

HANDICRAFT PRODUCT DESIGN FOR MICRO AND SMALL ENTERPRISE IN MALANG TOURISM

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ABSTRACT

Malang City has 77,778 MSMEs and 141,906 workers in various business sectors, one of which is a Handicraft. Micro and small enterprises in this city are known to have good and quality products, but there are still many of these MSEs who still have to struggle in the design of their products. The existing problem is that there has not been handicraft product design special for micro and small enterprises in Malang Tourism. The method used in this study was focus group discussion activity which was done with the handcrafters of Malang handcrafters association. The research has produced the handicraft product designs for MSMEs in this city. The designs are the use of the word Malang on the product; use of the picture of the town's monument; picture of lion's head and lotus as symbol of the town; beautiful; shape; color; unique and dynamic impression; functional aspect of the product; easy to carry; and light.

Keywords: focus group discussion; handicraft; MSEs; product design

1. INTRODUCTION

In Malang tourism, society respects each other and they are open for new things. This also happens in the development of handicrafts in the town with the developing design. The business doers of micro and small industry (MSEs) also respect the difference in the designs of handicrafts and they are open to new designs. Therefore, this study is important to do to bring the city symbol such as lotus, lion, and town monument as the motif handicraft design for the MSEs.

1.1. The Product of Wooden Craft in Malang Nowadays

Nowadays, the field of design and home accessories production and wooden handicraft products in Malang does not have something special. This is because the design of the wooden product is still too common and that is why the handcrafters produce the crafts with almost similar motifs. As the example are the wooden crafts

with the motif of batik painting which have been massively produced in Yogyakarta and Central Java as seen in Figure 1.



**Figure 1. The product of wooden crafts with batik motif
(Source : Maringka, V.B.R.)**

At present, innovation and new design production have been starting to develop and it supplies the consumers with more choices in terms of design types. The innovation and creativity are being expressed through painting certain motifs on the wooden surface by using poster paint to give strong color on some products as seen in Figure 2. There have been no designs that have been developed which approved by handcrafters and the community in Malang tourism.



**Figure 2. Some kinds of wooden handicrafts product
(Source: GS4 Woodcraft Malang)**

1.2. Previous Studies

In previous studies, it is known that informal sector is often seen as a problem for tourism designers. However, in Yogyakarta, the center of cultural tourism uses the concept of heterogeneity, economy relationship, and government involvement (Timothy et. al., 1997: 322-40).

There are differences of women tourists' behaviors in buying souvenirs and they can be seen from age, early adult (EA) and middle adult (MA) (Anderson et. al., 1995: 328-48). The physical shape of technology and its correlation with the surrounding environment are important factors in reflective technology design where the environment psychology theory is used as a tool to understand designs in making real reflective technology design manual (Aipperspach et. al., 2011: 338-49).

Correlation between the intention to buy souvenirs and some significant predictors is that the experience of previous travels and behavior towards the souvenirs are influenced by souvenir category (Kim et. al., 2001: 638-57). There is important market in textile and clothes production by putting New Zealand local motifs to be sold to the tourists where the originality of the cultural souvenirs is always significant even though the sale income does not fulfill the target (Asplet et. al., 2000: 307-12).

2. RESEARCH METHODS

The existing problem is that there has not been handicraft product design special for micro and small enterprises in Malang Tourism. The method used in this study was focus group discussion activity which was done with the handcrafters of Malang handcrafters association.

There was discussion regarding with the tourism potency and wooden handicraft in the town. The discussion was begun by idea sharing from the head of Malang handcrafters association. The focus group discussion technicality and its material were also discussed in the meeting.

Focus group discussion was performed twice. The first one was undertaken with the wooden handcrafters and it took place at *GS4 Woodcraft*. The second one was conducted with the handcrafters from Malang Handcrafters Association which took place at *Lita Glasspainting*.

3. RESEARCH RESULT

This research was conducted in several stages. First was begun by idea sharing from the head of Malang handcrafters association about the potential of tourism, handicraft products that exist in Malang in this time, materials and technical focus group discussion with handcrafters in this town.

The result of the focus group discussion with wooden handcrafters was the concrete suggestion from the handcrafters in designing Malang special handicraft where the product should attach the word "*Malang*" and enclose Malang's special symbol on it. The product should be beautiful, have sharp color, unique and dynamic impression; functional aspect of the product; easy to carry; and light.

3.1. The Symbol of Malang

In the official Malang's first symbol in Juni 7th 1937, there is a picture of blue shield with yellow golden crown which is in red base color. The shield is carried by two lions. There is a banner with a phrase *Malang Nominor Sursum Moveor* written on it which means Malang is my name, to move forward is my goal. A lotus grows

floating on silver wave with a lion with red tongue in front of it. Above the shield, there is a golden crown with three cloves and two pearls. The symbol as seen in Figure 3 represented that Malang was part of Dutch Kingdom with the picture of lion in the shield as a symbol of heroism and lotus which symbolizes sanctity.



Figure 3. The Official Symbol of *Stadsgemeente* Malang in 1937
(Source: Official Website of Malang Government)

After the independence of Indonesia, in October 30th 1951, the region representative council of Malang cancelled the symbol and replaced it with new symbol based on the state decree of the Regional of Representatives Council (*Dewan Perwakilan Rakyat Daerah*) No. 51 which was legalized with the Decree of President of Republic of Indonesia No. 237 in November 29th 1954. The shape of the symbol is golden yellow Garuda with spread wings. On its chest there is a green shield with the picture of rice and cotton, tiger, and blooming lotus. Under the tiger's paw there was a banner with the phrase *Malang is my name, to move forward is my goal* as seen in Figure 4.



Figure 4. The Symbol of Malang Town in 1951

(Source: Official Website of Malang Government)

On Malang's 50th birthday in 1964, there was substitution of Malang's town symbol as stated by Decree of The Regional of Representatives Council (DPRD) No. 7/DPRDGR on April 10th 1964 which was finally legally strengthened by DPRDGR with the district government decree (*Perda*) No. 4/1970 in July 14th 1970. The symbol, as seen in Figure 5, is a shield with five angles in red and white. The background color of the shield is green. In the shield, there is a picture of yellow five-pointed-star and blue monument (*Tugu*). Under the monument there is a banner with *Malangkuçęwara* written on it.



Figure 5. The Symbol of Malang which was established in 1970
(Source: Official Website of Malang Government)

4. CONCLUSION

Based on the result of focus group discussion with the practitioners of micro and small enterprises (MSEs) in handicrafts which are the members of Malang handcrafters association and the result of the literature study on the symbol of Malang, handicraft products design for MSEs in Malang tourism is obtained. The design attributes as seen in Table 1.

Table 1. The Design Attributes of Handicraft Products for MSEs in Malang

No	Attributes
1	Attach the word <i>Malang</i>
2	The picture of town monument as the special symbol of Malang City
3	Picture of lion's head as special symbol of Malang City
4	Picture of lotus as special symbol of Malang City
5	Beautiful
6	Sharp color

7	Unique and dynamic impression
8	Has functional aspect
9	Easy to carry
10	Light

The examples of the handicraft product of MSEs in Malang seen in Figure 6.



Figure 6. Examples of Handicraft Product of MSEs in Malang

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