



## Revitalization Palm Leaf Craft Business

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### Abstrak

Kerajinan daun lontar merupakan salah satu kerajinan yang memiliki prospek bagus dan banyak diminati oleh wisatawan karena terbuat dari bahan alam dan memiliki bentuk yang sangat artistik. Usaha kerajinan daun lontar merupakan tumpuan ekonomi masyarakat di Madangan Kelod, Gianyar. Namun, prospek usaha kerajinan daun lontar ini masih belum optimal. Berdasarkan pengamatan, terdapat kelompok usaha kerajinan daun lontar yang sangat membutuhkan bantuan untuk mengatasi permasalahan yang mereka hadapi. Permasalahan yang dihadapi oleh kelompok usaha kerajinan ini adalah peralatan produksi yang kurang memadai, kurangnya wawasan tentang pemasaran online, kurangnya pengetahuan manajemen kelompok, pembagian tugas anggota dan pencatatan administrasi laporan keuangan secara cermat dan teliti. Tujuan program ini adalah menciptakan ketersediaan peralatan yang memadai dan mitra mampu meningkatkan jumlah produksi kerajinan sebesar 30%, mitra mampu meningkatkan penjualan sebesar 30%, seluruh anggota kelompok perajin mampu memahami manajemen kelompok, dan mampu membuat pembukuan kelompok. Metode pelaksanaan kegiatan ini diawali dengan mengumpulkan informasi dari kondisi mitra, merancang kegiatan yang akan dilakukan, dilanjutkan dengan sosialisasi program, melakukan pelatihan, pendampingan, dan evaluasi.

**Kata Kunci:** produksi, kerajinan, daun, kelapa sawit

### Abstract

*Palm leaf craft is one of the crafts that has good prospects and is in great demand by tourists because it is made of natural materials and has a very artistic shape. The palm leaf craft business is the economic foundation of the community in Madangan Kelod, Gianyar. However, the prospect of this palm leaf craft business is still not optimal. Based on observations, there are palm leaf craft business groups that really need help to overcome the problems they face. The problems faced by this craft business group are inadequate production equipment, lack of insight into online marketing, lack of knowledge of group management, division of tasks members and recording the administration of financial statements carefully and thoroughly. The purpose of this program is create availability of adequate equipment and partners being able to increase the amount of handicraft production by 30%, partners being able to increase sales by 30%, and all members of the craftsman group being able to understand group management and be able to make group bookkeeping. The method of implementing this activity is preceded by collecting information from partners' conditions, designing activities to be carried out, followed by program socialization, conducting training, mentoring and evaluation.*

**Keywords:** Production, Craft, Leaf, Palm

## 1. INTRODUCTION

Bali Island is one of the most favourite tourist destinations for both Indonesian and foreign tourists (Kristy et al., 2020; Mulyadi & Sunarti, 2019; Nggini, 2019; Somantri, 2005; Sudarsana, 2018). The high interest of vacation tourists to Bali is caused by many factors. Besides having a very beautiful culture and natural scenery, Bali is also known for its very aesthetic and unique handicrafts (Darma, 2019; Isnaini, 2019; Puspawati & Putra, 2014). One of the unique handicrafts from the Island of the Gods is the craft of palm leaves (Ridhwan, 2012; Suweta, 2020; Syahri & Winarsih, 2022). This palm leaf craft product has a high aesthetic value because the woven pattern is unique and artistic. The material used, namely palm leaves, gives a natural impression which is a special attraction for tourists in Bali (Astuti & Noor, 2016; Utama, 2015; Yulianie, 2015). In addition, palm leaves are

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closely related to religious events in Bali. Palm leaves are often used as a means of making ceremonies, for example *banten*, *penjor* and others (Adiputra, 2017; Atmadja & Atmadja, 2016; Untara & Gunawijaya, 2020; Yanti & Prahmana, 2017). Nowadays palm leaves can be made into various types of crafts that have a very high artistic value, such as bags, hats, fans, and others. One community that has been carrying out the art of palm leaf craft for generations is Banjar Madangan Kelod, Petak Village, Gianyar. Based on the results of the 2018 survey, the population of Banjar Dinas Madangan Kelod is 1.277 people with 333 families. Some of the people in Madangan Kelod work as entrepreneurs, farmers, and palm leaf craftsmen.

Handicrafts from palm leaves in Madangan Kelod are mostly done by housewives and teenage girls, but there are still very few girls who are interested in weaving palm leaves. Based on the observations of the Community Partnership Program team at Ngurah Rai University, there is a palm leaf craft business group in Banjar Madangan Kelod, which is chaired by Ms. Dewa Ayu Puspa Dewi, who really needs help to deal with the problems they are facing. The Covid-19 pandemic has greatly impacted these craftsmen, since the past year they have been in critical condition because there were no orders at all due to the closure of hotels and villas which were previously the biggest buyers of this palm leaf craft product (Kusuma et al., 2021; Purwahita et al., 2021; Rosita, 2020). This business group is called the Tipat Sari Lontar Leaf Craft Group and consists of 20 craftsmen. The group was founded in 1995. The craft made from palm leaves are drink bottle holders, soy sauce holders and shopping bags. Before the pandemic, the average monthly turnover was 200 pcs for bottle holders, 200 pcs for soy sauce holders and 350 pcs for large shopping bags. These handicrafts are generally sold to hotels and villas in the Pecatu, Ubud and surrounding areas.

The problems faced by the Tipat Sari palm leaf craft business group, apart from the impact of the Covid-19 pandemic, are also on the production aspect, namely the lack of knowledge of the palm leaf craft group in increasing the amount of production due to limited production equipment and human resources who have weaving skills. This lontar craftsman does not yet have knowledge in marketing the products because of the limited knowledge of craftsmen in online marketing. Meanwhile, in business management, this group of lontar craftsmen does not yet have knowledge of group management, division of member duties and group bookkeeping. The solution applied to overcome the problems faced by the Tipat Sari Lontar Leaf Craft Group in Banjar Madangan Kelod, Petak Village, is to provide and assist the community in managing the palm tree business. The purpose of this program is to create adequate equipment availability and partners are able to increase the number of handicraft production by 30%, partners are able to increase sales by 30%, and all members of the craftsman group are able to understand group management and can make group bookkeeping.

## 2. METHOD

The implementation of the community partnership program in Banjar Madangan Kelod Gianyar organized by a proposing team consisting of one chairman and one member, two students and partners of the Tipat Sari Lontar Leaf Craftsman Group. Inspired by several previous PKM programs, the implementation of this program has several stages (Aly et al., 2020; Dantes et al., 2021; Purnama et al., 2020; Rochaya, 2011; Susanti & Rahmadaniah, 2019). The first step is preparation. This step is conducted to understand the strengths, weaknesses, opportunities, and obstacles in producing palm leaves handicrafts. This is done by interviewing parties related to this activity such as the village head, *dusun* head, craftsmen, and the labour involved. Then from the results of partner information gathering, activity plans for future development are drawn up by considering existing potentials, weaknesses, obstacles, and opportunities. Then counselling sessions are carried out to palm

leaf craftsmen regarding the benefits and continuation and impact on the level of production and marketing of handicrafts produced by partners. Next step, which is also the most important step, is training. Training conducted to partners to increase knowledge and skills in production area was carried out. The training activity was a follow-up to the implementation of the program, where the main objective was to increase the number of handicraft production by 30%. Training in marketing and simple bookkeeping also carried out to increase partner sales by 30%. Beside of that assistance and implementation of partners is very much needed so that this program can run according to the goals and expectations, starting from planning, implementation, until craftsmen understand and able to do online marketing and implement a sound group management, division of tasks in groups and make simple bookkeeping to record cash flow.

For the last step is evaluation. Evaluation is held periodically in accordance with the progress of the implementation of this program. The forms of evaluation of training activities include evaluation process, this evaluation emphasizes aspects of theoretical understanding such as online marketing, the importance of group management, financial management and simple bookkeeping. Meanwhile there are evaluations of results (output). This evaluation emphasizes the Monitoring and Evaluation (MONEV) aspect of the program to determine the increase in the knowledge and skills of partners, considering of a). The pattern of craftsmen to increase the amount of production and access in markets and marketing. b) The independence of craftsmen, considering the limited period of monitoring and assistance. c) Partner participation and partner cooperation The success of this Community Partnership Program is largely determined by the participation and cooperation of partners. These partners' participation include providing meeting and training venues, preparing training tools and equipment (tables and chairs), providing consumption, and facilitating meetings with the Petak Gianyar Village Head.

### **3. RESULT AND DISCUSSION**

#### **Result**

The Community Partnership Program is focusing on community service activities that are comprehensive, meaningful, and sustainable with the aim of being one of the group's businesses in the area (Kurniawati et al., 2019; Noor, 2010; Riduwan, 2016; Setyowati & Permata, 2018). This program' aim is forming and developing a group of economically independent communities, creating jobs in rural areas. The program provides alternative solutions to problems faced by partners through an integrated approach through surveys and research in the field so that they can be used as a reference for submitting proposals to the government related to the aim of obtaining tourism object development assistance funds. This program was carried out in Banjar Madangan Kelod, Petak Village, Gianyar Regency. The success of the implementation of this program can be seen from two indicators. The first indicator shows a positive response from village officials and the community, especially palm leaf craftsmen in the Tipat Sari group who were very enthusiastic in participating in the program during the group management training and simple bookkeeping training which was held on December 5, 2021. It can be seen from their participations in the discussion sessions and are very grateful for holding this program in their area. Secondly, this program provide insight for our research team to carry out such activity in a more sustainable and structured manner.

There are lots of benefits which can obtain from this program. The revitalization of the palm leaf craft business is seen as having very important economic potential to support the welfare of the people in the Madangan Kelod. The first benefits is there are business opportunities. The increase in production capacity and equipment support for this group of

palm leaf craftsmen is expected to increase the number of tourists who come to visit and order palm leaf craft products in Madangan Kelod so that in general it brings business opportunities for the people of Petak Gianyar Village. In addition to bringing business opportunities, the revitalization of the palm leaf craft business is expected to be able to provide additional income for the people who participate in producing palm leaf craft products for tourists in needed. The process and product of palm leaf is shown in [Figure 1](#).



**Figure 1.** The Process of Making Palm Leaf Craft Products

The implementation of this program is strongly supported by partners which is very active in the implementation of this community partnership program, among others, by always attending meetings that the PKM team holds, providing input and preparing facilities for meetings or discussions that are held, listening carefully to group management training and bookkeeping training that was held by the PKM team. One of the unique handicrafts from the Island of the Gods is the craft of palm leaves ([Ridhwan, 2012](#); [Suweta, 2020](#); [Syahri & Winarsih, 2022](#)). This palm leaf craft product has a high aesthetic value because the woven pattern is unique and artistic. The material used, namely palm leaves, gives a natural impression which is a special attraction for tourists in Bali ([Astuti & Noor, 2016](#); [Utama, 2015](#); [Yulianie, 2015](#)). In addition, palm leaves are closely related to religious events in Bali. Palm leaves are often used as a means of making ceremonies, for example *banten*, *penjor* and others ([Adiputra, 2017](#); [Atmadja & Atmadja, 2016](#); [Untara & Gunawijaya, 2020](#); [Yanti & Prahmana, 2017](#)). Nowadays palm leaves can be made into various types of crafts that have a very high artistic value, such as bags, hats, fans, and others. One community that has been carrying out the art of palm leaf craft for generations is Banjar Madangan Kelod, Petak Village, Gianyar. Based on the results of the 2018 survey, the population of Banjar Dinas Madangan Kelod is 1.277 people with 333 families. Some of the people in Madangan Kelod work as entrepreneurs, farmers, and palm leaf craftsmen.

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#### 4. CONCLUSION

The implementation of PKM program activities such as providing production equipment, group management training and simple bookkeeping training has been running well with support and participation by partners and the local community. This program is running according to plan and has achieved the expected results or objectives. Suggestions and recommendations for the continuation of this program is the existence of other PKM programs that can be more helpful in product marketing.

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