

Mascot Branding Improvement Assistance with Diversification of Handicrafts Made from Banana Tree Fronds and Coconut Shells

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ABSTRACT

The purpose of this community service activity is to provide solutions to the problems of craftsmen in Tambong Village, Kabat District, Banyuwangi Regency with a touch of creativity by diversifying products based on coconut shell crafts produced to further develop their products and become the mascot of Banyuwangi Regency branding. Several efforts have been made to increase production such as souvenirs, wallets, bags, tissue holders and several other products. Activities carried out in the service by conducting production training, marketing and packaging practices at Banyuwangi coconut shell craftsmen. Product diversification is done by increasing the production process, strengthening the business through packaging the results of diversified products, training in the diversification process so as to produce craft products.

INTRODUCTION

Micro, small and medium enterprises (MSMEs) in Indonesia are an important component of a country's or region's economy, and they also play an important role in driving the economy of society as a whole. One of the factors that can influence the growth of MSMEs to be strong in building the economy is great flexibility (Ratnawati et al., 2024). MSME empowerment must be carried out comprehensively, optimally, and sustainably through favorable climate change, which provides business opportunities, support, and protection, and facilitates the widest possible business development. This will provide advantages for MSMEs because they will be able to focus on running their businesses, have national flexibility, low costs, and speed of innovation (Law Number 20 of 2008).

Yustita et al., (2023) Bunder Village is one of the villages in Banyuwangi Regency, precisely located in Kabat District. This area has various potentials that can be developed, such as in agriculture, plantations, and tourism. As much as 32.77% of the village area is used as fields and settlements and as much as 32.15% is individual plantations. The superior plantation product is coconut, especially in Seruni Hamlet. Most of the people there have a livelihood as coconut sap tappers. The coconut sap is then processed into brown sugar. The business run by the community in utilizing the results of the coconut plant is by selling coconuts to individuals or through middlemen, and processing coconut flesh into copra and coconut milk. Processing coconuts in this way results in solid waste, namely coconut shells. Coconut shells are often considered waste and are used haphazardly, for example as fuel, household needs, or souvenirs (Nustini & Allwar, 2019).

As waste, coconut shell management needs to be done properly so that it does not have an impact on environmental pollution. Efforts to process this waste are generally carried out by utilizing it to become craft products such as decorative lamps, flower pots, calligraphy, bun decorations, and so on as has been done by Junus et al. (2020) and Setyowati & Puspa (2019). Based on the results of the study, coconut shell waste is also used to make charcoal and liquid smoke because these materials can produce quite high calorific value (Sari & Ariani, 2021). This unique work is produced by the hands of mothers in Tambong Village, Kabat District, Banyuwangi, including crafts from banana leaf stalks and coconut shells. They transform raw materials from banana tree stalk fibers, coconut trees and shells and wood into high-quality products. Products produced from these basic materials include bags, fruit holders, trays, cellphone holders, eating and drinking utensils, and souvenirs. Centered in Kejaya Handycraft, Krajan Hamlet, Tambong Village, which is dominated by housewives who are actively involved in the craft.

Mukaffi Z., et al. (2017) Banyuwangi has sixteen creative economy sub-sectors, seven of which are engaged in fashion, crafts, fine arts, performing arts, music and virtual design which have a major influence on the economy of the Banyuwangi community. Ilmiani A et.al. (2018) saw the potential of the creative industry in Banyuwangi Regency, in running its business the creative industry always tries to achieve its business goals. The goal is the result of the final process

of all operational activities of SMEs, so that efforts are needed to achieve it, one of which is the diversification of batik material products produced (Nurchayati, Ratnawati AT..2019). The emergence of perceptions regarding the results of observations that have been carried out by the community service team, partners are needed in selling and marketing craft products made from banana stems and coconut shells in Banyuwangi. This is because the amount of coconut shell material produced is extraordinary and sent to various cities. The pandemic has resulted in stagnant demand affecting production carried out by Banyuwangi craft products, so partners are needed to offer several forms of handmade goods made from banana stems and coconut shells, all of which can be categorized as gifts. For example, bags made from banana stems and coconut shells, batik bags, batik tissue holders, wallets and so on as a product diversification process. Sales adaptation that must be cultivated in the new normal era as government policies encourage the creativity of craftsmen to survive (Sigi Prameswari N., et al. 2020). Such as bags, key chains, tissue holders which can then be sold to accommodations that provide visitor shoes in each room, or sold in tourist attractions as knick-knacks. The creation of batik goods in the form of souvenirs still has its own advertising share, especially the needs of residential tourists, long-distance visitors and for celebratory purposes such as weddings. Based on this, diversification is needed to make and sell various types of products that are very numerous and produce various kinds of products. Diversification is one solution to increase sales volume for business actors to reach the maturity stage of their business (Hidayah N., 2017).

Some issues regarding production that are often faced by Banyuwangi craftsmen in business groups are related to the production of banana stems and coconut shells produced. The resulting products are less diverse with various motifs that still lack creativity in batik motifs so that the batik cloth used as clothes is not optimal in attracting consumers to buy. In this condition, a business partner is needed who can help develop their business, for example someone who has a gallery that can accommodate the products of Banyuwangi craftsmen and really pays attention to the layout and arrangement of batik cloth sales. However, the existing conditions for many craftsmen are still mediocre in displaying the products produced, in the living room of their house with makeshift boards to display batik and batik craft products. In addition, the products produced are packaged in a haphazard manner with basic food plastic, as long as they are not dirty and dusty without any fixed brand. Seeing the potential of the creative industry in Banyuwangi Regency, in running its business, the creative industry always tries to achieve its business goals. The goal is the result of the final process of all operational activities of Banyuwangi banana stem and coconut shell craftsmen, so that an effort is needed to achieve it, one of which is product diversification produced through activities.

Based on the description above with the analysis of the situation and problems of the conditions faced by Banyuwangi coconut shell craftsmen, it can be described that handicrafts made from local Banyuwangi batik require assistance from educational institutions and related agencies to find solutions in efforts to increase the income of Batik craftsmen in Dusun Tambong Kabat

District, Banyuwangi Regency. Here are some crafts produced by the Banyuwangi Community (craftsmen) in Kabat District, Banyuwangi Regency.



Figure 1. Products Banana fronds and coconut shells

Location of community service in Tambong village in Kabat District, Banyuwangi Regency:

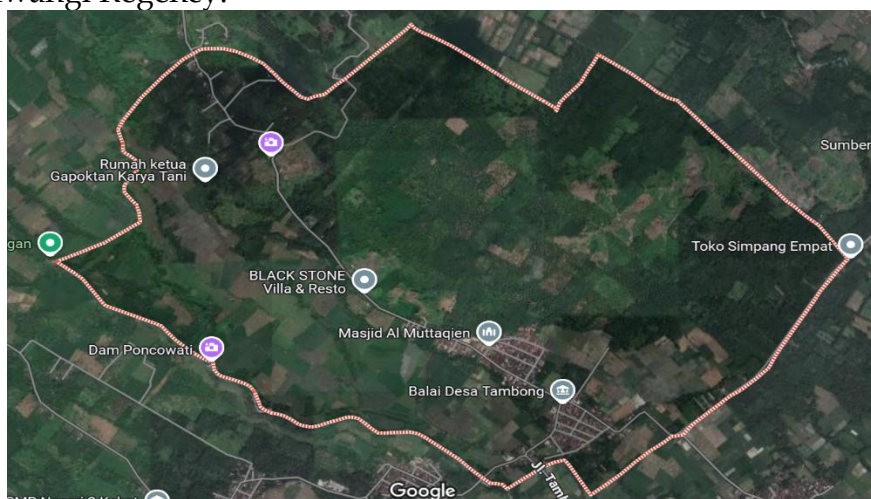


Figure 2. Community Service Location Map

METHODOLOGY

The first effort made was to improve the production process carried out by the community service team, by searching for various craft products that can also be processed using coconut shells and banana leaf stems, to strengthen the branding needed by coconut shell and banana leaf stem craftsmen in the mass media. However, previously the community service team coordinated with the group leader, what motifs would be developed and become the hallmark of coconut shell craftsmen in Tambong Village in Kabat District, Banyuwangi Regency. Based on the results of the discussion, coordination was carried out regarding the design, uniqueness of the craft products. After all that was done, the community service team registered with the Directorate General of Intellectual Property, Ministry of Law and Human Rights.

The second effort is the development of coconut shell and banana leaf stem craft products by diversifying products, by developing product models for bags, key chains, wallets, sharing unique crafts, Banyuwangi's typical udeng. The team conducted observations on several websites and areas that have unique craft characteristics and are typical of the region and discussed with the Banyuwangi Coconut Shell craft group in Kabat District. Then the service team presented and looked for experts to provide training which was carried out 2 times face to face with a duration of three to four hours in one face to face. And if incidental activities are needed, then activities are carried out again.

The third effort made is to strengthen the trading process of coconut shell and banana leaf crafts in Kabat District, Banyuwangi Regency. Several strategies are carried out to introduce handicraft products produced by craftsmen, including the Bundling system, namely if consumers buy coconut shell bag products, they get several other coconut shell craft products. This activity is carried out by the community service team with coconut shell and banana leaf craftsmen also with two face-to-face meetings, where one face-to-face meeting lasts three to four hours.

RESULTS AND DISCUSSION

Product Diversification as an Effort to Increase the Production of Coconut Shell and Banana Leaf Stalks

Based on the efforts made in the first stage, namely by increasing production by increasing the motifs and models of the results of the coconut shell and banana leaf stalks produced by craftsmen, there has been an increase from before. This is because the coconut shells produced are not only certain products but there are many interesting product diversifications with various motifs.



Figure 3. Mentoring Activity Process

Based on the efforts of product diversification training with the raw materials of batik cloth produced, several craft products produced by coconut shell and banana leaf craftsmen in Banyuwangi Regency such as: bags, sandals, key chains. Banyuwangi's typical udeng, tissue holders, and so on. The creativity of the results of discussions between craftsmen and the community service team resulted in various products, thus increasing sales and income of coconut shell and banana leaf craftsmen in Banyuwangi Regency. The following are pictures of several discussion processes on how the products produced and the products resulting from the diversification of coconut shells and banana leaf crafts in Banyuwangi Regency



Figure 4. Results of the Product Diversification Training Process and display

The results of the business strengthening carried out by the community service team for coconut shell craftsmen and banana stem craftsmen in Banyuwangi Regency, by strengthening the business by providing assistance and seeking partners, namely galleries in Banyuwangi Regency. So that with the existence of partners, it can increase sales of coconut shell handicraft products produced, and can expand the marketing of coconut shell products even to Bali Island. Galleries in tourist attractions and the Banyuwangi City area will make it easier for visitors and consumers to buy coconut shell and banana stem products,

for example souvenir shops typical of Banyuwangi and Bali Island. Assistance and training are carried out twice with three to four hours for each face-to-face meeting. The following is a picture of the product development and diversification process with the team in Banyuwangi Regency.



Figure 5. Product diversification manufacturing process

CONCLUSIONS AND RECOMMENDATIONS

The implementation of community service carried out in an effort to assist coconut shell and banana leaf stem craftsmen to improve handicraft products in Banyuwangi Regency, is attempted by increasing production not by increasing various types of materials, product results and promotional media so that it can increase sales results and be widely known by tourists who ultimately become the Branding of Maaskot Banyuwangi Regency. So that it is safer and more patent and becomes a characteristic of their products, an attempt is made for the HKI process. Strengthening the business is carried out from the layout of the goods sold, packaging (packing) of products or crafts produced to marketing by collaborating with partners, namely those who have galleries in Banyuwangi Regency. Some of the results of product diversification include bags, wallets, key chains, Banyuwangi's typical udeng, which are one of the products that can be produced to increase the income of Banyuwangi batik craftsmen, as well as packaging and copyright of each craftsman's brand.

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