Increasing Sales of Pandan Mat Artisans in Kadumaneuh Village Through Business Assistance Based on Internship Activities

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How to cite

Huda, N., Gani, A. N., Rofi'i, M., Haryanti, S. C., Tulasmiyanti, N., Dimitra, D. R. (2024). Increasing Sales of Pandan Mat Artisans in Kadumaneuh Village Through Business Assistance Based on Internship Activities. Jurnal Pengabdian Masyarakat, 5(2), 487-493 https://doi.org/10.32815/jpm.v5i1.1566

Abstract

Purpose: This project aims to increase the sales of pandan mat artisans in Kadumaneuh Village by addressing marketing challenges and introducing innovative business concepts.

Method: The approach included outreach, mentoring, and creating a promotional website. Artisans were trained in business concepts and product innovation, followed by mentoring to apply these ideas, and a website was developed for broader market reach.

Practical Applications: The website serves as a promotional tool to expand sales, while the training equips artisans with better business knowledge, helping them adapt and compete more effectively.

Conclusion: The project improved artisans' understanding of business concepts, though no significant change was noted in comparative analysis. The mentoring and website development are expected to bring long-term benefits to the artisans' businesses.

488) Increasing Sales of Pandan Mat Artisans in Kadumaneuh Village Through Business Assistance Based on Internship Activities, Huda, N., Gani, A. N., Rofi'i, M., Haryanti, S. C., Tulasmiyanti, N., Dimitra, D. R.

Introduction

In Indonesia, the presence of MSMEs (Micro, Small, and Medium Enterprises) has been proven to have a significant impact on the national economy. The role of MSMEs can be classified into three main contributions: the large number of industries across every economic sector, their substantial potential in labor absorption, and their contribution to GDP formation. MSMEs contribute over 95% of existing businesses in Indonesia (Anugrah & Wahyono, 2021; Atmaja et al., 2023; Dahiri, 2020).

The COVID-19 pandemic has caused economic instability, including for MSMEs. Generally, most MSMEs experienced a decline in income, with many facing bankruptcy due to the pandemic (Sugiarti et al., 2020). One strategy that MSMEs can adopt is optimizing digital marketing, particularly through improving social media marketing, online advertising, video marketing, search engine marketing, and website management. By digitalizing marketing efforts, MSMEs are expected to increase sales and online engagement to expand their business scale during the pandemic. (Rusliyawati et al., 2020; Shiratina & Affini, 2022) explains that selecting the right media in line with technological advancements and consumer behavior trends in electronic media naturally provides opinions that influence potential customers' purchasing decisions.

According to (Sahara et al., 2021), the selling process is the ability to influence the public or consumers so that the goods or services being sold can be exchanged. Meanwhile, (Rohyana, 2021) defines sales volume as the quantity of goods and services, either physically or in units, whose fluctuations can be observed.

Online sales are also crucial for MSMEs in rural areas, enabling them to expand their market from a local to a regional scale (Jati et al., 2023; Ririd et al., 2022). However, the biggest obstacle for rural MSMEs in conducting online sales is the lack of technical understanding and execution in using online sales-supporting applications.

There are two factors that influence MSMEs in adopting information technology, as mentioned by (Anam et al., 2023; Fitriyah et al., 2023; Wahyu et al., 2023) which are internal and external factors. Internal factors include the MSME's decision to adopt information technology, available capital or budget for technology development, IT human resources within the MSME, and the availability of information technology applications suited to the needs and characteristics of the MSME. On the other hand, external factors that influence MSMEs' technology adoption include competitive environments (competition with other MSMEs), government, customers and suppliers, as well as IT consultants and vendors.

The use of information technology (applications) is increasingly widespread among people across different economic and social strata and sectors, especially in trade. Smartphones, as an innovative technological product, offer key features for real-time sales. MSMEs can also market products online to a broader market, supported by integrated processes for sales, payments, and shipping.

In 2016, the village of Kadumaneuh was divided into seven regions: Nagari Ulakan (as the parent village), Nagari Padang Toboh Ulakan, Nagari Sungai Gimba Ulakan, Nagari Seulayat Ulakan, Nagari Manggopoh Palak Gadang Ulakan, Nagari Sandi Ulakan, and Nagari Kampuang Gelapung Ulakan, according to Regional Regulation No. 1 of 2013 on the Formation of 43 Preparatory Nagari Governments in Padang Pariaman Regency, dated February 28, 2013 (Preparatory Nagari). On October 19, 2016, the inauguration of 43 newly formed Nagari was symbolically held in Nagari Sandi Ulakan, with TAMAR JAYA serving as the appointed Wali Nagari Sandi Ulakan, overseeing nine Korong (hamlets).

Most of the women in Kadumaneuh Village, especially those who are married, work as pandan mat weavers to support their husbands in sustaining family life. However, unemployment remains high in Kadumaneuh Village, and the economy is slow due to a lack of skills among housewives, which prevents them from contributing to their families' income. Currently, MSME actors in Kadumaneuh Village are dominated by catfish farmers and pandan mat weavers.

Figure 1. Kadumaneuh Village Demography

GRAFIK PENDUDUK TAHUN 2022
DESA KADUMANEUH KEC. BANJAR KAB.PANDEGLANG PROP. BANTEN

LAKI-LAKI= 2200	67.69 %	TIDAK BEKERJA= 350	10.77 %
PEREMPUAN= 1050	32.31 %	SEKOLAH= 2500	76.92 %
BEKERJA= 2900	89.23 %	BELUM SEKOLAH= 750	23.08 %

The pandan mat artisans in Kadumaneuh Village still run their businesses in a very traditional manner. Their products are sold only locally, and the selling value remains low due to unattractive packaging. These entrepreneurs also market their products through local village stores, meaning that larger markets, such as the Jabodetabek area, are not exposed to these products. As a result, sales remain stagnant, and the crafts fail to create a significant multiplier effect on other areas of the local economy.

Method

The implementation method of this community service (PkM) is carried out in stages, beginning with 1) education and assistance in product development (product innovation), 2) developing sales through digital means by preparing a business website for pandan mat crafts, and 3) establishing an e-commerce platform for pandan mat crafts. This article is limited to the first method, while the second and third methods are still in the preparation process.

Result

The target of this community service (PkM) program is housewives who work as pandan mat weavers, with the participants' ages as follows:

Figure 2. Age of Training Participants
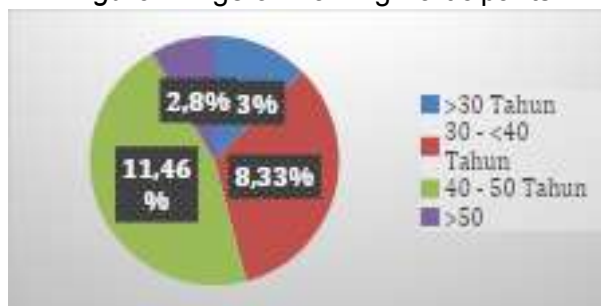
The majority of the participants are aged 40-50 years, with 11 participants (46%) out of 24, followed by 30-40 years with 8 participants (33%), indicating that most participants are housewives or married women.
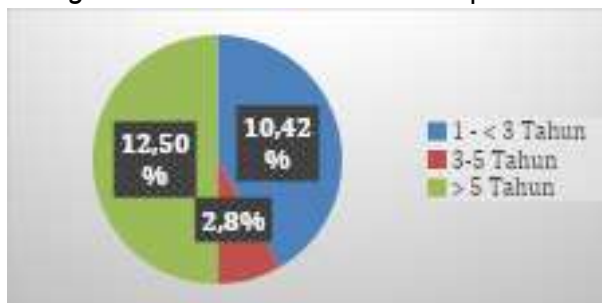
490) Increasing Sales of Pandan Mat Artisans in Kadumaneuh Village Through Business Assistance Based on Internship Activities, Huda, N., Gani, A. N., Rofi'i, M., Haryanti, S. C., Tulasmiyanti, N., Dimitra, D. R.

Figure 3. Education of Training Participants
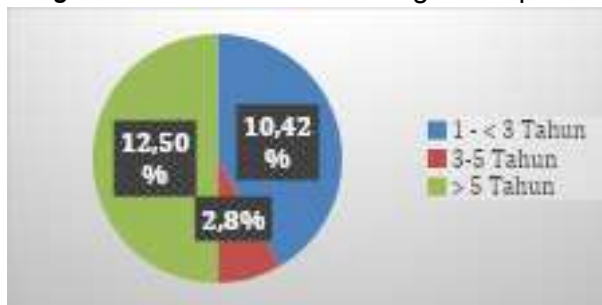
Most participants have elementary school education, with 16 participants (67%), followed by 7 participants (29%) with middle school education, and only 1 participant with high school education.

Figure 4. Duration of Business Operation

Half of the participants (12 participants, 50%) have been running their businesses for more than 5 years, while 10 participants (46%) have been running their businesses for 1-3 years, and only 2 participants (8%) for 3-5 years. Most participants expressed difficulty in marketing their products, typically selling to middlemen at very low prices.

Figure 5. Number of Family Dependents of Training Participants
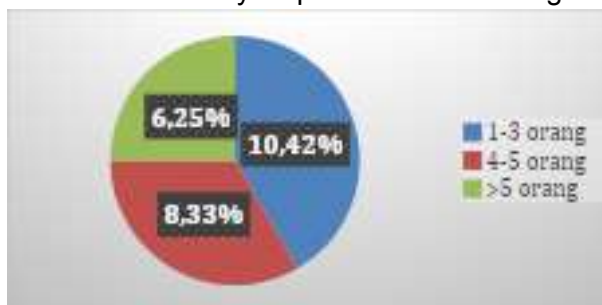
The majority of participants have 1-3 dependents (10 participants, 42%), followed by 4-5 dependents (8 participants, 33%), and more than 5 dependents (6 participants, 25%).

Figure 6. Trainers and Training Participants

During the training, discussions were held about product finishing, as well as discussions with the weavers regarding product types and variations. We recommended incorporating variations by playing with colors and diversifying the purposes of the pandan mat crafts.

Figure 7. Product Development Practice and Finishing

Before the training, participants were asked to complete a pre-prepared questionnaire. The results of the pretest and posttest are shown in the table below:

Table 1. Pretest and Posttest Results

No	Pre-test	Post-test	Difference
1	40	20	-20
2	40	40	0
3	20	10	-10
4	30	60	30
5	20	50	30
6	30	30	0
7	40	20	-20

8	30	60	30
9	30	40	10
10	10	0	-10
11	50	30	-20
12	30	50	20
13	30	50	20
14	30	70	40
15	40	50	10
16	50	20	-30
17	30	30	0
18	40	40	0
19	40	50	10
20	40	50	10
21	20	30	10
22	10	20	10
23	40	50	10
24	20	40	20
Average	31,67	37,92	6,25

On average, there was an improvement in scores after the training compared to before, with an average pretest score of 31.67 and a posttest score of 37.92. The highest score before the training was 50, and the highest after was 70. Six participants experienced a decrease in scores after the training, 14 participants showed improvement, and 4 participants remained the same.

Table 2. Mean and Standard Deviation

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before	31,6667	24	10,90140	2,22524
	After	37,9167	24	17,18927	3,50875

This means that the scores after the training are more varied compared to before the training.

Table 3. Correlation

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Before & After	24	,228	,284

The correlation value between the scores before and after the training is 0.228, indicating a very low but positive relationship between the two.

Table 4. Paired Sample Test

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Sebelum - Sesudah	-6,25000	18,13296	3,70138	-13,90688	1,40688	-1,689	23	,105

Based on the significance value (0.105) > 0.05, it means that there is no significant difference between the scores before and after the training.

Discussion

Increasing the sales of pandan mat artists in Kadumaneuh Village through business support based on job activities brings up a number of important areas that need to be developed and made better. To begin, the artists can't make much money because it's hard for them to market their goods, which they mostly sell to brokers. Artists may be able to reach more people and make more money if they get focused training and business help,

especially in digital marketing and e-commerce. Craftspeople can learn about market trends, effective sales tactics, and new product development through internships. This gives them a good way to set their products apart and make them more appealing. If artists are encouraged to work together, they might be able to create a brand that highlights the quality and uniqueness of their work. This method builds support in the community and makes a business more visible in the market at the same time. Putting together a number of business aid programs will help the artists in Kadumaneuh Village make more money, live better, and make a big difference in the local economy. The pandan mat craft industry in the area will only be able to come back with a well-thought-out plan that includes training, market access, and hands-on experience.

Conclusion

Based on the training provided, several participants showed an increase in understanding; however, the comparative sample test results indicated no significant difference between the scores before and after the training. This represents the first phase of community service (PkM) activities.

Acknowledgements

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