



KAMPUNG PECUT” WEBSITE AS A MEANS OF CULTURE PROMOTION IN THE DIGITAL ERA

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Abstract

Packaging Village, Kediri City District is one of the areas in Kediri City, which is famous for its cultural arts village, especially Jaranan. So many people know it as the "Kampung Pecut." The branding of the "Kampung Pecut" has been carried out, primarily through various performances held to introduce "Pecut" arts and "Pecut" crafts. However, the Covid-19 pandemic has limited promotional activities due to a ban on holding shows. It causes an economic downturn for the arts and "Pecut" craftsmen. So as an effort to overcome this problem, the community service team conducts training and assistance to optimize the sale of "Pecut" handicrafts and the completeness of the art of "Jaranan" through digital media. Based on the results of the joint evaluation, information obtained that this mentoring activity was constructive for art actors to increase their ability to promote "Pecut" arts and "Pecut" crafts to the broader community. So that is expected to improve the economy of the art performers. After the mentoring process is deemed sufficient by paying attention to the evaluation results and seeing the use of media directly, the direct mentoring process stops. However, indirect assistance (monitoring and communication) continued to develop and implement to obtain maximum results and maintain the sustainability of the technology used.

Keywords: Packaging Village Kampung Pecut, Digital Media

INTRODUCTION

Indonesia has diverse cultural richness in each region has become a separate icon for the area (Antara & Yogantari, 2018; Riyanti & Novitasari, 2021). The cultural diversity in Indonesia is one of the attractions for foreign tourists visiting Indonesia (Puspa, 2019). The culture is diverse, ranging from traditional food, typical dances, regional clothes, houses, folk songs, and much more (Nurmanita & Manado, 2021). The culture or characteristics of the area need to be maintained by all elements of society. It is because Indonesia's culture has begun to fade from time to time due to foreign influences on Indonesia, commonly called cultural shock (Kristianingrum & Susanto, 2020). One of the richness of traditional arts and culture is the existence of performing arts that still preserve today. Many of the performing arts in Indonesia have become extinct because there is nothing to save them. Performing art involves groups or individuals at a specific time and place that contains cultural expressions, a vehicle for conveying cultural values, and the embodiment of aesthetic norms that develop following the times. (Anggoro, 2018; Masyoni & Seramasara, 2021).

Packaging Village, Kediri City District is one of the areas in Kediri City which is famous for its cultural arts village, especially "Jaranan." So many people know it as the village of

"Pecut." The term "Kampung Pecut" has been approved by the Kediri City government, which is one of the areas of the fantastic village program. Not only art performers but in the "Kampung Pecut," there are also several residents who depend on their lives by working as "Pecut" craftsmen and art equipment. As for the art actors and "Pecut" craftsmen in the Packaging Village, there are approximately 25 families (KK). However, during this pandemic, several problems have arisen for art actors and "Pecut" craftsmen. During this Covid-19 pandemic, artists forcing to take a vacuum and lost their livelihoods. In fact, before the pandemic, traditional "Pecut" was one of the arts loved by the city of Kediri, so they invite to various activities.

Such situations and conditions are a common concern. Therefore cooperation in various fields is needed so that mutual collaboration, teamwork, and progress are required. So to overcome these problems, training and assistance are necessary to optimize the sale of "Pecut" handicrafts and the completeness of the art of "Jaranan" through digital media. On the other hand, introducing the "Kampung Pecut" to the outside world also needs to be re-optimized through training in creating various artistic content. Digitization becomes necessary because it sees community activity that cannot be far from social media (Sampurno et al., 2020). Not only that, but digitalization also allows for the expansion of marketing targets whose numbers are many times higher than conventional marketing (Ayuni et al., 2019). On the other hand, digitalization is very closely related to the lives of the younger generation, which means that it will be an excellent opportunity for young people to take a role in digital-based marketing or online marketing.

METHOD AND PROCEDURES

The research method used in this community service activity is qualitative descriptive. The qualitative approach intends to maintain the shape of human behavior and analyze its quality. At the same time, descriptive analysis wants to make a systematic, accurate, and factual description or description of the facts, nature, and relationships between the investigated phenomena.

Data collection techniques in community service activities develop through observation, interviews, and documentation studies. Observation activities through non-participant observation of whip art actors and artisans in marketing whip dance art and whip craft products. Meanwhile, the results of interviews to find out and complete the required data. In this service activity, the authors interviewed four informants who were determined using a purposive

sampling technique, namely how to determine informants according to the criteria and needs in service activities. The informants in this service activity are two "Pecut" art actors, one "Pecut" craftsman, and one packaging village apparatus. Furthermore, a documentation study is to analyze the service's results.

RESULTS

"Kampung Pecut" is another name for Packaging Village, Kediri City District, East Java. The "Pecut" is a magic weapon inherited from the original ancestors, especially Kediri, East Java. However, over time, "Pecut" are now used as cultural facilities such as Kuda Lumping, Reog, Bantengan, and other cultures. (Aini, 2022; Alif, 2021). The name "Kampung Pecut" introduce to empower "Pecut" art actors and "Pecut," cultural arts craftsmen from the Kediri City Government (Pemkot). As the name implies, in "Kampung Pecut, this Packaging Village, "Pecut" artists across generations and genders have been born.

The initiator and chairman of the "Kampung Pecut" community, Mr. Hanif, said that the branding of the Kampung Pecut" primarily through various performances held to introduce "Pecut" art and "Pecut" crafts. It dramatically affects the economic improvement of the arts and "Pecut" craftsmen.



Figure 1 Observation and Interview with Artists

To confirm the identity of the Packaging Village as "Kampung Pecut," now every corner village is installed with lights that have the characteristics of a "Pecut." The lamp, displayed on the side of the front road in the Packaging Village, reaches a height of 3.5 meters. The construction starts with iron, there is fiberglass, to galvanized pipes. The shape is similar to the "Samandiman Pecut," which is up to a dozen meters long.

Seven craftsmen or "Pecut" makers are in "Kampung Pecut," Packaging Village. Although the number of craftsmen is minimal, the mission is to develop "Kampung Pecut" to advance the potential of the community. As a result, the demand for "Pecut" increased sharply by 100 percent after the name "Kampung Pecut" was formed in the Packaging Village, Kediri City. If previously it was only 1-5 whips for a month, now it has reached dozens of demand orders.



Figure 2 The Gate to Enter the "Kampung Pecut"

However, the Covid-19 pandemic has limited promotional activities due to a ban on holding shows. It causes an economic downturn for the arts and "Pecut" craftsmen. After the service team found out about the problem, the service team developed a website that can use by the government of the Packaging Village and the Performers of the Arts in "Kampung Pecut." The website address can access via the link <https://kelurahankemasan.com>. The website developed by this service team contains several menus, including the home menu, which displays news posted on the website. This home menu includes several sub-menus, including profile, culture, media & information, and contacts.



Figure 3 Home Menu

Promoting "Pecut" culture and "Pecut" crafts can be seen on the culture menu. This menu displays some of the cultures owned by the Packaging Village, namely the "Kampung Pecut," handicrafts, and the Kampung Pecut."



Figure 4 Culture Sub Menu

The system development is then tested for feasibility by several parties, namely the Packaging Village apparatus and the arts administrator in "Kampung Pecut." Based on the test of this system, it knows that several inputs must be added by the service team so that the method developed can be of maximum benefit. The inputs include adding to the history menu of the "Kampung Pecut" so that the public knows the history of the "Kampung Pecut."

The website development is then socialized to art actors to use as promotional media. However, before socialization develops, one step cannot avoid, namely, the preparation for socialization. At this stage, the service team prepares several things, including an LCD, laptop, loudspeakers, and supporting materials like PowerPoint. Furthermore, in the socialization process, the service team socialized the importance of marketing digitalization and socialized operations and the benefits of website development. In this mentoring process, I hope that partners can use IT-based facilities to carry out marketing strategies.



Figure 5 Mentoring Activities with Artists

Based on the joint evaluation results, information obtained that this mentoring activity was constructive for art actors to increase their ability to promote "Pecut" arts and "Pecut" crafts to the broader community. So that is expected to improve the economy of the art performers. After the mentoring process is deemed sufficient by paying attention to the evaluation results and seeing the use of media directly, the direct mentoring process stops. However, indirect assistance (monitoring and communication) continues and implement to obtain maximum results and maintain the sustainability of the technology used.

CONCLUSION

Community service activities in "Kampung Pecut," Kediri City Packaging Village, went smoothly. Through the training and assistance, it hopes they can develop art actors' ability to utilize digital technology to promote "Pecut" arts and crafts. In the future, art actors will not only focus on developing "Pecut" art but also pay attention to various digital media that can use to promote "Pecut" culture so that it can improve the economy of art actors.

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