

Economic Activities of Tanggui Craftsmen on the Riverbanks of South Alalak Village

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Abstrak

Tanggui menjadi topi tradisional khas dari Kalimantan Selatan yang menjadi warisan budaya turun temurun dari zaman dulu. Kurangnya potensi dan peluang dalam memasarkan produk Tanggui membuat konsumen kurang tertarik pada produk Tanggui, dengan mengembangkan kegiatan ekonomi pengrajin Tanggui bisa dengan melalui distribusi yaitu pemasaran melalui media sosial, mengingat zaman sekarang teknologi sudah semakin maju. Penelitian ini bertujuan mendeskripsikan aktivitas ekonomi pengrajin Tanggui dalam kegiatan produksi, distribusi, konsumsi di Kelurahan Alalak Selatan. Penelitian ini menggunakan pendekatan kualitatif metode deskriptif. Data didapatkan melalui observasi, wawancara, dan dokumentasi. Uji keabsahan data melalui triangulasi sumber, teknik, dan waktu. Data disajikan dalam bentuk deskripsi dan dilengkapi gambar. Hasil penelitian yaitu aktivitas ekonomi pengrajin Tanggui yang dilakukan oleh pengrajin Tanggui di bantaran sungai dengan melalui kegiatan ekonomi memproduksi, mendistribusi, dan konsumsi. Produksi Tanggui yang dilakukan pengrajin Tanggui dengan memakai bahan baku daun nipah dengan mendistribusikannya kepada konsumen melalui media sosial, sehingga membuat konsumen lebih tertarik dalam melihat promosi yang dilakukan oleh pengrajin Tanggui.

Kata Kunci: Ekonomi, Pengrajin Tanggui, dan Bantaran Sungai

Abstract

Tangui Is a traditional hat typical of South Kalimantan, which is a cultural heritage that has been passed down from ancient times. The lack of potential and opportunities in marketing Tanggui products makes consumers less interested in Tanggui products, by developing the economic activities of Tanggui artisans can be through distribution, namely marketing through social media, considering today's technology is increasingly advanced. This study aims to describe the economic activities of Tanggui artisans in production, distribution, and consumption activities in South Alalak Village. This study uses a qualitative descriptive method. Data was obtained through observation, interviews, and documentation. Test the validity of the data through triangulation of sources, techniques, and time. The data is presented in a description and is accompanied by a picture. The research results are the economic activities of Tanggui craftsmen carried out by Tanggui farmers on the river banks through economic activities of producing, distributing, and consuming. Tanggui production is carried out by Tanggui craftsmen using palm leaf raw materials by distributing them to consumers through social media, thus making consumers more interested in seeing the promotions carried out by Tanggui craftsmen.

Keywords: Economy, Tanggui Craftsman, and Riverbank.

PRELIMINARY

Economic activity is a community activity driven by certain motives to meet the needs of life for themselves and their families (Juliana, 2021). Economic activity aims to meet human needs, regardless of the form of work that a person does; the aim is to meet the needs and prosper his life. From the above understanding, it can be concluded that this activity fulfills the needs of people's lives; when people need something they need, the person must try to get it to achieve these goals; therefore, economic activity is a community activity to fulfill their needs by integrating their potential and the environment (Prihatiningrum *et al.*, 2021). Every economic activity explains that humans try to fulfill their needs, namely by a series of economic activities and use them efficiently

South Kalimantan is an agricultural center area mainly engaged in the economic field of producing and marketing an item, one of which is the Tanggui craftsmen who still survive today; the Tanggui artisans produce a typical hat from the Banjar tribe in the form of serving or parabola. Since a long time ago. Tanggui is the result of woven crafts from the primary raw material of Nipah leaves in the form of large rounds that function to protect themselves from rain and the hot sun; besides that, there are also many other forms of woven besides Tanggui such as purun, jangang, paikat to ilung which become essential ingredients (Lestari *et al.*, 2020; Juliana, 2021; Lestari & Abbas, 2021). This traditional Tanggui hat began to be widely marketed during the rice harvest season; besides being widely used by rice field workers when harvesting rice, Tanggui is also used and is a characteristic of floating market traders. This Tanggui craft is made using raw materials from palm leaves (Yulianti & Wahdah, 2019).

Tanggui, made by artisans using palm leaf raw materials, is an economic activity carried out from ancient times to the present from generation to generation. The manufacture of Tanggui by artisans describes a result that requires a process before it is thoroughly enjoyed and is beneficial for the maker and the wearer (Ratumbusyang, 2015; Artinah, 2021; Mutiani *et al.*, 2021). Making this Tanggui craft requires careful skills or skills; the large number of young people who carry on this cultural heritage from generation to generation makes this Tanggui traditional hat increasingly popular in the South Alalak Village area.

Since the first, South Alalak Village has been famous for the activities of artisans in producing Tanggui crafts. The activities carried out in the environment have become the activities of Tanggui craftsmen, always carried out by mothers in South Alalak Village. The riverbank area is one of the places for artisans to make Tanggui; in the process of making

Tanggui, the artisans need the hot sun, which is used to dry the palm leaves, the primary raw material for making Tanggui (Prihatiningrum *et al.*, 2021; Putro *et al.*, 2021).

The activities of South Alalak Village people are still closely related to where they live. This will affect various fields, such as the activities of the Tanggui artisans. Based on the presentation, this article was written to examine the activities of Tanggui artisans on the riverbanks of South Alalak Village in the economic activities of production, distribution, and consumption of Tanggui products.

METHOD

This study uses a qualitative approach with a descriptive method. It is used to describe the actual state of the phenomena studied during the research (Sugiyono, 2018). Regarding the economic activities of Tanggui artisans on the riverbanks of South Alalak Village, where Tanggui artisans use riverbanks to produce Tanggui products in economic activities, ready-made Tanggui products will soon be promoted to consumers through social media. Data collection was carried out through stages and observations on the banks of the South Alalak river, where the activities of Tanggui artisans were located in RT 1 and 2 in South Alalak Village.

Interviews were conducted with the Lurah, the head of the RT, and specifically the Tanggui artisans who carry out production, distribution, and consumption activities around the riverbanks of South Alalak Village. The data sources or informants selected were economic actors, namely, Hamsinah, Siti Nurita, Asri, and Ardi. The data is in documents in photos of the production and distribution of Tanggui products. The data analysis technique used in this study is an interactive model including data reduction following the research objectives and data presentation in the form of descriptions supported by pictures. The validity of the data by triangulation of sources, techniques, and time. Triangulation of sources with different sources, namely Tanggui artisans and economic actors. Triangulation with different techniques, namely observation data, is matched with the results of interviews and evidenced by documentation. Time triangulation was carried out at different times, namely in the morning, afternoon, and evening. This was done to obtain data on the activities of Tanggui artisans on the riverbanks of South Alalak Village, Banjarmasin (Hasanah, 2017; Moleong, 2021).

RESULTS AND DISCUSSION

Humans as social beings always carry out activities in their daily lives. Activity is defined as an activity carried out by someone at a specific time or space. Economic activity is defined as an activity carried out by humans to earn income to support themselves and their

families (Ratumbusyang, 2015). Economic activity is said to be an activity that explains creating, distributing, and using products and services following the community's needs.

1) Production

The activity of artisans making Tanggui hats in Alalak Selatan Village is carried out almost every day because making Tanggui is an activity that has been carried out since the previous parents. Although in the past, the traditional Tanggui hat was made only for personal use, unlike today, the Tanggui hat is made to meet the needs of farmers and floating market traders. As stated by Hamsinah (45 years old), interview on 15 November 2021, making this Tanggui has been a long time, the work of the ancients until it was taught again to their children until descendants and it came to me who continued the work of making this Tanggui).

Making traditional Tanggui hats is a production process that produces products in the form of woven large round shapes; producing Tanggui requires supporting factors supporting a process(Ludfi *et al.*, 2021). Supporting factors for making Tanggui include raw materials from natural resources, artisans as the main actors who make Tanggui only have skills or skills that can produce products making Tanggui can be described as follows:

The process of making Tanggui requires essential ingredients derived from natural resources. For example, the existence of Nipah palm tree is a type of plant that grows in the area around the swamp that lives in the Flower Island area. At first, this Nipah leaf plant was taken freely by parties outside the area to be woven and made into a valuable Tanggui hat product. However, for now, Nipah leaves are no longer allowed to be taken freely but are sold at a bond price.

Figure 1. Nipah leaves are the primary raw material for making Tanggui



Source of personal documents (Photo taken, 15 November 2021)

The creation of products is not only capitalized on natural resources. Natural resources are accompanied by the availability of human resources as well. Humans who have quality or ability are defined as having expertise and skills. Siti Nurita conveyed this (33 years), interviewed on 15 November 2021. This skill was obtained because I often saw parents making Tanggui, so parents were taught how to shape them into rounds gradually and slowly. Containing perseverance and the ability to understand the way it was formed.

Figure 2. Tanggui formation process



Source: Personal documents (Photo taken, 15 November 2021).

The activity of making Tanggui includes various processes and stages including, namely, palm leaves purchased from Kembang Island are dried first under the hot sun, usually to dry these palm leaves in the riverbank area, namely at the harbor pier of the maritime image because the pier area has quite a significant page. After the Nipah leaves are dry, they are removed, and then the formation process begins (Syukur, 2017).

For its formation, Nipah leaves are woven using the skills of the artisans, which are shaped like a giant round parabola, then linked to ilatung leaves, or now it can be done using the rope. Raffia, then when it is formed, becomes a large circle to form a parabola in the middle and is given a selupu (a kind of hat from purun woven) the size of the head. After the Tanggui has been formed, the finished Tanggui has dried again under the hot sun so that the Nipah leaves that have been formed are durable and can be used for a long time (Wahidin, 2022).

Figure 3. The results of making Tanggui crafts



Source: Personal documents (photo taken, 15 November 2021).

Production is an activity that creates public needs. For example, production is to increase the usability of an object without changing its shape; this is called the production of services. Other production activities are the production of goods that increase the usability of an object without changing its nature and shape (Mutiani *et al.*, 2021). Production activities have a goal to meet *all* human needs in achieving prosperity. Human prosperity will be achieved if the availability of goods and services in sufficient quantities to meet their needs, goods produced to be offered by producers to consumers to meet needs, whether in the form of goods or services (Prihatiningrum *et al.*, 2021).

2) Distribution

Tanggui products that have been made will usually be directly marketed to consumers. Consumers know about this Tanggui craft from various sources, such as floating market traders and farmers who have long subscribed to buying this Tanggui product with Tanggui artisans in Alalak Selatan Village. In addition, various other promotions are carried out by artisans through social media. The social media used are Facebook, Instagram, and so on. This Tanggui distribution activity will then be marketed to livelihoods such as traders, fishers, and farmers.

Tanggui is Usually marketed and offered to float market traders or farmers at a reasonably high price. The high price of the Tanggui value depends on the season. During the harvest season, the price of Tanggui is usually relatively high. Asri (38 years old) stated, interview 15 November 2021. When it's harvest season, many farmworkers buy Tanggui here; usually, the price of Tanggui can go up, and we market it. The price range for the Tanggui is 125 thousand, the small one is 80 thousand to 100 thousand,

and even then, during the harvest season. On a typical day, the price of the Tanggui that we market is only around 40 thousand.

The concept of a business is to achieve the company's goals and targets in marketing; every company, of course, carries out distribution activities. Distribution is an activity in the form of giving products from the hands of producers to the hands of consumers; distribution, or what is often called distribution, is an activity that facilitates the delivery of goods that makes it easier for producers to send goods. Therefore, distributing goods and services to reach consumers requires a distribution channel. This distribution channel is carried out in two ways namely: the first is direct distribution, which means distributing goods and services directly to consumers, not through intermediaries. Second, namely, indirect distribution between producers and consumers through intermediaries (Syaharuddin *et al.*, 2020; Hasanah, 2020).

3) Consumption

Consumers who buy a product from the traditional Tanggui hat are usually from the community whose livelihoods are traders, farmers, and fishers. They buy Tanggui, which they use for their daily needs when looking for sustenance. For example, Tanggui is used to cover the head to avoid the hot sun and rain. Tanggui is purchased by consumers from the Tanggui artisans directly, not through other people's intermediaries. As said by Ardi (49 years), interview 15 November 2021, Usually buying this Tanggui directly comes to the house of the Tanggui craftsman in South Alalak; you can also ask for delivery and order a week before the Tanggui is taken, so the Tanggui artisans have prepared healthy- far day.

The important thing in assessing the development of a community's economic welfare is the consumption expenditure pattern of the population itself. Public consumption is the expenditure made by households on goods and services to meet needs such as clothing, food, and other necessities such as various types of services. (Umanailo *et al.*, 2018). Consumption is founded on the denial of pleasure. Enjoyment no longer appears as a reasonable goal but as an individual rationalization that includes a process that has a purpose (Artinah, 2021).

South Kalimantan is an agricultural center area famous for its various cultural characteristics, one of which is the traditional hat called Tanggui. Tanggui, or caping, is a traditional hat originating from South Kalimantan. Tanggui has become a hereditary cultural heritage and is a characteristic of the Banjar tribal area, South Kalimantan (Tanjaya *et al.*, 2018; Putri *et al.*, 2021). Tanggui is in the form of a large hat and resembles a circle like a parabola

made of dried palm leaves. Tanggui is used by farmers, fishers, and floating market traders to cover their heads to avoid the rain and the hot sun (Mutiani *et al.*, 2021; Wahidin, 2022).

The activity of producing, distributing, and consuming Tanggui products is an activity that shows that humans are economic subjects to meet their needs and welfare. The activities of the Tanggui artisans in the South Alalak Village are concerned with their income and the environmental rules carried out by the community in the South Alalak Village. (Ratumbuysang, 2015; Putro *et al.*, 2021). Activities carried out in the environment and from an efficient point of view of the activities of Tanggui artisans, which have existed for a long time, were carried out by mothers and young people in Alalak Selatan Village (Syukur, 2017).

CONCLUSION

Economic activity, which refers to the activities of Tanggui artisans in the South Alalak sub-district in producing, distributing, and consuming Tanggui products, is an activity that shows that humans are economic subjects to fulfill their needs and welfare. Tanggui is in the form of a large hat and resembles a circle like a parabola made of dried palm leaves. Tanggui is used by farmers, fishers, and floating market traders to cover their heads to avoid the rain and the hot sun so that the activities of the Tanggui artisans in the South Alalak Village are not only concerned with their income but for the environmental rules that are carried out by the community in the South Alalak Village itself in making the Tanggui itself as part of their daily life and income.

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