of graphic design skills, which aimed at increasing value (building product character), and (3) marketing services (capacity building). The benefits that partners could get were as follows.

1. Partners have more attractive and modern branding to increase sales.
2. Partners are able to sell products online.
3. Partners have productive skills related to product innovation with production technology and digital marketing systems (webmarkets) so that they can be independent economic communities.

This program could be said to be successful according to the target of year 1 because it became an industrial center based on screen printing skills formed and initiated by a team called "*Pusaka Connection*." *Pusaka Connection* is the center for business production and marketing with the brand "*Boker (Bondowoso Keren)*" collaborating with other screen printing entrepreneurs and tailors in Summersari Krajan. *Pusaka Connection*'s flagship product currently focuses on era-sensitive t-shirts with East Java Literary literacy content that has been sold through Instagram business accounts (<https://www.instagram.com/Pusaka.connection/>) and shopee (https://shopee.co.id/Pusaka_connection?v=986&smtt=0.0.3). This village development service program would develop community mentality, creativity, innovation through financial and economic literacy while maintaining the character of the locality as a value. The community could build independence and economic resilience through this program based on their potential.



Instagram and Shopee business accounts of *Pusaka Connection*

The videos of program activities can be seen on the Youtube channel through this link https://youtu.be/o_ui_mVqjXQ. With this facilitation process, indeed, a service program based on a collaboration with the parties involved was expected to be able to provide reinforcement, not only in the aspect of knowledge and technology transfer but also more than that and provide transformation at the level of cultural values that surrounds the partners, as well as being able to have an impact on strengthening and improving the local economy

CONCLUSION

There is great hope from the team and partners that the collaboration and realization of this program can provide fruitful benefits for both institutions. Indeed, the sustainability of the program is the hope of the partners. The agenda for the following year is institutional strengthening for the establishment of local color-based convection industrial center. It is hoped that touch of local color will provide uniqueness in product and market segment distinctions. Also, the impact is the creation of productive communities that lead to economic welfare for local communities, especially in Summersari Village, Maesan District, Bondowoso Regency.

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