

International Community Service Increasing Sales Through Assistance In Utilizing The Internet And Digital Marketing In The USEP KM XII Wukirsari Group

Dewi Shanti Nugrahani^{1*}, Adi Sucipto², Aaron Paul P. Pujianan³

¹ Department of Management, Faculty of Economy, STIE Rajawali Purworejo, Indonesia

² Department of Management, Faculty of Economy, STIE Rajawali Purworejo, Indonesia

³ Faculty of Science in Entrepreneurship, ISAT U Miagao Campus, Philippines

* Corresponding Author: dewishantistiera@gmail.com

Abstract.

The era of digital marketing encourages businesses to adapt to technological developments and utilize digital platforms to increase sales of their products. The assistance carried out aims to increase the creativity of bamboo craftsmen through the internet, increase understanding of digital literacy and improve digital marketing skills to increase sales. The methods used were lectures, discussions, training and mentoring. This community service activity was attended by 45 participants from the USEP XII Wukirsari group. The results of this community service show that craftsmen are able to access the internet wisely, are able to create business accounts for social media and are able to create interesting marketing content.

Keywords: Bamboo crafts; Internet; Creativity; Digital marketing.

I. INTRODUCTION

1. Background

Wukirsari Village, Imogiri, Bantul was named the best tourist village at the international level by the World Tourism Organization under the auspices of the United Nations in 2024 (Pembkabbantul, 2024). Previously, in 2014 Wukirsari Village was named the national best tourist village organized by the Ministry of Tourism and Creative Economy (Morin, 2020). As the best tourist village, this encourages economic growth to support the development of Wukirsari Village as a tourist village with sustainable development and has an impact on improving the quality of life of the people of Wukirsari Village.

The natural wealth of Wukirsari Village with an area of 15,385,504 ha and a population of ± 17,245 people is very well utilized by the people of Wukirsari Village to develop business potential in the fields of tourism, culture, agriculture, plantations and crafts and food processing (Pembkabbantul, 2024). In the craft sector, Wukirsari Village has business potential in the fields of hand-written batik, tatah sungging (leather puppet making) and bamboo crafts.

Bamboo crafts are one of the potentials of Wukirsari Village. The skills of the craftsmen are obtained from generation to generation and develop until now. In accordance with Djaja (in Mahzumi, 2017) who defines bamboo crafts as the creation of bamboo slats with hand skills owned and formed into goods for daily needs. Along

with the times, bamboo craftsmen are required to always improve creativity so that bamboo products still exist in the market and increase usage so as to increase sales of these bamboo products.

To face business competition, bamboo craftsmen not only rely on their creativity but also have to improve their marketing strategies to expand market reach and increase sales. One that can be utilized is by using the internet and digital marketing strategies. Where currently the use of the internet in society is high, the data shows that 80% of Indonesians have used the internet (BPS, 2024). However, the phenomenon in the field shows that internet users in Indonesia have not been followed by digital readiness and capabilities (Jayanti & Dinaseviani, 2022).

Wukirsari Village bamboo crafts that have the potential to develop, so to maximize the bamboo craftsmen are incorporated in the Productive Economic Enterprises (USEP) group which aims to improve the welfare of the village community through job creation for the community to improve the village economy. Through this USEP group, the craftsmen have a forum related to the progress of the business they have. Various information and guidance are obtained by craftsmen through the USEP group.

The USEP KM XII Wukirsari group is one of the groups established in 2013, led by Mugi Lestari with 45 craftsmen members. The activities carried out are regular meetings every month to provide various information from related parties, training, and mentoring.

Bamboo craftsmen who are members of the USEP KM XII Wukirsari group mostly have hereditary skills so that problems are found in the lack of creativity in product development which is still very minimal. The craftsmen still make products only limited to making household appliances with the same model from the past to the present. Most of the products are sold to collectors or deposited to traders in the market, some are taken by large traders based on orders.

This limited and traditional bamboo craft product causes sales to be limited. The craftsmen have the desire to develop their products but they do not have the ability to seek information to innovate. Craftsmen have the desire to utilize the internet to innovate their products, but their limited mastery of the internet is an obstacle for them.

The desire for internet mastery is not only limited to the desire to innovate products but also to expand marketing reach by utilizing digital marketing which can ultimately increase sales of bamboo craft products. The age range of craftsmen who are over 40 years old results in minimal mastery of the internet and digital marketing. Most of them only focus on making with skills that have been owned from generation to generation. However, they have the willpower to learn to innovate, master the internet and digital marketing to increase sales of bamboo craft products. It is undeniable that craftsmen must keep up with the development of information technology. Currently, society has entered the era of society 5.0, which means it is a human-centered and technology-based concept (Nastiti&Abdu2020). In this era, the community, in this case business actors as internet users, has a real connection that utilizing the internet as a

means of promotion has a real effect on the level of income from product sales (Handika & Susilawati, 2021).

Based on the results of the information gathering survey and problems in USEP KM XII Wukirsari members and field visits that have been carried out. The team provided alternative solutions according to the priority scale of the problems faced by the USEP KM XII Wukirsari group as follows:

1. Product creativity problems

Product creativity is a crucial problem to be solved immediately. The desire to develop their products by utilizing internet media to make their products more diverse and attractive is very high, but limited access to information and very limited capabilities in the field of information technology have made craftsmen until now only produce monotonous products. This is due to the limited socialization of the craftsmen and the limited source of creative ideas. Their lives are only around the village environment and have not utilized information technology to the fullest, even though they have a strong desire.

2. Digital literacy issues

Most bamboo craftsmen are not familiar with digital literacy properly. Digital literacy includes the ability to understand, use, and utilize digital technology properly. Bamboo craftsmen already have digital devices such as mobile phones but they are still used only as a means of communication. They do not have the knowledge and skills to utilize technology for business. Lack of access to technology education is a problem faced. The lack of mastery of digital literacy is due to the fact that most of them are housewives aged 40 years and above with a low level of education whose time is spent taking care of the household and making bamboo crafts,

3. Digital marketing issues

The marketing system that craftsmen use is still traditional, with most of the products being sent to collectors, deposited at markets and picked up by large traders. Only a few people buy privately. This is due to the craftsmen's lack of understanding of online marketing. The limited variety and creativity of products also affects market penetration and the level of offline sales, considering that there are currently many modifications and varieties of bamboo handicraft products. The speed and responsiveness to digital marketing is also a problem faced.

2. Objective

- a. Increase the product creativity of USEP XII Wukirsari members 50% from before.
- b. Increase the understanding of digital literacy of USEP XII Wukirsari members 50% from before.
- c. Increase sales through digital marketing of USEP XII Wukirsari 50% from before.

II. METHODS OF IMPLEMENTATION

The partner in this international community service activity is USEP XII Wukirsari. The method of program implementation to overcome partner problems is as follows:

1. Needs Analysis Stage

- a. The team will conduct a survey to identify the potential of the group members as a whole.
- b. Data collection stage, at this stage the implementation team collects data by going directly to the location and the data obtained is in the form of photos of bamboo raw materials, processing, craft products, and membership and other data needed.
- c. Conduct socialization to explain the activity program plan that will be implemented at USEP XII Wukirsari and establish intensive communication with the head of the USEP XII Wukirsari group.
- d. Preparation of work plans and targets.

2. Implementation phase

a. Internet utilization training to increase creativity

To increase the creativity of the craftsmen, training was conducted, in response to the desire of the craftsmen to be able to produce a variety of bamboo crafts outside of their skills. Craftsmen have constraints in terms of product diversity creativity due to limited knowledge and how to make modern bamboo craft products, they only have the same skills as those passed down from generation to generation. Their age and busy schedules are one of the obstacles faced in developing creativity. However, they have strong capital in the form of determination and willingness to learn. So in this training, resource persons were invited to provide material on how to access the internet to search for ideas and develop creativity, starting from the selection of main raw materials, supporting raw materials, model diversity, neatness, innovation and product development.

b. Digital literacy training

Craftsmen are starting to be given an understanding of digital literacy, especially utilized for their business so that their sales increase. Participants are not only given a basis and understanding of digital literacy but also given provisions for ethics in using information technology, considering that they are still unfamiliar with digital media, so that they are wise in using and searching for information. The weaknesses they have in digital literacy are due to the limited capacity of the technological devices they have, the budget allocated for internet quota is still very limited, the difficulty of internet access for certain areas, the use of information technology devices that are only limited to communicating has not been maximized to market their products. The materials include digital ethics, digital culture, digital skills, digital security and emerging issues around digital marketing.

c. Digital Marketing Training and Mentoring

Digital marketing training is designed to provide craftsmen with skills and knowledge in the field of online marketing. In simple terms, craftsmen have actually started marketing through social media but are still very simple and limited. The problem occurs because craftsmen do not have the ability to create content that attracts consumers, there is no ability for consistency in making and uploading marketing content.

The material of this training includes aspects of designing digital marketing strategies, social media marketing, online promotion and advertising and simple data analysis. The delivery of material in the form of theory about digital marketing was carried out briefly then continued with intensive assistance. Participants were personally assisted in preparing digital marketing programs, making marketing content, guided in taking product photos, product videos, writing content, making simple flyers. Assistance is also provided to upload content through social media business accounts (Facebook, Instagram, TikTok, WhatsApp).

III. RESULT AND DISCUSSION

The implementation of this community service provides results in the form of problem solving in creativity, digital literacy and digital marketing. The creativity of these craftsmen is the main capital in creating bamboo crafts with new and diverse forms so that it will have an impact on increasing sales while introducing bamboo crafts to the wider community as a characteristic or identity. To be able to increase sales, craftsmen need to introduce and market the products they produce. The high level of competition causes craftsmen to look for alternatives to marketing products through digital marketing. Therefore, craftsmen need to be equipped with digital marketing skills. The results of the implementation of community service include several stages as follows:

1. Socialization and FGD

At this stage contains an explanation of the activity program plan that will be implemented in the USEP KM XII Wukirsari group and establishes intensive communication with the group leader to develop work plans and targets.

2. Training Stage (Financial Literacy and Marketing)

Training activities are carried out using the lecture method by inviting speakers who have knowledge and competence in the field of creativity, and digital literacy with the resource person Adi Sucipto, SE, MM and digital marketing with the resource person in this training is Dr. Dewi Shanti N, SE, MM, M.Par a lecturer in the Management Study Program The training was held on May 20, 2025 at the House of the Head of the USEP KM XII Wukirsari Group. The training was attended by 45 members of the USEP KM XII Wukirsari Group.

At the training stage, it was held with material on increasing craftsmen's creativity. Participants were given knowledge about how to grow and find ideas for product creativity, the resource person provided an introduction to the use of the internet inviting a resource person who mastered the internet field. Partners will be given knowledge about the internet appropriately starting from how to operate the internet to the use of the internet for idea discovery and creativity. Partners are not only given training but also assistance over a longer period of time. The material provided is about finding ideas through YouTube, how to access, use and utilize. Providing YouTube material to be able to access bamboo craft tutorials and access information about the diversity and innovation of bamboo craft products from other craftsmen. accessing social media to see various creative ideas that allow craftsmen to get ideas for developing their products. Searching for more affordable suppliers with regards to the supply of complementary items for production.

After understanding how to use the internet and its utilization, participants were equipped with ethics in using information technology, how to select useful information and disseminate clear, accurate and accountable information. Participants are equipped with knowledge of digital culture, how each individual interacts, communicates using internet media, works, socialization procedures using digital media and the internet. Digital skills material by utilizing digital platforms to find ideas, develop ideas, do promotion and advertising and marketing online. Participants were given knowledge about how to protect data, protect devices and various digital information owned.

Digital marketing assistance is carried out after they master the operation of the internet and information technology devices. This assistance is carried out by assisting in creating business social media accounts, creating photos and videos for interesting marketing content, creating promotional upload captions, reading data from business accounts that have been created. Before setting up this digital marketing program, participants were assisted in how to identify consumers and their environment so that the digital marketing program that was prepared could be directed and according to the objectives so that the sales targets they had set could be achieved.



3. Application of Technology

The technology applied to USEP KM XII Wukirsari is as follows:

- a. Idea search and development by utilizing the internet. USEP KM XII Wukirsari Group members are equipped with knowledge on how to access the internet and how to search in internet search engines. Participants are given knowledge about searching on

YouTube accounts about the multiplicity of shapes, models, benefits and expansion of the use of bamboo crafts. They are also given an understanding of how to search for video tutorials on how to make bamboo crafts that they have not mastered through YouTube accounts.

- b. Digital literacy is equipped with an understanding to be wise in using information technology, utilizing the ease of accessing the internet for product development which ultimately has an impact on increasing sales and welfare of bamboo craftsmen.
- c. Digital marketing by utilizing social media business accounts that have been created (Facebook, Instagram, Tiktok, Facebook, WhatsApp). The ability to read the data presented in social media business accounts is the basis for developing digital marketing strategies. Promotional accounts, advertisements and marketing reach are expanded by creating content marketing that attracts consumer interest. Provided with the ability to analyze content marketing that is currently popular and the ability to analyze market and consumer characteristics to increase sales.

4. Mentoring and Evaluation

The community service team provided assistance to members of the USEP KM XII Wukirsari group as follows:

- a. Assistance in accessing the internet

The team provides education to participants in accessing the internet, namely assisting in finding the right, accurate and reliable information according to the needs of bamboo craftsmen related to the creativity of making bamboo crafts. Then assisted in how to call and access the search engine so that it is directed in line with the goal.

- b. Assistance in creating business social media accounts

Assistance in creating business social media accounts for those who do not have and changing to business-based social media accounts for participants who already have personal social media accounts.

- c. Assistance in creating content marketing for digital marketing

Assistance was provided for making content marketing which includes techniques for taking product photos, simple product video techniques, techniques for making caption sentences in content marketing and uploading content marketing techniques.

Based on the evaluation results, it shows that there is an increase in knowledge and skills in using the internet, understanding digital literacy and digital marketing. Participants during the community service period managed to compile at least one digital marketing content. For some participants who have obstacles to the sustainability of making and uploading marketing content continuously, they will be accompanied by family members who have skills in making and uploading content so that the continuity of the digital marketing program that has been prepared can be carried out.

IV. CONCLUSION

1. Conclusion

The conclusions that can be obtained from the implementation of the International Community Service community service program increasing sales through assistance in internet utilization and digital marketing at the USEP KM XII Wukirsari Group are:

- a. The enthusiasm and high participation of the partners shows the success of the training and mentoring program that has been carried out running well and followed by all participants and has a positive impact seen from the active participation of partners to be able to master the material.
- b. The activity program that has been carried out produces outcomes in accordance with what has been planned and provides willingness in the form of increased knowledge about creativity, the internet, and digital marketing. This training and mentoring takes time considering the limited ability of the partners, but at the end of the training they were able to search, create a simple concentrate and market their products online.

2. Suggestion

In terms of improving skills, mastery of the internet and digital marketing-based marketing of members of the USEP XII Wukirsari group in the "International Community Service" program, assistance carried out especially for digital marketing in the USEP XII Wukirsari group still requires further assistance to foster continuity in online marketing to participants and creativity in digital marketing content For standardization of business financial records, it still takes time and high commitment from program participants.

Based on the transfer of science and technology that has been carried out in the USEP XII Wukirsari group involving partner groups, there are several suggestions that are worth considering, namely:

1. Participants who have attended the training and have the skills are expected to be able to transmit their skills to other craftsmen outside the USEP XII Wukirsari group members.
2. The Bantul Regency Government is expected to provide support for the implementation of continuous training and mentoring in accordance with the material needed by bamboo craftsmen on a regular basis.

V. ACKNOWLEDGMENTS

1. Organizer and Committee of International Community Service 2025
2. Regent of Bantul
3. Head of STIE Rajawali Purworejo
4. Head of P3M STIE Rajawali Purworejo
5. Head of USEP XII Wukirsari group

REFERENCES

Statistics Indonesia (2024, July 1). Statistics Indonesia 2024.

<https://www.bps.go.id/id/publication/2024/02/28/c1bacde03256343b2bf769b0/statistik-indonesia-2024.html>

Handika, I.D.S., & Sulistiawati, A. (2021). The Use and Utilization of the Internet for Agriculture and its Role in the Income Level of Farmers (Case: Gapoktan Bina Tani Warga Panggupay Desa Suntenjaya West Bandung). *Journal of Communication Science and Community Development*, 5(2), 233-255.

<https://bantulkab.go.id/berita/detail/6738/desa-wisata-wukirsari-terbaik-di-dunia--raih-best-tourism-village-2024-dari-unwto.html>

Jayanthi, R., & Dinaseviani, A. (2022). The Digital Divide and the Solutions Applied in Indonesia during the Covid-19 Pandemic. *Journal of IPTEK-KOM (Journal of Communication Science and Technology)*, 24(2), 187-200.

Mahzuni, Dede, et al. 2017. "Development of Handicrafts Based on Cultural Local Wisdom in Pakenjeng, Garut Regency". *Dharma Karya*.6(2): 101-105

Nastiti, F.E., & Abdu, A.R.N. (2020). Study: Readiness of Indonesian Education to Face the Era of Society 5.0. *J Kajian Teknologi Pendidikan*, 5(1), 61-66.