



Utilization of Pottery as Well as Shaping Art and Community Creativity Through Clay in Anyer Area, Serang Regency

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Abstrak

Anyer terletak di pesisir barat, Kabupaten Serang, Banten. Anyer terkenal dengan wisata pantai. Namun selain Pantai Anyer yang terkenal, kampung gerabah yang tak kalah memberikan pengalaman wisata yang luar biasa. Sentra pembuatan gabah di Anyer tepatnya terletak di Desa Bandulu. Maka gerabah dari daerah ini dinamakan gerabah bandulu. Gerabah bandulu sangat terkenal karena dipasarkan cukup luas keluar dari wilayah wisata Anyer. Gerabah bandulu ini lebih mengutamakan pelatihannya kepada para pengunjung dibandingkan untuk menjual hasilnya. Biasanya target pasar mereka yaitu para pelajar mulai dari SD sampai SMA, para mahasiswa, dan pengunjung umum lainnya.

Kata kunci: *gerabah, tanah liat, pelatihan, wisata*

Abstract

Anyer is located on the west coast, Serang Regency, Banten. Anyer is famous for beach tourism. But apart from the famous Anyer Beach, the pottery village provides an extraordinary tourist experience. The grain making center in Anyer is precisely located in Bandulu Village. So the pottery from this area is called bandulu pottery. Bandulu pottery is very famous because it is marketed quite widely outside the Anyer tourist area. This Bandulu pottery prioritizes training its visitors rather than selling its products. Usually their target market is students from elementary to high school, university students and other general visitors.

Keywords : *pottery, clay, training, tourism*

Introduction

Indonesia is a rich country that has natural and cultural beauty and diversity spread across various islands and ethnic groups including Banten Province. Nowadays, "modern civilization" with modern technology has manipulated and exploited its diverse nature and culture. As a result, the life and cultural wisdom of the Indonesian people have gradually faded. Among the lives and cultural wisdom influenced by modern technological advances (Mazid et al., 2020), one of them is seen in terms of the transition of activities and the use of traditional equipment to modern equipment. Such is the case with the activities of pottery craftsmen and equipment.

This pottery is used as objects that can be used to put things such as barrels, flower pots, stoneware, as well as being used for decorative objects such as statues, jars and various souvenir objects (Alfazri et al., 2016). Pottery has been a part of traditional community life for generations, and has been used for a long time by the community. This can create a sense of fondness and pride in our culture, especially for the younger generation, so that this heritage can be preserved. The use of pottery was initially only to fulfill the needs of kitchen utensils, but gradually pottery was made to give a beautiful impression that was commonly used for decorations such as flower



pots, jars, statues, and various souvenir objects (Pratiwi, 2019).

There is one area that still preserves the use of traditional equipment (Sakban et al., 2020), which is located in Anyer, precisely in Bandulu village (Amaliyah et al., 2023). This place was founded initially for the community and wanted to share knowledge, that way we are building human resources (HR). Mr. Ipul as the main founder of this pottery activity has the main goal of preserving and training for the community to make this pottery that we do or want to build something with patience and process. The activity that Mr. Ipul has as the manager is called JJ POTRET or J2 POTRET. This activity is also under the auspices of the mantra hati cakra hadirat sasa foundation as a fundraiser or the main pioneer of this activity.

Regarding the target market for this activity, Mr. Ipul explained that he prioritizes school children, students, and the general public. He also gave an explanation regarding the procedures for attending this pottery class, namely determining the schedule in advance by contacting the number listed, for the day Monday - Friday and for the cost ranging from Rp. 50,000 to Rp. 100,000. The problem that is often experienced is usually rain, and this pottery does not have a special machine for drying it only relies on sun exposure, even then it should not be exposed directly only the bias. If exposed to direct sunlight, it will cause drying that is not optimal and cracks easily. For the solution to this problem, Mr. Ipul explained that he has not found a solution other than the use of sunlight for drying the pottery.

Implementation Method

This method is one of the most important so that the plan or survey we do can be realized properly.

Place and Time

The place we surveyed is a pottery making training center, which is located in the Anyer area of Bandulu village, Banten province. The survey implementation time is dated September 20, 2023.

Target Audience

The targets in this activity are more or less the same as the managers, namely students and the surrounding community, with the aim of providing education about pottery making and also increasing existing human resources. In addition, we also conducted a survey to introduce the pottery products that our group made to Sukadana 1 Kasemen Village.

Survey/service method

This activity is carried out through several stages, the first is to determine the right time for the manager, the second is to conduct interviews and explore something about this pottery making training activity. Third, see and do directly the making or training with students and the surrounding community. Fourth, conducting counseling to the community about the introduction and use of pottery in Sukadana Village 1Kasemen and attended by approximately 10 people, fourth evaluation.

Indicators of Success

Indicators of success in this activity can be seen from the availability of quality raw materials (clay) to realize pottery designs into real products.

Evaluation Method

Evaluation is carried out by periodically reviewing directly to the counseling area and continuing to provide an understanding of the use of pottery, so that people can be interested in using pottery as a helper for their daily activities or just to decorate the room.

Result and Discussion

Basically, this activity is one of the educational programs in order to shape the art and creativity of the community. The results of this research are people who still maintain their culture from generation to generation, innovations made according to market needs, and a supportive surrounding environment so that the traditional pottery industry survives. The existence of this research is expected to be used as a motivation to continue to innovate with traditional technology that helps craftsmen in making pottery.

A. Extension activities on the utilization and craft of pottery

Counseling activities are carried out by gathering residents, then we provide information about the general description of the pottery. Starting from the technique of making it, it can be used for anything, as well as the weaknesses and advantages of the pottery. The material was given to the community as our effort to provide an overview of what businesses the community can do from the utilization of the pottery. So that the community can get a direct picture, what business they will choose from the results of pottery utilization and crafts.

The following is an overview of pottery utilization counseling activities:



Figure 1. photos of outreach activities

B. Improvement of craftsmen's skills in making art pottery

To develop the quality of human resources, training is needed for pottery artisans in Anyer intensively. In addition, the implementer will also help pioneer cooperation/promotion with pottery entrepreneurs/craftsmen.

C. The diversity of art pottery designs

The art pottery products produced are very diverse, such as jugs, piggy banks, flower vases. So as to produce products or shapes that vary greatly in size, design, and finishing. To develop the design of pottery crafts, an introduction design is needed. The introduction in question is so that buyers can choose which form will be interested.

Practice Of Processing Clay InTo Pottery

In this activity there are several stages / procedures, among them:

1. Taking clay. Clay is taken by digging directly into the ground that contains a lot of good clay. Good clay is red brown or brownish white.

Preparation of clay. Clay that has been collected watered water until evenly wet then allowed to stand for one to two days. After that, then the clay is ground to make it more

adhesive and clay. There are two ways of grinding that is manually and mechanically. Manual grinding is done by trampling the clay until it becomes tenacious and smooth. While mechanically using a milling machine. The best results will be produced by using the manual grinding process.



Figure 2. pottery craft

2. The formation process. After passing the grinding process, the clay is ready to be formed in accordance with the wishes. Various forms and designs depart produced from clay. Techniques that are often used are:

- Plate Technique (Pinching)

Plate technique (pinching) is a technique of making ceramics by plating the clay directly using the hand.

- Pilin Technique (Coiling)

Pilin technique (coiling) is a way of forming clay with a basic form of clay that is twisted or shaped like a rope.

- Rotary Technique (Throwing)

To make pottery with the rotary technique (throwing), you need a tool in the form of subang pelarik or electric rotary tool.

- Teknik Cetak Tekan (Press)

The press molding technique is done by pressing the clay whose shape is adjusted to the mold. This technique is done to get results in a fast time.

How much clay and how long it takes depends on how big the pottery will be, its shape and design.

3. Drying. After the final form has been formed, it continues with drying. The length of drying time is adjusted to the weather and the heat of the sun. The drying process is not directly under the sun, but only using the bias. Because it will experience temperature shock (pottery becomes cracked).

4. Firing. After the pottery becomes hard and completely dry, then a lot of pottery is collected in a place or kiln. The pottery is then burned for several hours until it is completely hard. This process is done so that the pottery is really hard and not easily broken. The fuel used for the burning process is dry straw, dry coconut leaves or

firewood.

5. Refinement. In the refinement process, the finished pottery can be painted with special paint or glazed, so that it looks beautiful and attractive so that it has a high selling value.

The success of the activity

The success of this pottery utilization counseling activity can be seen by the increasing number of residents who use pottery as a helper for their daily activities (Mudra and Sunarini, 2015), be it for just display or for cooking utensils or water reservoirs.

Conclusion

Based on the results of this activity, it can be concluded that this community service program has been right on target and the entire process carried out has been in accordance with the initial expectations that 1) the community gets new insights related to the creativity of processing clay into pottery, 2) the community gets an overview of the preservation of pottery cultivation, 3) the community gains knowledge of how to make pottery.

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