

Indigenous Communication Patterns of Traditional Home Industry for Sustainable Community Development in Klaten, Central Java, Indonesia

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Abstract:

The traditional home industry especially the traditional craft industry developed by the local people is growing rapidly in Klaten, a small city in the middle of Jogjakarta Province and East Java Province of Indonesia after the early development of the steel industry in Ceper, Klaten. The local government of Klaten now concerns and paying much attentions to the local people to support the development of theirs home industry in order to contributes the local government incomes (PAD, *Pendapatan Asli Daerah*). The local incomes will be used for supporting the community activities in the future. The aim of this paper is to identify the indigenous communication patterns among the local whom concerns in the development of traditional home industry for sustainable community such as traditional craft industry of *gamelan* (tradirional music instrument) in Ceper, *lurik tenun* (traditional cloth) in Pedan, and *payung tradisional* (umbrella) craft industry in Juwiring.

This paper use case study method and content analysis combined with historiographical technique, in addition the qualitative approach uses to analyse six aspects of indigenous communication, such as: indigenous communication channels; indigenous communication sources; the typology of the knowledge of local people; indigenous communication of exogenous information; indigenous communication of indigenous information; and the communication interface (*cf.* Warren, Slikkerveer & Brokensha, 1996). It is important for the local government and indigenous institution to design interventions which benefit from indigenous knowledge from the local people for sustainable community based development in Klaten.

Keywords: *Communication Patterns; Indigenous Communication; Indigenous Communication Channels; Klaten; Traditional Craft Industry.*

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