



Development of Craftsmen Business Group in Sulahan Village

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Abstrak

Usaha kerajinan keben merupakan usaha yang memiliki peluang untuk berkembang, dalam kehidupan masyarakat Bali keben merupakan sarana persembahyangan dan berbagai kegiatan adat lainnya, sehingga usaha kerajinan keben merupakan peluang usaha yang menjanjikan. Mitra dalam kegiatan internal PKM adalah kelompok pengrajin keben yaitu Kelompok Pengrajin Keben Asti. Tujuan program ini adalah untuk mengembangkan kelompok kerajinan Asti keben di Banjar Tanggahan Peken. Beberapa permasalahan berikut ditemukan adalah sebagai berikut. Kelompok usaha perajin keben belum mampu mengelola tugas setiap anggota kelompok. Faktor produksi masih menggunakan cara tradisional dan manual yang memperlambat proses produksi. Promosi masih terbatas dan belum memiliki WEB bisnis. Oleh karena itu, program pengabdian ini dibuat dengan tujuan untuk mengembangkan kelompok kerajinan Asti Keben dan membuat WEB bisnis. Luaran dari program ini antara lain: memberikan pelatihan manajemen kelompok, memberikan bantuan berupa mesin serut bambu untuk mempermudah dan mempercepat proses produksi, solusi dalam mempromosikan produk melalui media sosial. Di samping itu, Kelompok Kerajinan Keben Asti mampu meningkatkan kapasitas dan kualitas produksi sebesar 20%. Kelompok ini juga menciptakan keterampilan manajemen bisnis yang baik di bidang promosi dan manajemen keuangan serta mampu membuat pembukuan sederhana.

Kata Kunci: usaha perajin keben, Banjar Tanggahan Peken

Abstract

The keben craft business is a business that has the opportunity to develop, in the life of the Balinese people, keben is a means of prayer and various other traditional activities, so that the keben craft business is a promising business opportunity. Partners in the internal PKM activities are the keben craftsmen group, namely the Keben Asti Craftsmen Group. The purpose of this program is to develop a group of Asti keben crafts in Banjar Tanggahan Peken. There are many following problems were found such as keben craftsman business group has not been able to manage the tasks of each group member. The production factors still use traditional and manual methods which slows down the production process. Promotion is still limited and do not have a business WEB. Therefore, this service program was made with purpose to develop a group of Asti Keben crafts group and creating a business WEB. The output of this program including: providing group management training, providing assistance in the form of a bamboo shaving machine to simplify and speed up the production process, solution in promoting the product using social media. Then Keben Asti Crafts Group is able to increase production capacity and quality by 20%. And last create good business management skills in the fields of promotion and financial management as well as being able to make simple bookkeeping.

Keywords: Craftsmen Business Keben , Banjar Tanggahan Peken

1. INTRODUCTION

The keben craft business is a business that has the opportunity to develop, in the life of the Balinese people, keben is a means of praying and various other traditional activities (Dwijayani et al., 2017; Handayani & Amrita, 2020; Mahanavami et al., 2018; Ni Kadek, 2018; Sastrawangsa & Jayanti, 2019; Werastuti, 2022). One of the villages in Bali where the majority of the population work as keben craftsmen is Banjar Tanggahan Peken. The partners in this program were the keben craftsmen group, namely the Keben Asti Craftsmen Group. The business group of Asti keben craftsmen in Banjar Tanggahan Peken is a hereditary

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business. The location of this craftsman business group is precisely in Banjar Tanggahan Peken, Sulahan Village, Susut District, Bangli Regency, who are members of the Asti craftsman business group totaling 10 people, with the chairman named Mrs. Ni Luh Erna Suartini who is only 29 years old, some members of the group are gender woman The following are the names of the members of the Asti keben craftsman business group in Banjar Tanggahan Peken.

The members of the Keben Asti craftsman group are 10 people. In the group structure there is only a group leader and group members, there is no vice chairman, secretary and treasurer so that group management in this business is not optimal. From the production factor, making keben takes 2 to 3 days, from the process of selecting bamboo as raw material, cutting and refining the bamboo, painting, drying, and weaving. All the tools used are still manual, the production process becomes slow. This causes less than the maximum profit that can be obtained (Abdallah et al., 2021; Alfatiyah et al., 2021; Rahmawati et al., 2019; Santoso et al., 2020; Van Harling, 2018). The craftsmen often refuse orders that are large and must be completed in a short time, due to the limited tools owned by the Asti business group, they cannot take these orders. Where should successful entrepreneurs always pursue better achievements than previous achievements. Where should successful entrepreneurs always pursue better achievements than previous achievements product quality (Bau et al., 2021; Fatimah, 2018; Febriani, 2018; Masithoh, 2019; Oentoro & Wiyatiningsih, 2021). Services provided and customer satisfaction are the main concerns. Every time all business activities carried out are evaluated and must be better than before (Aditama & Winarto, 2021; Astakoni et al., 2022; Santiari et al., 2020; Sugihartini & Dewi, 2021; Yuliana, 2018). The other problem is Asti keben craftsman group does not yet have a simple bookkeeping to find out exactly how much sales and business profits are. Not keeping books containing cash inflows and cash outflows (business books) carefully results in never knowing whether the business is making a profit or not (Khavidah et al., 2021; Kusjono et al., 2021; Kusuma et al., 2020; Rozi et al., 2022; Wahyuni et al., 2020). From the marketing aspect, the promotion of keben produced by the Asti business group is still done manually, they have not used online media as a means of promoting their products, so market access is still very limited (Farell et al., 2019; Julianti et al., 2021; Kusumawardhani et al., 2020; Susrawan et al., 2020; Werdani et al., 2020). The Asti keben craftsman business group has the potential to further develop. keben crafts produced are of good quality in terms of durability and neatness of the woven, but because the workmanship is quite long, it makes orders from consumers decrease. For this reason, the Asti keben craftsman business group really need help in order to speed up the production process and be able to promote their products appropriately. Besides that they also need training in making simple bookkeeping so that they can monitor or see the progress of this keben craft business. The purpose of implementing this Community Partnership Program PKM is to develop a group of Asti keben crafts in Banjar Tanggahan Peken.

2. METHOD

In an effort to increase production capacity, expand market access the program is carry out through several stages (Kasmir, 2017). The first step is the initial stage to find out the current condition of the keben Asti craftsman business group. The data and information are needed in the field, by observing and interviews with related parties, such as: Head of Hamlet, Head of the Asti Keben Crafts Group, and members of the Keben Crafts Group were involved. This activity emphasizes the potential of entrepreneurs in the production process, utilization and involvement of human resources around business activities. In addition, it is necessary to carry out program socialization intended to approach, deliver information to

business groups of *keben* craftsmen, benefits and sustainability of the PKM program, as well as subsequent programs.

The second stage is provision of production equipment assistance and assistance in the use of production equipment. The process of making *keben* is still manual so it slows down the production process. So far, bamboo is still using a knife. For this reason, assistance in the form of tools to speed up the production process is really needed, such as a bamboo seedling tool. Group Management Training and Simple Bookkeeping is also conducted in this program. Simple bookkeeping training is important, because the *Asti* *keben* craftsman group does not yet have a record of sales and expenses, so the owner does not know for sure how much profit will be earned. The training for making simple bookkeeping will be accompanied by Mrs. Made Mulia Handayani, S.Pd.H., M.Pd.h., MM along with students from the Faculty of Economics and Business who are involved in this PKM. Next stage is training on using and conducting online promotion. The products produced by the *Asti* craftsman group are of good quality and affordable prices, but not many people know about the products of the *Asti* *keben* craftsman group, so a Web is needed as a promotional media to make it better known to the public. Online promotion media is needed. Online promotion is held using online media such as Instagram and Facebook. And for the last stage is evaluation during the training and mentoring activities, evaluation is then carried out during the production and post-production processes, to what extent the increase in production.

3. RESULT AND DISCUSSION

Result

This Community Partnership Program was carried out in the *Tanggahan* *Peken* banjar, *Sulahan* Village, *Susut* District, *Bangli* Regency. The *Asti* Craftsmen Group was very enthusiastic in accepting this PKM, in every discussion and training activity they were always present and studied carefully each material given. They also one by one tried the bamboo seedling tool that was given as assistance by the research team. In addition, they also provide a place for training and learn to make simple bookkeeping notes. The first things that have been done in this program are coordination with Partners. The coordination carried out was related to the problems experienced by the *keben* *Asti* craftsmen group, including production problems, management problems and promotion problems. The second things that have been done is follow-up actions. There are many activities that have been carried out in this PKM activity such as providing assistance with production tools in the form of bamboo cutting machines, knives, machetes, paints and brushes to support the production process as shown in [Figure 1](#).



Figure 1. Delivery of Aid in the Form of a Ledger and a Bamboo Seeding Tool

Then for business management issues, it is providing leadership training in group management, selecting the secretary and treasurer of the Asti keben craftsman group. Besides that, simple bookkeeping training was also provided in terms of keeping records of daily expenses, daily income, main cash book and inventory records. The activity is shown on [Figure 2](#). The next one for promotional issues that have been carried out are providing promotional training using social media in the form of Facebook and Instagram, as well as developing a business Web so that the marketing carried out can be wider. The web link that has been made by the PKM team is as <https://pengrajinbambutangahanpeken.com/>. The appearance of web as shown on [Figure 3](#).



Figure 2. Group Management Training

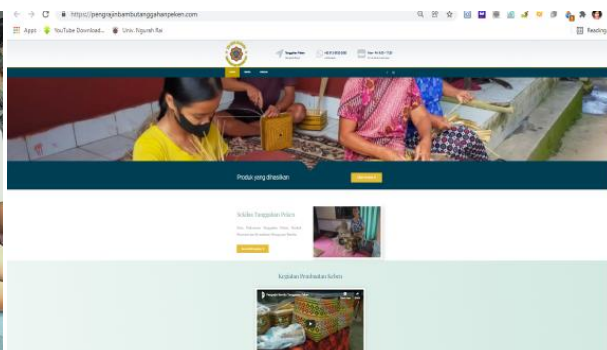


Figure 3. WEB Craftsman Keben

In the implementation of the Community partnership program, of course, it has an impact on the economic development of the Asti keben craftsman group, in this case the Asti keben craftsman group already has an organizational structure of chairman, secretary, treasurer and members. In addition, they can also make simple bookkeeping records. From this, the expenses and income of the business will be clearer, so that the business can run stably. In the field of marketing, the business group of Keben Asti craftsmen can already use social media as a means of promotion and can use the business WEB. Partners in this PKM activity are the Asti keben craftsman group in Banjar Tanggahan Peken, Susut District, Bangli Regency. As for the partners' contributions in this service program, they are providing a place for discussion and training, showing the place for making bamboo seedlings, and participating in the training enthusiastically. The obstacle in implementing this PKM is that most of the members of the craftsman group are elderly and do not know social media, so the PKM team needs to re-introduce in detail about promotions on social media, besides that there are some production equipment assistances that we cannot provide because of funding constraints. Supporting factors for this PKM activity are partners who are enthusiastic in implementing the PKM program, attending every training and PKM material carefully, smooth communication with partners makes this PKM can be completed on time.

4. CONCLUSION

The keben craft business is a hereditary business in Banjar Tanggahan Peken and is a source of livelihood for the local community. One of the business groups of keben craftsmen in the Tanggahan Peken banjar is the Asti keben craftsman group. PKM Craftsmen Business Group Development Keben Asti Banjar Tanggahan Peken Sulahan Village, Susut District, Bangli Regency has conducted group management training and simple bookkeeping, where training is an important thing in business development, besides that promotional media training is very necessary in this pandemic era so that craftsmen can still work and sell their products safely.

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