

EFFORTS TO DEVELOP THE CREATIVE ECONOMY OF BAMBOO CRAFTSMEN THROUGH SOUVENIR INNOVATION TO ACHIEVE EXPORT MARKET OPPORTUNITIES IN BAMBOO SMEs IN WUKIRSARI VILLAGE

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Abstract

Wukirsari Village, Imogiri District, Bantul Yogyakarta is one of the villages that produces various crafts, one of which is bamboo crafts. The bamboo craft products produced are in the form of rice containers, kalo, bamboo shelves, tampah and parcels. The process of making bamboo crafts is carried out with simple equipment, not yet using modern equipment and is carried out by 15 craftsmen. So the number of products produced is still limited. The finished crafts will later be handed over to collectors at a price determined by the collector. In terms of marketing, a digital platform has not been used. This community service activity is carried out by providing socialization and discussion. The purpose of this community service activity is to provide solutions to the problems faced by bamboo crafts in Wukirsari Village. Therefore, digital marketing is needed such as through Google Business Profile, website, WhatsApp Business and carrying out product innovation in the form of using color or design on products, besides that it can also add types of products produced such as flower vases or wall hangings.

Keywords: Digital marketing, innovation, bamboo crafts

I. INTRODUCTION

Wukirsari is a village in Imogiri District, Bantul Regency, Special Region of Yogyakarta (DIY). Wukirsari Village is located in the south of Yogyakarta City with an area of approximately 15 square kilometers. Administratively, Wukirsari Village consists of 16 hamlets. Most of the residents of Wukirsari work in the agricultural, industrial, trade, and service sectors. Wukirsari Village has a wealth of arts and crafts industry with various types of commodities (bamboo, batik, leather, wood, knitting, beads) so that it absorbs a lot of labor from the local community which has the potential to improve the welfare of the population. [1] One example of an industry in Wukirsari Village is the bamboo arts and crafts industry.

In Indonesia, the creative industry has been recognized as an important business related to its real role in the Indonesian economy. This can be seen from the GDP contribution of around 63.58%, the absorption of labor of 99.45% of the 99.84 existing business units. [2]. One of the creative industries in Bantul is bamboo crafts, which in making products is done by making weaves from apus

bamboo. According to [3]. Bamboo weaving is a handicraft that uses certain types of bamboo through a process of chopping, cutting, and drying to produce several types of woven products. To expand the market share, innovation is needed. Innovation is a change that is made intentionally to increase the value of a product [4]. Bamboo weaving creations can be in the form of unique and attractive shapes, colors, or designs according to the skills of the craftsmen and the culture of the community [5].

There are various problems faced by bamboo weavers in Wukirsari Village, Imogiri, Bantul District, Yogyakarta. The weaving produced is still monotonous, production capabilities are very limited because it is done manually without modern technology, marketing is still conventional and the activity of making bamboo weaving is carried out by only 15 workers. The weaving results produced by the craftsmen are sold to collectors at a relatively low price, starting from a price of IDR 7,000. To obtain raw bamboo materials in the form of apus bamboo, namely by making purchases from someone who has bamboo plants. [6]. These problems can hinder the growth of community economic development.

Economic growth requires creativity and skills to improve welfare. The creative economy is a new economic concept that combines information with creativity that relies on ideas, knowledge and ideas from human resources as production factors to increase people's income [7]. Wukirsari Village, Imogiri is included in the development of the creative economy. The purpose of the creative economy is to develop small creative industries with the hope that an economic product produced can open up new markets and jobs so that it can later increase income [8].

Based on the problems in Wukirsari Village, an international community service activity was carried out which was a collaboration of 5 countries, namely Indonesia, Malaysia, Thailand, Vietnam, and Uzbekistan. which was organized by the State University of Jakarta. To overcome existing problems, product innovation is needed, besides that an appropriate marketing strategy is also needed, namely by digitalization. Digitalization makes a major contribution to opening wider market access, strengthening marketing strategies, and increasing operational efficiency. Meanwhile, product innovation has proven to be important in creating added value and meeting international market standards and tastes. However, the implementation of these two strategies still faces various obstacles, such as low digital literacy, limited infrastructure, and lack of technical support.[9].

Therefore, support is needed from various groups, such as the government, universities, or financial institutions. Bamboo crafts in Indonesia have great potential to be exported abroad, this is because of their uniqueness and quality. The export destination countries are Japan, America, and Australia, which countries like environmentally friendly products. Bamboo crafts produced from Wukirsari Village, Imogiri, Bantul Yogyakarta are various, such as: rice containers, kalo, bamboo shelves, tampah and parcel containers. Through product innovation that can be done such as providing

image/motif accents on the product, giving other colors to the product to attract buyers. Product innovation is a crucial factor in creating a competitive advantage in the international market. Innovation is not limited to the creation of new products, but also includes improvements in design, function, packaging, and marketing strategies that are in accordance with the characteristics of global consumers. Innovative products tend to attract the attention of foreign consumers more easily because they are considered unique, functional, and meet international standards [10].

II. METHODS

The data used in writing this community service article is primary data sourced from experience and also direct observation by the community service team, while secondary data is obtained from several literature studies that support this community service activity. The stages in this community service activity consist of several stages, namely:

- a. Preparation, at this stage the things prepared by the team are coordinating with the team to plan activities conceptually, operational mechanisms, and job descriptions.
- b. Implementation, at this stage the activity is to provide training consisting of:
 1. Delivery of the material provided related to how to create product innovations.
 2. Delivery of the use of e-commerce applications on how participants can market their bamboo woven products can be marketed via the internet.
- c. Evaluation, at this stage the evaluation activity of this community service is carried out by evaluating the process and results.

III. RESULT AND DISCUSSION

Community service activities were carried out in Wukirsari village, Imogiri District, Bantul Yogyakarta on Tuesday, May 20, 2025. Bamboo craft products produced by craftsmen from Wukirsari village are: rice containers, kalo, bamboo shelves, tampah and parcel containers. These products are made using apus bamboo and purely using the natural color of bamboo. The rope used for the edge of the product uses yellow. This color was chosen because it is a legacy from our ancestors. The product manufacturing process is first by chopping bamboo, then weaving. In weaving, craftsmen can make as many as 25 weaves in a day. After the weaving process is complete, the next step is to print the weave using the existing printing tool and weave embroidery. The finished products made by craftsmen will later be taken by collectors. Collectors take all finished products without sorting at a price of IDR 7,000 / piece. This bamboo craft has an extraordinary opportunity to export abroad. This is because of the high interest in bamboo crafts to use environmentally friendly products.



Gambar 1. Produk Kerajinan Bambu

Figure 1 shows various products produced from bamboo crafts in Wukirsari village. The woven products use pure materials from apus bamboo. To penetrate the international market, product innovation is needed. Product innovation that can be done is by adding designs or motifs to the products made. In addition, it can also be done by making new products such as flower vases or wall decorations. There are several requirements that must be met so that products can achieve exports, including: product quality, attractive designs that are in accordance with international demand, raw materials used, production processes, certification, price, packaging, marketing and compliance with regulations. Innovative products tend to attract the attention of foreign consumers more easily because they are considered unique, functional, and meet international standards (Ramin et al., 2024).



Gambar 2. Dokumentasi Kegiatan Pengabdian

The right marketing process is also needed to reach the export market. Marketing of woven products from Wukirsari village has not used digitalization methods. Marketing is done through collectors or WhatsApp stories. To achieve maximum sales and increase income, digital marketing is needed, such as using other digital platforms such as: Google business profile, Website, WhatsApp business, Instagram and Facebook. In addition, you can also use national marketplaces such as: Shopee, Lazada, or Tokopedia. For digital export platforms, you can use Global Sources, Alibaba, or access buyers through digital-based international exhibitions.

IV. CONCLUSION

Wukirsari village bamboo crafts need to innovate products in order to compete on a national and international scale. One innovation that can be done is by using color on the product or providing images to attract consumer interest. In addition, to enter the export market, digitalization is needed in terms of marketing so that the market share is wider in reach.

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