

Development of Excellence in Sugihwaras Village "Kampoeng Konveksi": Career Guidance Through Patchwork Craft Training

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ABSTRACT

This community service aims to develop the advantages of the "Kampoeng Konveksi" of Sugihwaras Village, Bojonegoro Regency with a career guidance program through patchwork training. Sugihwaras Village is known as Kampoeng Convection because most of the people have sewing skills and a home convection business. In the convection business, pieces of fabric called patchwork remain. Large quantities of patchwork that have not been utilized optimally are potential that wants to be processed and developed. The method carried out in this service is ABCD (Asset Based Community Development), with several stages, namely inculturation, discovery, design, definition and reflection. The implementation of this career guidance was held together with the Sugihwaras Village government by carrying out patchwork craft training. Career guidance through this training aims to improve skills, change people's perspective on patchwork as a productive asset, and encourage the birth of creative product innovation. As a result, the activity succeeded in improving the skills of residents, motivating the entrepreneurial career spirit, and producing a new community, namely the Sugihwaras Perca Gallery which functions as a forum for the sustainability of the program. Thus, the implementation of service not only has a short-term impact, but also opens up opportunities for sustainable creative economy development.

Keywords: Development of excellence, Career guidance, Patchwork craft training

INTRODUCTION

Village development is a development process that aims to improve the welfare and quality of life of the village community through community empowerment. Sugihwaras Village is one of the villages in Bojonegoro Regency that is famous for its home convection activities. Geographically, Sugihwaras is located on a strategic route between sub-districts that facilitates the distribution of products. In addition to making a living as farmers and traders, based on village data, more than 30% of households own sewing machines and depend on part of their income from sewing clothes, school uniforms, and simple convection products. This identity makes Sugihwaras widely known as "Kampoeng Konvection", a designation that reflects the collective skills and traditions of the creative economy that have taken root in the people of Sugihwaras Village as a village where most of the people have convection businesses.

Convection activities in Sugihwaras not only contribute to the economy, but also shape the social character of the community. Along with the development of the convection business, the convection production process produces pieces of fabric known as patchwork. Pieces of patchwork are produced in considerable quantities. So far, patchwork has not been processed optimally and is often stacked or sold by kilos to collectors, without significant added value. However, through the perspective of the Asset Based Community Development (ABCD) approach, patchwork can be positioned as an asset that can be processed into products with economic and aesthetic value. The existence of individual assets, namely residents with sewing skills, physical assets in the form of sewing tools owned by most educators, abundant patchwork fabrics are actually assets that need to be processed and developed so that they have the potential to become a new source of economy. Through the use of patchwork, the community can expand the variety of products, increase added

value and develop the branding of Sugihwaras Village as "Kampoeng Konveksi" into a village that develops the creativity of residents with patchwork crafts.

This phenomenon is in line with the results of research in various regions. At PKBM Bintaro, patchwork training gives birth to skills in making accessories which then become new business opportunities for housewives (Anismadiyah, V, et al., 2020). Likewise in Bali, rag patchwork is used as a creative industry that supports local tourism (Puspitasari I, et al., 2022). This shows that with career guidance in patchwork craft training to the community, patchwork can be processed and subsequently become a new business opportunity for the people of Sugihwaras Village. In addition, the village community gets information services about entrepreneurship, marketing, and forming themselves as individuals who never give up in entrepreneurship.

The ABCD approach is an approach in community service both in assisting the community to increase the community's independence and economy by optimizing existing assets in the village (Indah Fajrotuz, Z, et al., 2025). In Kediri, training with the ABCD approach changed the paradigm of residents that patchwork is business capital, not just leftover production (Setiawan, et al., 2022). This condition is the basis for supporting the development of Sugihwaras Village "Kampoeng Konveksi" by utilizing village assets, namely individual assets of residents' sewing skills, physical assets in the form of sewing machines, and raw materials for patchwork. Social assets are PKK, Youth, and the convection kampoeng community. The ABCD approach was chosen because it emphasizes more on local potential, strength, and creativity. Thus, the development of the excellence of "Kampoeng Konveksi" in Sugihwaras Village by conducting career guidance through patchwork craft training is expected to not only increase technical skills, but also encourage the emergence of product innovation and strengthen the village's creative economy.

METHOD

This service activity uses the Asset-Based Community Development (ABCD) approach. That is a sustainable method of community empowerment based on assets, strengths, and potentials in the community. The ABCD method invites the people of Sugihwaras Village to use the potential and assets that already exist, according to Setyawan this approach places the community as the party responsible for their own development. This approach uses all the resources, skills, and experiences that the community has as the main capital to improve the quality of life in various aspects. The main principle is that by recognizing the potential, strengths, talents, and assets possessed by individuals and communities, it can inspire positive change (Setyawan, W. H, 2022).

The subjects in this activity were members of Kampoeng Konveksi, young women of Sugihwaras village, and PKK members in Sugihwaras Village, Sugihwaras District, Bojonegoro Regency. Mentoring activities are in the form of career guidance through training in making patchwork cloth crafts, including the introduction of information services about entrepreneurship, marketing, packaging, material determination, processing techniques, and assistance in making simple products (flowers, dolls, bags, wallets, doormats, and household accessories).

The technical stage of the activity, namely the first stage of preparation, namely identifying participants, preparing equipment (scissors, thread, needles, glue, patchwork). The second stage of implementing career guidance through patchwork craft training, namely providing entrepreneurial career information services, marketing and basic explanations about the use of patchwork, simple sewing techniques, and direct practice of making products. Third, mentoring where participants are directed to produce ready-to-sell products. At this stage, experience sharing, design tips, and entrepreneurial motivation to develop a patchwork-based business are shared. And finally is the closing stage.

Mentoring activities with the ABCD approach are carried out through several stages. First, Inculturation, which is the initial stage that aims to build trust relationships and understand the characteristics of the local community including norms, traditions, the role of figures, and social dynamics. Second, Discovery is to explore what strengths, successes, or assets have been achieved by the community in the past or present. This stage focuses on mapping assets that can be mobilized for further development. Third, Dream (dream of the future), which arouses the community's hope and imagination for a better future. Fourth, design, which is to prepare a systematic and measurable action plan. Fifth, define (participatory action) or set the priorities of the agreed program, namely the choice program based on community involvement. And sixth, Destiny (implementing programs and

sustainability), namely implementing programs that have been mutually agreed upon and implementing changes continuously, monitoring the results, and encouraging new innovations (Setiono, A, 2023).

RESULTS AND DISCUSSION

Sugihwaras Village, Sugihwaras District, Bojonegoro Regency is a village that has 4 hamlets, namely Klitik Hamlet, Krajan Hamlet, Minti Hamlet, and Sidomulyo Hamlet. Sugihwaras is one of the villages that has a strong characteristic as "Kampoeng Convection". Many households in this village have sewing machines. Apart from being farmers and traders, the community relies on most of their income from home convection businesses, such as the production of apparel, school uniforms, and large orders. So that it makes convection an identity as well as the main advantage of the village. In addition to the potential of convection-based economy, Sugihwaras Village also has high social capital. Community activities such as PKK groups, youth organizations, recitations, and mutual cooperation show strong social solidarity. This mutual cooperation character makes it easier for the team to establish communication and collaboration with residents.

In the convection activity, a large amount of patchwork was also produced. So far, patchwork has only been stacked or sold cheaply to kilo collectors. In fact, when viewed from the perspective of Asset-Based Community Development (ABCD), patchwork is a productive asset that can be processed into value-added products. The team has set the Patchwork Cloth-Based Handicraft Training program as a priority in Sugihwaras Village. The implementation of service begins with inculturation and steps in the ABCD approach known as the 5-D step (Chamidi, A. S, 2023).

Inculturation is the stage where the team blends with the community to understand values, norms, culture, and build trust (Al-Kautsari, M. M, 2019). At the inculturation stage, the team made efforts to deeply understand the context, culture, values, and dynamics of the people of Sugihwaras Village, Sugihwaras District. In this inculturation process, various information was obtained about the profile of Sugihwaras Village, the demographic state of the local village, all the potentials and assets of the village, and local culture. This process is carried out in the form of observation and establishing friendship with the people of Sugihwaras Village. This stage takes place in the first and second weeks according to the time of the service implementation.

The purpose of this inculturation stage is to build a sense of trust and openness to the community. At this stage, the team blends with the residents through daily activities such as participating in recitations, PKK social gatherings, community service, and casual interaction with the community. The presence of the service team is not only limited to "guests", but also actively participates in village social activities. This approach makes residents more open to sharing stories and experiences, especially about life as a convection actor.

In addition, the team also held official meetings with the Village Head, village officials, and community leaders to build initial trust that community service activities are not just short projects, but collaboration to develop village potential. Inculturation succeeded in creating a strong social foundation, so that the next program could be well received by the Sugihwaras community.

1. Discovery

Discovery is the stage of finding the strengths, assets, or potentials that the community has, whether in the form of human resources, physical resources, social networks, or cultural capital (Chamidi, A. S, 2023). At the discovery stage, observations and interviews with community leaders were carried out related to the exploration of the existing village potential, by conducting appreciative interviews so that the community was comfortable when dialogue. After obtaining the necessary data and feeling sufficient, we then evaluate and sort the data to further map assets and potentials consisting of 7 assets, namely: individual assets, social assets, physical assets, natural resource assets, religious and cultural assets, economic assets, and technology assets (LP2M, 2025)

At this stage, the team conducts interviews to map the existing assets. The mapping results show that Sugihwaras Village has:

- a. Individual assets are the sewing skills possessed by most citizens, especially housewives and convection actors.

- b. Physical assets include sewing machines, as well as abundant patchwork from the production of ready-to-wear clothing.
- c. Social assets: PKK groups, youth organizations, and active recitation communities, are important capital for mobilizing activities.

Through this discovery, patchwork fabrics that were previously only stacked and sold for kilos, are reunderstood as productive assets that can be processed into creative crafts. This process makes the community more aware that their local potential can be an additional source of income and strengthen the identity of Kampong Convection Sugihwaras.

2. Dream

Dream is the stage of raising hopes and imagining a better future based on the assets that have been found (LP2M, 2025). At this stage, everyone explores their hopes and dreams regarding things that are great for themselves and for the organization. The team asked about some of the dreams initiated by PKK women and the youth of Sugihwaras Village related to the development of patchwork crafts. Based on the results of discussions and observations, a joint dream was prepared that was agreed upon by UMKM actors and the people of Sugihwaras Village, namely:

- a. Community skill development through patchwork crafts.
- b. Creation of a patchwork-based creative community.
- c. Making patchwork products as a characteristic and icon of creativity in Sugihwaras Village.

Making patchwork products as a characteristic and icon of creativity in Sugihwaras Village “Kampoeng Konveksi” by utilizing the remaining convection production in the form of patchwork cloth so that it is not only sold by kilos but made as handicrafts that can create new business opportunities for the women and youth of Sugihwaras Village. Patchwork has great potential to be processed into high-selling value products such as bags, wallets, pillows, accessories, and home décor.

In addition, the development of the patchwork craft community also opens up great opportunities to access a wider market through social media and digital platforms. The youth are expected to play a role in the digital marketing process, while PKK women can focus on the production and training process. With this collaboration, it is hoped that good synergy will be created between generations to build economic independence and foster the spirit of creativity in society.

3. Design

This stage was carried out after we conducted initial socialization and coordination with the community, and held a Focus Group Discussion at the Sugihwaras Village Hall. This forum aims to explore existing aspirations and potentials, especially related to patchwork cloth crafts. Based on the results of the discussion, the community agreed to form a core group. The synergy between PKK women and residents is expected to be able to encourage local economic growth through patchwork handicrafts that have high selling value and are environmentally friendly.



Figure 1. Focus Group Discussion

4. Define

Define is the stage of establishing a pre-designed priority program (LP2M, 2025). After designing the stages that will be carried out to achieve the goals of the next stage, which is to determine the details of the implementation related to time and job description, at this stage the team together with the Sugihwaras Village Government held a deliberation involving village officials, as well as community representatives. The deliberations aimed to agree on the direction of activities that were considered the most realistic, according to the needs of the residents, and supported the excellence of the village, and determined the program, namely the development of the "Kampoeng Konvection" community in Sugihwaras Village: career guidance through patchwork craft training. The training time is Tuesday, August 19, 2025. The speakers were Mrs. Mintorowati, S.E., S.Pd. and Mrs. Eryul Mufidah, S.E., M.M. The training participants amounted to approximately 40 participants consisting of members of Kampoeng Konvection, Mrs. PKK, and young women of Sugihwaras Village.

Define It is important because it avoids spreading the focus, so that the program is more directed and according to the capacity of the community. As a result, the community and the village government approved the implementation of a patchwork-based handicraft training program. This decision was taken after considering the abundance of patchwork pieces from convection activities and the sewing skills of existing residents. The determination of the program also takes into account the potential of product marketing at the local level and through digital media. With formal approval from the village government and the community, the program is not only a team initiative, but has been recognized as a common need that should be implemented so that the steps towards implementation are more structured.

5. Destiny

Destiny is the stage of real action, evaluation, and sustainability of the program. Destiny ensures that all stages have been carried out properly and the results of the program can continue to run in a sustainable manner (Tamam, B, 2025). At this stage, the implementation of the program begins with three main phases: preparation, implementation, and evaluation. First, preparations are carried out by preparing equipment, equipment and materials (patchwork, thread, needles, glue, and supporting equipment), determining participants, and preparing a schedule of activities. The village government facilitates the Village Hall as a training center.

Second, the implementation is in the form of training activities which will be held on Tuesday, August 19, 2025. This activity was attended by approximately 40 participants consisting of members of the convection kampoeng community, PKK, and young women of Sugihwaras Village. Participants were divided into small groups and trained to make various products from patchwork such as flowers, dolls and other accessories. This group division aims to make it easier for participants to learn together and help each other. The team not only acted as facilitators but also joined the group of participants, together with residents, sewing, and arranging flowers. The training feels more intimate and there is no distance between the team and the community. This activity made the learning atmosphere more fun, the team also felt how to make a product from start to finish.



Figure 1. Career Guidance Briefing

In addition to technical practice, the speakers, namely Mrs. Mintorowati, S.E., S.Pd. and Mrs. Eryul Mufidah, S.E., M.M. also provided career guidance in the form of entrepreneurial motivation services, speakers shared experiences in building creative businesses, emphasized the importance of creativity, courage to take risks, build skills, read market opportunities, knowledge, and build a positive mental attitude (Blok Bojonegoro, 2025).



Figure 2. Patchwork Craft Training



Figure 3. Group Photo





Figure 4. Patchwork Products

Third, evaluation. After the activity was completed, an evaluation was carried out with the Sugihwaras Village Government, regarding the success of the training, the enthusiasm of the participants, and the quality of the products produced. The evaluation was carried out by distributing satisfaction and understanding questionnaires to the participants. The results of the evaluation showed an increase in the knowledge and skills of residents in processing patchwork fabrics into value-added products. This evaluation is also the basis for compiling improvements in future activities. The following is a questionnaire and answers regarding career guidance through patchwork craft training.

Table. Career Guidance Questionnaire through Patchwork Craft Training

No	QUESTIONS	Strongly agree	Agree	Disagree	Strongly Disagree
1	This training added to my knowledge About patchwork fabric	75%	25%	-	-
2	I am able to make creative products from patchwork independently	40%	60%	-	-
3	This training motivated me to Entrepreneurial	35%	65%	-	-
4	I intend to develop a business-based Patchwork Craft	22,5%	75%	2,5%	-
5	This training provides new ideas for Patchwork Fabric Design	40%	60%	-	-
6	The training material is easy to understand and I can Apply	40%	60%	-	-
7	Training facilitator guides clearly and patience	45%	55%	-	-
8	Facilities and materials used during Adequate training	47,5%	52,5%	-	-
9	I will share my knowledge and this skill to others	25%	75%	-	-
10	I understand the potential of patchwork to be processed become a product of selling value	42,5%	57,5%	-	-

To measure the success of the training, the team distributed questionnaires to 40 participants consisting of members of Kampoeng Konvection, PKK mothers, and young women from Sugihwaras Village. The results showed that the majority of respondents answered yes and strongly agreed with all statements. As many as 75% of participants strongly agreed that the training increased knowledge about patchwork, and 40% of participants strongly agreed and 60% agreed that they were able to make products independently. In terms of motivation, the majority of participants felt encouraged to be entrepreneurial and intended to develop a patchwork-based business. In addition, participants assessed that the material was easy to understand, the facilitator guided clearly and patiently, and the training facilities were adequate. More than half of the respondents also stated that they were ready to share knowledge with others and understood that patchwork has economic potential. Overall, this questionnaire proves that training not only adds knowledge, but also motivates and encourages sustainability through the formation of the Perca Sugihwaras Gallery Community.

CONCLUSION

The implementation of the service program in Sugihwaras Village with the ABCD approach shows that local assets in the form of sewing skills, sewing machines, and the availability of patchwork can be optimized into productive resources. Through the stages of inculturation to destiny, students succeed in building trust, digging for assets, compiling dreams together, designing programs, setting priority activities, and carrying out patchwork-based handicraft training. As a result, people not only acquire technical skills, but are also motivated to be entrepreneurial. Evaluation through questionnaires showed an increase in knowledge, skills, and intention to develop a patchwork-based business. The sustainability of the program is marked by the initiation of the formation of the Sugihwaras Jewelry Gallery Community which functions as a forum for production, further training, and marketing of creative products. This community complements the main identity of Sugihwaras Village as a Kampoeng Konveksi that focuses on clothing production, by adding new innovations in the form of the use of patchwork. With the support of the village government and the enthusiasm of the community, it is hoped that this program will continue to develop into a sustainable creative economy movement that is able to improve the welfare of the Sugihwaras community.

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