



## Potential of Silver Craft Product through to Community-Based for Tourism Sustainability in Celuk Village



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### Abstract

Celuk village has been known as a center of silver industry. In its current development of tourism, the purchasing power of tourists has decreased. The development of tourism trends with the changing mindset to do traveling has given some impact on it. Tourist reduced interest in buying silver, so the economy of Celuk villagers was weakening. Tourist more interested in interacting and directly involved tourism activities in an area where they visited especially in terms of unique social and cultural. From the research results obtained the tourism potential that can be developed in the Celuk village as a center of silver industry quite a lot and there also can develop supporting facilities for tourism activities as a tourist attraction. The potential of tourism products can be developed in Celuk village such as special interest tourism through to silver craft class by handmade process, educational tourism with a tour around the process how to make silver craft by hand (traditional) or by modern machine (silver process print), visiting the gallery/art shop to see the results of silver handicrafts and in the same time can bought directly, Celuk Jewelry Festival held every year on a particular month, accommodation (homestay) at craftsmen house with simple concept according to the daily silver craftsman life's especially for tourists who want to learn to make silver crafts more than a day.

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### 1. Introduction

The role of the tourism sector is very large to the development of an area, tourism continues to grow along with technological advances and the current era of globalization. Conventional tourism products began to be abandoned and moved to tourism products that more appreciate the environment, natural, social and cultural tourism

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destinations. The current tourist trend not only focuses on the natural beauty scenery and supporting facilities of tourism, but also the satisfaction of tourists is obtained by directly involved in tourism activities of an area that at the same time attention to the environment or nature around and cultural social life so that the sustainability of the tourist destinations is guaranteed. Tourism today not only focuses The number of tourist visits (mass tourism) but starts to focus on the quality of the tourists themselves.<sup>1</sup>

From the fact that the development of tourism now needs to be made a tourism product that offers all these things so that the welfare of the community can still be obtained but not have a negative impact or minimize the negative impact on the natural environment, social and cultural local communities. Some tourism activities are packaged in a tourism product can provide a positive impact on the sustainability of a tourist destination visited from all aspects. Celuk village which is a center of gold & silver handicrafts in Gianyar regency that has a unique culture of designs and motifs inherited by the ancestors. The tourists during their visit to the Celuk village only aims to buy accessories of silver handicraft as souvenirs to take home to their country, without ever knowing the complexity of the manufacturing process and the history of the emergence of uniqueness the silver handicraft at Celuk village. The condition of tourism in Celuk village already change before many tourists come to buy silver accessories, but now the occurrence of a shift in tourist interest caused the economy of silver craftsmen decrease due to a shift in tourist buying interest.<sup>2</sup>

The current tourist trends in visiting a tourist destination with a goal where they can get special satisfaction by being able to enjoy, recognize, learn the uniqueness of a tourist product in an area they visited. The tourists (as guests) can engage and learn from the community (hosts) in the destinations they visit so that tourists can give appreciation to the local values that are still held in the community other than that the tourists also get their own satisfaction with the experience obtained from interaction with the community.<sup>3</sup>

From the above explanation as for the purpose of this study is to identify and recognize the potential of tourism products that can be developed by Celuk villagers as a silver handicraft industry center. Apart from being a tourist area to buy silver souvenirs but there are other tourism potentials that can attract tourists visit or revisit Celuk village as a tourist destination with unique and interesting tourism products.

## 2. Research Methods

This study used descriptive qualitative and interpretative research methods through data collection techniques using observation techniques, interviews and documentation.<sup>4</sup> Determination of information through to the purposive sampling method by determining informants in accordance with research objectives. The validity of data using triangulation of data that is by matching information obtained from research subjects with information from informants so that the source of information more than one source and can be trusted the truth of information given.<sup>5</sup>

## 3. Results and Analysis

The result of the research through the technique of collecting the in-depth interview data with the village head of Celuk and other information that selected which has a correlation with this research. The potential of Celuk village as tourism destination not only as the center of silver handicraft industry but can be developed alternative other tourism activities by looking and exploring the potential of the Celuk village. The current tourist trends have evolved towards tourism that also involves tourists in an activity at a tourist destination that they visited. In the current tour is not only souvenirs from tourist destinations that can be brought home by tourists but also memorable and unique experiences is the best and can not be forgotten by tourists in memory.

Based on the results of interviews conducted with key informants and direct observation by researchers, in this study while the potential of Celuk village related silver handicrafts that can be developed to support silver craft tourism activities in the village Celuk such as:

### 1. Silver Handicraft (handmade process)

Silver craft business is the main livelihood in Celuk Village. The work of silver handicrafts originating from Celuk village is not only marketed at the national level but has been known and used to the international market and has been able to compete with silver handicrafts originating from Thailand and India. Along with the development of market and technology of competition in the silver industry of Celuk Village has experienced some obstacles such as silver raw material whose price keep increasing so resulted in silver craftsmen that difficult to get the raw material. Although there are constraints in the production process because of the increasing raw material the craftsmen use alternative processed raw materials such as copper and alpaca, so as not to hamper the silver craftsmen in producing high artwork that is applied into the form of souvenirs at an affordable price.



Figure 1. Handmade process

### 2. Silver Craft Print (casting process)

Silver crafts in Celuk village with the art and creativity of the craftsmen can provide a satisfactory quality of their customers, so many requests from buyers/tourists for silver handicrafts with certain motives. At the beginning, the craftsmen are constrained by the quantity that can be produced because of the limitations of silver craftsmen who have special skills in the form of motives and time in the process. Along with the development of technology and the development of silver handicrafts in the Celuk village, the government of Gianyar regency (Disperindag) in cooperation with the Directorate General of Small and Medium Industry (IKM) in 2015 began to introduce the process of making silver handicrafts by printing. Printed silver system (casting process) is the right choice to meet large quantity for producing the order, this process is more efficient because it can produce many quantities of souvenirs with a shorter process.



Figure 2. Casting process

### 3. Celuk Jewelry Festival (CJF)

Celuk Jewelry Festival is one of the Celuk village activities programs as a silver handicraft center in Bali that supports government efforts in preparing all components of the silver artisan community in Celuk village to face the global competition. In addition, the purpose of this festival is none other in order to revive the glorious Celuk village as the center of silver handicrafts and enhance the creativity of silver craftsmen in developing and pouring the idea into a work of silver crafts that did not escape from cultural elements that have grown and become a cultural heritage for the craftsmen in Celuk Village. As expressed by the Chairman of the committee Celuk Jewelry Silver (CJF) Mr. I Ketut Widi Putra as follows:

"... Celuk Jewelry Silver is one of the real action in reviving Celuk Village glory as one of the silver industry center in Bali and as one of the tourist attraction to come to Celuk Village. We hope through Celuk Jewelry Festival (CJF) as the first step in developing and improving the creativity of silver artisans in Celuk Village. Celuk Jewelry Festival is planned to be held every year and the first time we held in August 2016".

In this festival displays the history of the development of Celuk village as a center of silver handicrafts as well as exhibiting the work and creativity of the design of silver craftsmen. In addition to this festival also held activities such as photography competition, design competition, rush river, fun walk, yoga and so forth. The festival starts from 2016 in August and for the future, the festival is expected to be routinely implemented every year.



Figure 3. Celuk Jewelry Festival (CJF)

#### 4. Homestay

For tourists who want to stay and learn about the process of making silver handicrafts manually (traditionally), the community or especially silversmiths provide accommodation or lodging in the home of the craftsmen themselves with the activities and daily food same like what in the family of craftsmen serving. For silver, craft class can accept only for 2 until 3 people for more effective in learning. Celuk village also has a strategic village location that has a close distance to the district of Ubud so if the tourists want accommodation with the maximum service they can stay in Ubud and come to the Celuk village at the time they want to learn on the silver craft class.



Figure 4. Homestay Picture



Figure 5. Silvercraft class

#### 4. Conclusion

From the above explanation can be drawn a conclusion that the Celuk village as a center of gold & silver handicraft industry has tourism potentials that can be developed as a unique tourism products that become a tourist attraction to come to Celuk village by involving local communities in planning, and is responsible for its future sustainability by integrating with the government, as well as the stakeholders involved. Celuk Village is not only a destination for buying souvenirs from silver handicrafts but with the potential support of tourists can be directly involved with silver craftsmen (hosts) in tourism activities such as silver craft class (the involvement of tourists learning directly to make accessories from silver) and also the Celuk Jewelry Silver as an event can accommodate for one of tourism attraction in Celuk village.

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