

Empowerment of Weaving Groups in Developing Innovation and Creativity Through Product Diversification in the Sipatuo Business Group in Campalagian District

Eka Dewi Kartika¹, Salma Laitupa²

^{1,2}Program Studi Hukum, Fakultas Ilmu Sosial, Ilmu Politik dan Hukum, Universitas Sulawesi Barat

Alamat : ekadewikartika@unsulbar.ac.id

Abstract

Weaving activities carried out by housewives with the name of the weaving group "sipatuo" in Campalagian District at the initial observation amounted to 15 people. The knowledge and skills of weaving carried out by housewives in the sipatuo craftsman business were obtained because the skills were passed down from generation to generation, from family. This service activity provides contribution actually in the form of scientific knowledge and technique in making product-woven products and strategies the marketing also choosing the right raw materials in making woven products. Specifically on the partners of the shoe weaving business group as target partner of the West Sulawesi university service team

Keywords: *Empowerment, Weaving Groups, Product Diversification Innovation*

INTRODUCTION

A business must be able to fulfill consumer desires in terms of the quality of the products produced. Therefore, businesses must be able to improve the quality of their products as best as possible so that they can compete with other products on the market. Because only consumers who feel satisfied will repurchase the product (Ahmad, 2023). Quality products play an important role in shaping consumer satisfaction, apart from that, it is also closely related to creating profits for the company. The higher the quality of the product provided by the company, the higher the satisfaction felt by customers. Apart from that, uncontrolled production costs will cause cost prices to be too high, which will further reduce product competitiveness and ultimately reduce profits. For this reason, production costs must be recorded properly and calculated correctly so that the correct product cost can be produced. In this way, companies can set competitive selling prices, which can optimize profits while meeting consumer demands. So that management can use costs efficiently, it needs reliable cost information (Rumanintya Lisaria Putri: *Improving Product Quality....*, 2016.)

Customer satisfaction is one of the main factors in determining the competitiveness of every business (Ahmad, 2023). Consumer complaints are a challenge for companies to continue to improve and improve production quality (Pasmawati &

Zahri, 2016). Quality is a combination of the characteristics of marketing, engineering, manufacturing and maintenance of the product which enables the product to meet consumer expectations (Saifuddin & Sayyidah Aliyah, 2019). Having good quality production equipment will also provide good quality output. The success of a company in usage production depends on the company's efforts to carefully search for and select the type of production equipment that will be used in the production process. With better quality of raw materials, production and production process errors will be reduced (Zulyanti, 2016)

Empowering weaving craftsmen, in the midst of globalization and high competition, means that craftsmen must be able face global challenges, such as understanding about the importance of registering Intellectual Property Rights in order to achieve increased sales turnover and increased sales prices, increase product and service innovation, develop human resources and technology, and expand marketing areas. This needs to be done to increase the selling value of the craftsmen themselves, especially so that they can compete with foreign products which are increasingly flooding into Indonesia (Indaryani & Kertati Sumekar, 2020). Weaving is a craft product in the form of cloth made from threads done by inserting the weft threads transversely into the warp threads. The weft thread is a thread that moves from right to

left in the horizontal direction while the warp thread is a thread that remains in the vertical direction as a place to create motif patterns. Woven fabrics are generally made using simple techniques using traditional tools (Nopriandy et al., 2018). To increase competitiveness so that businesses are still able to compete, of course companies must focus on the marketing strategies used (Pramita & Permoni, 2023)

Weaving activities carried out by housewives with the name of the weaving group "sipatuo" in Campalagian District at the initial observation amounted to 15 people. The knowledge and skills of weaving carried out by housewives in the sipatuo craftsman business were obtained because the skills were passed down from generation to generation. from my family. The weaving output produced is very limited, amounting to 4 clothes a month. This is due to limited costs in purchasing raw materials for weaving and also because we still use traditional looms which certainly require a lot of time in the weaving process, besides the interest consumer less, because the Tenin Sipatui production group only produces cloth. After seeing that the production of the Sipatuo weaving group was very monotonous, they only made cloth products to market. Apart from that, the motifs produced by the Sipatuo woven cloth were still not contemporary. From the results of observations made by the implementation team, it can be seen that the problems are: limited production costs, limitations creativity in creating contemporary and attractive motifs as well limitations creativity in making weaving into products other than woven fabric,

IMPLEMENTATION METHOD

Activity Stages (1) make observations. The service team made initial observations of the Sipatuo weaving business group, namely the lack of interest in buying woven products from the community to the Sipatuo business group, Campalagian sub-district. FGD. Conducting FGDs with Sipatuo weavers to provide information and ideas for diversifying woven products that are of interest to consumers, as a form of increasing the competitiveness of weaving. FGD. conducted an FGD with inner sipatuo weavers giving

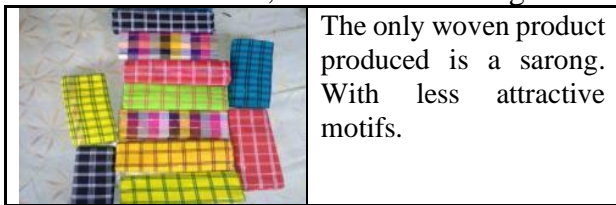
information and market strategy for selling woven products digitally and on target. Evaluation. Carrying out activity evaluations to increase the knowledge of the sipatuo weaving group after carrying out FGD activities on product diversification and strategy sale products through digitalization (2) Preparation of articles as an output. This activity was carried out by the Stimulus Community Partnership Program Team by compiling articles and submitting them to the SINTA 4 accredited Community Service Journal. (3) Drafting final research report This activity is carried out by the PKMS Team by compiling a report on the results of PKMS activities in accordance with the rules manufacture reports and in accordance with the LPPM and PM University of West Sulawesi Research and Community Service Guidelines. (4) The location of this PKMS activity is carried out in the Sipatuo business group, Campalagian sub-district which focuses on assisting the diversification of woven products and marketing strategies for woven products

RESULTS AND DISCUSSION

The entire range of activities has been carried out since July 3 2024, namely holding a preparatory meeting with the related Sipatuo weaving groups with implementation stages of preparing community service activities for the West Sulawesi University team with the Sipatuo weaving business group. The activities carried out were the first, a coordination meeting with the head of the sipatuo weaving group to discuss the entire series of activities that would be carried out by the service team from the Law study program at the University of West Sulawesi.

Then the service team came down to identify problems related to the production and marketing of weaving in the Sipatuo business group. From this activity the service team was able to identify problems in the Sipatuo business group regarding the lack of interest in purchasing power for their woven products. Whereas there is a UMKM in Campalagian sub-district with the Mandar Sutra brand that has a market sale abroad, with high selling products. In contrast to the Sipatuo business

group, sales of woven products are unstable, even within a month, sometimes nothing sells.



The only woven product produced is a sarong. With less attractive motifs.

After identification. Service team together with the weaving group conducted FGD twice. The first FGD activity carried out was regarding diversification of woven products. This activity is intended for adding the insight of the Sipatuo weaving business group is that woven products are not only made into ordinary cloth or sarongs. In this activity, the service team provided examples of product diversification from woven fabric materials. This can increase the competitiveness of selling woven products from the Sipatuo weaving business group. As for the diversification products, which are used as examples for the Sipatuo weaving business group, namely wallets with a small size that can be used as a wedding souvenir. And the size is big and can be used daily. Next are men's sling bags, women's bags in the shoulder bag or handbag type, decorations wall with woven layers with regional patterns, women's scarves, women's pashminas and mukenas, all of which are made from woven materials. To diversify these products, you need to pay attention to the type of thread that will be used, such as making pashminas, scarves or mukenas. The thread used must be used thread silk which produces a soft, flexible fabric base that falls and cools. Whereas for bags and displays, walls and wallets can use ordinary thread.

Next, a second FGD was carried out. The second FGD was conducted with the Sipatuo weaving business group to provide education about marketing digitalization of woven products. This aims to further expand the product market from sale Woven products produced by the Sipatuo weaving business group.



Yarn refining	Implementation fgd	Traditional weaving process
---------------	--------------------	-----------------------------

The series of community service that has been carried out above has implications for increasing the knowledge of the Sipatuo weaving business group towards diversification of woven products, as well as strategies for sale through digitalization. Apart from that, it provides an increase in skills in the woven products made and lastly, an increase in knowledge of the use of different threads in each product produced to improve product quality.

CONCLUSION

This service activity provides contribution actually in the form of scientific knowledge and technique in making woven products and strategies the marketing also choosing the right raw materials in making woven products. Specifically, to partners of the Sipatuo weaving business group as target partners of the West Sulawesi university service team

SUGGESTION

It is hoped that more housewives who have weaving skills, who are in Padang Village, will participate and contribute in the development of weaving groups. Apart from that, there is a need for training for weaving groups to improve their knowledge skills diversification woven products and accurate techniques in using looms

ACKNOWLEDGEMENT

Thank you to DIPA West Sulawesi University Campus, as a source of funding activity this devotion

BIBLIOGRAPHY

Andini, N. S., Nurwulan, R. L., & Supriatna, U. (2020). Change in Production Orientation of Non-Machine Weaving Equipment (ATBM) from Cloth Weaving to Doormat Weaving

(Efforts to Increase the Income of Craftsmen in Ibum District, Bandung Regency). *Gea Geography Journal*, 20(1), 63–70. <https://doi.org/10.17509/gea.v20i1.19616>

Aris, U. D. B. I. N. (2022). E-ISSN: 2746-0835 Volume 3 No 1 (2022) *JUSTI (Journal of Industrial Systems and Engineering) STRATEGY TO IMPROVE THE QUALITY OF WOVEN SARONG PRODUCTS USING THE QUALITY FUNCTION DEPLOYMENT METHOD CASE STUDY* E-ISSN: 2746-0835 Volume 3 No 1 (2022) *JUSTI (Journal S.* 3(1), 185–193.

Faras, A., Rizadian, N., Danuarta, L., Rahmattulloh, R., & Putra, S. A. (2021). *BUSINESS OR BUSINESS Definition of Brand "a sign or series of signs that states the origin of a product or service and differentiates it from.* 2035–2044.

Indaryani, M., Suparno, Sulistyowati, & Sumekar, K. (2020). Selling Towards Increasing the Competitiveness of Weaving Craftsmen. *Unisri Research Fair 2019*, 4(1), 16–35.

Manik Pratiwi, A. A. (2020). The Role of Social Media in Increasing Online Sales During the Covid-19 Pandemic. *Satyagraha Scientific Journal*, 3(2), 73–81. <https://doi.org/10.47532/jis.v3i2.179>

One, J. (2023). *Analysis of Marketing Strategies in Increasing the Competitiveness of Weaving Craft Businesses During the Covid-19 Pandemic (Case Study of Alamanda Sudaji Bali Weaving Business) (Ketut Surya Pramita; Ni Luh Eka Permoni).* 9(1).