

Assistance of Handicraft Small Business in Increasing Capacity

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Abstract—The micro, small and medium enterprises (MSMEs) is important in building the nation's economy. Our SMEs partners are owned by Architecture Students of Universitas 17 Agustus 1945 Surabaya, they are Keranting and Beelovedthings. Keranting runs in Fashion products with the application of Ecoprint. Ecoprint itself is a process of transferring patterns or colors into fabric/leather/paper media using natural materials and dyes. Meanwhile, Beelovedthings is engaged in handicrafts which are used for souvenirs and merchandise. The partners problems are un-consistent stock of products and they have not reached the turnover target because they are still doing conventional marketing. To overcome these problems, we have to obtain consistent supply of raw materials, availability of adequate equipment that can support the production process, the consistent availability of various types of products, content creation and selection of digital marketing platforms, as well as increasing e-commerce and social media traction. The results of this program are not only in the form of stock fulfillment, but also more varied content creation which can attract more customers. The availability of various digital marketing platforms makes it easier for buyers to reach MSME products with paid promotions carried out on digital marketing platforms to increase eCommerce traction.

Keywords—Capacity, Handicraft, MSME's.

I. INTRODUCTION

THE Covid-19 pandemic has become a global challenge. Governments around the world tried to respond by providing strict regulations to suppress the spread of the virus, such as being advised to carry out activities from home (work, study, worship) and implementing physical or social distancing policies. As a result, small and medium enterprises (MSMEs), experienced a decline in demand [1]. MSMEs have very bad conditions starting from a decline in business activity, facing a shortage of funds, liquidity, workers, buyers, and technology adoption [2–3].

In response to these problems, MSMEs must redesign their business strategies to survive the Covid-19 pandemic by utilizing the internet. Since the transition era from conventional to digital business activities and social media marketing (SMM) has gained attention in today's business sphere. It is praised by companies that leverage the power of SMM as a strategic tool to increase firm value, profitability, and competitive advantage[4]. Recent studies show that SMM is a workable instrument that can help businesses to attract customers [5–7]. However, the adoption rate of SMM by MSMEs remains low due to a lack of knowledge on how to take advantage of the benefits of technology [8] [9].

In this paper, we write about the process of assisting small handicraft business in increasing their capacity by utilizing social media as part of our community service program. The first partner of our Community Service (PkM) is an Ecoprint handicraft, named Keranting. They are located in Waru, Sidoarjo. And the second partner is a handicraft crafter, Beelovedthings which is located in Rungkut, Surabaya. The products offered by Keranting are original and handmade. Before becoming fashion products such as blouse, tops, vests, and others, sheets of cloth will go through various processes to find out traces of leaves and flowers called Ecoprint. Beelovedthings has a macrame craft product, namely the form of a knotted knot craft by working on a series of threads at the beginning or end of the weaving, by making various knots on the thread chain to form various tassels. The two partners are students of the Architecture Department Faculty of Engineering, Universitas 17 Agustus 1945 Surabaya.

Our partners have marketing and production problem. Production problems are inconsistent product stock due to manual and self-made production. Meanwhile, marketing problems have not been maximized so sales turnover is also not optimal.

II. IMPLEMENTATION METHOD

The implementation method in assisting both partner is adjusted to the steps to solve the problems. To solve production problems, we conduct surveys and select quality raw materials. To overcome marketing problems, the steps taken are intensifying promotions through paid advertising on multiple platforms as well as creating attractive promotional content.

III. SMSE'S PARTNERS PROFILE

The first partner for our Community Service (PKM) is an ecoprint hand-workers, named Keranting which is located in Waru, Sidoarjo. The second partner is a handicraft craftsman, Beelovedthings which is located in Rungkut, Surabaya. The products offered by Keranting are original and handmade. Before becoming fashion products such as blouse, tops, vests, and others, sheets of cloth will go through various processes to produce leaf and flower prints called Ecoprint. The Ecoprint production process takes about two weeks until the final process. The type of fabric must contain natural fibers such as primisima cotton, primis, and silk (Figure 1a).

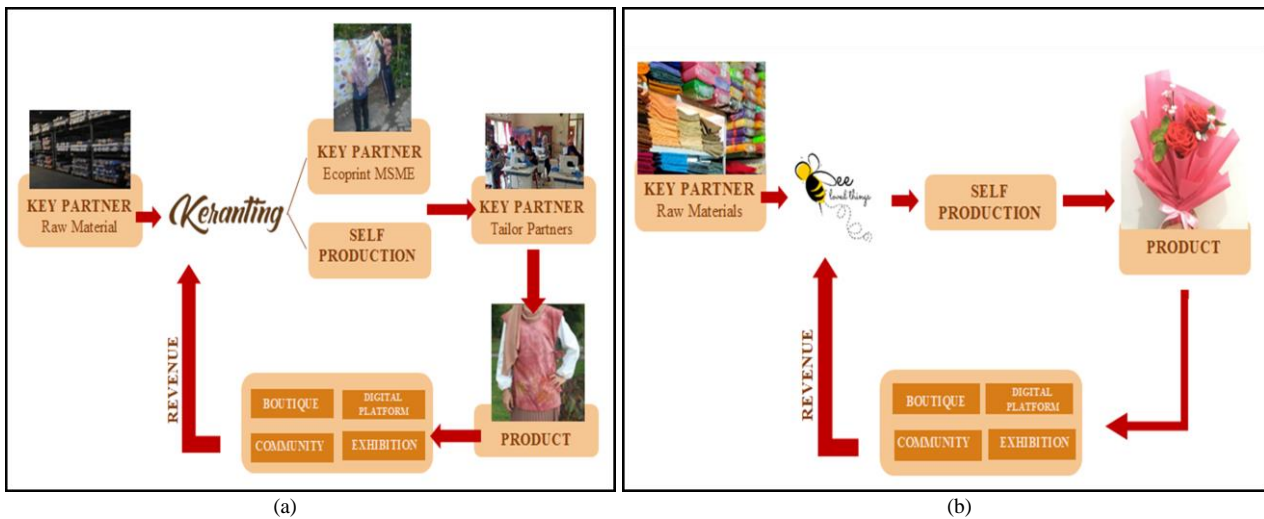


Figure 1. (a) The Keranting's Cycle of sustainable product; (b) The Beelovesthings's Cycle of sustainable product.

The production process begins with the Scoring where the fabric is soaked in a TRO (Pure Detergent) solution to remove the remaining synthetic substances. The cloth will be soaked for approximately 8 hours. Furthermore, after passing the scoring process, the fabric will go through the Mordan process. In this process, the cloth will be soaked in the Alum liquid for approximately 48 hours. The mordant process aims for the fabric to bind the dye transferred by the leaf/flower tannins so that the color can stick to the fabric. After going through this process, the leaves will be arranged on the fabric. Fabrics that have been laid out with leaves will be rolled up, so that the leaves will not move. After that, the fabrics will be steamed for 2 hours. After this process, the traces of leaves/flowers will be visible on the fabric. Furthermore, the next step is oxidation where the fabric will be aerated in an open space for approximately 3-5 days. The last process is fixation where the fabric will be washed with lerak soap for finishing so that the color can last and bond perfectly.

Beelovedthings has a flower bouquet craft product made of flannel (Figure 1b). Flannel is a type of fabric made from wool fiber without being woven, with a heating and evaporation process to become a fabric with a variety of textures and types. Beelovedthings was founded in November 2019 with a hand made flannel flower bouquet product. The target market for flannel flower bouquets is aimed at all ages, from children, teenagers, and even the elderly. Usually this product is made for birthday gifts, graduation gifts, or anniversary celebrations. In addition, our products are also environmentally friendly because flowers do not wither and last longer as well as their memories. The process of making a flower bouquet is quite time consuming, starting from making and cutting patterns, fixing flower petals one by one, to arranging the petals into a whole flower, it doesn't stop there, the flowers must be assembled into a beautiful bouquet and ready to be sold.

IV. RESULT

A. Raw Material Survey

The raw material survey is carried out offline by visiting several suppliers to get first-hand prices and getting suppliers who consistently maintain raw materials so that quality is



Figure 2. The production process.

maintained. Keranting conducted a survey of raw materials at the Lambang Jaya Store, Premori, and the Utama Store. Meanwhile, Beelovedthings conducted a survey of raw materials at the Petra Store, Sahabat Store, and Flores Store. In addition, partners also conduct online raw material surveys in E-commerce. Based on an online survey, the price of raw materials is cheaper than offline stores, this is because the first supplier has opened a store in e-commerce so they don't have to pay expensive store rent. However, there are several considerations when choosing raw materials online, one of which is not being able to see and feel the materials needed whether they meet the criteria or not and the second is the expensive shipping costs if the supplier is out of town.

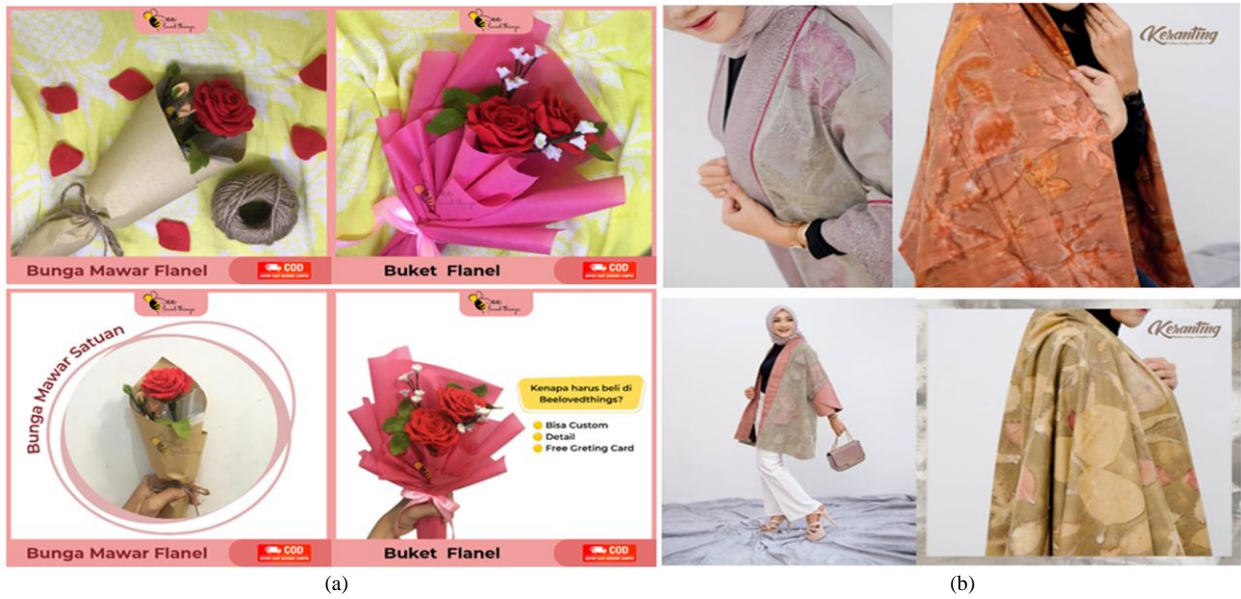


Figure 3. (a) Promotion content of Belovedthings; (b) Promotion content of Keranting.

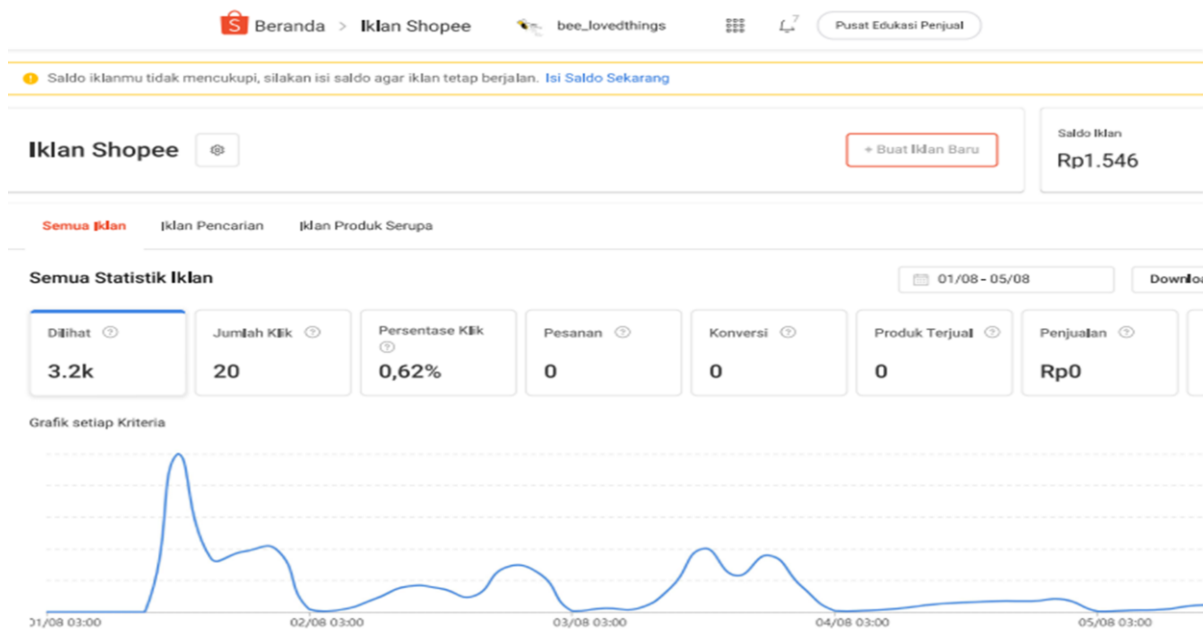


Figure 4. Shopee's Paid Ads.

In determining partner suppliers, we consider the quality of tools and materials to produce products of good quality. Partners buy more raw materials than before to increase stock so that they can be sold to various digital platforms. A survey of raw materials is carried out in the first 2 weeks of this program. Partners have found several stores that can become suppliers in meeting the needs of tools and materials.

B. Production Process

After collected for raw materials, partners carry out the production process to increase stock. The products from both partners are handmade and the manufacturing process is manual without the help of machine tools. Each partner has its challenges in this process. The ecoprint fabric production process takes approximately two weeks to be ready for the market. In Beelovedthings the production process tends to be complicated because the leaf petal pattern must be shaped and arranged manually to look like real flowers, then the finished flower collection will be assembled to form a bouquet. The

process of making one bouquet takes a minimum of 1-2 days before ordering (Figure 2).

The progress of this production process is that Keranting currently has produced 12 new stock sheets of fabric and 15 Pcs Tottebags. In addition, Beelovedthings has produced 15 pcs of Flower Bouquets with various variations. The bouquet has been traded at Graduation activities. Products from both partners are ready to be sold offline or through E-commerce.

C. Promotion and Content Making

After preparing the product stock, the partners carry out the process of creating content in the form of photos and product videos for promotional materials on social media and E-commerce (Figure 3). Partners also install ads to increase audience tracking on each E-commerce. The Installation of ads is done on Shopee and Instagram.

The result of installing ads where previously traction from e-commerce was 0. After installing ads traction increased with the total number of products seen by the audience by

3,200 then the number of audiences who clicked on the product was 20 (Figure 4). The installation of the ads above is the first trial to see what days the audience is crowded so that in the future you can maximize ads on special days such as the twin dates that are crowded with orders. In addition to placing ads, stores also need strategies in setting selling prices, such as giving discounts on products and pricing them at the end of 999. This is known as the left digit effect, with a price ending in 999, buyers will feel the price is cheaper even though it is only Rp. Shoppers will not see the price as 1,000 but 999. Not only that, but the store can also do a price bundling package to increase the opportunity for buyers to add products to their carts. The use of digital marketing can make it easier for partners to carry out promotions with a wider reach.

V. CONCLUSION

This activity resulted in two entrepreneurs from students of the Architecture Department Faculty of Engineering, Universitas 17 Agustus 1945 Surabaya. They are Keranting, an entrepreneur in the fashion sector who produces ecoprint products ranging from cloth, tote-bags, masks, fans, hair bands, and others. The second is Beelovedthings which is very productive in producing handicrafts from flannel. Both partners are very active in selling their products both in person and online. This mentoring activity helps maintain product stock consistently by maintaining optimal production materials. In addition, this activity also helps partners to get to know and get used to using digital marketing platforms such as Shopee, Tokopedia, Lazada, Instagram, Tokopedia, and others.

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