

ABSTRAK

DAMPAK KEGIATAN KAMPUNG KREATIF SUKARUAS TERHADAP TINGKAT SOSIAL DAN EKONOMI PENGRAJIN

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Penelitian ini bertujuan untuk mengetahui tingkat sosial dan ekonomi pengrajin serta mengetahui adanya perbedaan tingkat sosial dan ekonomi sebelum dan sesudah adanya kegiatan Kampung Kreatif Sukaruas. Manfaat dari penelitian ini dapat dijadikan bahan informasi, tolak ukur agar lebih siap menjadi pengrajin yang sadar akan perubahan sosial dan ekonomi di Kampung Kreatif Sukaruas. Metode penelitian menggunakan *survey* dengan teknik pengumpulan data yang berasal dari wawancara, observasi dan kuesioner. Dampak kegiatan Kampung Kreatif Sukaruas terhadap tingkat sosial dan ekonomi dianalisis menggunakan Uji Pasangan Wilcoxon. Lokasi penelitian di Kampung Sukaruas Desa Sukaraja Kecamatan Rajapolah Kabupaten Tasikmalaya. Hasil penelitian menunjukkan bahwa keberadaan Kampung Sukaruas sebagai kampung kreatif telah memberikan dampak terhadap perubahan tingkat sosial dan ekonomi pengrajin selaku masyarakat lokal. Sebelum adanya Kampung Kreatif Sukaruas tingkat sosial berkategori kurang baik, setelah adanya Kampung Kreatif tingkat sosial pengrajin menjadi berkategori sangat baik. Setelah adanya kegiatan Kampung Kreatif Sukaruas dilihat dari hubungan pengrajin selaku masyarakat lokal yang semakin erat karena berbagai kegiatan diluar pekerjaannya sebagai pengrajin, diantaranya musyawarah, gotong royong, adanya pembinaan dan pelatihan yang diselenggarakan oleh Dinas Pariwisata dan Dewan Kerajinan Nasional Daerah. Selain itu, tingkat ekonomi juga berkategori sangat baik dikarenakan memberi dampak tumbuhnya usaha-usaha baru baik dibidang jasa maupun perdagangan, serta meningkatnya pendapatan para pengrajin anyaman. Berdasarkan hasil analisis bahwa dengan adanya kampung kreatif Sukaruas berdampak positif terhadap tingkat sosial dan ekonomi pengrajin.

Kata kunci: Dampak, Kampung kreatif, Tingkat Sosial dan Ekonomi

ABSTRACT

THE IMPACT OF SUKARUAS CREATIVE VILLAGE ACTIVITIES ON THE SOCIAL AND ECONOMIC LEVELS OF CREATORS

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This study aims to determine the social and economic level of the craftsmen and to find out the differences in the social and economic levels before and after the activities of the Sukaruas Creative Village. The benefits of this research can be used as information material, a benchmark to be better prepared to become craftsmen who are aware of social and economic changes in the Sukaruas Creative Village. The research method uses a survey with data collection techniques derived from interviews, observations and questionnaires. The impact of the Sukaruas Creative Village activities on the social and economic level was analyzed using the Wilcoxon Pair Test. The research location is in Sukaruas Village, Sukaraja Village, Rajapolah District, Tasikmalaya Regency. The results showed that the existence of Sukaruas Village as a creative village had an impact on changes in the social and economic level of craftsmen as local communities. The social level was categorized as very good after the Sukaruas Creative Village activity was seen from the relationship of craftsmen as local communities which was getting closer due to various activities outside of their work as craftsmen, including deliberation, mutual cooperation, coaching and training organized by the Tourism Office and the Regional National Crafts Council. In addition, the economic level is also categorized as very good because it has an impact on the growth of new businesses in both services and trade, as well as increasing the income of weaving craftsmen. Based on the results of the analysis that the existence of the Sukaruas creative village has a positive impact on the social and economic level of craftsmen.

Keywords: *The Impact, Creative village, Social and Economic Level*

