

Training and assistance of business development strategy based on local wisdom in Dokdak Village community

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Abstract

Due to the covid-19 pandemic, the production of blacksmith craftsmen in the Dokdak Village has decreased. This decline occurred due to the weakness of the marketing system and the lack of public knowledge about the values of local wisdom. To empower local wisdom, especially the production of blacksmiths, community service was carried out with the aim of creating a modern marketing system and increasing public understanding. In achieving this goal, the P3 (Planning, Training, and Assistance) method was carried out, in three stages. The first stage of planning begins with a Focus Group Discussion (FGD). The second stage of implementation was a survey of the community around the service locus, by meeting local community leaders. The third stage is mentoring activities on strengthening local wisdom values. The locus of service was carried out in Dokdak Village, Baregbeg Village, Baregbeg District, Ciamis Regency. Participants in the dedication activity consisted of 30 blacksmiths. The results of the training and mentoring evaluation showed that the response of the training participants regarding historical and cultural understanding increased from 42.3% to 84.6%. Then the understanding of the importance of local wisdom values also increased from 34.6% to 76.9%. Furthermore, participants had knowledge related to how to establish business partners, one of which was with local BUMDES (Village Owned Enterprises). The results of online marketing training and assistance had been successfully carried out, namely by registering a blacksmith business group in the Shopee marketplace. This training and mentoring activity was expected to be useful for participants in the Dokdak Village environment, especially in improving welfare/the economy.

Keywords: *blacksmithing; local wisdom; mentoring; marketing system; training*

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INTRODUCTION

Dokdak village is a region in one regency in the East Priangan area in which most of the household furniture and agricultural tools are made. The word “dokdak” is an onomatopoeia, or noise, produced by beating iron when producing goods (Suryana, 2021). In history, Dokdak Village had been widely known as a center for blacksmiths and had even become one of the oldest areas where tools are made manually in West Java. In the village, there are about 40 posts or factories that produce various agricultural and household tools. These products include knives, sickles, and machetes. Each post/group produces tens to hundreds of small and medium-sized tools per day. In addition, people in Dokdak village produce tool handles made from wood as well. Livelihoods as blacksmith craftsmen are not only found in Indonesia but also abroad. One of them is in the region of North Dakota, United States. It is explained that, during the occupation of Fort Union, several craftsmen played a major role in daily activities. One of them is a blacksmith, they are responsible for manufacturing household appliances as well as for development activities in the area. Apart from that, blacksmithing was also involved in manufacturing various kinds of goods to be traded in the Americas. These artisans had a very important role at that time (Vore, 1990).

Blacksmith craft is one of the local wisdom possessed by people in Dokdak village. Local wisdom is a form of knowledge, belief, understanding, or shared views regarding habits, customs, or ethics that



guide human behavior in ecological and systemic life (Pesurnay, 2018). Local wisdom has many functions as conveyed, namely: maintaining and preserving natural resources, developing human resources, developing culture and knowledge, proverbs, beliefs, literature, and taboos, have social meaning, such as communal integration ceremonies, have ethical and moral meanings, have political meanings (Qodariah, Lely & Armiyati, 2013; Suryana, 2021).

The late covid-19 pandemic has brought impacts to many sectors. One being affected is the blacksmith craft in Dokdak Village. Currently, the blacksmith craftsmen of the village of Dokdak have decreased in production. When the Covid-19 pandemic stroke, the home industry in the Dokdak Village community experienced a decline. The decline in the home industry ranged from 40 to 50 Kodi. The decline in the production of goods occurred due to a decrease in market demand and raw materials for making goods that were difficult to obtain (Wahyudi, 2021). In addition, the decline in production also occurred because Dokdak blacksmith craftsmen were unable to compete with blacksmith products outside the village. This is a common problem that is often faced by craftsmen. As stated (Irmeilyana, 2017), Limbang Jaya's blacksmith products are better but they are unable to compete with products from outside, especially from Malaysia based on the material and sharpening technology.

The decline in home industries of blacksmith agricultural tools in Dokdak also occurred in the marketing system. The still conventional and unknown system from the public added to the problem. Another thing that makes the home industry lacking is the lack of public knowledge about the values of local wisdom in improving people's welfare. Goods produced by Dokdak Village people currently only reach a number of areas in West Java, including Tasikmalaya and Bandung Regencies.

In general, the people of Dokdak Village still regard blacksmithing as a normal thing, so they ignore this livelihood. Even based on research results (Sutikno & Batoro, 2017), it is revealed that the value of local wisdom is one of the main factors for developing and improving the community's economy without causing damage to the social order and the natural environment. Based on this view, a business development strategy is needed with the aim of maintaining the sustainability of historical values that have local wisdom values. As revealed by Yusuf (2016) that there are four steps to maintaining an existing market, namely: market penetration, product development, product and market development, and vertical and horizontal integration.

Training and assistance to the Dokdak Village community are carried out in community service activities. This service activity is expected to increase sales of home industries online. This is in line with the results of research (Sundari & Lestari, 2017) that to develop an industry must be carried out using product promotion through technology such as the Internet. The same view was explained by Anaroga (2011) that there are two concepts that determine the success of the strategy, namely competence by doing activities that are better than its competitors and the advantage of being able to compete through the characteristics and resources owned by a company.

METHODS

The current community service activity was carried out by implementing the P3 approach, which consists of Planning, Training, and Mentoring, as developed by Rajagukguk et al. (2022). The planning stage begins with a Focus Group Discussion (FGD) and was followed by coordination with institutions or agencies that intersect with community service activities. Furthermore, coordination was carried out with the craftsmen in the areas of Ciwahangan, Hamlet, and Baregbeg Village. After that, in the implementation stage, a survey was carried out on the community around the locus of service, by meeting local community leaders. The last activity, mentoring activities, was carried out in order to strengthen local wisdom values. The total number of Participants in the training and mentoring activities was 30 blacksmith craftsmen. The first stage of the P3 approach was training. At the training stage, resource persons were presented to convey material related to historical and cultural values from the Dokdak village. The topics presented were related to local wisdom values from livelihood activities as blacksmiths in Dokdak Village, as well as materials related to how to get venture capital assistance. The next stage of the approach, the mentoring stage, was carried out regarding the activities of the Dokdak village community's home industry. Later, the service team followed up the action by accompanying partners so that they could be registered in the Creative



Economy sector, the Ciamis district Tourism Office. Measurement of achievement from training and mentoring activities was seen based on data obtained from the results of the questionnaires distributed to the artisans.

RESULTS AND DISCUSSION

The implementation of community service activities in the village of Dokdak was held in five meetings by three presenters, and assisted by three students. The presenters consisted of two History Education Study Program lecturers, one Management Study Program lecturer at the Faculty of Economics, two students of the Management Study Program, and one student of the History Education Study Program. These three resource persons have their own expertise in accordance with the material to be delivered.

The first meeting was held on August 19, 2022. Material related to the history of the Dokdak village was presented, and the Dokdak village has historical and cultural values. This material presentation is intended to make people aware and understand the history of their environment. The word Dokdak comes from the sound of metal being beaten. It is called Dokdak Village because the majority of the people in this area have a livelihood as blacksmiths (Ramdani, 2021). Expertise as a blacksmith craftsman is obtained from generation to generation.

An interview was carried out to get information from the blacksmith craftsmen about blacksmith activity in Dokdak village. One of the interviewees was a village inhabitant named Uju. Based on the results of the interview, Uju stated that his livelihood as a blacksmith had been carried out for three generations. A similar statement was conveyed by another group of blacksmith craftsmen who said that the livelihood they are doing today is inherited from their parents who have existed for three generations (Hermansyah, 2020a). From these statements, it can be concluded that the livelihood of blacksmith craftsmen in Dokdak Village, apart from having economic value, also had historical values. This is because it meets the requirements to be called historic based on the time of its existence.

In addition, several manuscript evidence contained supports to these statements. One of the manuscript evidence was Sanghyang Siksa Kandang Karesian Manuscript (SSKK) which stated that the occupation of the Sundanese people, especially in the XV century, was one of craftsmen/carpentry, namely Pangoyok (fabric expert), Pande dang (copper smith), Pande mas (goldsmith), Pande glang (bracelet maker) Pande Wesi (blacksmith) (Sutarna, 2018; Z, Muhsin, 2007).

Moreover, archaeological evidence such as metal artifacts found in various regions in Indonesia showed that the ancestors of the Indonesian people had mastered metalworking technology and processes since time immemorial. In addition, several inscriptions convey the word blacksmith, namely the Telang Inscription mentions the existence of blacksmiths. The Turu Manganbil inscription mentions goldsmiths, coppersmiths, and blacksmiths. Furthermore, the Sadang inscription mentioned apande wsi, apande mas, apande dadap, apande singasingan. These terms indicate a grouping of jobs, both based on the metal material and the type of goods produced. The term apande wsi indicates that he is a special craftsman or expert in making iron items (Supriyanto, 2011). Strengthened by the opinion of archaeologists contained in the book Market in Java in the Old Mataram Period, it is said that there are several slates that mention the existence of artisans. At that time, they were called pande wsi (Hangoro, 2014).

The next material was presented about village blacksmiths having cultural values. Culture is a term that originates from the discipline of social anthropology. Where, in the world of education, culture is used as one of the transmissions of knowledge, because actually what is covered in culture is very broad. Culture is like software that resides in the human brain, which guides perception, identifies what is seen, directs focus on one thing, and avoids others (Sumarto, 2019).

Kampung Dokdak is said to have cultural value because it is related to the livelihood activities carried out by the community. Based on these cultural elements, it can be understood that the blacksmith activities in Dokdak Village are related to livelihood activities and economic activities as well as the technology and equipment used.

The material presented in the first activity was able to increase the community's knowledge and understanding of the blacksmiths in Dokdak Village having historical and cultural value, which was evidenced by the community response to understanding, which increased from initially 42.3% to 84.6%.



The material presented in the second activity was conveyed by Sri Pajriah, M.Pd. She highlighted the importance of local wisdom values to be maintained and maintained. Today, the world is filled with many cultural entities that assimilate, acculturate, or even compete with one another. With the current of globalization, the world is faced with a single cultural current whose evolution is very strong, so that it can even shift the local cultural order almost all over the world (Pajriah, 2022).

Value is an abstract idea about what is thought by someone and is considered important, and usually refers to aesthetics, ethics, patterns of behavior, and logic of right and wrong (Sauri, n.d.). In this case, something that is valuable to maintain is the value of local wisdom. Value is an abstract idea about what is thought by someone and is considered important, and usually refers to aesthetics, ethics, patterns of behavior, and logic of right and wrong (Sauri, n.d.). In this case, something that is valuable to maintain is the value of local wisdom. In the dictionary sense, local wisdom consists of two words: wisdom and local. Furthermore, local wisdom is interpreted as various values that are created, developed, and maintained by the community and become a guideline for their lives. But what is certain is that every community will try to obey it (Affandy, 2019).

Local wisdom is formed as one of the cultural advantages of the local community or geographical conditions in a broad sense. Local wisdom is a product of a past culture that should be continuously used as a way of life, even though local values are considered very universal (Pajriah, 2022).

One of the areas in the Ciamis district that has local wisdom values to date is the Dokdak Village community, which is synonymous with their livelihood system as blacksmith craftsmen. The values of local wisdom that exist in the Dokdak Village community are:

1) Religious Value

In essence, every work done by humans is to meet their needs. It is the same with the work done by the Dokdak village community, which aims to meet the economic needs of their families.

2) Mutual Cooperation Value

The work of blacksmith craftsmen by the people of Dokdak village is still relatively simple, so 2-3 people have to do the work to make it easier.

3) Cooperation Value

The blacksmith's work in Dokdak village provides the value of cooperation because it is done by a solid team to obtain appropriate and many results.

4) Discipline Value

Craftsmen are required to always be disciplined in carrying out their work because blacksmith work is done from morning to evening.

5) The Value of Concern for the Environment

A value that reflects an attitude to protecting nature by not causing damage to the environment.

6) Hard Work Value

A value that is always embedded in the craftsman, because producing the desired product requires hard work.

7) Consistent Value

The people of Dokdak village are considered to have consistent values because in the midst of the incessant globalization era they still maintain their jobs which are considered traditional and have even been abandoned by most people.

8) Independent Value

Attitudes and behaviors that are not easy to depend on others in completing tasks.

9) Creative Value

That the community as artisans is required to always think creatively in producing production goods so that they can compete with other products. Based on the results of the training and assistance provided to the community, it can be seen that there is an increase in understanding of the importance of maintaining local wisdom values, from 34.6% to 76.9%.

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76.9%. Furthermore, in the third activity material related to the craftsman cooperation model as one of the post-covid-19 business development strategies was presented.

The material presented in the third activity was delivered by Dr. Nana Darna, M.M. The material presentation highlighted the ways to conduct partnerships between business groups and others Especially by utilizing the BUMDES in Baregbeg Village. The presenter conveyed that in running a business a partnership between one element and another is needed. One of the keys to a successful partnership is partnering in general, partnering with upstream and downstream companies, and partnering with BUMDES (Darna, 2022).

A partnership is a form of alliance between two or more parties that forms a cooperative bond on the basis of an agreement and a sense of mutual need in order to increase capacity and capability in a particular field of business, or certain goals, so as to obtain better results (Development TEAM, 2018).

One of the partnerships that can be forged by the Dokdak village community business group is with BUMDES. Where BUMDES can facilitate the capital requirements required by artisans with applicable and agreed terms. BUMDES is an institution established by the Village. BUMDES is part of carrying out the mandate of the legislation, this is as stipulated in Law Number 6 of 2014 concerning Villages, Chapter X, Articles 87, 88, 89, and 90. The purpose of establishing a BUMDES is to increase Village's Original Income (PADesa) by granting the village authority to conduct village business. With an increase in PADesa, the Village APB will also increase, so that in turn the village government will become more independent in carrying out village development. The function of BUMDES is an economic function and a social function. The economic function is that activities in the development and management of BUM Desa are village businesses that must provide profit margins for the village or for the village community. Meanwhile, the social functions that can be carried out by BUM Desa are: (1) Indirectly, by providing financial transfers for the village treasury through the addition of Village Original Income (PADesa) which will then be used for village development activities with regular mechanisms in village development management; and (2) Directly, conducting coaching and business assistance carried out by the village community, besides that also managing public goods/services (not private/private) (Suparji, 2019).

In addition, strengthening the institutional capacity of IKM can be carried out by increasing the capacity of IKM, namely managerial and financial capabilities. Then cooperation can be carried out with educational institutions through education and training activities, establishing an Industrial Entrepreneurial Incubator, surveys, and market research, or utilizing research results. Furthermore, further capacity strengthening can be carried out in collaboration with research and development institutions such as through the identification of technical and managerial problems, identification of machine and equipment needs, design and product development, use of laboratories, surveys and market research, utilization of research results, and competency certification. Another step that can be taken is to collaborate with industrial association centers as well as professional associations (Darna, 2022). At this stage, the community knows and understands how to establish partners, one of which is with the local BUMDES, namely Baregbeg Village.

Then, the fourth activity was carried out on September 25 2022 by providing training and online marketing assistance for craftsmen. This activity was carried out by a team of students, namely Reni Vidyawati, Hendra Hilmi, and Rido Maulana who was accompanied by lecturers. At this stage, the service team provides training and assistance on how to market products online in the marketplace, namely through Shopee. This training activity was carried out in stages because there were several difficulties encountered when registering a hardware store. When uploading a product image, the name of the item must comply with the provisions of the shopee, namely the name written is a combination of words and numbers. For the first registration, it was successfully carried out with the online shop owned by Mr. Uju as a blacksmith in Dokdak Village, with the address: https://shopee.co.id/danipedoyy_?smmt=0.838086773-1664696063.3. For other groups of craftsmen will be registered in stages which will be assisted by the service team.

Furthermore, an administrative management team will be formed which to assist the group of artisans in marketing their goods. This team consists of students who are service members. Furthermore, on September 29, an MOU was signed with the Baregbeg Village government No: 107/4123/AK/KS/R/IX/2022 and No: 421.4/175/DS.2022 and MOA with partner group No: 108/4123/



AK/KS/R/VIII/2022 and No: 001/0703/KS/KD/X/2022. This is done to strengthen the cooperative relationship between the service team and partners.

The fifth activity to be carried out is training and assistance in making business assistance proposals for craftsmen. In this activity, artisans are given an understanding of the steps to get business assistance from related institutions without having to return the assistance. As a follow-up to this service activity, a mentoring and supervision team will be formed which aims to help solve the problems faced by the artisans. Then, the service team will provide assistance by registering the Dokdak village blacksmith business group so that it is registered with the Creative Economy Tourism Office of Ciamis Regency.

In the next activity, the team served to help promote the business of the craftsmen's group by providing banners that would be put up in their respective workshops. Where the writing of the banner displays the owner of the blacksmith and also a barcode that can be accessed by visitors. The barcode contains videos of training and mentoring activities that tell the history of the Dokdak Village, as well as the marketplace address for the blacksmith group at Shopee.

CONCLUSION

The sequence of this current community service activities had been accomplished in corresponding to the determined schedule and plan. Based on the results of the training and mentoring that was carried out for approximately four months in 2022, an increase in community understanding regarding history and culture was obtained, namely 42.3% to 84.6%. In addition, the community's understanding of local wisdom values increased from 34.6% to 76.9%. The community also knows about how to establish partners, one of which is with BUMDES. Then, one of the business groups has been registered on the marketplace. Furthermore, there will be follow-up actions from this PKMs activity by forming a team of supervisors and assistants to solve any problems faced by the community.

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Statement and Declarations

A.S. designed the community service, A.S., N.D., and S.P. collected data. A.S., N.D., and S.P. wrote, revised, and approved the manuscript. The authors state there is no conflict of interest.

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