

Strengthening the Entrepreneurial Spirit and Digital Marketing of the Suana Coconut Shell SMEs in Banjar Koripan Kangin, Banjarangkan, Klungkung

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ABSTRACT

Coconut shells can be used to create high-value craft products, but artisans often face challenges like a lack of entrepreneurial spirit, limited online marketing knowledge, and poor book-keeping skills. To address these issues, a community partnership program was implemented with Mr. Nyoman Suana, a coconut shell artisan in Banjar Koripan Kangin, Banjarangkan, Klungkung. The program aimed to boost sales and improve book-keeping practices through three main activities: online marketing assistance, entrepreneurial spirit enhancement sessions, and book-keeping training. The results showed that participants successfully utilized social media for marketing, improved their book-keeping, reducing errors, and developed a more innovative and responsible entrepreneurial mindset

INTRODUCTION

In Bali, coconut shell artisans have a deep-rooted history in traditional arts and crafts, skillfully utilizing coconut shells to create intricate carvings, sculptures, and various other artistic objects. This practice not only showcases their craftsmanship but also embodies the cultural richness and spiritual values of the local community. Coconut shell carving in Bali has evolved into a significant aspect of the island's cultural heritage, with artisans transforming these natural materials into high-value handicrafts through meticulous processing and refinement (Padnyawati et al., 2021). Desa Banjarangkan in Klungkung exemplifies this cultural tradition, notably through Mr. Nyoman Suana's artisanal business. Mr. Suana's workshop specializes in crafting items such as holy water ladles, containers for holy water, and decorative piggy banks, all meticulously fashioned from coconut shells. These products not only serve practical purposes but also symbolize Bali's spiritual and artistic traditions, blending craftsmanship with cultural significance.

The use of coconut shells in handicraft production not only sustains local livelihoods but also preserves and promotes Bali's unique cultural identity. As these artisans continue to innovate and adapt their techniques, they play a vital role in ensuring that traditional arts thrive amidst modern challenges and changing market dynamics. The craftsmanship involved in coconut shell artistry goes beyond mere aesthetic appeal; it embodies a sustainable approach to creativity and resourcefulness. By repurposing coconut shells, artisans in Bali demonstrate a profound respect for nature and a commitment to environmental stewardship. This eco-friendly practice aligns with global trends towards sustainability, appealing to conscientious consumers who value products with minimal environmental impact. Moreover, the intricate designs and cultural motifs carved into these coconut shell creations tell stories of Bali's history, spirituality, and daily life, making them not just artworks but artifacts that connect present generations with their rich cultural heritage. As these artisans continue to innovate and adapt their techniques, they not only preserve traditions but also contribute to a sustainable future where craftsmanship and environmental consciousness go hand in hand.



Picture 1. Products produced by Suana SMEs

Fostering an entrepreneurial spirit has become a national priority and a key government program aimed at empowering communities, especially the younger generation, to enhance their economic competitiveness. This initiative focuses on providing education and resources that encourage innovation, creativity, and self-reliance. By offering training programs, financial support, and mentorship, the government seeks to equip young people with the skills and confidence needed to start and sustain their own businesses. These efforts are crucial in nurturing a generation of entrepreneurs who can drive economic growth, create jobs, and contribute to societal development. Moreover, by fostering an entrepreneurial mindset from a young age, the program aims to instill a culture of initiative and resilience, preparing individuals to navigate challenges and seize opportunities in an increasingly competitive global market. This holistic approach not only promotes individual prosperity but also strengthens the foundation of the nation's economy, fostering long-term sustainability and prosperity for all.

Small business owners encounter numerous challenges such as weak organization, difficult marketing, limited capital, low entrepreneurial spirit, lack of environmental consideration, and poor service quality (Sukirman, 2010). These obstacles hinder their ability to thrive in competitive markets. Characteristics crucial to entrepreneurial success – like hard work, creativity, and achievement orientation – are emphasized in community service efforts (Sutiyo, 2017). Thus, strategies are essential to empower small businesses towards self-reliance, fostering entrepreneurial spirit, values, and behaviors. In the current globalized landscape, competition in artisanal businesses is intensifying (Sukmasetya et al., 2020). Artisans must compete not only locally but also on a global scale, seizing opportunities to sustain their enterprises. The technological era demands that entrepreneurs capitalize on platforms such as social media and online marketplaces to enhance visibility and promote their products effectively (Samsiana et al., 2020). Effective marketing strategies are pivotal for business success, serving as a critical benchmark for achieving goals amidst fierce competition (Arifin & Nurudin, 2020).

However, many business owners, like Mr. Nyoman Suana, prefer conventional methods due to a lack of understanding of technology, which makes them hesitant to transition from traditional practices (Martadiani et al., 2021). Mr. Suana, for instance, faces challenges with bookkeeping, struggling to accurately monitor cash flow. The prevalent use of manual transaction recording hampers effective capital management. Furthermore, discussions with Mr. Suana reveal limited adoption of technology in production equipment, which restricts his production capacity. Given these challenges encountered by coconut shell SME partners, there is a compelling need for a community service initiative targeting businesses in Desa Banjarangkan, Klungkung. The primary objective is to empower these partners by enhancing their ability to implement modern accounting systems, develop effective digital marketing strategies, and cultivate a stronger entrepreneurial mindset. This initiative is in alignment with the strategic goals of Renstra LPM Universitas Warmadewa, which emphasizes local economic development through initiatives like tourism enhancement. By

addressing these specific needs—improving financial management through advanced accounting practices, leveraging digital platforms for marketing, and fostering entrepreneurial resilience—the initiative aims to uplift the coconut shell SMEs in Desa Banjarangkan. This holistic approach not only seeks to enhance individual business capabilities but also contributes to the overall economic vibrancy and sustainability of the local community.

IMPLEMENTATION AND METHODS

The community service activities were conducted in Banjar Koripan Kangin, Banjarangkan, Klungkung. The focus was on partnering with coconut shell craft business owners. The methods used included observation and interviews, instructional sessions, and hands-on assistance.

1. Observation and Interview Method

Prior to implementing the community service program, in-depth observations and interviews were conducted with the partners to identify their issues, prioritize these issues, and discuss appropriate solutions. This method aimed to accurately understand the partners' problems in accordance with their business needs and capabilities, fostering their involvement in designing, implementing, and being accountable for the program. These methods were applied continuously to identify the most critical issues to address.

2. Instructional Method

The instructional method was used to enhance the entrepreneurial spirit of the partners. Developing an entrepreneurial mindset is essential for increasing commitment to business development and improving soft skills such as self-confidence, task and result orientation, risk-taking, future orientation, creativity, and innovation. This method also aimed to improve the partners' ability to leverage digital technology for marketing strategies.

3. Hands-on Assistance Method

The hands-on assistance method was applied to implement an accounting system. An effective accounting system can enhance efficiency and effectiveness in profit planning.

RESULTS AND DISCUSSION

Based on the three priority issues addressed with the partners, the steps taken to provide solutions to these specific problems are outlined as follows: The first step, presented in Picture 2, involved assisting with book-keeping according to an accounting system. Business owners were provided with formatted books tailored to their needs. The goal was to facilitate the calculation of cost of goods sales and profit planning.



Picture 2. Assistance in Bookkeeping

The second step, presented in Picture 3, involved training in digital marketing strategies through lectures and practical sessions using online media. Business owners were taught various methods and strategies for selecting appropriate media for their marketing strategies. The objective was to enable business owners to choose media that align with their management and financial capabilities.



Picture 3. Counseling and Discussion on Marketing Strategies

The third step, presented in Picture 4, involved entrepreneurial training through lectures in the form of counseling. This counseling aimed to boost entrepreneurial spirit and enthusiasm. Business owners had the opportunity to voice their complaints and challenges. Issues such as unhealthy competition can be addressed if business owners provide products that meet customer needs and proactively seek information to innovate.



Picture 4: Counseling/Discussion on Products

The final step, presented in Picture 5, involved distributing books and production equipment to business owners. The production equipment included electric saws and grinders. These contributions were intended to increase production capacity, which is determined by the equipment used.



Picture 5: Distribution of Books and Production Equipment

The objectives of the Community Partnership Program are to enhance the management capabilities, entrepreneurial spirit, and accounting skills of SMEs producing coconut shell crafts. The social impact includes increasing the role of these SMEs in supporting Bali as a tourist destination. The economic impact is expected to improve the welfare of the SMEs, their employees, and the community. The PKM team also donated production equipment, such as books and electric saws/grinders, to aid in book-keeping and boost production capacity. As production capacity increases, so do production volume, sales, and profits. The Community Partnership Program (PKM) activities were conducted with the support of all partners, comprising owners and employees of coconut shell craft groups. The contributions and benefits of partners in the PKM activities are presented in Table 1 as follows:

Table 1. Benefits and Contributions of Partners in the Activities

Solutions offered	Benefit	Partner Contributions
Entrepreneurship training	Fostering entrepreneurial spirit and mindset, loving the profession, and having a positive spirit to achieve a better life.	Partners provide a place, help with preparations, serve food and follow the lecture with enthusiasm
Assistance in compiling bookkeeping using an accounting system	Coconut shell craft entrepreneurs are able to accurately calculate cost prices and maintain proper bookkeeping.	Partners are willing to be accompanied for 3 months and monitored at the end of each month
Assistance in the field of digital-based production and marketing management	Partners can place and organize equipment well so that the production process runs smoothly, and introduce a marketing system through online media	Partners prepare all the equipment and participants follow enthusiastically

Based on observations, coconut shell craft businesses possess promising opportunities for future development, especially with the burgeoning growth of tourism. Entrepreneurs involved in coconut shell crafts can capitalize on these opportunities by first implementing innovative product strategies. This could involve introducing new designs, exploring collaborations with other materials, and focusing on enhancing the artistic value of their creations. Such initiatives not only cater to evolving consumer tastes but also hold potential for substantial economic gains. Additionally, adopting a systematic recording system based on

accounting principles is crucial for these businesses. Accurate transaction recording not only ensures financial transparency but also empowers business owners to make informed decisions regarding pricing, cost management, and profit planning. This foundational practice is essential for maintaining financial health and sustainability in the long run.

Furthermore, effective marketing strategies leveraging online media platforms are indispensable for promoting coconut shell craft products to a wider audience. Embracing digital marketing techniques tailored to the unique characteristics of their offerings can significantly enhance visibility and sales opportunities. These strategies should be aligned with the specific management capabilities and financial resources of the coconut shell craft businesses to ensure sustainable growth and competitive advantage in the market. In conclusion, developing coconut shell craft businesses requires a strategic approach that integrates innovation in product development, sound financial management through proper accounting practices, and effective utilization of online marketing channels. By leveraging these tailored strategies, entrepreneurs can harness the full potential of their craft businesses amidst evolving market dynamics and capitalize on the growing interest in sustainable and culturally rich artisanal products.

CONCLUSIONS AND RECOMMENDATIONS

Community outreach initiatives, including training and mentoring, have proven highly beneficial for coconut shell craft entrepreneurs. Through mentoring in proper book-keeping using an accounting system, they have gained the ability to accurately calculate cost of goods and maintain meticulous transaction records. This proficiency not only enhances financial management but also fulfills requirements for potential credit applications. Entrepreneurship training has further fortified their business acumen, fostering essential soft skills such as confidence, goal orientation, risk-taking, future planning, creativity, and innovation. Moreover, understanding the nuances of digital marketing has equipped them with effective promotional strategies and media selection strategies that align with their knowledge and financial capabilities. Encouraging craftsmen in Banjaringan to form collaborative communities is pivotal in fostering healthy competition and facilitating knowledge exchange on product management and business operations. This approach aims to empower craftsmen to innovate and produce goods that resonate with consumer preferences.

Looking ahead, it is recommended that craftsmen prioritize entrepreneurial traits like resilience, risk-taking, and innovation, alongside implementing simplified bookkeeping practices that integrate technological advancements and align with their management capacity. Overall, the program has showcased tangible improvements in social media marketing proficiency and streamlined financial recording processes among participants, highlighting the transformative impact of community-driven support initiatives in enhancing small business sustainability and competitiveness.

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