

# Empowerment of the King Saguna Jaya Seashell Home Industry through the Utilization of Seashell Waste as Economically Valuable Products in Serangan Village, Denpasar City

Rita Meiriyanti<sup>1,\*</sup>, Krisma Desita<sup>2</sup>, Najwa Putri Akhirussanah<sup>3</sup>, Luluk Nurlaila<sup>4</sup>, Nafis Suroyya<sup>5</sup>

<sup>1</sup> Management, Faculty of Economics and Business, Universitas PGRI Semarang, Indonesia

<sup>2</sup> Management, Faculty of Economics and Business, Universitas PGRI Semarang, Indonesia

<sup>3</sup> Management, Faculty of Economics and Business, Universitas PGRI Semarang, Indonesia

<sup>4</sup> Management, Faculty of Economics and Business, Universitas PGRI Semarang, Indonesia

<sup>5</sup> Management, Faculty of Economics and Business, Universitas PGRI Semarang, Indonesia

\* Corresponding Author: [ritameiriyanti@upgris.ac.id](mailto:ritameiriyanti@upgris.ac.id)

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## **Abstract.**

*Shell waste generated from seafood processing has considerable potential to be transformed into value-added handicraft products. However, many micro, small, and medium enterprises (MSMEs) still face challenges in optimizing their business sustainability due to limited digital marketing management and the lack of interest from younger generations in continuing shell-based handicraft businesses. This community service program aimed to empower King Saguna Jaya MSME in Serangan Village, Denpasar City, through business development and digital marketing workshops to strengthen business sustainability and encourage youth regeneration. The program was implemented through field observation, needs assessment, business development workshops, digital marketing training using Instagram, mentoring, and evaluation involving the business owner and local participants. The program resulted in improved participants' knowledge and skills in digital marketing management, increased awareness of the importance of business regeneration among younger generations, enhanced utilization of Instagram as a promotional platform, and strengthened community participation in supporting the sustainability of shell-based creative businesses. Furthermore, the program contributed to strengthening the MSME's competitiveness while promoting sustainable local economic development through creative entrepreneurship and digital innovation.*

**Keywords:** *Shell waste; Community empowerment; Creative economy; MSMEs; Sustainable production.*

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## **I. INTRODUCTION**

Seashell waste is a type of solid waste frequently generated by fisheries, households, and seafood-based culinary businesses. If not managed properly, this waste can cause environmental pollution and degrade the quality of coastal areas. Conversely, seashells possess strong, unique, and aesthetically pleasing characteristics, offering potential as raw materials for various economically valuable handicraft products. Transforming waste into value-added products aligns with the circular economy concept, which promotes resource reuse to minimize waste while simultaneously enhancing community well-being (Djuniardi et al, 2024 ; Lingkungan et al, 2024).

One of the businesses transforming seashell waste into creative products is the MSME "Rumah Kerang King Saguna Jaya," located in Serangan Village, Denpasar City, Bali. This enterprise processes seashell waste into various high-value handicrafts, such as decorative lamps, photo frames, wall art, keychains, and Balinese souvenirs Husin (2024). The business not only contributes to reducing environmental waste but also supports the local economy by developing creative ventures based on local potential (Masyrurroh et al., 2024 ; Nastiti et al., 2024).

Despite its significant potential, the King Saguna Jaya seashell craft MSME faces several challenges in maintaining business sustainability Hartanto et al (2022). A primary issue is the limited succession of entrepreneurs capable of continuing and expanding the seashell-based craft business in the future. The low level of youth involvement in creative enterprises leveraging local potential could hinder business continuity unless sustained efforts are made toward empowerment and knowledge transfer. Furthermore, product marketing has yet to optimally utilize digital media, thereby limiting the promotional reach and market opportunities accessible to the MSME.

Given these issues, empowerment activities are needed to enhance the capacity of the younger generation while simultaneously strengthening the digital marketing capabilities of MSMEs Mariati et al (2026). Through the 2026 International Community Service (ICS) program, interventions were implemented in the form of business development workshops for young people and digital marketing workshops focused on the Instagram platform. These activities aimed to provide insights into creative business opportunities based on seashell waste, the importance of innovation in business development, and the use of social media as an effective and efficient promotional tool (Hakimah et al., 2026).

The business development workshop is expected to boost the interest of the younger generation in managing and developing MSMEs, thereby fostering sustainable business succession. Meanwhile, the digital marketing workshop focused on Instagram aims to enhance partners' capabilities in leveraging digital technology to expand market reach, build brand identity, and improve product competitiveness amidst the growth of the digital economy. This initiative also serves as a means of community empowerment by strengthening the capacity of the human resources involved in MSME development.

This community service initiative aligns with the Sustainable Development Goals (SDGs), specifically Goal 8 (Decent Work and Economic Growth) by strengthening MSMEs and creating sustainable economic opportunities and Goal 12 (Responsible Consumption and Production) by transforming seashell waste into products of economic value. Through workshops on business development and digital marketing, the "Rumah Kerang King Saguna Jaya" MSME is expected to sustain its operations, enhance product competitiveness, expand its market reach, and foster youth engagement in the development of a creative economy rooted in local potential.

Given these circumstances, this community service initiative aims to enhance the capacity of the younger generation and MSME operators in business development and digital marketing via Instagram, thereby supporting the sustainability of the "Rumah Kerang King Saguna Jaya" MSME. Furthermore, the initiative is expected to yield positive outcomes, including increased participant knowledge and skills, improved business succession, enhanced

digital marketing effectiveness, and the growth of a community-based creative economy centered on the utilization of seashell waste.

## II. METHODS

This community service activity was conducted at the MSME "Rumah Kerang King Saguna Jaya" located in Serangan Village, Denpasar City, Bali on June 30, 2026, as part of the International Community Service (ICS) 2026 program. The initiative focused on community empowerment by fostering business succession and enhancing digital marketing capabilities to support the sustainability of an MSME that utilizes seashell waste.

The project began with a needs assessment phase involving discussions with MSME operators. This stage revealed that the partners faced challenges regarding business sustainability, specifically concerning generational succession and the optimization of digital marketing. Youth involvement in business development remained limited, and social media was not being fully utilized as a promotional tool.

The subsequent phase involved a business development workshop aimed at young people and those involved in MSME operations. The workshop sought to enhance participants' understanding of the importance of business succession, the development of a creative economy based on local potential, product innovation, and business opportunities derived from utilizing seashell waste. The activity was conducted interactively, incorporating presentations, discussions, training sessions, and experience-sharing with MSME operators.

Following this, the community service team conducted a digital marketing workshop as an intervention to improve the partners' product promotion capabilities. The material covered included an introduction to digital marketing concepts, product branding strategies, the creation of engaging promotional content, and the use of Instagram for marketing purposes. During the session, participants received guidance on optimizing their Instagram accounts—including content management, the use of Reels and Stories, the application of relevant hashtags, and strategies for fostering consumer engagement to expand market reach.

Following the workshop, the partners received mentoring to assist in implementing the material provided. This support involved discussions and hands-on practice regarding digital marketing strategy development, the creation of promotional content, and the management of the @seashell.goods Instagram account to promote handicrafts made from seashell waste. The initiative aims to enable the partners to implement digital marketing strategies independently and sustainably.

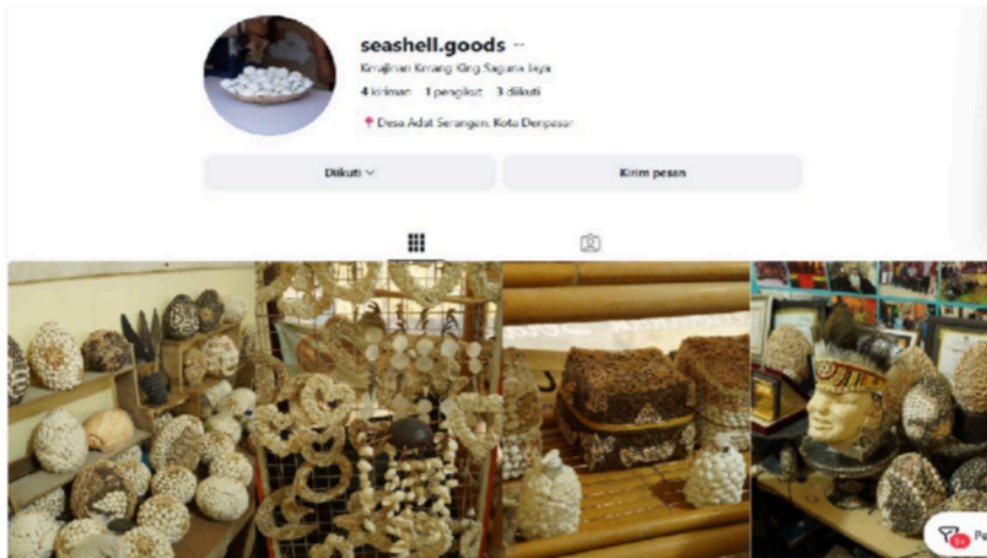


Figure 1. Instagram Digital Marketing

The final stage of the activity was a program evaluation conducted through discussions and feedback from participants and MSME managers. The evaluation focused on the participants' level of understanding regarding the workshop material, their ability to utilize digital media for marketing, and the activity's benefits in supporting business succession. The evaluation results indicate that this community service activity provided participants with additional knowledge and skills in business development and digital marketing, while also creating opportunities for MSME sustainability through the involvement of the younger generation and the use of digital technology in business operations.

### III. RESULT AND DISCUSSION

The activity began with an opening session and introductions involving the community service team, the management of the MSME "Rumah Kerang King Saguna Jaya," and the participants. During this stage, the team outlined the program's objectives and held preliminary discussions regarding the business's current state, the challenges it faces, and the partner's expectations for the long-term viability of their seashell waste-based craft business.

The program continued with the first presentation on business development and MSME generational succession. This session covered the importance of succession planning for business continuity, opportunities to develop the creative economy based on local potential, product innovation, and strategies for sustaining the business amidst market competition. Participants gained insight into the role of the younger generation in continuing and expanding the business to ensure the MSME's future sustainability.

Next, the team presented the second topic: digital marketing via Instagram. This session focused on leveraging social media as an effective promotional tool for MSMEs. Participants learned about the importance of product branding, techniques for taking appealing product photos, crafting promotional captions, using relevant hashtags, and utilizing Instagram features such as Reels, Stories, and Insights to expand marketing reach.

In the practical session, participants received guidance on optimizing the Instagram account for "Rumah Kerang King Saguna Jaya." Activities included creating promotional content, uploading

product photos, writing informative captions, and developing strategies to engage with potential customers. Through this hands-on experience, participants learned how to manage social media to support business growth.

Following the workshop, a discussion and mentoring session was held to assist the partner in applying the material covered. Mentoring focused on developing digital promotion strategies, improving marketing content quality, and identifying business development opportunities that the younger generation could pursue to support the MSME's sustainability.

The results indicate that participants gained a better understanding of the importance of business succession and the role of digital marketing in MSME development. Furthermore, optimizing the Instagram account created greater opportunities for the MSME to expand its promotional reach and increase public exposure to its products. This activity also encourages the involvement of the younger generation in business development, thereby helping to support the future sustainability of the King Saguna Jaya Seashell Home MSME.

#### **IV. CONCLUSION**

The 2026 International Community Service (ICS) activity, conducted with the MSME "Rumah Kerang King Saguna Jaya," successfully achieved its community service objectives through business development and digital marketing workshops, as well as direct partner mentoring. The program was designed to address challenges regarding business succession and digital marketing optimization, thereby supporting the sustainability of a craft business utilizing seashell waste.

The initiative benefited the partner by enhancing their knowledge and skills in business development and the use of digital media for marketing. Through workshops and mentoring, participants gained insight into the importance of youth involvement in ensuring business continuity, developing a creative economy based on local potential, and implementing digital marketing strategies specifically by optimizing the @seashell.good Instagram account. The activity also created opportunities to expand market reach and increase product exposure to a wider audience.

In terms of impact, the program strengthened business succession efforts by raising youth awareness regarding the potential of creative businesses based on seashell waste. Furthermore, the enhancement of the partner's digital marketing capabilities is expected to foster sustainable business growth and boost product competitiveness in the digital era. The program also contributed to creative economy development by transforming seashell waste into economically valuable products, thereby generating added value for the community.

This community service activity supports the achievement of the Sustainable Development Goals (SDGs), particularly Goal 8 (Decent Work and Economic Growth) through MSME capacity building and community empowerment, and Goal 12 (Responsible Consumption and Production) by repurposing waste into eco-friendly, economically valuable products. Thus, the program not only benefits the partner but also fosters inclusive and sustainable economic development.

To ensure the program's long-term sustainability, continued mentoring is required in areas such as digital marketing management, product innovation, and increasing youth engagement in business activities. Furthermore, collaboration among higher education institutions, MSMEs, the government, and creative communities needs to be continuously strengthened to expand market

access, enhance product competitiveness, and foster the future sustainability of creative economy-based MSMEs.

## V. ACKNOWLEDGMENTS

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