



## **Empowerment of Bamboo Weaving Crafts by Women Farmers Group Dana Mertha Mesari, Kayubih Village**

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### **Abstrak**

Pengrajin kerajinan anyaman bambu di Desa Kayubih khususnya Banjar Bangklet-Kayang berasal dari kalangan ibu-ibu terutama yang berprofesi sebagai petani. Permasalahan yang dihadapi oleh mitra antara lain: 1) Pembukuan masih dilakukan secara konvensional sehingga kurang efektif dan efisien; 2) Distribusi dan pemasaran produk dilakukan secara tradisional sehingga cakupan pangsa pasar produk masih minim; 3) Ketersediaan sarana dan prasarana, bahan baku, dan bahan penolong sudah mencapai akhir umur ekonomisnya. Solusi yang ditawarkan untuk permasalahan tersebut adalah 1) Pelatihan Pencatatan Transaksi Keuangan dan Penyediaan Sistem Pencatatan Keuangan yang Terdigitalisasi; 2) Penyediaan Website sebagai Bentuk Strategi Pemasaran dan Pelatihan Strategi Pemasaran secara Online; 3) Penyediaan Sarana dan Prasarana Pendukung Produksi.

**Kata kunci:** *Pencatatan Keuangan dan Pemasaran Digital*

### **Abstract**

*Bamboo woven craft artisans in Kayubih Village, especially Banjar Bangklet-Kayang, come from mothers, especially those who work as farmers. The problems faced by partners include: 1) Bookkeeping is still done conventionally so that it is less effective and efficient; 2) Distribution and marketing of products are carried out traditionally so that the scope of the product market share is still minimal; 3) the availability of facilities and infrastructure, raw materials, and auxiliary materials has reached the end of its economic life. The solutions offered to this problem are 1) Financial Transaction Recording Training and Provision of a Digitalized Financial Recording System; 2) Provision of a Website as a Form of Marketing Strategy and Online Marketing Strategy Training; 3) Provision of Production Supporting Facilities and Infrastructure.*

**Keywords:** *Digitalized Financial Recording and Marketing*

## **Introduction**

Located approximately 50 (fifty) kilometers from Denpasar City, or approximately nine kilometers north of Bangli City Center, Kayubih Village holds the potential for local wisdom, namely natural wealth in the form of bamboo plants. It is widely known that Bangli Regency is indeed an area rich in bamboo plants (Pratiwi, et al. 2018). When entering the Kayubih Village area, visitors will be presented with views of bamboo trees on the right and left of the road. The supporting geographical conditions, namely a cool climate, make Kayubih Village one of the villages that produces the most bamboo plants in Bangli Regency. Kayubih Village has even been named as one of the centers for bamboo-based crafts.



Putra, et al. (2019) in their research stated that the potential of bamboo forests in Bangli is mostly used as crafts that are sold abroad. This activity is carried out by the majority of the Kayubihi Village community, especially Banjar Bangklet-Kayang. The abundant supply of bamboo is used by the Kayubihi Village community as raw material to produce bamboo-based handicrafts. The village community sees this condition as an economically valuable business opportunity so that the large availability of natural potential is not wasted. This is proven by the fact that the majority of the Kayubihi Village community, especially Banjar Bangklet-Kayang, work as bamboo weaving craftsmen. Through the utilization of economic potential that can be empowered related to the availability of bamboo plants, it is hoped that it will be able to improve the standard of living of the community which will lead to increased economic growth in the Kayubihi Village community.

Each region has its own characteristics, including in terms of bamboo weaving crafts. The products that are widely produced in Kayubihi Village, Banjar Bangklet-Kayang are hand-woven crafts that are closely related to Balinese Hindu religious processions and rituals such as sokasi/keben, wakul, kepe, and sebeh. Sokasi comes from two words, namely "Sok" and "Nasi" which mean a place for rice because initially sokasi was used as a container for rice or a place to store rice. However, as time went by, the Balinese Hindu community increasingly used sokasi as a means of worship and a container or place for offerings to be presented to God Almighty/Ida Sang Hyang Widhi Wasa and his manifestations.

The craftsmen of the sokasi woven craft business in Kayubihi Village, Banjar Bangklet-Kayang come from mothers, especially those who work as farmers. The purpose of forming a community of mothers who are bamboo woven craftsmen is to empower mothers who work as farmers so that they can improve their standard of living. The business group that is a partner in the 2024 community service program is called the "Dana Mertha Mesari" Women's Farmer Group, chaired by Ni Ketut Mertika Sari. This group was formed in 2016 and has 20 members. The sokasi woven craft products produced by the "Dana Mertha Mesari" Women's Farmer Group mostly 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 products have good quality. To increase the aesthetic value and selling value of the product, this group of craftsmen tries to be creative and innovative by producing sokasi/keben, wakul, kepe, and sebeh models in various sizes (26 cm, 30 cm, and 35 cm) and also various motifs such as swastika motifs, windmill motifs, name motifs, and sun motifs. The Women Farmers Group "Dana Mertha Mesari" produces every day and is able to produce up to 50 (fifty) pieces of sokasi woven crafts every month. The selling price of the product also varies from IDR 100,000 to IDR 300,000 depending on the type of motif variant and size.

The bamboo woven craft business, namely sokasi/keben, wakul, kepe, and sebeh products run by the Women Farmers Group "Dana Mertha Mesari" is classified as a Micro, Small and Medium Enterprise on a household industry scale. In its journey, small-scale businesses such as the bamboo woven craft business of the "Dana Mertha Mesari" Women Farmers Group often experience ups and downs in business. Based on the presentation of the situation analysis, the service team emphasized the problems faced by partners engaged in the productive economy, and tried to overcome them through the Community Partnership Program. This is a form of support

for one of the missions of Bangli Regency, namely “Development of MSMEs based on the creative economy”. When associated with the mission of Bangli Regency, the bamboo woven craft business, namely sokasi/keben, wakul, kepe, and sebeh products produced by the “Dana Mertha Mesari” Women Farmers Group, is a form of MSME based on the creative economy in Kayubihi Village. Sokasi craft products are also household craft products and are superior products from the village so they deserve to be empowered as superior regional products. The goal is to ensure that the sustainability of the bamboo woven craft business typical of Kayubihi Village is maintained and does not become extinct.



Figure 1. Sokasi/Kebeen and Sebeh Woven Craft Products



Figure 2. Bamboo Woven Product Production Process

The bamboo woven craft business, namely sokasi/kebeen, wakul, kepe, and sebeh products run by the “Dana Mertha Mesari” Women Farmers Group, is classified as a Micro, Small and Medium Enterprise on a household industry scale. In its journey, businesses with a small scope such as the bamboo woven craft business of the “Dana Mertha Mesari” Women Farmers Group often experience ups and downs in business.

The problems expressed by the service partners are classified into 3 (three) problems, namely:

- 1) Partners experience problems in the process of recording product sales transactions. This business group often has difficulty in determining the flow of cash in and out accurately. The impact is that there is a discrepancy between the nominal cash on hand and the amount of cash recorded in the books. In addition, the transaction recording process is still carried out manually so that the level of accuracy and effectiveness of transaction calculations is inadequate, and the level of efficiency of bookkeeping time is still relatively low. This is based on a lack of knowledge and understanding regarding the simple financial recording process.
- 2) Other problems faced are related to product distribution and marketing which are still carried out conventionally. Partners do not yet have a capable marketing strategy, resulting in the coverage of the product market share being very minimal. The advancement of digital technology in the era of globalization without being balanced by the ability to utilize advances in science and technology has hampered business development.
- 3) Community service partners experience problems in the field of production, namely related to the availability of facilities and infrastructure, raw materials and auxiliary materials used in the production process have exhausted their economic life, so they require renewal and provision in order to provide better benefits in the future.

### **Implementation Method**

The implementation method for this community service activity is in the form of mentoring and training of partner skills and providing business assistance. Mentoring of community service partners is an effort by the community service team to provide support, guidance, and training to partners in order to assist partners in implementing the work program provided. The following is a detailed explanation of the implementation method of the activity:

#### **1) Financial Transaction Recording Training and Provision of a Digitalized Financial Recording System**

Based on the problems faced by partners, the problem-solving solution that we offer is in the form of socialization and training in recording financial transactions. Partners are trained in preparing daily cash records to find out the initial cash balance, incoming and outgoing cash transactions, and the final cash balance. The targeted results of this program are to improve partner skills in determining cash inflows and outflows correctly, so that there is a match between the nominal cash balance in the books and the cash balance on hand. After the presentation of material related to the preparation of financial reports, the next stage is the provision of a digital financial recording system. One of the obstacles experienced by service partners is the high level of error in the bookkeeping process, as well as the low level of efficiency in preparing financial reports. Therefore, we provide a digitalized financial recording system and provide training on how to operate it.

#### **2) Provision of Website as a Form of Integrated Online Marketing Strategy and Promotion Strategy Training**

The second problem faced by community service partners is the coverage of the local market share, especially in Bali, which is still relatively narrow. In addition, product distribution and marketing are still carried out conventionally. The solution to this problem is to implement a more extensive marketing and promotion strategy

(Kuncoro, 2005). We try to apply the use of advances in science and technology, especially in terms of digital technology, as a form of relevance to current market conditions and consumer characteristics (Purwana, et al., 2017). Assisted by member II who has a background as an academic in the Management Study Program and practitioners with a background in information technology, we offer a work program in the form of providing a website and online promotion integrated with social media (via Instagram apps and Facebook apps).

### **3) Provision and Renewal of Facilities and Infrastructure, Raw Materials, and Supporting Production Materials**

One of the things that supports the smooth running of the production process is facilities and infrastructure, raw materials and supporting materials. From the survey process that has been carried out, we found that the capital conditions of partners are very limited, so they often experience difficulties in providing bamboo raw materials and auxiliary materials to make sokasi craft products, such as paint dyes and brushes. This condition causes the production process to be hampered, thus affecting the quantity of products produced. Based on these problems, we provide solutions in the form of assistance in providing supporting production facilities and infrastructure such as the provision of bamboo raw materials, and auxiliary materials for paint dyes and brushes. The service team also provides assistance in the form of new equipment such as saws and knives to replace equipment whose economic life has expired. The stages or steps for solving the problem are first, observations and surveys are carried out regarding facilities and infrastructure, especially equipment used in the production process of woven bamboo products, and recording related lists that need to be updated. The next stage is the process of preparing a budget in order to procure new equipment, raw materials, and auxiliary materials for service partners according to the specifications needed and the available budget. Furthermore, the entire service team provides 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**

### **1) Provision and Renewal of Facilities and Infrastructure, Raw Materials, and Supporting Production Auxiliary Materials**

The implementation of community service activities began with a meeting with partners on June 9, 2024 regarding the socialization that would be provided. The activities carried out at that time were that all members of the community service team were involved in the procurement and delivery of raw materials and supporting production auxiliary 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 auxiliary materials such as saws, paint and brushes. The results of this activity are that the availability of raw materials and auxiliary materials from community service partners is met, equipment that is obsolete or has reached the end of its economic life has been renewed, thus impacting the smooth production process of community service partners.

### **2) Financial Transaction Recording Training and Provision of a Digitalized Financial Recording System**

The implementation of the next work program is training in preparing simple financial reports and providing a digitalized financial recording system. The stages of implementing this work program are in the initial stage, the head of the service prepares material on daily cash records. If detailed, the material provided is first

related to determining the initial balance of operations. Then the next stage is recording cash inflows related to business activities such as business income. The next stage is recording and classifying cash outflows, for example purchasing raw materials or auxiliary/supporting materials. It should be underlined that it is important to classify and differentiate cash outflows for personal activities and business activities. The final stage is determining the amount of cash balance on hand with cash in the bookkeeping records. In this work program, the service team also prepares a demonstration book that can make it easier for partners to understand the socialization material presented.

The service team is assisted by practitioners who are known to have a background in information technology who also provide and train a digitalized financial recording system to overcome partner problems related to the manual bookkeeping process. The work program that we offer is a form of adaptation of business activities to the industrial revolution 4.0. The method of delivering the material is via laptop and smartphone. The community service team introduces a third-party application called "Buku Kas". This application can be downloaded for free on the Playstore and accessed via an Android smartphone. The Buku Kas application has a complete menu related to recording business finances. The community 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 community 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 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. The results of the implementation of this work program are that community service partners are able to input sales transactions, cost of goods sold, input expenses, record suppliers or customers. Partners can also record debts and receivables, and set reminders for their due dates. Equally important is that partners can download debt or receivable reports and simple financial reports according to the desired time period. The results of implementing this work program are that partners' ability to carry out financial transaction recording and bookkeeping has increased, as evidenced by the reduced level of transaction recording errors and the time for preparing financial reports has become more efficient.

### **3) Provision of Website as a Form of Integrated Marketing Strategy and Online Promotion Strategy Training**

The next work program is the presentation of material related to e-marketing-based marketing methods by utilizing third party applications in providing websites and conducting integrated online marketing called the "Setokko" Application. The "Setokko" application is an application for designing and creating online store websites easily, quickly and safely. Through this application, sellers find it easier to manage products in online catalogs. Sellers can manage products, photos, descriptions, and product availability information directly from one dashboard and are equipped with links that are directly connected to the WhatsApp application so that it will make it easier for consumers when making purchase orders. The community service team will register partner businesses on the "Setoko" application and adjust the name and

category of the business. Then continue by adding products to the catalog, complete with attractive product photos and descriptions and determining the appropriate price. The next stage is to set the payment link and shipping method you want to provide. Furthermore, sellers have been able to share store links via WhatsApp or social media accounts (Facebook and Instagram) as a form of integrated online marketing. Through this application, various payment options are available for customers with the “Setoko” payment link feature which is 100% safe, verified by Bank Indonesia and free of interbank transfer fees. The available payment methods are: 1) By using a payment link from any bank without being charged an admin fee; 2) By using e-wallets such as OVO, Gopay, ShopeePay, LinkAja, and Dana. This payment will go directly to the seller's account after the order is completed; 3) Manual Payment; 4) Cash on Delivery (COD). Another advantage of this application is that sellers can manage orders and product delivery from one application. Furthermore, this application can make it easier for sellers to market and promote products online because it is directly integrated with social media such as Facebook apps and Instagram Apps. Through Facebook apps, sellers can optimize brand awareness by helping advertisers find consumers (Gita, 2016). Meanwhile, Instagram apps can help advertisers market products through Instagram pages, especially to reach a wider audience by focusing more on photos or images (Aisyiyah, 2020). The advantages obtained by implementing this online marketing method are: 1) Can reach more people and build a business community, 2) Obtain new contact options by adding a button to visit the profile that makes it easier for potential consumers to contact the seller, 3) Sellers can also gain insight from followers of the registered business social media accounts, so they can see the performance of the product posts being marketed (Putra, et al., 2023). This type of promotion method is a form of adjustment to the characteristics of consumers and society in general, the majority of whom use social media Facebook and Instagram (Basu and Irwan, 2009). 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 (Faqih et al., 2019). Through the socialization of marketing strategies, partners can have a clear and focused picture of what will be done, so that the partner's position in the market can be maintained and improved (Trianto, 2019). The results of this work program are that service partners can more easily reach customers online, making it easier for partners to market and promote products because they are directly integrated with social media such as Facebook apps and Instagram apps, and leading to an increase in the scope of the product's market share.



Figure 3. Implementation of Community Service

### *Impact (Usefulness And Productivity)*

After the implementation of the work program in this community service activity, there are several benefits obtained by the service partners, namely:

- 1) Through training activities on preparing simple financial reports and providing a digitalized financial recording system, partners' skills in preparing bookkeeping have increased, transaction recording errors can be reduced, and the time for preparing financial reports has become more efficient.
- 2) Through socialization activities on online marketing strategies (e-marketing), partners' skills and abilities in utilizing e-marketing technology have increased, and the scope of the product market share has increased.
- 3) Through activities to provide supporting facilities and infrastructure for production, partners' productivity in production has increased because the availability of raw materials and auxiliary materials has been met, and equipment that has reached the end of its economic life has been renewed.

### **Conclusion**

Based on the activities that have been carried out, the following conclusions can be made:

- 1) The Women Farmers Group (KWT) Business Partners "Dana Mertha Mesari" have difficulty in meeting the needs of bamboo raw materials and auxiliary materials, partners do not yet have adequate skills, effectiveness and efficiency of financial records, and distribution and marketing of products are still carried out conventionally. This is the background for this community service.
- 2) The limitations of skills, effectiveness and efficiency of financial records that are not yet adequate, we overcome by providing a digitalized bookkeeping system. The application for preparing simple financial reports via Android smartphones is called Buku Kas. Supported by a guide book (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.
- 3) Problems related to distribution and marketing of products that are still carried out conventionally are overcome through socialization related to online marketing strategies (e-marketing) and the provision of a website based on the Setoko application. Through this work program, the market share of the products produced becomes wider.

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

### **Acknowledgments**

Thanks to the partners in this Community Partnership Program activity, namely the Women Farmers Group (KWT) "Dana Mertha Mesari". The most basic participation of service partners is being willing to participate in socialization activities from start to finish. Partners also do not seem defensive or closed off regarding the work program that we offer. But instead are willing to apply the work program that we recommend. Because only with that can the effectiveness of the program be known. What is no less important is that partners provide feedback if they experience confusion or do not understand the program that we provide. It should be understood that our work program is indeed intended to overcome the problems that partners face.



In addition, the form of partner participation is in the form of contributions of energy, thoughts, and provision of training places used during the service program.

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