

Digitization of Bamboo Craft Marketing Case Study of Bamboo Craftsmen in Wukirsari Village, Bantul

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Abstract.

Wukirsari Village, located in Imogiri District, Bantul Regency, is one of the bamboo craft centers in the Special Region of Yogyakarta. Artisans in this village produce a variety of traditional products such as cething, tampir, bookshelves, and other household supplies. However, the marketing system used is still very conventional, relying on collectors, local exhibitions, and limited promotion through simple social media such as WhatsApp. This condition causes low product added value and limited market reach. This research aims to analyze the traditional marketing conditions run by artisans and explore their potential and readiness to adopt digital marketing. The approach used is a descriptive qualitative study with observation methods and in-depth interviews with bamboo artisan groups. The results of the study show that there is a great opportunity to increase product competitiveness through the use of appropriate digital marketing strategies, such as the use of e-commerce, social media, and strengthening local branding. This transformation is also considered important to attract the interest of the younger generation and encourage the sustainability of the bamboo craft business in the digital era.

Keywords: *Bamboo artisans; traditional marketing; digital marketing; Social media; MSMEs.*

I. INTRODUCTION

Wukirsari Village, located in Kapanewon Imogiri, Bantul Regency, is known as one of the bamboo craft centers in the Special Region of Yogyakarta. In this village, there are four hamlets that are active in producing various types of bamboo crafts such as cething, parcel holders, tampir, bookshelves, chairs, and tables. These products are handicrafts that are completely done manually, from the weaving process to the finishing stage, without the help of a machine. Despite having considerable economic potential, bamboo artisans in Wukirsari still face various challenges, especially in the marketing aspect (Faiz et al., 2024) (Wiweko & Anggara, 2025). The sales system used is still very traditional, relying on simple social media such as WhatsApp, participation in local exhibitions, and distribution through collectors (Afriani et al., 2024) (Yuwono et al., 2024). As a result, the selling price of products tends to be low and highly dependent on third parties. In addition, the lack of formal business groups and the lack of marketing training are also the main

obstacles in business development. In today's digital era, the transformation towards digital marketing is an urgent need to increase competitiveness and market reach (da Silva et al., 2025). The use of e-commerce platforms, professional social media, and the right branding strategy can be a solution to increase product added value and empower the artisan community in a sustainable manner (Trisnawati et al., 2023) (Ardi Armen, 2023). Therefore, it is necessary to conduct an in-depth study of the digital marketing model that is suitable to be applied to bamboo artisan groups in Wukirsari, taking into account local potential, human resource conditions, and existing infrastructure limitations (Fadilah & Nuvriasari, 2024) (Mahaputra et al., 2025).

Based on the results of interviews with stakeholders in Wukirsari village, as the beginning of training for artisans, it is necessary to provide an understanding of bamboo artisans in Wukirsari village. Some of the theories that support this activity include:

Innovation Theory This theory describes how an innovation (new technology, idea, or product) is disseminated and adopted by a society or social group over a certain period of time. In accordance with Rogers' thinking, in the process of diffusion of innovation there are 4 (four) main elements, namely: Innovation, Communication Channels, Time Period, and Social System. The consequence of the adoption of an innovation is in the form of invention (renewal) and diffusion (change) which is the goal to be achieved (Hisrich et al., 2017) (Chen, 2024).

Digital Marketing Theory Digital marketing is a product or service promotion strategy that utilizes digital media and technology such as the internet, social media, websites, email, and e-commerce platforms (Ma & Gu, 2024). In contrast to traditional marketing, digital marketing allows for wider reach, direct interaction with consumers, as well as real-time measurement of campaign effectiveness

(Figueiredo et al., 2025). With a more flexible and data-driven approach, digital marketing is an important key for business actors, including MSMEs and local artisans, to increase competitiveness in the current digital era (Trott, 2021).

Business Model Canvas The Business Model Canvas is a strategic tool used to design, describe, and analyze business models visually. It consists of nine main elements, namely: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. With this model, business actors – including bamboo artisans – can map their businesses in a concise manner to understand how to create, deliver, and capture value more effectively, especially when switching to digital marketing (Harahap, 2024) (Susanti et al., 2024).

II. METHODS

The approach in this study is a qualitative approach. This means that the data taken comes from manuscripts, interviews, field notes, personal documents, memos and other official documents. Therefore, the goal of qualitative research is to describe the empirical reality behind the phenomenon in depth, detail, and complete (Sugiyono, 2020). Therefore, the use of a qualitative approach in this study is to match empirical reality with applicable theories using descriptive methods. The interview process was carried out through a series of activities including in-depth interviews with 2 bamboo artisans in Wukirsari village, Bantul, and 2 administrators of bamboo craftsmen cooperatives in Wukirsari village.

III. RESULT AND DISCUSSION

Wukirsari Village in Imogiri District, Bantul Regency, is known as one of the centers of folk crafts, especially bamboo-based products. The activities of bamboo craftsmen are spread across four hamlets and have produced various products such as cething, parcel holders, tampers, bookshelves, chairs, and tables. The entire production process is still done manually by local artisans, most of whom are of the older generation. However, until now, the marketing strategies used by artisans are still very traditional. Bamboo handicraft products are marketed through conventional means such as:

1. Sales through collectors who set low prices;
2. Promotion via WhatsApp or local exhibitions that are seasonal;
3. The absence of a systematic e-commerce platform or digital catalog;
4. There has not been a collective marketing business group or cooperative.

As a result, the added value of the product becomes low and highly dependent on outsiders. In addition, the weak promotional strategy makes it difficult for Wukirsari bamboo products to reach a wider market, including national and international consumers. In discussions with related parties, it was proposed to try to understand digital marketing first. It is hoped that through the learning or training provided regarding digital marketing, it will be applied by bamboo craftsmen in Wukirsari village, Bantul, to be applied to the business activities of bamboo craftsmen. In today's digital era, traditional marketing approaches are no longer enough to increase the competitiveness of local products (Rizky & Bahiroh, 2024). Digital marketing is an important need because it provides a number of advantages, including:

1. Wider market reach to national and global;
2. Effective and efficient promotion through social media such as Instagram, Facebook, and TikTok;
3. Product branding and storytelling opportunities through websites or marketplaces;
4. Ease of transactions and direct communication with consumers;
5. Real-time analysis of sales data for decision-making.

The transformation to digital marketing also opens up opportunities for collaboration with other parties, such as marketplaces (Shopee, Tokopedia, or Blibli), digital MSME training from the government, and creative communities. In the current digital marketing era, where the role of information or testimonials from customers (e-WOM), will be very helpful in marketing bamboo crafts in Wukirsari village. It is hoped that the digital presence will be able to strengthen the cultural identity of local products such as Wukirsari bamboo as part of the promotion of tourism and the creative economy of Yogyakarta.

The positive impact of the use of digital marketing for bamboo artisans in Wukirsari village includes:

1. Increasing Market Reach – With digital marketing, bamboo craft products are no longer limited to local markets or buyers from collectors. Artisans can reach consumers from outside the region, even abroad through e-commerce platforms and social media.
2. Increase Product Added Value - Craftsmen have control over the selling price of products as they are no longer completely dependent on collectors. Digital product branding and visualization are able to increase the perception of product value in the eyes of consumers.
3. More Effective and Cost-Effective Promotions - Compared to conventional promotional

methods (exhibitions, brochures, or physical stores), digital marketing through Instagram, Facebook, WhatsApp Business, or marketplaces is much more cost-effective and can be done independently.

4. Increasing the Competitiveness of Local MSMEs - The existence of bamboo handicraft products online places Wukirsari artisans in a wider competition ecosystem and forces the improvement of the quality of products, services, and design innovations.
5. Attracting the Interest of the Young Generation - The integration of technology in the handicraft business can be an attraction for the younger generation to be involved, both in production, packaging, and marketing aspects, so that the regeneration of business actors can occur.
6. Increased Revenue – With wider promotions and reach, as well as greater profit margins due to direct-to-consumer sales, the earning potential of artisans can increase significantly.
7. Opening Access to Training and Collaboration - Digital existence opens up opportunities for artisans to take part in online training, join creative communities, and establish partnerships with designers, creative business people, and the government.

Challenges that need to be anticipated in the implementation of digital marketing:

1. Human resource readiness in managing marketing technology.
 2. The need for digital literacy training and online sales management.
 3. Supporting infrastructure (internet access, digital devices, and product photography).
- Overall, digital marketing is not only a promotional strategy, but a creative economic transformation path that can bring Wukirsari bamboo artisans to the global market, improve welfare, and preserve local cultural heritage. With the right training and mentoring, Wukirsari bamboo artisans have a great opportunity to increase income, create new markets, and attract the younger generation to be more interested in continuing the tradition of crafts through relevant ways in the digital era.

IV. CONCLUSION

This study highlights the importance of transforming marketing strategies for bamboo artisans in Wukirsari Village, Bantul, from traditional methods to digital marketing. Today, most artisans still rely on conventional means such as direct sales, local exhibitions, or word-of-mouth systems. Although this method has historical and cultural value, its reach is very limited and it is less able to compete in an increasingly competitive and globally connected market.

Digital marketing offers a wider range of opportunities for artisans to reach new consumers, increase product competitiveness, and expand the market to national and international levels. Through platforms such as social media, marketplaces, and websites, artisans can build brand image, display product uniqueness, and promote more effectively and efficiently.

The implementation of digital marketing is an urgent need for the sustainability and development of the bamboo handicraft business in Wukirsari village. For this reason, support from various parties is needed, including digital marketing training, the provision of internet infrastructure, and collaboration between the government, local communities, and MSME actors to accelerate this digital transformation. With this step, bamboo artisans in Wukirsari village are expected to increase income, expand business networks, and maintain the sustainability of local cultural heritage.

V. ACKNOWLEDGMENTS

The author would like to express his deepest gratitude to the organizers International Community Services (ICS) 2025 – Yogyakarta activities for support, opportunities, and facilitation that have been provided during the visit to the knitting center in the village Wukirsari tourism to prepare a plan for the development of knitting products. Thank you also to the Faculty of Economics and Business, Universitas Trisakti who have been an important part of this activity, and have given the opportunity for the author to participate in the 1st ICS 2025 Yogyakarta activities. “This study did not receive specific grants from funding agencies in the public, commercial, or non-profit sectors.”

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