



## Handicraft Product Innovation “Mirror Painting” In Cipete Village, Serang City, Banten

Muhammad Nawawi<sup>1\*</sup>, Gita Sapitri<sup>1</sup>, Grace Victoria<sup>1</sup>

<sup>1</sup>Universitas Sultan Ageng Tirtayasa

[muhammadnawawi@untirta.ac.id](mailto:muhammadnawawi@untirta.ac.id)

### Abstrak

Kelebihan sumber daya manusia di Desa Cipete sangat potensial. Hal ini menjadikan desa tersebut memiliki potensi yang menjanjikan untuk dikembangkan menjadi desa yang padat karya. Program pemberdayaan masyarakat dan pelatihan ini bertujuan untuk mengembangkan potensi sumber daya manusia di Cipete untuk menghasilkan produk kerajinan tangan yang memiliki nilai tambah yang lebih baik dan dapat membuat masyarakat memiliki ekonomi mandiri yang sejahtera. Setelah program ini dilaksanakan, hasil yang diperoleh adalah pengembangan produk kerajinan tangan yang unik, menarik, dan inovatif serta memiliki nilai jual yang cukup, serta membuat masyarakat sekitar lebih memahami alur produk dari hulu ke hilir dengan memanfaatkan potensi yang ada di sekitar lingkungan, baik sumber daya manusia maupun alam.

**Kata kunci:** sumber daya manusia, melukis kaca cermin, nilai tambah ekonomi

### Abstract

*The surplus of human resources in Cipete village is quite potential. This makes it a promising potential to be developed into a labor-intensive village. This community empowerment and training program aims to develop the potential of human resources in Cipete to produce handicraft products that have better value added and can make the community have a prosperous independent economy. After this program is implemented, the results obtained are the development of handicraft products that are unique, interesting, and innovative and have sufficient selling value, and also make the surrounding community better understand the flow of products from upstream to downstream by utilizing the potential that exists around the environment, both human and natural resources.*

**Keywords :** human resources, painting mirrors, economic value added

### Introduction

Along with the rapid development of the times, it will automatically bring up several new fashion trends. Since the pandemic which requires more activities at home, people tend to be bored because they have to stay mostly only at home. However, not wanting to get there, some people also choose to start developing and get out of their comfort zone. With the amount of free time they have, some people are starting to think about choosing to move and learn to find and find new things (Nawawi et al., 2022). Start by seeing the talents that a person can innovate and create at the same time in carrying out their hobbies, such as filling in the gaps caused by more free time. The utilization of these opportunities if implemented continuously can become one of the livelihoods that can eventually be called micro, small and medium enterprises (Chandravialissa & Zulaikha, 2018).

Micro, small and medium enterprises (MSMEs) have a strategic role in building the national economy. According to the Decree of the President of the Republic of



Indonesia No. 99 of 1998 states that micro and small enterprises are "micro and small-scale people's economic activities with business fields that are mostly small business activities and need to be protected to prevent unfair business competition" (Khulaidah, 2020). One of the micro and small businesses that are developing at this time is the handicraft business (Aini et al., 2021). The handicraft business is one of the labor-intensive businesses that utilizes many diligent and conscientious human resources.

In Banten province, especially the people of Cipete Village, Curug District, Serang City, there is a growing home industry-based handicraft business group. This business group focuses on handicraft products in the form of painted mirrors. This business product is made using simple resources, in the form of mirrors and simple painting equipment. This mirror painting business prioritizes ideas in the form of patterns or image motifs. However, what is needed is patience and strong determination because the painting process can be said to be quite difficult (Widiarti & Pebriyeni, 2019). The more difficult and unique the product model created, the higher the selling price that can be applied.

Mirrors Painting certainly have their own target market because many place owners want mirrors painting to be displayed in their place, such as restaurants, offices, and residential houses, but the painted mirrors on display are original results. In addition to decorating places, paintings can also be used to gift nearby people. Mirror Painting or Mirror Painting product itself is a glass or mirror creation combined with several decorated creations and maker ideas such as painting drawings or foam with various types of colors and shapes. This business opportunity also has advantages and disadvantages (Pinem et al., 2021). One of the advantages is that by having this business, the maker can develop his hobby even more as well as get a profit. The downside is that the concepts and expectations that makers want with buyers are different, making it possible for buyers to give poor reviews (Wulandari et al., 2012).

This means that the success of sustainability in winning the competition is determined by implementing the right marketing strategy and maintaining good relations with consumers. Product creativity does not only belong to large businesses with modern equipment based on machinery and technology (Gusmania & Amelia, 2019).

Therefore, the painted mirror made must always put quality first. Openness to constructive criticism accompanied by input can also be a positive input for a product work that has a different aesthetic touch and is able to look unique and can continue to compete in the future (Aprilyani, 2017). So that it will make potential users sure to choose the resulting product.

With the background that has been explained, the researcher intends to develop the potential of human resources in Cipete Village by utilizing human resources and demographic surplus with expertise to process simple raw materials into high-quality goods. The formulation of this community service problem is how to utilize the potential of human resources to process raw materials and simple equipment into creative products of mirrors painting to support an independent economy for the residents of Cipete, Serang City.

### **Implementation Method**

This method is an important technique so that the above plan can be realized. The steps to make a mirror painting handicraft include:

### 1. Planning

Planning begins with a group dialogue with a partner. After that, after reaching an agreement, the PKM-K group made an agreement with the target partner by first estimating the market share, at a fairly affordable price and making it more attractive to attract the attention of potential buyers. Third, the program that has been prepared is then socialized to residents in Cipete Village, Curug, Serang City, Banten.

### 2. Organizing

This is a feasibility study of what should be done. A feasibility study was conducted to find out whether the products sold have long-term prospects (Nawawi et al., 2022). After that, applying the division of duties includes the responsibilities of each existing member, as well as the division of equipment, then the separation of the materials needed so that they can be properly prepared. The equipment and materials used include equipment that supports the activities of this program. These equipment and materials are then discussed with the relevant parties, making painted mirror hand presentations, and preparing proposal documents for community service proposals.

### 3. Implementation of Activity Activities

This training on making mirror painting handicraft was carried out for 1 full day. Equipment, equipment and materials have been prepared a few days before the activity is carried out. The implementation was carried out in one of the yards of residents' houses in Cipete Village, Curug, Serang City, Banten.

### 4. Control

Activity control is carried out to ensure that activities are carried out as planned, and the community involved can receive the knowledge conveyed properly, and can conduct independent exercises and apply them directly.

## Result and Discussion

Cipete Village is a village located in the Curug district of Serang City, Banten, Indonesia. It is quite strategically located, located in the provincial capital of Banten, and geographically very close to the Banten Provincial Government Head Office (KP3B). The people of Cipete Village, Curug District, Serang City, Banten Province, on average, Cipete villagers work as farmers, civil servants, teachers, TNI or police, health workers, traders, laborers, builders, red brick craftsmen, block paving craftsmen, culinary MSME actors, and others. Geographically, Cipete village is directly adjacent to Sukalaksana village, Curug village, and Nyapah village located in Walantaka District. The population data of Cipete village can be described in table 1.

Table 1. Demographic of Cipete Village

No	Job	Total
1	Civil Servants	31
2	Policeman/ Soldier	7
3	Farmer	121
4	Entrepreneur	208
5	Brick Maker	172
6	Breeder	24
7	Builder	57
8	Health worker	16
9	Other Service	79
10	Unemployment	437
11	Student	907
<b>Total</b>		<b>2059</b>

Based on the demographic conditions of the village, there are still many residents who have not worked or worked in the informal sector. Community empowerment programs that take advantage of demographic surpluses with considerable human resources can be carried out by implementing labor-intensive economic programs (Yunia & Ferginanto, 2021). With the implementation of community service activities, the idea of developing micro and small businesses seeks to take advantage of the creativity of the community, especially people who have not worked as a provision that the surrounding environment can also be used as an opportunity to earn income. With a unique design, painted mirror handicrafts have the potential to attract the attention of consumers and can improve the economic level of cipete residents. The creation of innovative handicraft products in the form of mirrors painting through training for the Cipete village community was carried out based on the observations of the people of Cipete village, especially for female residents, both those who are married and those who are not married. Due to the fact that on the ground the majority of women in Cipete village are the biggest contributors to population data who do not work in formal agencies or institutions.

Therefore, based on these residents' data, by utilizing the existing demographic surplus, this community empowerment service program can be carried out with high enthusiasm from community residents.

A. Raw materials

1. Mirror
2. Acrylic paint
3. Painting brushes
4. Pallete
5. Crayon

B. How to make

1. Draw a pattern of painting ideas first with a crayon
2. Mix acrylic paint to be used in a special place of color mixing and pallete
3. Apply painting drawing ideas into the mirror using a painting brush
4. Dry the paintings in the sun or lamps to get maximum dryness

C. Packaging

The packaging used is cardboard with bubble wrap with plastic material to minimize broken products in the shipping process, if needed, it can be added using wooden packing as an outer protector.

D. Marketing

Marketing is carried out by utilizing social media, participating in exhibition activities, and seeking to cooperate with MSME organization ties in Serang City, as well as collaborating with several government agencies that concentrate on fostering MSMEs.

Tabel 2. Inovation

No	Information	Before the activity	After the activity
1	Drawing skills	Have only basic skills	Have the skills to apply images into mirrors into unique and high economic value mirror painting products
2	Value Added	Don't have handicraft products yet	Producing handicraft products that are unique and have a selling point to market

Sources: Dinasty et al., (2020)

In addition, citizens are taught how to market products by utilizing e-commerce applications, so that products can be marketed more widely so that business continuity can be maintained and allow it to further develop into the center of the handicraft industry.

### Conclusion

With the availability of existing creative human resources. Cipete Village is a very possible place to develop handicraft products in the form of mirrors painting. The community understands the concept of product flow from upstream to downstream, so that if maximized, it can become one of the central bases of the handicraft industry and a source of economic development for rural communities. A source of income for the community, especially those who are active in the informal sector (Pinem et al., 2021).

### Acknowledgments

Thank you to the parties who have participated in supporting and facilitating this activity, namely the village apparatus and the community of Cipete Village, Curug District, Serang City, Banten, and the creative economy movement of Serang City.

### References

- Aini, Q., Yulianto, T., & Faisol. (2021). Pelatihan Pembuatan Kerajinan Tangan “Buket” Untuk Meningkatkan Kreativitas Siswa SMK Mawaddah. *Jurnal ABDI*, 7(1), 73–77.
- Aprilyani, W. (2017). *Proses Kreatif Kusdono Dalam Pembuatan Lukisan Kaca Dan Karakteristik Estetik Ekspresinya Di Gegesik Lor Cirebon*. Universitas Negeri Semarang.
- Chandravialissa, R. I., & Zulaikha, E. (2018). Pengembangan Desain Kerajinan Manik-Manik Kaca sebagai Tas Wanita. *Jurnal Sains Dan Seni ITS*, 7(1), 26–29.
- Dinasty, U.O, Baharta, E. & Gusnadi, D. (2020). Inovasi Churros Berbasis Wortel. *E-Proceeding of Applied Science*.
- Ferginanto, D. Y. & G. (2021). Utilization of milkfish for milkfish Dumplings for the community of serang. *MOVE: Journal of Community Service and Engagement*.
- Gusmania, Y., & Amelia, F. (2019). Pendampingan Pembuatan Kerajinan Tangan Dari Kain Flanel Untuk Menunjang Perekonomian Keluarga Sebagai Usaha Kecil Menengah (UKM) Masyarakat Di Kelurahan Sei Langkai. *Jurnal Minda Baharu*,

3(1), 59–65.

- Khulaidah, M. (2020). *Prospek Pengembangan Usaha Kerajinan Tangan Anyaman Plastik Dalam Upaya Mengurangi Tingkat Kemiskinan Pengrajin (Studi Pada Masyarakat Dusun Perendekan Utara Desa Giri Sasak Kecamatan Kuripan)*.
- Nawawi, M., Novianti, S.N.R., & Barnia, R. (2022). Churros Product Innovation With Cassava Raw Materials. *MOVE: Journal of Community Service and Engagement*.
- Pinem, R. J., Farida, N., Budiarmo, A., Sulistyorini, S., & Widayanto. (2021). Pelatihan Kerajinan Tangan untuk Meningkatkan Kreativitas Pelaku Usaha sebagai Sumber Pendapatan Masyarakat. *Jurnal IDEAS*, 7(4), 143–148.
- Widiarti, L., & Pebriyeni, E. (2019). Karya Seni Glass Painting Sebagai Objek Pengembangan Pembelajaran Seni Rupa Dan Keterampilan Di SMPN 1 dan SMPN 2 Kota Padang. *Gorga Jurnal Seni Rupa*, 8(1), 167–174.
- Wulandari, Y. I., Adriati, I., & Damajanti, I. (2012). Analisis Estetis Lukisan Kaca Cirebon Tema Semar Dan Macan Ali. *Jurnal Tingkat Sarjana Bidang Seni Rupa*, 1, 1–12.