



EMPOWERMENT OF THE GAUM COMMUNITY THROUGH ECOLOGY-BASED INTERIOR DESIGN SKILLS TRAINING TO SUPPORT THE INDEPENDENCE OF CULINARY TRADERS IN THE GAUM GARDEN KARANGANYAR MARKET

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ABSTRACT

Gaum Garden Market consists of several outlets with 36 owners, managed by a Village Owned Enterprise Pratama Village Gaum Tasikmadu Karangnyar, now turned into Omah Jowo as a culinary place. As a means of culinary places, it is necessary to design innovations so that interior design can be an attraction for tourist destinations. Need a helping hand from the main universities that have Interior Design Study Programs to participate in providing understanding and interior design skills. Therefore, it is important for community empowerment activities in Omah Jowo. The chosen strategy is ecological-based empowerment, using the Rapid Rural Appraisal (RRA) method. In this method, participants are invited to learn to understand the potential and awareness about maintaining environmental safety in the concept of *Hamemayu Hayuning Bawana*, able to build motivation in *EkoDesign creativity*. The Participatory Rural Appraisal (PRA) method emphasizes the involvement of participants in being able to foster creativity related to the potential of traders, building interior design creativity skills, mainly related to image. The results of the empowerment training consist of (1) participants' skills in analyzing design needs for culinary businesses; (2) The results of the creativity of a natural friendly gasebo design, an environmentally friendly dining area and children's design, a pendapa design as an environmentally friendly gallery image. Empowerment activities can be utilized: (1) Recommendations for Omah Jowo's design offer, which is currently still in the process of updating the design; (1) Provision of skills and knowledge of participants in developing a culinary business independently.

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1. INTRODUCTION

Karanganyar is one of the areas in the Municipality of Surakarta which has more tourist attractions. The area which is mostly cold makes Karanganyar a tourist destination. Tourism is a program contained in the Master Plan for Tourism Development of Karanganyar Regency 2016-2026 No. 6 of 2016. This means that tourism is a Government program which in its implementation involves various elements of the private sector, as well as society in general.

Implementing the development of tourism in Karangnyar, the Regent of Karangnyar stipulates Guidelines for Determination of Tourism Villages in the Regulation of the Regent of Karangnyar No. 13 of 2018. The guidelines explain: A tourism village is a form of integration between attractions, accommodation and supporting facilities in the area of conservation of the natural environment, ecosystem and cultural node. traditional community by not hindering the development of its citizens to improve their welfare through tourism. Tourism Village Managers are community groups or local community institutions or the Village Government or a third party that manages Tourism Villages. Furthermore, it is explained in Article 9 that the development of Tourism Villages includes: community empowerment,

development of tourist attractions, development of infrastructure, provision of facilities, and construction of facilities.

Following up on the Regional Regulations and Regent's policies, at the end of this decade, developments can be seen in Karangnyar, emerging culinary houses that offer a variety of atmospheres. The last one that has sprung up is the presence of culinary houses departing from the strength of locality. Revitalizing the potential of the village into a tourist destination. One of the villages in Karangnyar is Gaum which

is a village that has a stalled market. The market has not functioned for years. In the last two years, Pasar Gaum has been renovated to become Pasar Gaum Garden. From a traditional market to a Culinary Market. This step was taken after the Gaum Market stalled for several years. In terms of age, the Gaum Market is a market that is more than fifty years old. The change from the traditional Gaum Market to a Culinary Market is handled by the Village-Owned Enterprises of Gaum Tasikmadu Karanganyar.

Judging from the location and land area, Gaum Market is indeed appropriate if it is used as a culinary place that offers various menus for tourist purposes. Menus from various regions are available as the Nusantara menu concept, which is a mainstay at Gaum Garden Market. The management has been going on for about two years, but the number of customers who come is not yet maximized. Various online promotion efforts have been carried out. Gaum Garden Market already has a web offering a variety of culinary menus. However, the results so far have not been optimal.

According to Isnin, the Head of Bumdes Gaum, efforts to make a living of the stalled market in Gaum have been carried out, by changing the building with a significant interior change. In general, the interior concept is based on ideas from the Head of Bumdes

by involving traders. However, the dependence of traders on Bumdes is still very visible. The results of the interior design have not shown maximum results. On the other hand, for sustainability, the participation of traders will be needed to be creative in packaging their outlets independently. Gaum Market is expected to be a source of livelihood for Gaum residents along with their creativity.

For this reason, it is necessary to cultivate creativity for Gaum residents / Gaum Market traders in order to maintain sustainability. The level of intense competition needs to be introduced so that traders are ready to innovate to keep up with the trends of the times in order to be able to compete independently. Community empowerment efforts need to be done. The empowerment in question is a non-instructive facility effort in order to increase the knowledge and ability of the community to be able to identify problems, plan, and solve them by utilizing local potential and existing facilities. Referring to Payne's (1997) view, community empowerment essentially aims to help clients gain power, strength, and ability to make decisions and actions to be taken and relate to the client's self, including reducing personal and social constraints. The community's enthusiasm to turn Gaum market into a culinary place, the wealth of natural resources around Gaum deserves to be used as capital to innovate designs as a place that has an attraction to offer.

Ecology-based interior innovation is important for traders to invest in order to become capital in continuing their business. Fundamental to the understanding of ecology, there are many principles that can be used, including the ecology of matter, energy, time, and diversity, including natural resources. This means that natural resources do not come from humans but can be used to improve welfare (Manik, 2018). Ecology by focusing on *upcycling* is expected to reduce expenditure or cost efficiency and build a positive image related to the empowerment of natural resources. Ecology focuses on *Upcycle* is the recycling process of used goods so that it has a new function. Ecology is intended to be able to create *EcoDesign*. In response to the ecological crisis, Setem et al. explained that the environmental damage associated with the creation of EcoArt is a solution (Setem et al, 20018: 163). Adapting this opinion, *EcoDesign* is one of the solutions to solve the problem. The results of the design are expected to offer

tourists the wealth of the region, so they can contribute to the family and the Karangnyar area. The effort to make Pasar Gaum a culinary place seems to be in line with the Karangnyar local government program in developing tourist areas in Karanganyar.

Partner Problems, Gaum Garden Market consists of several outlets with 36 owners. For effectiveness and efficiency, groups were made into 15 groups (Monday, 26/05/2021). This Gaum Market is managed by a Village-Owned Enterprise, Pratama Village, Gaum Village, Tasikmadu Karangnyar. Each outlet belongs to the citizens of Gaum. Until now, there has been a very significant change from a stalled traditional market to a clean and attractively arranged culinary. Its strategic place on the side of the road, with a large area of interest, is managed to become a culinary place. Bumdes has tried to provide good interior arrangement assistance under the chairman Isnin Sholihin.

However, there is still much need for improvement regarding the interior. Considering the interior as a place of important activity as a consumer attraction. Dependence on assistants needs to be minimized so that traders can have the creative power so that they are able to arrange, add, change from knick-knacks and to the interior as a whole. So that the sustainability of the Gaum Garden Market as a culinary place or business facility for traders can be maintained. As a culinary place, it is necessary to design innovations so that interior design becomes an attraction so that it makes Gaum Garden Market an attractive place. It takes understanding and interior design skills of each resident of the outlet



owner in order to organize and carry out renovations related to interior design. In addition to the quality of the culinary menu and the taste of the food, interior design needs to be considered, considering that culinary is a tourist destination.

For that we need a helping hand from the main universities that have Interior Design Study Programs to participate in providing understanding and interior design skills. The understanding and skills of interior design for traders are expected to help reduce expenses related to the arrangement and realization of interior design.

2. METHOD

of the Gaum Garden Market Trader so far still depends on the Bumdes regarding the interior design of the outlet. In the future, all traders are expected to have sensitivities related to interior design, so that they are able to innovate in developing interior design in the culinary business. For this reason, Gaum Garden Market traders need designers who can provide understanding and skills in interior design arrangements to outlet owners. Therefore, a solution is offered with a training method. The Empowerment Method used is the Rapid Rural Appraisal (RRA) Method AND the Participatory Rural Appraisal (PRA) Method. The Rapid Rural Appraisal (RRA) method is where the community is invited to learn to understand the potential of the village (Irawan, 2010). Based on the situation of the RRA implementation, data was collected through brainstorming between the facilitator and the traders. At this stage, problem analysis and problem solving are continued. This method is expected to identify the potential of each trader. This potential is important to be understood by the facilitators as well as the traders themselves to build motivation in interior design creativity. Based on the view that the principle of ecology is to protect the environment, Javanese people must be able to understand the concept of *Hamemayu Hayuning Bawana*. *Hamemayu hayuning bawono* cannot just happen without the presence of *rahayuning bawono limebo waskithaning manungso* or in other words the preservation of nature will not be realized without human vigilance. Human vigilance in question is awareness of environmental safety which will occur if humans start to be greedy or do not care about managing the natural wealth of the archipelago (Sunarmi, 2020: 391). The implementation of the concept of *meyu hayuningbawana* is that humans must maintain harmony between humans and their God, humans and humans, humans and the surrounding nature. Widada said, achieving harmonization between God, humans, and the environment will make life safe, comfortable, peaceful, for that humans as human beings must protect the environment (Widada, 2019: 15).

The Participatory Rural Appraisal (PRA) method is a method with an approach that emphasizes community involvement in activities (Irawan, 2010). In this method, the community is positioned as researchers, planners, and program implementers. Programming with Interior Design Exploration Strategies and Natural Resources. In this method, the facilitator invites traders to explore interior design in cyberspace and the surrounding environment. Many examples can be learned why Interior is important in the culinary world. This method is expected to be able to foster creativity on what is the potential of traders, so that it can be a capital in building the ability of interior design creativity, especially related to image. The community is invited to formulate the concept followed by implementation with the Interior Design Skill Simulation Strategy. In this method, the facilitator invites traders to strengthen their motivation and awareness of their potential to be implemented in creative design.

3. RESULTS AND DISCUSSION

Community service activities in Gaum are focused on efforts to empower the Gaum community who have a culinary business under the Gaum Village Pratama Business Control, Gaum Garden Market Business Sector as a Partner. This activity is carried out in the Community Service (PKM) activity scheme by individual lecturers, but in its implementation involves a number of students as supporters of the activity. This student involvement is in order to provide student experience in understanding community issues related to design. To achieve maximum results, activities are carried out through several stages, including: Preparation Phase, Program Consolidation and Activity Socialization Phase, Activity Implementation Phase, and Evaluation Phase.

The Preparation Phase, as with the Tri Dharma PT activities, prior to conducting PKM activities, discussions were held with partners, namely the Gaum Village Pratama Business, Gaum Garden Market Business Sector under the control of Isnin Sholihin, SS This activity was carried out on 12-20 June 2022, to re-establish the program which will be done considering that in the last condition there were many changes in the atmosphere, especially the situation at Pasarr Gaum Garden. The discussion tried to unravel the field conditions to look for problems. Monday conveyed some information which was then used as material for reformulating programs that could be carried out. The result of a very significant discussion is that Gaum Garden Market is now under Budi's control. Therefore, a discussion was held with Budi, the results of the discussion of which are now the Gaum Garden Market which has been owned since the end of July 2022. Agus, who was previously a member of Bumdes, explained that he would change the governance,

but still give the opportunity for members of the Food Court Merchants who used to be in Pagaga to join. During the transitional period of Pagaga's governance, it appears that many buildings and interiors are damaged, requiring attention. It seems that many interior elements that are still in use look not well taken care of. See the picture below



Figure 1

Condition of the Building and Interior of Pagaga/ Omah Jowo

The initial observations obtained information directly from Agus, the owner of Pagaga who turned into Omah Jowo. The change in governance has made the change in Pagaga's form very significant but still carries the theme of tradition with the new name Omah Jawa. Omah Jowo is now a center for art and culture education through art and cultural development activity packages, so that many changes to interior design and building renovations have been made that cannot be done quickly. Ongoing renovations were carried out by Agus in order to turn Omah Jowo into a proper restaurant and to improve the quality of service compared to before (Agus, July 2022). Omah Jawa employs 20 employees with morning and evening shipping. It was further explained that Omah Jowo still has the same concept as Pasar Gaum Garden, only now under one control, the owner Agus, not Bumdes anymore. Prior to the training, a discussion was held with the owner of Omah Jowo, Agus, see the picture below.



Figure 2

PKM with Agus Discussion at Omah Jowo.

Some of the employees also have businesses at home, including vocational school students (Nanik, July 2022). On August 6, the first training was conducted. The strategy chosen is by discussing the material needs in accordance with the wishes of the craftsmen or employees. The point is that during the session, they are invited to share together, so that Omah Jowo can become a culinary place that is of interest to the community, what is their opinion? In these training activities, in general, participants managed to understand the importance of interiors as a culinary business in the millennial era. Furthermore, they have a proposal for the improvement of Omah Jowo, which is now starting to become fragile, arid, and the interior is still considered to be lacking.

The atmosphere of the discussion became interesting when they were given the opportunity to provide suggestions related to interior design. See the image below the discussion atmosphere.



Figure 4

Trainee I, Sharing Opinions

They were enthusiastic about participating in the training, they gave their input on improving Omah Jowo's interior design. Questions about the type of menu and prices were also conveyed, even though it was only as a complement so that they entered the world of work. A sense of belonging is built to be able to provide input about the needs for interior repairs. The strategy was chosen with relaxed and rooted discussions so that they were open to providing input. They were enthusiastic to convey because at the beginning it was explained that the PKM team would try to provide alternative designs based on their input. See the relaxed atmosphere but still running according to the target, namely capturing the potential that the training participants want



Figure 5 .PKM Team with Sharing Participants Capturing Design Needs

On this opportunity, training materials were successfully captured on August 13, 2022. The results of the discussion, can be obtained material: Greening nature because the atmosphere in the morning, afternoon, evening is always hot but also not beautiful; Repair of a fragile Gasebo when it rains; Repairing the unfinished Pendapa, the dining area which is not fully furnished; the concept of a library for children is interesting to provide services for visitors who bring children so that children don't just play with cellphones; Art and cultural libraries become important as the name suggests Gallery and Resto; Making *photos of both* according to the theme of the Art and Culture Gallery.

The second day of training is on August 13, 2022. The PKM team has prepared material on alternative designs in the form of TD drawings. On the second day, the material consisted of Theory Materials About Strategies to Find Design Alternatives and Discussions About Design Alternatives. On the 2nd day of training, the team invites them to formulate alternative forms of design from the problems that have been identified previously. In this session, participants were invited to be active in expressing ideas by simulating images. In this paper, three design formulation results are taken as examples. The results of the discussion of the design formulation can be seen in the image below.



Figure 6 . Results of Analysis of Alternative 1 Gasebo Omah Jowo Design Improvements
(PKM Team with 2022 Participants).

The design above is an alternative that is offered in order to solve the problem of an outdated gazebo that needs renovation, around which it is still arid and tends to be hot. The alternative is to change the roofing material that can be durable with tiles and tajug adaptations. Each Gasebo area is provided with panels from the roof as well as from the floor from waste wood and curtains. Around the Gasebo, grass and stones are planted to support it so that the temperature is not hot.



Figure 7. Alternative Results of Omah Jowo's Pendapa Design
(PKM Team and Participants, 2022).

The problem of hot air temperatures in Omah Jowo is a possible main problem that makes Omah Jowo not yet fully a tourist destination. Therefore, the main alternative step that is formulated is reforestation around the gazebo and Pendapa. Pendapa as the center of interest for the Omah Jowo building, which is currently not finished, invites many alternatives to be offered. One of them is the picture above. In accordance with the name Resto and Gallery Omah Jowo, it is necessary to have a Pendopo that can be multi-functional according to the package offered. The design picture above is an alternative when Omah Jowo was in the “Discussion and Sharing About Culture” package. The floor covering material was made from waste boards which were connected according to the presence of the boards. Panels surround the Pendapa with waste wood. The weakness of the design above is that it has not fully adapted to the ecology, the use of surrounding materials, it can be seen in the use of furniture that presents a modern sofa.



Figure 8. Alternative Results of Alternative Café Library Designs
(Hamdan, 2022)

Broadly speaking, empowerment activities in Omah Jowo Gaum, carried out with the Rapit Rural Appraisal Method (RRA) strategy, are where people are invited to learn to understand village potential and awareness as human beings to be able to maintain harmony natural. Awareness can maintain the harmony of nature by caring for the environment. Utilization of social, cultural and natural as business capital. The next hold is to provide skills strengthening for the community so that traders/employees have skills in understanding culinary business potentials and opportunities. The activity was carried out in stages, the first of which participants were invited to explore by looking at several culinary interior design phenomena which in the end led to an understanding of the importance of the interior in the culinary business, the importance of protecting nature. As servants of Allah, it is important to maintain harmony between humans and their God, humans and humans, humans and nature in order to create peace, for that it is important for humans to protect nature. Furthermore, participants were given the opportunity *share* their opinions about the interior of Omah Jowo and the possible solutions. In the next stage, the PKM Team invited the simulation to formulate alternative designs using 3D image media for discussion. Discussion was directed at understanding materials, construction and funding possibilities as a vehicle for understanding the necessary logical consequences.

CONCLUSION

Ecological-based empowerment carried out in Gaum, precisely for Omah Jowo employees, is the *Rapid Rural Appraisal* (RRA) method, where the community is invited to learn to understand the potential and awareness as a Javanese community, part of the archipelago should have the concept of *Hamemayu, Hayuning Bawana*, namely maintaining harmony human beings with their God, humans, and nature in order to create a comfortable, safe and pleasant environment. Awareness of natural, social, and cultural safety as the basis for building motivation in interior design creativity rests on *EkoDesign*. The *Participatory Rural Appraisal* (PRA) method emphasizes the involvement of participants to foster creativity related to the potential of traders, building interior design creativity skills, mainly related to image. The results of the training showed that participants were able to analyze the design needs for culinary businesses, from Omah Jowo which had to be addressed. The results of creativity with the assistance of the PKM team resulted in a simple three-dimensional design about reforesting the surrounding nature, a natural friendly gasebo design, an environmentally friendly dining area design and children, design pendapa as an environmentally friendly gallery image.

Based on the description of the implementation of PKM activities, it can be said that the *Rapid Rural Appraisal* (RRA) and *Participatory Rural Appraisal* (PRA) methods are recommended as empowerment methods. Method *Rapid Rural Appraisal* (RRA) is to provide cognitive awareness, and the *Participatory Rural Appraisal* (PRA) method is to provide reinforcement for affective and psychomotor abilities. *Participatory Rural Appraisal* (PRA) emphasizes the involvement of participants to foster creativity related to the potential of traders, building interior design creativity skills, mainly related to image. At this stage, initially there were obstacles considering that design skills were not easy to follow. But at least the awareness of the importance of the interior can be understood. The ability to analyze potential and proposed design solutions is an achievement achieved after participating in the training.) be used as a recommendation for alternative culinary designs for Omah Jawa businesses and the participants independently; (2) the skills and knowledge of participants in developing a culinary business in Karanganyar.

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