



Sign System as Visual Communication for SMEs in Malang

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Abstrak

Usaha tenun merupakan salah satu potensi yang dapat dikembangkan oleh masyarakat desa Tasik Madu, Malang. Namun, hanya sedikit pengunjung yang mengetahui dan dapat mengunjungi UKM Tenun Tasikmadu. Hal ini dikarenakan masalah kurangnya akses petunjuk arah menuju lokasi weaving center masih menjadi kendala bagi pengunjung. Tulisan ini bertujuan untuk mengembangkan sistem tanda sebagai komunikasi visual di kawasan Tasik Madu. Pengabdian ini dilakukan melalui beberapa tahapan, Pra Kegiatan, Pelaksanaan Kegiatan dan Pasca Kegiatan. Kegiatan ini dilakukan oleh mahasiswa, dosen serta perwakilan dari pejabat lingkungan setempat. Selain itu juga ada acara penutupan dan penyusunan laporan pengabdian masyarakat. Pengembangan sign system ini diharapkan dapat menjadi komunikasi visual sehingga memudahkan pengunjung untuk mengetahui lokasi masing-masing pengrajin tenun di Tasik Madu.

Kata Kunci: Sign System, Visual Communication, SMEs

Abstract

Weaving business is one of the potentials that can be developed by the people of Tasik Madu village, Malang. However, that only few of visitor that know and can visit the Tasikmadu Weaving UKM. This is because the problem of lack of access to directions to the location of the weaving center is still an obstacle for visitors. This paper aims to develop a sign system as a visual communication in the Tasik Madu area. This service is carried out through several stages, Pre-Activity, Implementation of Activities and Post-Activities.. This activity was carried out by students, lecturers as well as representatives of local environmental officials. There was also closing agenda and compiling community service reports. The development of the sign system is expected to be a visual communication so that it is easier for visitors to find the location of each woven craftsman in Tasik Madu.

Keywords: Sign System, Visual Communication, SMEs

1. PENDAHULUAN

Indonesia is a developing country which aims to equalize economic development, increase the rate of economic growth, increase employment opportunities, equalize income, reduce differences in abilities between regions and create a balanced economic structure (Elizabeth, 2017; Malau, 2016; Sukirno, 2011). One of the fields that can help boost the Indonesian economy is Small and Medium Enterprises (SMEs). Empowerment of small businesses which directly or indirectly shows its influence on the regional economy and then also affects the national economy. SMEs in Indonesia's development can be described as a sector that has an important role. Because most of the population has low education and lives in small business activities, both in the modern and traditional sectors and is able to absorb a lot of labor (Hapsari, Hakim, & Soeaidy, 2014; Indika & Marliza, 2019; Pudyastiwi & Djatmiko, 2020; Qosasi, Permana, Muftiadi, Purnomo, & Maulina, 2019; Windusancono, 2021). The important role of SMEs shows that the empowerment of SMEs is very important to improve the regional and national economy and be able to create jobs (Arifin, 2020; Atmaja, 2018; Maulana, Ramadhani, Niravita, & Lestari, 2021; Werdani, Kurniawati,

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Sukoco, Windriya, & Iskandar, 2020; Yaskun, 2021). Empowerment of SMEs to form tourist villages can be done at Weaving SMEs located in Tasikmadu, Malang.

The Tasikmadu rattan woven UKM is located on Jl. Badminton RW.05 RW. 02 Tasikmadu Village, Lowokwaru District, Malang City. With administrative boundaries to the north of the Singosari sub-district, to the east of the Blimbing sub-district, to the south of the Sukun sub-district and to the west of the Dau sub-district. Tasikmadu woven has almost 150 types of woven product forms. Each consumer can also order in accordance with the wishes of the shape of the wicker and the raw material of the wicker. This Tasikmadu woven product is made from various raw materials such as rattan, synthetic rattan, water hyacinth, mendong and banana midrib. The potential of webbing that is able to support the environmentally friendly movement, increasing people's creativity with the emergence of new woven creation motifs as a form of innovation, and woven raw materials are natural resources that can always be renewed (Fibriyanti, Zulyanti, & Alfiani, 2020; Fibriyanti & Noer Rafikah Zulyanti, 2021; Maida, A., Ali & Sujatmika, 2022; Siagian & Cahyono, 2021; Utaminingsih, 2016).

Empowerment of the surrounding community will be an added value in developing the Weaving SMEs (Elagawathi, Suci, & Heryanda, 2021; Nurindah & Widiawati, 2021; Permana, Wisadirana, & Mardiyono, 2014; Syaputra, Ngabito, & Yendra, 2021). The potential development of Tasikmadu rattan woven SMEs can be developed as a learning and tourism facility by presenting a woven village atmosphere that can be enjoyed by tourists as a learning medium as well as access for tourists to buy woven products directly to artisans in Tasikmadu rattan woven SMEs. This will be able to attract tourists to visit Tasikmadu rattan weaving SMEs. However, the problem of the lack of access to directions to the location of the weaving center is still an obstacle for visitors. The sign system is a series of visual representations and graphic symbols that have a purpose as human interaction with public space (Septarina, 2018). The sign system as a guide must understand something that can be felt by the five senses, or a message conveyed through a visible form and can be a medium of communication (A.S. & Kusumandyoko, 2018; Septarina, 2017). It is conceivable if an area does not have a location clue that will cause visitors difficulty in determining the direction of the destination (Ardiyanto & Nugraha, 2018; Hidayat, 2011; Triandini & Yusrini, 2018; Wahyuningtyas, Kodir, Idris, & Islam, 2020). In addition to being a sign system direction, it can also be a visual identity for UKM Weaving Tasimadu, Malang. The placement of directions must also be considered with the needs of road users. The placement of the sign system is an important thing that must be considered because the placement of the right sign system will provide its function optimally (Adzhar & Swasty, 2019; Halimi & Patria, 2015; Hanifunisa & Swasty, 2020; Rizqullah & Swasty, 2019; Ruki & Nediari, 2014; Taufiq & Wulandari, 2016). SMEs in Tasikmadu have a need for an effective, informative, and communicative sign system. Therefore, it is necessary to make efforts to develop a sign system as a visual communication for UKM Weaving Tasikmadu. In the form of visual communication, signs develop based on their functions, signs as instructions and information and serve to indicate a location. This sign system development activity aims to make it easier for visitors to reach the Tasikmadu Weaving UKM, Malang. Therefore, the development of a sign system is the right solution to be applied on the Road to UKM Weaving, namely from Jl. Athletics to Jl. Badminton is the location of Weaving UKM.

2. METODE

The program, the implementation of the main activity, namely the installation of road signs. This community service activity is divided into three stages. The pre-activity stage was

carried out starting with coordinating with the office holders in the village of Tasik Madu and their equipment to communicate the objectives of the activity and ensure the various things needed. This activity was carried out on May 15, 2021. Next, the team conducted a site survey to determine where to install the sign system, based on the results of coordination with village officials and weaving craftsmen in Tasik Madu. After the location of the installation of road signs can be ascertained, the next thing to do is to design the design of the directions and place an order for a sign system. The implementation stage of the activity is the installation of a sign system at a predetermined location which was carried out on October 15, 2021. This activity was carried out by students, lecturers as well as representatives of the local environmental apparatus. At this stage, instruments were also distributed to measure community satisfaction with what the team had done. In addition, it is also to evaluate the shortcomings that exist at the time of implementation so that in the future it can be input so that further service activities are more optimal and better. The post-activity stage is closing or saying goodbye to woven SMEs as partners and making the final community service report.

3. HASIL DAN PEMBAHASAN

Hasil

The purpose of this community service activity is to develop a sign system as an effort to promote the woven craft of the Tasik Madu community to the wider community both locally, regionally and nationally. Given the high interest from buyers and the breadth of business networks, to exporting products to foreign countries, an integrative sign system is needed to help the Tasik Madu community in general, and the craftsmen in particular, so that they are more massive in running their business. Besides Tasik Madu has its own uniqueness with its woven crafts, it also has the potential to be used as a tourist village that can be visited either as a tourist destination for children's education or to buy woven products. In this service activity, there are several stages carried out.

This community service activity in the form of developing a sign system in the Tasik Madu sub-district, Malang City, began by coordinating with the head of the village and his apparatus as well as the craftsmen represented by several people, namely on May 15, 2021, in the Tasik Madu Village. At the event, it was agreed to hold several court activities carried out by the UM Service Team such as website development, park construction, construction of self-photo spots for visitors, and also sign system development. Especially for the development of the sign system, the community agreed to build a road sign starting from the road in Karangploso to the village and also on the inside along the village road. Following up on the results of the coordination meeting with village officials and the weaving craftsmen in Tasik Madu, the team then designed a sign system that would be used along the roads in Tasik Madu village. Some of the initial sign system designs that have been done can be seen in the following [figure 1, 2](#).

The initial design in the form of an image is then tried to be implemented in a more realistic design by not forgetting to include an iconic impression in the signpost that is made to display the uniqueness of the webbing on the side of the road sign. The design image can be seen in the image below. After designing a road sign that will be used as a direction marker or visual marker for visitors or buyers, the next stage is to implement the image design in virtual reality in order to get evaluation and input from the local community. At this stage the team creates a visualization by placing the design on a real object that can be seen directly. Pictures regarding this can be seen in [figure 3, 4](#).

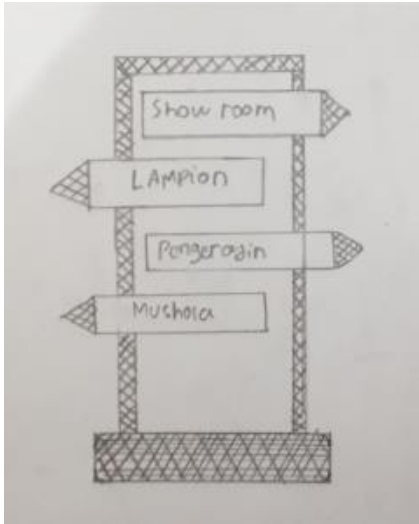


Figure 1. The Design of Sign System (Front View)

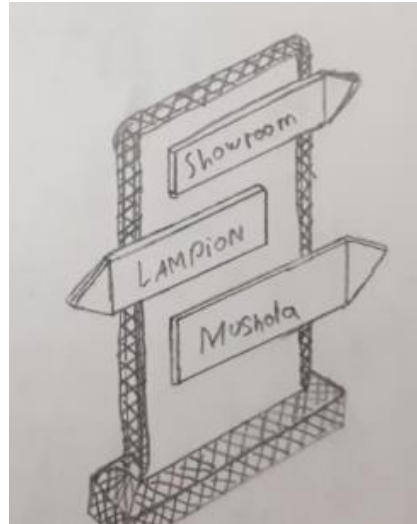


Figure 2. The Design of System (Side View)



Figure 3. Digital Simulation for Sign System (Side View)



Figure 4. Digital Simulation for Sign System (Front View)

The drawing design and implementation of the design of the guide that has been made has received good appreciation from village officials and craftsmen in Tasik Madu Village. The next activity is the purchase and provision of road signs assisted by the community. The team is assigned to make the writing design and the community will help make the accessories that will be installed on the road signs. This activity is continued with the process of ordering road signs that have been obtained in October 2021. There are as many as 4 road signs that will be installed at the top on Jalan Karangploso and another iron guide that will be installed before the village gate. The implementation of the main activity, namely the installation of road signs, was carried out on October 15, 2021 together with the community and assisted by several village officials such as Pak Rw, and one of the craftsmen in Tasikmadu, Malang City. The installation of road signs was carried out at several points in accordance with the mutual agreement during the initial survey, namely at the entrance to the village and along the Tasik Madu road that required road signs.

Several locations of installation points that are planned together have been installed with road signs based on the need for clear directions, the picture below is one form of implementing the directions by using the names of rattan woven craftsmen from Tasik Madu UKM, Malang City. In the post-activity stage, what needs to be done is closing and reporting the results of community service activities at the Tasikmadu rattan woven UKM, Malang City. A tourist village is a village that has a unique and distinctive tourist attraction, both in the form of physical characteristics of the rural natural environment or the socio-cultural life of the community that is managed and packaged in an attractive and natural way with the development of facilities or supporting (Atmoko, 2014; Noor, Indriani, & Sukmana, 2020; Pattaray, 2021; Sumbayak, Waani, & Tungka, 2021; Utomo & Satriawan, 2017; Widiyanto, Handoyo, & Fajarwati, 2008). A tourist village as a rural area with an overall atmosphere that is original from the village and is distinctive from aspects of socio-economic, socio-cultural life, customs, building architecture and a typical village spatial structure (Hadiwijoyo, 2012; Mulyadi & Rahayu, 2022; Rosa, Salman, Winarsi, & Prihatiningtyas, 2021; Septemuryantoro, 2020; Setiawati & Aji, 2020). Tourism Village Component includes the participation of local communities, the local village has a system of norms, the existence of a local customary system and local culture. The tourist village also has a principle of developing a tourist village (Budiyah, 2020; Helmita, Sari, Julianti, & Dwinata, 2021; Kartika, Afriza, & Fajri, 2019; Mumtaz & Karmilah, 2022; Nur & Mariantha, 2018; Prasiasa, 2011).

The principle of village development starts from the management principle, namely utilizing existing facilities and infrastructure in the local community, must benefit the local community, on a small scale to facilitate reciprocal relationships with the local community, must involve the local community, implement the development of rural tourism products (Wahyuningtyas, Kodir, Idris, & Islam, 2020); (Kurniawati, Idris, Al, & Shiddiq., 2020; Purnomo, Wardhani, Buddin, & Rahmawati, M., Glenn, M. Idris, I., Kurniawan, 2021). The impact of the emergence of a tourist village is an increase in the income of rural communities, increased job opportunities and local community businesses in the tourism sector, an impact on ownership and control by local communities, and the development of village infrastructure development (Hermawan, 2016; Idris, Purnomo, & Rahmawati, 2021).

4. SIMPULAN DAN SARAN

The sign system or direction for SMEs is a service product produced by a service activity team designed by taking into account the potential development needs of Tasikmadu woven SMEs, Malang City. The manufacturing and installation processes fully involve the community so that the products produced are in accordance with the needs of partners. In the implementation process, the purchase and provision of guide materials is assisted by the community, the provision of written designs and accessories for road signs by the service team. A total of 4 signposts have been installed at the top of Jalan Karangploso and another metal sign has been installed before the village gate. With this sign system, it can be a visual communication so that visitors can find it easier to find a location so they don't go to the wrong address and can save time.

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