

## Innovation and Marketing Strategy for Nggoli Cloth Products in Monta Baru Village, Lambu District, Bima Regency

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### Abstract

*Lambu District in Bima Regency, with an area of 9.91 km<sup>2</sup>, is the center of micro-industrial development, including Nggoli woven fabric craftsmen and shallot farming. Although this superior product has development potential, craftsmen still face various problems such as weak business management, limited marketing, and low utilization of technology. The study identified that artisans experienced limitations in financial management, the use of internet technology, and managerial innovation, as well as problems in brand registration. This community service program aims to overcome these problems through business management and e-marketing coaching. The methods used include participatory, cognitive, affective, and skills approaches, as well as the stages of preparation, investigation, transformation, incubation, verification, implementation, evaluation, and development. The collaboration between the Community Service Team of Mbojo Bima University, Nggoli fabric craftsmen, and the Bima Regency SME Trade and Industry Office resulted in an improvement in business management and e-marketing capabilities. The results of this program show that artisans now better understand financial management and product pricing strategies, as well as utilize digital technology to market products more widely. Support from local governments and active involvement of partners in the workshop have strengthened the success of the program. With a new understanding in digital management and marketing, it is hoped that artisans can be more independent and successful in developing their businesses.*

*Keywords: Strategy, Management, Nggoli Traditional Fabric.*

### INTRODUCTION

Lambu District is a sub-district in Bima Regency which has an area of around 9.91 km<sup>2</sup> with an area height of 25 meters above sea level. Geographically, to the north, Lambu District borders directly with Sape District to the north, and Langgudu District to the south, Selat Sape to the east, and to the west Sape District, Monta Baru Village, which covers an area of around 3.14 km<sup>2</sup> or 40.78 percent of the total area of Lambu District, while the existence of micro businesses in Lambu District is a micro industry development area, micro business activities carried out in Lambu District have gradually increased. develop and produce superior products, one of which is Nggoli traditional woven cloth craftsmen, and Shallot farming. Some of these businesses have the potential to be developed, both in product quality and quantity and market development. If they are encouraged to collaborate and cooperate at a wider level, business actors will be very productive if it is in line and synergistic with the policies and programs of the Bima Regency Government and related institutions in developing superior products for nggoli woven cloth craftspeople

in Lambu District. According to Amalia Nuratul et al (2021: 19) that in each region weaving has its own characteristics in the form of varied motifs and of course have different meanings, this also applies to weaving in West Nusa Tenggara Province which has traditional weaving production such as Tembe Nggoli. Meanwhile, according to Fitriah, N. (2023:20) that Tembe Nggoli is a typical weaving of the Mbojo tribe (Bima Dompu), which is woven using specially made traditional tools, Tembe Nggoli is also known as a covering cloth used by women of the Mbojo tribe as a symbol of beauty aesthetics found in women.

Small businesses producing nggoli woven cloth are currently still facing quite a lot and variety of problems. The main problem faced is business management, both production management. This problem is strengthened by the results of research by Ay Ling (2013) which states that the production process is a very important stage for the company, where at this stage raw goods are processed into finished goods which will later be sold. to consumers for satisfying needs and financial management, capital and business

financing, technology development, marketing, human resources, bureaucracy and partnerships. Therefore, small and medium business actors must use it as a means to increase market reach, both at national and international levels (Djamaludin, et al, 2022). Djamaludin, et al (2022) further explained that business strategy in marketing and promoting SME products using internet social media is one of the things that needs to be done in an effort to expand market networks at local, national and international levels and by understanding business strategies in marketing. and promotion of SME products with social media on the internet, strategy *online marketing* making your business seem like it's 24 hours non-stop and can be accessed all over the world and doesn't cost much. Meanwhile, according to Nuryanti (2013: 5), in the era of globalization, information moves very quickly and business actors have to win the competition. Internet via *E-commerce* opens up opportunities for small and medium enterprises (SMEs) to market and grow business networks throughout Indonesia and even internationally.

Based on the results of the analysis of several research results and the results of discussions with partners of the nggoli woven cloth craftsmen business, namely the "Sori Ngele" Weaving Group, during observations carried out in October 2024, several problems were identified in business and marketing strategy management, namely:

1. Limited knowledge of partners in professional business management, such as financial management, administration, writing offer letters, etc.
2. Limited knowledge in utilizing access and mastery of technology, especially internet marketing technology.
3. Lack of innovation in business management in the fields of marketing, production and sales strategy, limited time to be totally involved in business, so they do not have time for business training activities, etc.
4. The brands of products produced by craftsmen are not registered, this is because the cost of registering a brand for

a product is very expensive. The brands they create are their own brands or unbranded.

The four problems that have been described are problems that are very urgent to find a solution for, so it is hoped that after completing the science and technology development program activities for the community, partners in the nggoli cloth weaving business in Monta Baru Village, Lambu District will have the ability to apply business management and use *internet marketing* to reach a wider market, then have their own brand so that it has a high sales value and has a business license.

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Internet technology can be used as an effective marketing medium, with a very wide reach that is not limited by time and space. Therefore, small and medium business actors must use it as a means to increase market reach, both at national and international levels (Djamaludin, et al, 2022). Djamaludin, et al (2022) further explained that business strategy in marketing and promoting SME products using internet social media is one of the things that needs to be done in an effort to expand market networks both at local, national and international levels. And by understanding business strategies in marketing and promotion of SME products with social media on the internet, strategy *online marketing* makes your business seem like it's 24 hours non-stop and can be accessed all over the world and doesn't cost much. Meanwhile, according to Nuryanti (2013: 5), in the era of

globalization, information moves very quickly and business actors have to win the competition.

In this way, it is hoped that SMEs can gain various benefits in promoting their business, accessing information on production factors, conducting business transactions, and carrying out other business communications globally, in order to expand their business network. The results of initial observations of this service activity show that marketing shows that the marketing method is still carried out in a simple way.

## IMPLEMENTATION METHOD

### 1. Implementation Stages

To carry out community service programs, in the fields of business management and *E-marketing*, then it is carried out in partnership (collaboration) between the community service team from Mbojo Bima University lecturers with nggoli woven cloth craftsmen (nggoli woven cloth craftsmen) as Partner 1 (one) and the Bima Regency UKM Trade and Industry Service as Partner 2 (two). The role of Partner 1 and Partner 2 is to provide data about the real problems faced in running a business, then coordinate with the Community Service Team to determine what steps are appropriate and meet the requirements to be included in the community service program from LPPM Mbojo Bima University. So that the implementation of community service is more focused, the stages or steps that will be used are: (1) Preparation. A condition that makes it easier for partners to bring out their creativity (Suherman, 2012:77). This is obtained by workshops, listening to partners' complaints, accommodating partners' creative ideas. (2) Investigation. In this case, there are activities that must be carried out, namely studying related problems and identifying the business components of the problem (Suherman, 2012: 77). Conduct interviews with Partner 1 and Partner 2, Field

observations. (3) Transformation. Try to identify existing similarities and differences and confirm them with the data and information that has been collected (Suherman: 2012:77). Analyzing research journals, information from related agencies, which are related to service programs public. (4) *Incubation*. The incubation period occurs as if someone has left or forgotten the past they are facing. "*Walk a Way from situation*". This activity is to create a relaxed and relaxed atmosphere for partners, so that partners can stay away from problems and forget the past, with the hope that partners can think creatively in a relaxed atmosphere in carrying out community service. (5) *Verification*. To validate appropriate or accurate ideas, whether they are useful or not, experiments are carried out (Suherman, 2012: 78). Create simulations, test markets for products, create *pilot projects*. (6) *Implementation*. Start transforming ideas into reality and use (Suherman, 2012:78). (7) Evaluation. This step is an activity to determine the "additional value" of the results of the creativity carried out (Suherman, 2012: 78). (8) Development. All questions raised in the evaluation step are material for development (Suherman, 2012).

### 2. Approach Method

The approach method offered to resolve mutually agreed partner problems is: (1) Participatory Approach Method. Participatory Methods are learning related to experience. This method initiates a process of reflection, testing and analysis so that it has the potential to bring an individual into learning stages related to experience (Dwivedi, 2004: 2). (2) Cognitive Approach Method. The most effective way to introduce new information or concepts to a group of people studying (Dwivedi, 2004:11). (3) Affective Approach Method. Participation in sharing experiences and joint control over the learning process (Dwivedi, 2004:25). (4) Skills Approach Method. This skills-based method

involves learning by learning through observation (Dwivedi, 2004: 103).

### 3. Solutions Offered.

Based on an analysis of the root causes of a problem as described above, the solutions offered are: (1) Business Management Development, in management development it is necessary to improve human resources, administration and technology. (2) Human resource development, low level of education, weak skills and management, marketing skills including product aspects, distribution and promotion costs. (3) Carry out guidance regarding product promotion of both partners. (4) Motivating employees to increase their creativity so that they can produce quality products that are accepted by the market. (5) Mastery of Technology, Partners also need to master technology because technology is an absolute requirement for mastery of industry and trade. (6) Assistance in processing business permits and brand registration, so that Partners are able to compete and open the widest market possible. (7) Attract successful business actors (MSMEs) and practitioners *Internet Marketing* in Bima Regency and Bima City in order to increase the motivation of the Nggoli "Sori Ngele" Woven Cloth group so that they are able to continue trying and competing with other products.

## RESULTS AND DISCUSSION

After carrying out the activity stages and approach methods carried out by the community service team, carrying out a Business Management Workshop and *E-marketing* which was followed by Mitra (Nggoli Woven Fabric craftsman). In relation to carrying out community service activities, partners contribute to the implementation of community service activity programs, namely (1) Partners always Develop the ability to participate, so that the community service process can lighten the burden and ultimately community service activities can be felt by Partners, (2) Partners follow the entire series of activities in implementing community

service activities so that what the community service team does, Partners are willing to do according to the partners' business needs, (3) Everything proposed by the Community Service Team for business development, such as improving administration, improving product packaging, Partners want to do it sustainably. Carrying out promotions using internet media is expected to increase sales.

### 1. Business Management

So far, partners have not kept records of business finances, making it difficult for partners to calculate how much profit they have earned. In this community service activity, partners are taught directly how to calculate production costs and business management so that partners are able to carry out management simply and begin to change business management slowly. In simple terms, Partners are taught how to determine the price of one product unit equal to the total unit cost plus the desired profit margin per product unit. So mathematically it is formulated as follows:

### 2. Selling price = total cost + Profit Margin.

For example: A craftsman of woven nggoli cloth with a quantity of 10 cloths wants to determine the selling price of woven nggoli cloth per pair as follows:  
 nggoli woven fabric 100 bundles of yarn produce = 10 pieces of nggoli woven fabric: Price per 1 piece of nggoli fabric = Rp. 300,000,- Total cost of 1 sheet of cloth x Rp. 100,000, = Rp. 300,000,- Sewing cost per pair of nggoli woven fabric = Rp. 10,000,- Total cost of sewing woven fabric = Rp. 10,000,- x 10 sheets = Rp. 100,000,- Labor costs per pair of nggoli woven cloth = Rp. 5000,- Total labor costs per pair of nggoli woven fabric = Rp. 10,000,- x 5 = Rp. 50,000,- Total production cost of nggoli woven cloth per pair = Rp. 100,000 + Rp. 50,000,- + Rp. 100,000,- = Rp. 250,000,- per pair.

Desired profit (*profit margin*) = 30% of the total production cost of nggoli woven fabric: = 30% x Rp. 250,000,- = Rp. 75,000,- per pair.

Total selling price (10 pairs of nggoli woven cloth) = Rp. 3,000,000,- Selling price per pair of nggoli woven cloth = Rp. 300,000,- : 10 x 300,000 = Rp. 3,000,000,- Craftsman's net profit 30% x 3,000,000,- = Rp. 900,000,-

So from the calculation example above, a nggoli woven cloth craftsmen can sell a pair of nggoli woven cloth for Rp. 300,000,- to direct consumers and agents.

Because the products of the nggoli woven cloth craftsmen of the Sori Ngele craftsmen group are not inferior to foreign products, and the role of community service can provide guidance, input and assistance so that business actors can improve the Mitra family's economy. The partners are equipped to provide insight to the partners who make nggoli woven cloth, so that they can understand how to take advantage of the role of the digital world today. This means that with the digital world they can see new opportunities in the world *online*, and can take advantage of these facilities, such as blogs, social media, and register their business advertisements in shops *online* etc. Mitra is taught in a very practical and easy to understand way as the initial stage of this community service, so that it is easier for Partners to access the internet in marketing the nggoli woven fabric that Mitra produces.

Before selling at *online* Partners are also taught market research, that is, they must know at least their competitors, then the business space that is trending this year, then a strategy so that their business development increases drastically. Apart from that, they were also taught to promote nggoli woven fabric products on the internet without it being a promotion, but like ordinary information to make friends or "*followers*" they are not saturated.

In general, the implementation of community service through business management development and e-marketing has been carried out according

to the program and achieved success which can be seen from several indicators that have been determined, including: (1) there is support from the Bima Regency and Lambu District Governments to grant permission to carry out this activity. (2) Partner involvement in participating in the entire series of community service activities, (3) Increased Partner understanding in terms of business management and E-marketing as a solution to overcoming Partner problems.

## CONCLUSION

After carrying out the stages of activities and approach methods in community service, it can be concluded that:

Partner Involvement: Partners (Nggoli woven fabric craftsmen) showed active participation during the activity. Partners were fully involved in the entire series of workshops, which helped them understand and implement the recommended strategies. This involvement is very important in ensuring that the results of this community service can be accepted and applied by partners according to their business needs.

Application of Business Management: Through this activity, partners gain a basic understanding of financial management and calculating product selling prices. The calculation examples provided, including production costs and profit margins, help partners manage their businesses more effectively. By using the formula selling price = total costs + profit margin, partners are now able to determine a fair selling price and optimize their profits. For example, Nggoli woven cloth craftsmen can sell their products for IDR. 300,000,- per pair with a net profit of Rp. 900,000,- from total sales.

Implementation of E-Marketing: Partners are taught how to utilize digital technology to market their products. Knowledge of market research, use of social media and E-commerce platforms provides partners with new insights into how they can expand market reach and increase sales. With the right strategy, partners can promote their products in an interesting and effective way, without making the

audience feel bored.

**Support and Success:** The implementation of this program is fully supported by the Bima District and Lambu District Governments, which provide permission and support for this activity. The success of the program is also reflected in the increase in partners' understanding of business management and *E-marketing*. Other indicators of success include partner involvement in all activities and positive changes in the way they manage and market their products.

Overall, this community service activity has achieved positive results by increasing partners' skills and knowledge in business management and digital marketing. Through this coaching, it is hoped that partners can be more independent and successful in their traditional weaving business.

## SUGGESTION

1. **Product Quality Improvement and Diversification:** Collaborate with local designers to develop more modern or diverse fabric designs. This can attract a wider market segment, including international markets. Consider producing derivative products from Nggoli fabric, such as accessories (bags, belts) or apparel, to expand product offerings.
2. **Brand Development and Trademark Registration:** Invite related parties or government institutions to assist with the trademark registration process at a more affordable cost or with subsidies. Registered brands can increase consumer trust and product selling value. Focus on building a strong brand identity with a logo, slogan and story behind the Nggoli fabric. A strong identity can increase customer attraction and loyalty.
3. **Utilization of Digital Technology:** Take advantage of social media platforms (Instagram, Facebook) and websites to market products online. Create engaging content such as high-quality product photos, creation videos, and customer testimonials. Register products on local and international e-commerce platforms

such as Tokopedia, Bukalapak, or Etsy to expand market reach.

4. **Training and Skills Development:** Organize regular training on the latest technology, marketing techniques and business management to continuously improve craftsmen's skills. Hold workshops involving industry experts or practitioners from outside the region to provide new insights and innovative ideas in product development and marketing.
5. **Government and Related Institutions Support:** Invite the government and related institutions to provide facilities, such as access to modern equipment or marketing assistance, to support craftsmen in increasing production and quality. Ask for support in the form of subsidies or incentives to reduce the costs of brand registration, training, or access to new technology.

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