



Warta Pengabdian Andalas

Jurnal Ilmiah Pengembangan dan Penerapan Ipteks

ISSN (Print) 0854-655X | ISSN (Online) 2797-1600

Revitalization of Kampia Crafts as an Effort to Strengthen Cultural Identity and Local Economy

Wannofri Samry*, Alex Darmawan, Israr Iskandar, Yudhi Andoni

History Study Programme, Faculty of Humaniora, Universitas Andalas, Padang, 25163, Indonesia

*Corresponding author: wannofrisamry@hum.unand.ac.id

Submitted: December 16, 2024

Accepted: June 11, 2025

Published: June 30, 2025

ABSTRACT

The Kampia craft, a traditional weaving of pandan leaves from Jorong Kuok III Koto, Nagari Matua Mudiak, faces sustainability threats due to modernization. This community service program aims to revitalize Kampia art by enhancing artisans' capacities, marketing innovations, and intergenerational education. The program was structured into three phases: preparation, implementation, and mentoring. The first phase included field surveys and the development of a roadmap. The second phase encompassed training in design innovation, product diversification, and branding and marketing strategies. The last phase ensured sustainability through ongoing monitoring and support. As a result, artisans had successfully created innovative products, and the Kampia community has emerged as a collaborative and marketing platform. Workshops and the Kampia Festival effectively showcased and sold 21 products developed from the training sessions. By adopting an integrative approach that combines cultural preservation and creative economy principles, Kampia has the potential to become a cultural icon and a premier local product.

Keywords: cultural identity, kampia crafts, local economy, premier local product, revitalization

INTRODUCTION

Kampia in Jorong Kuok III Koto, Nagari Matua Mudiak, is not merely a form of art (Saari dan Som 2020). It embodies a collective sense of pride, storytelling, and historical continuity passed down through generations. Each intricately woven pandan leaf narrates a tale of perseverance and dedication, reflecting the affection and meticulous craftsmanship of the village women (Tetra dkk. 2018; Lita dkk. 2022). This unique and exclusive handicraft, with its deep historical roots, has become integral to the local identity (Amalijah, Andari, dan Narastri 2021; Sari dkk. 2022).

Initially, this craft emerged out of social necessity. Kampia was traditionally used to transport agricultural produce and daily necessities. Over time, however, it evolved into a symbol of innovation and communal collaboration (Rediansyah, Listiani, dan Budi 2022). The intricate weaving process involves multiple stages, including material selection, pandan leaf processing, and applying advanced weaving techniques, all of which demand patience and skill. More significantly, this process fosters community among the village women, who share stories and preserve this tradition (Khasanah 2021; Dyah, Hidayati, dan Prahastuti 2021).

Kampia holds substantial cultural and economic value (Mulya Putra dan Ernis 2021; Naini, Dangkoa, dan Naini 2020; Lita dkk. 2022; Mulya Putra dan Ernis 2021; Kiyai @ Keai

2018; Noor Hafiza Ismail 2013; Iswanto, Nurasiah, dan Putri 2020; Omar, Lepun, dan Alan 2017). The sale of Kampia provides supplementary income for many families. However, like other traditional crafts rooted in cultural heritage, Kampia faces declining popularity amidst rapid modernization (Patriansah dan Yulius 2021). Younger generations increasingly overlook its significance and aesthetic appeal as they are more inclined toward careers in modern industries and technology. Furthermore, Kampia struggles to compete against mass-produced plastic and synthetic fabric products. Nonetheless, its advantages lie in its natural, eco-friendly materials, distinguishing it from industrial alternatives (Purwanti dkk. 2022).

This study explores strategies to encourage the residents of Jorong Kuok III Koto to sustain the Kampia weaving tradition while addressing contemporary challenges. By integrating digital technology, branding, and online marketing solutions, Kampia has the potential to survive and thrive as a competitive and distinguished product in the creative economy sector.



Figure 1. Traditional Kampia weaving crafted by women of Jorong Kuok III Koto Nagari Matua Mudiak

METHOD

The Community Service Program employed a unique methodology to assist the Kampia weavers of Jorong Kuok III Koto, Nagari Matua Mudiak, Agam Regency, West Sumatra. This craft, known for its intricate designs and cultural significance, was developed through a four-stage process comprising the following steps:

1. Preparation Stage

This stage, which is built on the active involvement of artisans, the local community, and village authorities, serves as the foundation for the successful revitalization of Kampia. It begins with consultations to assess the needs and potential of this traditional craft. A direct field survey was conducted to gain an in-depth understanding of existing conditions, including the availability of raw materials, weaving techniques, and challenges related to the regeneration of young artisans. The findings from this survey informed the development of a training program and a strategic roadmap for Kampia's advancement as both a cultural and economic asset, positioning it for competitiveness in modern and digital markets.

2. Implementation Stage

This phase of the Kampia revitalization program focuses on three main pillars: enhancing artisans' skills, marketing strategies, and educating younger generations. Artisan capacity is strengthened through technical training that covers design innovation, product diversification, and improved weaving efficiency to meet modern market demands. In marketing, artisans are not just the producers, but also the face of the brand. They are equipped with branding and packaging skills to enhance the commercial appeal of their products.

3. Mentorship Stage

The mentorship phase ensures the program's sustainability through ongoing support and periodic monitoring. This includes evaluating training implementation, production processes, and challenges such as raw material accessibility and digital technology adaptation. Additionally, mentorship includes marketing management, both online and offline, by assisting artisans with e-commerce strategies, social media optimization, and participation in exhibitions or local bazaars. This approach provides technical support and emotional motivation, fostering appreciation and encouragement among artisans to continue their craft. This stage ultimately enhances Kampia's competitiveness as a flagship product capable of adapting to modernization.

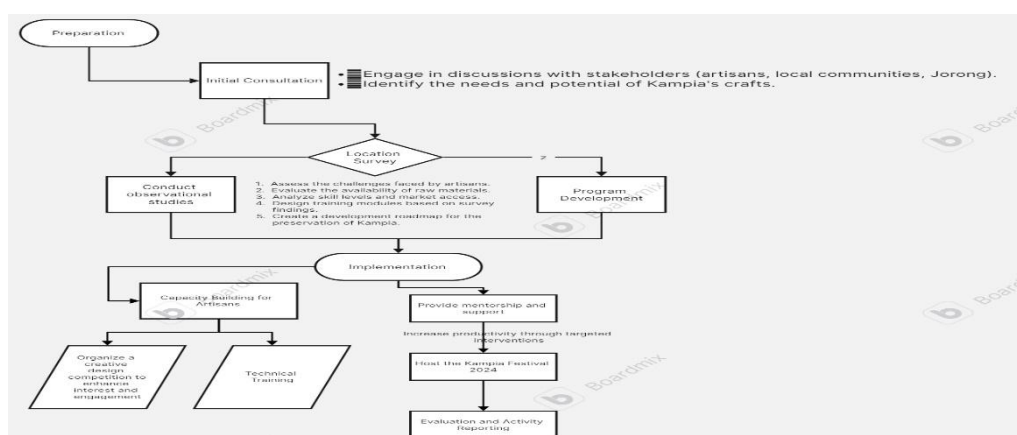


Figure 2. The method implementation

RESULTS AND DISCUSSION

Jorong Kuok III Koto, Nagari Matua Mudiak, Agam Regency, is home to a rich cultural heritage, including the traditional craft of Kampia—handwoven bags made from natural fibers and adorned with distinctive Minangkabau motifs. However, over time, this tradition has gradually faded. Recognizing the urgency of preserving this cultural heritage, a team from Andalas University, through the Institute for Research and Community Service (LPPM), initiated a community engagement program focused on empowering the Pokdarwis (Tourism Awareness Group) of Jorong Kuok III Koto. This program, named Kriya Kampia, aims to integrate cultural preservation with developing the creative economy through a strategic approach that promises to preserve our heritage and boost the community's economic prospects.

The initial phase of the initiative involved establishing connections with the local community, beginning with signing a contract at LPPM Andalas University in early September 2024. Subsequently, the team conducted a series of meetings to formulate strategies and build synergy with key stakeholders. Intensive coordination was carried out

with Pokdarwis Kuok III Koto as the primary program partner. One of the first key steps was organizing a strategic meeting at Homestay Rizky, Ambun Pagi, on September 7–8, 2024. In a collaborative effort, Pokdarwis members and the community engagement team devised strategies to advance the Kampia craft during this forum. The event also facilitated discussions on strengthening community capacity in managing local cultural assets, ensuring that everyone felt included and part of the solution.



Figure 3. Pokdarwis administrators and young generations of Jorong Kuok III Koto attentively listening to presentations by the PKM MNM Team and guest speakers

Following discussions with Pokdarwis administrators in Jorong Kuok III Koto, the next stage focused on training and cultural awareness, exceptionally revitalizing the Kampia tradition by engaging artisans through Pokdarwis. On 5 October 2024, a management training session for Kampia artisans was held at the Pokdarwis activity center. The training, which was designed to enhance the artisans' skills and knowledge, was divided into two main sessions. The first session emphasized local history and cultural heritage management, equipping Pokdarwis members with an understanding of the historical and cultural values embedded in Kampia while also developing the managerial skills necessary to manage these assets as tourist attractions.

The second session, themed Preserving the Art of Kampia, deepened artisans' appreciation for the tradition's cultural significance. A discussion led by the community service team generated not just ideas, but innovative ideas for modernizing Kampia, such as integrating it with fabric or designing new product variations, including wallets and accessories. The results of this training were highly encouraging. In addition to fostering pride in local culture, the program led to the formation of the Kampia community. This organization will facilitate collaboration among artisans, product marketing, and further innovation in Kampia craftsmanship, exciting everyone about the future of Kampia.



Figure 4. Workshop participants and Kampia artisans

The next phase of the program involved a significant collaboration with policymakers. To ensure the initiative's sustainability, the community service team established a strategic partnership with the Head of BPK III for the West Sumatra Region on 7 October 2024.

During these discussions, it was not just an agreement, but a strong commitment from the institution to support efforts to preserve cultural heritage and promote the creative economy centered around Kampia. This commitment will be realized through follow-up programs in 2025, including advanced training sessions and expanded market access for Kampia products, giving us a strong foundation for the future.

The culmination of the program featured a workshop and the Kampia Festival. The main event took place after extensive preparations on November 23–24, 2024. The first day was dedicated to a workshop attended by 21 Kampia artisans from Jorong Kuok III Koto. This session served as a platform for knowledge exchange, covering both technical aspects of Kampia production and marketing strategies. Artisans were guided in crafting high-quality Kampia products that could compete in local and national markets. The Kampia Festival was held on the second day at the Jorong Traditional Hall. The event showcased various Kampia creations as a tribute to traditional craftsmanship. Despite heavy rainfall, the festival was successfully held, drawing significant attendance from the local community. During the event, 21 Kampia pieces produced in the workshop were sold at Rp100,000 each, highlighting the craft's strong potential as a leading product of the village tourism industry, a promising sign for the economic development of the region.

Ultimately, the PKM-MNM Kriya Kampia program provided numerous valuable insights. One of its most significant achievements was establishing a Kampia artisans' community, which is expected to drive the preservation of this traditional art. Moreover, the program demonstrated that combining cultural conservation with creative economic development can substantially benefit local communities. However, challenges remain, particularly in terms of funding. Limited financial resources restricted the number of workshop and festival participants, confining the program to a single village unit (jorong). More significant support from stakeholders, including local government authorities, will be essential to expanding similar initiatives to a broader community, potentially impacting the entire West Sumatra Region.



Figure 5. Kampia products are created through mentorship and workshop

CONCLUSION

The PKM-MNM Kriya Kampia program has demonstrated that cultural heritage is not merely a relic of the past but an invaluable asset for future development. With the right approach, traditional crafts such as Kampia can serve as both a means of improving community welfare and a tool for strengthening cultural identity. Through continuous support from various stakeholders, Kampia has the potential to become a symbol of cultural and economic sustainability in Jorong Kuok III Koto and Nagari Matua Mudiak. This potential for economic sustainability is a promising aspect of the project's future. The enthusiasm and dedication shown by the community throughout this initiative affirm that local traditions can be revitalized, not only as cherished memories but also as a source of inspiration for future generations.

ACKNOWLEDGMENT

This project was made possible through the generous funding from the Program Kemitraan Masyarakat Membantu Nagari Membangun (PKM-MNM) grant provided by the Institute for Research and Community Service (LPPM), Andalas University in 2024 based on Community Engagement Contract number 2/UN16.19/PT.01.03/P3S/2024, July 17, 2024. We are deeply grateful for their support and belief in our project.

REFERENCES

- Amalijah, Eva, Novi Andari, dan Maulidah Narastri. (2021). Peningkatan Produktivitas Kearifan Lokal Kerajinan Tangan Tas Rajut Sebagai Bentuk Identitas Bangsa. *PLAKAT (Pelayanan Kepada Masyarakat)* 3 (2): 194. <https://doi.org/10.30872/plakat.v3i2.6665>.
- Dyah, Asinta, Nurul Hidayati, dan Endang Prahastuti. (2021). Analisis Kinerja Pengrajin Perempuan di Batik Blimbing Malang. *Jurnal Inovasi Teknologi dan Edukasi Teknik* 1 (3): 207–13. <https://doi.org/10.17977/UM068v1n3p207-213>.
- Iswanto, Sufandi S Iswanto, Nurasiah Nurasiah, dan Hidayana Putri. (2020). Sulam Kerawang Gayo: Budaya Lokal, Bernilai Karakter dan Sebagai Identitas Bangsa. *Diakronika* 20 (2). <https://doi.org/10.24036/diakronika/vol20-iss2/154>.
- Khasanah, Nur. (2021). Peran Perempuan Pengrajin Tampung Dalam Meningkatkan Ekonomi Keluarga. *Jurnal Bisnis, Manajemen, dan Akuntansi* 8 (1): 20–38. <https://doi.org/10.54131/jbma.v8i1.114>.
- Kiyai @ Keai, Gregory. (2018). Tikai: Fungsi Dalam Kehidupan Budaya Masyarakat Iban. *Jurnal Borneo Arkhailogia (Heritage, Archaeology and History)* 1 (1). <https://doi.org/10.51200/jba.v1i1.824>.
- Lita, Ratni Prima, Verinita Verinita, Ranny Fitriana Faisal, Bintang Rizky Abdullah Majo Saibah, Werianton Weriantoni, Syuryatman Desri, Winny Alna Marlina, dkk. (2022). "Pengembangan Anyaman Mansiang dengan Inovasi Produk dan Pemasaran dengan Media Sosial di Taratak Kenagaraian Kubang, Kecamatan Guguk Kabupaten Lima Puluh Kota. *Warta Pengabdian Andalas* 29 (1): 61–66. <https://doi.org/10.25077/jwa.29.1.61-66.2022>.

- Mulya Putra, Ayang, dan Ernis Ernis. (2021). Studi Tentang Bentuk, Motif, Dan Fungsi Anyaman Kampia Di Nagari Matua Mudiak Kecamatan Matur Kabupaten Agam. Serupa The Journal of Art Education 10 (4). <https://doi.org/10.24036/sr.v9i3.112261>.
- Naini, U, S Dangkoa, dan W Naini. (2020). Kerajinan Tenun Tradisional Gorontalo. Jambura: Jurnal Seni dan Desain 1 (1).
- Noor Hafiza Ismail. (2013). Budaya Dan Tradisi Seni Anyaman Melayu. Dalam Prosiding Seminar Penyelidikan Pemikiran dan Kepimpinan Melayu 2013.
- Omar, Salmah, Philip Lepun, dan Ribka Alan. (2017). Etnik dan pembentukan landskap budaya Malaysia: Seni anyaman tikar orang Ulu Sarawak. Geografia: Malaysian Journal of Society and Space 12 (10).
- Patriansah, Mukhsin, dan Yosef Yulius. (2021). Upaya Meningkatkan Perekonomian Warga Desa melalui Pelatihan Kerajinan Bunga dari Akar Kayu. Jurnal Abdimas Mahakam 5 (01): 58–66. <https://doi.org/10.24903/jam.v5i01.1117>.
- Purwanti, Ika, Umar Yeni Suyanto, Elliv Hidayatul Lailiyah, Nadia Islamiyah, Nuvia Nishrina, dan Yulian Prasetyo. (2022). Pemanfaatan Kardus Bekas Menjadi Kerajinan Tangan Guna Meningkatkan Kreativitas. Ahmad Dahlan Mengabdi 2 (2): 35–38. <https://doi.org/10.58906/abadi.v2i2.76>.
- Rediansyah, Sandi, Wanda Listiani, dan Dinda Satya Upaja Budi. (2022). Kreatifitas Pengrajin Dalam Pengembangan Kerajinan Bambu Desa Selaawi Kecamatan Garut. PANTUN: Jurnal Ilmiah Seni Budaya 7 (2). <https://doi.org/10.26742/pantun.v7i2.2257>.
- Saari, Farrah Atikah, dan Sahrudin Mohamed Som. (2020). Pemeliharaan Proses Pembuatan Seni Anyaman Tikar Mengkuang Sebagai Warisan Kearifan Tempatan Yang Diancam Kepupusan. Jurnal Warisan Tidak Ketara 1.
- Sari, Tri Yunita, Heri Kurnia, Isrofiah Laela Khasanah, dan Dina Nurayu Ningtyas. (2022). Membangun Identitas Lokal Dalam Era Globalisasi Untuk Melestarikan Budaya dan Tradisi Yang Terancam Punah. Academy of Social Science and Global Citizenship Journal 2 (2): 76–84. <https://doi.org/10.47200/aossagcj.v2i2.1842>.
- Tetra, Olyy Norita, Bustanul Arifin, Marniati Salim, Admin Alif, dan Zulhadjri Zulhadjri. (2018). Pemberdayaan Perempuan Melalui Teknologi Quilling Paper Sebagai Usaha Alternatif Berbasis Lingkungan Di Desa Marunggi Kota Pariaman. Warta Pengabdian Andalas 25 (1): 1–10.

@2025 Samry et al.

This is an open access article licensed under the terms of a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by-nc-sa/4.0>).