



Eco Bamboo Creation: Bamboo Craft MSMEs as an Effort to Strengthen the Competitiveness of Gudang Village, Sumedang

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ABSTRACT

This service was carried out in Gudang Village, Tanjungsari District, Sumedang Regency, with the aim of strengthening the competitiveness of the village. The service team applies observation methods, program idea design, program mentoring, monitoring, and evaluation. The results of this service show the success of the program in creating superior village products, achieving targets in sales realization, improving the economy, and the satisfaction of the target community with activities.

INTRODUCTION

Village government is the lowest government that has a direct relationship with the community and has an important role in the welfare of the community. Increasing village competitiveness is an effort to prosper the community by improving the ability to compete and contribute economically, socially, and culturally at the local, regional, and national levels. One of the efforts to increase village competitiveness is by creating superior village products based on existing potential through MSMEs development activities. (Kurniawan et al., 2020)

In Law Number 20 of 2008 (Law 20/2008) concerning Micro, Small, and Medium Enterprises, it is stated that MSMEs are businesses run by an individual, household, or small business entity. Businesses with a maximum amount of assets worth IDR 50 million are included in the microbusiness category, the number of assets starting from IDR 50 million to IDR 500 million is included in the small business category, and the amount of assets worth IDR 500 million to IDR 10 billion is included in the medium business category. The Ministry of Cooperatives and SMEs said that in 2024, the number of MSMEs in Indonesia will reach more than 65 million MSME units spread across various sectors such as culinary, fashion, handicrafts, and digital technology.

For a village government, the development of MSMEs can have a positive impact on community welfare, community empowerment, income increase, and decrease in the unemployment rate. (Hidayat et al., 2022)

One of the areas that has good natural resources potential for MSMEs development programs is Gudang Village, Tanjungsari District, Sumedang Regency, West Java. Most of the soil conditions in Gudang Village are fertile with a clay texture and are red to black in color. Soil conditions like this are very supportive of agricultural activities. Of the total area of 165.5 Ha², the area for agricultural land use reaches 56.5 Ha².

Based on observation activities and a thorough analysis of the potential of the village, it is known that Gudang Village has potential in the field of creative industries such as bamboo crafts. This is due to the existence of Natural Resources (SDA) of bamboo plantations spread across one of its hamlets, namely Hamlet III (three) called Cikupa Hamlet. Generally, Cikupa Hamlet is still considered a rural area, with a relatively lower level of education and skills of the population than the other 2 hamlets in Gudang Village. The unemployment and poverty rates in this hamlet also tend to be higher than the other 2 hamlets.

Based on the identification of these potentials and problems, in the activities of the LLDIKTI Region 4 Perguruan Tinggi Mandiri Gotong Royong Membangun Desa (PTMGRMD) 2024, the Gudang Village community service team, with a total of 10 people from the University of Djuanda-Bogor and the Indonesian Computer University-Bandung, proposed an MSMEs development program with a focus on creating superior products in the form of bamboo handicrafts and empowering the people of Cikupa Hamlet as an effort to strengthen competitiveness in the village.

METHODOLOGY

This service activity has been carried out for 4 (four) months starting from February 17 to June 17, 2024. This service is located in Gudang Village, Tanjungsari District, Sumedang Regency. The target of this service activity is the people of Cikupa Hamlet, Gudang Village, Tanjungsari District, Sumedang Regency. To be able to get maximum results, the community service team uses several methods in carrying out its activities.

The methods used in the implementation of the work program are explained as follows:

A. Observation Stage

In the first stage, the service team conducted a thorough observation of the potential and weaknesses of the village and identified economic sectors that have the potential to develop improved sectors to increase the competitiveness of the village (Al Farisi & Phase, 2022)

B. Program Idea Design Stage

The program idea design stage involves the service team and several village parties such as village heads, village secretaries, managers of village-owned Enterprises, hamlet heads, and RW heads to make joint decisions.(Syahwildan et al., 2024)

C. Assistance Stage of Service Program

The mentoring activities carried out in this program are as follows:

1. Bamboo craft making training

The service team also held a 5-day bamboo craft-making training for members of the production field at the Eco Bamboo Creation MSMEs. Bamboo craft making training helps participants develop skills in producing high-quality bamboo products. . The teaching materials given to the members are as follows:(Ismail & Syafwandhinata, 2020)

Table 1.1 Teaching materials for bamboo craft making training activities

It	Training Materials	Training Sub Subject	Training Objectives	Success Indicators
1	Product base ingredients	Types of bamboo	Able to know the type of bamboo that is suitable for use	Increased knowledge and understanding
2	Creative ideas	Creative idea generation for products	Able to create creative ideas for bamboo products	Ability to create creative ideas
3	Bamboo crafts	Bamboo craft making	Able to make bamboo crafts that are worth selling	Product creation capabilities
4	Production scale	Manufacturing a certain amount of products in one day	Able to produce a minimum of 3 products in 1 day	Ability to produce a certain amount per day

Source : MSMEs Eco Bamboo Creation, processed in 2024

2. Assistance and strengthening of product branding

Assistance and strengthening of product branding were carried out by the service team by creating logos, location points on Google Maps, company profiles, MSMEs banners, and social media accounts. Activities help business actors help their brand image, increase market attractiveness, and expand consumer reach. (Rezky et al., 2021)

3. Direct marketing and digital marketing training

The service team involves MSMEs in marketing at important events. The service team also provided digital marketing training for two weeks which was divided into 5 meetings to members of the marketing field at MSMEs Eco Bamboo Creation. Digital marketing training helps develop skills in promoting products effectively. The teaching materials given to the members are as follows: (Abdurrahman et al., 2020)

Table 1.2 Teaching materials for digital marketing training activities

Meeting	Training Materials	Training Sub Subject	Training Objectives	Success Indicators
1	Fundamentals of digital marketing	Fundamentals of digital marketing and direct marketing	Able to understand the basics of digital marketing	Increased knowledge and understanding of participants
2	Graphic Design	Creation of photo works and video works.	Able to be creative in making photo and video works	Ability to create photos and videos for marketing content
3	Digital Marketing Applications: social media and maps	Instagram social media application, as well as google maps application	Able to understand the use of Instagram social media and the google maps application	Ability to use Instagram and google maps
4	Instagram professional	Business account creation, business account optimization, account performance monitoring through insights	Able to create, estimate, and monitor account performance through insights on business accounts.	Ability to manage a professional Instagram account
5	Content Marketing	The use of Instagram stories, Instagram reels, and Instagram	Able to take advantage of the features on the Instagram platform and able to use	Ability to utilize features and hashtags on

		feeds, as well as the use of hashtags.	interesting hashtags.	professional Instagram.
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Source : MSMEs Eco Bamboo Creation, Processed 2024

D. Monitoring and Evaluation Stage

The activity evaluation stage is a very important thing to be carried out in community service activities. Monitoring and evaluation of activities in this service consists of;

1. Achievement of targets and realization of sales of MSMEs products
 The comparison between the target and the realization of MSMEs product sales is set to measure the extent to which MSMEs have succeeded in achieving their sales goals. (Anastasia & Oktafia , 2021)
2. Improving the economics of program management
 The measurement of economic improvement for program administrators is very important to be carried out in order to find out the success of the program in helping the community's economy through the creation of superior village products. (Putri et al., 2023)
3. Satisfaction of MSMEs management with service activities
 To find out the level of satisfaction of MSMEs administrators, the service team conducted a satisfaction survey with all its administrators (Irfan et al., 2020).

RESEARCH RESULTS

The program developed in this service is the MSMEs Eco Bamboo Creation. MSMEs Eco Bamboo Creation involves empowering the people of Cikupa Hamlet as members of its management, with a total of 12 people. Where the membership consists of several parts as follows:

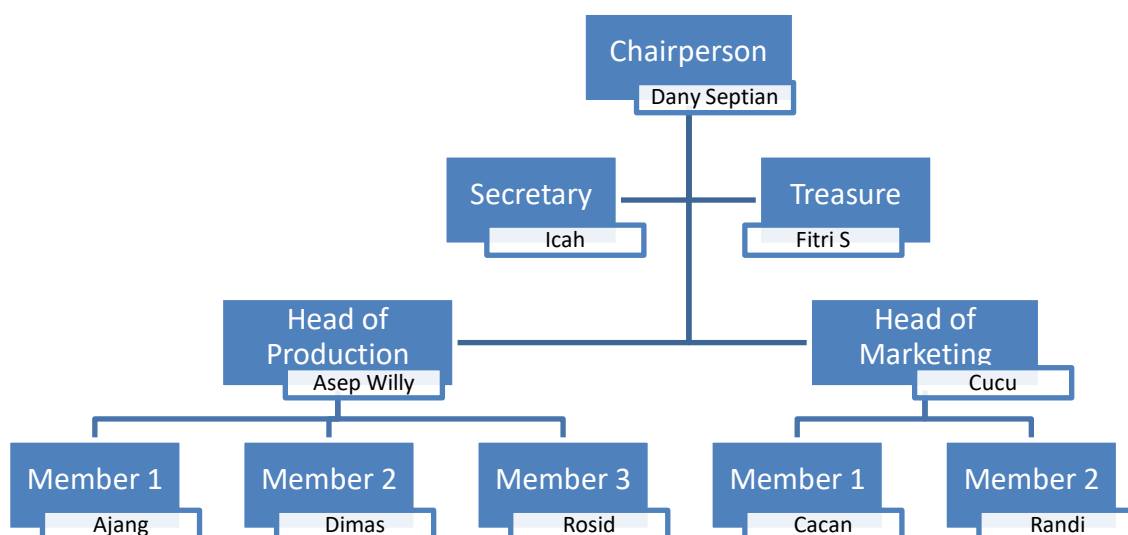


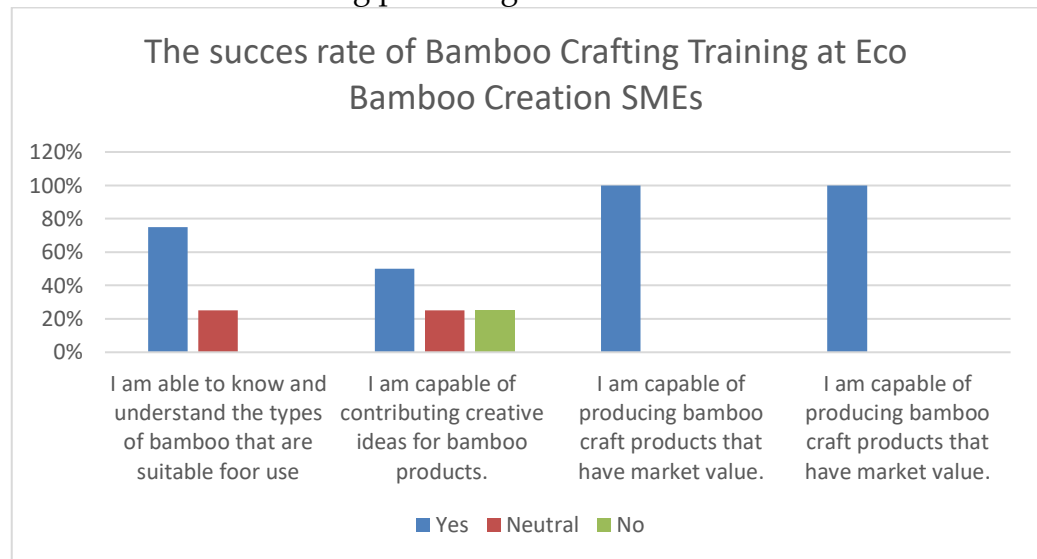
Figure 1. Management of MSMEs Eco Bamboo Creation

In the picture, it is shown that the management of Eco Bamboo Creation MSMEs empowers 10 people from Cikupa Hamlet, which is divided into several fields such as chairman, secretary, treasurer, head of production, member of production, head of marketing, and member of marketing. Each part has its own role and responsibility.

The MSMEs Eco Bamboo Creation program, which has been implemented since February 17, involves the following activities:

1. Bamboo craft making training

Before the training, the members were not good at making bamboo-based crafts. However, the training shows that there is a success rate of training based on the indicators that have been made. The increase is shown in the following percentage table:



Source : MSMEs Eco Bamboo Creation, Data Processed in 2024

From the graph of the survey results based on the success indicators, it is known that the average member who answered "Yes" was 81%, answered "Neutral" by 13%, and answered "No" by 6%. This shows that this training has been able to improve the skills of members in the field of bamboo craft production.

Bamboo handicraft products are produced at the UKMM Eco Bamboo Creation Production House located in RW 7/RT 4, Cikupa Hamlet. The products produced are the result of the work of 5 members of the production department. The products produced have various shapes and sizes. Eco Bamboo Creation MSMEs products are displayed as follows:





Figure 2. Eco Bamboo
Creation Products

2. Assistance and strengthening of product and MSMEs branding
At the beginning of the formation of management, the service team assisted and strengthened *the branding of products* and MSMEs by doing the following:
 - a. logo creation as an identity and show the professionalism of MSMEs. Logos can make consumers feel safer and trust to buy products from Eco Bamboo Creation MSMEs. The logo of MSMEs Eco Bamboo Creation is as follows:



Figure 3. MSMEs Eco Bamboo Creation Logo

- b. Creation of location points on *Google Maps*
Google maps helps MSMEs Eco Bamboo Creation to 1) increase local visibility so that it is easy to find by potential customers, 2) Business profiles become integrated because they display important information such as addresses, phone numbers, and operating hours, 3) increase credibility and help the attention of potential customers through reviews, and existing ratings will help increase trust and influence purchase decisions, 4) targeted search becomes more precise, 5) the existence of a more realistic visual display through Google Street View allows customers to view the exterior and the environment around the business, 5) MSMEs administrators can analyze and obtain data related to how visitors find the MSMEs. The display of the location of Eco Bamboo Creation MSMEs that have been installed by the service team on *Google Maps* is as follows:

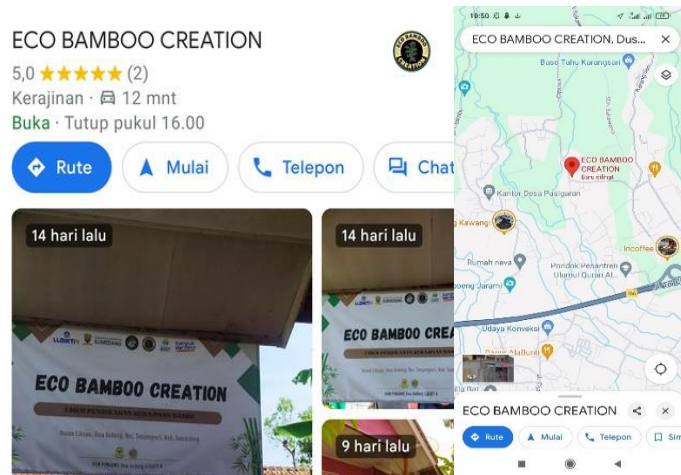


Figure 4. Eco Bamboo Creation location point

c. Company profile creation

The service team created a *company profile* of Eco Bamboo Creation MSMEs with the main purpose of being a business presentation tool. A *company profile* is usually used as a document for presentations in joint meetings with investors or establishing cooperative relationships with other businesses that are mutually beneficial for both parties. The *company profile* made by the service team is as follows:



Figure 5. *Company profile*: Eco Bamboo Creation

The *Eco Bamboo Creation* MSMEs *Company profile* document describes the identity and values of MSMEs in a clear and informative manner. The elements contained in *the company profile* consist of the name of the MSMEs, description of the MSMEs, vision and mission, products and services, competitive values and prestige, organizational and team structure, bamboo handicraft products produced, as well as contacts and locations of Eco Bamboo Creation MSMEs.

d. Banner creation and installation

The creation and installation of banners is a strategy for introducing Eco Bamboo Creation MSMEs to the wider community. The following is the Eco Bamboo Creation MSMEs banner that has been made by the service team:



Figure 6. MSMEs Eco Bamboo Creation Banner

e. Social media account creation

Social media accounts help MSMEs in increasing visibility and market reach that are even outside the region, building *brand awareness* in the minds of the public, and attracting their attention to get to know Eco Bamboo Creation products and MSMEs. Social media is also an opportunity for Eco Bamboo Creation MSMEs to share stories related to business, values that are guidelines, and *brand* journeys. Meanwhile, the social media account developed by the service team is a social media account on the Instagram platform, which has the following appearance:

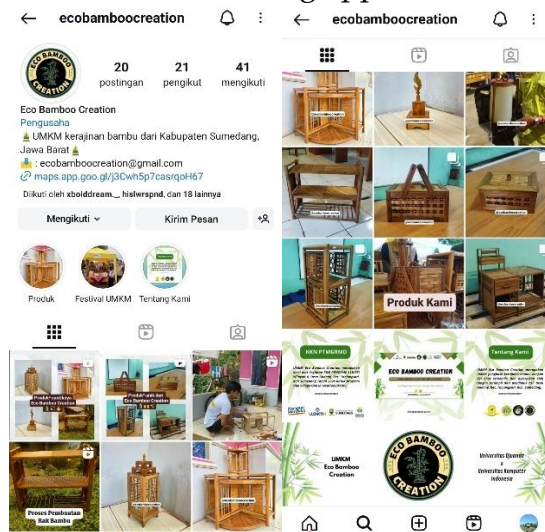


Figure 3. Social media Instagram Eco Bamboo Creation

3. Direct Marketing and Digital Marketing Training

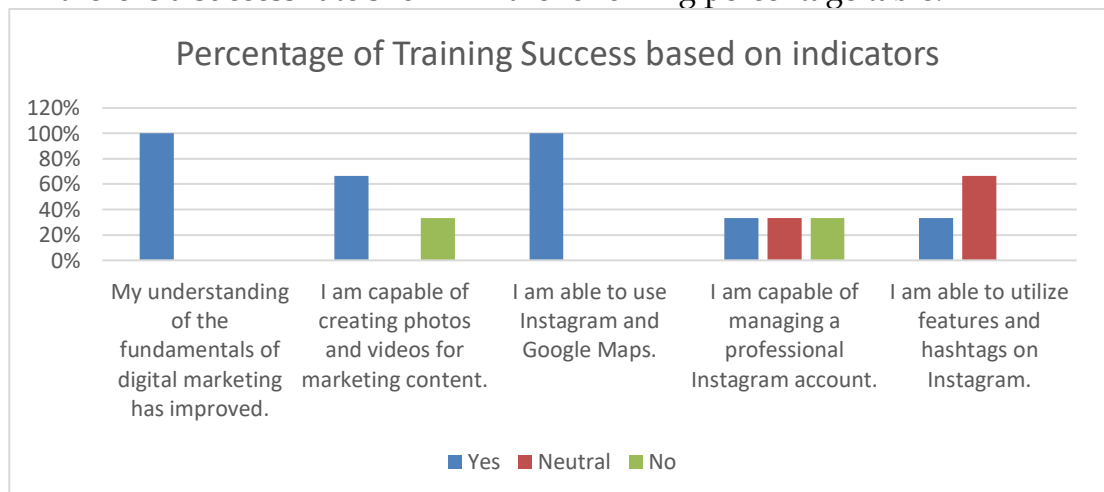
The marketing activity carried out by MSMEs Eco Bamboo Creation is an MSMEs festival held in the square of Tanjungsari District, Sumedang Regency. The following are the documentation results from the festival:



Figure 6. Tanjungsari District MSMEs Festival

This festival was held by the entire community service team located in Tanjungsari District, Sumedang Regency. Not only the community, the activity which lasted until noon was also attended by the officials of Sumedan Regency and the officials of Tanjungsari District. At this Festival, almost all products from Eco Bamboo Creation MSMEs are selling well.

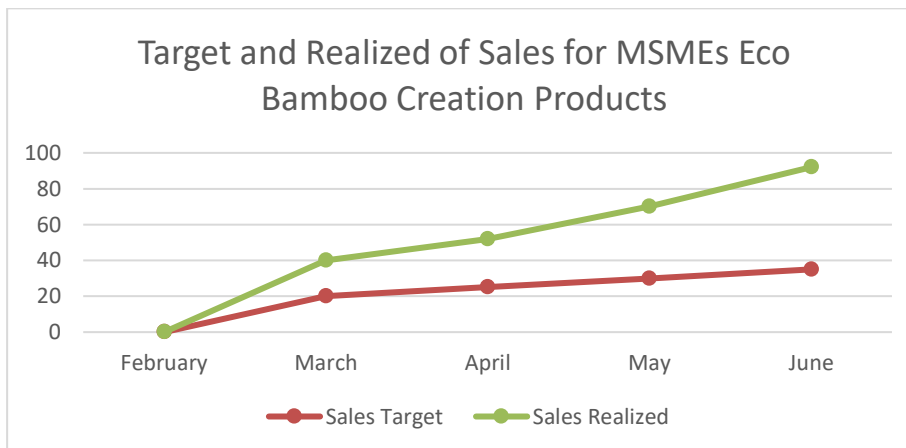
From the digital marketing training that has been held, it shows that there is a success rate shown in the following percentage table:



From the graph of the survey results based on the success indicators, it is known that the average member who answered "Yes" was 67%, answered "Neutral" by 20%, and answered "No" by 13%. This shows that this training has been able to improve members' skills in the field of digital marketing.

After 4 (four) months of MSMEs activities, the service team received monitoring results during the activity. The results of the monitoring and evaluation are shown in the following ways:

1. Achievement of targets and realization of sales of MSMEs products
It is known that the volume of product sales during MSMEs operating from February to June has increased and achieved sales targets. This is shown in the following data graph:



Based on the data graph, it shows that during the mentoring, Eco Bambo Creation MSMEs are able to achieve their sales target every month. The highest number of sales was in June, while the lowest number of sales was in February. This is because in February, the MSMEs were just established.

2. Improving the economics of program management

From the results of these activities, there has been an increase in income over the last 6 months for most of the Eco Bambo Creation MSMEs administrators. This is evidenced by the results of direct interviews with the administrators. The statement of the increase in revenue is shown in the following table:

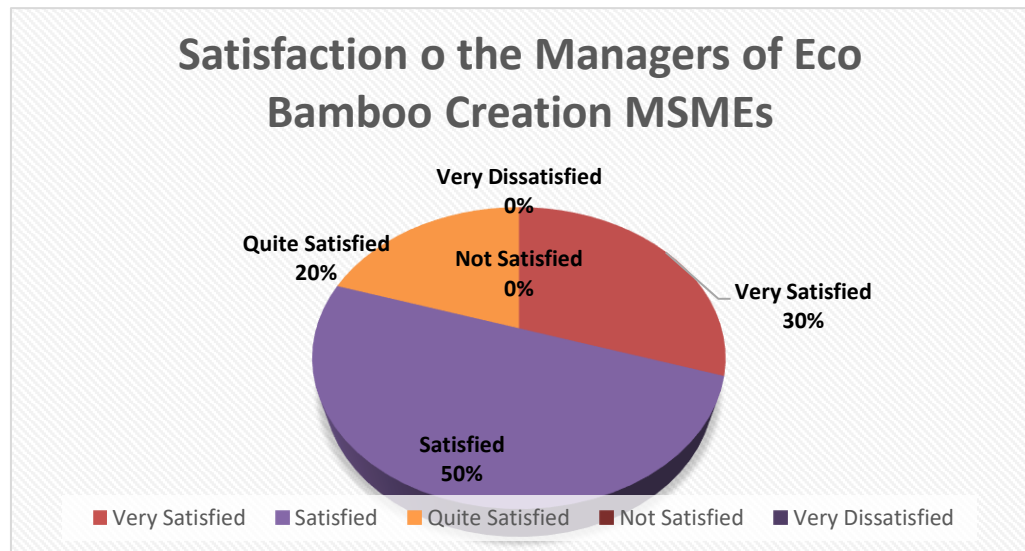
Table 1.3 Percentage of revenue increase statement

	Disagree	Agree	Strongly Agree
Frequency (People)	0	8	2
Percentage	0%	80%	20%

Source : Wco Bamboo Creation, Processed 2024

3. Satisfaction of MSMEs management with service activities

It is known that most of the management of Eco Bambo Creation MSMEs are satisfied with the holding of this service program. This is evidenced in the survey results presented in the following percentage chart:.



Based on the data graph, it is known that the highest percentage value is at the satisfaction point of 50%. This indicates that most of the managers of Eco Bamboo Creation SMEs are satisfied with the implementation of this program. Some feel very satisfied, while others feel quite satisfied.

CONCLUSION

Based on the service activities that have been implemented, the following conclusions are produced:

1. Gudang Village has succeeded in utilizing the potential of the village by creating one of the village's flagship products in the form of bamboo crafts through the formation and development of Eco Bamboo Creation MSMEs.
2. The skills of the people involved in becoming MSMEs administrators are increasingly honed through training activities on making bamboo handicraft products and digital marketing training.
3. The management of Eco Bamboo Creation MSMEs is able to manage MSMEs well so that the sales target is achieved in its realization.
4. The existence of Eco Bamboo Creation MSMEs is increasingly known to the general public, as well as officials from Sumedang Regency and Tanjungsari District.
5. The people of Cikupa Hamlet who are involved in becoming the management of Eco Bamboo Creation MSMEs have experienced an increase in income.
6. The management of Eco Bamboo Creation MSMEs is satisfied with the holding of this community service program.

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