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## IMPROVING THE QUALITY OF COCONUT-BASED CRAFT PRODUCTS AND SOUVENIR CRAFTS ZONATION AS A SPECIAL TOURISM OF NORTH SULAWESI

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### ABSTRACT

Industrial center is the coconut base material industrial sectors that can support community economic empowerment in North Sulawesi Province such as furniture manufacturing, coconut oil, coconut flour, copra, cake, and shell charcoal. Also, there is a home industry craft business made of wood and coconut shell but still requires special handling. This research aims to describe the characteristics of souvenirs from the basic materials of wood and coconut shell characterized by North Sulawesi, and the mapping of the craftsmen industry groups so that they are easily monitored to guarantee the quality of their products. This research was descriptive qualitative. This study used primary and secondary data through interviews, field observations and information studies. The results of the study found that coconut-based handicraft products need to be improved and need special treatment because the reality obtained in the field is found; Existing souvenirs do not describe the identity of attractions, the quality of souvenirs is still low, and not yet attractive. expensive souvenir prices / not by its quality. Souvenir size is too large and not packaged and difficult to take home. Souvenirs offered is not only the goods but the but it can be in the form of objects from nature that is environmentally friendly.

*Keywords: Zoning craftsman, product quality, souvenirs*

## A. INTRODUCTION

Coconut (*Cocos nucifera* L.) has the strategic role for Indonesian people both in social, cultural, and economic. Coconut has many advantages not only in the fruit but also other parts. Because of this coconut is usually called "the tree of life" or "a very pleasant tree" (a heaven tree) (Asnawi and Dervish 1985)<sup>1</sup>

Particularly, various products can be processed from coconut fruit. Quality standards, processing technology, and certification systems can be managed by the expert in Indonesia. However, there are some weakness in the processing industry of coconut such as raw materials supply because the industry needs the big investment but this industry is less attractive and this industry does not have coconut plantations (FOKPI, 2006)<sup>3</sup>

Coconut is mostly processed into copra which is then processed into cooking oil. Coconut oil is less competitive than palm oil, this condition makes the weaker trading both in domestic and foreign. Besides produced to the oil, coconut products are nata de coco, desiccated coconut, coconut sugar, various products of coconut meat, dried grated coconut, coconut shell charcoal, coconut fiber, coconut wood furniture and lately developing ready-made coconut milk with several packaging. (Allorerung and Lay 1998)<sup>4</sup>

There are wide opportunities for developing the coconut agribusiness. Some alternative products developed consist of : Virgin Coconut Oil (VCO), Oleochemical (OC), Desiccated Coconut (DC), Coconut Milk / Cream (CM / CC), Coconut Charcoal (CCL), Activated Carbon (AC), Brown Sugar (AC BS), Coconut Fiber (CF) and Cocon Wood (CW), which are undertaken partially or integrated. Agribusinesses of these products can make better income of 5-10 times compared to if they only sell copra products. Departing from the reality of the vast potential of product development,

the progress of the coconut oil economy at the macro-level (competitiveness in global markets) and micro (income of farmer , domestic added value, and import substitution) are probably to more call for the aid of cluster coconut enterprise improvement as a prerequisite (Allorerung et al. 2005)<sup>5</sup>

The purposes of this study were : (a) To describe the characteristics of souvenirs of basic materials of wood and coconut shell characterized by North Sulawesi (b) Making Mapping of industrial groups and determining Zonation of craftsmen so that young people can be monitored to ensure the sustainability of the quality of their products.

North Sulawesi has huge potential of natural resource partially in agricultural sector. Thus it is important to develop this potential. Therefore, the price change of coconut affects the life of the farmers. The coconut production derivatives can contribute to foreign exchange for producing countries. (Tatengkeng, 2011)<sup>23</sup>

Table 1 Area and Production of North Sulawesi Coconut in 2015-2016

Regency / City	Coconut Plantation Area for People's Plantations (Hectares)							
	Not Yet Produce		Produce		Does not produce		Total	
	2015	2016	2015	2016	2015	2016	2015	2016
Bolaang Mongondow	1528.4	1667.1	21036.	21291.	823.34	823.34	23388.	23782.
	1	2	63	88			38	34
Minahasa	3139.2	3139.2	14050.	14050.	1282.2	1282.2	18471.	18471.
	5	5	5	5	4	4	99	99
Kepulauan Sangihe	1622.5	1662.5	16379.	16306.	2242.8	2190.2	20244.	20159.
			25	35		5	55	1
Kepulauan Talaud	1215.8	1215.8	17347.	17347.	3569.9	3569.9	22133.	22133.
	5	5	31	31	8	8	14	14
Minahasa Selatan	5522.5	5522.5	37541.	37541.	2687	2687	45751.	45751.
			86	86			36	36
Minahasa Utara	4226.8	4226.8	36322.	36322.	4521.5	4521.5	45071.	45071.
	5	5	61	61	6	6	02	02
Bolaang Mongondow Utara	1750.8	1750.8	13490.	13490.	283.94	283.94	15525.	15525.
	1	1	94	94			69	69
Kepulauan Sitaro	527.61	527.61	3644.7	3644.7	262.72	262.72	4435.0	4435.0
			2	2			5	5
Minahasa Tenggara	4922.5	4922.5	24118.	24118.	5303.2	5303.2	34344.	34344.
			32	32	1	1	03	03
Bolaang Mongondow Selatan	792.33	792.33	7300.2	7300.2	312.56	312.56	8405.1	8405.1
			2	2			1	1
Bolaang Mongondow Timur	1655.8	1655.8	7456.6	7456.6	336.75	336.75	9449.2	9449.2
	2	2	6	6			3	3
Kota Manado	92	92	3637.5	3637.5	155	155	3884.5	3884.5
Bitung	1964.4	1964.4	11777.	11961	363.1	248.6	14104.	14174
			25				75	
Kota Tomohon	266.47	257.47	737.71	746.71	171.42	171.42	1175.6	1175.6
Kota Kotamobagu	133	133	916	916	1.19	1.19	1050.1	1050.1
							9	9
Sulawesi Utara	-	29530.	215757	216132	22316.	22149.	267434	267812
		01	.48	.58	81	76	.59	.35

Source: BPS (North Sulawesi), 2018

North Sulawesi has the largest coconut plant area in Indonesia. This province becomes the recommendation of so this area is often referred to as a waving palm oil area. In 2018, the coconut plantation area in North Sulawesi was 276,069 ha or 76.06%. North Sulawesi coconut derivative products can be promoted abroad because of processed of quality coconut products and are in demand by foreign countries, especially the Netherlands and the United States (Tatengkeng, 2011) <sup>24</sup>

## B. RESEARCH METHODS

The research method uses qualitative descriptive methods. There were two data used namely primary data and secondary data. The data collection used interviews, field observations, and information studies. In solving problems, the subject under study used the quality development theory related to competitive products. Research data obtained through observation, recording, photography, and study various documents on the development of quality souvenir products. Research with field observations was carried out in North Sulawesi at existing study Industrial center as well as individual home industries and souvenir shops. Research data were analysed qualitatively by emphasizing the explanations of the results of data interpretation through the identification, classification, categorization, and analysis stage to obtain the suggestion and conclusion.

### C. LITERATURE REVIEW

#### 1. Products

According to Kotler and Keller (2008)<sup>6</sup>, products are a key element in the overall market offering. Furthermore, definition of product is the consumer perceptions explained by producers by the results of the product (Tjiptono, 2008)<sup>7</sup>. Product is the collection of non-tangible or tangible attributes, including brand, quality, service, sales reputation, and price.

There are various definitions of quality. Tjiptono (2008)<sup>8</sup> states that quality is :”<sup>1)</sup> compliance with requirements. <sup>2)</sup> compatibility for use. <sup>3)</sup> continuous improvement. <sup>4)</sup> free from damage/defects. <sup>5)</sup> fulfilment of customer needs from the beginning and at any time. <sup>6)</sup> do everything right. <sup>7)</sup> something that can make customers happy.”

Based on the description, the quality is totality of the product (goods or services) attribute that fulfills the requirement. Quality can be defined as everything that satisfies the consumers or according to the needs.

In this globalization era, people become smarter and critical in selecting the product. Stanton (1985: 285-286)<sup>9</sup> gives an understanding of product quality "A guarantee in order to meet the needs of consumers in choosing a product and in this problem the image of personal taste is very important" In this condition, there are some important things about "product quality", Namely: <sup>1)</sup> Guarantee means that the products have been tested and measured well and it is accompanied by guarantees. <sup>2)</sup> The word "taste" that motivates consumers in choosing products is a factor that is the focus of producers or marketers attention. Identifying the buyer is necessary to know the market. <sup>3)</sup> Between guarantees and needs, there is a rationalization and relevance that must be translated correctly by the producer or marketer.

Kotler and Armstrong (2015) state that : "A product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need". John W. Mullins and Orville C. Walker (2013) define the product as follows: "A product can be defined as

anything that satisfies a need or needs through use, consumption or acquisition". It is different from the opinion of Stanton quoted by Buchari Alma (2013) who defines the product as follows: "A product is a set of tangible and intangible attributes, including packaging, color, price, manufacturer's prestige, and manufacturer's retailer which the buyer may accept as offering want ". Based on some of the above meanings, it is known that a product is a set of attributes that includes all product identities that can be marketed to the market to be considered and then possessed, used or consumed to satisfy the wants and needs of consumers. The product is one of the main or most needed components in a market transaction.

## 2. Product Quality

Product becomes the key in the marketing activity because product is the results of one of the company activities that can be offered to the target market to fulfill the consumer need. Basically, in buying a product, a consumer not only buys a product, but consumers also buy the benefits or advantages that can be obtained from the product he bought. Therefore, a product must have an advantage over other products, one of which is in terms of the quality of the products offered. Product quality is one of the keys to competition among business actors offered to consumers. The following is an understanding of product quality according to experts: According to the American Society in the book Kotler and Keller (2016) the notion of quality is as follows, "Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs ". Kotler and Armstrong (2015) define product quality as follows: "Product quality is the characteristics of a product or service that bears on its ability to satisfy stated or implied customer needs". Based on several definitions above, it can be seen that product quality is the ability of a product to meet the desires of consumers. Consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from deficiencies and damage.

## 3. SOUVENIR

Souvenir products shows the value and meaning of a culture as explained "a creative design for a tourist souvenir is an effective way to promote its sales. As a souvenir designer, you are not only to design its beautiful shape and outside looking but also to give it a clearly regional characteristic and rich culture meaning" (Xin-ting, 2004)<sup>10</sup>. Therefore the shape and design of the Souvenirs explain the characteristics of a particular region. Likewise in the souvenir products development made from wood and coconut shell in North Sulawesi becomes necessary as a support for North Sulawesi tourism because of the quality and uniqueness contained in the souvenirs that will reflect the uniqueness of the tourist destination explained that "The core of the tourism merchandise is the

souvenir and the uniqueness is the intrinsic quality of souvenir ”(Xue-ling, 2004) <sup>11</sup>

Souvenirs are handy crafts, which are the result of the creativity of craftsmen who are able to be wasted and worthless objects into attractive handicraft products that are of interest to many people, especially to tourists.

In the dictionary, The Collins Cobuild Dictionary (2009) <sup>12</sup>, the word souvenir can be interpreted: "Souvenirs are usually small and relatively inexpensive articles given, kept or purchased as a reminder of a place visited, an occasion, etc." (Souvenirs are objects whose size is relatively small and not expensive, to be given as a gift, stored or bought as a memento to a place visited, a certain event, etc. Meanwhile, in the Webster English Dictionary (2004) <sup>13</sup>, the word souvenir is explained as "an object a traveller brings home for the memories associated with it. "(Souvenirs are objects that tourists take home as a memento for the trip). In Indonesian" souvenirs "are often referred to as" souvenirs ", " souvenirs ", or "Souvenirs." Maybe, first, if someone travelled to a place outside their place of residence, family, family, or colleagues, often say "later when you go home, Jan bro, forget to bring souvenirs "or souvenirs, souvenirs or souvenirs". Thus, the meaning of souvenirs in Indonesian, although they are called souvenirs, souvenirs, or souvenirs, the meaning is almost the same as that contained in The Collins Cobuild Dictionary or Webster English Dictionary that is a small size object, cheap price and as a memento- memories for a trip to a certain area. Thus, "souvenirs" are closely related to one's "travel" activities, so it is not wondrous that souvenir is attached to tourism activities; even it becomes the part of tourist products. This is because there is an influence of "souvenirs" on the motivation of one's trip to a Tourist Destination Area.

## D. RESULTS AND DISCUSSION

### 1. Product quality

The quality of products produced by a company is determined based on the size and certain characteristics. Although the production processes have been carried out well, in reality still found errors where the quality of the product produced is not in accordance with the standards or in other words the resulting product has damage or defects in the product. Good product quality results from good quality control. So many companies use certain methods to produce a product with good quality (Render and Heizer, 2001).

Improving product quality requires supervision of the production process to reduce the number of defective products caused by the company's operating system and so that product defects can be identified so that it can be known whether the product produced is still in a controlled state or not. Before the product is marketed, quality control

needs to be carried out so that it can avoid any dissatisfaction or complaints from consumers for the product purchased (Pratama, 2002). The benefits of quality control are not only limited to the company can produce a product in accordance with established standards, but also the company can minimize production costs and maintain product quality that is already good. To get a wider market, quality is an absolute strategic choice. Consumers will automatically assess the quality of the products offered by the company and they will prefer the quality products produced (Assauri, 1999). The types of damage that occur in the product in the production process are a color mismatch, broken components, wrong sandpaper, and wrong router. Through quality control activities can be layered to reduce the level of damage to production and maintain the quality of the products produced. The application of double/layered checking methods in controlling product quality and reducing the proven damage to the product. Windarti's research (2014), shows that to produce products of good quality in the current era of globalization, the industry is required to provide products that are not defective and in accordance with specifications

the coconut base material industry is one of the industrial sectors that can support community economic empowerment in North Sulawesi Province such as furniture manufacturing, coconut oil, coconut flour, copra, cake, and shell charcoal. Also, there is a home industry craft business made of wood and coconut shell but still requires special handling. This research aims to describe the characteristics of souvenirs from the basic materials of wood and coconut shell characterized by North Sulawesi, and the mapping of the craftsmen industry groups so that they are easily monitored to guarantee the quality of their products. The research method uses descriptive qualitative. The data used are primary and secondary data through interviews, field observations and information studies. The results of the study found that coconut-based handicraft products need to be improved and need special treatment because the reality obtained in the field is found; Existing souvenirs do not describe the identity of attractions, the quality of souvenirs is still low, and not yet attractive. expensive souvenir prices / not by its quality. Souvenir size is too large and not packaged and difficult to take home. Souvenirs offered, nothing in the form of simple items. Souvenirs are sold in the form of objects taken from nature that have an impact on environmental damage

## 2. Souvenirs as a Tourism product

Tourism is not a stand-alone industry this industry relates to other products and services. The product of tourism is not real but it is the series of service products that do not only have social and psychological characteristics. From the perspective of tourists, tourism products must be able to realize personal experiences that are different in the dimensions of space and time. A tourism product is required to display an identity which

through identity seeks to reflect a product that is able to differentiate from other products with the intention to foster a certain image

In realizing souvenirs as a component of tourism products, an understanding of the perceived environment or tourist attraction is needed. By recognizing the attraction and characteristics of the tourist attraction, it is expected to be able to display the identity of a souvenir product that can add to the image of the tourism business, souvenirs must be able to describe the place in question because the shapes that have been attached as a symbol. So souvenirs no longer require writing about objects. However, for unknown objects, the inclusion of names is very necessary to complete the picture.

The potential of "resources" that can open up opportunities for community economic empowerment in North Sulawesi is very large, but the potential has not been utilized optimally. From interviews with Bahoi village artisans with Mr. Michael Souvenir, he manufactures are still struggling with custom orders, such as materials made from coconut shells made of cutlery, key chains, as well as tissue holders as well as animal species such as ornamental fish and tarsiers made of wood and coconut shells.

The role of the North Sulawesi regional government is needed to facilitate the craftsmen so that the results of the souvenirs can show the characteristics of tourist attractions so that they are expected to be able to display the identity of a souvenir product that can add to the image of tourism businesses in North Sulawesi. Diverse cultural and natural tourist destinations in North Sulawesi become a special attraction for tourists but need to be supported by quality souvenirs

### 3.1 Shell

Coconut shells can be used as ordinary firewood or processed into activated charcoal which can be used by various processing industries. Activated charcoal from coconut shells has strong competitiveness because of its high quality and classified as a renewable resource. Thus, coconut shell is a plantation waste that has great potential and can be further utilized as activated charcoal.

Characteristics of coconut trees. Coconut trees or palm trees are often called usually grow in coastal areas or areas. Coconut fruit consists of outer skin, coir, coconut shell, meat skin (testa), fruit flesh, coconut water, and institutions. Old coconuts have a weight of coir (35%), shell (12%), endosperm (28%) and water (25%) (Setyamidjaja, D., 1995) <sup>15</sup>. coconut shell is one of the active carbon materials whose quality is good enough to be activated charcoal. The shape, size, and quality of coconut shells are things to consider in making activated charcoal. The quality of the coconut shell and the combustion process largely determine the yield of activated carbon produced. (Mecoho, 2009) <sup>16</sup>



### 3.2. Coconut wood

Processing of coconut wood on an industrial scale with the following stages: (a) Tree selection: used is a tree that is old according to its physical and less fruit (unproductive), minimum tree age of 60 years, usually used Coconut In a physically quite straight. (b) felling and cutting of wood: after felling and sawing with a length up to 12 m, cut to the desired size. These pieces of coconut are processed according to their quality. (c) Drying wood; air / natural drying under the roof, oven drying and kiln drying. The level of dryness of wood for furniture, door and window shades is 10-12%, and for house buildings, the water content is around 18%. (d) Selection of coconut wood and its use for the manufacture of various types of furniture, carvings and ornaments from coconut wood quality I depending on the design. Coconut wood which is categorized as quality II is used to make building materials or supporting parts of furniture. (e) Finishing: can be done using a sanding machine and manual. Observations show that for 1 m<sup>3</sup> of quality I coconut wood (semi-finished material) the price is around Rp. 750,000. Coconut wood that is made furniture and various ornaments cost Rp. 7-8 million. The added value of industrial-scale coconut wood processing is quite high but requires a large investment and the support of expertise in handling the processing, design, and marketing of results (Gozal, 1997) <sup>17</sup>

### 4. Craftsman Conditions

Craftsmen play an important role in the survival of the souvenir business because without the souvenir craftsmen will never exist and develop. Likewise with the quality of souvenirs and the diversity of its products, if craftsmen are not creative, innovative and skilled then that too will never be realized. From the interview results, it was found that the North Sulawesi souvenir craftsmen consisted of (1) Craftsmen who are indeed dependent on their own handicraft business. These craftsmen usually produce rattan, bamboo, fabric, and wood crafts. (2) Craftsmen who are members of the community who have a double profession, meaning that they do not depend on their lives solely on handicrafts. They consist of housewives, teenage girls dropping out of school and high school graduates who no longer continue their education to a higher level (Maselena et al., 2019). These craftsmen usually produce embroidery, embroidery, knitting and stitching items such as traditional clothes, various kinds of bags, wallets, wall hangings, skullcap, coconut shells and coconut wood, etc. (3) Seasonal craftsmen where when there is a MICE event in North Sulawesi meetings, exhibitions, visiting events, meetings, etc. and usually they are present in the form of designing convection (bordiran, t-shirt screen printing, cloth, jacket, key chain, hat, etc.). The potential of "resources" that can open up opportunities for community economic empowerment in North Sulawesi is very large, but the potential has not been utilized optimally. Society still considers things like that as

something less potential, but if done it turns out to be able to answer such huge social problems.

Resources consisting of goods and services need to be processed into commodities, such as handicrafts, home industry goods, traditional medicines including herbs, cosmetics, food, and beverages. traditional, etc. so that it can be sold to consumers. While in the form of services (service) consists of Traditional Medicine, Steam Bath, Spa, etc.

From interviews with Bahoi village artisans with Mr. Michael Souvenir, he manufactures are still struggling with custom orders, such as materials made from coconut shells made of cutlery, key chains, as well as tissue holders as well as animal species such as ornamental fish and tarsiers made of wood and coconut shells, Mr. Michael is only a high school graduate whose job is only as a fisherman and coconut farmer but has an innovative work formed in him to start a handicraft business, currently, he has 1 son, with an average income of Rp. 6 million with this business he has a workforce of 6 permanent workers. Unlike the case with Mr. Agus from the ear for his craft creations able to make WOC participants in North Sulawesi awe amazed by the results of handicraft creations made from coconut shells which are made from specially selected coconut from Tondano village with coelacanth fish souvenirs, unfortunately, they make their creativity not touch the cultural values that there is, therefore, a need to be re-socialized about the meaning of souvenirs characteristic of the region.

The reality gained through field observations is found; (1) Existing souvenirs do not yet describe the identity of a tourist attraction. (2) The quality of souvenirs is still low, and not yet attractive. (3) The price of souvenirs is too "expensive" / not in accordance with the quality. (4) The size of the souvenir is too "big" and not packaged and difficult to take home. (5) Souvenirs are offered, none of which are in the form of simple items. (6) Souvenirs are sold in the form of objects taken from nature that have an impact on environmental damage, such as corals, sea animals, seashells, snails, etc. because many people now are "environmentally-conscious" and hate the act of taking natural objects that cause the degradation of natural values. Nowadays people are already environmentally aware and really hate the taking of natural objects that can cause a decline in the natural values of an area.

The results of the FGD (craftsmen, tourists, craft shop owners) they agreed to socialize the results of the discussion to the craftsmen namely (1) so that the craftsmen need to consider the sale value of souvenirs, if there is no selling value, it is better if such souvenirs do not need to be produced. (2) No less important is the consideration that souvenirs are rooted in the cultural sources of the community. This can be done if the souvenirs are made by local craftsmen because their artistic spirit is inseparable from the cultural influence that is poured into the souvenir.

Keep in mind, souvenirs that do not have a cultural breath, are also difficult to sell. (3) If the production of souvenir items is sufficient and varied, an outlet is needed for points of sale such as terminals, stations, airports, bus stops, shops, and shopping centers. Outlets for the sale of souvenir items need to be planned well and carefully starting from the location, shape of the building, layout, etc. After that, it is filled with souvenir items for sale. The strategic location of the outlet with a nice and attractive building, good layout, neat arrangement will make the souvenir items in it become more attractive.

### 5. Craftsman Zoning

North Sulawesi has 11 districts consisting of Kab. South Minahasa, North Minahasa Regency, Central Minahasa Regency, Southeast Minahasa Regency, Sitaro Regency, Sangihe Regency, Talaud Regency, South Bolmong Regency, North Bolmong Regency, East Bolmong Regency, and 4 cities: Manado City, Bitung City, Tomohon City, City Kotamobagu, each has a different style of craft so that it is the richness of the archipelago that has its own uniqueness for tourists.

Table 1: Zoning table of survey results

NO	TYPE OF CRAFT	SENTRA NAME	LOCATION	CRAFTS RESULTS
1	SISIK IKAN	MANADO	KAROMBASAN	BROS CLOTHES, ANTING, BRACELETS, KEY HANGER, TAS
2	DAUR ULANG	MANADO	TUMINTING	BRIDGE, MASK,
3	UKIRAN BATU	MANADO, MINAHASA	WINANGUN	STATUE
4	ROTAN	MANADO, MINAHASA, BOLMONG	PINAESAAN, TUMINTING	FURNITURE, CART,
5	KACA PATRY	MANADO	DENDENGAN DALAM	MODERN GLASS DECORATION
6	PLAKAT/TROPY	MANADO	TITIWUNGEN	VARIOUS SHAPES AND KINDS OF TROPY AND PLAQUE AWARDS
7	SULAMAN	MANADO, BOLMONG	WENANG	FABRIC
8	BATU ALAM	MANADO, MINAHASA	PINELENG, WINANGUN, SONDER	TEHEL, STATUE
9	TEMPURUNG	MANADO, MINUT, MINSSEL	TELING, WORU, AMURANG, BAHOI	EATING TOOLS, BAGS, KEY CHAINS, DECORATIVE FISH, WOMEN BAGS, WALL DECORATIONS
10	GERABAH	MINAHASA	PULUTAN, SONDER	TABLE DECORATION, FLOWER VAS, TUNGKU COOK, GROUND LAND, HOUSEHOLD

				FURNITURE
11	KAIN BENTENAN	MINAHASA	TONDANO, PINABETENGAN, KOLONGAN-SONDER	BENTENAN FABRIC
12	KERANG	TALAUD, MINAHASA UTARA, BITUNG	MELONGUANE, LIKUPANG, BATUPUTIH	DECORATIVE LAMPS, WALL LIMITERS, MUSIC TOOLS
13	BAMBU	TOMOHON, TALAUD	MELONGUANE, TINOOR, KINILOW	DECORATIVE LAMPS, KERANJANG, CAP, WOVEN BAGS, FLOWER POT
14	KAYU	TOMOHON	WOLOAN,	MINI HOUSE, EAT TOOL, WALL DECORATION
15	BUNGA KERING	TOMOHON, MANADO	KAKASKASEN, WENANG	Preserved decoration
16	ECENG GONDOK	TONDANO	ERIS, KAWENG,	TAS, TIKAR, SHOES

Source: 2019 processed data results



Figure 1: Zonation of Craftsmen in North Sulawesi

Source: 2019 processed data results

From field observations and data from the North Sulawesi Industry and Trade Office in 2017, it was found that many craftsmen reside in and live in Manado with the reason that the marketing of their handicrafts is

mostly done in Manado or outlets that are available centrally in craft shops in Manado, this is reinforced with an interview with Ms. Meity from the village of Kalawat that the handicrafts she made were ordered by souvenir shops on Jl BW Lapien, in contrast to Mr. Agus in Teling Atas said he prefers to open his own outlets when there are national events at hotels or craft exhibitions both outside the region and in the region, Mr. Michael from Bahoi village often sells through outlets when there are exhibitions, etc. In Manado the craftsmen are scattered in several districts such as Wanea, Wenang, Wonasa, Winangun, Tuminting, Titiwungen, Pinaustic, Malalayang and Mapanget. Meanwhile, pottery, wood, and bamboo crafts are more close to sources of raw materials, such as Pulutan Tondano and Bambu villages for Tomohon, Kinilow, and wood in Woloan, Tomohon,

Utilization of the natural potential of North Sulawesi, namely coconut which has a derivative namely wood and coconut shell can be developed as a proud souvenir that can be cultivated by local communities in supporting North Sulawesi tourism development. This activity will later be undertaken by a community forum that will play a role to explore the natural potential of coconut producers through training for the development of handicrafts and small-scale businesses in the form of community activities making souvenirs.

From the results of the initial research stage, namely gathering information about existing souvenir products and how to develop a better model, training will be held for the development of small-scale businesses and training in handicrafts made of wood and coconut shell for people or villages that have talent and desire for this activity. Therefore, the activity of providing souvenirs applies theories of community-based development that can increase the empowerment of local communities through direct participation.

The development of souvenir products in North Sulawesi will be sustainable and have good quality if it involves local people directly participating. This is carried out from the planning stage of developing the model to the implementation of programs or activities that can bring income and expansion of employment for local communities in North Sulawesi which can ultimately improve the quality of life of the community. France (1998: 224). stated that: "Participation is a process of empowerment that helps to involve local people in problem identification, decision making, and implementation processes, contributing to sustainable development" This is reinforced by delegation to the community (community empowerment), namely the level of community involvement in management and the development of souvenir products in North Sulawesi will be more profitable for local people who have a positive influence on tourism development. Wearing and McLean stated that: "During the planning process it could be possible for the community to realize the potential benefits of such tourism without disadvantaging some sectors of the community" (Wearing: 1998) <sup>18</sup>. Therefore,

community empowerment or delegation to local communities requires community consultations from the planning, development to implementation and implementation stages of development, monitoring, and growth of North Sulawesi tourism souvenir products.

In developing souvenir products in order to have strong competitiveness, support from the entire community, government and private sector are needed. Some people have felt the direct benefit of the tourism sector, but there are some people who have not realized the importance of the development of tourism such as farmers and fishermen who usually oppose forms of tourism development in their area because they argue that tourism activities can hamper their livelihoods every day. Therefore, maximum efforts are needed to install the concept of community-based tourism product development correctly and appropriately and always monitor its growth so that later it can maintain the quality of handicraft products. Local people are not only given the freedom to live interacting with the surrounding ecosystems but also given the opportunity to use and manage local natural resources that will positively affect the quality of life while at the same time increasing the sense of responsibility for the management and the pride of having natural resources.

#### E. CONCLUSION

1. Before the product is marketed, quality control needs to be carried out so that it can avoid any dissatisfaction or complaints from consumers for the product being purchased

2. In order to increase the sales volume of North Sulawesi souvenirs, the craftsmen need to consider several key elements in the souvenir business, namely:

- a) The seriousness of the craftsmen in making souvenir items.
- b) an increase in craftsmanship skills in producing souvenir items so that the quality, appearance, and version of souvenir products can be done.
- c) craftsmen need to know the tastes of buyers so that souvenir items are made according to their tastes,
- d) there is an outlet, where buyers can "find" the souvenir items.
- e) craftsmen in creating souvenir items need to consider the small size and competitive price because one of the considerations of consumers buying souvenir items is that the size is not large, and the price is cheap

2. Need to establish Supervision of handicraft products whether organization or government so as to create North Sulawesi craftsmen who have the qualifications as mentioned above, the following are needed, namely:

1) there needs to be training and coaching to improve the quality of skills of North Sulawesi souvenir craftsmen in a planned and directed manner; so that the products have competitiveness with other similar products

2) craftsmen need business capital assistance and ongoing guidance. This is because, creativity, desire and willingness to develop souvenirs will appear "craftsmen" who have a sense of belonging to the souvenir business itself

2. The coconut industry that has existed in order to be maintained and developed, while the coconut industry that has not been optimal, deserves serious attention from all relevant parties to increase processing capacity and market expansion, so that the potential of available raw materials can be utilized optimally, to increase the added value of commodities. , the value of exports and improvement in the income of the oil palm community.

#### F. SUGGESTIONS

1) It should be continued to be developed for coconut-derived products because it contributes greatly to the total exports of North Sulawesi Province.

2) It is better for the community and the government to pay attention to the land of agricultural commodities, especially coconut, which is increasingly decreasing and the number of coconut trees that are not productive.

3) It is recommended that the processing of coconut products continue to be improved in order to produce new derivative products, which can provide great added value for coconut-derived products

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