

SME DEVELOPMENT AND ART COMMUNITY FOR DEVELOPING JELEKONG CULTURAL TOURISM AREA

Jajat SUDRAJAT^{1*}, Mira RUSTNE², Dimas YUDISTIRA³, Kania Alma TIARA⁴, MARYANI⁵, and Satrio Matin UTOMO⁶

¹⁻⁴*Department of Entrepreneurship, BINUS Business School Undergraduate Program. Bina Nusantara University Bandung, Indonesia*

⁵*School of Information System Bina Nusantara University, Jakarta, 11480, Indonesia*

⁶*Binus Business School Undergraduate Program Bina Nusantara University, Management Program, Jakarta, 11480, Indonesia Bina Nusantara University, Jakarta, 11480, Indonesia*

**jsudrajat@binus.edu*

ABSTRACT

The purpose of this paper is to analyze the results of the collaboration between the Ministry of Cooperatives and SMEs and the Alliance of Indonesia Entrepreneurship Study Programs to collaborate to develop a roadmap for national entrepreneurship development. As a case study, the Binus Bandung Entrepreneurship Study Program collaborates with SMEs and the Jelekong Art Community of Bandung Regency. Jekekong Tourism Village which is the center of worldwide painting art. The method used in analyzing this collaboration uses the Case Study method through interviews with the Jekekong art and culture community. In conclusion, they need help from educational institutions, namely lecturers and students who have competence in the field of digital marketing, to develop the marketing of their paintings through social media and other electronic media, so that the exhibition activity plan is a solution to increase marketing and tourism branding of Jekekong Art Village is first identifying the type of UKM and community to be guided at the time of the exhibition, then each UKM and Community will be fostered by lecturers according to their competence and will involve Binus Bandung and other Binus lecturers as well as Satu University Bandung who are interested in this activity.

Keywords: community, culture, digital marketing, online marketing

INTRODUCTION

The Ministry of Cooperatives and SMEs of the Republic of Indonesia (KEMENKOPUKM) through the Deputy for Entrepreneurship of the Ministry of Cooperatives issued a copy of Presidential Regulation of the Republic of Indonesia Number 2 of 2022 concerning the Development of National Entrepreneurship for 2021 – 2024. Indonesia through the Ministry of Cooperatives and Small and Medium Enterprises (SMEs) targets one million new entrepreneurs by 2024 as the government's effort to prepare Indonesia to become a developed country. To become a developed country, the entrepreneurship ratio needs to be in the range of 12-14 percent. Currently, Indonesia's entrepreneur ratio is only 3.48 percent and is targeted to reach 3.95 percent or a total of 1 million entrepreneurs by 2024 (Ratu Tiara, 2023). As an effort to develop entrepreneurship in Indonesia, the Ministry of Cooperatives and SMEs (KemenKopUKM) collaborated with APSKI (Alliance of Indonesia Entrepreneurship Study Programs) to prepare a roadmap for national entrepreneurship development in accordance with the mandate of Presidential Regulation Number 2 of 2022 concerning National Entrepreneurship Development as well as the formulation of national entrepreneurship development policy directions and discussions on strategic issues. As a case study, the Binus Bandung Entrepreneurship Study Program collaborates with SMEs and the Jekekong Art Community of Bandung Regency. Jekekong Tourism Village which is the center of global painting art (Werdiningsih, 2018).

The gap is that product branding media is not optimal offline or online. Jekekong tourist village is located on Jalan Laswi, Baleendah District, Bandung regency. When entering the gate of Jekekong village, you will be greeted with a painting of Cepot puppets (Werdiningsih, 2018).



Figure 1. Place of Production and Marketing of the Painter Community

Currently, UKM and the Art Community are organizationally separate independently, cooperate naturally, are not bound in formal organizations such as Cooperatives, but there are already communities that have an organizational structure consisting of Trustees, Chairmen and other fields.



Figure 2. Community of Painters in Painting

For painting, there are many consumers or tourists in addition to buying products, there are also painting attractions, visitors are charged a fee to paint accompanied by professional painters, both local tourists and foreign tourists, with different rates, of course. In addition to the Painting art community, there are several culinary SMEs that sell typical Bandung foods or souvenirs such as Raginang and other meals, but there are no Jelekong specialties that are already known to tourists.

Jelekong Village located in Bandung Regency, access can be through the Seroja Toll Road about 1.5 hours from the city of Bandung, however tourists who want to find a mountainous location, the Jelekong Village area is passed by tourists whose destination is Mount Puntang. Bandung as a tourist destination with unique topological conditions makes the city of Bandung a city that has been visited by many tourists since ancient times. In addition, Bandung has various other tourism potentials such as historical buildings, culture, and regional specialties, the tourism sector is a sector that has not changed (Sukriah, 2014). There are still problems that are obstacles in the development of culinary tourism, the role of stakeholders (local communities in destinations, local governments and academics) should be synergistic in overcoming these problems, so that culinary tourism can develop sustainably and optimally so that the needs and desires of tourists for culinary tourism are satisfied, besides that it also has a positive impact on the development of destinations and the welfare of the local community (Sunaryo, 2019).

The priority problem of partners is that there are no exhibition activities for SME and Community Marketing branding, so that local and foreign tourists do not know about exhibition events every year.

METHOD

The method used in analyzing the collaboration between the Ministry of Cooperatives and SMEs and the Indonesia Entrepreneurship Study Program Alliance to prepare a national entrepreneurship development roadmap using the case study method, with implementation techniques through interviews and observations.

RESULTS AND DISCUSSION



Figure 3. Gate of the Art Village and Painting Place

The first visit to the Jelegong Cultural Community, discussed with one of the members of the Community, namely Mr. Iman Budiman as a painter. Some of the problems we found were that the community needed the help of Digital Marketing to develop its marketing online. Activities carried out to get to know each other more closely, we tried their products in the form of drawing services as one of the uniqueness of tourists who came to Jelegong, provided painting equipment while discussing with painters tips on how to paint, we bought 1 small painting as a strategy to help market the product.

Jelegong Art and Culture Village, there is a permanent gate with the inscription "Welcome Welcome to Jelegong Art & Culture Village, then enter the village road, there are several food shops and places to paint.



Figure 4. Discussion with the Painter

One of the painters, Pak Iman Bumana, often participated in competitions at the National Level, won first place and participated in international competitions in Southeast Asia to enter the Finals. For the next visit with a plan to bring several students and lecturers, Mr. Iman will prepare some canvases and paints of small and medium sizes. The following is a link to a video of the activities that have been carried out on the first visit; <https://www.youtube.com/watch?v=NqHyfr9rj0k>



Figure 5. Gate of the Art Village and Painting Place

On June 12, 2004, we made a second visit, by bringing 2 students of the Entrepreneurship Study Program and one of our team members from Jakarta, Mrs. Maryani, with the aim of planning the next activity, namely holding an exhibition or other activities. Students and lecturers also do painting activities as an example for the next activity, with the plan to bring more students and lecturers, we also buy back 1 larger painting, with the intention, so that we can work more closely with how to buy the product as an effort to help offline marketing.

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Figure 6. Gate of the Art Village and Painting Place

Jelekong Art and Culture Village, there is a permanent gate with the inscription "Welcome Welcome to Jelekong Art & Culture Village, then enter the village road, there are several food shops and places to paint.

Inspiration of Nusantara Cultural Arts

The Jelekong Art and Culture Community has become the identity of Sundanese Painting and Culture, the development of arts and culture is relevant for figures to strengthen the identity of the community based on stream politics because it supports its position as a village elite (Hudayana, 2021). Other communities such as Dapur Seni Budaya carry out activities carried out by the Dapur Seni Budaya community which is expected not only to preserve traditional cultural arts but also to preserve nature and improve the economy of the surrounding community, the Bandung City Dapur Seni Budaya Community is a community that carries out traditional Sundanese cultural arts activities through tourism (Zulyan, Pupung, 1970).

The presence of an art community does not only function as a bridge for artistic expression, but its role in each region/region is to gather and re-glue and preserve the existence of fine arts in society, it is necessary to maintain and build the potential of an art community as a forum for artistic expression in society (Pitaloka, Mayang, 2017). One form of community in the archipelago, namely the Nan Tumpah Art Community, utilizes traditional art as an effort to revitalize traditional art for modern aesthetic needs (Irianto, 2020). The Jelekong Painting and Culture Community and educational institutions and the government are ready to innovate for modern aesthetics.

Inspiration for the Development of Painting Techniques

Innovations in Painting using digital media technology are currently developing, one of which is enriching visual arts in art galleries can be an effective Audio Augmented Reality (AAR) application for indoor exploration, the development of AAR in the future to improve the design of auditory displays to improve visual experience (Dam et.al, 2024). The Visual Communication Design study program is about to develop digital media, for example, in China, that is, integrating imaging techniques in multimedia technology in Chinese elementary schools improves students' artistic skills and creativity, by using digital photography, image editing software, and digital painting to create an interactive learning environment, which improves students' ability to express and appreciate art (Huan et.al, 2024).

Traditional cultural forms can be collaborated with digital media technology, along with the rapid development of society, traditional art forms are also developing. However, in the field of oil painting, the integration of traditional manual techniques with digital technology has been relatively slow to develop. Artists usually need to invest a lot of time to try, modify, and experiment, which not only leads to inefficiency, but also limits the development of their creativity, a VGG16-based oil painting style transfer model was built, which realizes the separation and recombination of various shapes and types of image content, and thus completes the transfer of oil painting styles (Gong, 2024).

CONCLUSION

Based on the activities that have been carried out, by visiting the Painting cultural community in Jelekong village and successfully discussing with one of the painters, they are currently in dire need of help from educational institutions, namely lecturers and students who have competence in the field of digital marketing, to develop the marketing of their paintings through social media and other electronic media, because there are no exhibition activities for SME and Community Marketing branding, so that local and foreign tourists do not know about the exhibition events every year, so the exhibition activity plan as a solution to increase marketing and tourism branding of Jelekong Art Village is to first identify the type of SMEs and communities to be guided at the time of the exhibition, then each SME and Community will be fostered by lecturers according to their competence and will involve Binus Bandung and Binus lecturers others and Satu University Bandung who are interested in this activity.

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