

Analysis of the Readiness of Tutul Village, Balung District, to Become a Creative Village in Jember Regency

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ABSTRACT

Tutul Village, located in Balung District, is recognized as a handicraft production center that has produced various high-quality craft products marketed in both domestic and international markets. This study aims to analyze the readiness of Tutul Village to become a creative village and to assess the community's readiness using the Community Readiness Model (CRM). This research employed a qualitative method with data collected through interviews, observations, and documentation involving village officials and handicraft business owners. Data analysis was conducted based on the Creative Village Development Guidelines issued by the Ministry of Tourism and Creative Economy to determine the stage of creative village development in Tutul Village. Furthermore, community readiness was analyzed using the six dimensions of the Community Readiness Model (CRM) to identify the community's level of readiness.

The results indicate that Tutul Village has significant potential to be developed as a craft-based creative village. Most of the creative village indicators have demonstrated characteristics of a developing creative village progressing toward sustainability, as reflected in the high quality of its products and the utilization of digital technology for marketing purposes. However, several aspects still require improvement, particularly the protection of Intellectual Property Rights (IPR) and the strengthening of institutional capacity. In addition, the Community Readiness Model (CRM) analysis reveals that the level of community readiness varies across the six dimensions. These findings suggest that the community has established a solid initial level of readiness but still requires greater understanding of the creative village concept and stronger resource support to ensure the sustainable development of Tutul Village as a creative village.

Keywords: *Creative Village, Community Readiness Model, Creative Economy, Community Readiness.*