

Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing

¹Tatas Ridho Nugroho*, ¹Tomy Rizky Izzalqurny, ¹Muhammad Fuad, ¹Riska Dwi Aprilia, ¹Nabila Aura Dewanti

¹Universitas Negeri Malang, Indonesia

*Corresponding author

E-mail: tatasridho.feb@um.ac.id

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Abstract

Purpose: This activity aims to enhance economic independence in Bicak Village by developing local craft products from regional resources, focusing on products like knitted bags and accessories made from unique natural materials.

Method: The program employs a community partnership empowerment approach, including observation, training in production and management, and support in website creation and digital marketing to enhance local skills in production, management, and marketing.

Practical Applications: Activities include socialization and training in efficient raw material utilization and creative enhancement, financial management, website development, and digital marketing. These efforts improved production quality dan marketing capabilities, enabling participants to expand their market reach through digital platforms effectively.

Conclusion: Bicak Village faces challenges in expanding market reach for local crafts and limited production and material management skills. This community service program provides solutions through training in production, management, and digital marketing via social media.



Introduction

BUMDes is a national economic development institution that functions as a national and commercial organization, aiming to enhance community welfare (Pradana & Fitriyanti, 2019). The objectives of establishing BUMDes include developing businesses for poverty alleviation, encouraging community development, providing social services, and assisting rural communities (Putra, 2015). Village community empowerment assistance is an important strategy to develop the village economy in a sustainable manner, so that village communities can receive greater economic benefits (Rahayu & Febrina, 2021). Village communities can optimize local potential by leveraging natural resources and competitive advantages, as well as expanding access to marketing and other resources (Suyatno & Suryani, 2022). Community empowerment assistance is needed as a step to advance the economy of rural communities (Rikantasari et al., 2023; Tanan & Dhamayanti, 2020).

Bicak Village has strong economic potential due to its strategic location around tourist and historical sites in Trowulan, Mojokerto Regency. Although Bicak Village itself lacks temples or historical sites, it leverages its natural resources by developing its agricultural sector and local crafts. Local handicrafts are potential souvenirs typical of Mojokerto produced by Bicak Village and can be used as souvenirs for tourists visiting the Trowulan area. According to Ms. Yunita Dwi Ratnasari as the Head of Bicak Village, residents are skilled in producing knitted bags, accessories, however, these products have yet to fully capture buyers' interest.

Figure 1. Local handicraft products produced by Bicak Village Community



Source: Private documentation, 2024.

The market of local handicraft products remains limited to the local area and has not expanded to a wider market. This limitation poses a challenge for BUMDes Bicak, highlighting the need for collaboration to enhance the value of local products and to develop marketing strategies for wider market access. Innovation is also needed to encourage resource utilization and become one of the village's flagship products that can be marketed both nationally and internationally (Aminoto et al., 2022). The implementation of marketing strategies is important to strengthen competitiveness with other businesses, which can be achieved through the use modern technology (Puspa Dewi et al., 2020). Digital marketing has become a key tool for business owners, responding to consumers' increasing digital engagement (Febriyantoro & Arisandi, 2018). The ability to use digital technology for market products is crucial factor influencing the competitiveness of local craft products (H. Afian, 2024; Dewi et al., 2022; Winarni & Mahsun, 2021).

131) Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

Digitalization marketing or the ability to market products online is an effective method for increasing product sales due to its broader market reach (Fahlifi, 2023; Hikmah & Wijaya, 2023). Digital marketing offers the convenience of being accessible anytime and anywhere, enabling consumers to place orders and compare products with ease. Digital marketing is the internet and social media. Initially, social media served as a communication tool between individuals, but now it is a critical marketing platform an essential part of the business landscape (Öztamur & Karakadılar, 2014; Puspa Dewi et al., 2020). Digital marketing aims to leverage social media and digital marketing strategies to promote products, expand customer networks, and increase online visibility (A. Afian et al., 2024). Digital marketing development initiatives are strengthened by providing training to ensure program continuity of these efforts after service activities (Ghadermarzi et al., 2023).

Based on the situation analysis above, the main problem for Bicak Village residents is the lack of history-based tourism potential, unlike other areas in Trowulan, so it must utilize its natural resources and human potential. From these problems, it can support Bicak Village to develop the creativity of local residents through handicrafts production, however several various challenges need to be addressed, including: 1) How can handicraft products be developed to increase buyer interest in Bicak Village's local crafts? 2) How to overcome limitations in marketing local craft products in Bicak Village?; 3) How to develop an effective marketing strategy for local craft products as souvenirs?; 4) How to improve digital marketing skills to support local economic growth and enhance competitiveness in broader markets?; 5) How to build an ecosystem to sustainable local economic development in Bicak Village through the development of production skills, production management and digital marketing?

Based on the background, community empowerment in Bicak Village should focus on developing skills in craft production, efficient production management, and digital marketing. Utilizing digital technology in marketing is expected to help local products of Bicak Village reach a wider market, thus increasing product sales and encouraging local economic growth. The purpose of this activity is to foster economic independence of the Bicak Village community through the development of local craft products based on regional potential, especially in the processing of various craft products from natural materials unique to Bicak Village such as knitting bags and accessories.

Method

This program aims to enable the community to fully utilize resources and maximize their potential in the crafts sector. The program was conducted for BUMDes Bicak and the general public of Bicak Village, Mojokerto Regency which was held in April-October 2024. Bicak Village, Mojokerto Regency was chosen because this village has the potential to develop even though it does not have a historical heritage in it like the surrounding villages. This activity was carried out using the pre-service observation method, socialization and mentoring, making social media, and evaluating the sustainability of the program.

1. Pre-service Observation

This stage is the main foundation for the successful implementation of the PKM program. Led by Tatas Ridho Nugroho and the service team, the activity involved internal coordination to establish task division and implementation strategies. External coordination was also conducted with the village government, particularly with the head of Bicak Village, to secure agreement and support for the PKM program. There is a clear and organized division of tasks, official support and approval from the village government, and readiness of human and logistical resources to implement the program.

2. Socialization and Assistance

The activity began by conducting socialization related to the importance of effective and efficient production, along with the various benefits it offers to the community. After the socialization activities, practical training was conducted to share experiences and

knowledge related to the latest production techniques and focused on efficient management practices. In addition to production training, management training was also provided. This program is implemented through interactive training sessions for experienced business practitioners to discuss strategies for effective human resource management, financial management, and quality improvement. The development of action plans to improve production and management, and the application of new techniques in daily activities by participants. In measuring the level of success of this training is indicated by an increase in product production of at least 50%, a decrease in raw material waste from production by at least 25%, and an increase in production creativity with the addition of by adding more types of handicraft products by at least 25%.

3. Social Media Creation and Digital Marketing Training

Digital marketing website is needed for Bicak Village as a promotional tool, as the village currently lacks an online presence. Branding strategies from the Kemiren traditional village will be adapted in Bicak Village, such as creating a digital marketing website as a promotional media and creating social accounts on platforms like Instagram and Tiktok. Digital marketing development activities will be strengthened through training to ensure the program's sustainability after initial activities. The existence of digital branding will further make Bicak Village a reference village to become a craft center in the Trowulan area. This will support increased product exposure in local and national markets, increased sales volume, and increased income for craftsmen.

4. Monitoring and Evaluation of Program Sustainability and Post-Service Activities

This stage focuses on monitoring and evaluating the programs' implementation and its impact on the Bicak Village community. Program evaluation is conducted after each service activity, with additional evaluations at the final stage to address any issues that arose. This includes documenting problems encountered during service activities, resolving identified issues, assessing participant feedback, and recording the outcomes in meeting minutes. Following the evaluation a post-service agenda should be prepared to ensure program sustainability. This agenda includes quarterly evaluations over the next year, where partners will be contacted to monitor progress and identify any obstacles encountered. It is hoped that in the future the community will continue to utilize digital platforms in a sustainable manner, accompanied by a tangible increase in income and production quality.

Figure 2. Discussion With Head of Bicak Village



Source: Private documentation, 2024.

Result

This community service was carried out in Bicak Village, Trowulan District, Mojokerto

133) Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

Regency involving 25 participants, including BUMDes Bicak Makmur administrators and Bicak village officials. The purpose of the activity is to advance the economic independence of the Bicak Village community by developing local handicraft products that leverage regional resources, particularly through the processing of natural materials unique to Bicak Village, such as knitted bags and accessories. The activity includes several stages, such as:

1. Preparation Stage

At this stage, the activities included internal coordination related to the division of tasks and the arrangement of the implementation strategy both related to the resource person, activity speaker and program organization. Socialization materials and practical guidelines for implementing the activity program were prepared.

2. Survey and Problem Identification

During the survey and problem identification stage, observations and coordination were conducted with the Bicak Village government, particularly the head of Bicak Village. Coordination aimed to secure agreement and support for the PKM program. Observation and coordination were carried out directly in Bicak Village. This stage is carried out so that the implementation of the activity can run successfully and can provide maximum results to overcome the problems of BUMDes Bicak Makmur.

Figure 3. Survey and problem identification at Bicak Village Office.



Source: Private documentation, 2024.

3. Problem Solving

Following problem identification, issues were found in the production and marketing aspects of BUMDes Bicak. Problem solving related to the production aspect was conducted through socialization and practical training involving local craft industry experts. In addition, socialization was conducted related to management skills. In relation to the marketing aspect, the problem was solved by creating a website, profile content, and digital marketing training.

4. Activity Implementation

The socialization of the importance of effective and efficient production was conducted on 03-04 October 2024. Practical training with local craft industry experts provided knowledge and experience in the latest production techniques. This activity was attended by 25 participants including Bicak Village officials and several administrators and members of BUMDes Bicak Makmur. Activities included training in production skills, followed by sessions on monitoring and management skills, aimed at achieving financial and managerial efficiency. Additionally, the program emphasized the use of technology, particularly through accurate software applications. As part of this community service, a

134) Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

digital marketing website was developed as a promotional tool, along with social media accounts on Instagram and TikTok for branding purposes.

Figure 4. Socialization activities of the Bicak Village Community Service Team



Source: Private documentation, 2024.

Figure 5. Training on local craft production with the community of Bicak Village



Source: Private documentation, 2024.

5. Monitoring and Evaluation of Program Sustainability

Evaluation was conducted to assess the success of the mentoring program's implementation. The evaluation was carried out to review the participants' understanding of the importance of efficient raw material management practices and to review the increased creativity of the residents of Bicak Village. In addition, it sees an increase in product production and a decrease in raw material waste. Increased branding on social media such as Instagram and TikTok, which is marked by an increase in followers is also an evaluation material. The evaluation also reviewed income growth among local craftsmen. Before this community service initiative, BUMDes Bicak Makmur lacked strategies for developing appealing handicraft products, effective marketing approaches, and digital marketing skills, as there was no social media presence for product promotion. After this community service activity, BUMDes Bicak Makmur has social media such as Instagram and Tiktok to help improve product marketing. In addition, BUMDes Bicak Makmur now has a shopee account as one of the platforms to sell craft products. After

135) Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

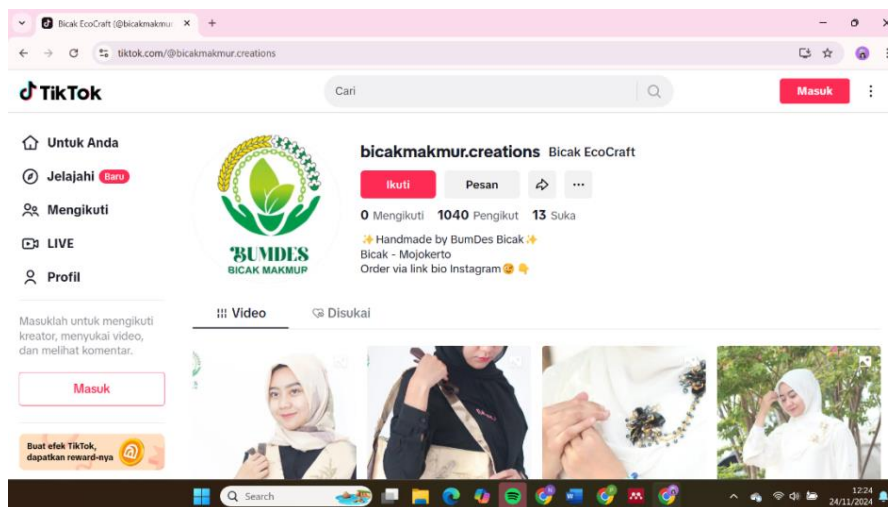
this program was implemented, positive impacts were seen from various aspects, especially in terms of the usefulness and productivity of the Bicak Village community. This contributed to a 50% increase in production volume, which also increased the income of the village community, as well as an increase in digital content creation.

6. Post-Service Activities

To ensure the sustainability of the program, evaluations will be conducted every three months. The team will regularly communicate with partners to monitor progress and identify any challenges that may arise over the next year. Additionally, an open line of communication will be available through contact numbers for immediate support if partners encounter urgent issues. In this way, it is hoped that any challenges that arise can be resolved immediately to ensure the smooth and sustainable success of the program.

Discussion

This community service was conducted in Bicak Village, Trowulan District, Mojokerto Regency involving 25 participants consisting of Bicak Village officials and several administrators and members of BUMDes Bicak Makmur. The results of this activity related to production skills include the improvement of product consistency and quality, product efficiency, and product creativity. In terms of management skills, the results seen are an increase in production of at least 50% and a reduction of at least 25% in raw material waste. For digital marketing, success is marked by a minimum of 1,000 followers on Instagram and TikTok, along with 100 reviews on digital maps, which has contributed to increased sales volume and higher income for local craftsmen.



Source: Private documentation, 2024.

The results of this activity align with its objectives, which is to advance the economic independence of the Bicak Village community through the development of Bicak Village craft products. This is in line with research by (Febriyantoro & Arisandi, 2018) that technological developments make MSEs need to adjust themselves, especially in the marketing process, making it easier for MSE actors to be able to attract and interact directly with consumers. During the training sessions and creating social media accounts, participants were actively involved in creating social media for product marketing. Additionally, participants demonstrated a strong understanding of efficient raw material management, enhanced creativity, financial management, and branding. This activity emphasizes sustainability by

136) Social Innovation for BUMDES Bicak Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

incorporating digital marketing technology, which will enable Bicak Village products to reach a broader market in the future.

Conclusion

The problems faced by the community of Bicak Village, Mojokerto Regency are the obstacles in marketing local handicraft products to a broader market, as well as limitations in production capabilities and raw material management. To address these issues, a community service program was implemented, providing training in production, management, and social media-based digital marketing. This program aims to enhance the community's skills in managing production and expanding market reach through digital platforms. Future initiatives could focus on product innovation to increase competitiveness, offer advanced training in digital marketing and finance, and establish collaborations with tour guides or influencers to broaden product promotion. These activities are expected to improve the sustainability and economic competitiveness of Bicak Village in the future.

Figure 7. Collaboration between UM Lecturers and Students and BUMDes Bicak Village in Community Service activities.



Source: Private documentation, 2024.

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137) Social Innovation for BUMDES Bicap Makmur: Sustainable Partnerships in Local Crafts Production and Marketing, Nugroho, T. R., Izzalqurny, T. R., Fuad, M., Aprilia, R. D., Dewanti, N. A.

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