

## Creative Marketing Strategy Assistance for Awung Gading Bamboo Products in an Effort to Support the Development of MSMEs in Wukirsari Village, Bantul, Special Region of Yogyakarta

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**Abstract:** *Awuung Gading Bamboo Crafts is one of the traditional craft MSMEs in Wukirsari Village. This village has the potential for bamboo crafts that have economic value. However, sales turnover remains far below expectations. Subsequently, the community service team provided marketing strategy training. The activity involved in-depth observation and counselling on marketing strategies, particularly a digital approach. The results demonstrated increased knowledge and understanding of optimal marketing in the digital era.*

**Keywords:** *Bamboo Awung Gading; Bamboo Crafts; MSME Development; Wukirsari Village; Creative Economy.*

### INTRODUCTION

Wukirsari Village, Imogiri District, Bantul Regency, is an area rich in natural resources, especially ivory bamboo. This type of bamboo is characterised by its golden yellow colour, strong stems, and high durability, making it the primary raw material for various local crafts such as tambir (wooden baskets), kalo (wooden baskets), trays, and serving lids. The village has the capacity to produce and meet local needs for food, energy, basic services, and other needs. In this regard, the village is able to provide employment, provide a source of income for the community, and generate adequate village income. (Hidayat, S., Nurhidayatullah, D., & Zain, 2022) According to data from the DIY Industry Office (2021), approximately 60% of households around Wukirsari Village are involved in bamboo craft production in the home industry. (Daniel Morin & Harthoko, 2020)

Despite the significant economic potential of this craft sector, the primary challenge faced by artisans is the limited availability of effective and modern marketing strategies. Most artisans still rely on collectors and word-of-mouth marketing and have not yet optimally utilised digital media for product promotion. Therefore, strategies such as more effective craft product marketing training are needed to reach a wider market (Muryantini & Rahatmawati, 2021).

The purpose of this community service activity is to support community economic empowerment by increasing the marketing capacity of awung gading bamboo crafts using a simple technology-based approach and strengthening distribution through collectors. This community service also aims to determine the extent of active community involvement, both as producers and in the independent digital promotion

process.

Community participation is a crucial aspect of this programme's success, given that most production activities are carried out within families or small community groups. With digital marketing training, systematic product preparation, and technical assistance, it is hoped that the community will not only become product producers but also be able to play a key role in the marketing process and the sustainable development of bamboo craft businesses using environmentally friendly materials.

## **METHOD**

This community service programme utilises an in-depth observation approach and active participation from the management of Bambu Awung, Bantul Regency, Yogyakarta. The main focus of this service is to assess the use of technology for marketing in the digital era. This community service activity utilises a participatory and educational approach with the following stages:

### 1. Problem Identification

Conducted through direct observation and interviews with business owners to identify obstacles in product marketing.

### 2. Programme Planning

Preparation of training materials covering basic digital marketing concepts, use of social media (Instagram, Facebook, TikTok), digital content strategy, product photography techniques, digital branding, and copywriting.

### 3. Training Implementation

Training is conducted directly through lectures, interactive discussions, and practical use of digital platforms.

### 4. Mentoring

Mentoring is provided to assist business owners in implementing digital marketing strategies sustainably.

### 5. Evaluation

Evaluation is conducted by comparing conditions before and after the training, particularly in aspects of digital media use and increasing consumer interaction.

## **RESULT AND DISCUSSION**

The Awing Gading Creative MSME (SME) is a traditional craft entrepreneur specialising in bamboo crafts. This MSME is located in Wukirasi Village, Imogiri District, Bantul Regency, Yogyakarta Special Region. This village is a well-known tourist destination. (Martina Herliana et al., 2021) The main raw material for bamboo crafts is bamboo, which is considered strong, durable, and easy to shape. The raw material is obtained from local and surrounding villages. These superior bamboo craft products include serving dish covers, trays, tissue holders, and more. These bamboo crafts have been marketed outside the city, such as Purwokerto, Semarang, and various other cities.



Figure1. Wukirsari village hall

Prior to implementing the service programme, the Awing Gading MSME implemented a traditional marketing strategy. Handicrafts were sold directly to collectors in the local village area. Furthermore, the Awing Gading MSME collaborated with local village cooperatives to assist with marketing outside the city. The Awung Mustika Cooperative visited various areas such as Purwokerto, Purwodadi, Kroya, and Solo. Bamboo craft products have also been included in exhibitions such as those at Ambarukmo Plaza, FKY, the Anniversary of the Faculty of Cultural Sciences, Gadjah Mada University (UGM), the Farmers Market of the Faculty of Agriculture, and the Bantul Expo 2008. These MSMEs face various obstacles, including a lack of broad marketing reach for bamboo craft products. Products are only marketed within the village and through cooperatives. A lack of attractive product designs is also a factor. The relatively low selling price has led to a lack of interest among local youth in participating in the bamboo craft MSME industry. Furthermore, the Awung Mustika Cooperative is not yet a legal entity and is limited in its management, lacking a structured approach.



Figure 2. Awing Gading Bamboo Craft Products

Given these challenges, a strategy is needed to address them. One approach is digital marketing training. Digital marketing training can explore the creativity of local residents and the potential of MSMEs, which will impact the marketing of craft products and the economic well-being of the local community (Damayanti et al., 2022).

Implementing an e-commerce strategy through the WhatsApp Business feature helps MSMEs market their products online. With this feature, MSMEs can provide information to consumers more efficiently and comprehensively, eliminating the need to focus solely on marketing through WhatsApp stories. (Muryantini & Rahatmawati, 2021).



Figure 3. Bamboo craft production facility

Various craft products produced by bamboo artisans in Wukirsari Village. These bamboo crafts are marketed at a price range of IDR 10,000 to IDR 20,000 per piece. This price is considered very affordable considering the lengthy and highly skilled manufacturing process. The process takes approximately three days, from selecting the bamboo, cutting it, smoothing it, weaving it, and applying a protective coating as a finishing touch.

## CONCLUSION

This community service activity demonstrated that the marketing strategy implemented by the Awing Gading MSME in Wukirsari Village still relies on traditional marketing strategies. Although digital platforms have been attempted, implementation has not been optimal. Currently, the Awing Gading MSME only utilises sales through cooperatives, collectors, and WhatsApp Stories. This strategy is considered less than optimal for reaching a wider market and increasing the selling value of bamboo crafts. With digital marketing training, the use of social media, and youth involvement in the Awing Gading MSME, product competitiveness in the market will increase in the future (Fibriyanti et al., 2021). This programme also had a positive impact on the governance of the Awung Mustika Cooperative, which has become a marketing tool outside the city. The programme encourages improved management and awareness of the importance of craft product innovation. However, challenges remain, such as limited internet access, limited human resources, and high competition with other similar products.

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