

# Village Culture Planning in Increasing the Income of the Village Community

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**Abstract**—Research on the village culture in the village of Kamuning is expected to be an example of a solution to the problem of lack of income for the villagers due to the disappearance of the most important natural resources such as rice fields, fields, gardens and forests that have been supporting its needs. Which is due to continued urban expansion. Low education also makes them unable to compete to seize every opportunity that arises from the development of urban areas. Meanwhile, some traditional villages such as Baduy tribe, Naga tribe, Sasak tribe, and others (with the power to preserve cultural traditions) are able to give effect to the economic aspect of him and the surrounding villages. Tourism and education activities have brought modern society to come to them and revive the economy of rural communities. Then if the village community (anywhere) is able to create traditional cultural centers, in its unique form, with good quality products, good presentation and good managerial creativity it will surely be able to create its own income path. Kamuning culture village in Bojong Village, Kemuning Village, Legok District, Tangerang Regency, in direct contact with the progress of megapolitan Serpong, BSD, Summarecon, and others. Will enjoy and abundant income increase as it will become a genuine traditional cultural destination amidst modern society thirsting for cultural tourism.

**Keywords**—*planning; village culture; village community*

## I. INTRODUCTION

The Third Nawacita (Nine Hope) of President Jokowi about building Indonesia starting from suburb, it means that the National development focused to the development of villages. Nawacita as an orientation development goals strategic in RP JMN year 2015-2019 are mandated target rural development by increasing the number of the independent village.

What was mandated should be in line with the planning of Village Culture Kemuning in Bojong, Kemuning Village, Legok District in Tangerang Regency, Banten, that planned as the independent village, stand-alone with all the potential of culture owned by the community, as one of the human association [1].

Unfortunately, the changes of an area into modern city, which is expected to bring up about stretching economic, it also raises a big problem for the local people who are mostly unprepared for these changes because of many reason, as low level of education, minimal work experience, and main source of livelihoods like Rice, Gardens and fields that suddenly

disappeared. There is a fundamental change from the structure of traditional peasant communities to urban communities that move towards new traditions [2,3]. The transitional has brought problems such as described above. The Village as a system requires the response of the community to adopt various values it absorbs from the city life system [4]. Such condition are now faced by the people of Bojong in Kemuning Village, which was affected by excess changes in the Tangerang, became a very modern megapolitan. Social problem and Economic disparities now haunt.

### A. *The Vital Potential Elements of those who Disappeared are*

Agricultural land (fields), which have provided life resources such as Rice, cassava and others with no need to buy now disappeared.

Fields and rice fields that have been able to help him spend productive time, no longer exist.

### B. *Problems that Arise among them Include*

- Whatever and however the conditions are, now they have to buy everything they want to eat
- Empty time is now filled with a troublesome feeling because there is nothing to do.
- Unemployment soon becomes a big problem due to lack of education
- Mental pressure due to contradictions in the great progress of the environment with powerlessness to merge
- Another big problem might be even greater, because there is almost nothing that can be done to improve the situation.

Fortunately, there is still little bit potential left and can be empowered, including village conditions with natural and traditional cultures that are still original and beautiful, as well as the skills to make traditional cakes such as dodol cakes, Rengginang, Jipang, and Putu Cakes which are very “Unique” and very interesting. Learning from the existence of Traditional villages such as Baduy in Banten, Naga Tribe in Tasik, Or traditional villages such as Cipta Gelar in Sukabumi and Ciburuy in Garut, which attract tourist to come and cause

crowds, it looks like activities in the form of cultural preservation can create crowd such a permanent, can change all the traditional elements possessed By Bojong Village into a big potential “Culture Education Tour” for them to survive and develop and earn extra income with that they have.

For this study the author uses an interdisciplinary Approach, which uses more than one scientific discipline to become one [5,6]. Like Anthropology and Sociology and Phycology. While the testing result of the study were carried out by realizing the establishment of the Kemuning Cultural Village in Bojong Kemuning Village, Legok District, Tangerang-Banten.

## II. METHOD

The Research Methods that used in this study are a survey and interview with a multi-disciplinary approach, such as anthropology, sociology, and psychology that make researchers directly involved with the entire population.

## III. THE DISCUSSION OF THE PROBLEM

### A. Planning

In the case of the idea of village culture related to its role in increasing the income of the villagers, a very mature plan really becomes a necessity. Planning must be a calculation and determination of something that will carried out in achieving the goal, who does it, when, where and how to do [7]. Planning according Rustiadi is also a process of determining what is to be achieved in the future, and determining what stages are needed [8]. Therefore Jones explain it with a short as the selection process and development than the best action for the achievement of the task [9]. In other words planning is a guide direction and reference in achieving goals [10]. In it there are steps to determine organizational goals, determine priority scales and analyze various weaknesses, along with estimates of time and constraints in achieving goals.

### B. Village Culture

Speaking of cultural villages, we are actually talking about a village or a village containing several villages where people live with all the elements of traditional culture as explained by Koentjaraningrat [11-13]. There are so many such villages in Indonesia, for example, Baduy Village in Banten, Ciburuy and Ciptagelar Traditional Villages in Sukabumi, Urug Village in Bogor, and naga Tribe in Tasik.

But the Culture Village referred to in this paper is a cultural village that exists because it is created, by reviving traditional art in modern nature in the vision of tourism, whose attraction will be consumed by tourists who subsequently undergo a process of commercialization [14]. So, this artificial Village culture is a group of villagers who struggle together to support themselves, increase their income through cultural preservation activities and offer themselves to the world of tourism. Chang, et al. called it global and local combined and developed, or how the “grand”/ city tradition with a “small”/ village tradition was synergized. Mixing the two will strengthen each other [15-17].

### C. Villagers

Villagers are all communities that are politically and economically related (and therefore contain an overall social system) [19]. If the social system continues to run in balance, the development aspired to in the presidential mandate above and what is aspired by the Kemuning Culture Village is very likely to be achieved.

Change is indeed a necessity given the growing human population followed by the need for housing and business fields that are widening. There is no society that does not change [13]. Because social life is dynamic [20].

### D. Art

Art is one of the elements that support culture. It develops according to the conditions of that culture [1]. In this paper the art in question is artwork and artistic values (all branches of art, especially traditional ones, whether in the village or coming from outside the village), which can be used to revive the cultural village so that the desired increase in community income is really can be achieved.

All branches of art will have a very strategic function in this Artificial Culture Village. Whether in the function of education, propaganda, or economic function which is the main goal, through production activities, various forms of art training and competitions, as well as cultural arts events, where tourists are invited to attend to enjoy the production process to traditional art events held. The harmony created is managed in a continuous management, so as to achieve its function in the economy as an addition to people’s income.

### E. Traditional Crafts

As art, the traditional crafts in question are all crafts, especially the skills of traditional cakes or craft. The skills to make traditional cakes that are unique and rare, their peculiarities will be the main force to bring tourists to educational tours by watching and participating in the process of making traditional and earthy traditional cakes.

Types of craft and making cake include:

- Dodol cakes, Rengginang cakes, Putu cakes, Jipang & Enye-enye cakes: all these foods have a very traditional and distinctive way of making.
- Bakul, Kukusan, and Tampah handicrafts: This is a form of Tangerang Sundanese traditional craft that is still remaining in Bojong Village.

### F. Additional Income

Capital social is a set of resources in building social relations, building networks, farming communities, building organization, which can be used to faced overcome problems [21,22].

All the descriptions above clearly illustrate how social effects are overcome and economic effects can arise through cultural arts activities in organized Cultural Villages. Production activities, trainings and events Cultural Arts and Crafts planned with good management will be very effective as

an educational tourist attraction that is attractive to tourists, especially the modern community, students and college students. The chaos created by their presence will directly impact the economy, both for managers and the community in their environment.

#### IV. CONCLUSION

Geertz mention that culture is the system and purpose of society, not personal password [19,23]. While Jacob Soemardjo very deeply stated that local wisdom is a matter of the value. "Value" the meaningfulness that we need from our own country [24]. Furthermore, he explained that we are educated to live in our cultural environment, and contribute as much as possible to the survival of us together. The story of the great nations in the world, because they never left their cultural roots [24].

Cultural village is one of the potential strengths of society to live with their own strength by preserving Traditional Culture, managing, and presenting it to the modern world that continues to approach it.

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