

# Mentoring and Training Awing Gading Bamboo Production in Building Independence Economy

Hesti Futukhatun Nu'ma<sup>1,\*</sup>, Ratih Hesti Utami Puspitasari<sup>2</sup>

<sup>1</sup> Management Study Program, Faculty Economics and Business, Republic of Indonesia Teachers Association University Semarang, Indonesia

<sup>2</sup> Management Study Program, Faculty Economics and Business, Republic of Indonesia Teachers Association University Semarang, Indonesia

\* Corresponding Author: [hestinuma067@gmail.com](mailto:hestinuma067@gmail.com)

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## ***Abstract.***

*This community service program was conducted in Wukirsari, Bantul, Yogyakarta, to strengthen the local economy through mentoring and training in bamboo craft innovation and traditional marketing strategies. The program introduced modern product design, improved packaging, and digital marketing through e-commerce platforms. Data were collected through interviews, observation, and documentation., validated by expert judgment, and tested for reliability through repeated evaluation. The results demonstrated significant improvement in product creativity and marketing independence of local craftsmen. This initiative contributes novelty in combining product innovation training with e-commerce based marketing as a sustainable empowerment model for rural economic independence.*

***Keywords:*** bamboo, community empowerment, economy, mentoring, training

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## **I. INTRODUCTION**

Bamboo crafts in Wukirsari, Bantul, Yogyakarta, represent an important sector for local economic development. Currently, more than 300 craftsmen are engaged in bamboo weaving activities across five hamlets, producing household items, baskets, and traditional ceremonial goods (Agusintadewi et al., 2022). Bamboo is recognized as an affordable, renewable, and versatile resource with great potential for market competitiveness when processed into innovative crafts (Aini, 2023) (Dasalaku et al., 2024).

Despite this potential, craftsmen often face barriers such as lack of innovation, limited access to training, and dependence on traditional sales channels (Saddam et al., 2022). Recent studies also emphasize the need for integrating digital platforms into local business strategies to expand market reach and sustainability (Octavian et al., 2023). Therefore, this program was designed to provide mentoring and training for bamboo craftsmen, focusing on developing product innovation and digital marketing skills. The novelty of this initiative lies in combining traditional craft skill with modern entrepreneurial approaches, ultimately strengthening the independence of the rural economy.

## II. METHOD

This program applied a community-based participatory approach through three stages: initial assessment, mentoring, and evaluation. The activity took place in May 2025 in Wukirsari Village, Bantul Regency. Data were collected using interviews, observation, and documentation. Validity was ensured through expert judgment from academics and practitioners, while reliability was tested through repeated implementation and consistency checks of training outcomes across different groups of craftsmen.

- a. Stage 1 -Assessment: The research team conducted initial interviews with craftsmen to identify major problems related to product innovation and marketing.
- b. Stage 2 -Mentoring: Training sessions were delivered on product innovation, modern design, and attractive packaging. In addition, sessions on digital marketing through platforms such as Shopee, Tokopedia, and Lazada were provided.
- c. Stage 3 -Evaluation: Follow-up mentoring was conducted to assess the application of acquired skills and to provide further guidance for sustainable practice.

## III. RESULTS AND DISCUSSION

The program successfully improved the knowledge and skills of craftsmen in both product innovation and digital marketing. After the training, bamboo products demonstrated higher levels of creativity, improved aesthetics, and better packaging quality, making them more competitive in the market. Craftsmen were also able to expand their sales through e-commerce, reducing dependence on collectors and local exhibitions.

These findings align with previous studies highlighting the importance of innovation and digitalization in sustaining local businesses (Rosyida et al., 2022) (Rizki et al., 2023). However, this study extends prior work by demonstrating a comprehensive empowerment model that integrates product development with digital marketing mentoring. Such integration has not been widely applied in rural bamboo craft industries, making this program a valuable contribution to sustainable community empowerment strategies.



1.1 ( Group photo craftsmen )



2.1 ( Session Mentoring and Training )



( Product Photos )

#### IV. CONCLUSION

This community service program demonstrated that structured mentoring and training could effectively address the challenges faced by bamboo craftsmen in Wukirsari Village. The novelty of this initiative lies in integrating innovation in product design with digital marketing strategies, which significantly strengthened the craftsmen's economic independence. Future programs may further expand the approach by including financial literacy and cooperative-based production models to ensure sustainability.

#### V. ACKNOWLEDGEMENTS

The authors express sincere gratitude to Universitas PGRI Semarang for institutional support, the Wukirsari Village bamboo craftsmen for their active participation, and colleagues who contributed to the success of this program. This work did not receive specific funding and the authors declare no conflict interest.

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