

Marketing Strategy of Awung Gading Bamboo Products Creative in an Effort to Support the Development of MSMEs in Wukirsari Village, Bantul, Special Region of Yogyakarta

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Abstract.

Awuung Gading Bamboo Crafts is one of the traditional handicraft MSMEs in Wukirsari Village. This village has the potential for handicrafts from bamboo that can have economic value. If these MSMEs are managed properly, it will have an impact on the economy of local residents. (Jalal et al., 2021) The development of art in Indonesia shows a fairly rapid graph, especially in craft arts, for example woven crafts. Weaving crafts are traditional crafts that are still pursued to this day. (Alawiyah et al., 2021)

The method used in this study is qualitative with observation techniques, in-depth interviews, and documentation. The results of the study show that bamboo awung gading is widely used to make products such as tambir, rice holders, chairs, serving hoods, tissue holders, and trays. Meanwhile, for the marketing of bamboo handicraft products, it is a collector and the use of simple digital media, namely the story feature on the WhatsApp application. The production process of awung gading bamboo crafts is carried out for generations by involving family members as workers. Bamboo raw materials are obtained from local villages and several surrounding villages at a price of around IDR 6,000-IDR 7,500 per 4-meter long bamboo stick.

The production of ivory bamboo will have an impact on increasing the income of artisans, preserving local culture, and developing MSMEs in the local community. However, the challenges faced are a marketing system that is considered less than optimal and less directed management. Therefore, support from various parties is needed to expand the marketing of awung gading bamboo crafts.

Keywords: *Bamboo Awung Gading; Bamboo Crafts; MSME Development; Wukirsari Village; Creative Economy.*

I. INTRODUCTION

Wukirsari Village, Imogiri District, Bantul Regency, is one of the areas that has the potential for natural resources in the form of ivory bamboo awung gading. This type of bamboo has the characteristic golden yellow color as a distinctive feature, good bamboo stem strength, and high durability, so it is the main raw material in various local crafts such as tambir, kalo, tray, and serving hood. Villages have the ability to produce and meet the needs of the local community such as food, energy, basic services, and others. In this case, the village is able to provide jobs, provide sources of income for the community, and generate an adequate amount

of village income. (Hidayat, S., Nurhidayatullah, D., & Zain, 2022) Based on data from the DIY Industry Office (2021), around 60% of households around Wukirsari Village are involved in the production of bamboo handicrafts in the home industry. (Daniel Morin & Harthoko, 2020)

Although the economic potential of this craft sector is quite high, the main challenge faced by artisans is the limitations of effective and modern marketing strategies. Most artisans still rely on collector systems, word-of-mouth marketing, and have not optimally utilized digital media for product promotion. Therefore, strategies such as more effective handicraft product marketing training are needed to reach a wider market (Muryantini & Rahatmawati, 2021)

The purpose of this service activity is to support the economic empowerment of the community through increasing the marketing capacity of awung gading bamboo crafts with a simple technology-based approach and strengthening distribution through collectors. This community service also aims to find out the extent of active community involvement, both as production actors and in the digital promotion process independently.

Community participation is an important aspect of the success of this program, considering that most production activities are carried out within the scope of families or small groups in the community. With digital marketing training, systematic product preparation, and technical assistance, it is hoped that the community will not only become product producers, but also be able to become the main actors in the marketing process and development of the bamboo handicraft business in a sustainable manner by utilizing environmentally friendly materials.(Society et al., 2025)

II. METHODS

This community service uses a qualitative approach with observation techniques, in-depth interviews, and documentation. This study aims to explore in depth the marketing strategy of bamboo products developed by Awing Gading MSMEs in Wukirsari Village, Bantul, Special Region of Yogyakarta. This method was chosen because it is in accordance with the object that will be used as community service material related to the development of traditional handicraft MSME businesses.

Data Collection Techniques

Data collection is carried out through several methods:

1. An in-depth interview was conducted directly with the actors of awung bamboo crafts accompanied by the chairman of MSMEs in Wukirsari Village.
2. Direct observation carried out on the production, promotion, and marketing activities of bamboo handicraft products.
3. Documentation studies, in the form of photos, product results, and product manufacturing sites.

Location, Time, and Duration of the Activity

This community service activity was carried out in Wukirsari Village, Imogiri District, Bantul Regency, Special Region of Yogyakarta, which is one of the traditional craft centers that uses bamboo as the main raw material. The community service lasted for 3 days, from May 19 to 21, 2025.

Initial Conditions Before the Implementation of the Community Service

Before the activity was carried out, Awing Gading MSMEs still applied traditional marketing strategies such as direct sales at galleries, participating in exhibitions, and relying on local relations. There has not been optimal use of digital media, even though it has utilized marketing through WhatsApp stories. However, for marketing that is often used is by depositing it to collectors. Limitations in product packaging and market segmentation are also obstacles in reaching a wider market. In addition, there is a lack of involvement of local youth in efforts to develop the bamboo MSME business.

Expected results

This community service is expected to produce a more effective marketing strategy for Awing Gading bamboo handicraft MSMEs. Marketing must maximize the use of social media such as Instagram, Tiktok, or even through marketplaces. In today's era, online marketing seems to be a mandatory means for driving a business. (Rismaningsih et al., 2021) With this strategy, it can directly increase competitiveness, expand the market, and develop the economic growth of local residents.

The involvement of youth in efforts to develop bamboo crafts for sustainability is urgently needed. Local youth are expected to be the main actors and as the next generation of Awing Gading bamboo crafts. Youth are also considered to be more knowledgeable in social media which will later become a means of marketing in the future.

III. RESULTS AND DISCUSSION

3.1 Profile of Awing Gading Creative MSMEs

Awing Gading Kreatif MSMEs are one of the traditional handicraft business actors engaged in bamboo crafts. This MSME is located in Wukirasi Village, Imogiri District, Bantul Regency, Special Region of Yogyakarta. This village is one of the tourist villages that is quite well known by the community. (Martina Herliana et al., 2021) The main raw material for bamboo crafts is bamboo which is considered strong, durable, and easy to shape. The raw materials are obtained from local villages and various surrounding villages. Various superior products from this bamboo craft are in the form of serving hoods, trays, tissue holders, and so on. This bamboo handicraft product has been marketed to outside the city, such as Purwokerto, Semarang, and various other cities.



Picture 3.1 Village hall of Wukirsari Village

Prior to the implementation of the service program, Awing Gading MSMEs implemented a traditional marketing strategy. Handicraft products are sold directly to collectors in the local village area. In addition, Awing Gading MSMEs also collaborate with local village cooperatives to help market outside the city. The Awung Mustika Cooperative goes to various regions such as Purwokerto, Purwodadi, Kroya, and Solo. Bamboo handicraft products are also included in exhibitions such as at Ambarukmo Plaza, FKY, Anniversary of the Faculty of Cultural Sciences UGM, Farmers Market of the Faculty of Agriculture UGM, and Bantul Expo 2008. In this MSME business, there are various obstacles faced such as the lack of wide marketing coverage of bamboo handicraft products. The products are only marketed in the area around the village and through cooperatives. Lack of attractive design of the products being marketed. The selling value is relatively low which results in a lack of interest from local youth to participate in the bamboo craft MSMEs. In addition, the Awung Mustika Cooperative is not yet a legal entity and is constrained in terms of management and management that has not been directed in a structured manner.

With the various problems above, there needs to be a strategy for what must be done to overcome them. One of them is digital marketing training, through digital marketing training, it can explore the creativity of local residents and the potential of MSMEs which will have an impact on the marketing of handicraft products and the economic welfare of the local community. (Damayanti et al., 2022)

The implementation of e-commerce strategies through the WhatsApp Business feature helps MSMEs in marketing their products online. With this feature, MSMEs can provide information to consumers more efficiently and complex so that they do not focus only on marketing through WhatsApp stories. (Muryantini & Rahatmawati, 2021)



Picture 3.2 Awing Gading Bamboo Craft Products

Various handicraft products produced by bamboo artisans in Wukirsari Village. This bamboo handicraft product is marketed with a price range of IDR 10,000 to IDR 20,000 each. The price is considered to be very cheap compared to the manufacturing process which tends to be long and requires special skills. The process takes approximately 3 days to make, starting from bamboo selection, bamboo cutting, smoothing, weaving, and providing a protective layer as finishing.



Picture 3.3 Place for making bamboo crafts

In making bamboo crafts, there is no special place. However, it is carried out in the homes of the residents themselves. All manufacturing processes are carried out at residents' homes from the beginning to the end of the manufacturing process. The various processes of making crafts are as follows:

1. Selection and preparation of quality bamboo. The bamboo to be used is selected based on its type and quality. The bamboo will be cut as needed and dried to reduce its moisture content.
2. Cutting and shaping of bamboo. The bamboo will be cut and shaped into thin blades according to the needs of the craft.
3. Weaving is carried out when the craft is in the form of weaving, bamboo blades are woven according to the desired craft pattern.
4. Refinement. The bamboo surface is smoothed to make the craft comfortable when used.
5. Finishing. The final stage is to apply a protective layer with paint to give it a more attractive look.

After this community service is carried out, it is expected that there will be significant changes. MSME actors have increased in terms of digital marketing skills. So that bamboo handicraft products can reach consumers outside the region through digital marketing. Increase more product design innovations to be able to compete in the market. In addition, it is also hoped that the Awung Mustika Cooperative will be better managed so that the marketing of handicraft products is maximized.

IV. CONCLUSION

This community service shows that the marketing strategy implemented by Awing Gading MSMEs in Wukirsari Village still uses traditional marketing strategies. Although we have tried to use digital platforms, it has not been done optimally. Currently, Awing Gading MSMEs only utilize sales through cooperatives, collectors, and sales through WhatsApp story. This strategy is considered less than optimal to cover a wider market in an effort to increase the selling value of bamboo handicrafts. With digital marketing training, the use of social media, and the involvement of youth in Awing Gading MSMEs, it will strengthen the competitiveness of products in the market later. (Fibriyanti et al., 2021). This program also has a positive impact on the governance of the Awung Mustika Cooperative which has been a means for out-of-town marketing. This program encourages management improvement and awareness of the importance of handicraft product innovation. However, challenges still remain, such as limited internet access, limited human resources, and high competition with other similar products.

V. ACKNOWLEDGMENTS

Thank you to all those involved in the International Community Service program. To the Chairman of the Awing Gading Bamboo MSMEs of Wukirsari Village who became a resource person during the service activity. Efforts to increase marketing must be carried out gradually for the sustainability of MSMEs. There needs to be a helping hand from various parties to make it happen. Thank you also to Dr. Heri Prabowo, S.E., M.M. as the supervisor for the direction, suggestions, and motivation that are needed for the smooth making of this article.

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