

Implementation of Oriented-Project Planning in the Development of Cultural Assets in Residency Infrastructure Writing Cultural Stories of the Pacitan Smart Community

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ABSTRACT

This article discusses the implementation of Oriented-Project Planning (OPP) in the development of cultural assets through a writing residency infrastructure for cultural stories in the Pacitan Cerdas Community. This community service program aims to enhance the appreciation and understanding of local culture and develop writing skills for cultural stories. The methodology includes result-oriented project planning, writing training, and intensive mentoring. The results indicate that the application of OPP significantly improves participants' writing skills and produces written works that reflect the richness of local culture. Additionally, this program strengthens community networks and promotes Pacitan culture to a broader audience. In conclusion, the implementation of OPP in cultural asset development provides a positive contribution to the preservation and promotion of local culture through the writing residency infrastructure.

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1. INTRODUCTION

Culture is an important element in people's lives that reflects the identity, values and history of a community. In Indonesia, cultural wealth is spread widely from Sabang to Merauke, covering various aspects such as language, customs, art and literature. However, along with the times and globalization, many local cultures are beginning to be marginalized and threatened with extinction (Sudianing & Sandiasa, 2020). Therefore, efforts to preserve and promote culture are very important to maintain one's cultural identity and heritage. Pacitan, a district in East Java, is known for its rich culture and history. The

Pacitan Smart Community is a local initiative that seeks to preserve and promote Pacitan culture through various educational and creative activities. One of the programs run by this community is a cultural story writing residency, which aims to explore, document and promote local cultural stories (Sakti, 2021).

The cultural story writing residency is a program designed to provide space for local and aspiring writers to learn, create and collaborate in a supportive environment. This program is expected to produce written works that reflect the rich culture of Pacitan, as well as improve participants' writing skills. To achieve this goal, the Pacitan Smart Community adopted an Oriented-Project Planning (OPP) approach in program planning and implementation. Oriented-Project Planning (OPP) is a project management approach that focuses on achieving specific and measurable results. This approach involves careful planning, structured implementation, and systematic evaluation to ensure that project objectives are achieved (Linggarwati et al., 2022). In the context of developing cultural assets through writing residencies, OPP is used to design effective and efficient programs, with measurable results in the form of written work and improvements in participants' skills.

The OPP approach in developing cultural assets through a cultural story writing residency at the Pacitan Smart Community includes several stages (Hutagalung & Hermawan, 2020). The first stage is a needs analysis, where the needs and cultural potential in Pacitan are identified. This information was collected through interviews with cultural figures, community surveys, and literature reviews. The results of this analysis are used to design curriculum and training materials that suit participant needs and program objectives. The second stage is program planning, which includes determining the goals, objectives and indicators of program success. In this stage, activity schedules, budgets, and monitoring and evaluation mechanisms are also designed. This careful and detailed planning aims to ensure that the program can run smoothly and achieve the expected results (Abbas & Sutrisno, 2022).

The third stage is program implementation, where training and mentoring activities are carried out for writing residency participants. Training includes techniques for writing cultural stories, ethnographic research, as well as documentation and publication techniques. Participants are given the opportunity to conduct field research, interview sources, and collect relevant data for their stories. During the implementation of the program, participants also receive intensive assistance from mentors who are experienced in the fields of writing and culture. The final stage is evaluation and dissemination of results. Evaluation is carried out to assess the effectiveness of the program and the achievement of the goals that have been set. Evaluation involves assessing the written work produced by participants, as well as feedback from participants and resource persons. The results of this evaluation are used to make improvements and development of the program in the future. Dissemination of results is carried out through the publication of participants' written works in the form of books, articles or other media, as well as through exhibitions and discussions involving the wider community (Wulandari et al., 2021).

The implementation of OPP in the residency program for writing cultural stories in the Pacitan Smart Community has shown positive results. Program participants are able to produce quality written work that reflects the rich culture of Pacitan. Apart from that, this program was also successful in improving participants' writing and research skills, as well as strengthening the cultural community network in Pacitan (Nurgiarta & Rosdiana, 2019). Through this activity, cultural stories that are currently little known can be documented and promoted, so that they can be accessed by future generations and the wider community. The success of this program shows that the OPP approach can be an effective model in developing cultural assets through creative and educational activities (Dwiningwari et al., 2023; Nurmiyanto & Anzip, 2022). This program not only provides benefits for participants, but also for the community as a whole. By involving the community in the planning and implementation process of the program, this approach can also increase community participation and sense of ownership of their cultural heritage.

Support from various parties is very important for the sustainability and further development of this program. Local governments can play a role by providing policies and funds that support cultural preservation activities. Academics and researchers can contribute through research and development of innovative learning methods (Sartika, 2022). The private sector can act as a partner in providing facilities

and funding. It is hoped that good collaboration between various parties can create an ecosystem that is conducive to the preservation and promotion of local culture. Overall, the implementation of Oriented-Project Planning in developing cultural assets through cultural story writing residencies in the Pacitan Smart Community is a strategic step in efforts to preserve and promote local culture. This program not only improves participants' skills and knowledge, but also opens up opportunities to document and promote the rich culture of Pacitan (Aruna et al., 2023; Wulansari et al., 2023). With continued support from various parties, it is hoped that this program can have a broader and more sustainable positive impact on cultural preservation in Indonesia. Further research and development is needed to understand more deeply the long-term impacts of this program as well as to explore opportunities for developing similar programs in other areas. Case studies from this program can also serve as learning material for cultural preservation initiatives in various places. Thus, the implementation of OPP in developing cultural assets through cultural story writing residencies can be a successful example of how a structured and participatory project management approach can make a significant contribution to the preservation and promotion of local culture.

2. METHODS

Objective-Oriented Project Planning (OPP), or what is known as the Logical Framework Approach (LFA), is a systematic and goal-oriented project planning method. This method is used to plan, manage and evaluate projects efficiently and effectively (Lakhoud, 2020). OPP enables stakeholders to identify problems, define goals, formulate strategies, and set clear performance indicators. In the context of cultural asset development, OPP can be implemented to support cultural story writing residency infrastructure projects, as carried out by the Pacitan Smart Community. This project aims to preserve and develop local culture through story writing, as well as providing a platform for local writers to create and collaborate (Zen & Iswavigra, 2023).

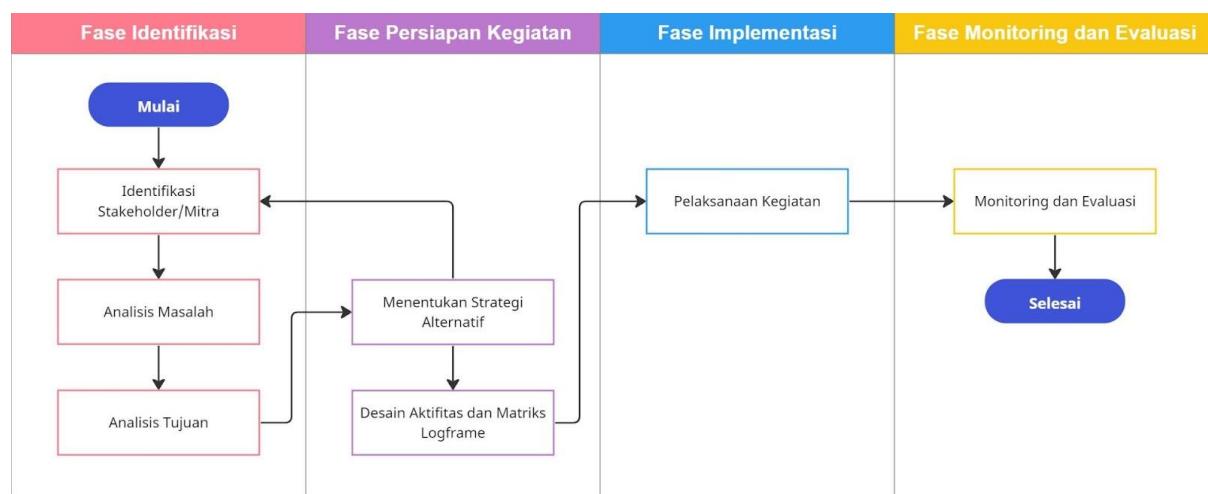


Figure 1. Objective-Oriented Project Planning (OPP) Method

The identification phase is the initial step in the OPP method. At this stage, an in-depth analysis of the problems faced by the cultural community in Pacitan is carried out. Identifying stakeholders or potential partners is an important step to ensure project success. The stakeholders involved include local governments, cultural institutions, local writers, and the general public who care about cultural preservation. Problem analysis includes collecting data regarding the obstacles faced in preserving cultural stories, such as lack of written documentation, lack of facilities for writers, and low public appreciation for local culture (Inayah et al., 2023). After that, a goal analysis is carried out to determine the results to be achieved. In this project, the main goal is to develop residency infrastructure that

supports cultural story writing activities. It is hoped that this infrastructure can become a center of cultural activity that provides space for writers to work, hold workshops and publish their work.

After the identification phase, the next step is the activity preparation phase. At this stage, alternative strategies are determined that can be used to achieve project goals. Various strategies are being considered, such as building physical facilities for writing residencies, providing writing training programs for local writers, as well as campaigns to increase public awareness about the importance of preserving cultural stories (Ratnawati et al., 2024). Each strategy is analyzed based on feasibility, costs, benefits, and impact on the community. Activity design and logframe matrix are the next steps in this phase. Activity design includes detailed planning regarding the activities that will be carried out during the project. For example, building a work space for writers, holding writing workshops, and publishing cultural story books. The logframe matrix is used to map the relationship between goals, outputs, outcomes and performance indicators. This matrix helps in monitoring and evaluating project progress, as well as ensuring that all activities carried out are in accordance with the stated objectives.

The implementation phase is the stage where the planned activities are implemented. At this stage, coordination and cooperation between the various parties involved is very important to ensure the smooth implementation of activities. Implementation of activities includes building residency infrastructure, holding workshops and training, as well as writing activities and publishing cultural stories (Pembayun et al., 2021). During this phase, monitoring and supervision is carried out periodically to ensure that all activities run according to plan and achieve the expected results. Implementation of activities does not only focus on physical aspects, but also on building the capacity of local writers. Writing workshops and training were held to improve their writing skills and understanding of the importance of preserving cultural stories. Apart from that, this activity also aims to build a network between local writers, the government and cultural institutions, so as to create synergy in efforts to preserve culture.

The final phase in the OPP method is monitoring and evaluation. Monitoring is carried out continuously during project implementation to ensure that all activities run according to plan and achieve the stated goals. Evaluation is carried out at the end of the project to assess the success and impact of the project on cultural preservation in Pacitan (LAKHOUA, 2019). Monitoring and evaluation includes collecting data and information regarding the achievement of performance indicators, analyzing the project's impact on the community, as well as identifying problems and obstacles encountered during project implementation. The results of monitoring and evaluation are used to improve and optimize future activities. Apart from that, the evaluation results are also the basis for making decisions regarding the continuation or further development of this project (Rusanovsky, 2019).

The implementation of Objective-Oriented Project Planning (OPP) in developing cultural assets, especially through the cultural story writing residency infrastructure in the Pacitan Smart Community, shows that this method is effective in planning, managing and evaluating projects systematically (Susanto et al., 2023). By going through the identification, activity preparation, implementation, and monitoring and evaluation phases, this project was able to achieve its goal of preserving and developing local culture through story writing. In addition, this project also provides significant benefits for local writers and the Pacitan community as a whole, as well as becoming a model for cultural preservation efforts in other areas.

3. FINDINGS AND DISCUSSION

3.1. Concept and Objectives of Oriented-Project Planning in Cultural Residencies

Oriented-Project Planning (OPP) is a project planning and management approach that focuses on achieving specific goals in a systematic and structured manner. This approach involves various stages starting from identifying needs, planning, implementation, to evaluating results. Each stage in the OPP is designed to ensure that each project implemented is in accordance with the stated objectives, runs efficiently, and produces the expected results. Implementing OPP in cultural residency programs, as

carried out by the Pacitan Smart Community, can provide many benefits and increase the effectiveness of the program.

The first stage in OPP is needs identification. For cultural residency programs, this step begins by collecting information from various stakeholders such as writers, artists, communities and local governments. Through surveys, interviews and group discussions. The next step is project planning. In this stage, the objectives of the cultural residency program are formulated clearly and specifically. At the implementation stage, each sub-project is carried out according to the plan that has been prepared. Work teams are formed to handle each sub-project, with predetermined resource allocation. After the project is completed, an evaluation stage is carried out to assess the success of the project. This evaluation includes an assessment of goal achievement, implementation effectiveness, and project impact on the community. Indicators of success are evaluated, such as increasing the number of written works produced, participation of community members in cultural activities, and increasing appreciation for local culture.

The implementation of Oriented-Project Planning (OPP) in developing cultural assets has the main objective of increasing the relevance and effectiveness of these efforts. In the context of the Pacitan Smart Community, this method is used to develop cultural story writing residencies. With the OPP approach, every step from planning to project evaluation is carried out systematically and measurably, ensuring that the results achieved are relevant to the needs and aspirations of the Pacitan community. However, there are also challenges faced in OPP integration. One of them is limited resources, both in terms of funding and expert staff. To overcome this challenge, collaboration with various parties such as the government, sponsors and cultural institutions is an effective solution. With support from various parties, resource limitations can be overcome and the project can run more smoothly. Overall, the implementation of Oriented-Project Planning in cultural residency programs can increase the effectiveness and efficiency of the program, as well as provide a sustainable positive impact on local cultural development. This approach not only helps in better project planning and management, but also strengthens social cohesion and appreciation of local culture.

3.2. The Role and Benefits of Writing Residencies in Developing Cultural Assets

The residency for writing cultural stories at the Pacitan Smart Community is a strategic initiative designed to preserve and revive local cultural riches through writing. This program serves as a platform to support local writers in creating works that depict Pacitan's cultural heritage. This writing residency is equipped with facilities that support the writer's creative process. These facilities include a comfortable writing room, a mini library with a collection of local literature, as well as access to writing equipment such as computers and writing software. This residency program also holds various training and workshops designed to improve participants' writing skills. Furthermore, each writer who participates in this residency will receive a mentor who will guide them throughout the writing process. These mentors are senior writers or academics who have experience in writing and cultural research. This writing residency encourages collaboration between writers. After the works have been written, this writing residency program also takes care of the publication and distribution process. The author's works are published in the form of books, e-books, or published on digital platforms. This publication not only aims to disseminate cultural stories, but also to provide appreciation and recognition to local writers.

One of the functions of this writing residency is cultural preservation. By documenting cultural stories in written form, this program helps preserve cultural heritage that may have begun to be forgotten. These stories include legends, myths, local history, and oral traditions passed down from generation to generation. This residency also serves to increase community appreciation of local culture. This writing residency also serves as a community empowerment tool. By involving community members in the writing and publication process, this program provides an opportunity for them to contribute to cultural preservation. It also helps in building networks between writers, artists and other stakeholders. The residency program for writing cultural stories run by the Pacitan Smart

Community is not just a cultural preservation initiative, but is also an effective medium for connecting theoretical knowledge about culture with real practice in the field. Through this program, writers and the people of Pacitan can gain many benefits which not only have an impact on improving writing skills, but also on strengthening cultural identity and social cohesion. The authors were provided with basic knowledge regarding the importance of cultural preservation and how culture can be studied and documented. This theoretical knowledge is then applied in the process of writing cultural stories.

For writers, this residency program provides an opportunity to improve their writing skills and knowledge of local culture. Through training, mentoring and direct practice, writers can develop their abilities in writing quality and meaningful stories. The existence of the residency helps in preserving cultural stories that may have begun to be forgotten. The works produced by the author are published and disseminated to the wider community, both in book form and via digital platforms. The cultural stories produced through this residency program also function as educational tools for the younger generation. Through these works, young people can learn about their cultural heritage in an engaging and inspiring way. The residency program for writing cultural stories at the Pacitan Smart Community is a clear example of how theoretical knowledge about culture can be integrated with real practice in the field. Through its organized structure and diverse functions, this program not only helps in cultural preservation, but also provides many benefits to writers and the people of Pacitan. In doing so, these residencies contribute to strengthening cultural identity, enhancing writers' skills, and empowering the community as a whole.

3.3. Project-Oriented Development and Implementation Strategies in Cultural Residencies

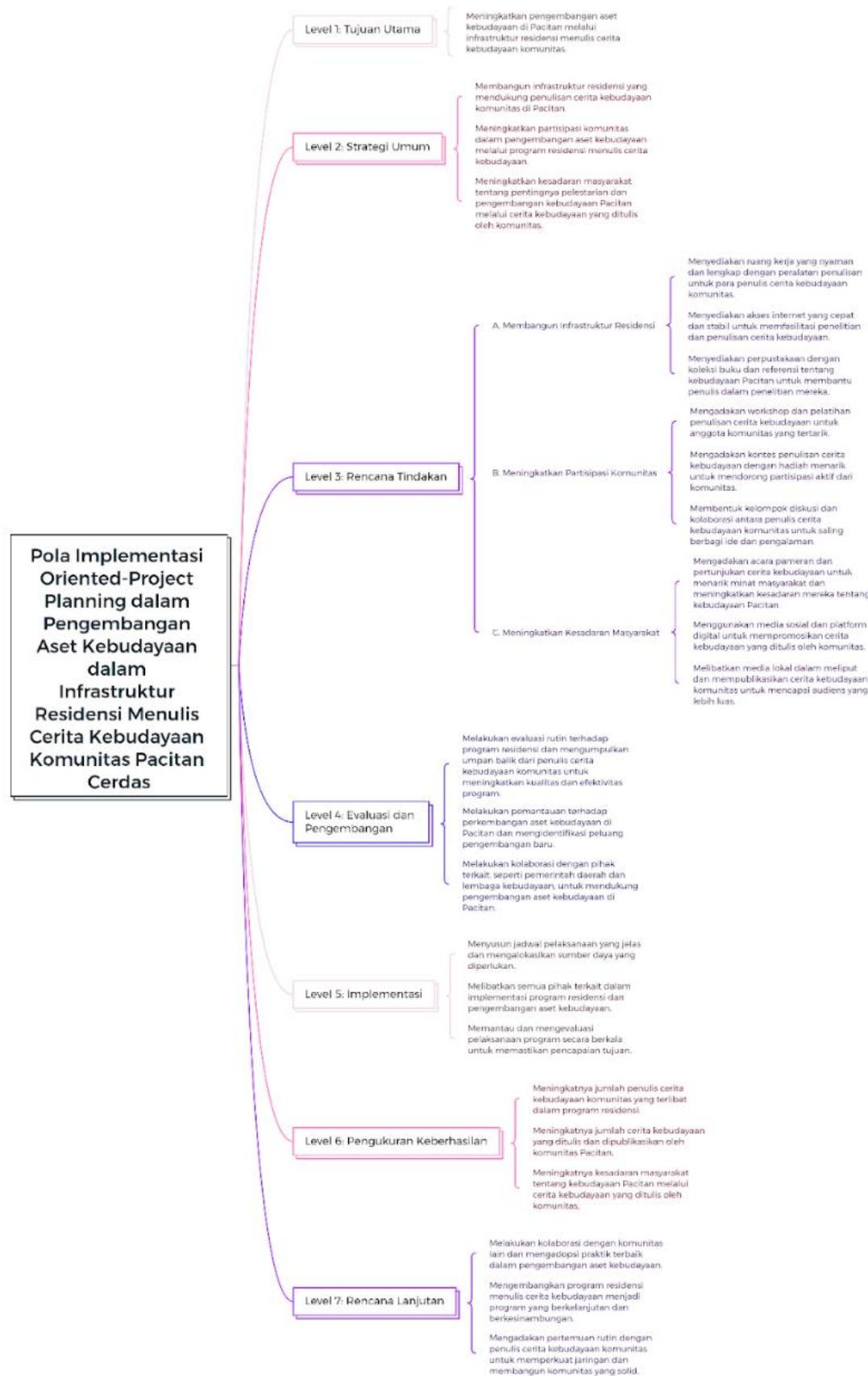


Figure 2. Implementation Strategies in Cultural Residencies

The project-oriented development and implementation strategy in cultural residencies aims to increase the development of cultural assets in Pacitan through residency infrastructure for writing community cultural stories. This program is designed to build infrastructure that supports cultural story writers, increase community participation in developing cultural assets, and increase public awareness about the importance of preserving and developing culture through cultural stories written by the community. The first step in this strategy is to build residency infrastructure that provides a comfortable work space complete with writing equipment for cultural story writers. Fast and stable internet access is provided to facilitate research and writing. In addition, a library with a collection of books and references about Pacitan culture is provided to assist writers in their research. Workshops and training on writing cultural stories were held to improve the participants' writing skills. This approach ensures that writers have all the resources they need to produce quality work.

Increasing community participation is also a key focus. This program holds a cultural story writing contest with attractive prizes to encourage participation from community members. The formation of discussion groups and collaboration between writers of community cultural stories is encouraged to share ideas and experiences. Events for reading and launching cultural stories are held to attract public interest and increase appreciation for the work of community writers. Through social and local media platforms, promotion of cultural stories is carried out to reach a wider audience and integrate communities in cultural preservation efforts. Public awareness about the importance of preserving and developing culture is also increased through the use of social media and digital platforms. Cultural stories written by the community are widely promoted to reach a wider audience. Local media, including newspapers and radio stations, are involved in the publication of community cultural stories. These steps not only raise awareness but also build stronger connections between communities and their local culture.

Evaluation and development are carried out continuously to ensure program effectiveness. Regular evaluations of residency programs are conducted to gather feedback from community cultural storytellers. This feedback is used to improve the quality and effectiveness of the program. Monitoring of the development of cultural assets in Pacitan is also carried out to identify new development opportunities. Collaboration with related parties, such as local governments and cultural institutions, is also important to support the development of cultural assets in Pacitan. Implementation of this program involves the preparation of a clear implementation schedule and allocation of necessary resources. All relevant parties are involved in the implementation of the residency program to ensure that all aspects of the program run as planned. Monitoring and evaluation of program implementation is carried out periodically to ensure goal achievement. This includes collecting data on the number of writers involved, the number of stories produced, and the impact of the program on public awareness.

Measuring the success of the program is carried out by evaluating the number of cultural story writers involved in the residency program, the number of cultural stories written and published by the Pacitan community, as well as increasing public awareness about Pacitan culture through cultural stories written by the community. The results of this evaluation are used to assess the success of the program and identify areas for improvement. Advanced plans involve collaborating with other communities and exploring related projects in the development of cultural assets. The residency program for writing cultural stories was developed into a sustainable and growing program. Regular meetings with community cultural storytellers are held to strengthen networks and build a solid community. Through these steps, it is hoped that this program will not only increase cultural assets in Pacitan but also make a significant contribution to the preservation and development of culture at the local and national levels. The project-oriented development and implementation strategy in this cultural residency includes a comprehensive and structured approach to ensure program success. By building supportive infrastructure, increasing community participation, and increasing public awareness, this program aims to create a sustainable positive impact on the development of cultural assets in Pacitan. Collaboration with various parties and ongoing evaluation ensure that this program continues to develop and provide maximum benefits for local communities and culture. Through

focused and coordinated efforts, it is hoped that this program can become a model for similar initiatives in other regions.

3.4. Impact of Project-Oriented Planning on Writer's Career Development and Cultural Preservation

The implementation of Project-Oriented Planning (POP) in the cultural story writing residency program held by the Pacitan Smart Community offers a significant impact not only on preserving local culture but also on the career prospects of young writers. In the context of a writing residency, young writers are given the opportunity to take part in a series of training and workshops designed to improve their technical and creative skills. Through the POP approach, each training and workshop is organized with clear and specific objectives, ensuring that writers gain knowledge and skills that are relevant to the needs of today's writing industry. Young writers are given practical experience that enables them to develop a strong portfolio of work. With this portfolio, they can showcase their abilities to potential publishers, literary agents, or digital writing platforms. Through this collaboration, young writers gain access to a professional network that can open up various career opportunities. Contact with leading figures in the fields of writing and culture provides valuable insight and the opportunity to participate in larger projects in the future. Writers can also publish their works through various media, both print and digital.

Implementing POP in writing residencies ensures that each writing project is carried out with the clear aim of documenting and revitalizing local cultural stories. Through the stories they write, young writers contribute to increasing people's awareness and pride in their culture. These stories depict the values, traditions and daily life of the Pacitan people in a way that can be accessed and enjoyed by all groups. This helps strengthen cultural identity and a sense of local pride, which in turn drives future cultural preservation efforts. The skills acquired also contribute to the maintenance and development of culture. By writing and publishing cultural stories, writers not only preserve existing traditions but also inspire innovation and renewal in cultural expression. New works born from local cultural heritage can attract global attention, promote local culture on the international stage, and create richer intercultural dialogue. The skills gained through the cultural story writing residency program at the Pacitan Smart Community are valuable assets that have an impact far beyond the individual writer. In the wider world of literacy and culture, these skills help enrich literacy, maintain and develop culture, and create a positive social impact. Through creative, valid, collaborative and educative writing, young writers not only develop their careers but also contribute to the preservation and promotion of Pacitan community culture, strengthen cultural identity, and enrich the global literacy treasures.

4. CONCLUSION

The community service program entitled "Implementation of Oriented-Project Planning in the Development of Cultural Assets in Residency Infrastructure Writing Cultural Stories for the Pacitan Smart Community" has succeeded in increasing the community's appreciation and understanding of local culture. Through results-oriented project planning, writing training, and intensive mentoring, this program not only improves participants' writing skills but also produces written works that reflect the rich culture of Pacitan. This program also strengthens community networks and promotes Pacitan culture to a wider audience. The implementation of OPP in the development of cultural assets makes a positive contribution to the preservation and promotion of local culture.

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