

Digital Marketing Training for Recycled Plastic Craft Artisans in Serangan Traditional Village, Bali

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Abstract.

This Community Service Program (Program Pengabdian Kepada Masyarakat/PKM) was implemented in Serangan Traditional Village, Bali, with a primary focus on strengthening the marketing capacity of a culture-based and sustainable tourism village. The program was initiated in response to several challenges, including the limited strategic utilization of digital marketing, the suboptimal packaging of experience-based tourism products, and the relatively low participation of local micro, small, and medium enterprises (MSMEs) in the tourism promotion ecosystem, despite Serangan Traditional Village's considerable potential as a cultural tourism destination. The objectives of the program were threefold: (1) to enhance the capacity of local communities and tourism village managers in digital marketing and destination branding; (2) to develop promotional strategies based on cultural storytelling and experience-based tourism; and (3) to strengthen the role of local MSMEs in supporting the village tourism economy. The program adopted a community-based tourism (CBT) approach, positioning local communities as the primary stakeholders responsible for managing and promoting the tourism destination. This PKM aligns with Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) by creating business opportunities, increasing MSME income, and strengthening the local economy. Furthermore, it supports SDG 9 (Industry, Innovation, and Infrastructure) through the implementation of digital marketing innovations and the enhancement of non-physical infrastructure, particularly in terms of human resource capacity building and the development of tourism destination promotion systems. In terms of the Indonesian Higher Education Key Performance Indicators (Indikator Kinerja Utama—IKU), this program contributes to IKU 3, which promotes lecturers' engagement in activities beyond the university; IKU 5, which emphasizes the application of academic knowledge to address community challenges; and IKU 7, which highlights the tangible societal impact of higher education institutions. The outputs of this community service program include an ISSN-indexed article, program implementation documentation, an online mass media publication, a YouTube dissemination video, partnership documentation, and partner recognition. Overall, this PKM is expected to strengthen the competitiveness and long-term sustainability of Serangan Traditional Village as a cultural tourism destination through community empowerment and the implementation of innovative digital marketing strategies.

Keywords: *Community-Based Tourism; Digital marketing; Cultural tourism village; MSME empowerment; Sustainable Tourism.*

I. INTRODUCTION

Serangan Traditional Village, located in Denpasar City, Bali Province, is a coastal community with considerable potential for cultural and marine tourism development. In addition to its role as a tourism destination, the village faces significant environmental challenges associated with the increasing accumulation of plastic waste generated by both household activities and the tourism sector. This situation has encouraged local communities to initiate various efforts to transform plastic waste into economically valuable handicraft products (*recycled plastic crafts*), including bags, wallets, tissue holders, accessories, and souvenir items. These products not only generate additional income but also contribute to environmental conservation by reducing plastic waste. Such initiatives reflect the principles of the circular economy, which emphasizes the reuse of waste as an economic resource to minimize environmental pollution while enhancing community welfare (Kirchherr et al., 2017). One of the active community partners in Serangan Traditional Village is a group of recycled plastic craft artisans who utilize plastic waste as their primary raw material for producing creative handicrafts. Besides contributing to waste reduction, this artisan group provides alternative income opportunities for local residents, particularly women and micro, small, and medium enterprises (MSMEs). Nevertheless, preliminary observations and interviews with the partner group revealed several constraints that hinder business development, particularly in digital marketing. Most products are still marketed through conventional channels, such as direct sales to tourists, exhibitions, and consignment in galleries or souvenir shops. Consequently, market reach remains limited and highly dependent on tourist arrivals. The rapid development of digital technology has fundamentally transformed consumer behavior in seeking information and purchasing products. Social media platforms and e-commerce marketplaces have become strategic marketing channels that enable MSMEs to expand their market reach and improve business competitiveness. According to Chaffey and Ellis-Chadwick (2022), digital marketing enables businesses to reach broader consumer segments, establish more interactive customer relationships, and improve promotional effectiveness through various digital platforms.

However, these opportunities have not been fully utilized by the recycled plastic craft artisans in Serangan Traditional Village due to their limited knowledge and practical skills in digital marketing management. A needs assessment conducted with the community partner identified several key issues. First, the partner lacked an integrated digital marketing strategy. Social media was used only passively, while participation in exhibitions was not professionally managed. Promotional content primarily consisted of product documentation without sufficient attention to visual quality, storytelling, brand consistency, or audience engagement. Second, the artisans had limited understanding of product photography, persuasive copywriting, hashtag optimization, and the effective use of digital marketing tools such as Instagram Reels, TikTok, and Meta Business Suite. As a result, customer engagement remained relatively low, limiting the effectiveness of digital promotional activities. Third, the partner had not yet established a strong brand identity. Most products lacked a distinctive logo, attractive packaging, digital catalogues, and a clear value proposition capable of differentiating them from competing products. Strong branding is widely recognized as a critical factor in shaping consumer perceptions and increasing product value

(Kotler, Keller, & Chernev, 2022). Fourth, the artisans had not utilized online marketplaces such as Shopee and Tokopedia as sales channels, thereby restricting access to consumers beyond Bali. Finally, the existing plastic shredding machine was unable to produce sufficiently fine recycled materials, which affected the quality and finishing of the final products.

If these challenges remain unresolved, the competitiveness of the recycled plastic craft industry is likely to decline compared with other MSMEs that have successfully adopted digital technologies. Conversely, increasing public awareness of environmentally friendly products presents a significant opportunity for artisans to expand their market through green marketing strategies that emphasize sustainability and circular economy principles. Therefore, a comprehensive community service program is required, combining digital marketing training with intensive mentoring in branding development, creative content production, product photography, social media management, and marketplace utilization. Such an integrated approach is expected to enable artisan groups to market their products more effectively and sustainably. Accordingly, the Digital Marketing Training Program for Recycled Plastic Craft Artisans in Serangan Traditional Village, Bali was designed to strengthen the digital capabilities of local entrepreneurs. The program aims to expand market access, increase product value, reinforce the image of environmentally friendly products, and improve community income through sustainable digital marketing practices. Furthermore, the program contributes to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) by promoting local entrepreneurship, SDG 12 (Responsible Consumption and Production) through the implementation of circular economy practices, and SDG 17 (Partnerships for the Goals) by fostering collaboration between higher education institutions and local communities.

This community service initiative is also aligned with Indonesia's Merdeka Belajar–Kampus Merdeka (MBKM) policy and contributes to several Key Performance Indicators (IKU) for higher education institutions. Specifically, it supports **IKU 2** through student involvement in community assistance activities, tourism branding development, tourism experience mapping, and the preparation of partner-oriented outputs. The program contributes to **IKU 3** by facilitating lecturers' engagement in off-campus activities as branding strategists, facilitators of participatory community discussions, and mentors in implementing digital marketing solutions. In addition, it supports **IKU 5** through the dissemination and direct utilization of community service outputs, including branding guidelines and marketing communication strategies adopted by the village administration and tourism management organizations. Beyond supporting institutional performance indicators, this community service program is closely aligned with the community engagement and research priorities of Universitas Negeri Jakarta, particularly in the areas of community development based on local wisdom, sustainable tourism, and creative economy and community empowerment. Consequently, the program not only addresses the practical challenges faced by the community partner but also strengthens the university's contribution to sustainable local development through knowledge transfer, innovation, and collaborative community empowerment.

II. METHODS

The Digital Marketing Training Program for Recycled Plastic Craft Artisans in Serangan Traditional Village, Bali, employed a combination of direct observation and service-learning approaches. Direct observation was conducted to systematically identify the needs, challenges, and

business conditions of the community partner, while the service-learning approach integrated higher education activities with community empowerment by involving lecturers and students in implementing practical solutions for local MSMEs. Through this approach, students were able to apply the knowledge and competencies acquired during their academic studies to address real-world community problems, while simultaneously developing practical skills through direct engagement with the partner community. The community service program was implemented in three sequential stages.

The **first stage** involved field observation and needs assessment through direct discussions and interviews with the recycled plastic craft artisan group in Serangan Traditional Village. During this stage, the service team collected information regarding the production process, business management practices, marketing strategies, product branding, digital marketing capabilities, and existing business constraints. Particular attention was given to identifying the challenges faced by the artisans in utilizing digital technology for product promotion and market expansion. The observation also examined product quality, packaging, branding elements, social media utilization, marketplace adoption, and production equipment, including the performance of the plastic shredding machine used in the recycling process.

The **second stage** consisted of capacity-building activities through training and mentoring in digital marketing. Based on the needs identified during the observation phase, the service team provided practical training covering digital branding, product photography, persuasive copywriting, social media content creation, storytelling marketing, hashtag optimization, and the utilization of digital marketing platforms, including Instagram, TikTok, Meta Business Suite, and online marketplaces. Participants also received guidance on developing a stronger brand identity by improving product packaging, designing logos, creating digital catalogues, and formulating a clear value proposition that highlights the environmental sustainability of recycled plastic craft products.

The **final stage** focused on the implementation and evaluation of the proposed marketing strategies. During this phase, participants applied the knowledge gained by producing promotional content, publishing digital campaigns through social media platforms, and improving the visual presentation of their products. The service team also assisted the artisans in optimizing marketplace accounts and strengthening their online presence to expand market reach beyond Bali. Program evaluation was conducted through direct observation of participant engagement, discussions with community partners, and assessment of the outputs produced during the training activities. These outputs included digital promotional content, improved branding materials, social media accounts, and marketing strategies that are expected to support the long-term sustainability and competitiveness of the recycled plastic craft business. Overall, the combination of direct observation and the service-learning approach enabled the community service program to provide practical, partner-oriented solutions while strengthening collaboration between the university and the local community. This approach facilitated knowledge transfer, enhanced the digital marketing competencies of the artisans, and supported the sustainable development of community-based creative enterprises founded on circular economy principles.

III. RESULT AND DISCUSSION

The implementation of the Digital Marketing Training Program for Recycled Plastic Craft Artisans in Serangan Traditional Village, Bali began with a series of preparatory activities involving

lecturers, students, and community partners. Prior to the training, the community service team conducted an initial coordination meeting with the artisan group and village representatives to identify the objectives of the program and establish collaborative activities. During this session, the partner introduced the profile of the recycled plastic craft business, the environmental issues associated with plastic waste in Serangan Village, and the initiatives undertaken by the artisan group to transform plastic waste into value-added handicraft products. The coordination meeting also provided an overview of the production process, existing marketing practices, and the primary challenges encountered by the artisans in expanding their business. The implementation of this initial activity is presented in Figure 1, while the discussion with the community partner is illustrated in picture 1&2.



Figure 1. The implementation of this initial activity



Picture 2 the discussion with the community partner

Following the coordination session, the community service team observed the production process to gain a comprehensive understanding of the business operations. The observation covered the collection and sorting of plastic waste, the shredding process, material preparation, product manufacturing, and finishing activities. The team also examined the production equipment, including the plastic shredding machine, which was identified as one of the limitations affecting product quality because it was unable to produce sufficiently fine recycled materials. Despite these technical constraints, the artisans successfully produced various environmentally friendly products, including handbags, wallets, tissue holders, decorative accessories, and souvenir items made from recycled plastic. The observation findings indicated that the artisans had successfully implemented circular economy practices by converting plastic waste into economically valuable products, thereby supporting Bali's vision of reducing plastic waste and promoting environmental sustainability. However, the products had not yet been supported by effective digital marketing strategies. Most sales were still conducted through direct transactions with tourists, local exhibitions, and souvenir shops. The artisans had limited experience in utilizing social media as a promotional medium, creating digital marketing content, or selling products through online marketplaces. Based on these findings, the community service team organized a digital marketing training program focusing on strengthening branding and online promotion.

The first activity involved introducing the importance of digital branding and sustainable marketing in increasing the competitiveness of environmentally friendly products. Participants received practical guidance on creating attractive product photographs, developing persuasive promotional captions, applying storytelling techniques that highlighted the environmental benefits of recycled products, and utilizing hashtags to increase online visibility. In addition to content creation, the community service team assisted the artisans in developing a stronger brand identity. Several recommendations were provided, including improving product packaging, designing a distinctive logo, preparing digital catalogues, and establishing consistent visual branding across social media platforms. Since environmentally friendly products are increasingly associated with sustainability-oriented consumers, the branding strategy emphasized the concepts of green products, plastic waste reduction, and community empowerment. These values were incorporated into promotional materials to differentiate the products from similar handicrafts available in the market. Furthermore, participants were introduced to various digital marketing platforms, including Instagram, TikTok, Meta Business Suite, Shopee, and Tokopedia. The training covered account management, content scheduling, audience engagement, and marketplace utilization to expand market access beyond Bali. The community service team also demonstrated practical techniques for creating short promotional videos and optimizing social media algorithms through appropriate posting schedules and hashtag strategies.

To support product commercialization, the service team proposed several improvements in product presentation. Product packaging was redesigned to appear more attractive, informative, and environmentally friendly while maintaining its functional characteristics. Digital catalogues were also prepared to facilitate online promotion and enable potential customers to access product information more efficiently. The final stage of the program involved evaluating the implementation of the community service activities. Evaluation was conducted through direct observation, participant discussions, and feedback from the artisan group regarding the usefulness of the training materials. The results demonstrated an increase in participants' understanding of digital marketing concepts, branding strategies, social media management, and marketplace utilization. The artisans also expressed greater confidence in producing digital promotional content and recognized the importance of communicating the environmental value of recycled plastic crafts to consumers. Overall, the implementation of this community service program demonstrated that integrating digital marketing capacity building with green branding strategies can enhance the competitiveness of recycled plastic craft MSMEs. Beyond improving marketing capabilities, the program strengthened community awareness of circular economy practices and supported Bali's vision of becoming a Zero Plastic Waste Province by promoting the economic utilization of plastic waste through creative industries. The collaboration between the university and the local community also contributed to knowledge transfer, community empowerment, and the sustainable development of environmentally responsible MSMEs.



Picture 3 Recycled Plastic Handicrafts



Picture 4 Painting made by Plastic

IV. CONCLUSION

The Digital Marketing Training Program for Recycled Plastic Craft Artisans in Serangan Traditional Village, Bali successfully enhanced the digital marketing capacity of local artisans while supporting environmentally sustainable business practices. Through a combination of field observation, capacity-building activities, and hands-on mentoring, participants gained practical knowledge in digital branding, product photography, social media content creation, storytelling, and marketplace utilization. These activities enabled the artisans to better understand how digital platforms can be strategically used to expand market reach and improve business competitiveness. The program also reinforced the importance of integrating green marketing with the circular economy concept by promoting recycled plastic crafts as environmentally friendly products with both economic and ecological value. Strengthening brand identity and communicating sustainability values through digital media provided added value to the products and supported Bali's vision of achieving Zero Plastic Waste. Furthermore, the collaboration between the university and the local community contributed to community empowerment, knowledge transfer, and the development of sustainable creative industries. Overall, this community service initiative demonstrates that digital marketing training, when combined with branding assistance and sustainability-oriented promotion, can become an effective strategy for improving the competitiveness of MSMEs while supporting environmental conservation. Future community service programs are recommended to provide longer-term mentoring, monitor the impact of digital marketing implementation on business performance, and introduce more advanced digital commerce strategies to ensure the long-term sustainability of recycled plastic craft enterprises.

V. ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to the Directorate of Research and Community Service, Universitas Negeri Jakarta (UNJ) for the financial and institutional support provided for the implementation of this community service program. The authors also extend their appreciation to the Government of Serangan Traditional Village, Denpasar, Bali, and the Recycled Plastic Craft Artisan Group of Serangan Traditional Village for their active participation, collaboration, and valuable contributions throughout the program. Special thanks are also extended to all lecturers, students, and community partners whose commitment and cooperation contributed

significantly to the successful implementation of this activity. It is hoped that this collaboration will continue to strengthen sustainable community empowerment, support environmentally responsible entrepreneurship, and promote the development of circular economy initiatives in local communities.

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