

## STRATEGIES OF DEVELOPMENT POTENTIALS IN CARVED SOUVENIR CRAFTS IN NAGARI PANDAI SIKEK, TANAH DATAR DISTRICT

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**ABSTRACT:** The purpose of this study was to determine the potential development strategy for carving souvenir crafts in Pandai Sikek village, X Koto District, Tanah Datar Regency. This study uses descriptive qualitative research methods through field observations, interviews and documentation. The technique used in this study is the SWOT analysis technique. From the results of the research, five Pandai Sikek souvenirs were found. Nine name motifs from seven traditional Minangkabau carvings were found on five souvenir prints. The typical souvenirs of Pandai Sikek are made of Suria wood, the process uses tools in the form of flying chisels and Sodok chisels.

**Keywords:** *Development Strategy, Carved Souvenir Crafts, Pandai Sikek*

### 1. INTRODUCTION

Indonesia is a country that has a diversity of cultures, races, ethnicities, religions, and languages that become an identity that is appropriated in every region. This diversity is wealth and beauty is an important contribution to events in Indonesia. The government believes that events can boost the national currency and be able to prosper the Indonesian people [1]. In line with the development of West Sumatra as a potential tourism destination on the island of Sumatra, tourism development has affected many aspects of people's lives, starting from infrastructure development, housing, changes, including the development of handicrafts. The need for souvenirs for tourism purposes.

Pandai Sikek is one of the Kenagarian (village) in X Koto District, Tanah Datar Regency, West Sumatra Province. The area flanked by two mountains, namely Mount Marapi and Mount Singgalang is one of the areas which also has an exotic natural charm of its own culture as a reflection of the Minangkabau region which is thick with its customs. Located at the foot of Mount Singgalang with an altitude of about 1200m, temperatures vary from 250-300C or a cool climate with rice fields and fields lining the foot of the mountain makes it difficult to look away from its beauty and charm.

Pandai Sikek as a cultural tourism destination which is famous for its traditional crafts and songket, handicrafts at Pandai Sikek were originally only made to meet the needs of traditional goods such as carvings of Rumah Gadang and songket for traditional clothing needs. The decorating technique of the Pandai Sikek artisans is dominated by the activity or sculpting as a result of being verified that previously made of wooden statues were then converted into metal materials [2]. The most common tool used for this is made of ox or buffalo horn, shaped according to the needs of compression carving. If the horns are difficult, bamboo or wood can be used [3].

The current development of tourism requires creative ideas from craftsmen for the implementation of tourism. One of the crafts currently being developed by Pandai Sikek is a commemorative carving on Pandai Sikek's unique souvenirs. At the beginning of its development, souvenir products were the result of the creativity of craftsmen who turned worthless objects into handicrafts that were attractive and in demand by many people, especially tourists [4]. These carving souvenirs are available in shops in tourist areas such as Bukittinggi. Pandai Sikek as a tourist area also offers unique souvenirs like souvenirs elsewhere with regional characteristics.

This Pandai Sikek souvenir includes various products made of wood and carved on almost every side, sometimes songket cloth is also used for this souvenir. Pandai Sikek souvenirs use traditional Minangkabau carving motifs as decorations. However, the carving motif placed on this souvenir will be adjusted to the carving area. However, this Pandai Sikek carving souvenir is not widely known to the public due to the lack of promotion from craftsmen and the tourism service. Therefore, it is very unfortunate if the people of West Sumatra, especially Pandai Sikek, do not know about these types. Souvenir carvings typical of the area itself and the names of the carving motifs used in souvenirs, one of the means to support customer satisfaction is a sales promotion strategy [5]. When a company's promotions are attractive and good, it attracts buyers; when it meets post-purchase expectations, consumers are satisfied. [6-7]. In addition, in the application of the carving motifs, it is not yet known whether there are similarities in the names and shapes of the motifs with traditional Minangkabau buildings.

## 2. METHODS

The method used by researchers in this research is qualitative research using SWOT analysis techniques. The information obtained is usually qualitative in nature, data analysis is inductive or qualitative in nature, and the results of qualitative research are understanding meaning, understanding uniqueness, constructing phenomena and finding hypotheses [8].

In this study, SWOT analysis is used to unify strategic factors and explain how to align external opportunities and threats expected by the company with its strengths and weaknesses. The matrix can produce four sets of possible alternative strategies [9]

Knowing the development strategy method by analyzing external factors in the form of opportunities and threats as well as internal factors in the form of strengths and weaknesses of art in the form of typical souvenirs from Nagari Pandai Sikek, X Koto District and Tanah Datar Regency. In this study, the researcher acts as a key instrument in data collection and data interpretation, thereby acting as participant observer.

## 3. RESULTS AND DISCUSSION

### 3.1 Potential Development of Clever Sikek Carved Souvenirs

#### 1. Souvenir Carving Clever Sikek

The Chan Umar carving studio is one of the traditional wood carving craft businesses located at Pandai Sikek. This Chan Umar carving studio was founded in 1977. Souvenirs or souvenirs brought home by tourists as a memento of this item. Souvenirs can mean souvenirs that evoke memories of a place visited [10]. The Pandai Sikek carving souvenirs cover five different products including jewelry holders, tissue holders, table clocks, business cards and napkins. All types of products are produced using surian wood. After that, it is decorated with carvings on almost all sides and each has a name and meaning. The carvings used on souvenirs are almost the same as those on traditional Minangkabau buildings. There are no rules for placing carvings on these souvenirs, because they are based on consumer demand, but Rumah Gadang has its own rules. Forms and movements of nature are interpreted through the story of human life itself, stylized as an arrangement of curved lines, geometric shapes and is decorative in nature [11]. The basic pattern of Minangkabau decorative drawing consists of two types of decorative lines, namely (1) the starting point in nature is a line that can still remind us of the origins of plant and animal forms (relative forms) and (2) the beginning point of nature no longer connects us with the original form of nature itself (absolute form). The Minangkabau variety is usually based on natural behavior. Natural behavior describes actions that people must do or stop [12].

The types of Pandai Sikek carved souvenirs and the placement of the carving motifs are as follows:

#### 1) Jewelry Box

- a) Jewelry Box with Saik Ajik Lid Pattern
- b) Jewelry Box with Closed Motif Ati-ati Basandiang Jo Bungo Panca Matohari
- c) Jewelry Box with Cover Motif Ati-ati Basandiang
- d) Jewelry Boxes with Variation Lid Motifs

#### 2) Tissue box

This tissue box looks almost like a jewelry box. The difference is clearly visible in the cover, which has a cloth pull hole and a curved bottom. All parts of this cloth box are decorated with Cino Alias motifs and Songket cloth is also installed on the front

#### 3) Table Clock

Like the jewelry box, this table clock also has engraving, but only on the front, using various motifs as the motif. The shape of this table clock is Rangkiang style

#### 4) Name Card Holder

The business card holder is small and has a very simple shape. The top of the card is left

exposed, the engraving is only on the front and sides. The main theme used on this card holder is the variation motif and songket pieces also affixed to the front.

## 5) Napkin Holder

### a) Napkin Holder 1

This Napkin Holder has a simple shape, left open at the top and carved on the front and back using various motifs reminiscent of Aka Cino motifs.

### b) Napkin Holder 2

This napkin holder has a simple shape, that is, the top is open and the front is lower than the back. On the front, it is carved with variations, while the sides are carved, aka the middle two handles

## 2. Materials and Carving Tools for Pandai Sikek Souvenirs used

### 1) Materials

Materials are substances or things that can be used to make something, or things that are needed to make something. Material is a set of materials used to make a more useful product or final product [13-17].

The materials used to make these souvenirs are surian wood and teak wood, but surian wood is more widely used because surian and teak wood are good for carving. This wood has a medium hardness and fine grain and is also suitable for carving wood. This type is also used for furniture such as chairs, tables, doors, beds and cabinets.

The basic properties of wood vary because it is influenced by genetic factors, environmental factors and the degree of cellular maturity. The results showed the same reasons, although the tree species and growth habits are the same, but the cell structure is different, which can be influenced by these factors [18]. Due to its properties, hornbeam is often used for carpentry tools, planks, cigar boxes, lumber, door and window frames, lumber transportation, carving and sculpting, potting and molding. The suitability of the material determines the end result of the desired product. It is this factor that makes souvenir craftsmen choose Surian wood as a material for making products, as explained by Firdaus (interview on 27/05/2023 at Chan Umar's Carving Workshop). "*Kayu suriana digunakan untuk penutup carano, cocok untuk kayu lainnya. Surian punyo iro nan aluih adalah ragi yang rancak untuk nyo.*"

Besides being suitable for making souvenirs, craftsmen chose Surian wood because it is easy to find in the Pandai Sikek area, which makes Surian wood the raw material for making Pandai Sikek souvenirs.

### 2) Carving Tools

The carving tools used to carve souvenirs from the Pandai Sikek area are divided into two

types, namely the main tools and auxiliary tools. The main tools are kite chisels and shovels, while the supporting tools are a hammer, pencil, paper and knife to create motifs. The kite chisel is used to sharpen and sharpen the pattern, while the spade chisel is used to clean the base of the pattern. According to Firdaus (27/05/2023 at the Chan Umar carving studio), the main function of the air chisel is to sharpen objects, besides that it can also be used to sharpen carved objects, the chisel cleans the underside of carved objects.

Flying chisels and shovel chisels are Pandai Sikek's signature chisels, almost all traditional carving craftsmen of Pandai Sikek use these chisels in making traditional Minangkabau carvings, this is because the kite chisels and shovel chisels are practical in their use, apart from being practical, kite chisels are also multi-functional chisels. pencil, paper, glue and knife are used to carve these souvenirs. The hammer serves as the chisel while the pencil, paper, glue and knife are used for carving.

The initial process of carving begins with making a carved pattern. After the pattern is made, the pattern is copied by photocopying it, then the pattern is cut with a knife as needed, then the pattern is pasted on the surface with glue. The wood must be carved, as explained by Firdaus (interview 27/05/2023 at Chan Umar Carving Studio). The first step in making carvings for carved souvenirs begins with drawing a pattern on paper and sticking it on the surface of the wood to be carved

### 3) Engraving Forms and Names

The form of Minangkabau carvings usually goes back to the philosophy of Alam Takambang Jadi Guru, which means that the vast universe can be used as a teacher. Minangkabau decorative styles in particular have more animal and plant motifs [19-20]. The most widely known examples of animal motifs from the Minangkabau decorative variety are the itiak home patang and the plant motifs are kaluak nails and aka cino. In addition, Minangkabau traditional carving also has three distinctive patterns as revealed by [21], namely: frame patterns, main patterns, and single patterns. Engraving names [22] :

- a) Carving of Aka cino (Chinese root).
- b) Tiny Carving
- c) Lapih Duo Engraving
- d) Carving of Saik Kalamai and Saik Ajik
- e) Carving the waves
- f) Carving Aka Tengah Duo Handle
- g) Careful Carving
- h) Engraving of Ati-ati Basandiang
- i) Carving Ati-ati jo Bungo Panca Matohari
- j) Engraving Variations

### 3.3 SWOT analysis

SWOT analysis is one of the most powerful analysis tools when used properly. SWOT is an acronym for "Strengths", "Weaknesses", "Opportunities" and "Threats", ie. strengths and weaknesses across the company, including specific business areas. , while the opportunity and threat factors are environmental factors exposed by companies or business units [23]

Based on direct observation of Chan Umar's carvings in the city of Pandai Sikek is data collection. The strengths, weaknesses, opportunities and threats of Chan Umar's carvings can be as follows:

|             |  |
|-------------|--|
| Strength    | <ol style="list-style-type: none"> <li>1. Consumers already abroad have shipped to Malaysia, South Africa, America, China, Africa, and throughout Indonesia.</li> <li>2. Development of models and motifs</li> <li>3. Has its own motive identity</li> <li>4. Product durability can be 100 years</li> <li>5. Still maintaining philosophical values</li> <li>6. Have a skilled workforce</li> </ol> |
| Weakness    | <ol style="list-style-type: none"> <li>1. Promotion Limitations</li> <li>2. Requires large capital</li> </ol>  |
| Opportunity | <ol style="list-style-type: none"> <li>1. Good relationship with customers</li> <li>2. Involve the community in the production process</li> <li>3. Customer loyalty to products</li> </ol>   |
| Threat      | <ol style="list-style-type: none"> <li>1. 1. Scarcity of raw materials</li> <li>2. 2.No regeneration</li> <li>3. 3. Competitor environment is very tight</li> <li>4. Lack of government attention</li> </ol>   |

Based on the table, one strategy can be used as a reference to increase the potential for the development of Chan Umar carving, namely :

1. Carving Chan Umar always tries to maintain quality and quality by using surian wood as raw material
2. Always trying to make new design innovations
3. Provide convenience to customers and maintain good relations.

### 4. CONCLUSION

Based on research on Carving Sikek Souvenirs, X District, Tanah Datar Regency, it can be concluded that there are five types of Carved Sikek Souvenirs, namely jewelry boxes,

tissue boxes, napkin boxes, business card holders. and desk clock. The carvings that adorn Pandai Sikek souvenirs imitate traditional Minangkabau carvings. The souvenir product has nine name motifs from seven traditional Minangkabau carving patterns, viz. aka cino, pitih-pitih, lapiah duo, waves, saik kalamai, ati-ati, ati-ati basandiang, ati-ati jo bungo panca matohari, aka tangah duo handles and creative motifs that resemble aka cino. All carved souvenir products are made of surian wood and in the manufacturing process use tools such as fly chisels and spoon chisels.

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