

EMPOWERMENT OF TOURISM AWARENESS GROUP TENGET BERDAYA THROUGH ECOPRINT TRAINING IN MANGROVE ECOTOURISM DEVELOPMENT

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Abstract. Saung Mangrove Ecotourism in Tengket Village, Arosbaya District, Bangkalan Regency has considerable potential as a conservation-based tourism destination. However, it has not yet been supported by distinctive local souvenirs or tourism attractions that actively engage the local community. This community service program was conducted to introduce the ecoprint technique to the Tengket Berdaya Tourism Awareness Group (Pokdarwis) as an alternative for developing creative economy products based on local vegetation. The program employed a Participatory Action Approach (PAA) comprising socialisation, training, hands-on practice, monitoring, and evaluation. Program effectiveness was assessed through pre-test and post-test instruments, while participants' practical skills were evaluated through direct observation during the training sessions. The results showed that the participants' average score increased from 66.0 to 96.7 after the training. In addition, participants successfully produced various ecoprint products using local vegetation, demonstrating their potential as distinctive souvenirs for Saung Mangrove Ecotourism. The training also created opportunities to develop experience-based tourism activities while strengthening community-based creative economic initiatives.

Keywords: community empowerment, creative economy, ecoprint, mangrove ecotourism

Abstrak. Ekowisata Saung Mangrove di Desa Tengket, Kecamatan Arosbaya, Kabupaten Bangkalan memiliki potensi sebagai destinasi wisata berbasis konservasi, namun belum didukung oleh produk suvenir khas maupun atraksi wisata yang melibatkan partisipasi aktif masyarakat. Kegiatan pengabdian ini dilaksanakan untuk memperkenalkan teknik ecoprint kepada Kelompok Sadar Wisata (Pokdarwis) "Tengket Berdaya" sebagai alternatif pengembangan produk ekonomi kreatif berbasis vegetasi lokal. Pelaksanaan kegiatan menggunakan Participatory Action Approach (PAA) melalui tahapan sosialisasi, pelatihan, praktik, monitoring, dan evaluasi. Evaluasi dilakukan menggunakan pre-test dan post-test serta observasi terhadap keterampilan peserta selama praktik. Hasil kegiatan menunjukkan bahwa nilai rata-rata peserta meningkat dari 66,0 menjadi 96,7 setelah pelatihan. Peserta juga mampu menghasilkan berbagai produk ecoprint dengan memanfaatkan vegetasi lokal yang berpotensi dikembangkan sebagai suvenir khas Ekowisata Saung Mangrove. Pelatihan ini memberikan alternatif atraksi wisata berbasis pengalaman sekaligus memperkuat peluang pengembangan ekonomi kreatif masyarakat.

Kata Kunci: ecoprint, ekonomi kreatif, ekowisata mangrove, pemberdayaan masyarakat

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INTRODUCTION

Ecotourism is one of the approaches to tourism development that integrates aspects of environmental conservation, community empowerment, and sustainable economic welfare. The success of ecotourism development is not only determined by the potential of natural resources, but also by the capacity of the community to manage and develop this potential into value-added tourism products and activities. In the context of coastal areas, community involvement through a community-based tourism approach is an important factor because communities play a key role in destination management as well as economic beneficiaries of tourism activities (Nuraeni & Kusuma, 2023). This approach has been proven to be able to improve community welfare while supporting sustainable coastal ecosystem conservation efforts (Blanton et al., 2024).

One of the coastal ecosystems that has a strategic role in the development of ecotourism is mangrove forests. In addition to functioning as a natural protector of coastal areas from abrasion, mangroves also serve as habitats for various types of flora and fauna, carbon sinks, and ecosystem service providers that support climate resilience and the sustainability of coastal communities' livelihoods (Suryawan et al., 2024). However, various studies show that mangrove ecosystems are still facing pressure due to land use changes and unsustainable management, so a conservation strategy is needed that can integrate environmental aspects with improving community welfare (Suryawan et al., 2024).

Tengket Village, Arosbaya District, Bangkalan Regency, is one of the coastal areas that has great potential in the development of mangrove ecotourism. This area has been managed as a mangrove educational tourism site by the Tourism Awareness Group (Pokdarwis) with the support of the village government. The diversity of mangrove vegetation is an important capital in supporting the development of conservation-based tourism. The richness of biodiversity not only has ecological value but also has the potential to become a medium for environmental education as well as a source of inspiration in the development of creative products based on local potential.

Despite its great potential, the results of observations and discussions with partners show that the management of mangrove ecotourism in Tengket Village still faces several obstacles. The available tourist activities are still dominated by observation activities, so the involvement of tourists in the tourist experience is relatively limited. In fact, experiential tourism that involves the active participation of tourists has been proven to be able to increase visitor satisfaction while having a greater economic impact on the community than passive tourism (Prihanta et al., 2025). In addition, tourist areas do not yet have distinctive souvenir products that are able to represent the identity of mangrove ecotourism. The potential of mangrove vegetation and supporting plants available around the area has also not been optimally utilized into value-added products.

This condition shows that the economic benefits of ecotourism development are still not optimally felt by the community. The development of creative products and local souvenirs is one of the important factors in increasing the competitiveness of destinations while expanding economic benefits for the surrounding community (Herawati & Soraya, 2025). This phenomenon is in line with the general characteristics of coastal communities that have abundant natural resources but still face limitations in business diversification and added value creation, so that the opportunity to increase income has not been utilized to the fullest (Nadofah et al., 2025). Therefore, efforts to empower the community are needed that can increase the capacity of Pokdarwis in developing creative tourism products based on local potential.

One of the innovations that can be developed is ecoprint, which is a fabric dyeing technique using leaves, flowers, or other plant parts to produce natural motifs without utilizing synthetic dyes. This technique is increasingly developing as part of the concept of sustainable fashion because it produces environmentally friendly products, has high aesthetic value, and can reduce the impact of pollution caused by the conventional textile industry (Kristanti et al., 2024). In addition to utilizing natural resources sustainably, ecoprint also provides added value to local vegetation that has not previously been optimally utilized.

In the context of ecotourism development, ecoprints have wider potential than just handicraft products. Ecoprint products can be developed into souvenirs that reflect local identity as well as being part of experiential ecotourism. Tourists not only buy the products produced but can also participate directly in the manufacturing process to gain a more meaningful experience. The development of ecoprints as souvenirs based on local potential has been proven to be able to increase the attractiveness of tourist destinations while strengthening the image of nature-based tourist areas (Rahmaningtyas et al., 2024; Rina et al., 2024).

Various community service studies show that ecoprint training is effective in improving people's skills and opening creative economy-based business opportunities. Sustainable assistance can encourage community groups to produce superior products that have selling value and strengthen economic independence (Rahayuningsih et al., 2024). The development of ecoprint products based on local potential has also been proven to increase the capacity of

MSMEs and expand community business opportunities through the use of available resources in the surrounding environment (Nurhayati et al., 2023; Suttriso & Sulistiawan, 2025). In addition to providing economic benefits, the use of natural materials in the production process supports the principles of responsible consumption and production and contributes to the reduction of textile waste (Faridatun, 2022; Hendrayanti et al., 2023; Puspaningtyas & Ratyaningrum, 2022; Roslinda et al., 2024). The use of local flora as raw materials for ecoprints is also able to strengthen cultural identity and increase public awareness of the importance of environmental preservation (Adiyanto et al., 2025; Sulastri et al., 2023).

Based on these conditions, the service team carried out ecoprint training for the Tengket Village Tourism Awareness Group (Pokdarwis) as a form of community empowerment to improve knowledge and skills in producing creative products based on local potential. This training is expected to be able to support the diversification of tourist attractions through the concept of experiential ecotourism, produce typical mangrove ecotourism souvenirs, increase the added value of the community's economy, and strengthen sustainable mangrove ecotourism management. Therefore, this article aims to describe the implementation of ecoprint training and analyze its contribution to improving participants' knowledge and skills in supporting the development of the creative economy and community-based mangrove ecotourism in Tengket Village.

METHOD

Community service activities were carried out at Saung Mangrove Ecotourism, Tengket Village, Arosbaya District, Bangkalan Regency, East Java, for three months, namely July-September 2026. The location was chosen because it has considerable potential for mangrove ecotourism, but its use as a creative economy product and community-based tourist attraction is still not optimal. The target of the activity is the Tourism Awareness Group (Pokdarwis) "Tengket Berdaya," which consists of community members with professional backgrounds as fishermen, pond farmers, and housewives, and is supported by village officials. The activity involved a team of lecturers and students as facilitators in the implementation of the program.

The implementation of activities uses the Participatory Action Approach (PAA) or participatory approach, which is an approach that places the community as the main subject in each stage of the activity. Through this approach, participants not only receive material, but also actively participate in the process of problem identification, training, practice, monitoring, and evaluation. The participatory approach was chosen because it can increase community involvement, strengthen partner capacity, and encourage the sustainability of empowerment programs (Rahayuningsih et al., 2025; Sholikhah et al., 2021). The activity stages also refer to an empowerment-based training model that integrates counseling, demonstrations, practices, mentoring, monitoring, and evaluation (Nurhayati et al., 2023; Rahmaningtyas et al., 2024).

The activity was implemented through five stages, namely socialization, training and practice, monitoring, and evaluation. The socialization stage involved field observation and discussions with Pokdarwis administrators to identify the existing conditions of the tourism area, local resources, and challenges in mangrove ecotourism development. The objectives, benefits, and activity plans were also introduced to establish a shared understanding between the service team and participants.

The training and practice stage combined the delivery of materials, demonstrations, and hands-on practice. Participants received materials on the basic concepts of ecoprint, natural dyes, local vegetation, and the potential development of ecoprint products as souvenirs and tourism attractions. Participants then practiced the production process, including material selection, mordanting, motif arrangement, rolling, steaming, fixation, and finishing. Natural-fiber fabrics, mangrove leaves, and other local vegetation were used as materials, with alum and *tunjung* as supporting materials. This combination of demonstration and hands-on practice has been applied in previous ecoprint training programs to improve participants' skills (Anou et al., 2024; Hendrayanti et al., 2023; Lailatus Sa'adah et al., 2025).

Monitoring was conducted during the practical activities to observe participant involvement, the ability to follow the production stages, and technical difficulties encountered. Feedback and assistance were provided directly during the process. Evaluation was conducted using pre-test and post-test instruments to measure changes in participants' knowledge, covering the basic concepts of ecoprint, materials and tools, production stages, mordanting and fixation, local vegetation, and the potential of ecoprint as a creative economy product. Practical skills were assessed through observation of participants' ability to perform the production stages and produce ecoprint products. Pre-test and post-test results were analyzed descriptively by comparing the average scores before and after the training, following the approach used in previous community empowerment activities (Juwariah et al., 2024).

The data on the results of the pre-test and post-test were analyzed using descriptive statistics in the form of average scores, percentages, and score increases to illustrate changes in the level of knowledge of the participants. Meanwhile, the data from skill observation and activity documentation were analyzed in a qualitative descriptive manner to explain the improvement of participants' abilities and the potential application of ecoprint as a creative economy product in supporting the development of Saung Mangrove Ecotourism in Tengket Village

RESULTS AND DISCUSSION

Initial Condition of Partners

The service activity began with field observation and discussion with the Tourism Awareness Group (Pokdarwis) "Tengket Berdaya" as a partner of the activity. The identification results show that the Saung Mangrove Ecotourism of Tengket Village has great potential as a tourist destination based on conservation and environmental education. This area is supported by the diversity of mangrove vegetation that can be used as an educational medium and a source of raw materials for creative economy products.

However, the results of observations show that the utilization of this potential is still not optimal. The available tourist activities are still dominated by observation activities so tourists have not gained an interactive tourism experience (experiential tourism). In addition, the region does not yet have distinctive souvenir products that can become a destination identity while providing economic added value for the community. The results of discussions with partners also show that Pokdarwis members do not yet have the knowledge and skills to process local vegetation into creative products that have selling value.

This problem shows that there is a gap between the potential of natural resources owned by Tengket Village and the capacity of the community to develop them into creative economy products. Therefore, ecoprint training was chosen as a solution to increase the capacity of Pokdarwis through the use of local vegetation into souvenir products that support the development of Saung Mangrove Ecotourism.

Table 1. *Results of identification of initial condition of partners*

Aspects	Partner Conditions
Tourism potential	Mangrove ecotourism based on conservation and education
Tourist attractions	Dominated by observation tours
Souvenir products	Not yet available
Utilization of local vegetation	Not optimal yet
Pokdarwis Skills	Do not yet have ecoprint skills

This condition shows that the potential of natural resources has not been fully integrated with the creative economy activities of the community. According to Blanton et al. (2024) community-based ecotourism development will provide more optimal economic benefits if supported by local product innovation and active community participation. The results of observations in Tengket Village show that the main needs of partners are not only an increase in the number of tourist visits, but also the diversification of tourist attractions and the development of value-added products.

Implementation of Ecoprint Training and Practice

As a solution to the problems faced by partners, the service team carried out ecoprint training using a participatory approach that combined material delivery, demonstrations, direct practice, and mentoring. The activity began with socialization about the program objectives and the potential for the development of ecoprints as creative economy products based on mangrove vegetation. Furthermore, participants received material on the basic concept of ecoprint, selection of natural materials, mordanting techniques, preparation of motifs, steaming process, and finishing.



Figure 1. *The implementation of training and practice of making ecoprints with members of the "Tengket Berdaya"*

After the presentation of the material, participants practiced directly using various types of local vegetation available in the mangrove area. Assistance is provided at each stage so that participants can understand production techniques as well as produce ecoprint products independently. The learning by doing approach provides opportunities for participants to develop skills through hands-on experience so that the technology transfer process takes place more effectively. The training model that integrates theory, demonstration, practice, and mentoring has been widely applied in community empowerment programs because it can improve technical skills and encourage the use of local potential into products of economic value (Nurhayati et al., 2023; Rahayuningsih et al., 2025; Suttriso & Sulistiawan, 2025).

Increasing Participant Knowledge Based on Pre-test and Post-test Results

The effectiveness of the training was evaluated using pre-test and post-test instruments given to 15 participants before and after the implementation of the activity. The evaluation instrument consisted of ten questions that included an understanding of the basic concept of ecoprint, the purpose and benefits of ecoprint, the use of natural materials, mordanting techniques, sustainability principles, the role of Pokdarwis, and the potential of ecoprint as a creative economy product based on local resources. The results of the evaluation showed an increase in participants' knowledge after participating in the training. The average score of participants increased from 66.0 in the pre-test to 96.7 in the post-test, an increase of 30.7 points. In addition, the minimum value increased from 10 to 90, while the maximum value increased from 90 to 100. Of the 15 participants, as many as 13 people (86.7%) experienced an increase in scores, while 2 people (13.3%) maintained the high scores that had been obtained during the pre-test. None of the participants experienced a decrease in score. The results showed that the material delivered during the training could be well understood by the participants.

Table 2. *Recapitulation of pre-test and post-test results*

Description	Pre-test	Post-test
Average score	66,0	96,7
Minimum score	10	90
Maximum score	90	100

Description	Pre-test	Post-test
Participants experienced an increase	-	13 people (86,7%)
Participants with fixed scores	-	2 people (13,3%)

Analysis of each indicator shows that all aspects of knowledge have increased the number of correct answers. Before the training, indicators regarding the objectives of ecoprint, the concept of sustainability, and the use of mangrove vegetation were the materials that the participants understood the least. After the training, all indicators improved with an accuracy rate of 80-100% of the answers, indicating that participants had better understood the concepts and stages of making ecoprints.

Table 3. *Number of correct answers based on knowledge indicators*

Indicator	Pre-test	Post-test
Basic concept of ecoprint	9	15
Purpose of using ecoprint	6	15
Utilization of Natural Materials	14	15
Benefits of ecoprint	13	15
Concept of sustainability	6	13
Mordanting Technical	8	15
Utilization of mangrove leaves	6	12
The Role of Pokdarwis	13	15
Economic benefits of Ecoprint	10	15
Implementation of ecoprint	14	15

The increase in participants' knowledge showed that a participatory-based training approach that combines lectures, demonstrations, practices, and mentoring was able to increase public understanding of the material provided. These results are in line with the findings of Juwariah et al. (2024) who reported an increase in participants' knowledge after ecoprint training based on pre-test and post-test results. Similar findings were also reported by Sholikhah et al. (2021) This shows that the combination of material delivery and direct practice is able to increase participants' understanding of the ecoprint technique. In addition, Hendrayanti et al. (2023) stated that training accompanied by demonstrations and practices provides a more effective learning experience than theoretically delivering material because participants can directly apply the knowledge gained to the process of making ecoprint products.

Implications of Training on the Development of Mangrove Ecotourism

Ecoprint training not only increases the capacity of participants in processing local vegetation into creative products, but also provides new opportunities for the development of Saung Mangrove Ecotourism. The ecoprint products produced have unique characteristics, so they have the potential to be developed as a distinctive souvenir that represents the local identity of the tourist area.



Figure 2. *The results of the ecoprint that have been made by members of the Pokdarwis "Tengket Berdaya"*

Apart from being a souvenir product, ecoprint also has the potential to be developed as part of educational tour packages through ecoprint workshops. The concept provides an opportunity for tourists to be directly involved in the process of making ecoprints so as to create a more interactive tourism experience (experiential tourism). The diversification of tourist attractions can increase the added value of destinations while opening up new income opportunities for Pokdarwis members through product sales and the implementation of training activities.

These findings are in line with Blanton et al. (2024) who stated that community-based ecotourism development will be more sustainable if communities benefit directly from the use of local resources. Herawati & Soraya (2025) also explained that the development of derivative products and local souvenirs is able to increase the competitiveness of destinations while expanding economic benefits for coastal communities. In addition, Kristanti et al. (2024) mentioned that ecoprint is part of the concept of sustainable fashion because it utilizes natural materials and produces products that are more environmentally friendly.

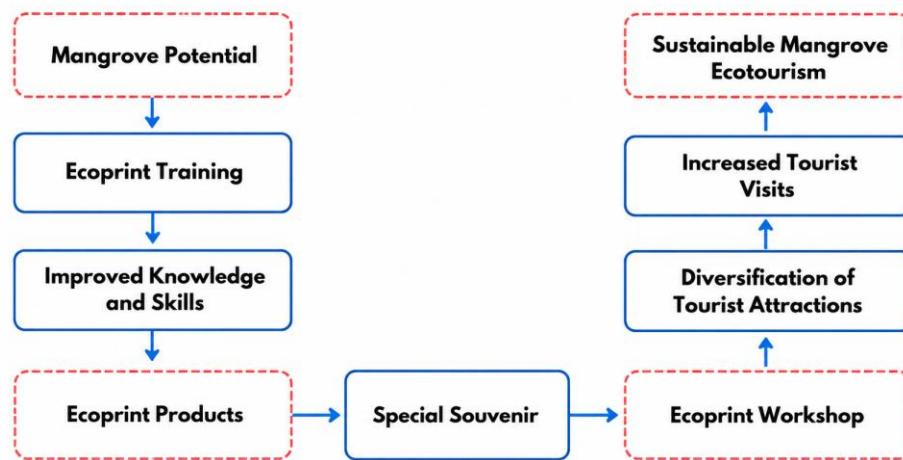


Figure 3. *Saung mangrove ecotourism development model through ecoprint training*

Conceptually, ecoprint training is a bridge between mangrove conservation efforts and community creative economy development. The use of local vegetation as raw materials for ecoprints not only increases the added value of natural resources, but also strengthens the identity of Saung Mangrove Ecotourism as a tourism destination based on conservation and community empowerment, as illustrated in Figure 3.

CONCLUSION

Community service activities through ecoprint training for the Tourism Awareness Group (Pokdarwis) "Tengket Berdaya" at the Saung Mangrove Ecotourism in Tengket Village succeeded in achieving the goal that has been set, namely increasing the capacity of the community to utilize local vegetation as a creative economy product that supports the development of mangrove ecotourism. The training approach that integrates material delivery, demonstrations, hands-on practice, and mentoring has proven to be effective in increasing participant knowledge, which is demonstrated through improving pre-test and post-test results, as well as improving participants' skills in producing ecoprint products that have aesthetic value and economic potential. In addition to improving the competence of participants, this activity also produces alternative typical souvenir products that can strengthen the identity of Saung Mangrove Ecotourism while expanding experiential tourism attractions.

As a follow-up, continuous assistance is needed so that the ecoprint products that have been produced can develop into superior products for the community. These efforts can be made through improving product quality and diversification, strengthening branding and digital marketing, and integrating ecoprint workshops into educational tour packages at Saung

Mangrove Ecotourism. Sustainable collaboration between universities, village governments, and Pokdarwis is expected to be able to strengthen community institutions while realizing the development of mangrove ecotourism that is sustainable, competitive, and provides economic benefits for the local community.

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