

Increasing Kebon Ayu Village Weaving Business Results Through Product Information Media Online Weaving Product Marketing Training

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Abstract

Kebon Ayu Village is one of the weaving production centers in West Lombok Regency. However, the development is not as significant as other weaving centers on Lombok Island, namely Pringgasela Village, East Lombok Regency, Sukarara and Sade Villages, Central Lombok. October 2023 in Kebon Ayu village illustrates that songket and Bendang weaving in Kebon Ayu village is carried out in each resident's house, the weaver mothers sit on the rumah terrace and in the berugaq in front of the house to finish the woven cloth that is being worked on. The weaving products are marketed through safekeeping to traveling cloth traders to homes and offices in West Lombok and even Mataram. Because of this, we are carrying out community service with the theme of Improving Weaving Results in Kebon Ayu Village through Product Information Media, which includes online marketing training armed with product photos that have been made by service providers. With this service activity It is hoped that this will open up new opportunities for Kebon Ayu Village weavers to develop. With the digitalization of marketing, woven products are no longer only for local needs, such as events make And turn around, but also a superior commodity that is in demand outside Lombok.

Keywords: Weaving, Kebon Ayu, Digital Marketing.

INTRODUCTION

Kebon Ayu Village has a population of 6,600 people. Weaving activities have been carried out in this village since the birth of Kebon Ayu Village. He admitted that the generation of weavers was very lacking. Although, every woman in the household must be able to weave. The weaving products of the Kebon Ayu community are still marketed through traveling traders

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Songket is one of Lombok's traditional fabrics. A sheet of songket cloth is made from gold, silver or silk thread and takes quite a long time to make, around one month. The Kebon Ayu Lombok songket motifs are yeast kemalo, yeast kembang komak, yeast putek, yeast proa, yeast seganteng, yeast getap, yeast bugis, yeast cakra, yeast thread enem, selingkuh and others. Lombok's woven fabric production centers which are frequently visited by tourists are the weaving production centers in Sukarara and Sade; These two centers are in Central Lombok Regency and the weaving production center is in Pringgasela in East Lombok. If you observe, there are many traditional weaving production centers in Lombok because

each village has its own characteristics regarding the motifs and materials used.

The weaving products of the craftsmen in Kebon Ayu Village are barely growing. The motif still maintains the ancient motif. There are no combinations of products, for example making bags using a combination of weaves, or making clothes from weaves, or other combination products. It still seems that the weaving production here is very monotonous. In fact, the potential for development is quite large.

The results of a survey conducted on October 2 2023 in Kebon Ayu village illustrate that songket and Bendang weaving in Kebon Ayu village is carried out in each resident's house, the weaver mothers sit on the rumah terrace and in the berugaq in front of the house to finish the woven cloth that is being worked on. The educational level of the weavers consists of elementary school graduates, junior high school graduates, and some are illiterate. When the Community Partnership Program implementation team asked one of the women who was weaving about the songket motif that was being made, she answered "this is the mata melong motif", then we asked what the meaning of "mata melong" was, the answer was because this motif consists of white and green threads that look like melong eyes. The next question was how the mother marketed the finished songket and Bendang weaving results. The answer was that the songket and Bendang were entrusted to traveling cloth

traders to homes, offices in West Lombok to Mataram. So the sales system is still door to door to regular customers who are already known or new buyers, sometimes the songket and woven fabrics are borrowed for exhibitions, every product that is sold is paid for and the rest is returned to the owner. For this problem it is necessary to provide business/marketing management to all weavers

The next question, if anyone wants to order songket and bandang with a specific motif, how do they do it, is there a book or catalog prepared for buyers who want to order a specific motif, the answer is no, for the motif, the color is told approximately what it is. For this problem it is necessary to make a brochure about the products produced by the weavers so that buyers can see and order according to what they want.

From the results of these observations and interviews, the problem lies in Human Resources. Weavers, who are Human Resources (HR), are one of the factors that influence the development of songket and Bendang, apart from Natural Resources (SDA) and the development of science and technology (Nian S Djoemena, 1990). The existence of Human Resources within a company occupies an important position in its efforts to achieve planned goals (Rivai: 2004:1). Therefore, companies must realize that efforts to achieve success do not only depend on the abundance of natural resources and technology but also depend on human resource management. HR management leads to optimizing HR empowerment so that they have high skills.

Apart from human resources, a business must have promotional media that can be used to attract buyers, one of which is brochures, this is in line with the opinion of (Ramadhan NM and Ramadhani; 2018). Making brochures is said to be very effective as a promotional media. Brochures are written information material about a problem that is arranged systematically. Brochures can also be said to be printed leaflets that contain short and comprehensive information (Stefanie, 2013; 4)

Therefore, the weavers must understand the name and meaning of Lombok songket motifs, so that they can answer when asked about the motifs and meanings of each Songket and Bendang motif in Kebon Ayu village. In addition to that, the management of marketing efforts is still lacking and there is no infrastructure for the promotion of business results, either in the form of books or brochures

IMPLEMENTATION METHOD

Activity preparation: aims to identify and prepare the needs for implementing activities. Preparation for activities is carried out together with Partners and the activities consist of: 1) Preparation of training materials/materials; 2) Place, time of training, participants; 3) Implementation mechanism

After preparation, the next step is carrying out the activity of making Lombok Songket woven posters produced by the Kebon Ayu community. This activity was carried out together with Partners, partners provided materials related to Songket and Bendang in Kebon Ayu village and the Community Partnership Program Proposing team put them in written form which were then made into brochures or posters.

The next implementation is Marketing Management Training for Songket and Bendang production using online media

RESULTS AND DISCUSSION

The initial stage of the implementation of this devotion is to go to the weavers of songket and bendang for interviewed as the basic material for writing a book about weaving after the interview session is over, the executor then documents the finished fabric which will be used as a photo in the weaving book.



Photo during an interview with one of the weavers



Photos taken when taking photos of products that will be used as material for making a woven book.

The next activity is training on marketing woven products through online media received positive appreciation from the community. This training carries the concept of marketing digitalization as a solution to the stagnation in the development of the weaving industry in Kebon Ayu Village. Activity participants, consisting of weavers and local MSMEs, were taught how to use it *platform digital* like *Google Maps* and based online marketing techniques *Search Engine Optimization* (THIS).

In the training, weavers are taught how to market their woven products online. Techniques such as use *Google Maps* to mark the location *showroom* weaving, social media management, and search optimization through SEO are explained in detail. "We want Kebon Ayu weaving products to be easily accessible and widely known, not only by local people but also international tourists.

Kebon Ayu Village weaving motifs, such as *areca palm branches*, *iron fence*, *rainbow ice cream*, *rang-rangcodeq*, And *rooftop*, has potential high artistic value big in the global market. However, marketing has so far only depended on limited tourist visits.

It is hoped that this activity will open up new opportunities for the weavers of Kebon Ayu Village to develop. With the digitalization of marketing, woven products are no longer only for local needs, such as events *make And turn around*, but also a superior commodity that is in demand outside Lombok.



Photo of the resource person at the digital marketing training for woven products providing material

After this activity took place, a month later the service members carried out monitoring and evaluation regarding the activities that had been carried out, to find out to what extent to training participants understand and use the theory that has been taught, along with photos of monitoring and evaluation activities



Photos of monitoring and evaluation activities of PkM activities

CONCLUSION

This service activity went well, interviews with the weavers got less than optimal results due to a lack of knowledge about the history of the motifs of each piece of weaving made, most of them only carry out the weaving process and then sell it, for the story behind it. motif which is made is not clearly known.

The product marketing training activities via online media ran smoothly and from the results of monitoring and evaluation, some of the participants already understood how to market products online, how to utilise *platform digital* like *Google Maps* and marketing

techniques *online based Search Optimization (THIS)*.

Engine

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SUGGESTION

Suggestions for similar service activities so that knowing the right time to conduct interviews with weavers so that the time can be used optimally, apart from that, coaching activities are best implemented when there are no big holiday activities such as birthdays, etc. because this affects the number of participants who attend.

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