



Ecoprint-Preneurship : Strategies for Local Economic Development and Sustainable Tourism Through Ecoprint Training

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Abstract: This service program aims to educate the community about the ecoprint method, an environmentally friendly printing technique that uses natural materials, such as local plant leaves, to create value-added products. The service method includes counseling, skill development, as well as lectures, practice, mentoring, monitoring, and evaluation. The data analysis used is descriptive analysis. The results of this service activity are increased community knowledge and skills in optimally utilizing natural potential and supporting sustainable economic development in Nyatnyono Village. Evaluation results showed high satisfaction with the relevance of the material, clarity of presentation, team responsiveness, and resource availability, although areas for improvement included language clarity, presentation structure, and ensuring adequate time for skill mastery. Overall, the community service activity had a significant positive impact on enhancing technical skills and creating new economic opportunities for the community.

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Introduction

Tourism plays a central role in the economic development of a country (Nggini, 2019; Wardhani et al., 2023; Cemporaningsih et al., 2020). Indonesia is a concrete example that has made the tourism sector a main focus in its efforts to boost economic growth (Mudrikah et al., 2004). The implementation of tourism is also directed as a poverty alleviation strategy through job creation in the tourism sector (Suardana & Dewi, 2015; Waspada, 2016). Financial institutions such as Bank Indonesia (BI) identify that tourism has the most significant impact on increasing the country's foreign exchange earnings (Rahma, 2020). Indonesia, with its abundant natural resources and cultural diversity, has established itself as a major tourist destination (Nurhayati & Oktavia, 2022). Furthermore, several regions in Indonesia are known to have villages with economic potential and competitive advantages (Antara & Arida, 2015; Syah, 2017). Indonesia is also predominantly rural, with 56 percent of the population living in rural areas (Badan Pusat Statistik, 2021). Within this context, the development of nature-based tourism in rural areas is considered a crucial prerequisite in Indonesia's tourism development strategy (Yachya, 2016). The sustainability and optimization of local potential in these villages become the main focus in designing policies and programs for nature-based tourism development in Indonesia (Krisnawati, 2021).

The government has taken strategic steps to promote rapid tourism growth by developing several tourist destinations in Bali and Central Java (Pangarso & Anggara, 2021).



The Central Statistics Agency released data in 2022 stating that Central Java has 1,300 tourist attractions, including 454 natural attractions, 172 cultural attractions, 414 artificial attractions, 71 special interest tours, 84 tourist villages, and 105 other attractions. Semarang Regency, one of the regions in Central Java, has experienced significant tourism growth in recent years, with tourist visits reaching 1,746,076. BPS data from 2022 shows that the number of natural tourism sites in rural areas has developed significantly, contributing positively to sustainable economic development in the villages. One of the tourist villages in Semarang Regency, Ungaran District, has a well-known cultural tourism site that attracts many visitors.

The data above shows that the cultural tourism (Syekh Hasan Munadi's tomb and Sendang Kalimah Toyyibah) developed by Nyatnyono Village is an implementation of a sustainable tourism approach in rural areas, emphasizing a balance between economic development, environmental conservation, and social welfare. Income diversification is one important aspect, where tourism activities such as nature tourism, cultural tourism, or agrotourism open new opportunities for villagers to develop micro, small, and medium enterprises (MSMEs) and create additional income sources. Environmental conservation is also a focus, with sustainable tourism emphasizing the importance of wise management to preserve the authenticity of the natural and cultural environment without harming tourism attractions. The increasing number of tourists from year to year presents a good opportunity for the surrounding community to develop valuable and marketable products by utilizing all available natural resources. Skills such as ecoprint represent a potential that can be offered to the community around the tourist area.

Nyatnyono Village can be identified as an area with high agricultural productivity, given the soil and climate conditions that support optimal plant growth. Furthermore, Nyatnyono Village has 111.39 hectares of agricultural and plantation land with various types of plants. The conditions with the majority of its land consisting of plantations and agriculture, create significant potential for developing sustainable and environmentally friendly agricultural practices. The abundance of agricultural and plantation land offers optimal opportunities to implement techniques and methods that support environmental sustainability. One potential application is ecoprint, a printing method specifically designed to reduce negative environmental impacts (Sugiyastuti, 2023). By utilizing natural materials, such as local plant leaves, ecoprint can become an innovative and environmentally friendly solution.

The implementation of ecoprint in Nyatnyono Village not only provides positive environmental benefits but also opens new opportunities for the villagers. Through ecoprint training, the community can gain the knowledge and skills needed to produce prints using natural materials (Hiryanto et al., 2023; Dyah et al., 2023). In addition to raising awareness about sustainable practices, ecoprint also offers opportunities for diversifying livelihoods and increasing community income (Hikmah & Retnasari, 2021) Aryani et al., 2022; Hapsari, 2021). By utilizing environmental potential sustainably, the residents of Nyatnyono Village can achieve a good balance between local economic development and ecosystem preservation. Moreover, the application of ecoprint can help reduce negative impacts on the ecosystem, making Nyatnyono Village a model for other areas seeking to integrate sustainable practices into their agricultural and plantation activities. Preliminary studies conducted by the service team, including surveys/polls via online media (WhatsApp group). Survey results show that 76.9% of the service partners are not familiar with ecoprint. This is one of the fundamental reasons that prompted the service team to provide support and



training related to ecoprint. This service program aims to educate the community about the ecoprint method, an environmentally friendly printing technique that uses natural materials, such as local plant leaves, to create value-added products.

Method

The execution of community service initiatives is methodically organized into several phases. Firstly, the preparatory phase involves creating a detailed schedule in collaboration with partners, assembling training resources, and assessing the requirements for effective program delivery. Secondly, the actual delivery of the community service activities is carried out, incorporating all the solutions developed by the community service team in conjunction with the partners. Following the identification of key issues and suggested solutions, the team formulates a comprehensive implementation plan to be carried out over an eight-month period. The community service program is implemented using a structured approach and stages for integrating technology with the partner community. This process is further elaborated in Table 1.

Table 1. The Implementation of the Community Service Program

No	Programs	Description
1	Need Analysis	<p>a) Nyatnyono Village has emerged as a prominent cultural tourism destination, with its popularity consistently rising year after year. This trend is clearly reflected in the increasing number of tourists visiting the village, which has surged to 300,000 in 2023. This growth underscores the village's success in attracting visitors and highlights its cultural and tourism appeal.</p> <p>b) In Nyatnyono Village, the understanding of how to manage natural resources through techniques like ecoprint remains limited. Data reveals that 77.9% of the local population lacks familiarity with ecoprint, indicating a significant gap in knowledge. This lack of awareness presents an opportunity for targeted educational efforts to increase understanding and adoption of ecoprint practices within the community.</p> <p>c) Identifying the strengths and weaknesses of the service partners</p> <ul style="list-style-type: none">▪ Weaknesses: The service partners face challenges in managing souvenir or gift potential, as their current efforts in this area are relatively weak. Despite the continuous increase in the number of tourists, which should ideally drive the development of new businesses, this potential has not yet been fully realized. Additionally, the service partners lack expertise in ecoprint techniques, which limits their ability to leverage this innovative method.▪ Strengths: The service partners benefit from having access to extensive agricultural and plantation land with a variety of crops. This rich resource base presents significant opportunities



		for development. By providing appropriate training and support, the available raw materials can be transformed into valuable crafts, enhancing the local economy and leveraging existing assets effectively.
2	Design	<p>a) Needs Identification: The significant increase in tourists, reaching 300,000 in 2023, presents a substantial opportunity to create products utilizing local natural resources. The 111.39 hectares of agricultural and plantation land available can be used as a raw material source for ecoprint. The lack of expertise in ecoprint among the partners highlights the need for targeted development in this area of community service.</p> <p>b) Problem Formulation: The primary issue is to identify the skills needed by human resources to seize new business opportunities while leveraging local uniqueness and natural potential. This includes assessing the potential of agriculture and plantation resources to be transformed into valuable and sustainable products, thereby creating a new economic axis for Nyatnyono Village. Additionally, it involves mapping out the competencies required for effective ecoprinting.</p> <p>c) Synthesis: In this phase, the service team designs the community service program based on the identified needs of the partners. This involves creating a tailored approach that addresses specific requirements and opportunities for development.</p> <p>d) Analysis: Various strategies for developing the support program that align with natural potentials are examined. The strengths and weaknesses of each strategy are identified to ensure that the chosen approaches match the partners' needs and capabilities.</p> <p>e) Evaluation: The outcomes of the synthesis and analysis phases are assessed against established standards to determine their effectiveness and ensure they meet the predetermined objectives.</p>
5	Implementation	The training program will be structured into several key stages to ensure effective skill development for the community service partners. Initially, instructional materials will be provided, offering a thorough introduction to the theoretical aspects of the skills being taught. These materials will include detailed guidelines and resources to prepare the participants. Following this, practical assistance will be emphasized. During this phase, hands-on training will be conducted where trainers will actively guide and support the partners as they apply their newly acquired skills in real-world contexts. This ensures that the participants can effectively implement



		the techniques they have learned. Finally, to gauge the success of the training, evaluation will be carried out through the use of a questionnaire. This assessment tool will collect feedback on the effectiveness of the training, the participants' understanding, and their ability to apply the skills. By integrating these stages: material provision, practical assistance, and evaluation. The program aims to deliver a comprehensive training experience that combines theoretical knowledge with practical application and effectiveness assessment.
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Lastly, monitoring and evaluation are conducted continuously to assess behavioral changes before and after the community service is implemented. The monitoring and evaluation phase is crucial for assessing the success and sustainability of the activities carried out. This stage involves two primary components:

- a) **Monitoring:** Regular monitoring will be conducted throughout the implementation of the community service activities to ensure that the planned interventions are progressing as intended. This involves ongoing observation and documentation of the training sessions, practical applications, and the overall engagement of the community partners. Key performance indicators (KPIs) will be established to track progress, including participant attendance, the application of skills in real-world scenarios, and the quality of the products developed. This real-time oversight helps identify any issues or challenges that may arise, allowing for timely adjustments and support to keep the project on track.
- b) **Evaluation:** At the conclusion of the training program, a comprehensive evaluation be performed to measure its effectiveness and impact. This evaluation be carried out using a structured questionnaire designed to gather feedback from the participants. The questionnaire will assess various aspects, including the relevance and clarity of the training materials, the effectiveness of practical sessions, and the participants' ability to apply the skills learned. Additionally, the evaluation will examine the sustainability of the interventions by reviewing the long-term benefits and changes in the community's capacity to utilize ecoprint techniques. The findings from the evaluation will provide insights into the overall success of the program, highlight areas for improvement, and inform future community service initiatives. By incorporating both monitoring and evaluation, the program aims to ensure not only the immediate success of the training but also its lasting impact on the community, contributing to the ongoing development and sustainability of local economic activities. The evaluation was conducted by distributing questionnaires to the participants and analyzing the results descriptively.

Result and Discussion

The community service initiative was carried out in partnership with a dedicated team from Semarang State University, aiming to provide local residents with a thorough understanding of the ecoprinting technique. The program began with an introductory session where the team explained the fundamental concepts of ecoprinting, including its definition and significance. They then moved on to a detailed demonstration of the necessary tools and materials, clarifying how each item contributes to the ecoprinting process. The team provided hands-on guidance on creating various motifs and designs, showcasing different examples to stimulate creativity among participants. They meticulously walked through each step of the ecoprinting technique, ensuring that the community grasped both the practical and artistic



aspects of the process. Furthermore, the team highlighted the broader implications of ecoprinting for community empowerment, illustrating how mastering this technique could open new economic opportunities, enhance local artisanship, and foster personal growth. Through this comprehensive approach, the initiative sought to not only educate but also inspire and uplift the community, facilitating their engagement in a craft that merges art with sustainable practices.

The socialization session itself had multiple benefits. It facilitated a deeper connection between the team and the community, fostering trust and engagement (Afrahmiryano et al., 2022). By creating a space for open dialogue and questions, the session helped demystify the ecoprinting process, making it more accessible and less intimidating. Moreover, it served as a platform for sharing experiences and ideas, which encouraged collaborative learning and creativity. Participants gained confidence in their ability to undertake ecoprinting projects, while also understanding the broader implications of the technique. The session highlighted how ecoprinting could be a catalyst for economic opportunities, such as creating unique products for sale, and for personal development, by enhancing skills and artistic expression. Overall, the socialization session not only educated but also inspired the community, setting the stage for meaningful and practical application of the ecoprinting technique.

The next activity carried out by the community service team involved providing training on ecoprinting, which included several stages: fabric preparation, arranging print materials, rolling, color fixation, release and washing, drying, and final rinsing (Amalia et al., 2022). The first stage in making ecoprint is fabric preparation, which is crucial for ensuring optimal print results. Start by selecting a plain, white fabric, either cotton or silk, as the base material. Cotton is often chosen for its good dye absorption and lower cost, while silk provides a smoother and shinier finish but is more expensive. Before beginning the process, ensure that the fabric is free from dirt or chemicals by washing it with mild soap and clean water, then rinse and dry it thoroughly. Once the fabric is cleaned, prepare a mordant solution, which typically consists of a mixture of water and vinegar or alum. Combine vinegar with water in a bucket, using a ratio such as one part vinegar to two parts water. Soak the cleaned fabric in the mordant solution to open the fabric fibers and prepare them to absorb the color from the print materials. Allow the fabric to soak for 30 minutes to an hour to ensure that the fibers are thoroughly coated with the mordant.

The second stage in the ecoprint process is the arrangement of printing materials, which plays a crucial role in determining the final pattern and color on the fabric. The process begins with preparing a clean, flat work surface, such as a table covered with plastic or cloth, to neatly place the printing materials and fabric. The team and participants select leaves and flowers based on their pigment strength, such as moringa leaves or rose petals, and ensure that these materials are fresh and free of damage. They then wash the printing materials to remove any dirt and gently dry them.

Once the printing materials are ready, they spread the prepared fabric on the work surface. Next, the leaves and flowers are arranged according to the desired pattern, either in an orderly or random manner, to create an attractive design. Transparent plastic is used to cover the fabric with the printing materials to keep them in place and protect the fabric from dirt. A piece of pipe or wood is then placed on top of the plastic, and the fabric is rolled up slowly to ensure the printing materials stay in position. After rolling is complete, the fabric roll is tightly bound with string to keep all the printing elements from shifting during the fixation process. By carefully following these steps, the participants can ensure that the ecoprint patterns and colors on the fabric will be printed clearly and consistently.

The third stage in the ecoprint process is color fixation, which is a crucial step for locking the color from the printing materials into the fabric (Afrahamiryo et al., 2022). This process begins with preparing the necessary equipment and materials, such as a clean large pot for steaming, alum as the mordant, and a pot cover. Once the fabric, which has been prepared with printing materials such as leaves and flowers, is tightly rolled and bound, the next step is to prepare the pot with alum solution. The pot is then heated until it boils, and the fabric roll is placed on a steamer rack or sieve inside the pot, ensuring that the alum solution does not come into direct contact with the fabric.

The steaming process lasts for about 2 hours, with the pot covered tightly to keep the steam inside. During this process, it is important to monitor the pot and add hot water if necessary to maintain the steam. After the steaming time is completed, turn off the heat and allow the pot to cool slightly before opening the lid to avoid hot steam (Metha et al., 2023). The steamed fabric roll is carefully removed and cooled before being unrolled. After that, the binding string and plastic covering the printing materials are removed, and the fabric is rinsed with cold water to remove any residual alum and ensure that the prints remain clear. The fabric is then dried or air-dried in a shaded area for several days to strengthen the color and ensure a durable and high-quality ecoprint result.

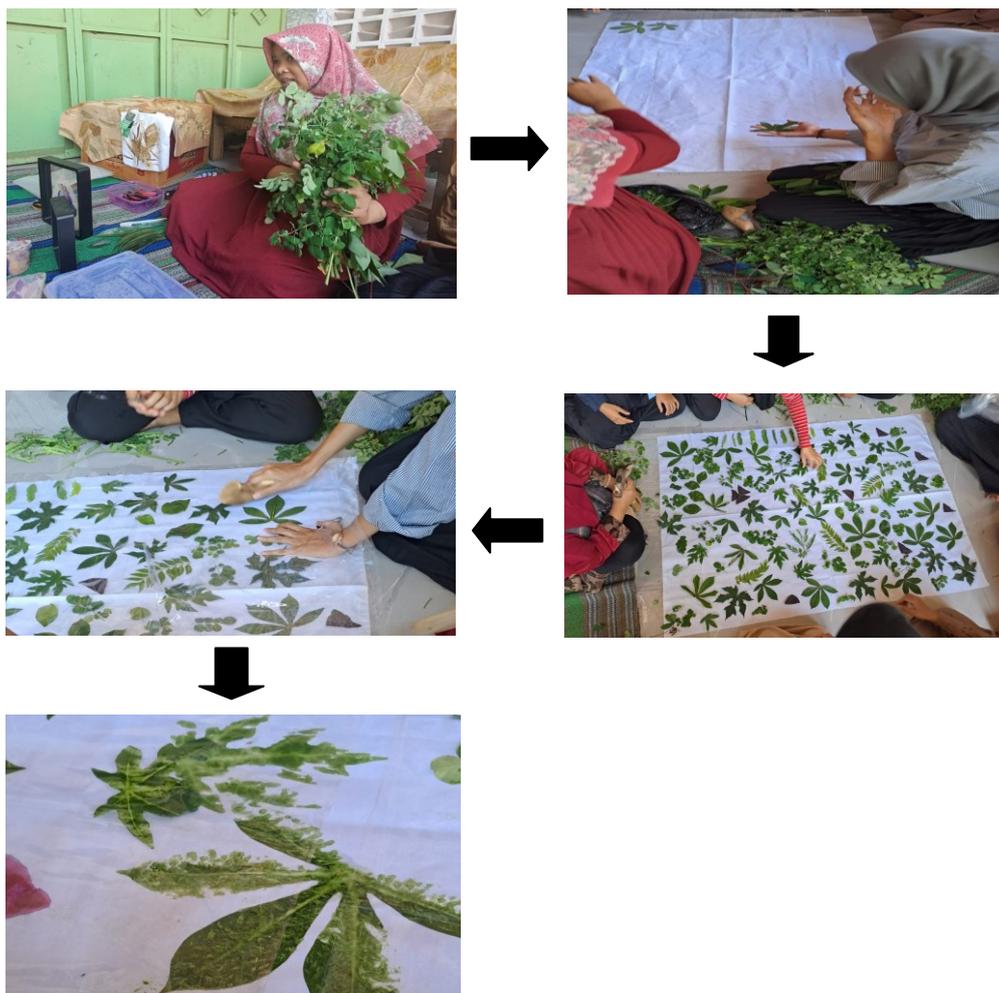


Figure 1. The Ecoprint Process Until Leaf Colors are Imprinted



The community has shown remarkable enthusiasm for the service activities conducted by the University of Semarang's outreach team. Participants were visibly excited as they engaged in the ecoprinting process, eagerly applying their newfound skills. This outreach initiative has proven immensely beneficial, as it not only equipped them with the ability to creatively utilize natural resources for crafting unique ecoprint motifs but also opened up new business opportunities. The ability to create distinctive, nature-inspired souvenirs positions them to tap into the local tourism market effectively. By blending environmental sustainability with entrepreneurial potential, the program has offered both practical skills and a promising avenue for economic growth, making the service activity a highly impactful and well-received endeavor (Kurniati et al., 2021).

After the community service activity was completed, the next step taken by the team was to distribute a questionnaire to the community. The purpose of this questionnaire was to assess the program's effectiveness and to gather constructive feedback. The questionnaire consisted of several statements that the community members were required to respond to using four rating categories: strongly disagree, disagree, agree, and strongly agree. The aspects measured in the questionnaire covered several important elements. First, the relevance of the material presented to the needs and expectations of the community. Second, the clarity of the information provided by the team during the activity. Third, the quality of service provided by the team, including how well they met the community's needs. Fourth, the responsiveness of the team in addressing any questions or issues raised by the community.

Additionally, the questionnaire assessed the application of health and safety measures during the community service process to ensure that activities were conducted in accordance with proper safety standards. The time allotted for mastering ecoprinting skills was also an important aspect measured, to ensure that participants had sufficient time to learn and practice the technique. Finally, the availability of tools and materials during the activity, which is crucial for the smooth and effective implementation of the program, was also a key point of evaluation in the questionnaire. By collecting data from this questionnaire, the team could evaluate the strengths and weaknesses of the program that had been implemented. This feedback was invaluable for future improvements, ensuring that subsequent community service activities could better meet the expectations and needs of the community and provide a greater positive impact. Through this systematic evaluation process, the team committed to continually enhancing the quality and effectiveness of their community service programs.

Table 2. The Results of the Community Service Activities Evaluation

No	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
1	The material presented met our needs	0	0	7%	93%
2	The chosen topics were relevant to our community's situation and condition	0	2%	23%	75%
3	The explanation of the material was easy to understand	0	0	11%	89%
4	The material was delivered in a clear and structured manner	0	2%	47%	51%
5	The language used by the service team was easy to comprehend	0	10%	30%	60%
6	The service team responded to our needs quickly	0	0	55%	45%



7	The service team provided adequate support during the activities	0	1%	34%	65%
8	The service team provided effective solutions to the problems we raised	0	0	44%	56%
9	The service team paid attention to health and safety aspects during the activities	0	5%	25%	70%
10	The service team provided clear safety instructions	0	0	20%	80%
11	The tools needed for ecoprinting were completely available	0	0	5%	95%
12	The time given to learn the ecoprinting technique was adequate	0	0	50%	50%
13	We were able to master the ecoprinting skills within the given time	0	20%	30%	55%

The feedback indicates a high level of satisfaction with the ecoprint training, particularly in areas like material relevance, clarity, service responsiveness, and resource availability. Areas for improvement include language clarity, presentation structure, and ensuring all participants have enough time to master the skills. The data collected can guide future training sessions to address these minor issues and enhance the overall effectiveness of the program. To ensure the sustainability of the ecoprint training program, a follow-up plan is necessary. This includes organizing advanced training sessions, forming peer learning groups, and providing access to resources like tutorial videos and material kits for continued practice. Regular feedback surveys and evaluation workshops should be conducted to assess progress and gather improvement suggestions. Establishing mentorship programs and partnerships with local artisans will offer participants real-world experience and opportunities. Additionally, organizing exhibitions and refining presentation materials will enhance the program's effectiveness and provide participants with valuable exposure and career opportunities.

Conclusion

The results of this service activity are increased community knowledge and skills in optimally utilizing natural potential and supporting sustainable economic development in Nyatnyono Village. Evaluation results showed high satisfaction with the relevance of the material, clarity of presentation, team responsiveness, and resource availability, although areas for improvement included language clarity, presentation structure, and ensuring adequate time for skill mastery. Overall, the community service activity had a significant positive impact on enhancing technical skills and creating new economic opportunities for the community.

Recommendation

To enhance language clarity, it is essential to use simpler and more accessible language, particularly if participants come from diverse backgrounds or educational levels. Avoid using technical jargon or unfamiliar terms that may confuse attendees. Additionally, providing extra explanations or definitions for any technical terms used can greatly enhance understanding. By ensuring that the language is straightforward and offering clear definitions, participants will be better equipped to grasp the material and engage more effectively with the content presented.



To improve participants' mastery of ecoprinting skills within the given time, it is recommended to extend the training duration and add extra practice sessions. Additionally, providing supporting materials such as written guides or video tutorials will allow participants to continue learning outside of the main sessions. A more personalized teaching approach, including one-on-one guidance, should be implemented to offer extra support to those who need it. Regular evaluations during the training and supervised independent practice will help address difficulties immediately. Finally, a final project that incorporates all the techniques learned can reinforce participants' skills and enhance their understanding.

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