



Village Head Motivation in Improving Empowering Pottery Artisans in Sitiwinangun Village Jamblang District, Cirebon Regency

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Abstract. Motivation is carried out by the head of the village for pottery artisans; in this case, the motivation is carried out to increase the empowerment of pottery crafts. The background of writing this thesis is to examine data and facts regarding the motivations of the village head for pottery artisans in increasing the empowerment of pottery handicraft products in Sitiwinangun Village, Jamblang District, Cirebon, West Java. The purpose of this research was to find out how the motivation and empowerment provided by the village head in improving community welfare, what kind of empowerment was carried out by the village head in improving community welfare, what obstacles were found by village officials in improving community welfare, what efforts were made by village officials in improving community welfare. The research method used by researchers in this study is descriptive qualitative. It is called a qualitative research method because this research uses qualitative data, namely data collected through library research and field studies, which include interviews, observation, and documentation. Based on the research results, the motivation of the village head in increasing the empowerment of pottery artisans as a whole has been carried out quite well.

Keywords: Motivation, Empowerment, Pottery, Artisans Craftsmen

INTRODUCTION

Sitiwinangun Village is the center of pottery making in Jamblang District, Cirebon Regency. This village has several artisans who still empower crafts from clay, which we call pottery; the village is also considered the first pillar of a country's progress because it is the foundation of the country and must be able to contribute to the welfare of the community. One of the potentials possessed by Sitiwinangun Village is the result of pottery crafts that can be a source of income and preserve ancestral culture. It must be supported by motivation so that there is an increase in empowerment in pottery crafts.

One of them is that the village head must be able to advance his community in various ways, one of which is by providing guidance or inspiration so that everyone can reach their

maximum potential. In addition, encouragement is given in nearby areas to enable local communities to effectively manage their resources to improve welfare and reduce poverty rates. Motivation to encourage the community's mindset to be excited and progress towards welfare and a more decent life. Besides that, the village head also creates programs for the community to channel their talents and aspirations.

According to the Big Dictionary Indonesian (2008), empowerment is "the process, way, creation, and empowerment of the word power, i.e., the ability to perform or perform actions." The community or local government can empower to improve the level of community welfare, including family welfare, the independence of the underprivileged, the dignity and dignity of the lower class, and the community as a significant concern. According to Daulay (2006), empowerment is "a strategy used to encourage individuals to have a negotiating attitude to participate in the development process as actors actively."

Training jobs can be created to implement empowerment projects. In order to advance the welfare and quality of life of the community, guidance from government agencies and other related organizations is needed. The Sitiwinangun Village Government seeks to hold more contemporary pottery-making training in Sitiwinangun Village as one of its initiatives. Pottery is clay shaped into handmade items and then burned to make pots. Jugs, piggy banks, ashtrays, and so on.

Clay, as the primary raw material used in making pottery, is used to beautify pottery by utilizing the potential of nature that already exists. However, this potential should be utilized by community members. It is also the cause of the need for more interest from the younger generation in preserving pottery or pottery crafts. Based on the author's observations in the field, there are several problems in Sitiwinangun Village:

1. Not optimal motivation from the village head towards empowerment of artisans
2. Suboptimal marketing
3. Lack of funding to support artisan productivity
4. Lack of pottery-making training for artisans

LITERATURE

A person's behavior begins with a specific drive or motivation, which comes from the Latin "*movere*," which means "to move". Motivation is a psychological symptom in the form of an impulse that arises in a person consciously to perform something action with a specific purpose. This arises due to factors inside a person, namely *intrinsic* factors, and factors outside

oneself, namely *extrinsic* factors. *Intrinsic* factors can be personality attitudes, educational experiences, or various hopes and ideals of love. In contrast, *extrinsic* factors can be generated by various sources can be due to work influences, organizational policies, workplace life, and other factors.

The motivational aspect is the "active or dynamic aspect and paste or static aspect." In the active/dynamic aspect, motivation appears as a positive effort in mobilizing and directing human resources to productively succeed in achieving the desired goals. *Empowerment*, translated in Indonesian, is a concept born as part of developing the mind of Western society and culture, especially in Europe. To understand the concept of *empowerment* precisely requires an effort to understand the contextual background that gave birth to it.

METHOD

In qualitative research, significance is prioritized over-generalization. The author uses qualitative descriptive research methodology. Interviews, observation, and the use of documents are approaches that are often used in qualitative research. The informant selection technique that will be used in this study is purposive sampling, where information retrieval is selected according to the needs of the researcher, which is considered to be able to provide information about the situation and conditions of the research background. It is essential to ensure the stability and correctness of the data collected, collected and recorded effectively during research activities.

Therefore, each researcher must be able to select and establish appropriate methods to increase the validity of the data he collects. The data analysis technique used in this study is descriptive, which describes the actual situation at the time of the study. Then, the data is analyzed and interpreted, and assisted with additional information that can support the research. So, this study uses the motivation of the Village Apparatus in increasing the empowerment of pottery handicraft products in Sitiwinangun Village, Jamblang District, Cirebon Regency.

DISCUSSION

The results of the study are studies that contain a description and analysis of data and its complete interpretation. The results of researchers are the process of organizing and grouping the information of an activity based on facts through the efforts of the researcher's mind in processing and analyzing objects or research topics systematically and objectively to solve a problem or test a hypothesis so that general principles or theories are made.

Interaction

The village head has been kind to the artisans, but this is considered less optimal because the village head is busy and can only sometimes be in place and always visit the artisans. Then, the artisans and village chiefs have time constraints.

Human Resources (HR)

This is less because the interest of the younger generation in preserving pottery crafts could be much higher. After all, opportunities for livelihood in the future could be better, especially nowadays the priority of the generation is more inclined to the work of civil servants.

Innovation

In the development of pottery, handicraft products still need to be improved, so there are few enthusiasts in pottery handicraft products and prefer other primary materials.

Performance

In this dimension, in terms of the performance of the village head in motivating pottery artisans by directing and appreciating pottery artisans who are serious about empowering pottery crafts are given supporting tools to help smooth pottery-making.

Affiliate

In the second dimension, namely Affiliates. In this dimension, the relationship between the village head and the pottery artisans always prioritizes the principle of deliberation to the artisans, both from obstacles and giving directions, and this is done so that the problem is not sustainable and can be adequately handled.

Competence

The Competency Dimension has two parameters that show that the village head has a great responsibility as a motivational giver; therefore, the village head cannot be careless in guiding artisans to make pottery. In the event of the inability of the craftsman, the village head provides facilities with socialization where experts in their fields provide training to provide correct direction.

Input Aspect

In this dimension regarding human resources, there are still many artisans who want to empower this pottery craft, but the majority are old and very rare for the younger generation. In terms of funds themselves, more modern tools have been facilitated so that artisans can develop businesses and facilitate manufacturing. There is also an increase in capital related to MSMEs, in terms of facilities and infrastructure, by providing tools such as compressors and modern pottery combustion tools using heating machines.

Process Aspects

Regarding this dimension, the overall parameters of implementation, monitoring, and supervision are carried out by the village head well. Judging from the implementation carried out under the plan, monitoring follows the directions in the field. It always provides supervision related to the quality produced in the production of pottery crafts.

Output Aspect

Based on this dimension, achieving the targets expected by the village head in empowering pottery crafts has been directed and carried out optimally, seeing that the efforts made to advance and empower have been carried out well.

CONCLUSION

The interaction was considered less than optimal due to the busy village head who could only sometimes be in place and always visited the artisans. So artisans and village heads have time constraints, Human Resources (HR) are getting less and less due to the interest of the younger generation to preserve pottery crafts, innovation in the development of pottery handicraft products is still lacking, so there are not many enthusiasts in pottery handicraft products and prefer other primary materials.

The village head provides a place for complaint services for people who have obstacles, especially artisans. This writer feels this can be an effort to overcome the problem of less-than-optimal interaction. The village head guides people who want to make pottery. In this way, it is hoped that senior artisans making pottery will accompany people interested in making and preserving. The village head has conducted training activities on making more modern pottery by providing tools that can help artisans more efficiently in pottery work and innovation in design by looking at the design market that follows the times.

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