

The Effect of Education, Materialism, and Prestige on the Job Type Transformation at Young Generation

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Abstract This research aims to explain the effect of improved education and stronger effect of materialism, and prestige on the transformation of job type at young generation of metal craftsmen. This study was a qualitative evaluative research, using Context, Input, Process, Product model. The informants were the young generation of metal craftsmen in Tumang, Surakarta Residency. The informants consisted of 8 people taken using purposive sampling technique, based on education level, material reward, and prestige. Techniques of collecting data were observation, in-depth interview and documentation. Data validation was carried out using source triangulation, and data analysis using an interactive model. The result indicated that transformation of job type occurred from production to marketing divisions in young generation of metal craftsmen. The improved education the stronger effect of materialism, and the prestige made them preferring job type with larger money profit, and tend to be preoccupied with marketing job type and to be a boss. The young generation was no longer willing to learn how to develop or to produce this metal craft. The effect of job type transformation conducted by the young generation of craftsmen could threat the sustainability of metal industry production business.

1 INTRODUCTION

Tumang Village people have been preoccupied with copper craft in some generations. Beside copper, the basic materials have expanded to aluminum, brass and iron. As this craft develops, product diversification occurs, involving kitchen appliances, calligraphy ornaments, lamp, bathtub, trashcan, and etc.

Regarding the explanation above, this skill is hand-made rather than machine-made; its production process needs skill. Skill inheritance from one to the next generation in metal craftsman family, which is done only with the young generation, accustomed to see their parents' job in producing metal craft art. It means that the education to preserve this craft is conducted only informally, rather than planned and prepared seriously.

The main activity in metal craft industry rests on production and marketing divisions. Production process is generally done by old generation, majority of which are elementary school graduates (Barnard, 2004). Considering the 2015 Tumang village's

monograph data, there are 652 craftsmen and 61 industrial workers. They generally have limited skill, thereby less capable of following the development of market demand. There are 2,255 people graduated from Elementary School/ equivalent, 669 from Junior High School/equivalent, 63 from Academy/equivalent, 63 from Senior High School/equivalent, and 56 from College/ equivalent. Most of young-generations craftsmen have graduated from Senior High School and even College.

Muhamad Baitul Ulum from Ulum SME Training Design team has given education about online media management, trick and tips, online marketing strategy, attractive website development, and communicative product catalogue. The mastery of internet and technology in marketing product through online marketing (Jelev, 2015) leads more young generations to deal with marketing division considered as easy and not requiring dirty hand. Unfortunately, the increased education of young generations instead leads them not to be interested in preoccupying with its production process, but shifting to more attractive marketing in earning more

easily in relatively short time (Masood, 2016; Dunham, 2015; Likitapiwat et al, 2016.) and more prestigious (Astarini, Ita and Amir Mahmud, 2015; Izhar et al, 2010; Sousa, 2004; Svalastoga, K. (1959). As a result, it is more difficult to find skilled workers (Galina et al, 2016) in this village. Even they should be imported from surrounding areas in order to make regeneration and to increase the people's interest in preoccupying and working in metal craft production sector.

Metal craft production activity is very important to business sustainability. Unfortunately, the transformation of occupation type (Harini, 2012; Unwanullah, 2015) occurs in craftsperson from production to marketing threaten the business sustainability. Considering this finding, the existence of metal craft in Tumang begins to be threatened due to the decreased number of craftsperson, particularly product designers, because of limited skill. Therefore, it is important to evaluate descriptively the transformation of occupation type from production to marketing (Lipset and Zetterberg, 1956) in young generation of metal craftsperson in Tumang based on CIPP (Context, Input, Process, Product) and to explore the strong materialism and pragmatism factor, and prestige in transforming the occupation type. So, the research problems are:

1. How are CIPP so that transformation occurs in occupation type from production to marketing in young generation of metal craftsperson in Tumang ?
2. How strong is the effect of materialism and pragmatism, and prestige consideration on young generation of metal craftsperson in Tumang in encouraging the transformation of occupation type from production to marketing division ?

1.1 Literature Review

Social transformation (Yudi, 2015) occurs due to external stimulus and sometimes it occurs deliberately. The term generation generally refers to family relation. Generation is a group of living organisms lying on one ancestor lineage.

In socializing values, norms, and practices to people in the world, family holds a central position as the main socializing agent. Family plays an important part in preparing individual in the beginning period of member development. Family members are expected to play active role in the society where they live (Clary and Snyder, 2002). Value, norm, and practice in primary socialization are highly affected by ethnic, religion, culture, and

social strata backgrounds (Sewell, et al, 1957; Weiss and Fershtman, 1998).

The value of the metal craftsperson holds on is the one about business sustainability that will be forwarded to young generation. Informal education is also given about value inculcation in leading young generation to find out how to produce metal products. Craftsperson family is not only promoting the products of metal craft smartly, but also inherit a metal product producing skill.

Value and attitude changes, consumption behavior, and degradation occurring within society are affected by technology. Society's lifestyle changes in the presence of fairphone. The lifestyle arising due to technology is conceived as atavism to change the contemporary community's life.

This research employed an evaluative method with CIPP model (Stufflebeam, 2003). The socialization of value between generations is desirable to support the sustainability of business existing in metal craftsperson. Value as something very valuable and pursued in this life is always socialized by metal business performers to their next generation (Wong, et al, 2008). Informal education in family environment helps the business performer to forward their crafting skill to young generation. However, time and technology development make the young generation changing.

Social change is highly affected by technology advance, in the context of virtual technology dissemination and easy access to internet, and strong effect of materialism (Kasser, 2003; Ryan and Dzurawiec, 2001) and pragmatism (Benesch, 1993) and prestige consideration of an occupation type (Inkeles and Rossi, 1956). Materialism as the degree to which one making acquisition of material possessions, a central focus in one's life that are a large determinant of one's happiness in life (Richins and Dawson, 1992). The inputs are: infrastructure with rapid proliferation of internet, and the improved education of young generation, and the improved mastery of internet virtual technology, and metal industry program developed.

2 METHODS

This study was an evaluative qualitative research (Paranoan, 2015) using CIPP model (Salam and Soenarto, 2013; Stufflebeam, 2002; Tokmak, 2013). Data was collected from metal craftsperson young generation in Tumang, Boyolali, Surakarta Residency. Informants consisted of 8 persons taken using purposive sampling technique based on

education level, material and prestige appreciation. Techniques of collecting data used were observation, in-depth interview, and documentation. Technique of analyzing data used was an interactive model. Data validation was carried out using source triangulation (Well, et al, 1994).

3 RESULT AND DISCUSSION

3.1 Result

The result of research showed that metal craftsmen have changed from one to the next generation. The research found out that 7 out of 8 metal business performers (87%) are, in fact, the metal craftsman young generation that has experience transformation in occupation type from production to marketing division. This change of occupation type is due to the improved education of young generation completing their graduate study. Out of 8 metal business next generation attending graduate-level education, in fact, only 1 (one or 12.5%) take art major, the rest of them take other majors not related directly to craft business. In the context of internet development, the young generation's rapid mastery of virtual technology has made them interested in promoting their parent's business product quickly through internet.

Materialism (material deliberation), pragmatism (practical matters, obtained immediately and shortly), and prestige made the most (87.5%) of young generation prefer occupation type yielding more money. As a result, they tended to preoccupy with occupation type in marketing division and want to be the boss of their parents' business. Only a few (12.5%) of young generation were interested in learning or preoccupying with metal craft production division, and most of them (87%) were no longer willing to handle production division in this metal craft industry. It is in accordance with Wahyu's said: "The problem the metal craftsmen encounter is the lack of production workers. Young generations focus more on marketing division through internet. Tumang has more bosses than craftsmen now. When everyone wants to be a boss or marketer, who would be the producer? Meanwhile, production is the main division of metal craft production process" (old generation of metal business performers, January 25, 2018).

Production activity is the primary activity of a craft, the activity of changing raw material into finished product. The old generation of craftsmen in Tumang Village currently creates good works

directly with craftsmen's hand touch. Wahyu worried that the inadequate number of production workers can threaten business sustainability, recalling that: "Metal craft in Tumang Village is different from that in other places. The difference lies on the use of hand touch, in which the metal craft in Tumang employs the craftsmen's direct hand touch. This work art is hand-made thereby taking a sufficiently long time to create good carvings" (Old generation of metal business performers, January 25, 2018).

The development of metal craft business has helped improving the craftsman family's economy, so they can enroll their children in higher education level. The improved education confirmed by the effect of materialism and pragmatism (material or practical deliberation), and prestige deliberation has brought about social change between generations. Young generation of metal business performers have more opened insight, thereby opening the opportunity of choosing job or business making more money more easily and in short time. Similarly, Joko said: "Now technology has developed broadly in Tumang Village, and young generation utilizes this technology advance to sell product. "Apple" tablet has spread here as well, meaning that young generation has facilitated the sale of craft products. Through advanced technology, I can do selling activity easily and efficiently" (Young generation of metal business performers, January 28, 2018).

To anticipate the business sustainability and to help preserve metal craft art, Anwar considered that the following solution is required: "There should be supporting villages. The people of villages surrounding Tumang village should be attracted first to be permanent employees in Tumang Village. After having worked for one or two years, and after they have been skilled and capable, they are told to go back home to establish craft business (Old generation of metal business performers, February 03, 2018).

The presence of supporting village can help preserve this craft art. However, in contrast to the young generation that has been educated indirectly for marketing division such as the citation of interview with Kis as follows: "The obstacle encountered here is inadequate number of workers. Young generation is educated to go to market (to be marketer). Contemporary youths are more interested in market. Now Tumang has more bosses than producers" (Old generation of metal business performers, February 03, 2018).

In addition, Wiyarto suggested that technology advance makes young generation utilize the existing

opportunity of marketing craft product through internet. "Tumang people are rarely willing to be ordered, they want to be boss, to create their own job opportunity. We have website, become independent business performers, and have our own income without relying on our parents. We do it by utilizing internet" (Young generation of metal business performers, February 03, 2018).

Mansur, a young generation of business performer, expressed his worry as follows: "What I fear of now is that the number of craftsmen has been scarce, because many youths switch to marketing division. Meanwhile, all producers of craft have been old. Young generations are willing to choose chiseling, inlaying, finishing, and colouring jobs, all of which can be mastered through learning. The terms existing production division are design and *pande*, majority of which are done by old generation. Young generation works as *pande* shyly. When there is no longer the workers, who will continue this industry?" (Young generation of metal business performers, February 03, 2018).

The skill of the Tumang people is acquired hereditarily, because this craft is hand-made rather than machine-made. Agus considered it as distinctive advantage. "The advantage the metal craft in Tumang has is that its product is hand-made rather than manufactured. Some Japanese people ordered *Teko* (teapot) here because they like highly artistic product" (Young generation of metal business performers, February 19, 2018).

The metal craft existing in Tumang is the only one in Indonesia; therefore it should be preserved and maintained. Nevertheless, Wuri sometimes worried about it. "Sometimes we are worried about it. In our ancestor period, when an individual has skill, he/she will be grateful if no one imitates it. A Chinese had come here in the past to have us constructing a house and showroom in China, but I was told to bring at least 50 workers with me to work there. He wanted to fund our accommodation during living and producing craft there. But I did not want to do it. It is my ancestor's inheritance, and I cannot do that" (Old generation of metal business performers, February 19, 2018).

The occupation type transforming process from production to marketing division in young generation of metal industrial business performers can be seen in the table below.

Table 1: Transformation of occupation type from one generation to the next.

| | | Parent | | 1 st Generation | |
|----------------------------|----------------|----------------|---------------|----------------------------|---------------|
| | | Production Job | Marketing Job | Production Job | Marketing Job |
| 2 nd Generation | Production job | A | B | | |
| | Marketing job | C | D | | |

As a result, they tend to preoccupy with marketing job and to be boss. Although production division of metal craft is still operated by old generation, the young generation has less interest in learning and preoccupying with production division in this metal craft, because advance technology has provided practicality and material benefit to young generation.

The problem is analyzed using CIPP model. Digital change has occurred now leading to the transformation of occupation type between generations. The input of young generation is increasingly disinterested in production division, so that it is more difficulty to get workers in production division. Process is an activity of socializing the production process inhibited by the inadequate informal education given by metal industrial business performers (first generation) to the young generation related to training in production work. Product is the result of craft with which the metal business performers are preoccupied that is handmade and yield good crafts well-known in the world. Metal craft in Tumang Village has been famous in the world, as its products have been delivered to some countries like Australia, France, Malaysia, and etc.

3.2 Discussion

The formal education attended by young generation improves as it is compared with the old generation did. Fortunately, 87.5% of them take different disciplines or majors not related to the one preoccupied with by craftsperson. Young generation's knowledge in information technology information develops significantly, thereby useful to the development of online marketing. The interest in craft art and design education is low (12.5%) and the plan is prepared inadequately through both informal and non-formal educations reinforcing the young generation's skill, so that the young generation acquires skill only by seeing their parents working in production sector. The effect of occupation type

transformation from production to marketing division is the scarcer product produced by young generation of metal industrial business performer. The young generation of metal industrial business performer (2nd generation)'s product is getting more threatened, and it will threaten input, process, and product, as well as total industry in the next generation (3rd generation and the next). Besides, it threatens the sustainability of entire metal industrial business. Young generation promotes their business product, sells and trades its product online through e-commerce. This product selling method is efficient, so that the result of sale can increase significantly in relatively short term.

Although there is a shift of occupation type from production to marketing or vice versa, in the young generation of craftsperson, net change occurs in education field preoccupied, in which only 12.5% of young generation are interested in craft art and design education; and prestige deliberation has led to the transformation of occupation type from production to marketing in the young generation of craftsperson. With the decreased number of old generation due to age factor and the scarcer number of young generation continuing production division, it is estimated that the next generation will be extinct. The effect of occupation type transformation made by the young generation of craftsperson can threaten the sustainability of metal industry production business.

4 CONCLUSIONS

The evaluation on the business among metal craftsmen is conducted using CIPP model. Craft business is operated in the context of developing digital technology and accessible internet, and increasingly popular online marketing. The input includes human resource (old and young generations), money, basic material and infrastructure. However, the input of human resource begins to be inhibited by the transformation of occupation type from production to marketing activities in the young generation of metal craftsperson family. As a result, the production process is also inhibited by limited number of producing workers, because the number of young generation interested in preoccupied with production decreases continuously, thereby decreasing the quantity of product. The higher education of young generation and the more developing internet technology and online marketing have encouraged the young generation to achieve

success and to obtain large material benefit in short time. Only few (12.5%) of young generation interested in formal education of craft art and design due to less intensive formal and non-formal educations organized to reinforce the skill that can encourage the development of metal craft. Moreover, it is followed with the prestige deliberation in the type of occupation chosen, so that the young generation of craftsperson is not interested in having career in metal production, but interested more in marketing division, with the reason that they pursue short-term material benefit and prestige. All of those simultaneously become the factors affecting the sustainability of business that can be used to predict the potential extinction of metal craft business.

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