
The Strategy of Puppet Shadow Industry Development and Education Management Character Building Based in Manyaran Subdistrict Wonogiri

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Abstract: Puppet is a performing art originally from Indonesia which fast developed in Java. The subdistrict Manyaran has puppet 56 home industries of handicraft. The aims: (1) developing strategy in increasing social economy through bussiness character building, (2) analysis industry, (3) developing workshop of puppet industry character building based in increasing industrial works, by entrepreneurship in developing creative industry. Methods is descriptive qualitative, Need analysis is done by problem, potency and hope through FGD, and experimental method. The result is to develop of puppet industry and bussiness management character building. based for *entrepreneur* characteristic people in doing management process 90% through home industry. It needs to be supported in order to not work in another field got 88%, all of the people have skills to be developed continuously 78%, the values of its production for welfare societ 81%. Government policy supported local lesson curricula at schools, 75%. In fact Junior and Senior High School have done it, 83%. Export marketing, tourism packages by touring from schools, 81%. The handcrafters really agree in their villages will be created as tourism village. The character building in entrepreneurship is done since early programed, it is necessary socialisation Grand Design of Charater Building strategy for puppet handcrafters 75%. Conclusion, in supporting the development of handcrafters character puppet industry should involve all components: (1) *the content of the curriculum*, (2) *the procces of instruction*, (3) *the quality of relationships*, (4) *the handling of discipline*, implementation activity of co-curricula at school, *character education is the deliberate effort to help people understand, care about, and act upon core ethical value*, and ethos in all puppet handcrafters social environment.

Keywords: *puppet industry, Education management, charater building.*

I INTRODUCTION

UNESCO, the board that oversees the culture of the United Nations, on 7 November 2003 set the puppets as the most famous shadow puppet performances from Indonesia, (*Masterpiece of Oral and Intangible Heritage of Humanity*). However, a puppet shadow show in Indonesia has a narrative style and uniqueness, which is a genuine masterpiece of Indonesia in the representative list of intangible cultural heritage of human beings in 2003, not proven indicating that wayang has existed before Hinduism spread across South Asia . Subdistrict Manyaran Wonogiri Regency, Central Java , and other districts are also in Wonogiri has puppet industrial development has long been known as a production center of leather puppet is one of the flagship products in the region of

2 RESEARCH PROBLEMS

Wonogiri. In fact, some of the local district government has set a puppet as the identity of the region. And a community effort develop a puppet continues to be driven by the district (WWW.Wayangvillage.com)

In developing art based on economy, including Javanese Culture, which is rich to be dig and developed. It is not only as cultural product, but also economical product. That is the life in village of Kepuhsari, Manyaran Subdistrict, Wonogiri regency which have 55 bussiness units especially puppet shadow as handicraft. Art and economy becomes pulse for their society. The social activity of handcrafters puppet shadow, beside other production, such as wood dakon, mask, traditional toys, wall

hangings, blinds, to a variety of handicraft production for souvenirs (survey

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Based on common problems mentioned above, there are specific problems facing the industry puppet today are: (1) lack of design the appropriate design tastes of the market (the tourism industry area) , (2) low levels of technology used, (3) the high cost of materials raw buffalo or cow leather and is highly dependent on the tanning industry, (4) expensive and dependent pinchers puppet of buffalo horn that must be brought from outside the island (Sulawesi) , and (5) lack of skills and business management based character education (6) yet the optimal role of institutions supporting research , marketing , banking, serious role the Government in realizing the tourist village, (7) lack of social capital in the industry, (8) the absence of a business climate based entrepreneurial character good, and (9) the weakness of organizations and puppet shadow associations of crafters (yet).

Design development puppet shadow increase the added value of creative industry

3 DISCUSSION

Character building is *the deliberate us of all dimensions of school life to foster optimal character development* (we deliberate effort of all dimensions of school life to help the development of the optimal character). It is meant to support the development of the character of the craftsmen UKM (Social Activity Unit) industry puppet should involve all components, both from the aspect of content (the content of the curriculum), the learning process (the process of instruction), the quality of relationships (the quality of relationships), the handling of the eye lessons (the handling of discipline), the implementation of co-curricular activities , as

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products are technically so that the competitiveness of puppet (handycraft) on the market to increase, providing jobs, expanding employment opportunities for the wider community through the growth of entrepreneurs new to the field of industrial puppet, developing puppet and reinforce identity as a cultural icon of Wonogiri and Indonesia. Creating synergy potential of sustainable empowerment among communities, government and Regional Research Council on the basis of cohesion and harmony (link and match) and give input on Parliament Wonogiri as the decision / policy areas for the design of local development and regulation. Marketing products industry puppet SMEs throughout Indonesia, not only in the domestic market, but also should reach the global market. Structuring the tourism industry (tourist village) as soon as possible, localization efforts with access to adequate support, as well as the provision of infrastructure in favor of the UKM can provide added value and competitiveness of UKM in competition with various foreign products flooding the market in Indonesia

well as the whole ethos of the school environment (Zubaedi , 2011: 14).

According to David Elkind and Freddy Sweet (in Zubaedi , 2011: 15) character education is the deliberate effort to help people understand, care about, and act upon core ethical values (character education is a deliberate attempt (conscious) to help people understand, care, adn implement core ethical values) . According to Ratna Megawangi (2004: 95) , is an effort to educate entrepreneurs (artisans) industry puppet in order to make decisions wisely and practice it in our daily lives, so that they can make a positive contribution to the environment (Fakry Gaffar, 2010 : 10) .

3.1. Educational Purposes Ebtrepneur Character

In the context of character education, skills must be developed through education initiated by entrepreneurship (Zubaedi, 2011 : 18) character education has three main functions; (1) The establishment and development potential of learners (artisans) in order to think well, be well, and behaved in accordance with the philosophy of life Pancasila (five principles), (2) improve and strengthen the role of families and communities, (3) filter / sort of national culture itself and filter the culture of other nations that are inconsistent with the values of the culture and character of the nation's dignity, especially for ecrafters Kepuhsari puppet in the village. Internalization is the process of character education that is done informally, packaged and infiltrated in the interaction of learning and learning (learning and instruction) is deliberately designed to achieve the formation of character by applying a variety of structured activities (structured learning experiences).

Configuring the characters in the context of the totality of the process of psychological and socio-cultural can be grouped into: (1) if the heart (spiritual & emotional development); (2) if the thought (intellectual development); (3) sports and kinesthetic (physical and kinesthetic development); and (4) if the feeling and intention (affective and creativity development). The process holistically and have a coherent and complementary interrelations. Bram Setiadi in Siti Supeni (2011: 10) reveals that the essence of leadership in the context of education (entrepreneurship) must reveal the characters for the value of example and struggle the course will appear in the "patrap" (behavior-actions), and "pangucap" (speech) of a leader (manager of the tourism industry puppet).

In the village Kepuhsari Manyaran Wonogiri districts, businesses puppet carving decoration which produced the bulk is Entrepreneurial households, business activities conducted in the household has a very large portion compared to other types of businesses, i.e. more than 90%. Domestic business is

usually done at home using the existing facilities in the house as the capital seeks to minimize the cost and the cost of operational early. Regeneration in this endeavour relatively is smoothly, perhaps because of a family enterprise. In addition, discipline, in our family is also emphasized the importance of obedience and obedient to parents. Perhaps all that is what then makes trying to develop the legacy left by the ancestors.

Masnur Muslich (2013: 38) in the chart on the six pillars mentioned above is as that cited by the Character Counts Coalition (a project of the Joseph Institute of Ethics), there are six pillars of character (The Six Pillars of Character) which may be a reference. The six pillars of character in question is as follows:

- a. Trustworthiness, the character makes a person of integrity, honest, and loyal.
- b. Fairness, form characters that make a person has an open mind and do not like to take advantage of others.
- c. Caring, form characters that make a person have a caring attitude and concern for others and the social conditions of the surrounding environment.
- d. Respect, forms the character that makes a person always appreciates and respect people.
- e. Citizenship forms the character that makes one aware of the laws and regulations as well as care for the natural environment.
- f. Responsibility forms the character that makes a person responsible, disciplined, and always does things as good as possible.

Manyaran efforts of the District in the village Kepuhsari, by introducing puppet hereditary one through the local curriculum in elementary and junior high school nearby. Since

hereditary artists mastermind length up offspring puppet-makers and actors. And until now passed on by generations of people for a living / supplementary livelihoods (Giriyanto).

- a. Activity citizens puppet making leather crafters, artisans number approximately 200 craftsmen and the manufacturing process, tanning, leather inlay. Production support in

addition to puppet in the village Kepuhsari , for example (dakon wood , masks , traditional toys, wall hangings, woven bamboo on Garutan village, carrying medicinal). There is a training of relevant agencies. Examples of packaging, manufacture of buffalo horn , leather preservation and production management .

- b. Schools have done extra-curricular carving decoration since 1999, the process taught introduction of ornaments puppets, emboss then plastered. Junior II Manyaran has been carrying out extra carving decoration; the process is undertaken from encrusting until decorating.

Results percentage of opinions that have been submitted by the craftsmen at the time of the workshop is to show the items below: (1) An understanding of the character of self-employed as artisans puppet needs to be nurtured in order not to switch professions are 88%, (2) all citizens have the skills to be developed continuously, data showed not optimal 78%, (3) Shadow puppets as a cultural heritage and potential of the region, will continue to be preserved and developed its production rate for the well-being of society, the data showed 81%, (4) Efforts developed in preservation, Wonogiri through the local curriculum, 75%, the majority of junior-high schools have already done so. 81% of the craftsman could not agree in the village will be created as a tourist village, character building entrepreneurship, conducted programmed from an early age, to suppress urbanization, 78%, the data showed that there are still many villagers of Kepuhsari as yet understand about the character of entrepreneurship, which should be programmed early. It needs to be followed up by the government in the strategy of the Grand Design Character Development Entrepreneurial / artisans puppet 75%. Evaluation of the implementation of industrial development puppet.

4 CONCLUSION AND RECOMENDATION OF RESEARCH

Necessity: accommodated and provided a location / place results artisans (showroom) in

the village Kepuhsari as a center for tourists who would know directly, formed an organization / association to accommodate the artisans, and the establishment of cooperative UKM artisans puppet, held training "carving decoration" , "natural coloring" for children and teenagers in the village of Kepuhsari, as the container non-formal education, regeneration efforts continuously to the younger generation, because of the interest to be artisans of diminish in , prefer to seek jobs in the cities (urbanization), increased the quality of human resources in entrepreneurship training in increasing the quantity of production, inhibition due to the lack of a broader marketing .

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