

# TRAINING ON CLOTHING DESIGN FROM SARUNG MATERIAL AS A TOURISM ICON IN MALANG CITY

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## ABSTRACT

The Polowijen cultural village, Malang City, is packaged educationally for visiting tourists, this is to introduce the culture of Malang City which is still preserved and managed by the residents of Polowijen Village. Sarong cloth is a cloth that is used every day and can be used as a potential for cultural development in Polowijen Village. The method used in this community service activity is the method. The implementation method is a way of carrying out activities by determining activity steps related to the problems faced by The community, in this case, are the tailors who are members of the KWP group, with a network of cooperation, participatory work action and monitoring. Based on the results of the service regarding branding sarongs as several clothing options, it can be concluded as follows: (1) Polowijen Village, Malang City, has now branded itself as a sarong sewing center with various types of clothing products. (2) The tailors in Polowijen are more creative and collaborate more with each other in making sarongs as creative as possible. (3) Collaboration was established between the tailors and the Polowijen sub-district cooperative and the Malang City Trade and Industry Department which was able to increase sarong sales figures. (4) There has been an increase in the economy as evidenced by the relatively cheap purchase price of sarong cloth which can achieve profits of up to 200% for every production of 1 sarong cloth

**Keywords:** Village Tourism, sarung, clothing design

## INTRODUCTION

Tourism is not only an area that has natural advantages. But the area has culture, arts, crafts, culinary delights and others that can be enjoyed by anyone who attends. Apart from villages that have natural beauty, urban areas or what are usually called sub-districts can also become tourist destinations, sub-districts that have the nickname tourism are usually called tourist village (Purbadi & Lake, 2019). Tourist villages have a lot of potential that can be developed and can have an impact on social change including family income (Pradana, 2022). Thus tourism develops in social change. The dynamics of tourism do not escape the influence of social evolution, social revolution and social involution as manifestations of social change. If this is realized in the development of tourism in sub-districts/villages, it will be able to improve the economy of the local residents themselves and the residents will be able to live independently.

Polowijen Village has been designated as a Thematic Village, namely the Polowijen Cultural Village, which was inaugurated by the Mayor of Malang on April 2 2017. This establishment was initiated by one of the residents, namely Isa Wahyudi. In subsequent developments, a community social institution known as the Polowijen Tourism Village (KWP) was formed. In terms of culture, Polowijen has developed indigenous culture as its main ancestral heritage, such as mask dance, mask making, batik, as well as preserving the culture and original sites of the Windu Well and the Mbah Reni Grave Site (the first person to make Malangan masks). Apart from that, 99% of the residents of Polowijen village are Muslim. One of the Muslim identities is wearing a sarong for prayer.

According to (Arenggoasih & Indrayani, 2017), a sarong is a piece of cloth sewn at both ends in the shape of a tube worn by men and women to cover the lower body and usually has a width of 90 to 120 cm with a length of 2.5 meters. Sarongs are made from various materials, such as: cotton, polyester, or silk. The use of sarongs is very broad, from relaxing at home to official use such as worship or wedding ceremonies (Rustanta, 2019). In general, sarongs are used at formal events as a complement to certain regional clothing for the lower part (Mattalatta et al., 2023). In 2016, Ali Charisma and Dina Midiani loudly advocated for the sarong as Indonesia's national dress. Not only that, they also want to put the sarong on a par with batik, which has long been the identity of the Indonesian nation and has even been made a world cultural heritage by the UN. They also created a campaign entitled "Sarong is My New Denim". It was not without reason that Ali chose the sarong as the nation's clothing. "We have to spread the word on a large scale and make sarongs a fashion trend that will be accepted by the international community.

On the other hand, there are more than 30 professional tailors, a type of work that is generally occupied by 80% of housewives. These tailors also joined KWP. Regarding the sarong as a cultural clothing identity that tends to only be worn by men, it is necessary to develop a design model so that it can also be worn by all family members. This is in accordance with the findings (Puji Nur Rahmawati & Dhanik Prastiwi, 2018). Preserving culture is certainly the duty and obligation of all elements of society to continue to ensure that culture is not lost to changing times.

The following are the partners' problems: (1) The community does not yet understand that sarongs can be used as family clothing that is more varied than just a complement to worship, (2) Tailors do not yet have the ability to develop more varied sarong designs as family clothing models, (3) Involvement of social institutions in this case the "Polowijen Tourism Village" has not been optimal in making its people aware of the opportunities and potential of tailors in increasing their income with various designs of sarong-based clothing models, (4) With the variety of fashion design products produced it will become an attractive destination for tourists to come and enjoy .

The development of tourist villages in Polowijen Village has problems that should be overcome. The solution offered to answer this problem is as follows; (a) Training to increase tourism development capacity, (b) training in family clothing design development, (c) business management/marketing trainer for sarong clothing, and (d) assistance to Polowijen residents to be able to resolve existing obstacles and problems.

## **METHOD**

The following are activity steps related to the problems faced by the community, in this case the tailors who are members of the KWP group so that this method is able to solve problems that occur in the field.

### **Collaboration**

Activities in producing design and governance in local tourism development with partners, namely the KWP institution, namely solving technical problems together over constraints from the partner team and the program implementation team. The collaboration referred to is the involvement of implementing partners to take part and participate from preparation to final implementation of activities. Collaborative cooperation for partners to contribute to the sustainability of activities in creating tourist villages by prioritizing sarongs as icons by giving the community or sub-district government an active role in this implementation (Sovia et al., 2022). The active role of this collaboration is intended to encourage community and sub-district participation in the process of realizing training management at the location starting from the coordination stage, planning the governance design, to the sustainability of post-service program management (Aini et al., 2024).

### **Participatory Work Action**

Participatory work action is the process of realizing team ideas and ideas by involving partners. Activities starting from preparation, exploring ideas, formulating ideas, preparing tools, designing, forming equipment, realizing management and maintenance (Rahmat & Mirnawati, 2020): (1) Concept formulation process, fashion design development based on literature review; (2) The process of creating work from design to finished product, to marketing.

### **Monitoring and Evaluation**

The evaluation method is an activity to provide criticism and input on all implementation of service activities. This evaluation process involves KWP partners involved including sub-district officials, community leaders and other social institutions in the context of analyzing obstacles and improving work results.

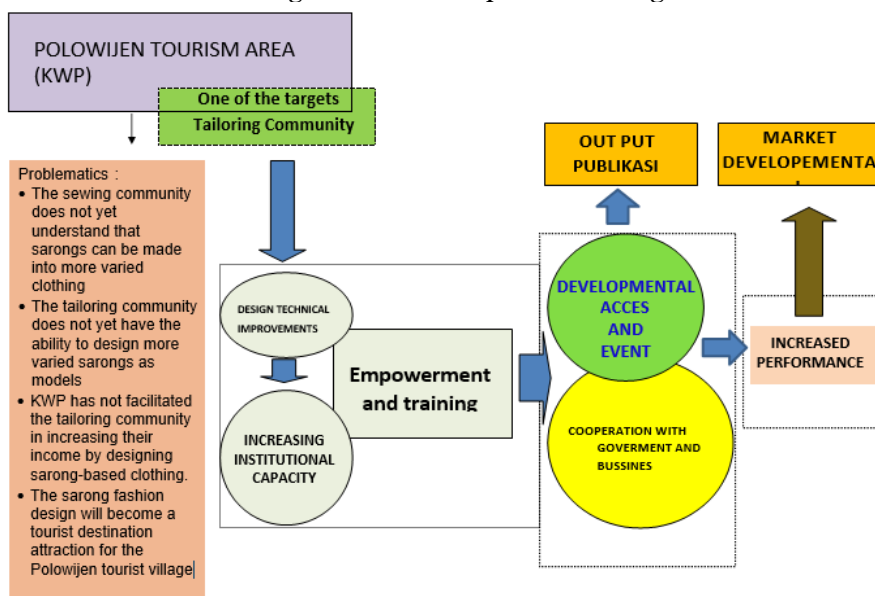
Analysis of constraints and conclusions is to provide an analysis of the constraints that occur as well as drawing conclusions from the implementation of activities. Overall, this activity will be analyzed based on the activity process, both regarding the supporting capacity of human resources, equipment, materials, work processes that involve the community to produce work. Furthermore, this activity will be used as a basis for subsequent developments related to the development of educational tourism and character education (Nur Hayati, 2020).

### **Partner Role**

The implementation of this program is based on a joint agreement between KWP partners in Polowijen sub-district in creating a tourist village in Polowijen sub-district. In

implementing the sub-district program, partners show their seriousness in helping the program succeed. This is demonstrated by their enthusiasm during discussions and coordination, which starts at the beginning when the team provides supervision in helping solve problems in the sub-district. Apart from that, they show seriousness in coordinating the planning of the program that will be implemented. Village officials as community mobilizers and community leaders are very open to accepting the program implementation team and are ready to help with things needed in this program. Seriousness in helping this program is shown by readiness to provide assistance including: (1) Prepare a place for the tourism awareness training center in Polowijen sub-district; (2) Prepare tools to develop clothing designs made from sarongs; (3) Prepare personnel for the marketing process; (4) Take part in maintaining the finished work for the future continuity of the tourist village

**Figure 1**  
**Sarong Fashion Development Training**

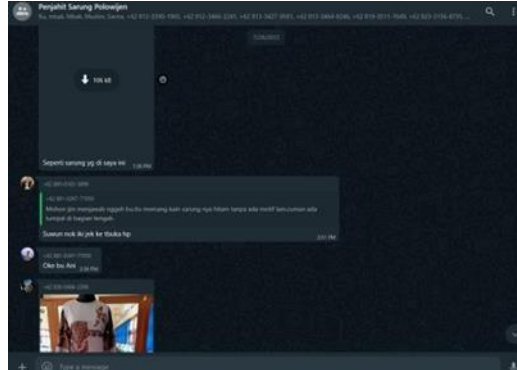


## DISCUSSION

The dedication to making clothes or accessories from sarongs is running very smoothly and sustainably, this is proven by the very enthusiastic initial stages of the group of tailors in Polowijen sub-district consisting of 32 tailors. Both ladies and gentlemen who are tailors also responded well to this discourse. Then the event continued with training related to regional branding. It is hoped that Polowijen Village can become a village icon that is famous for its sarong making center which can be used for other things besides just men who are going to pray. Training also included discussions related to cooperatives and marketing. During the training, participants are given sarongs one by one which will then be sewn as creatively as possible by a tailor, then given a processing time of around 1 month. After the tailors finished their work, the tailors coordinated at Mrs. Endang's house for

marketing strategies by participating in exhibitions in Pasuruan and marketing via social media. Then, after the exhibition, the peak event was the launching of the sarong craft center at the Polowijen sub-district cooperative which was attended by the chairman of the Polowijen cooperative, the village head, and attended directly by the head of the Malang City Trade and Industry Department. For more details, the following is a description of the service activities:

**Figure 2**  
**Coordination with tailor collection via WA Group**



The polowwijen sarong tailors are members of the WA group, they are very enthusiastic and eager to take part in this service. Who then designed the next activity, namely regional branding and marketing training in conventional markets such as cooperatives and touched on digital marketing as well. The following are the training activities.

The training was attended by 32 polowwijen tailors opened by Dr. Endang Sri Redjeki, M.S, then the first material was delivered by Dr. Decky Avrilianda, M.Pd, regarding regional branding, then the second speaker was delivered by Drs. H. Eko Suyanto, M. Sos. as chairman of the Polowijen cooperative. After training, the tailors are given one sarong capital to sew as creatively as possible. The following is the process for sewing sarongs:

**Figure 3**  
**Cutting Process of Sarong Design**



After this process, one of the sarong fabrics will be made into a beautiful blazer, the square sarong fabric will be transformed into various kinds of products. After that the fabric becomes several products as follows:

**Figure 4**  
**The results of the Sarong fabric design become several clothing models**



Sarongs are transformed into dresses, blazers, shirts, vests, pillowcases and much more. Polowisjen tailors are very creative and timely in collecting the results of their sewing so they can be marketed. Polowijen tailors ensure that their work is available to be marketed in various ways. They actively participate in local and international fashion exhibitions, where they can attract the interest of potential consumers and establish connections with buyers from various regions. Apart from that, they also leverage the power of social media to expand their market reach. By posting photos of the latest products and testimonials from satisfied customers, they managed to attract the attention of more people and build a strong brand image.

Apart from online exhibitions and promotions, Polowijen tailors also rely on conventional marketing strategies such as leaving their products in tourist spots and souvenir shops. Thus, visiting tourists can easily find and buy these unique products as mementos of their trip. With these various marketing strategies, Polowijen tailors have succeeded in increasing the visibility and sales of their products, making the sarongs they produce highly sought after by local people and visiting tourists.

Not only relying on their own marketing strategies, Polowijen tailors also collaborate closely with the local government, especially with the local cooperative and industrial services. This collaboration helps them in several ways. First, they can get support and assistance from local governments in terms of business promotion and development. For example, they can gain access to official events hosted by the government, where they can showcase and market their products to a wider audience. Apart from that, collaboration with the local government also opens the door for Polowijen tailors to receive training and assistance in developing their skills and business. Cooperative and industrial services can provide training programs, technical guidance, or access to other resources that can help Polowijen tailors improve the quality of their products and production efficiency.

Collaboration with the local government can also help Polowijen tailors in terms of licensing and business regulations. With support from local governments, they can more easily overcome administrative obstacles and get the protection and support they need to run their businesses more smoothly. Thus, collaboration with the regional government is a strategic step for Polowijen tailors in expanding their business, improving product quality, and increasing competitiveness in local and national markets.

**Figure 5**  
**Launching of sarong clothing in Polowijen**



Based on the results of the service that has been carried out, several successes have been achieved as follows: (1) Polowijen Subdistrict, Malang City, is currently branding itself as a sarong sewing center with various types of clothing products; (2) The tailors in Polowijen are more creative and collaborate more with each other in making sarongs as creative as possible; (3) Collaboration was established between tailors and the Polowijen sub-district cooperative and the Malang City Trade and Industry Department which was able to increase sarong sales figures; (4) There has been an increase in the economy as evidenced by the relatively cheap purchase price of sarong cloth which can achieve profits of up to 200% for every production of 1 sarong cloth.

Based on this, as a whole, the people of Polowijen consider themselves to be able to be called a sarong and become a tourist icon in the Polowijen sub-district. However, this requires ongoing assistance in order to become an icon in the area that continues. This is in accordance with the opinion of the Federation of Nature and National Parks in (Multazam et al., 2022) explaining that sustainable tourism is all forms of development, management and tourism activities that must pay attention to the environmental, economic, social and welfare integrity of natural resources. and cultures that exist for long periods of time. Sustainable tourism focuses on local communities who must be involved in various tourism activities and share fairly in the benefits obtained both in terms of social and cultural, economic, and can create jobs directly or indirectly (Widya Pangestika et al., 2019). Sustainable tourism is part of tourism activities which are currently developing with increasing accommodation capacity, population, and growing investment in the tourism sector which can be expected to not have a negative impact on the environment and other aspects in the future.

## CONCLUSION

Based on the results of the service regarding branding sarongs as several clothing options, it can be concluded as follows: (1) Polowijen Village, Malang City, has currently branded itself as a sarong tailoring center with various types of clothing products. (2) The tailors in Polowijen are more creative and collaborate more with each other in making sarongs as creative as possible. (3) Collaboration was established between the tailors and the Polowijen sub-district cooperative and the Malang City Trade and Industry Department which was able to increase sarong sales figures. (4) The economic increase is proven by the relatively cheap purchase price of sarong cloth which can achieve profits of up to 200% for every production of 1 sarong cloth

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