

Utilization of NTT-Weave Waste for Pastors to Improve Community Economy in Kupang Regency

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Abstract

The remains of NTT woven fabrics are generally thrown away and not utilized by the community in Kupang Regency. Reusing these remains into various accessories has many uses, which shows that the remains can play a good role if managed in products with a selling value. The purpose of this community service is to improve the skills of pastors in utilizing waste cloth into accessories that have high selling value so that they can pass on this knowledge to the congregation, hoping to improve the economy of the community in Kupang Regency. This service method uses community-based research (CBR) by the service team and partners. The team carried out PKM activities according to the predetermined schedule: August 31 - September 1, 2023. The results of community service activities obtained through activity utilization sheets by distributing questionnaires containing 14 statements to 15 participants showed that 13 participants stated that they were very satisfied with this activity, 86.7%, and two other participants chose the satisfied category with a percentage of 13.3%. This activity is considered very beneficial for pastors in the East Kupang Classis. It is hoped that there will be more in-depth training related to making earrings with the latest models and characteristics so that they can be registered with HKI and need to be continued with business management training.

Keywords

Accessories; NTT Weave; Pastor; Waste patchwork.



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1. INTRODUCTION

The patchwork waste of NTT weave fabrics is the remaining fabric pieces deemed useless and unused by tailors. They are usually discarded and not utilized by the community in the Kupang district. The utilization of patchwork waste in various accessories has many uses according to the creativity of business actors; this shows that patchwork waste can play a very good role if it is managed into a product that has a selling value (Hashanah, 2021). Utilizing NTT weave patchwork waste is also a tribute to the weave fabrics made and a form of cultural preservation (Hemalatha & Visantini, 2020). If local culture in woven fabrics is not preserved, it tends towards extinction due to changing times and technology (Hilmiati & Listiawati, 2022). Currently, the opportunity to improve the community's economy is something that needs attention and improvement, especially by utilizing patchwork waste, which can reduce environmental pollution (Asfahani et al., 2023). NTT weave fabrics are made for a long time and use natural materials that must be sought or planted. They are also a form of respect for the NTT women who weave. The PKM team of the Christian leadership study program utilizes patchwork waste into valuable accessories to improve the economy of the community in the Kupang district. This activity aims to help participants develop skills in utilizing waste fabrics and train pastors in Kupang Regency to improve the community's economy.

In the research conducted by (Zebua, 2021), patchwork waste can be processed into accessories in the form of earrings, bracelets, headbands, hair ties, hairpins, glass covers, gallon caps, and tablecloths; besides that, patchwork waste can be processed into mask connectors that can be used during COVID-19. Weave patchwork waste can also be modified with a jacket to become a creative, high-value, ready-to-wear fashion (Anh Khoa et al., 2020). Weave fabrics are not only used in traditional events but can be made into bridal wear, skirts, vests, party dresses, and other accessories such as shoes, necklaces, earrings, bracelets, bags, wallets, hats and others (Wicaksono et al., 2019). Participants will produce two products for this PKM activity: bracelets and earrings.

NTT weave fabrics are products in demand by local, national, and international markets (R. Selan et al., 2021). This cloth has several functions: community clothing, dowry, social status indicator, transaction tool, a form of appreciation for guests, and honor at death ceremonies (Bilan et al., 2020). This weave fabric has a variety of motifs

and textures that are the proud identity of the NTT community, namely Sumba ikat weaving, Timor ikat weaving, buna weaving, lotis weaving, and so on (Kasapa & Gyan, 2023); each NTT weaving motif has different motifs and basic colors, this is what distinguishes between one tribe and another (Tajeddini et al., 2017). Some motifs often found in NTT weave fabrics are dot motifs, straight lines, curved lines, and rhombuses. This motif has certain patterns and geometrics that can be used as a basic model in making accessories patterns to make bracelets and earrings so that they look neat. In NTT, each region has a motif that characterizes it, namely East Sumba with a skull motif, Maumere there are motifs of rain, trees, and twigs, and there are also other motifs such as flowers, animals, legendary stories (Kharisma & Wibowo, 2019). The research conducted by (Kintu et al., 2021) about the concept of flat plane geometry in western Sumba weave fabric motifs such as straight lines, flat lines, folding symmetry, rhombuses, and triangles obtained buffalo eye motifs, stars, magnolia, and so on, this motif can be adapted to the making of necklaces or earrings.

A pastor plays an important role in the growth and development of a congregation (Shkolnikov et al., 2019). The pastor is also responsible for the life of the congregation in directing, organizing, and leading the congregation to a good and true knowledge of God's word; the pastor also pays attention to the economy of the congregation served and also as an initiator and inspirer in developing the economy so that the congregation's economy is better (Ap. Moreira & Wanda Rutkoskwi, 2021). Helping the weak economic community is one of the tasks of GMIT (Gereja Masehi Injili Di Timor), where Pastors who are part of GMIT are at the forefront of economic empowerment of congregations and congregation members in a strategic, planned, and transformative manner. The activities of pastors that help the weak economic community are providing support to micro and small businesses such as skills training to the community, helping access capital through cooperation with financial institutions, providing counseling and moral support to individuals or families experiencing economic difficulties to be motivated and collaborating with other institutions such as non-governmental organizations or the government in channeling broader social assistance programs. In addition, pastors develop the potential of the community so that empowerment activities can be carried out, and there will be an increase in the community's economy (Mawardi, 2018). From the above understanding, it can be explained that the role of the pastor is important in improving the congregation's economy. Therefore, the PKM Team chose the pastor as a

participant so that he could later become an agent who would pass on the knowledge and skills that had been obtained to the congregation so that there would be an increase in the congregation's economy.

The purpose of this community service is to improve the skills of pastors in utilizing waste fabrics into high-value accessories so that they can pass them on to the congregation and increase the community's economy in the Kupang district. Thus, the pastors can act as agents of economic change that benefits the community's welfare in Kupang Regency. The expected impact of this activity is the opening of creative business opportunities from the management of woven fabric waste that has been neglected so far so that it can reduce waste and increase community income. In addition, this activity is also expected to strengthen the preservation of local culture through the utilization of unique NTT woven fabrics that have high artistic value.

2. METHODS

This service method uses community-based research (CBR) by the service team and partners. CBR is a training method that involves partners, namely pastors, to make accessories (Nugroho et al., 2023). In this method, participants directly learn to make products in the form of bracelets and earrings. The tools and materials needed are woven patchwork, scissors, cutters, rulers, sewing needles, glue, buffalo paper, rope, thread, and hooks for earrings.

This activity was carried out at GMIT Taitnama East Kupang Klasis for 2 days and focused on improving the community's economy. The activity members were pastors, with a total of 15 people. The stages carried out in PKM activities are location surveys, preparation for implementation, and implementation of activities. The team conducted a location survey and interviewed the head of the Immanuel Taitnama congregation. The results showed they had never been trained to make accessories in the area. This made the PKM Team continue with the preparation stage for the implementation of PKM activities by preparing tools and materials as well as presenters who were suitable for the material distributed in the last stage; the team carried out PKM activities according to the schedule set, namely August 31 - September 1, 2023. After the activity ended, the PKM Team distributed questionnaires to the participants to determine the usefulness of the activities carried out by choosing one of the categories, namely very useful, useful, less useful, and not useful.

3. FINDINGS AND DISCUSSION

The history of woven fabrics in East Nusa Tenggara (NTT) has been around for a long time. It is a cultural heritage and hereditary tradition, where every motif and color has meaning and symbols such as cultural identity, social status, and spiritual values. Woven fabrics also symbolize a woman's readiness to navigate the household because NTT women always make fish-weaving (Boley et al., 2017). The motifs and patterns found in NTT woven fabrics tell the history, culture, beliefs, and traditions of the NTT people (Kohne, 2019). Making NTT woven fabrics is still manual and takes a long time to manufacture. Therefore, woven fabrics have a high price and value, as seen in the manufacturing techniques and materials. Woven fabrics are often used in traditional and religious ceremonies and have high spiritual value (Mulang & Putra, 2023). Woven fabrics can be sewn into high-value clothing or accessories; the waste from the stitching of woven fabrics often becomes garbage even though if it is managed into accessories, it will have a high-selling value (Wirawan et al., 2023). The role of the pastor as a trainee in the PKM implemented by the Christian leadership study program is to facilitate people with weak economies so that they can have skills in making accessories that can be sold and meet their needs.

Fifteen pastors attended this activity. In the first session, the pastors received material to introduce motifs and types of NTT weavings. In the second session, the pastors made bracelets using the available tools and materials. The sequence of making the bracelet is as follows: 1) The patchwork fabric of the NTT weave is cut out rectangles by paying attention to parallel motifs so that it looks attractive and neat. The side of the fabric is folded and sewn, then turned over so that the stitches are not visible, and given a rope on the inside of the seam to make it easier to tie the ends of the bracelet after the inside of the weave is turned over then tie the two ends using knot ties, then the bracelet can be used. In the third session, participants will learn how to make earrings; the sequence of making is as follows: At first, participants will choose the earring model based on the existing pattern; the available patterns are round, oval, triangular, square, and so on. After choosing the pattern, the pattern must be cut out with a total of 2 for a pair of earrings; participants must also choose the type of weave patchwork used; as for the criteria, the selected fabric must be unique and have a unique motif. After selecting the weave fabric, the pattern cutouts are attached to the patchwork by paying attention to the alignment and neatness of the pattern so that

when cut out and glued neatly. After that, the pattern is glued back and forth by inserting the earring hook iron. After that, hook the earring iron with the hook iron on the patchwork, and the earring can be used.

Making bracelets and earrings requires the main material of woven patchwork. The PKM activities and the results of the work made are shown in the picture below:



a) The speaker is providing material to the participants.



(b) The speaker gives examples of techniques for making bracelets and earrings

Figure 1. (a;b)The picture explains the practical activities



(c) The results of the work that has been made in the form of bracelets



(d) The results of the earrings that have been made

Figure 2. (c;d) Product image of the results of the practice

Source: Researcher Documentation

At the end of the activity, participants will fill out a questionnaire to assess the activity's usefulness. The results of community service activities based on data

obtained through the activity usefulness form with a questionnaire distribution of 14 statement items to 15 community service participants show that of the 15 participants, 13 participants stated that the activity was very satisfying by showing the percentage of 86.7%. Two people were in the satisfactory category, with a large percentage of 13.3%. The results of the questionnaire that has been filled in are described in Graph 1 below.

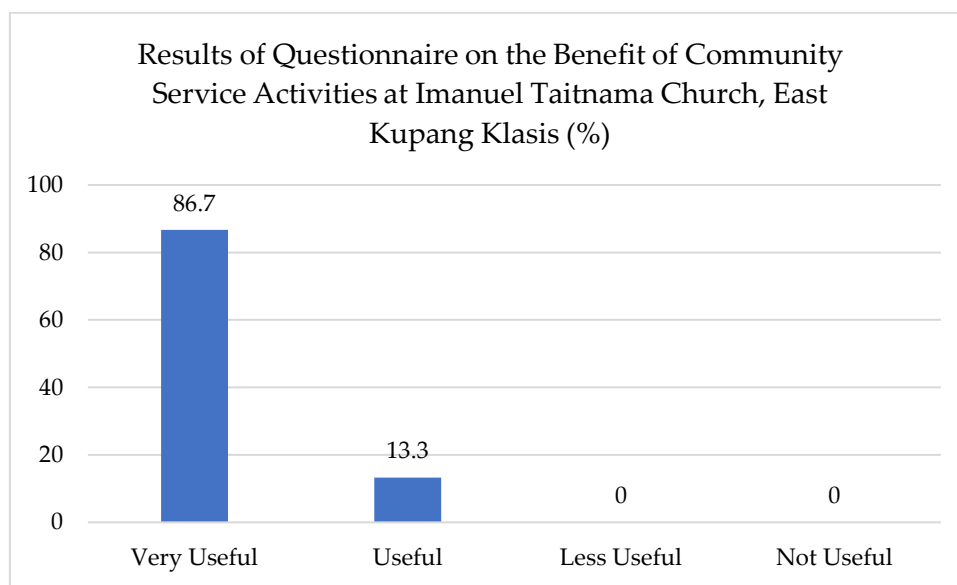


Figure 3. Questionnaire diagram of the usefulness of PKM.

From the graph above, it can be concluded that community service activities at the Immanuel Taitnama church, East Kupang Klasis, are very useful and have a good impact where church leaders or pastors gain knowledge and have additional skills in making activities from NTT weave patchwork. If the pastor passes on the skills to the congregation, this becomes a business opportunity. Therefore, there are several things that need to be improved by the community, namely continuing to innovate the products that have been made. If you have obtained a characteristic of the work made, it is necessary to register HKI and participate in tourism events to increase sales volume (Wang et al., 2019). To disseminate sales information, participants also need to be equipped with additional sales skills such as using social media or live streaming (Ainis Rohtih et al., 2023). If this work is growing rapidly, it needs attention from the government or church to create a showroom or place of sale so that the work of the community can be easily traded both directly and online, and ultimately, there is an increase in the community's economy (Torous et al., 2021).

The sales strategy for woven fabric accessories begins with analyzing the weaving business first as a provision in implementing the woven fabric sales strategy (Alén et al., 2017). In addition, social media such as Facebook, Instagram, TikTok, and websites should be utilized to use these accessories locally, nationally, and internationally. In increasing sales of NTT weaving, there is a marketing strategy that can be carried out; this marketing strategy consists of 3 components, namely segmentation (determining which segments can offer the best opportunities), targeting (selecting segments to be targeted), and positioning (placing products to consumers that are unique and different from others) (Al-Ababneh, 2022). The efforts to market and sell woven fabrics can be made by 1) carrying out local art exhibitions and cultural festivals, 2) cooperating with related parties, 3) through education and counseling, 4) developing woven fabric products, 5) using digital technology (Herry et al., 2019). Another strategy that can be carried out is to implement a development strategy, namely maintaining the quality of NTT's weavings in terms of raw materials, size, motifs, and weaving patterns (Priando Purba et al., 2021). Strategies to increase the value of woven fabrics are to continue digital marketing and product innovation by making accessories, bags, and even interiors that can beautify homes and find more partners to promote and sell products (Sjödin et al., 2020). Accessories from NTT weavings can be made by recycling woven patchwork waste into earrings, necklaces, bracelets, skewers, brooches, bags, and hats (Lestari et al., 2022). In addition, maintaining traditional techniques in making woven fabrics is a characteristic that must be maintained, utilizing the potential of local communities to continue making woven fabrics and increasing exhibition activities to attract the wider community's attention (Genon et al., 2022). Therefore, there is a need for cooperation with third parties, innovation in manufacturing, and effective promotion to maintain market interest and increase sales (Agdal et al., 2019). Based on research conducted by (Angraini & Harwani, 2020), promotional strategies can be carried out to increase community income, namely promotional messages, promotional media, and promotional time.

Furthermore, the results of the participant satisfaction survey, which showed a percentage of 86.7% very satisfied and 13.3% satisfied, indicated that this activity provided real benefits in improving skills. This service aligns with the research of Mulang & Putra (2023), which stated that NTT woven fabrics have high spiritual and cultural values, are used for ceremonial purposes, and can be processed into economic

value products. In addition, this finding is also in line with the theory of Community Based Research (CBR), which focuses on community empowerment through a participatory approach. This method has proven effective in increasing the skills and economic insight of the community, as shown by the results of the satisfaction evaluation of the participants in this service.

Regarding marketing strategy, using social media such as Facebook, Instagram, TikTok, and websites is considered the right step to expand market reach locally, nationally, and internationally. In line with the research of Al-Ababneh (2022), a marketing strategy involving segmentation, targeting, and positioning is needed to increase product appeal to consumers. Local art exhibitions and cultural festivals, collaboration with related parties, and product innovation through digital technology can also increase sales volume. To maintain the quality and uniqueness of NTT woven fabrics, research by Priando Purba et al. (2021) It shows that it is important to maintain the raw materials, sizes, and distinctive motifs that align with this community service activity and to utilize the motifs and characteristics of NTT woven fabrics in making accessories.

4. CONCLUSION

This community service activity concludes that the utilization of NTT woven fabric waste as accessories has improved the skills and economic insight of the participants, especially the pastors in the East Kupang Classis, who can then share these skills with their congregations. This activity has also succeeded in supporting the preservation of local culture and providing added value to traditional woven products. The survey results showing a high level of satisfaction from participants indicate that this community service has a positive and relevant impact in supporting the culture-based creative economy in Kupang.

However, several weaknesses need to be considered for further community service. The limited training time resulted in some participants not mastering the skills of optimizing accessories, especially in making more complicated models. In addition, the lack of further training in marketing and business management has made the products produced not optimal for sales. Recommendations for further community service include in-depth training on the latest accessory models and business management and the use of social media to improve marketing. Collaboration with the government or related institutions is also expected to provide facilities such as

showrooms or exhibitions to increase exposure and the selling power of woven products.

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