

## COMMUNITY EMPOWERMENT THROUGH THE IMPLEMENTATION OF BAMBOO MATERIAL FOR HOMESTAY INTERIORS IN TOURISM VILLAGE

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### ABSTRACT

As one of the tourist destinations, Gede Pangrango Village, Sukabumi, urgently needs a homestay to support tourists visiting the location. In this case, community-based homestay has the potential to provide added value by presenting an interior atmosphere that has village characteristics, among others, by utilizing bamboo materials that are widely available in the village and become one of the village's superior products. There are two main objectives of this community partnership program. The first is to provide insight regarding the application of bamboo materials to homestay interiors, furniture, and interior accessories to support a typical rural atmosphere. Second, is providing knowledge to community-based homestay owners so that homestay facilities can support increasing the added value of local products, empowerment, improving community welfare and having a positive impact on the economy around tourist villages. It is expected that through a collaboration program involving farmer groups, Family Welfare Empowerment community (PKK) and local youth community (Karang Taruna), it is expected that the village community will be able to add insight and skills of homestay interiors. Method is to collect literature data about various homestay interiors needed by tourists with various activities. Furthermore, a field survey will be conducted to collect location data and interviews with partners. The result outcomes of this program is training in interior design skills, furniture and interior accessories for homestay owners and MSMEs who produce bamboo products and other local community that can strengthen the identity of a tourist village, increase product marketing and support the sustainability of MSME business and tourism activities in tourism village.

**Keyword:** Community-based homestay, interior and furniture design; bamboo products; tourism village; Gede Pangrango village

### 1. INTRODUCTION

As one of the tourist destinations, Gede Pangrango Village, which is located in Kadudampit District, Sukabumi, really needs a homestay to support tourists visiting the location. In this case, homestays run by villagers have the potential to provide added value by presenting interior nuances that have village characteristics, among others, by utilizing bamboo materials that are widely available in the village and become one of the village's superior products. There are two main objectives of this community partnership program. First, to provide insight regarding the application of bamboo materials to homestay interiors, furniture and interior accessories in order to support a typical rural atmosphere so as to provide a memorable experience for tourists while staying. Second, namely providing knowledge to community-based homestay owners so that homestay facilities can support increasing the added value of local products, empowerment, improving community welfare and having a positive impact on the economy around tourist villages. It is expected that through a partnership program involving farmer groups, Family Welfare Empowerment Community, and youth organization (*Karang Taruna*) in village, it is expected that the village community will gain insight and skills towards the arrangement and selection of homestay interiors as an important facility that can attract tourists to continue visiting the village of Gede Pangrango.

### 2. BACKGROUND

Tourism is one of the main industrial sectors in Indonesia which has great potential and opportunities if developed optimally. As one of the world's tourist destinations, the increasing contribution of the tourism sector in Indonesia has an impact on the growth of tourism to various regions which of course includes tourism to rural areas. The development of tourism in Indonesia is expected to be one of the economic opportunities, especially in tourist villages in Indonesia. Efforts to develop tourism based on the potential and capabilities of the community have been

carried out by the Indonesian government. Recently, the development of tourism in Indonesia has emphasized the development of tourist villages as objects and attractions for domestic and international tourism. Efforts to develop tourism based on the potential and capabilities of the community have been carried out by the Indonesian government. This is done to provide the maximum benefit of tourism activities for the community.

Meeting the needs that support good facilities and services when tourists are in rural areas, such as homestays, is ultimately an important factor that can build the tourism sector into a market that has more added value. The availability of local community-based homestay facilities in tourist destinations is important in improving tourism services. As part of the integration between standard tourism facilities and design concepts, interior design and furniture can be developed into designs that strengthen local cultural identity, including optimizing the use of bamboo as an environmentally friendly material so as to support the improvement of community welfare to support sustainable tourism and the creative economy. In tourist areas.

This empowerment program aims to provide understanding and transfer of knowledge, especially to community-based homestay owners so that homestay facilities can support increasing the added value of local products, empowerment, improving community welfare and having a positive impact on the economy around tourist villages through the arrangement and selection of furniture and interior accessories for homestays. This program also aims to provide insight regarding the application of bamboo materials to homestay interiors, furniture and interior accessories in order to support a typical tourism village atmosphere so as to provide a memorable experience for tourists while staying. It is also hoped that this program can help strengthen the identity of local community-based homestays in tourist areas and contribute to the sustainability of tourism in the village of Gede Pangrango

### **3. SITUATION ANALYSIS**

According to Uno, s.s (2021), there are seven aspects in tourist villages that will be the focus of development, in an effort to ensure that tourist villages are one of the driving forces of the community's economy, namely homestays, toilets, souvenirs, digital villages, CHSE, creative content, and resources. Pull. In this case, Gede Pangrango village is a potential village as a tourist village. This village is located in the Kadudampit sub-district, Sukabumi regency, west java province, Indonesia. This village has a lot of natural potential, one of which is the availability of clean water supply from mountain springs, fertile soil, cool air, and beautiful natural scenery. This village also has the potential of natural materials, namely bamboo so that many villagers have a livelihood as well as bamboo craftsmen. The bamboo products are one of the mainstays of this village. The village of Gede Pangrango also has a variety of natural attractions, including the suspension bridge tourist attraction. Then there are Situgunung lake attractions, Tanakita Camping Ground, Sawyer Waterfalls, Twin Waterfalls, Cinumpang attractions.

However, homestay facilities in this village are still very limited and still need development so that they can be harmonized with the life of an agrarian rural community with a family feel typical of the village community. This condition needs more attention from various parties, especially since the covid-19 pandemic in the 2020-2022 period that hit the world and had an impact on tourist villages. Tourist villages, including Gede Pangrango village, were also affected and experienced a decline in tourists. Another thing is that tourist village facilities, including homestays, really need a new homestay interior design to support tourists who come and want to stay in the Gede Pangrango village area by adapting new habits and accommodating needs in the endemic era. The end result of this program is training in interior arrangement skills, furniture and interior accessories for homestays that can strengthen the identity of tourist villages, increase product marketing and as a sustainable MSME business and tourism activities in Gede Pangrango village.

### **4. METHOD**

The method used before setting up the training program is the collection of literature data on various potentials in the village of Gede Pangrango, including tourism potential, natural materials and homestay facilities for tourists as well as identification and analysis of partner problems. In addition to supporting data, observations and interviews are also applied in this program. For the training program to be targeted and effective, the development of ideas for local characteristics that have the potential to be used as inspiration for the development of community-based homestay interior designs that are adapted to the conditions of Gede Pangrango village.

Below are the stages of the implementation method as follows:

- a. Field survey
  - 1) Identify the potential of Gede Pangrango village
  - 2) Identify the problems
  - 3) Observation

b. Design process

- 1) Design development
- 2) Design collaboration

c. Prototyping

Product prototypes for training materials

d. Evaluation 1

Evaluating the results of the prototype related to design, manufacturing techniques, proportions, functions, ergonomics, market interest and basic training materials

e. Training

Conducting training for the community in several stages of training sessions related to the program being implemented

- 1) Introduction and understanding of homestays and the application of bamboo materials to homestay interiors
- 2) Design development training by applying bamboo material to interior products and interior accessories
- 3) The practice of applying the design to a product prototype
- 4) Integrated product marketing and promotion with homestay

This paper examines stage 1 of this training series and briefly describe the training in stage 2

**5. RESULTS AND DISCUSSION HOMESTAY USER ACTIVITY**

Before designing homestay interiors and furniture, it is necessary to know all the activities carried out by homestay users such as homestay owners and guests. Below is a scheme of activities carried out by users, namely homestay owners and tourists as homestay visitors, as follows:

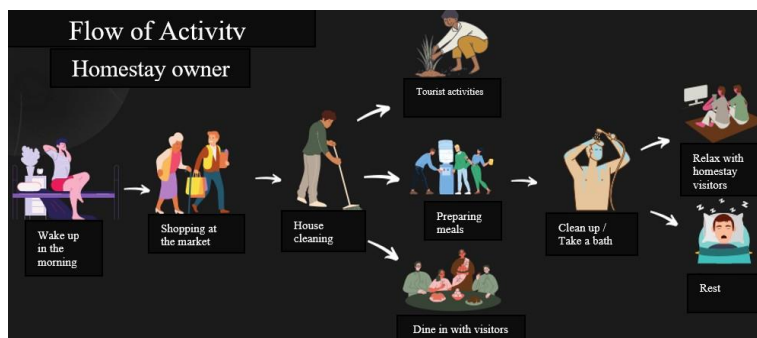


Figure 1. Flow of activity-Homestay owner

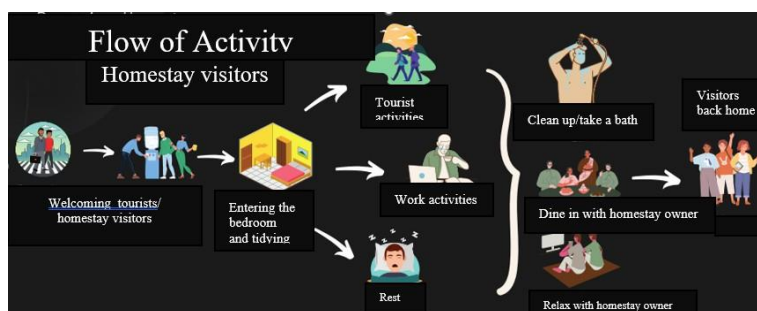


Figure 2. Flow of Activity-Homestay visitors/tourists

By analyzing the activities of homestay users, it will also be possible to record the facilities needed for each of these activities. So that the homestay facilities in addition to meeting the needs of the homestay owner will also be able to meet the needs of visitors in the homestay area according to the activities carried out.







**Bamboo material implementation in interior, furniture, and interior accessories**

Bamboo is a substitute material for wood which has been widely used for interior elements in a building. Bamboo

plants are among the fastest growing groups of plants in the world, reaching more than 60 cm per day. This depends on local soil and climatic conditions. The application of bamboo can be applied to interior elements such as furniture, walls, ceilings, and floors (picture 3,4,6,7). This material can relate to rattan straps and can be made into products that has an aesthetic element (picture 5) and value added. Besides having an aesthetic value, bamboo material is also one of the ecological materials. Bamboo is not only an ideal economic investment but can also be used in various ways.

The potential that exists in bamboo material can be used as a reliable building material because bamboo fulfills the required strength elements. Various kinds of bamboo designs can be applied in buildings including housing and flats. One of the concepts of applying bamboo in residential interiors is as a raw material for furniture. Furniture made of bamboo is very familiar used by various circles of society and there are many craftsmen who produce bamboo furniture. Another example of the application of bamboo in the interior of the house is bamboo as a room partition. Room partitions made of bamboo in addition to having a function as a room divider, also have aesthetic value because there are decorative elements and fill the void of space.

Table 1. Design ideas of bamboo implementation in Interior design

No	Bamboo implementation	Design inspiration
1	Interior element :wall design	 (Green village, 2012)
2	Interior element:ceiling design	 (Livingindesign, 2020)
3	Interior element:aesthetic design	 (parametric architecture, 2019)  (lovethatdesign, 2020)
4	Interior element:furniture design	 (Livingindesign, 2020)  (Ikea, 2022)










**Bamboo construction and weaving techniques**

There are various construction techniques of bamboo curing which produce a unique and aesthetic appearance. Below are some inspirations for joining and woven bamboo construction that can be applied to interior elements, furniture and interior accessories



Figure 3. Bamboo joint construction ideas

Table 2. Bamboo's weaving techniques

No	<i>Weaving Techniques</i>		
1			
2			
3			

(yquyn hblog, 2016)

By knowing the various types of construction, bamboo connection techniques and woven bamboo, it is hoped that the interior elements, furniture and interior accessories used in the homestay room can meet the needs of homestay owners and visitors staying at homestays. The uniqueness of bamboo products with connection, construction and plaiting techniques is expected to support a more rural atmosphere and have added value so that it can become a product's competitive advantage.

**6. DESIGN IMPLEMENTATION MATERIAL CONCEPT**

The materials that will be used are natural materials around the village and handicrafts from the surrounding community. The use of basic materials of bamboo and wood will be developed into wall materials, partitions, to furniture. Utilizing crafts made by the local community in the interior, such as flower vases, pillows, glasses, teapots, etc. with the aim of developing the welfare of the residents of Gede Pangrango village.



Figure 4. Material study

**Color concept**

The choice of colors in the homestay interior uses a lot of colors with a natural impression and blends with nature. The combination of brown-green-beige is able to represent a natural impression. Psychologically, brown can give the impression of being safe, responsible, and warm in the cool air in the mountains. The brown color will later be widely used on wood elements in 39 walls, floors, and furniture. A simple beige color can make the occupants of the room more relaxed, neutral, and exclusive. Finally, the green color is used as an accent through the elements of plant accessories. The green color gives the effect of relaxation and peace for the residents of the homestay. Through this color selection, it is hoped that the homestay can become a quality resting place with vibes that blend with nature



Figure 5. Color scheme concept

## Furniture Design Concept

The furniture used in homestays is furniture that is tailored for various users, namely homestay owners & homestay visitors (businesses, researchers, and local tourists). Owners and visitors need a wardrobe to store clothes as well as a bed and nightstand. A personal work desk is also provided for business visitors and researchers with complete facilities to suit all needs. The furniture used is loose furniture, with a simple shape with materials taken from used materials and produce from the village of Gede Pangrango, and made directly by local craftsmen.

## Application of bamboo in homestay interior

Bamboo material has been widely known and used by various groups of people. In this case, the bamboo material in the village of Gede Pangrango has the potential to be used and applied in the interior design of homestays. The income of bamboo material by the people of Gede Pangrango Village is used to produce accessories and household furniture products. That way, in the interior design of the homestay, you can take advantage of the products processed by the residents of Gede Pangrango Village as the application of local materials that have potential. In its application, bamboo material can be used to make furniture, partitions, and ceilings. Below is the interior design which use bamboo for wall, floor, window, furniture, and interior accessories (picture 6 and 7). There are also the use of bamboo material which combine with bamboo weaving techniques for furniture design and interior accessories.



Figure 6. Bamboo material and bamboo weaving for wall, floor and furniture(Naurah,A, Angieta, A, Wijaya, 2022)



Figure 7. Bamboo and bamboo weaving in homestay(Naurah,A, Angieta, A, Wijaya, 2022)

In picture 7, the combination of bamboo material and bamboo weaving are used for kitchen cabinet, door, window, and furniture. While for interior accessories such as wall clock, wall decoration, spices rack, table ware, and other home furnishings are using bamboo weaving in several techniques and coloring. The richness of bamboo material, weaving techniques, and coloring could strongly support the interior atmosphere which is very useful to create memorable memories for homestay visitors.

## 7. CONCLUSION

In an effort to develop tourism based on the potential and capabilities of local society in Gede Pangrango village, the use of local bamboo materials and various weaving techniques in the homestay interior is one solution for the village community to create more competitive products and homestay atmosphere as part of strengthening the identity of tourism village. By knowing the various benefits, advantages, and disadvantages of bamboo material, the producers and design process of using bamboo can be implemented in various ways that benefit the local society. In addition, the application of bamboo in homestay interior elements would create the homestay interior more environmentally friendly and sustainable with a design concept that integrates with nature. It is expected that the use of local bamboo materials empowerment program for the homestay interior could contribute to provide creative insights regarding the application of bamboo materials to homestay interiors, furniture and interior accessories through several stages of the simple data collection process and design process that support the improvement of community welfare through training that can support the sustainability of tourism and MSMEs for bamboo craftsmen

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