



## **Empowerment Of Bamboo Weaving Crafts Business In The “Aishwarya Asih” Business Group In Sulahan Village, Bangli Regency**

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### **Abstrak**

Menciptakan suatu kerajinan yang dapat menghasilkan hiasan atau benda seni dan memiliki fungsi serta keindahan akan menjadi ciri khas dari daerah tersebut. Seperti Desa Sulahan Kecamatan Susut Kabupaten Bangli yang terkenal sebagai penghasil kerajinan berbahan dasar bambu yakni sokasi. Hal tersebut tentunya didukung oleh wilayah Kabupaten Bangli yang kaya akan tanaman bambu yaitu tumbuhan yang termasuk *family gramineae* (rumput-rumputan) dan memiliki tekstur yang sangat lentur dan mudah untuk dikreasikan menjadi berbagai macam produk kerajinan. Adapun kelompok usaha yang dijadikan mitra pada program pengabdian kepada masyarakat 2024 bernama Kelompok Usaha “Aishwarya Asih” yang diketuai oleh Ni Wayan Sukaini. Permasalahan yang dihadapi oleh mitra yaitu 1) pemasaran produk yang masih dilakukan secara konvensional. Mitra belum memiliki strategi pemasaran yang baik sehingga mengakibatkan luas cakupan pangsa pasar produk masih sangat minim, 2) permasalahan lainnya yaitu dalam proses pencatatan transaksi penjualan produk, 3) permasalahan di bidang produksi yakni terkait ketersediaan sarana dan prasarana, bahan baku serta bahan penolong yang digunakan pada proses produksi telah habis umur ekonomisnya. Solusi yang diberikan yaitu, 1) penyediaan website serta pelatihan dan pendampingan pemasaran online, 2) pelatihan dan pendampingan pencatatan transaksi keuangan dengan terdigitalisasi, 3) penyediaan sarana dan prasarana penunjang produksi.

**Kata kunci:** *Penyediaan dan Pelatihan Pemasaran Online, Pelatihan dan Pendampingan Pencatatan Keuangan, Penyediaan Sarana dan Prasarana Penunjang Produksi, Kerajinan Sokasi, Kelompok Usaha Aishwarya Asih.*

### **Abstract**

*Bangli Regency is rich in bamboo plants, namely plants belonging to the gramineae family (grasses) and has a very flexible texture and is easy to create into various kinds of craft products. The business group that is a partner in the 2024 community service program is called the "Aishwarya Asih" Business Group, chaired by Ni Wayan Sukaini. The problems faced by partners are 1) product marketing which is still carried out conventionally, 2) other problems are in the process of recording product sales transactions, 3) problems in the production sector, namely related to the availability of facilities and infrastructure. The solutions provided are, 1) provision of a website and online marketing training and assistance, 2) training and assistance in recording digital financial transactions, 3) provision of*



*supporting facilities and infrastructure for production.*

**Keywords:** *Online Marketing Training, Financial Recording Training, Provision of Facilities and Infrastructure, Sokasi Crafts, Aishwarya Asih Business Group*

## **Introduction**

Bangli Regency is rich in bamboo plants, namely plants belonging to the gramineae family (grasses) and have a very flexible texture and are easy to create into various kinds of craft products. Bamboo has a high economic value, one of which is bamboo which is widely used for craft materials, even Sulahan Village has been named as one of the centers of bamboo crafts. This is because the source of bamboo forest products is very abundant which can be maximally cultivated by the community. The village community sees this condition as an economic business opportunity so that the large availability of natural potential is not wasted. This is proven by the fact that the majority of the people of Sulahan Village work as bamboo weaving craftsmen.

The craftsmen of the sokasi bamboo woven craft business in Sulahan Village, Susut District come from mothers. The purpose of forming a business group consisting of mothers who are bamboo woven craftsmen is to improve their standard of living and pursue the cultural heritage that has been sokasi craftsmen since ancient times, of course, is a specialty in Sulahan Village. The business group that is made a partner in the 2024 community service program is called the "Aishwarya Asih" Business Group, chaired by Ni Wayan Sukaini. This group was formed in 2022 and has 10 members. The sokasi woven craft products produced by the "Aishwarya Asih" Business Group use rope bamboo (*Gigantochloa apus*). This is because the texture of rope bamboo is flexible and not too hard so it is easier to weave. The advantage of the bamboo woven craft products produced by this group is that the final result is neater and smoother because it is done by housewives so that the work process is more painstaking. In addition, the use of two-segment bamboo makes the resulting sokasi product have good quality. In increasing the aesthetic value and selling value of the product, this group of craftsmen tries to be creative and innovative by producing sokasi models in various sizes and also various motifs such as the swastika, windmill, sun, moon and rangrang motifs in various sizes (15 cm to 35 cm) The "Aishwarya Asih" Business Group produces every day and is able to produce up to 25 (twenty five) pieces of sokasi woven crafts every month. In the process of running a business with a small scope such as bamboo woven crafts from the "Aishwarya Asih" Business Group often experiences ups and downs in business.

Therefore, the Aishwarya Asih business group empowerment program aims to increase capacity and skills through training, mentoring, and access to necessary resources. This program is expected to not only increase productivity but also strengthen the role of business groups in driving the village economy. With this empowerment, it is hoped that the Aishwarya Asih sokasi craftsman business group will be able to become a driving force in the development of bamboo-based crafts, namely sokasi, so as to provide a sustainable positive impact on the local community.

## **Implementation Method**

The stages of implementing community service activities are as follows.

1. The first stage of the 2024 Community Partnership Program was carried out by going to the location to conduct a survey in Sulahan Village. The community service team considered the suitability of partners according to the criteria of the 2024 Community Partnership Program which refers to the 2023 Warmadewa University Community Service Guidelines Book where community service partners are productive business groups. economy, namely a group of craftsmen who experience problems in the economic field such as production, marketing, and accounting, and partners experience problems with at least two different expertise. After going through several considerations of feasibility adjusted to these criteria, we made the Aishwarya Asih Business Group chaired by Ni Ketut Sukaini as a service partner.
2. Identification of Problems and Partner Needs  
In the next stage, the service team identifies the problems faced by the service partners, especially obstacles related to business operations. This stage is carried out to deeply understand the actual conditions, challenges, and needs faced by the service partners. The service team also maps problems, and identifies the main needs that are urgent and important to be addressed in order to improve the welfare or capacity of partners. This can be in the form of training and technology needs.
3. Work Program Planning  
At this stage, the service team designs program objectives, determines strategies, required resources, and implementation schedules. Planning also involves preparing a budget and forming an implementation team. In more detail, the service team designs the approach that will be used to achieve program objectives. This can include a strategy for involving service partners, a participatory approach, or developing partner capacity.
4. Implementation of Work Program  
At this stage, the plan that has been prepared is implemented effectively and efficiently. The service team carries out planned activities, such as training, counseling, or mentoring to service partners. This stage involves direct interaction between partners and the implementation of field activities.
5. Activity Evaluation  
At this stage, the process and results of the program are assessed to ensure that the program runs according to plan and achieves the desired goals.

Service team.

1. Marketing Management Field (Provision of Websites as a Form of Marketing Strategy and Online Promotion Strategy Training)  
Starting from the problems experienced by partners related to limited promotions, the solution we provide is the provision and assistance of website usage. The initial stage is that we create a website by providing a product catalog accompanied by product type variants, prices, and sizes and equipped with a link that is directly connected to the WhatsApp application so that it will make it easier for consumers when making purchase orders. Utilizing advances in digital technology in the era of globalization is a form of marketing relevance in efforts to market products,

especially to reach a wider audience by focusing more on photos or images.

## 2. Accounting Field (Financial Transaction Recording Training and Provision of a Digitalized Financial Recording System)

The service team will introduce the features of the application. Next, the technical demonstration stage of using the Buku Kas application begins, accompanied by examples of dummy transactions to make it easier for service partners to understand. Partners will be taught to change private mode to business mode, then taught about inputting supplier and customer data. After that, partners are given examples of recording sales and purchase transactions, either on credit or in cash. This application is also equipped with recording the cost of goods sold. Partners will also be taught to determine the cut off of credit transactions so that when maturity occurs, the system will automatically provide notification via the notification bar on the smartphone. The final stage, partners will be taught to print transaction output in the form of financial reports or accounts receivable reports.

## 3. Production Sector (Provision of Production Support Facilities and Infrastructure)

The steps of solving the problem are we conducted observations and surveys on facilities and infrastructure, especially equipment used in the production process of bamboo woven products, then the budget preparation process for the procurement of new equipment, raw materials, and auxiliary materials for service partners adjusted to the specifications needed and the available budget. After that, the entire service team provided facilities and infrastructure, especially production support equipment, procurement of raw materials and auxiliary materials for service partners. The final stage is the handover of equipment to service partners.

## Result and Discussion

As an initial stage of the realization of this community service, we started from the planning that had been prepared previously. First, preparations were made regarding the material that would be delivered and given to the service partners. The Chairperson and member I prepared material on online marketing. Member II prepared material related to the preparation of simple financial reports and digitalized transaction recording. Next, we started going to the partner's location to carry out the service based on the previously prepared activity implementation schedule, of course by having agreed on the implementation time with the partner. We did not forget to prepare all supporting facilities for the implementation of this service such as laptops, cameras, stationery, and demonstration books related to the material to be delivered.

The implementation of the next work program, the Chairperson assisted by member 1 presented material related to e-marketing-based marketing methods. The initial stage is to introduce a website that has been created complete with a product catalog accompanied by product type variants, prices, and sizes and equipped with a link that is directly connected to the WhatsApp application so that it will make it easier for consumers when making purchase orders. On our website, we insert a glimpse of the Sulahan Village sokasi product. We also provide additional information, namely that this product is produced by the mothers of the Aishwarya Asih Business Group themselves. This aims to educate the public that

by purchasing this product, it will help this business continue to exist and help improve the standard of living of the business group. This information is considered very important so we will include it in the website description column.

Through online marketing strategy (e-marketing) socialization activities, partners' skills and abilities in utilizing e-marketing technology have increased, and the scope of product market share has increased.



Figure 1. Implementation of website usage training

The next work program is Member II introducing a third-party application called "Buku Kas". This application can be downloaded for free on the Playstore and accessed via an Android smartphone. We have also prepared a demonstration book containing information on how to operate the Buku Kas application (manual book). So that if there are obstacles in the use of this application, partners can immediately see the guide in the demonstration book that we have provided. The Buku Kas application has a complete menu related to recording business finances. We introduce and teach partners starting from inputting sales transactions, cost of goods sold, inputting expenses, recording suppliers or customers. Partners can also record debts and receivables, and set reminders for due dates. The system in the application will provide reminder information for partners regarding the names of customers or suppliers along with the nominal debt or receivables.

Through training activities on preparing simple financial reports and providing a digitalized financial recording system, partners' skills in preparing bookkeeping have improved, transaction recording errors can be reduced, and the time for preparing financial reports has become more efficient.



Figure 2. Financial report recording training

Furthermore, all members of the community service team are involved in the procurement and delivery of raw materials and supporting production support materials as a form of investment to partners. The form of procurement is assistance

in the provision of raw materials such as bamboo raw materials and supporting materials such as saws, paint and brushes. The results of this activity are that the availability of raw materials and supporting materials from the service partners is fulfilled, equipment that is obsolete or has reached the end of its economic life has been renewed, thus impacting the smooth production process of the service partners.

Through the provision of supporting production facilities and infrastructure, partner productivity in production has increased because the availability of raw materials and supporting materials has been fulfilled, and equipment that has reached the end of its economic life has been renewed.



Figure 3. Community Service Team with Aishwarya Asih Business Group

## Conclusion

Sulahan Village, Susut District, located in Bangli Regency, is known as a bamboo-based craft producing area in Bali. However, this potential has not been fully utilized by the local community to improve their standard of living and pursue the cultural heritage that has been a sokasi craftsman since ancient times, which is certainly a specialty in Sulahan Village. The Aishwarya Asih business group in its journey of running a small-scale business such as the bamboo woven craft business from the "Aishwarya Asih" Business Group often experiences ups and downs in business such as, distribution and marketing of products that are still carried out conventionally, limited ability in terms of recording financial transactions and facilities and infrastructure that have expired. Therefore, the Aishwarya Asih business empowerment group program aims to increase capacity and skills through training, mentoring, and access to the necessary resources

Problems related to product marketing that are still carried out conventionally, we overcome these problems by providing and training related to online marketing strategies (e-marketing) and providing a website based on the Setoko application. Through this work program, the market share of the products produced becomes wider. Limitations in the effectiveness and efficiency of financial recording that are not yet adequate, we overcome these problems by providing a digitalized bookkeeping system. The application for preparing simple financial reports via an Android smartphone is called Buku Kas. Supported by a guidebook (manual book) and how to operate the Buku Kas application which is indeed very simple, recording errors can be overcome and the time for preparing financial reports becomes more efficient. Limitations in terms of fulfilling the needs of bamboo raw materials and auxiliary materials, partners do not yet have adequate skills, effectiveness and efficiency of financial recording, and distribution and marketing of products that are still carried out conventionally. This is the background for this community service.

## Acknowledgments

The suggestion we provide is that as a form of a sustainable program, it is necessary to carry out continuous coaching and mentoring. The goal is for partners to be able to fluently implement the programs offered.

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