



Development of Economic Creativity of Craftsmen Woven Bags from Typical Lombok Rattan Through Digitalization of Business Management in Beleka Village

***Hambali, Dwi Nurhidayati, Maspaini, Muhamad Ahyat**

Universitas Teknologi Mataram Jln. Pelor Mas III, Kekalik Mataram NTB

*Corresponding Author e-mail: 08mi071@gmail.com

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Abstract: The Beginner Community Empowerment Program (PMP) aims to increase the knowledge and skills of craftsmen groups, with a focus on the "Bilalbeleke-art Group," which consists of eight members who are experts in making woven bags from typical Lombok rattan. This group of partners often faces a number of problems in running their business, especially related to organizational management, finance and marketing. In addition, they face challenges in production, including design and production equipment, as well as business and marketing planning, especially in the use of information technology. Therefore, implementing this activity is very important to overcome the problems faced by these partners. Thus, the main aim of this program is to solve the problems faced by partner groups and simultaneously empower them through the development of the creative economy.

Keywords: Creativity, Economy, Typical Lombok Rattan, Digitalization

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INTRODUCTION

Lombok Island, located in the West Nusa Tenggara Province, is renowned as a popular tourist destination. As a tourist destination, Lombok is home to highly favored handcraft arts, cherished by both local and international tourists as an alternative choice for souvenirs. The art of handcrafting has long been cultivated in Lombok and is a tradition of the Sasak people, the indigenous community of Lombok. Numerous villages have grown to become centers for handcrafts, one of which is the distinctive rattan weaving craft, particularly the woven bags known as "ayaman tas," indigenous to Lombok. This craft is a standout among the various handcrafts and is highly sought after by tourists, both local and international.

One of these villages is Beleka Village in the Praya Timur Subdistrict of Central Lombok Regency, West Nusa Tenggara Province, situated 15 km east of Praya City. Beleka Village, one of the ten villages in the Praya Timur Subdistrict, is a prominent producer of the distinctive rattan weaving craft. The village has a population of 8,322 individuals, consisting of 3,868 males and 4,454 females, distributed across 2,653 households (BPS, 2021).

The creativity of Beleka Village residents has become a potential for the creative economy. The creative economy involves activities that add value to intellect, talent, ideas, and original skills. It can be seen as a process of

increasing added value from the exploitation of intellectual wealth, such as creativity, individual talents, and skills, turning them into products. The creative economy has become one of the fastest-growing sectors globally, not only contributing to the GDP but also influencing employment rates and export income. In the realm of creative economy activities, businesses provide various innovations and creativity in their operations (Hasan, 2021). One of the creative economic potentials of Beleka Village residents is the distinctive rattan weaving craft, particularly the woven bags indigenous to Lombok. In addition to woven bags, the local residents produce various other products such as buckets, trash bins, trays, spoon holders, plates, glasses, fruit baskets, and many other handcrafted items made from rattan. However, the most famous and unique product is the woven bags, which are a flagship product attracting both local and international tourists.

Almost the entire population of the village is engaged in the craft of weaving rattan bags, a skill inherited from their ancestors. This craft has played a role in the development of the local creative economy, known as a concept that relies on creativity to create products and add value (Pahlevi, 2017). It is not surprising that at a young age, girls and teenagers in the local village are already skilled in creating unique and attractive woven rattan bags. The presence of these woven bags significantly contributes to the local economy, especially considering that, before the advent of this craft, the income of the villagers was below the poverty line.

As part of the Community Empowerment for Beginners (PMP) program, the partnering group selected is the rattan weaving craft group known as "Bilableke-art," comprising eight members, six females, and two males. All members of the rattan weaving craft group are local residents, actively contributing to the economic development of both the partnering group and the general population of the local village. Despite the seemingly simple production process of weaving rattan bags, it requires skill and patience.

The implementation of the PMP program is divided into three main activities: Research and Development, Training, and Assistance. These activities will be conducted by the execution team from the University of Technology Mataram, consisting of a leader and two team members with expertise in their respective fields. The team will collaborate with the partnering group, including two students from different disciplines, namely management and information systems. These students will actively assist in solving the partnering group's issues. Each team member has specific tasks and responsibilities, complementing each other to create a synergy of relevant knowledge in finding solutions to the partnering group's problems. The expertise of the execution team is highly relevant to the activities that will be carried out, contributing to the success of the program. The impact of the execution team's role will not only be felt by the partnering group members but will also be significant for the surrounding community, especially in creating productive activities for housewives to improve their families' welfare (Ahyat, 2020).

During the execution of their business activities, based on interviews conducted by the PMP execution team with the partnering group's leader, Mr. Bilal, the group faces various challenges, particularly in the areas of

management, production, business planning, and information technology. To address these challenges, the execution team

IMPLEMENTATION METHOD

Empowering Beginner Communities (PMP) is carried out through the following steps:

1. Analysis of Implementation Activity Needs:

PMP is implemented in Beleka Village, Praya Timur District, Central Lombok Regency, West Nusa Tenggara Province. Based on the issues faced by partner groups, several core activities are planned, including (1) management training covering organizational management, financial management, and marketing management, (2) training and provision of production materials and equipment, (3) business planning training, and (4) marketing training using information technology. Participatory approaches are used in training activities, ensuring active involvement from individuals or community members.

2. Activity Implementation Socialization:

Socialization is conducted to align the perceptions of the management team, trainers, experts, and partners regarding the goals of the activity. After analyzing the issues, solutions to address the problems are determined through collaborative approaches.

3. Activity Analysis and Design:

Based on the analysis of the needs for activity implementation, several training efforts are designed, including (a) management training covering organizational, financial, and marketing management, (b) training and provision of production materials and equipment, (c) business planning training, and (d) marketing training using information technology. Training is conducted for one week and is followed by ongoing guidance, assistance, and mentoring.

4. Forum Group Discussion (FGD) Meeting and Activity Preparation:

Budget and activity preparations are arranged through Forum Group Discussion (FGD) meetings involving the management team, trainers, and field assistants, including the participation of two students. FGD discusses the schedule of training, mentoring, guidance, and ongoing mentoring, as well as the monitoring and evaluation process.

5. Mentoring and Guidance:

Mentoring is provided to partners who have undergone training, conducted twice a month by the PMP implementation team. The aim is to observe progress through regular activity reports, record achievements, and address emerging issues.

6. Sustainable Coaching:

This coaching activity aims to develop the partner group's business, including building a network within the community by creating a marketing website. This is expected to improve both the quality and

quantity of the partner group's production, thereby impacting income growth.

7. Monitoring and Evaluation:

Monitoring and evaluation are conducted jointly with the PMP team, involving the partner group. Evaluation covers aspects of management, production, business planning, and marketing using information technology. Monitoring helps identify constraints and provide problem-solving solutions, including evaluating the program over the past six months and preparing a final report.

8. Implementation Evaluation and Program Sustainability:

Evaluation is conducted by examining aspects of management, production, business planning, and marketing using information technology after the implementation of PMP. New solutions are sought for challenges that arise to ensure the sustainability of PMP in enhancing the development of the partner group's business.

RESULTS AND DISCUSSION

Community service activities have been carried out successfully according to the planned schedule. The implementation of these activities involves several stages, starting from planning to execution, with details as follows:

1. Planning

In the planning phase, participants in the training come from the "Craftsman Group of Woven Rattan Bags 'Bilalbeleke-art' in Beleka Village, East Praya District, Central Lombok Regency, West Nusa Tenggara Province, with a total of 8 members. The training lasts for 6 days, totaling 36 hours, with an average allocation of 6 hours per day. The goal of this training is to regularly improve skills and knowledge so that the partner group can achieve professional performance in their field. The training activities include various aspects, namely:

- a. Management training (organization, finance, marketing)
- b. Provision of production materials and equipment
- c. Business planning training (business plan)
- d. Marketing training using information technology
- e. Through this training, it is expected that the community can optimize resource management and produce innovative and creative products.

2. Implementation Stage

The method applied in this training is the knowledge diffusion method, involving lectures, discussions, question and answer sessions, practical exercises, and mentoring. The approach used is a participatory approach, where participants actively engage in the activities.

- a. The training activities include:

Management training, with an increase in understanding of the organization from 60% to 80%. This provides the partner group with better abilities in managing organizational governance and collaborating within a team. All these steps aim to provide significant opportunities for the community to optimize their resource management and produce innovative and creative flagship products.



Figure 1. Organizational Management Training

b. Training in Financial Management

Outcomes of the training program indicate a rise in partners' comprehension and expertise, progressing from an initial baseline of 60% to an improved level of 80% (a 20% increase). This improvement specifically encompasses enhanced understanding of: (a) the purchase book, (b) sales book, (c) cash book, (d) balance sheet, and (e) profit/loss report. As a direct result of implementing this PMP activity, participants have successfully generated a comprehensive computerized financial report within a span of six months. The visual representation of the financial management training activities is depicted in the accompanying image.



Figure 2. Financial management training

c. Production Management Training. The results of this production training program are as follows:

1. There is an improvement in partners' understanding and knowledge, increasing from a baseline of 60% to 80% (a 20% increase) regarding production design.
2. There is an 80% improvement in the innovation skills of partner groups, rising from a baseline of 60% to 80% (a 20% increase).
3. There is an 80% enhancement in the skills of partner groups in creating attractive labels and packaging, moving from a baseline of 60% to 80% (a 20% increase).

The details of the production management training activities are presented in the diagram below:



Figure 3. Production management training

d. Training on Business Planning and Business Motivation

Through this training, it enhances the understanding and knowledge of partner groups on how to formulate business plans and the benefits of business planning. Furthermore, it results in the creation of business planning documents as a development plan for the business, both in the short term, medium term, and long term. The activities of the Business Planning and Business Motivation training are illustrated in the diagram below:



Figure 4. Business Planning Activities and Motivation

e. Training in Marketing Using Information Technology

This training aims to enhance partners' understanding and skills in creating promotional media and marketing strategies. It results in the development of promotional media models, both in print and online, thereby improving partners' understanding and skills in expanding business networks for funding, production, and marketing purposes. Additionally, a marketing blog is created with the address <http://bilablekeart.com> for a more comprehensive and intensive promotional media for marketing activities. The documentation for the marketing management training activities is presented in the image below:



Figure 5. Marketing using information technology

3. Evaluation Stage

To assess the level of knowledge and skills of the partners, after various activities have been carried out, the program implementation team proceeds to conduct various forms of evaluation. Program implementation evaluation is conducted for artisans who have undergone training, which takes place twice a month and is conducted within one month after the training. This coaching activity is expected to develop the business of the rattan woven bag artisan group from Lombok, especially in building networks within the community, particularly in marketing by creating a marketing website. This is aimed at enhancing the production results of the rattan bag crafting industry from Lombok, both in terms of quantity and quality, thereby contributing to the increased income of the artisans.

CONCLUSION

The various management training activities, including organizational management, financial management, and marketing management training, as well as training and provision of production materials and equipment, business plan training, and marketing training using information technology, have been successfully implemented according to the plan. This is evidenced by the achievement of the partners' ability to understand the various training

provided. Thus, through this training, it is possible to create productive economic activities for rattan bag craftsmen, especially the "Bilalbleke-art" group in the Beleka Village, East Praya District, Central Lombok Regency, West Nusa Tenggara Province.

RECOMMENDATIONS

The continuous process of coaching and mentoring is necessary until the partner group can achieve self-sufficiency. Additionally, this is important to provide business opportunities for every community in the partner region.

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