

## INTRODUCTION TO INDONESIA AND PHILIPPINES CULTURE THROUGH ECOPRINT: UTILIZATION OF NATURAL MATERIALS FOR ENVIRONMENTAL SUSTAINABILITY IN KASRI VILLAGE, MALANG, INDONESIA

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**ABSTRACT** Kasri Village in Bululawang District, Malang Regency, has rich cultural and natural potential but faces challenges in the sustainable use of resources. This community service program aims to improve community knowledge and skills in ecoprint techniques through workshops. In collaboration with the Asian Institute of Technology and Business Malang Indonesia and NEUST Philippines, this program teaches ecoprint techniques using natural materials from the surrounding environment. The workshop involved interactive sessions, presentations, and field practice, as well as introducing Filipino culture. As a result, participants showed significant improvements in skills and environmental awareness. The program also helps to overcome barriers to access materials and facilities, as well as promote local economic development through ecoprint products. This initiative is expected to have a long-term positive impact on cultural and environmental preservation and improve community welfare.

**KEYWORDS:** *Ecoprint, Cultural Exchange, Economic Development, Natural Materials, Environmental Sustainability.*

## **1. INTRODUCTION**

Kasri Village in Bululawang District, Malang Regency, is an area rich in natural resources and cultural potential. The village is known as "Kampung Asri," a name that reflects the beauty of the neighborhood surrounded by green vegetation and being on the banks of a river. This name not only describes the physical beauty of the village but also the spirit of harmony with nature inherited by its founder, Mbah Singo Niti. However, behind this beauty, Kasri Village faces serious challenges in the sustainable use of natural resources. Despite being in a rich area, public knowledge about responsible use of nature is still very minimal. One of the main causes of this lack of understanding is limited access to education, both formal and informal, that discusses environmentally friendly practices. Education that can open people's insights about the importance of protecting nature and using resources wisely is still not available to most villagers. In addition, the low environmental literacy among the community is also an obstacle in the implementation of practices that support environmental sustainability.

Another factor that comes into play is more urgent economic priorities, which often make people focus more on their daily needs than on long-term impacts on the environment. Support from local traditions and cultures that may not yet support eco-friendly practices is also a challenge. Limited facilities and resources further exacerbate this situation, as communities often do not have adequate access to the materials needed for activities such as ecoprints (Listiana et al., 2024). In this context, it is important for Kasri Village to get attention through programs that improve community knowledge and skills in utilizing nature sustainably. One effective way to achieve this goal is through community service activities that bridge the gap between knowledge and practice required. With a deep understanding of the challenges faced by the people of Kasri Village, the Community Service (PKM) team from various Asian Institute of Technology and Business Malang Indonesia and NEUST Philippines designed a program that has a real impact.

This service activity not only focuses on improving technical knowledge, but also seeks to introduce and promote cultural richness and the importance of environmental sustainability. The ecoprint technique was chosen as the main method because it uses natural materials such as leaves and flowers to print motifs on the fabric, which is not only environmentally friendly but also reflects the richness of the local culture (Syafri & Agel, 2024). By utilizing the materials available in Kasri Village, this technique is expected to be a practical and sustainable solution for the community (Sifaunajah et al., 2020). Furthermore, this activity aims to introduce Filipino culture to the people of Kasri Village through collaboration with the PKM team from the Philippines. Indonesia and the Philippines are two countries in Southeast Asia with similar cultural and natural

diversity, as well as facing environmental sustainability challenges. This collaboration is expected to strengthen relations between nations and encourage cultural exchanges that are beneficial to both parties. In the era of globalization, it is important for communities to maintain their cultural identity while adapting to the times.

The ecoprint technique offers a solution that not only preserves nature, but also preserves local cultural heritage through art (Lestariningsih & Putri, 2023). By teaching this technique, the PKM team hopes to foster awareness of the importance of protecting the environment and culture at the same time. This service activity also underlines the importance of experiential learning, where participants are not only taught theoretically but also given the opportunity to directly practice what they learn. This approach is expected to improve people's understanding and skills more effectively and encourage them to continue developing these skills after the activity is completed.

## **2. METHOD**

This community service was carried out in the form of a workshop involving various interactive training sessions. The ecoprint technique was chosen as the main focus because it is able to integrate cultural aspects and environmental sustainability. This training is delivered through several methods, including:

1. **Interactive Workshop:** Participants are invited to actively participate in every stage of training, from introduction to theory to hands-on practice.
2. **Presentations:** Speakers from various fields such as entrepreneurship, design, and cultural introduction provide materials relevant to the topic of ecoprint and culture.
3. **Field Practice:** Participants were given the opportunity to try ecoprint techniques directly in the field, using natural materials available around Kasri Village.

## **3. RESULT AND DISCUSSION**

The implementation of community service activities focused on ecoprint technique training in Kasri Village gave various positive results. Participants consisting of PKK women showed high interest and great enthusiasm for the material presented. Most of the participants who initially had no knowledge of ecoprints are now able to produce artworks from natural materials available around them. In addition to improving technical skills, this training also succeeded in raising awareness of the importance of environmental sustainability. People are beginning to understand that by utilizing materials in the surrounding environment, they can not only create products with economic value, but also contribute to the preservation of nature.



**Figure 1.** Ecoprint Practice

The enthusiasm of the PKK women was very felt during the training. One form of enthusiasm that they show is their activity in participating in every session, especially during the ecoprint practice. These mothers were so excited to try out the various techniques taught, and the result was extraordinarily beautiful ecoprint works. One of the participants even proudly showed the results of the ecoprint he had made, which showed the natural motif of the leaves printed clearly and artistically on the fabric (Wahyuningsih et al., 2024). The image of the work is a symbol of the success of this training in teaching ecoprint techniques while increasing the confidence of participants.



**Figure 2.** Participant Ecoprint Results

This increase in knowledge is not only limited to the technical aspects of ecoprints, but also extends to an understanding of the relationship between culture and the environment. Participants began to see ecoprints as a way to preserve their local culture, by incorporating traditional motifs taken from the surrounding nature. In addition, the introduction of Filipino culture through cultural

exchange sessions also had a positive impact. The PKK women of Kasri Village can learn from the environmentally friendly practices that have been implemented in the Philippines, which encourages the exchange of ideas and experiences between the two communities.



**Figure 3.** Presentation of Ecoprint Motif Design Materials

The delivery of material in this training was carried out by several speakers who have special skills. Faldi Hendrawan, one of the presenters, delivered material on "Ecoprint Motif Design," where participants were taught how to choose, arrange, and print motifs from natural materials such as leaves and flowers on fabric. This session provides practical insights for participants on how to create beautiful and meaningful designs from the resources available in their environment. In addition, Alma Pia Garcia-Reyes, MBA, led the session "Introduction to Philippine Culture," which provided participants with an international perspective on environmentally friendly practices implemented in the Philippines. Through this session, participants not only learned the ecoprint technique, but also understood the importance of preserving and celebrating cultural diversity as part of environmental conservation efforts.



**Gambar 4.** Pemaparan Pengenalan Budaya Filipina

The discussion that occurred during the training also revealed several challenges faced by the people of Kasri Village in adopting ecoprint techniques more widely. One of the main obstacles is the limited access to the necessary raw materials. In addition, the limitations of facilities such as tools for ecoprinting are also an obstacle to developing these skills further. However, with the support of the PKM team, PKK women are given practical solutions to overcome these obstacles, such as utilizing local materials that are easy to find and making simple ecoprint tools.

This activity also encourages the public to think further about the opportunities that can be generated from ecoprints (Khilmiyah & Surwanti, 2021). The discussion on the market potential and selling value of ecoprint products provided new insights for participants on how they can leverage these skills to improve their economic well-being. Some participants have even started planning to develop ecoprint-based small businesses, both for the local and national markets. In addition, this training also succeeded in increasing the motivation of the community to continue participating in activities that support environmental sustainability, with the hope that the skills they have acquired can be beneficial in the long run.



**Figure 5.** Group Photo of Participants and Presenters of Indonesia Philippines

In conclusion, this community service activity not only provides an increase in knowledge and technical skills, but also strengthens cultural and environmental awareness among the people of Kasri Village. With the continuous support and active participation of PKK women, it is hoped that the positive results of this training can be further developed, both in cultural and economic aspects. The PKM team will continue to monitor and support these developments, to ensure that the positive impact of these activities can be felt in the long term, as well as make a significant contribution to environmental sustainability and local cultural preservation.

#### **4. CONCLUSION**

This community service activity has succeeded in achieving its main goal, which is to increase the knowledge and skills of the people of Kasri Village in the use of natural materials for environmental sustainability through ecoprint techniques. In addition, this activity also succeeded in introducing Indonesia and Philippine culture and strengthening awareness of the importance of environmental conservation. With this success, it is hoped that the people of Kasri Village can continue to develop ecoprint techniques and integrate them in their daily lives, as well as promote their local culture to the world.

More than that, the positive impact of this activity is expected to be a catalyst for local economic development through high-value ecoprint products. By utilizing the available resources in a sustainable manner, the people of Kasri Village not only contribute to environmental conservation but also create new economic opportunities that can improve their well-being. The collaboration between the community and the PKM team, as well as the enthusiasm shown by the PKK women, shows that sustainable change can be achieved through education and deep awareness. In the future, this training is expected to be the first step for other initiatives that focus on empowering communities in preserving their cultural heritage and environment.

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#### **CONFLICT OF INTERESTS**

The authors state that there is no conflict of interest related to this study. We have no financial, commercial, legal, or professional relationship with any organization or individual that could influence the results of this study. This research was conducted independently and without the influence of external sponsors or funders. All authors contributed equally to the design, implementation, and reporting of this research, and none of the authors have ever been a member of

the IJCCH editorial board or worked for an organization that might benefit from the publication of this article.

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