

## **Identity Of Traditional Craft Products Typical of Naga Village**

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### **Abstract**

Tasikmalaya is a city that produces goods with local wisdom and a high level of skill, one of which is Kampung Naga. Many people visit Kampung Naga to get to know the traditional village, so residents take advantage of it by making crafts that have local wisdom, such as woven bamboo, which is sold to visitors to improve the economy. Even though bamboo crafts in Kampung Naga have developed, artisans in Kampung Naga today produce new products by abandoning their original values and skills. It is not uncommon for the products being sold to be purchased from other places. This is unfortunate because the tourists who come are no longer introduced to original products rich in local wisdom and values. This research uses the method of collecting observations, interviews, and literature, and the analysis process is carried out using the innovation guiding pyramid method based on teaching traditions, non-cultural materials, the environment, and traditional artifacts to help obtain the values of original Kampung Naga crafts. This research is important to explore and reveal the original traditional values that are represented in the typical Kampung Naga craft products, in addition to developing other craft products that represent traditional craft values. The hope is that by exploring these values, we can discover the identity of craft products that currently still exist and are original craft products that need to be developed.

Keywords: crafts, values, bamboo, Kampung Naga, limas innovation guide

### **Introduction**

Kampung Naga is a traditional village that always adheres to local wisdom in all aspects of its life by maintaining local wisdom in the use of natural resources such as bamboo to preserve the environment. The potential for bamboo as a basic material for making products is currently very large, so it can be a triggering factor for the development of woven crafts. This is by Indonesia's geographical location which supports the growth and development of bamboo crafts (Husni & Farizaldi, 2022). Bamboo itself is one of the unique things of Kampung Naga because bamboo is often found in the area and is recognized for its enormous benefits (Bella et al., 2022). In its development today, bamboo craft products in Kampung Naga are experiencing changes. Examples of changes that have occurred include developing bamboo-based products in the form of non-woven accessories and selling handicraft products from outside their village. So, with the development of these products that do not apply values, the image of the original crafts of Kampung Naga itself will begin to be degraded and cause visitors who come to Kampung Naga to no longer recognize the products which are authentic craft products typical of Kampung Naga.

This research is important to explore and reveal the original traditional values that are represented in the typical craft products of Kampung Naga, in addition to starting to develop other craft

products that represent traditional craft products. The hope is that by exploring these values we can find out the identity of which craft products currently still exist and are original craft products that need to be developed.

## Method

The methods used are observation, interviews, and literary studies. Triangulation is a multiperspective phenomenological thinking method that compares three aspects of visual research through documentation of visual samples as image side data, interviews on the creator aspect, and consumer surveys as the viewer aspect (Soewardikoen, 2021). Apart from this research, the Innovation Guide Limas method (Ciptandi, 2021) is one method for presenting innovation in actual craft form and has been carried out by artisans in Indonesia. The Innovation Guide Limas consists of 4 aspects, including:

1. Traditional artifacts are traditional forms whose elements can be observed, such as materials, techniques, shapes, functions, dimensions, and aesthetics.
2. Traditional environment/ecology is the environment in which a group of people live their lives through interactions with ecosystem components such as water, land, air, animals, and plants.
3. Traditional teaching is a way of teaching and communicating everything contained in the body of tradition, whether in the form of experiences about ways of life, values, and meanings that are lived as principles of life in traditional communities.
4. Non-material culture is valued in the form of ideas, beliefs, and behavior that are carried out with full awareness.

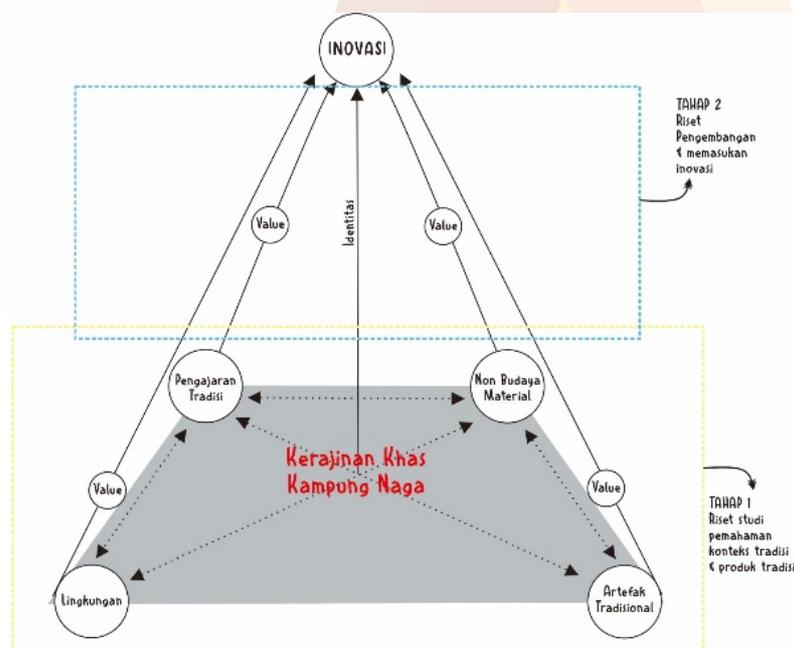


Figure 1. Limas innovation guide  
Source: Ciptandi, 2021

## **Result and Discussion**

### *1. Traditional Artifacts*

In Kampung Naga, there is a buhun craft that is currently being developed with innovations. Crafts in Kampung Naga are dominated by bamboo crafts. The technique used is weaving. The types of weaves used are braided weaves, sasag weaves, and cross weaves. However, sasag woven and cross-woven are often used for furniture. The colors used in Kampung Naga crafts are neutral. The bamboo used for weaving is rope bamboo and Hulung bamboo. Hulung bamboo itself is black, so it is a creation of the inherent color of bamboo in Kampung Naga crafts. For handicrafts, bamboo rope is mainly used, because for the fine weaves, Hulung bamboo itself is relatively thin, so it cannot be used.

### *2. Ecology*

The agrarian environment in Kampung Naga means that its people have long known, utilized, developed, and preserved the sustainability of the environment in which they live, including the landscape, water, air, flora, and fauna, for their daily needs. The people of Kampung Naga have their own rules and methods for preserving their environment, which have become traditional teachings that remain in effect to this day. Traditional local wisdom, which typically encompasses teachings about natural resources, is a legacy of our ancestors that must be preserved. Farming by utilizing natural resources is a means of saving the welfare of the people of Kampung Naga, as guided by the principle of life, namely "hablummal alam," which promotes a good relationship with nature by living in harmony with it, preserving and utilizing its wealth.

### *3. Teaching Traditions*

The community's tradition of crafting has existed since their ancestors, with some of these skills being passed down or taught to subsequent generations in the form of household furniture to fulfill daily needs, such as boboko, aseupan, and trays. Kampung Naga crafts began to be made to meet household needs, and it cannot be said when the craft was born or existed because it has been around since our ancestors were born, especially after the colonial period. However, previously, there was a training program for making bamboo crafts from the government, so that local people learned crafts that existed outside Kampung Naga. With this, Kampung Naga crafts have experienced development.

### *4. Non-Material Culture*

The use of bamboo is advantageous because it is a strong material that is readily available in Kampung Naga and has economic value. Even during traditional ceremonies, bamboo is often used as a material for various activities. When making a pilgrimage to ancestral graves in sacred forests, the graves are previously cleaned using tools sourced from natural resources, such as brooms. The people of Kampung Naga have the principle of living with nature, not living in nature, so they do not make nature their main

thing. In this case, it is based on the philosophy that "nature is not to be destroyed but is to be cared for and looked after."

Based on the mapping of the values obtained from the results of interviews and observations by using the innovation guide's five methods, there are traditional values that are still maintained and exist in the handicraft products of Kampung Naga. However, some craft products have developed without applying the traditional value of Kampung naga crafts. Of the 15 products of Kampung Naga Crafts, 11 products apply traditional values now, including *boboko*, *aseupan*, *dudukuy*, *toroktok*, *hihid*, *nyitu*, lantern, fruit stand, *honje*, bag, and house miniature. Of the 15 handicraft products of Kampung Naga, four products do not apply traditional values, including *kiptop*, accessories such as bracelets, pencil holders, and frames.

## Conclusion

Based on the results obtained through data collection and analysis that have been carried out on Kampung Naga craft products, the following conclusions are drawn:

1. Kampung Naga's handicraft products, made from bamboo, have the potential for future development through new and broader innovations to meet market needs.
2. Kampung Naga craft products have traditional values that have been inherent since their ancestors, where craft products have been passed down from generation to generation through the teachings of parents to their children. The handicraft products maintain the original color of the bamboo used and use weaving techniques. These craft products are used for household needs, which are currently experiencing functional development, and are also used in the procession of the Hajat Sasih ceremony.

Some craft products have been developed without adhering to the traditional values of Kampung Naga crafts. Of the 15 products of Kampung Naga Crafts, 11 products still apply traditional values, including *boboko*, *aseupan*, *dudukuy*, *toroktok*, *hihid*, *nyitu*, lantern, fruit stand, *honje*, bag, and house miniature. Of the 15 handicraft products of Kampung Naga, four products do not apply traditional values, including *kiptop*, accessories such as bracelets, pencil holders, and frames.

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