

FROM WASTE TO CULTURE, FROM WASTE TO PONOROGO ICON : A PLANNING TO DEVELOP A NEW FACE CULTURE IN PONOROGO REGENCY

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In this digital era, culture must blend in modern taste in order to get a lot of audience. But sometimes, millenials like old things. As time goes by, culture is like a new religion that always flattered in every situation. Millenials like a house made from full of wood, wear batik even in casual activities, sculpture, etc. At the moment, Author think that it is time to wake up and blend in with millenials.

Every places, mostly in Indonesia that have a lot of ethnic and island always have their own characteristic. Ponorogo Regency as known as Reog City is one of the city in East Java, Indonesia. It has 1372 km² of large. Nowadays, the government did renovations at Jl. HOS. Cokroaminoto and transform it into a good place for millenials in order to take a stroll and just enjoy the vibes. The street connected to Ponorogo Square through Jl. Jenderal Sudirman. The bad news is, Ponorogo square doesn't look that good because of trash and cadger. It is deeply regretted because it would be great if the path was neatly arranged, clean, and attractive in every corner.

Ponorogo Square has 4 lion statue located in every corner. It also has a big lion statue in front of city government building being the most iconic statue in Ponorogo. At night, there is a night market and they sell food, clothes, toy, and provides a variety of game like mini ferris wheel, fake fishing, mini train for child, etc. Furthermore, it has a performance of Reog every month.

It sounds good when a city has something to be proud. As a resident in that city, Author seen that it has an opportunity to add a new face of Ponorogo without throwing the identity itself. Identity of the city as same as 3,14 in phi number. It's unique and always be the same, but also can change it into 22/7. Well, it's literally same but different at the same time. So, why don't we make another face of Reog but it's not a part of dance?

Ponorogo Regency has nothing to be proud of other than its culture. But the culture in this place is extraordinary because it is known all over the country, even abroad. The management of cultural preservation in Ponorogo Regency is carried out jointly by the local community. Which consists of many Ponorogo community groups with various socio-religious, political, and economic backgrounds who also develop local arts with their own values and their respective perspectives. So, as to produce patterns and characteristics of each that produces variations, appearance, color and various performances (Rosando, A.F. 2020).

However, every place always struggle with problem of waste. Even though they have a great iconic things, a lot of visitors, it would be bad if they still have a lot of waste without recycle it. Waste management in a good environment will create a beautiful life order. Although the main focus is on environmental hygiene, innovative concepts for waste management and environmental waste will be able to have a positive broad impact (Saves, Faradillah. 2019).

Reducing waste sounds impossible. People already live side by side with things that always produce waste. The easiest thing to do is recycle the waste into something useful and interesting. Ponorogo has a lot of wood industry. This industry always exist in every village and quoted from ponorogokab.bps.go.id Ponorogo has 307 village. It means, they also produce the waste as much as their production. In another side, it can be an opportunity to utilise the waste into something that have a value.

Author want to propose to make a Reog statue from wood waste. This is what Author was talking about earlier. Let's add a new face of Ponorogo without throwing the identity itself. Making a statue it means, people will see something iconic and relatable to the regency. All of us knew that Ponorogo means the same as Reog, so making a statue of Reog would be confirm people that they are standing in Ponorogo.

Reog statues can be made from wood waste which is combined into a unified whole and then carved according to its shape. Usually, the residue from the wood industry is in the form of coarse or fine sawdust resulting from refining the material. In addition, there is also wood waste in the form of small pieces of wood.

The concept of processing fine wood waste is the same as the manufacture of particleboard. The sawdust is glued to each other using wood adhesive and then shaped according to the desired shape. The making of this wooden Reog Ponorogo statue has advantages in terms of its artistic value. Making sculptures from the remnants of waste will certainly show imperfections which actually add value of the art in it. As the famous quote goes, life is an art and life is imperfection. In doing this, word and promotion are the most important media in creating new faces who will participate in becoming icons in Ponorogo regency.

The disadvantage of making this wooden sculpture is that the wood is not durable. If not treated properly, wooden statues will soon be damaged by heat or rain. This can be overcome by coating the statue with a special paint so that the statue can last a long time.

The results of making this Reog statue will later be displayed in the Ponorogo square. The layout of the square that has statues in every corner and has a stage for performances will look interesting if you add a statue near the stage area. It aims to highlight sculpture as art when it is being performed.

Wood waste can also be used as an alternative raw material for making handicraft. If you look along the way in Ponorogo, you will see a lot of shop selling Bujang Ganong's mask, mini Reog, etc. They made from wood too.

If return to the division of wood waste that has been explained, it would be better to replace raw materials in the manufacture of handicrafts when using powdered wood waste. This is due to the smaller size of the craft and the function of the wood applied to the craft itself.

The use of wood on Bujang Ganong's mask is only used to attach the fibers that will be used as hair from Bujang Ganong. In addition, there is an additional piece of wood to bite into on the back of the mask. In terms of use, the type of sawdust that is glued together will produce a product that is smoother and more comfortable to use than when using small pieces of wood. Another example is the use of wood for crafts. Small craft sizes will be easier to shape if using powder materials. In addition, if viewed from the point of view of its use, the craft will only be displayed so that it does not require the natural strength of wood.

Another waste that must be overcome is plastic waste. Plastic is the largest contributor to waste worldwide. Currently, there have been many actions to reduce plastic or recycle plastic. However, the amount of plastic waste has not decreased significantly. The coffee shop era which spreads to almost all corners of the region also has a big effect in adding to waste. Moreover, many industry only use plastic cups as containers because they are considered practical without having to wash the glass.

The Plastic Recycling Association (ADUPI) quoted from cnnindonesia.com said that the cost required to obtain raw materials for recycling plastic waste is quite high. In this case, it is necessary to have a policy that regulates the handling of plastic waste.

As said earlier, millennials are a generation that loves culture. Culture itself is things that become habits and are difficult to change. To be able to achieve social goals in achieving regulations for handling plastic waste, it is necessary to make it a habit so that this condition can become a culture.

The most appropriate policy that supports waste management is to implement sustainable living. Based on the Ecocity Builders and International Framework & Standards (IEFS) it has been defined that an environmentally friendly city is a settlement inhabited by humans which is structured modeled and has the function of ecosystem resilience naturally and independently. A city is said to be environmentally friendly if it provides abundant and healthy resources for its residents without consuming more renewable resources than it produces, and does not produce a lot of waste after using these resources (Widiasih, Wiwin. 2019).

Looking at the existing background, the millennial generation is the right people as the first step to make proper waste management as a culture. The activist spirit embedded in millennials is the easiest and most familiar approach to implementing this policy. The approach taken to handle waste is to apply a sustainable lifestyle. The simplest step in implementing this lifestyle is to separate the waste properly so that it can be recycled more easily. As previously stated, the high cost of recycling plastic is due to the raw material. It can be defined that the raw material for local plastic waste is still not good enough, it could be because it is dirty or mixed with other wastes so that it will cause contamination in the iron ore manufacturing process later. The step taken to be accepted by millennials is to make it a part of themselves. This can be done through a campaign approach, hashtags on social media, and so on. (Michael, 2020)

In accordance with the cultural and environmental concepts that have been discussed since the beginning, it is necessary to arrange traders, arrange trash cans, place wooden Reog statues, and arrange night markets especially in the Ponorogo square section to create a green environment as a new culture in Ponorogo regency.

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